



## Honourary Patrons

**The Honourable Iona V. Campagnolo, CM, PC, OBC**  
**The Honourable David Anderson, PC, LLB**  
**Robert Bateman, OC, OBC**  
**David Suzuki, CC, OC, OBC**

Roderick Haig-Brown

*I have never seen a river that I could not love.  
Moving water has a fascinating vitality.  
It has power and grace and associations.  
It has a thousand colours and a thousand shapes,  
yet it follows laws so definite that the tiniest stream  
is an exact replica of a great river...*

Dear Haig-Brown Enthusiast,

I am pleased to invite you to join four exemplary British Columbians and honorary patrons of the Haig-Brown Centenary Celebrations in 2008-2009 — Iona Campagnolo, former Lieutenant-Governor of BC, Honorable David Anderson, former Cabinet Minister, Robert Bateman, esteemed wildlife artist and educator, and David Suzuki, celebrated scientist and conservationist – to honour Roderick and Ann Haig-Brown and to help initiate a year of events and lasting tributes in their memory.

Join British Columbia's esteemed senior conservationists in honouring Roderick and Ann Haig-Brown, and help support a year of events celebrating their lives, the values they upheld, and the people who are carrying forward the vision of a society that understand its connection with nature.

The year began with a proclamation from the Lieutenant-Governor of British Columbia, Steven L. Point, recognizing the contributions of the Haig-Browns in their home province of BC. The Haig-Brown Centenary Committee has also celebrated Roderick's life by profiling him on the cover of the *Freshwater Fishing Regulations Synopsis* for 2008-2009 (attached image). The birthdays of Ann and Roderick Haig-Brown are named civic dates by the City of Campbell River in perpetuity.

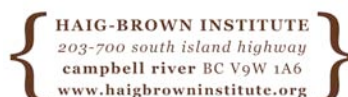
Roderick Haig-Brown's books, articles, essays, and broadcasts express a strong voice for conservation as well as a just and civil society. His commitment to protecting British Columbia's rivers and preserving its wildlife have helped shape the thinking of outdoor enthusiasts, anglers, politicians, conservationists and naturalists world-wide.

We are looking for generous, considerate, and environmentally-conscious individuals to support this celebration—a celebration that aims to reintroduce this province to two of its great citizens through the magic of theatre, by supporting the promise and talents of upcoming generations of aspiring writers and students, and through the publication of a commemorative book .

I hope you will choose to stand with us and support this campaign of recognition and giving. Please let me be the first to thank you for your generosity, support, and compassion.

Sincerely,

The Haig-Brown Centenary Committee  
(for more information see <http://www.haigbrowninstitute.com>)





# Haig-Brown Centenary Donor Opportunities

*Haig-Brown Centenary Committee*

## Honourary Patrons

The Honourable Iona V. Campagnolo, CM, PC, OBC  
 The Honourable David Anderson, PC, LLB  
 Robert Bateman, OC, OBC  
 David Suzuki, CC, OC, OBC

By donating to the Haig-Brown Centenary Committee, you will help ensure the success of the Centenary Celebration of these two important Canadian conservationists.

## Haig-Brown Centenary Events

The Haig-Brown legacy will be celebrated at eight major events over the course of the year; each event will offer a multitude of donor opportunities. The list below provides an overview of the various activities and their fundraising requirements.

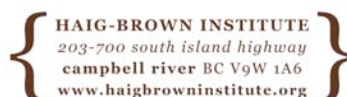
## Total Funding Requirements and Projects\*

1. Writer In Residence Projects (\$225,000)
2. An Evening With Haig-Brown (\$To be determined)
3. Quotable Haig-Brown (\$50,000)
4. Endowed Name Scholarships And Bursaries (\$15,000 -\$20,000)
5. World Rivers Day (\$50,000)
6. Communication And Promotional Investment Project (\$30,000)
7. Salmon Symposium: Moving From Words To Action (\$30,000)
8. A Water Guide For Educators (\$20,000)

## Donor Levels

Donor Level	Amount	Benefit Guidelines
<b>Creek-side Donor</b>	>\$2,500	<ul style="list-style-type: none"> <li>• name recognition in local events for print media and advertising (no logo)</li> </ul>
<b>Stream-side Donor</b>	>\$5,000	<ul style="list-style-type: none"> <li>• Small logo and name recognition in all regional print media and advertising</li> <li>• Region of your choice for province-wide projects</li> </ul>
<b>River-side Donor</b>	>\$30,000	<ul style="list-style-type: none"> <li>• Medium logo and name recognition in all regional print media and advertising</li> </ul>
<b>Lake-side Donor</b>	>\$50,000	<ul style="list-style-type: none"> <li>• Primary advertising rights to the provincial campaign</li> <li>• Large logo and name recognition in all provincial print media and advertising</li> </ul>
<b>Ocean-side Donor</b>	> \$100,000*	<ul style="list-style-type: none"> <li>• The title of your company or name will be incorporated as a “name in the title” sponsor.</li> <li>• Title sponsors are recognized by creating a merged logo with partner logo (where applicable).</li> </ul>

^All donations are eligible for tax receipts. \* If you are interested in sponsoring one of the above projects exclusively we would be willing to negotiate “name in title” opportunities for that project. Only elements of Salmon Symposium, a Water Guide for Educators, and World Rivers Day are available to have “name in the title” sponsorship.





# Haig-Brown Centenary Projects Summary

---

*Haig-Brown Centenary Committee*

## Honourary Patrons

**The Honourable Iona V. Campagnolo, CM, PC, OBC**

**The Honourable David Anderson, PC, LLB**

**Robert Bateman, OC, OBC**

**David Suzuki, CC, OC, OBC**

Below are project descriptions that will be initiated within the Haig-Brown Centenary year in celebration of the Haig-Brown's lives. Each project is listed with a fundraising goal, which relates to the donor package suggested donations. For further information on these projects, please ask the Haig-Brown Centenary Committee contact or visit <http://www.haigbrowninstitute.org>.

## **WRITER IN RESIDENCE PROJECTS (\$225,000)**

The Centenary aims to animate and recognize the values and ideas the Haig-Browns lived by, and to acknowledge and encourage talented writers in current and younger generations. A writer-in-residence (WIR) program currently exists through the auspices of the Museum at Campbell River and long-term support from the Canada Council. We hope to expand this program to become an environmental WIR program in various locations in BC.

The Centenary provides an opportunity to seek funds to sustain the current Campbell River WIR program, as well as to expand the WIR program to locations of significance to the Haig-Browns, such as:

- Victoria, where Roderick served as Chancellor of the University of Victoria for three years; and
- Vancouver, where Roderick Haig-Brown spent time and wrote before settling in Campbell River

At this point, the Haig-Brown Centenary Committee is negotiating with the University of Victoria and the Sylvia Hotel, where Haig-Brown had extended stays and, on a personal note, where Roderick and Ann were engaged.

## **AN EVENING WITH HAIG-BROWN (Amount to be determined)**

This is the debut of a new production in development by the Haig-Brown Institute and playwright Janet Munsil. The ultimate goal is to create a one-hour solo performance, which will introduce viewers to the ideas and prose of Roderick Haig-Brown. Following the debut, it is

{ HAIG-BROWN INSTITUTE  
203-700 south island highway  
campbell river BC V9W 1A6  
www.haigbrowninstitute.org }



proposed that the production will tour 100 communities in British Columbia – one for every year since the birth of this dedicated writer.

The script will have a formal structure divided into four seasons, reflecting the development over time of Haig-Brown's thoughts on man's relationship with the natural world.

The project committee has secured funding to develop the production and debut it at the Salmon Symposium at Campbell River on August 15, 2008. The budget for the proposed tour of communities is to be determined.

### **QUOTABLE HAIG-BROWN (\$50,000)**

Haig-Brown's books, essays, and commentaries are his long-lasting legacy to British Columbia. However, over the past 20 years, many of Haig-Brown's books have gone out of print. A generation has grown up since his death and many people have never had the opportunity to discover Haig-Brown through his teachings.

As part of the Centenary Celebrations and in recognition of Haig-Brown as an eloquent and profound writer whose messages are timeless, the Committee would like to produce a Centenary keepsake; a *Quotable Haig-Brown* as a commemorative publication and reference book. This book would be created with the support literary enthusiasts and local newspapers and utilize the extensive archive materials currently housed at the University of British Columbia.

It is anticipated this one-of-a-kind, limited-edition publication will cost approximately **\$50,000 to produce**. Donors will receive front-page recognition, a limited number of copies and potential proceeds from profit-sharing.

### **ENDOWED NAME SCHOLARSHIPS AND BURSARIES (\$15,000 - \$20,000)**

Permanent recognition of Roderick and Ann Haig-Brown can be achieved by associating their names with post-secondary scholarships and bursaries. Awards can be established in any discipline at the University of Victoria and the University of BC for a minimum endowment of **\$20,000**. The University of Vancouver Island and North Island College require a minimum endowment of **\$15,000**.

Donor partners will be recognized in the co-naming of the award and/or in the description of the award in print and electronic formats.

### **WORLD RIVERS DAY PROJECT (\$50,000)**

World Rivers Day (<http://www.worldriversday.bcit.ca>) began as a province-wide event in British Columbia, held every year on the last Sunday in September. Established in 1980 and coordinated by the Outdoor Recreation Council (ORC), Rivers Day is proclaimed by communities across the province and attracts over 75,000 people to more than 100 events each year. The initiative has become the largest of its kind in North America. Based on the success of BC Rivers Day (<http://www.riversday.bcit.ca>), World Rivers Day was inaugurated in 2005 to celebrate our wealth of rivers and the innumerable benefits they provide.

{ HAIG-BROWN INSTITUTE  
203-700 south island highway  
campbell river BC V9W 1A6  
www.haigbrowninstitute.org }

Charitable Tax Number: 89765 6450 RT0001



On Sept. 28, 2008, British Columbians will celebrate the 28th anniversary of Rivers Day. Rivers Day celebrations in British Columbia will include: community river festivals; riverside nature walks; art, photography, and video exhibitions; river paddle trips; school river projects; and river clean-ups.

The Haig-Brown Centenary Committee is working with organizers of the 2008 Rivers Day to celebrate the contribution of the Haig-Browns to raising awareness about rivers and the wise management of watershed values.

We are seeking approximately **\$50,000** in support of these efforts. Depending on the nature of the gift, donors will receive recognition at specific Rivers Day celebrations as well in selected Rivers Day promotional materials such as an angler-in-residence at the Haig-Brown House in Campbell River.

### **COMMUNICATION AND PROMOTIONAL INVESTMENT PROJECT (\$30,000)**

The primary goal of this centenary is to ensure the invaluable legacies of Roderick and Ann Haig-Brown as well as the Haig-Brown Institute are preserved in British Columbia for generations to come. In light of this desire, much of the focus of the centenary is directed towards supporting the Haig-Brown Institute.

The Haig-Brown Centenary Committee is responsible for: implementing a select number of partnership projects; encouraging partners to successfully complete projects; coordinate project messaging; and promote events and activities. It is important to inspire as many organizations and groups to promote the centenary as possible.

The Haig-Brown Institute web site ([www.haigbrowninstitute.org](http://www.haigbrowninstitute.org)) includes a section dedicated to the centenary. This web site is a critical aspect of the communications plan. Information on the web site must be kept current and all partners with major web sites will be asked to include a link to the centenary section of the web site and to promote centenary events on their own web sites.

Our goal is to raise **\$30,000** to cover costs of coordination, messaging and promotion.

### **SALMON SYMPOSIUM: SUSTAINING WILD SALMON: MOVING FROM WORDS TO ACTION (\$30,000)**

In recognition of the 2008 Centenary of Roderick Haig-Brown's birth and his efforts to protect British Columbia's rivers as Pacific salmon habitat, it is fitting to acknowledge those who have worked tirelessly to conserve wild salmon stocks in the province and to move beyond words to showcase how communities can play active and meaningful roles in conservation and stewardship.

This Salmon Symposium (August 14-17<sup>th</sup>, 2008) will address the challenges faced today in conserving wild salmon in British Columbia. It will explore questions such as: What solutions and tools are available? How will Campbell River and other coastal communities work with others to ensure sustainability of wild salmon? How will communities play a role in the stewardship and management of the resource? What will it take to make these changes?

**HAIG-BROWN INSTITUTE**  
203-700 south island highway  
campbell river BC V9W 1A6  
[www.haigbrowninstitute.org](http://www.haigbrowninstitute.org)

Charitable Tax Number: 89765 6450 RT0001



**\$30,000** is required to sponsor field trips and support the symposium program. Donors will receive recognition on all symposium materials and at symposium events.

### **A WATER GUIDE FOR EDUCATORS (\$20,000)**

Wild BC is currently writing a guide for teachers about water stewardship to help young people gain knowledge, awareness and appreciation of water. The goal is for the guide to significantly contribute to youth's understanding of their important role in water and watershed stewardship. This guide is designed to benefit students from kindergarten to Grade 8. It will use a cross-curricular approach to teaching that is focused on social studies, including cultural and aboriginal perspectives, while also drawing upon language arts, fine arts, and science.

Each of the guide's three sections – water, watersheds, and stewardship – includes a primer that defines key issues and gives background information about the topic. Each primer is followed by related activities for teachers to complete with their students. Aboriginal content is woven throughout the guide to emphasize the natural fit of many Aboriginal beliefs about water to the science and ecology of water, watersheds, and stewardship. The stewardship section includes case studies of real water and watershed stewardship efforts by teachers, students, and communities in British Columbia.

The project requires additional funding to complete the work on the lessons and short stories. This could include a section featuring prominent individuals throughout the province, such as **Roderick Haig Brown**, who have made valuable contributions towards the conservation of water and the role of humans in the care of watersheds. Next steps also include a short pilot of the lessons in the classroom, followed by electronic assembly and printing. **\$20,000** is required to see this project to completion. Several partners have invested to date including the Ministry of Education.

{ HAIG-BROWN INSTITUTE  
203-700 south island highway  
campbell river BC V9W 1A6  
www.haigbrowninstitute.org }

Charitable Tax Number: 89765 6450 RT0001



2008 - 2009  
**FRESHWATER**  
**FISHING REGULATIONS SYNOPSIS**

EFFECTIVE APRIL 1, 2008 THROUGH MARCH 31, 2009

*Roderick Haig-Brown*  
*1908-1976*

*Haig-Brown*  
*Centenary*  
*Celebrations*  
*Page 92*

- Can't find your lake or stream?  
See "How to Use This Synopsis"
- **New!** Family Fishing Waters
- **New!** Buy your licence on-line!
- Family Fishing Weekend  
Free Fishing June 13-15
- Important Information &  
Feature Articles - Pages 85-95