

Annual Report

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Toronto
Green
Community

The Toronto Green Community is a grassroots organization that educates and engages communities in local action for a cleaner, greener Toronto.

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

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

- Clean Air and Water
- Local, Organic Food,
- Abundant Green Spaces, and
- Minimal Waste.

Programs

Community Garden & Food Programs

In 2010, Emily Martyn joined TGC as the Garden Coordinator for four days a week year-round which has allowed gardening and food programming to increase dramatically. We secured a \$5,000 grant from the TD Friends of the Environment Fund for the **Eglinton Park Community Garden** which allowed us to build new compost bins, a garden shed, a greenhouse and to plant a variety of perennial fruit trees and bushes on the site. Volunteers attended weekly work sessions at the garden, growing over 300lbs of food that was donated to Second Harvest to be distributed to food banks and community food projects. A garden blog and food security database were established on the TGC website to share resources and information with the gardening community.

“**The Great Garden Adventure**”, our gardening program for children, was run in five different communities throughout the summer – Eglinton Park Heritage Community Garden, University of Toronto’s Charles Street Residence, Bathurst Finch’s Rockford Community Garden, Chester Le Community Corner Summer Camp, North York Community House’s Lotherton Summer Camp, and a new partnership with the Bathurst-Finch Neighbourhood Food Action Team, of which the Garden Coordinator is now a part.

A variety of presentations on food and gardening were given at the garden as well as to groups of newcomers and youth, including a presentation on native plants at FoodShare’s Eat-in Ontario event at Queen’s Park. TGC also launched a **Food Workshops Series**, with fee-for-service sessions on preparing and preserving applesauce, mustard and mayonnaise.

Lost Rivers

In addition to actually mapping the waterways buried by urban development in the city, dedicated TGC volunteers led 36 guided walks along buried streams, taking over 860 people on a fascinating historical and ecological journey. Thank you to the vision and commitment of the extraordinary volunteers who established this program many years ago and continue to help:

Ian Wheal	Helen Mills	John Wilson
Richard Anderson	Annie MacLeod	Emily Alfred
Ed Freeman	Madeleine McDowell	Bill Snodgrass
Keri McMahan	Scott Torrance	

The website *lostrivers.ca* provides an outstanding reservoir of information for the likes of city officials and anyone interested in water-related issues. However, in 2010, we entered the **AVIVA Community Fund Initiative competition** with the idea to redesign this website to improve its functionality and create an interactive forum to encourage new generations to discover, inhabit and restore our urban ecosystem. We finished in 19th place out of 528 submitted ideas (that’s the top 4%). We greatly appreciate all of the support we received with more than 1600 votes from a total of 363 supporters !

On September 26, **Alexandra Cousteau** joined TGC’s very own Helen Mills on a journey to trace the path of Mud Creek, one of Toronto’s lost rivers, from beginning to end. Visit her Blue Legacy website at www.alexandracousteau.org for more of her discoveries about water in Toronto. It was an honour to be part of the quest of Alexandra Cousteau and **National Geographic** to engage individuals worldwide with the story of our water planet.

Programs *continued*

Eco-Gift Wrapping

During the holiday season, we offered our unique Eco Gift-Wrapping service at Mountain Equipment Coop for a seventh year, and at the Yonge Eglinton Centre with RioCan Property Services for a second year. We were also invited to College Park by GWL Realty Advisors. Over 200 volunteers were recruited, trained, and organized into shifts at the three locations with the assistance of a new database. These volunteers wrapped gifts in 100% recycled kraft paper and donated posters, tying parcels together with coloured paper raffia (to avoid using tape) and adding greenery for an extra special touch. Shoppers learned about reducing holiday waste in a creative and sustainable way, showing their appreciation with generous donations to support TGC's work. Thanks to the volunteers and customers for another successful year!

EcoDriver

EcoDriver is a program of Green Communities Canada delivered locally by TGC and funded by Natural Resources Canada & Metrolinx. The EcoDriver project encourages emission reductions by promoting three core messages: drive fuel-efficiently, buy fuel-efficiently, and drive less. TGC's EcoDriver activities in 2010 included tire pressure blitzes, information displays, and numerous presentations to workplace and community groups.

"It's Easy Being Green"

In 2010, TGC established a pilot project in partnership with the Harbourfront Centre's educational programming, allowing teachers and their students to connect with the Ontario curriculum out of the classroom. *It's Easy Being Green* is a program exploring energy conservation with a focus on two environmental pillars: Behavioral Change and Green Power. The program was piloted in the spring through the *Education Afloat* program and was then incorporated into the *School Visits* course offerings in the fall.

Apartment Greening

In 2010, TGC continued to develop its fee-for-service apartment greening education program with a focus on recycling. TGC had meetings with the Toronto Community Housing Corporation's (TCHC's) Recycling Animators Program, the Toronto Atmospheric Fund's Towerwise Program and the City of Toronto's Tower Renewal Program. TGC also met with property managers to discuss marketing and expanding the program.

Speaker Series

This program allows TGC to invite experts to speak on hot environmental topics in order to educate and engage the public. The emphasis is on how to act locally to effect environmental change. In 2010, the organization held the following speaker series sessions:

DATE	TOPIC	SPEAKERS
June 24 th	Transition Towns	Andrew Knox
October 14 th	All Candidates Environmental Meeting	Municipal Candidates from Wards 16, 22 & 26

Outreach Activities

In an effort to promote TGC's work on vital environmental issues to even more people across the city, we participated in the following events:

- Earth Week Celebration at the Yonge Eglinton Centre
- Toronto Tree Festival on Toronto Island
- Village Green, Jack Johnson Concert at Molson Ampitheatre
- Grange Festival hosted by University Settlement
- Live Green Toronto Festival
- Planet in Focus International Environmental Film Festival

Engaging Newcomers

In 2010, TGC continued reaching out to newcomers in Toronto in a variety of ways:

- offering presentations on environmental issues to ESL/LINC classes
- recruiting and engaging newcomers as volunteers on a variety of levels
- recruiting new Board members through Maytree's Diverse City on Board program

Corporate Outreach

Eco-Themed Programs For Employee Groups

Along with promoting sustainability in the workplace, many companies are supporting community greening projects and encouraging staff events that have an Earth-friendly focus. In response to a growing number of requests, TGC developed a package of eco-themed activities to assist and inspire businesses looking for interesting and meaningful activities for staff volunteering events, workshops, or 'lunch and learn' talks. The package includes the following options:

- Tree Planting and Naturalisation
- Starting Your Own Garden
- Community Garden Work Bees
- Hike and Help
- Eco-Gift Wrapping

Workshops and Presentations:

- Container Gardening
- Garden Tour
- Everyday Green Living
- EcoDriver
- Water Issues
- Energy Conservation
- Waste Reduction
- Local & Sustainable Food
- Recipes for Sustainability

Thank you to the following companies for their participation in 2010:

- Macquarie Equipment Finance Limited
- Ontario Energy Board
- Geosoft Incorporated
- Symantec Canada Corporation
- Halsall Associates Limited
- Colliers International

Fundraising

In 2010, TGC was fortunate to receive grant funding from:

- Ontario Trillium Foundation
- Human Resource & Skills Development Canada's (HRSDC) Summer Career Placements
- City of Toronto in partnership with People & Organizations in North Toronto
- Live Green Toronto
- Earth Day Canada
- TD Friends of the Environment Foundation
- CAFAmerica in partnership with Johnson Ohana Charitable Foundation

Donations from the following corporations were received in 2010:

- RioCan Property Services
- Macquarie Equipment Finance Limited
- Ontario Energy Board
- Geosoft Incorporated
- Symantec Canada Corporation
- Telus

Other sources of revenue included membership fees, individual donations, and program revenue.

We gratefully acknowledge the generous support of all the aforementioned groups!

Comedy Night Fundraiser

On November 17th, TGC held a fundraiser called 'Laugh for the Environment' at Yuk Yuk's Comedy Club in downtown Toronto, featuring a line-up of hilarious stand-up comics and lots of fantastic prizes. A big thank you to all those that supported our event – we hope you were 'turned green' with laughter!

Financials at a Glance

	2010	2009
Revenue		
Grant Revenue	94,620	18,767
Donation Income	18,062	17,685
Program Revenue	16,359	15,320
Interest and Other Income	613	102
	<u>129,654</u>	<u>51,874</u>
Expenses		
Salaries and Contracts	98,082	30,914
General and Administration	16,205	17,755
Program Expenses	12,339	5,717
Amortization	171	2,886
Insurance	1,790	2,060
Professional Fees	1,845	1,845
Advertising and Promotion	330	634
	<u>130,762</u>	<u>61,811</u>
Excess (Deficiency) of Revenue Over Expenses	<u>(1,108)</u>	<u>(9,937)</u>

**Audited Financial Statements available on request*

Our Team

Board of Directors

Whitney Crooks, Chair

Imran Noorani, Treasurer

Wendy Southall

Nir Besser

Hannah Yardley

Ellen Giles, Vice Chair

Muthoni Yunis Kuriuki

Wendy Beaudoin

Edward Nagato

Jennifer Kellie

TGC is registered with the Maytree Foundation's Diverse City on Board and Altruvest's Board Match to assist with board member recruitment.

Staff

Paula Messina, Executive Director

Minaz Asani-Kanji, Associate Director

Emily Martyn, Garden Programs Coordinator

Jennifer Smith, Great Garden Adventure Coordinator (HRSDC summer student)

TGC also hosted several interns in 2010:

- **Youth Eco Internship Program, YMCA & YWCA:**

Waiyee Chou

Ana Greisman

Ali Mustafa

- **Centre for Environment, University of Toronto:**

Jennifer Wheaton

- **Red Leaf Student Program (international volunteers):**

Coralie Ledoux (France)

Caterina Podda (Italy)

Yui Chiba (Japan)

Volunteers

TGC relies on the passion and efforts of countless volunteers who assist in keeping the organization in operation by playing key roles in many areas including: Lost Rivers, the community garden, Eco-Gift Wrapping, graphic design, marketing, website maintenance, program planning & coordination, research, writing, editing, fundraising, event planning, outreach, administration, and much more. We sincerely appreciate the dedication of so many individuals who share our vision of a greener Toronto. ***THANK YOU!!***
