

# 2012

# Annual Report

---

***Our Mission*** is to engage Torontonians in environmental initiatives where we live, work and play.

***Our Vision*** is for people to live in sustainable communities with:

- ✦ Clean Air and Water
  - ✦ Access to Local, Organic Food
  - ✦ Abundant Green Spaces, and
  - ✦ Minimal Waste
- 

**Toronto Green Community**

40 St. Clair Avenue East, Suite 200, Toronto, ON M4T 1M9  
416-781-7663

- [info@torontogreen.ca](mailto:info@torontogreen.ca)
- [www.torontogreen.ca](http://www.torontogreen.ca)
- [facebook.com/tgc.ca](https://facebook.com/tgc.ca)
- [twitter.com/tgreencommunity](https://twitter.com/tgreencommunity)

# Programs

## Garden & Naturalization Site

Our garden-related programs educate, engage and build communities while enhancing biodiversity and green spaces in the city.

### Eglinton Park Community Garden

Our community garden is a hub of activity from early spring to late fall. In 2012, workbee sessions were held twice weekly, with over 53 volunteers contributing over 472 hours and harvesting over 127lbs of food which was donated to the nearby Anne Johnston Health Station. We also held 8 workshops reaching approximately 90 participants with topics including Edible Weeds, Herbal Skincare, Worm Composting and Cold Framing.

### Urban Worm Compost Project

The installation of a vermi-composting bin at our community garden has allowed us to emphasize the importance of composting, and the specific benefits of vermi-composting. We look forward to seeing the growth of a Worm Share Hub (in partnership with FoodShare through the Toronto Compost Leaders) linking organizations and individuals to increase access to composting worms while sharing information and educational resources. TGC volunteers designed and created plans for a worm bin model, which will be included in our soon-to-be published composting guidebook.

### Great Garden Adventure

Since 2004, the GGA has provided children from

diverse communities with the opportunity to gain vital knowledge about ecosystems and to learn how to grow their own food, helping address food security issues. TGC believes it is critical to raise awareness of environmental issues with today's youth to encourage them to build a more sustainable future for our city.

In the summer of 2012, we established 3 new partnerships and engaged over 70 children ranging in ages from 3 to 15 at the following locations:

- Eglinton Park Community Garden in partnership with People & Organizations in North Toronto
- Ellen Giles Garden in partnership with University of Toronto Family Residence Buildings downtown
- Emmett Park Community Garden in partnership with Community Action Resource Centre at Eglinton Flats
- Peanut Multicultural Garden in partnership with Working Women's Centre in Don Valley Village
- Lotherton Community Garden in partnership with North York Community House in North York
- Winchester Park Community Garden in partnership with Central Neighbourhood House in St. Jamestown

## **Container Gardening Train-the-Trainer**

The Container Gardening Train the Trainer project which ran from 2011 to 2012 successfully trained 75 workshop leaders, who in turn hosted 78 workshops across Toronto, reaching 1,114 participants. Although our funding for this project from Live Green Toronto and Earth Day Canada has ended, the impact lives on across the city as was intended. We continue to offer support to our trainees who provide workshops and support to apartment dwellers who are growing their own food on balconies.

## **ESL in The Garden**

Our community garden played host to an English Conversation Circle from Woodgreen Community Services. We provided them with their very own plot to grow in together, along with our ESL in the Garden Manual to further support learning English terms and knowledge connected to gardening and our ecosystem. We have initiated collaboration with several other organizations who will be facilitating ESL groups at various community garden locations across the city.

## **Edible Container Garden Photo Show**

Toronto Green Community, Toronto Balconies Bloom and Riverdale Food Working Group collaborated once again in holding an online photo exhibit and contest showcasing small-space gardens from across the city, inspiring gardeners to get creative with their growing! Congratulations to our winners: Laura Tuck, Henni Katzer, Thuoc Cam, Per Drewes, Linda Crabtree, Nicholas Potovsky, Gerrie Burnett, and Rick Hutchings.

## **Lost Rivers**

Lost Rivers has mapped the streams and waterways buried by urban development and the wealth of knowledge gleaned from this research is shared with the public through our guided walks which are recognized as one of the 24 best walking programs or trail systems in Ontario. In 2012, our group of passionate and committed volunteers led 34 walks for 1,092 individuals.

Another exciting development was the world premiere screening of the film titled Lost Rivers at the Opening Gala of Toronto's Planet in Focus Film Festival. The film guides us through the hidden river networks of London, Brescia (Italy), Montreal and Toronto's very own Garrison Creek, exploring recent initiatives to resurface and revitalize these forgotten waterways in Yonkers and Seoul.

## **Eco-Gift-Wrapping**

2012 marked our tenth anniversary of eco-gift wrapping at Mountain Equipment Coop. We also returned to Dufferin Mall for a second successful year. We greatly appreciate the support and cooperation of the staff at both locations. We also relied greatly on the energetic assistance of nearly two hundred volunteers to educate the public about reducing holiday waste while providing eco-gift wrapping services for countless customers at various retail locations. All our wrapping materials are either re-purposed or recycled and are in turn recyclable which means we create no waste!

# Outreach

*In 2012, we increased our ability to reach more people through various means including our first three issues of an e-newsletter, as well as building on our social media strategies which helped us grow to 218 Likes on Facebook and 111 Followers on Twitter. We also began producing a series of videos to help us promote our initiatives.*

## Corporate Engagement

We engaged several employee groups in 2012, not only encouraging volunteerism through workplaces but greener living in all aspects of life. We sincerely appreciate the support received by these companies who reported deep satisfaction with their volunteer experience.

We also hired six contract staff as Eco-Presenters to help us increase our ability to engage more companies who are looking for ways to reach their CSR goals.

## Community Engagement

Throughout the year, TGC information booths could be spotted at several fairs and festivals including the Live Green Toronto Festival.

In addition, we provided many engaging eco-presentations for groups at libraries and community centres, as well as holding a public event titled Climate Reality with a facilitator trained by Al Gore. We continued our collaboration with Dufferin Mall, Culinarium Locavore Food Store and Apple Tree Markets at their new location in June Rowlands Park.

# Fundraising

## Laugh For the Environment Annual Comedy Fundraising Event

For a third year we held a successfully hilarious fundraiser with the support of Second City and the talent donated by comics: Jordan Markowski, Nelu Handa, Ashley Botting, Chris Leveille, Carmine Lucarelli, Kevin Vidal, Mark Bond. The event was BullFrog Powered with 100% green electricity with close to 150 people in attendance helping us raise almost \$2000.

## Government Support

- Ontario Trillium Foundation
- Human Resource Skills Development Canada Summer Jobs
- City of Toronto – Invest in Neighbourhoods Program
- City of Toronto in partnership with People & Organizations in North Toronto

## Corporate & Community Support

- Social Housing Services Corp
- Parkway Mall
- Dillon Consulting
- Telus
- FIDO/Evergreen
- ING Direct
- TD Training Grants
- TD Insurance
- Davies, Ward Phillips & Vineberg LLP (presentation)
- Pollution Probe

- Research Now
- Geosoft
- Second Harvest
- Toronto Public Library
- Seedy Saturday
- North York Harvest Food Bank

## Individual

A special thanks to the generous and ongoing support of our members and all individuals who made donations to TGC online, through various programs, workshops, and events.

*We gratefully acknowledge the generous support of everyone mentioned above!*

## Financials at a Glance

<b>Revenue</b>	<b>2012</b>	<b>2011</b>
Grant Revenue	111,880.00	112,663.00
Donation Income	18,590.00	22,740.00
Program Revenue	14,948.00	23,361.00
In-Kind Donation (office equipment)	1,500.00	-
Interest and Other Income	1,110.00	-
	148,028.00	158,764.00
<b>Expenses</b>		
Salaries and Contracts	98,543.00	92,737.00
General and Administration	25,851.00	20,313.00
Program Expenses	13,565.00	32,256.00
Professional Fees	1,871.00	1,871.00
Insurance	12.00	785.00
Advertising and Promotion	-	696.00
	139,842.00	148,658.00
Excess (Deficiency) of Revenue Over Expenses	8,186.00	10,106.00

# Awards

## Resilience Award

Toronto Green Community received the Organizational Resilience Award from Green Communities Canada in recognition of our accomplishments over the past 17 years in the service of the environment and the City of Toronto. They made special note of our excellent programs and partnerships recognizing that it takes determination, entrepreneurship, and constant innovation to maintain and grow an organization through good and difficult times.

## Green Toronto Awards

TGC was one of 3 finalists chosen for the 2012 Green Toronto Awards in the category of Local Food. The City's environmental awards of excellence recognize the individuals, organizations and companies helping to lead the way to a cleaner, greener Toronto. The Local Food Award recognizes leadership in producing, managing and promoting local food. Congratulations to Not Far From the Tree on winning in this category!

# Our Team

*Much of what we accomplish is at least in part thanks to the support of dedicated board members and volunteers. TGC attracts many gifted and passionate individuals who help us meet our objectives. Our increased use of interns also helps us accomplish more and establish some continuity in our work.*

## Board of Directors

- Whitney Crooks, Chair
- Sandra Hill, Vice Chair
- Andrea Coyne, Treasurer
- Ellen Giles
- Wendy Beaudoin
- John Ballantine
- Mercedes Markowski

- Imran Noorani
- Ramesh Lilwah
- Julieta Duque

Thanks to Nestor Abdon and Maya Protic who were unable to complete their terms with TGC.

TGC recruits board members through Maytree Foundation's Diverse City on Board and Altruvest's Board Match.

## Staff

- Paula Messina, *Executive Director*
- Colette Slone, *Garden & Eco-Programs Manager*
- Calista Arasaratnam, *Accountant*
- Florence Li, *Great Garden Adventure Coordinator*
- Alket Xhakollari, *Programs & Fundraising Assistant*
- Eco-Presenters: Jenise Lee, Leslie Luxemburger, Maureen Lynch, John Onita, Jessica Pang, Anice Wong

## Lost Rivers Team

- Helen Mills – Co-Founder, *Walk Leader*
- John Wilson – Program Development, *Walk Leader*
- Ian Wheal – Researcher, *Walk Leader*
- Richard Anderson – *Researcher, Webmaster, Walk Leader*
- Waiyee Chou – *Support Volunteer*
- Lacey Williams – *Support Volunteer*

*We sincerely appreciate the dedication of so many individuals who share our vision of a sustainable Toronto.*

## Interns

- Xinyi Peng
- Masahiro Iguchi
- Hiral Mehta
- Bernadette Mandl
- Linda Crosa
- Pauline Poidatz
- Atsuko Kuno
- Nanaka Okayama

## Volunteers

TGC relies on the commitment and skill of many volunteers without whom the organization would not thrive. Our volunteers play key roles in many areas including: Lost Rivers, our Community Garden, Eco-Gift Wrapping, graphic design, website maintenance, research, writing, editing, fundraising, event planning, outreach, administration, and much more. A special thank you to Volunteer Toronto for their support and their key role in the Volunteer Sector.