



NEWS RELEASE

Local law firm Horne Coupar joins the ranks of environmental philanthropists through 1% For The Planet

The Victoria Foundation works to mobilize local businesses to aid environment

VICTORIA, BC (4 PM - November 6, 2007) – The Victoria Foundation today announced that one of Victoria’s oldest law firms, Horne Coupar, has joined 1% for the Planet and is calling on other local and national businesses to step forward and take a leadership role in protecting the environment.

One Percent For The Planet (1% FTP) is an alliance of over 728 companies from more than 20 countries that are committed to a healthier planet. Members of 1% FTP commit at least one per cent of their revenue each year to supporting environmental causes.

Horne Coupar will make an initial commitment of \$10,000 through the Victoria Foundation and plans to work with the Foundation’s Environment Committee to determine other recipient organizations. From this initial contribution, the law firm has already decided to donate \$5000 to The Land Conservancy’s Endowment Fund, also held in permanence at The Victoria Foundation. Horne Coupar’s annual commitment to 1% FTP is projected to be “well into five figures.” They also are committed to doing annual reviews with the Foundation and use Victoria’s Vital Signs report to ensure the most important environmental needs are funded in the years ahead.

“Horne Coupar believes that demonstrating a commitment to the health of the planet is simply the right thing to do. It also reflects the concern that many of our estate planning clients share, that our children and grandchildren will live in a habitable world,” says partner Mark Horne. “Whatever the tipping points might be for continuing inattention to the earth’s carrying capacity for food and water, biodiversity and the quality of human life generally, concerted action is overdue.”

The Victoria Foundation is one of 158 community foundations committed to actively promoting 1% FTP across the country. At present, nine community foundations are already participating in the program - Vancouver, Toronto, Acadian Peninsula, Stratford and Perth County, Red Deer, the Sunshine Coast, Phoenix Foundation of the Boundary Communities, Fondation Communautaire de la Péninsule acadienne and Victoria.

Victoria Foundation CEO, Sandra Richardson, is thrilled with the announcement, “Having a well-known and respected legal firm take a leadership role and sign-on to launch the Victoria

Foundation's involvement with 1% For The Planet shows their commitment to the environment and the broad appeal in the community for this program."

In partnership with Mountain Equipment Co-op (MEC), the Victoria Foundation plans to hold informational meetings with local business leaders and work one-on-one with businesses that want to have a positive impact on the environment. Today's announcement of Horne Coupar's membership in 1% FTP will dramatically increase the organization's profile in Victoria and across Canada. It also underscores the urgent need for Canada's business sector to play a leadership role in protecting our environment. At the international level, there are only six law firms involved in 1% FTP, one of which is located in Kelowna, BC - Schauble (<http://www.schauble.ca/>). At press time, 1% FTP had 56 Canadian member businesses.

Over the last three years, community foundations across Canada have given a total of \$17 million dollars in grants to a wide range of environmental charities. Since 2003, with the help of the J.W. McConnell Family Foundation, 21 community foundations have placed additional focus on increasing their endowment building, granting and leadership activities in the environmental sector. Together they have raised a further \$5 million in permanent environmental endowment funds and in that time period have provided \$2.6 million environmental grants to organizations in their communities.

"A healthy and sustainable environment is a priority for community foundations because it underpins every aspect of our quality of life," says Monica Patten, President and CEO of Community Foundations of Canada. "Today's announcement is an important way to show business leaders and all Canadians that we can all have positive impact on our environment."

In addition to building its environmental endowment fund, the Victoria Foundation will play a vital role in connecting participating businesses with the environmental causes that are a good match for their goals. This announcement will result in a significant increase in financial support for environmental causes in Victoria.

-30-

For more information, please contact:

Shannon Drew-Burrows, Communications Director
The Victoria Foundation
P: 250.381.5532 or C: 250.516.7288
www.victoriafoundation.bc.ca

Mark Horne, Partner
Horne Coupar Barristers & Solicitors
P: 250.388.6631

Fiona Hunter, Partner
Horne Coupar Barristers & Solicitors
P: 250.920.6027