



FOR IMMEDIATE RELEASE

\$3 MILLION MILESTONE FOR ENVIRONMENTAL GRANTS

Calgary, November 24, 2002:

Early in November, the Alberta Ecotrust Foundation approved 13 new grants for environmental projects in Alberta communities from Coleman to Grande Prairie. This brings their funding total to \$3,025,782 in the first decade of operations and is a significant achievement in environmental partnerships says executive director, Pat Letizia. Future plans include an ambitious Sustainability Campaign to increase the effectiveness of their grantmaking program.

“When Alberta Ecotrust was launched in 1992 as a joint venture between industry and the environmental NGO sector, many expected it to fail. Collaboration and consensus on environmental project funding was a difficult concept and people did not know what to expect,” she explains. The idea took off and Ecotrust now plays a critical role in providing environmental grants to non-profit groups across the province. In addition to their community grants program, Ecotrust has become a catalyst in bringing diverse groups together. “We don’t use the word partner lightly”, says Letizia. “These organizations provide significant financial resources, human resources, knowledge and energy to real and ongoing community initiatives. The positive environmental solutions we fund are generated by community groups and our partners work together to help them achieve their goals.”

Alberta Ecotrust operates at arms length from both its corporate partners and its environmental partners. There is no pressure on either side to create or influence an agenda. The focus is always on working together to improve community health by supporting sound environmental projects in a number of areas. Typically, 50% of Ecotrust grants go to environmental education with an even split between curriculum focused youth projects and public awareness. The remaining dollars go to a broad and diverse range of action on issues from bicycle commuting and car-sharing to watershed mapping and ecosystem management with local, regional or provincial focus.

Any non-profit group registered as a society in Alberta is eligible to apply for a grant and deadlines are March 15 and September 30 each year. Information on application guidelines, partners and approved projects can be found on www.albertaecotrust.com or by calling 245-2096 in Calgary.

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Partners of Alberta Ecotrust:

Alberta Native Plant Council
 Alberta Wilderness Association
 Anadarko Canada Corporation
 ATCO Group
 Banff Environmental Action and Research Society
 BP Canada Energy
 Calgary Herald
 Canadian Nature Federation
 Canadian Pacific Railway
 Canadian Parks and Wilderness Society
 Dow Chemical Canada
 EnCana Corporation
 ExxonMobil Canada Ltd.

Federation of Alberta Naturalists
 Grassroots NW
 Nexen Inc.
 Peace Parkland Naturalists
 Petro-Canada
 RBC Foundation
 Red Deer River Naturalists
 Sierra Club – Prairie Chapter
 Society of Grasslands Naturalists
 Southern Alberta Environmental Group
 Suncor Energy Foundation
 TransCanda Pipelines Ltd.

Approved projects, November 2002:

Organization	Project	Amount
Albertans for a Wild Chinchaga, Northern Alberta	Develop Boreal Forest Standards	\$20,000
Alberta Native Plant Council, Edmonton	Natural Landscaping in Edmonton	\$5,000
Alberta Wilderness Association, Provincial	Alberta Wilderness Watch Program	\$20,000
Beyond Books Institute, Provincial	RiverWatch Program Expansion	\$20,000
Birds Studies Canada, Provincial	Volunteer Nocturnal Owl Survey	\$5,000
Cochrane Ecological Institute, Southern Alberta	Biodiversity Survey on Blood Lands	\$20,000
Crowsnest Environmental Action Society, Crowsnest	Community Birding Project	\$10,000
Friends of Elliston Park Society, Calgary	Environmental Interpretive Program	\$9,000
Green Communities Edmonton Association, Edmonton	Citizen Environmental Engagement	\$8,759
IV Macklin School & Community Society, Grande Prairie	Schoolground Naturalization	\$5,000
Spitzee Home & School Association, High River	Schoolground Naturalization	\$5,000
W.P. Puppet Theatre Society, Provincial	Frog and Wetland Education	\$14,257
Wildcanada.net, Provincial	Canada: Land of Rivers	\$15,000
Total		\$157,016