

# ANNUAL 2011 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, Energy and Water*

*Access to Local, Organic Food*

*Abundant Green Spaces, and*

*Minimal Waste*

### ***TGC has a new home!***

*On July 26th, 2011 TGC moved its office to the second floor of the Deer Park Library at 40 St. Clair Avenue East. By working with Waste to Wonder and Green Standards we re-furnished our office with used furniture and were able to donate what we no longer required for redistribution. We were also able to keep moving costs low thanks to the in-kind service donation from Rent-a-Buddy Movers. Great additions to our new office are a vermi-composter and a few small trees - fig, lime & avocado!*

*40 St. Clair Avenue East, Suite 200*

*Toronto, Ontario M4T 1M9*

*Telephone: 416-781-7663*

*info@torontogreen.ca*

*http://torontogreen.ca*



# PROGRAMS

## *Garden & Food Programs*

### **EGLINTON PARK COMMUNITY GARDEN**

During 2011, we continued our focus on eco-gardening and local food initiatives. An average of 12 volunteers attended weekly workbee sessions at the Eglinton Park Community Garden, dedicating more than 320 hours to growing 250lbs of food that we donated to the Anne Johnston Health Station.

We also held a variety of presentations on food and gardening, including three Herbal Medicine workshops with Danette Steele, and sessions on preparing and preserving applesauce, mustard and mayonnaise.

### **CONTAINER GARDENING TRAIN THE TRAINER**

Thanks to funding from Live Green Toronto and Earth Day Canada, we launched a Container Gardening Train the Trainer project that allowed us to train 75 individuals directly who in turn held their own Container Gardening Workshops in their own communities to teach people how to grow vegetables on their balconies. As a result we were able to connect with and build capacity in all four quadrants of

the City while having a positive environmental impact and addressing issues of health and poverty.

### **EDIBLE CONTAINER GARDEN PHOTO SHOW**

Toronto Green Community, Toronto Balconies Bloom and Riverdale Food Working Group collaborated in holding an online photo exhibit and contest showcasing small-space gardens from across the city, inspiring gardeners to get creative with their growing!

### **GREAT GARDEN ADVENTURE**

We had yet another successful year in delivering our popular children's gardening program, reaching a total of five different communities in Toronto throughout the summer. Partnerships with the Bathurst Finch Food Action Team and Unison Health & Community Services allowed us to work with three new groups in priority areas of North Toronto.

### **LOST RIVERS**

Lost River Walks take you on a fascinating journey to discover the secret life of water in the city, to find out how human and natural water systems form our urban life support system, and to get connected with watersheds and take

action for a restored ecosystem. In 2011, 20 volunteers led more than 30 walks consisting of close to 900 individuals. We also held 11 special walks and provided presentations for a variety of groups including the Royal Ontario Museum, where Helen Mills contributed to Nature Month with a talk entitled "Mud Creek and the Secret Life of Water in the City", introduced by members of the organization Youth for Water.

### **ECO-GIFT WRAPPING**

During the holiday season, TGC focuses on waste reduction by offering our unique Eco-Gift-Wrapping service to shoppers at various retail locations. In 2011, over 150 volunteers were recruited and trained to wrap gifts using 100% recycled kraft paper, tying parcels together with coloured paper raffia (to avoid using tape). In 2011, we returned to Mountain Equipment Coop for our ninth consecutive year, as well as to the Yonge Eglinton Centre for a third year. We were thrilled to launch our program at Dufferin Mall with Primaris Realty. Shoppers visiting our booths learned about reducing holiday waste in a creative and sustainable way, showing their appreciation with generous donations to support our work. Thanks to all who participated for another successful year!

# OUTREACH ACTIVITIES

## Events

TGC participated in the following events to raise awareness about vital environmental issues:

- Maxwell House's Optimism Café
- Live Green Toronto Festival
- Seedy Saturday
- YMCA Green Rooftop launch
- St Jamestown Community Café / Good Food Project
- Yonge Eglinton Centre's Earth Day Event
- Parkway Mall's Earth Day Event
- Boomers & Beyond Volunteer Fair
- North Scarborough Green Fest - Norman Bethune HS
- Toronto Community Housing Corporation's Tenant Forum at Exhibition Place
- Green Communities Canada Conference
- Earth Week at Humber College

On March 28th, TGC held a Volunteer Recognition Event for our numerous dedicated volunteers. They were treated to an informative presentation on

Heritage Trees by Edith George.

## PRESENTATIONS

Throughout the year, TGC delivered informative presentations on a variety of environmental topics to several libraries, community centres, ESL/LINC classes, seniors groups and employee groups.

## ECODRIVER WORKSHOPS

In 2011, TGC delivered nine EcoDriver workshops in partnership with Smart Commute Canada. EcoDriver is a project created by Green Communities Canada that encourages emissions reductions by promoting three core messages: drive fuel-efficiently, buy fuel-efficiently, and drive less.

## Diversity & The Environment

## ENGAGING NEWCOMERS

In 2011, TGC continued reaching out to newcomers in Toronto in a variety of ways:

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

LINC classes

- sitting on the planning committee for "Collective Impact! The Environment and our Diverse Society", an event organized by the Sustainability Network
- working in partnership with FutureWatch's Changing Faces project by holding a community event to conclude our Container Gardening Train the Trainer project

## NATIVE BUS TOUR

On October 13th, TGC organized a Native Bus Tour of Toronto in partnership with The Sustainability Network. The three-hour tour, led by Don Jabokwoam, highlighted indigenous history and presence in Toronto through pre-contact and historical landmarks that are still relevant to and used by Aboriginal peoples living in this city today. Our intention was to bring people from the environmental sector and various other non-profit sectors together with aboriginal peoples to create dialogue leading to potential future collaborations through shared reflections and learnings. The tour was attended by aboriginal and non-aboriginal representatives from a variety of organizations as well as a number

of academics and professors. Following the tour the group participated in an afternoon discussion forum facilitated by Suzanne Methot of Dragonfly Consulting Services Canada.

## **CORPORATE OUTREACH**

### *Eco-Themed Activities 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.

TGC's eco-themed programs provide interesting and meaningful activities for staff volunteer days, interactive workshops, and informative presentations suitable for 'lunch & learn' sessions.

Thank you to the following companies for their participation in 2011:

- Macquarie Equipment Finance Limited
- Social Housing Services Corporation
- Colliers International

### *Fundraising*

## **GRANTS**

In 2011, TGC was fortunate to

receive funding grants from:

- Ontario Trillium Foundation
- Green Communities Canada - EcoDriver Project
- Human Resource Development Canada's (HRDC) Summer Career Placements
- City of Toronto – Invest in Neighbourhoods Program
- City of Toronto in partnership with People & Organizations in North Toronto
- City of Toronto - Live Green Toronto
- Earth Day Canada - Community Environment Fund
- TD Friends of the Environment Foundation
- Walter and Duncan Gordon Foundation

## **CORPORATE SUPPORT**

Donations from the following corporations were received in 2011:

- Colliers International
- Macquarie Equipment Finance Limited
- Social Housing Services Corporation
- Telus Canada
- RioCan Property Services

*“Laugh for the Environment” Comedy Night Fundraiser*  
*Audiences turned ‘green’ with laughter during our second ‘Laugh for the Environment’ comedy night fundraiser held at Second City Improv Club on October 29. We sincerely thank the talented performance troupe: Jordan Markowski, Ashley Botting, Jen Littlewood, Carmine Lucarelli, Leslie Seiler, Chris Leveille and Scott Christian.*

## **INDIVIDUAL CONTRIBUTIONS**

We would also like to acknowledge 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!*

*In 2011, TGC focused on generating additional revenue through grants, donations and programming. After successfully securing numerous grants, we delivered more initiatives and increased our program expenses. Despite the increase in our workload and an office move, TGC staff was able to continue efficient delivery with only minor increases to staffing and administration expenses as staff and Board worked diligently to minimize expenses in all possible areas. We are happy to announce a positive cash reserve for the year, which will allow us to further develop programs in years to come, focus on our core programs, work more resourcefully and accomplish all our goals for the coming year.*

## FINANCIALS AT A GLANCE

	2011	2010
<b>Revenue</b>		
Grant Revenue	112,663	94,620
Donation Income	21,994	17,059
Program Revenue	22,018	13,089
Special Event Revenue	1,280	3,824
Interest and Other Income	746	613
	<b>158,764</b>	<b>129,654</b>
<b>Expenses</b>		
Salaries and Contracts	92,737	88,012
General and Administration	16,879	15,430
Program Expenses	30,149	12,335
Amortization	0	171
Insurance	785	1,790
Professional Fees	3,026	2,545
Advertising and Promotion	696	330
	<b>146,144</b>	<b>130,760</b>
Excess (Deficiency) of Revenue Over Expenses	12,620(1,105)	

\*Audited Financial Statements available on request

# OUR TEAM

## BOARD OF DIRECTORS

Whitney Crooks, Chair  
Wendy Southall  
Imran Noorani, Treasurer  
Muthoni Yunis Kuriuki  
Ellen Giles, Vice Chair  
Wendy Beaudoin  
Mercedes Markowski  
Julieta Duque  
Kalsang Dolma  
Frank Sinclair

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

## STAFF

Paula Messina, Executive Director  
Minaz Asani-Kanji, Associate Director  
Emily Martyn, Garden & Food Programs Manager  
Jennifer Smith, Great Garden Adventure Coordinator (HRSDC summer student)  
Alket Xhakollari, Program & Fundraising Coordinator (Investing in Neighbourhoods)

## INTERNS

Youth Eco Internship Program,  
YWCA: Ana Greisman  
University of Waterloo, Coop Program: Nick Dale  
Centennial College: Joy Vale  
WindFall Ecology Centre,  
RePower: Pallavi Roy  
Red Leaf Student Program (international volunteers):  
Andrea Landoni (Italy),  
Marine Lacan (France), Kana Akiba (Japan)

## VOLUNTEERS

TGC relies on the commitment and skill of many volunteers without whom the organization would not survive. 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.

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

**THANK YOU!!**