

Friends of the Greenbelt Foundation

Annual Report 2007–2008





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With photographs by Laura Berman & Tim Hagen

Ontario Canada 2008



Possibility grows here.

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Friends of the Greenbelt Foundation

The Friends of the Greenbelt Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario. The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, a strong and successful rural countryside, a robust agricultural sector, and a pattern of urban settlement that supports the Greenbelt.

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Ontario's Greenbelt

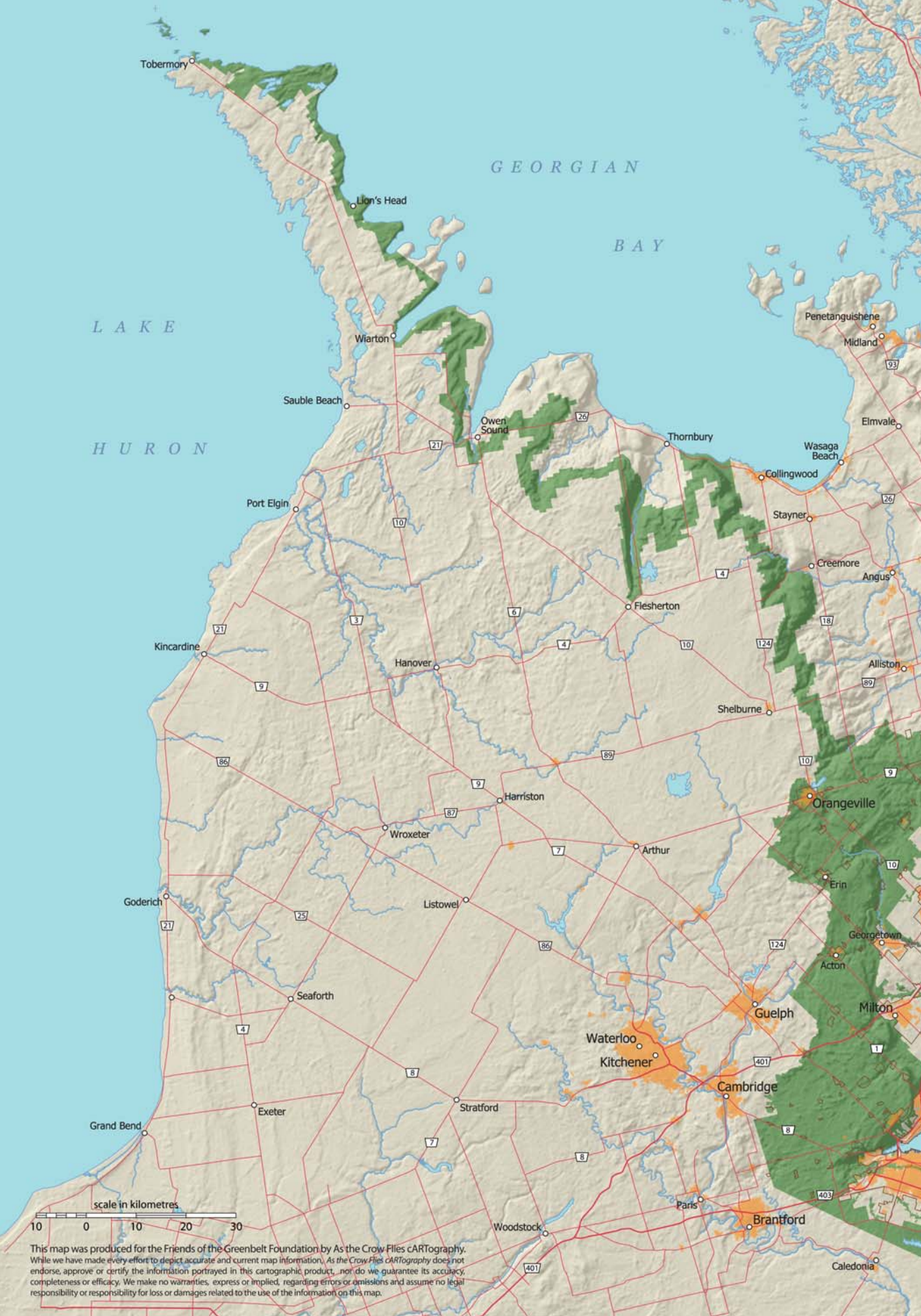
Possibility Grows Here

ntario's Greenbelt isn't just a big piece of land—it's a big idea. At 1.8 million acres it preserves farmland, communities, forests, wetlands and watersheds, enhancing the quality of life for all Ontarians. As the largest and most diverse Greenbelt in the world, it is truly an idea as vast and inspiring as the landscape itself.

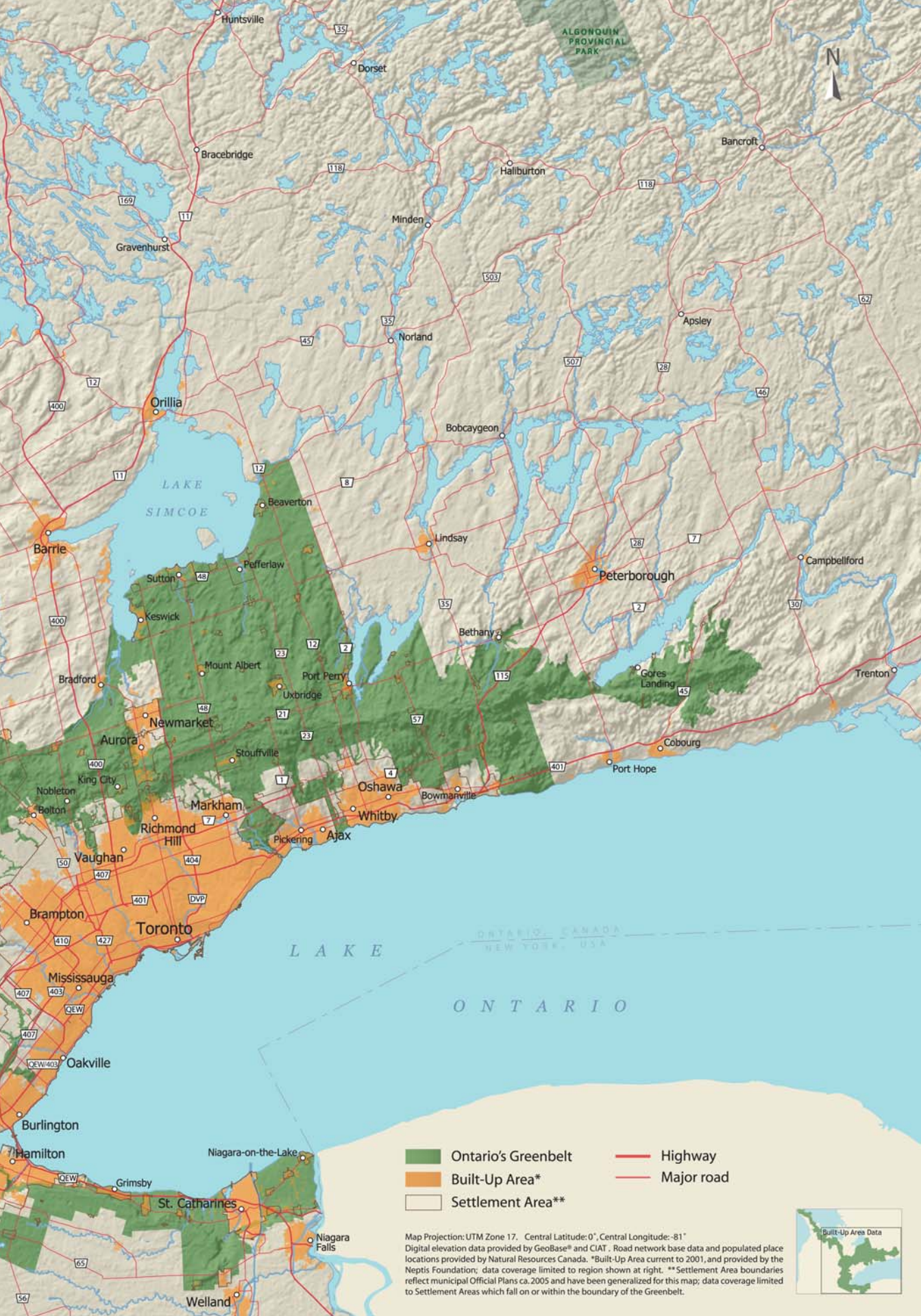
The Greenbelt was created by legislation in February 2005 to protect agriculturally and environmentally significant land from urban development and sprawl. The Greenbelt includes in its 1.8 million acres the Niagara Escarpment, the Oak Ridges Moraine and Rouge Park, offering a multitude of outdoor activities and a vibrant way of life to its residents and visitors alike. Now celebrating its third year, the Greenbelt continues to blossom, providing new ways for us to work, grow, eat, play and live.

The Greenbelt champions healthy lifestyles and healthy ecosystems by sustaining significant farm lands, preserving green spaces and offering an abundance of fresh food for Ontarians. The agricultural lands symbolize the vibrant and vital essence of the Greenbelt, and many people are excited about the wealth of products in our backyard and turning to our local farmers and vintners for fresh produce, local meats, artisanal cheeses and award-winning wines.

We are proud to be entering our fourth year of keeping the Greenbelt beautiful, bountiful and vibrant. We look forward to toasting another year of incredible spirit, dynamism and creativity. The Greenbelt grows from the inside out, by the minds and hearts of the people who live here. It is their values of heritage, ecology and agriculture that brings the Greenbelt to life.



This map was produced for the Friends of the Greenbelt Foundation by As the Crow Flies cARTography. While we have made every effort to depict accurate and current map information, As the Crow Flies cARTography does not endorse, approve or certify the information portrayed in this cartographic product, nor do we guarantee its accuracy, completeness or efficacy. We make no warranties, express or implied, regarding errors or omissions and assume no legal responsibility or responsibility for loss or damages related to the use of the information on this map.



- Ontario's Greenbelt
- Built-Up Area*
- Settlement Area**

- Highway
- Major road

Map Projection: UTM Zone 17, Central Latitude: 0°, Central Longitude: -81°
Digital elevation data provided by GeoBase® and CIAT. Road network base data and populated place locations provided by Natural Resources Canada. *Built-Up Area current to 2001, and provided by the Neptis Foundation; data coverage limited to region shown at right. **Settlement Area boundaries reflect municipal Official Plans ca. 2005 and have been generalized for this map; data coverage limited to Settlement Areas which fall on or within the boundary of the Greenbelt.



4 00

8 00

ONTARIO
3 00



A Message from the Chair

Ontario's Greenbelt is now three years old. So is the Foundation. I am pleased, even surprised, at how much has happened over these last few years. At the outset the creation of the Greenbelt was an opportunity to realize a new vision for ourselves: to imagine how a highly urban region could sustain a successful agricultural sector and maintain dynamic rural communities while preserving our beautiful landscape. At the same time it was an enormous, and for some jarring, change in the conceptualization of a large portion of Southern Ontario. Yet despite both the scale and the implications of the Greenbelt, it was an initiative that was largely unknown and unrecognized by most citizens.

We at the Foundation set ourselves a number of tasks, the first of which was to create awareness among Ontarians of what the Greenbelt was and could be. We have pursued this strategy through a wide variety of efforts. Recent polling conducted by the Foundation reveals that the Greenbelt is now Ontario's most recognized environmental initiative and enjoys very high levels of support. These indicators are encouraging and we will continue our work in this area.

When we began, we were aware that the introduction of the Greenbelt had a significant impact on farmers. Much of the land within the Greenbelt is agricultural. We focused much of our grantmaking on agriculture, and particularly emphasized Greenbelt grown food. Since then we have seen a dramatic increase in the interest in, appetite for, and production and distribution of locally grown food. What we eat, where it comes from and how it is made are increasingly important to many of us.

We are now beginning to see the emergence of a strong local food system which promises better incomes for farmers and agricultural workers, sustainable agricultural practices, less transportation of food, and a more robust connection between our cities and towns and the Greenbelt which sustains them.

With the growing enthusiasm for the Greenbelt comes another encouraging development: the prospect of making it bigger. Recently, the government initiated consultations to determine whether areas outside of the Greenbelt wish to be or should be added to it. Early indications suggest that there is considerable interest in some areas in being brought within the Greenbelt, and this can only add to its vitality, diversity, and enduring value.

So, early progress on the introduction of this transformative landscape has been encouraging. But at the same time, there is much more that needs to happen. The Foundation, at the three year mark, has taken stock of its work and impact to date. We are an organization with a strong understanding of the landscape in which we work, and an increasing sense of where we can add value. We will continue to pursue our grantmaking goals as we have in the past, and in addition, we have added significantly to our capacity to make contributions towards research and policy. We will seek to foster a robust conversation in our province on how best to take advantage of the enormous opportunity that is our Greenbelt.

As always, the Board is appreciative of the leadership shown by the Foundation staff and advisors. I also wish to thank my fellow directors for their commitment, steadfast advice and counsel, and ongoing contributions to this remarkable initiative.

Three years have gone by very quickly. As we look ahead, we are deeply conscious that opportunities like the Greenbelt come rarely. Chances to re-imagine, to re-balance, to integrate at a profound level our values into our landscape are rare and precious. We must use all of our resources—financial, intellectual and human—to ensure that as a society, and as a province, we take full advantage of the promise in what surrounds us.

Sandy Houston

A Message from the President

As a boy growing up in a divided Germany, crossing the border from West to East was an intimidating experience. The floodlights, barbed wire and burly armed guards patrolling the path to visit my family on the other side frightened me. But following the dismantling of the wall in 1989, a conservation site emerged: the Iron Curtain Greenbelt. Perhaps that is why I so strongly believe in Greenbelts as vibrant, strong and positive landmarks: they are the places where our past is preserved, our present is enjoyed and where our future hopes lie.

While the creation of Germany's Greenbelt was the unintentional result of a nation divided, Ontario's Greenbelt is the realization of thoughtful and strong leadership. In a time of global environmental anxiety, with climate change and food security looming, Canada's once sparkling reputation as a country exhibiting green leadership has become somewhat diminished. Ontario's Greenbelt serves as a shining reminder of the values and courage Canada has been recognized and celebrated for.

This international context became clear with a recent report from the Canadian Institute for Environmental Law and Policy which applauded Ontario's Greenbelt as not only a world leader in terms of size, but as superior in legal protection. This pride in international leadership has prompted the Foundation to delve further into ways to build upon this momentum, consequently creating a "Research and Policy" focus. We are investing significant resources into this initiative and have hired a director to oversee this next critical step. Now is not the time to rest on our laurels, but rather to use the recognition to further our momentum and grow stronger.

New ways of thinking, new approaches to old challenges—the Greenbelt inspires us all to look at our world differently. From the dark peaty soils of the Holland Marsh, to the stretch of land between Hamilton and Burlington conserved by the Royal Botanical Gardens, and the University of Guelph filling a niche for locally-grown ethnic foods—our Greenbelt is a celebration of our culture and our landscape.

As President of the Foundation, I am thankful for the support and guidance of my Board and the dedication of my staff. But it is Ontarians that make the Greenbelt bountiful, beautiful and vibrant, uniting our varied heritage and values within one distinct landscape.

Burkhard Mausberg



New Funding

While the ideas that grow from within the Greenbelt are abundant, many would not make it to fruition without the direction, support and resources made possible through financial grants. The Foundation helps champion a vast array of projects and approaches under the banner of one common goal: to make this immense landscape a dynamic and self-sustaining entity, rich with spirit and activity. The grants described below represent the creativity and vigor of our community and help us realize the possibility that truly lies within the Greenbelt.

Greenbelt Farm Stewardship Program

Lake Simcoe Region Conservation Authority

www.lsrca.on.ca

\$1,000,000

■ Preserving agricultural lands is a significant mandate of the Greenbelt, and this program, in collaboration with the Environmental Farm Plan, works towards developing sustainable agricultural practices to enhance this valuable asset. Funds accessed through this program help 375 Greenbelt farmers undertake over 700 environmental management projects on their farms to create a better ecological landscape for all Ontarians. From water well protection, energy and water efficiency, wetland maintenance, soil management, manure control, and farm waste disposal, farmers are applying innovation to ensure more healthful, safe and secure methods of producing food and preserving our natural landscape. This funding is an additional installment from an initial \$1.4 million, based on the success of the program.

The Great Ontario Greenbelt Adventure

TVO

www.tvokids.com

\$440,000 over two years

■ The Greenbelt is an exciting and interactive landscape, making teaching a new generation about its significance and wonder a worthwhile endeavor. Children around Ontario will experience the Greenbelt through multimedia programming on the popular and educational “TVOKids” show and website. Short video vignettes introduce Greenbelt treasures and interactive components will include special events like tree-planting, a music video, and a treasure hunt that will get everybody jazzed up about all that the region has to offer.

New Farmers to Grow—New Places to Go

Centre for Land and Water Stewardship, University of Guelph

www.uoguelph.ca/~claws/

\$400,000 over three years

■ Sustainable farming goes beyond preserving the soils, requiring training for a new generation of farmers to cultivate our abundant rural lands. This innovative program provides new and young Ontarians with the opportunity to farm in the Greenbelt by giving them training and affordable access to growing plots and farm equipment. Participants are mentored by experienced Greenbelt farmers and receive business planning assistance and technical agricultural advice, including how to grow new specialty crops and environmentally responsible farming practices. With an emphasis on serving our multicultural communities and learning from farmers new to Ontario, the University is partnering with FarmStart, an organization committed to fostering diverse and prosperous farming communities.

Farm To School Program

EcoSource

www.ecosource.ca

\$380,000 over two years

■ Bringing locally grown food into our classrooms feeds hungry minds and bodies with the goodness of our Greenbelt. The Peel District School Board may become the first in Ontario to offer Greenbelt and other locally grown food to all of the students and staff in its 232 elementary, secondary and culinary arts schools, creating a substantial and sustainable market for Greenbelt farmers interested in supplying produce to the local area. This program provides an important forum for education with classroom visits and farm activities. The students, their families, and teachers will all learn that the benefits of eating local food go beyond its delicious taste, forging a connection between a whole new generation and the farmers and land that feed them.

Greenbelt Youth Forum: “A Bushel of Change”

4-H Ontario

www.4-hontario.ca

\$200,000 over two years

■ Investing in the Greenbelt means ensuring that it will be preserved for generations to come. The Greenbelt Youth Forum brings together high school students from across

the Greenbelt for an annual three-day educational experience to actively engage in Greenbelt issues, training them to meet the future challenges with vigor. At the inaugural forum, the students investigate the importance of the Greenbelt through case studies, a field trip, and interactive learning activities. Each participant goes on to spearhead a project of their own that benefits the Greenbelt and creates positive change within their own communities, which they present at the Royal Agricultural Winter Fair, under the banner “A Bushel of Change.”

Farm Fresh Hamilton

Conservers Society of Hamilton

www.conserversociety.ca

\$180,000 over two years

■ One of the most beautiful ways to enjoy the bounty of the Greenbelt is a visceral one: through taste. Through Environment Hamilton is the project Farm Fresh Hamilton, which promotes a local food network in this area of the Greenbelt, bringing food from the farm to the table. Residents learn how to access their local food network through maps and a website while farmers reach new markets, such as restaurants, small grocery stores, farmers’ markets, cultural centres, and City Hall, making local food more accessible for consumers. Community members are also taking active leadership roles in the project, including a local parents’ network that is encouraging school boards to buy locally.

Increasing Organic Food Production in the Greenbelt

Ecological Farmers’ Association of Ontario

www.efao.ca

\$150,000 over three years

■ With consumers increasingly seeking ways to make healthier choices for themselves and the environment, the demand for local, organically grown food is on the rise. Recognizing and serving this market can enhance farmers’ profit while they strengthen their commitment to the land through sustainable, organic practices. This project encourages more farmers in the Greenbelt to benefit from the market trend and supports them in transitioning to an organic model of farming, including a structured mentorship program which allows established farmers to share their knowledge with less experienced organic farmers.



Today's Herbs

Lipin
Foxglove
valerian
Yarrow
Centaury

Lavage
Ginkgo
Thyme

Fostering Farmers' Markets in the Greenbelt

Farmers' Markets Ontario

www.farmersmarketsontario.com

\$150,000

■ In response to the growing public demand to have a direct connection with the farmer producing their food, three new producer-only markets will be opened in Toronto this summer. Liberty Village acts as a shining example of the demand, and a diverse number of Greenbelt producers responded with their enthusiastic presence, selling products from strawberries to buffalo sausage. 2008 will see the growth of Greenbelt farmers' markets.

Valuing the Ontario Greenbelt's Natural Capital

David Suzuki Foundation

www.davidsuzuki.org

\$120,000

■ In a truly innovative and leading-edge study, the economic value of the Greenbelt's natural assets, including forests, wetlands, rivers and other natural features is documented. These features provide us with goods and services such as carbon storage, flood control, and air and water filtration that municipalities would otherwise have to pay for by building costly infrastructure. Attaching an economic figure to the goods and services helps us better understand the value in preserving our distinctive and significant ecosystems and farmlands, leading to better land-use planning.

Building a Local Food Culture

FoodShare

www.foodshare.net

\$100,000

■ Connecting kids with food is a natural and interactive way to introduce them to the splendor of their local landscape. This multifaceted project will help kids get excited about agriculture and food systems and introduce them to the Greenbelt as a haven for fresh produce. In order to show young people about all aspects of their food system, the Greenbelt and eating local foods, students will visit Everdale Farm, where farmers and schools in the Greenbelt work together to enhance food skills and cultivate a food ethic. They will explore and interact in the Foodshare kitchen, tasting the bounty of local products and creating meals with them.

Ontario Federation of Anglers and Hunters

Atlantic Salmon Classroom Hatchery Program

www.ofah.org

\$84,000

■ The Lake Ontario Atlantic Salmon Restoration Program's wildly popular classroom hatchery program will have almost a thousand new junior aquaculturists next year thanks to this new funding. The grant for the 2008–09 school year will directly fund 30 new classroom hatcheries in Greenbelt-area and urban schools, and allow for the ongoing expansion of the program through the hiring of an Education Coordinator. The grant is additionally supporting a classroom hatchery van and the preparation of teaching lessons integrating Atlantic salmon restoration and the provincial science curriculum for grades 4 and 6.

Helping Communities Defend their Greenbelt

Sierra Club of Canada

www.sierraclub.ca

\$80,000

■ Though primarily rural, the Greenbelt is neighbour to vibrant urban communities who value it deeply and want to protect this gem. Using resources such as a Greenbelt tool-kit, this campaign informs residents in urban communities adjacent to the Greenbelt about land use decision-making and the important role they can play in fostering effective municipal implementation of the Greenbelt Plan. Community groups, such as residents associations, church groups and conservation organizations, along with their municipal leaders, are encouraged to become defenders of the Greenbelt.

The Greenbelt Depot at the Brick Works

Evergreen

www.evergreen.ca

\$75,000

■ Chefs have long been interested in sourcing local ingredients for their menus because of the unparalleled taste and freshness, and this interest is steadily on the rise. The first-of-its-kind Greenbelt Depot at the Don Valley Brick Works fills an infrastructure gap in the local food system by establishing a weekly wholesale market where Greenbelt farmers and Toronto chefs can do business. The Depot is also a hub for farmers and chefs to meet and discuss current food trends and possibilities for planting new crops, strengthening the bond between producers and chefs, and making this connection sustainable year after year.

A Farming Future for the Eastern Greenbelt

Kawartha Heritage Conservancy

www.kawarthaheritage.org

\$30,000

■ Capacity funding assisted the Conservancy in continuing with its important work of building partnerships among agricultural groups in the Eastern Greenbelt and tackling the challenges facing farmers in that area such as access to new land and short-term tenancy agreements.

Canadian Vitis Certification Program

Grape Growers of Ontario

www.grapegrowersofontario.com

\$25,000

■ Protecting our agriculture and viticulture is imperative to the Greenbelt. A potentially risky practice for grape growers is the importation of rootstock from international sources, due to high incidences of disease found in the foreign stock. The Grape Growers of Ontario, along with the University of Guelph and the Canadian Food Inspection Agency, recognize the importance of developing a domestic supply of grape vines from material propagated right here in Ontario. A feasibility study will determine the viability of creating such a supply in order to contribute to a sustainable domestic wine industry in the Greenbelt to continue our rich tradition of viticulture.

Niagara Agricultural Education Day

Lincoln Agricultural Society

www.lincolncountyfair.com

\$25,000

■ From a delicious maple syrup tasting to a chat with beekeepers and a chance to see the baby animals up close, 400 students learn first-hand about agriculture in the Greenbelt during a special school day at the Lincoln Fair. For many kids, this is a unique opportunity to get out into the country and speak with farmers about the important work that they do, deepening their understanding about our rural communities and lifestyles and helping them share with their families the importance of supporting healthy, local food systems.

Escarpment Country—In the Heart of Ontario's Greenbelt

Milton Chamber of Commerce

www.chamber.milton.on.ca

\$25,000

■ Of all the beautiful, roaming land of the Greenbelt, the Niagara Escarpment stands out as a national treasure and a jewel of the Greenbelt. This new marketing campaign increases awareness of the Milton region of the Niagara Escarpment. Declared a World Biosphere Reserve by UNESCO in 1990, the 725 kilometre landform became a permanent part of the Greenbelt in 2005. Co-branding of the Niagara Escarpment with the Greenbelt will unify the landscapes and deepen the sense of pride that Ontarians feel for the Greenbelt and the natural heritage features that it contains.

Ontario Fruit and Vegetable Convention

Ontario Fruit and Vegetable Convention

www.ofvc.ca

\$25,000

■ Bringing food and education to a shared forum, Greenbelt sponsorship of this premier horticultural event attracts over 1,100 participants and includes two days of educational sessions with expert speakers from around the world. This year, the event featured a local food seminar that addressed the challenge of demand over supply for locally produced food.

FOOD Festival

Phoenix Community Works Foundation

www.alphabet-city.org/issues/food

\$25,000

■ In the spirit of dialogue, awareness of food security and celebrating and supporting sustainable food systems, this month-long Toronto festival featured a wide variety of events throughout October 2007. With a tour of the Ontario Food Terminal and an art exhibition on local food, the festival kicked-off with Toronto Mayor David Miller making a public proclamation on the value of local food and the importance of supporting local farmers.



Greenbelt fruits, vegetables, meats and cheeses
paired with Ontario VQA wines demonstrate
the greatness of Ontario terroir, expressing
the rich and varied flavours of the earth.

Owen Steinberg,
Executive Chef, *Il Fornello*, Toronto

"A Taste of Ontario's Greenbelt" at the Green Living Show 2008

Green Living Enterprises
www.greenlivingonline.com
\$25,000

■ The Greenbelt was highlighted in its own section called "A Taste of Ontario's Greenbelt" at this second annual celebration of healthy, eco-friendly consumer choices at the Direct Energy Centre, Exhibition Place, Toronto. A cooking demonstration stage featured Toronto's top chefs preparing dishes with Greenbelt food and products and a hearty Niagara wine bar. Colourful displays taught guests about the different regions in the Greenbelt and all that they have to offer for Ontarians to live, play, eat and shop.

Greenbelt Express: Toronto-Niagara Bike Train

Waterfront Regeneration Trust
www.biketrain.ca
\$25,000

■ Cycling is an excellent way to see and explore the immense landscapes of the Greenbelt and visit its vibrant communities. This new initiative gets people out and on their bikes and is a great success in its second year promoting active, healthy, low-emission travel. The expansion of the Toronto-Niagara Bike Train service allows amateurs and professionals alike more flexibility when planning their cycling adventures to the Greenbelt's beautiful Niagara area.

Good Food from Home Guide

Toronto Environmental Alliance
www.torontoenvironment.org
\$23,000

■ These unique guides celebrate the eclectic cultural heritage of our communities by providing information for Canadian immigrants on where to buy Greenbelt-grown fruit, vegetables, meats, spices and other farm products that are traditional to their countries and cultures of origin's recipes. The guides speak to the prominent South Asian and Chinese communities in Toronto, identifying food retailers in the area that sell locally grown products commonly used in those cuisines.

Report on Local Food for Ontario and the Greenbelt

Canadian Institute for Environmental Law and Policy

www.cielap.org

\$15,000

- Local food is fresh, safe, reduces carbon emissions, supports local economies and promotes healthy lifestyles. This study will have an impact on the quality of life for Ontarians. It looks at how other jurisdictions have successfully built strong, sustainable local food systems and outlines necessary actions by policy makers working within the Greenbelt to achieve the same success for Ontario and its Greenbelt.

Currents, Greenbelt Edition

Credit Valley Conservation Foundation

www.creditvalleycons.com/foundation

\$12,000

- The Fall 2007 edition of the Credit River Conservation Foundation publication *Currents* focuses on the Greenbelt as its central theme. The issue provides an introduction to readers about what the Greenbelt is and then delves into more specific topics, educating a broader audience about its diversity of landscapes and activities and the breadth of possibility within it.

Credit River Watershed Greenbelt Signs

Credit Valley Conservation Foundation

www.creditvalleycons.com/foundation

\$12,000

- Clean and safe drinking water is high on Ontarians' minds as an essential need. It is also what the Greenbelt protection provides. The Credit Valley Conservation Authority is increasing their watershed identity with a road signage program. Fifteen signs from Mississauga to Mono identify the Credit River Valley a vital Greenbelt watershed, emphasizing clean water and healthy watersheds as one of its crucial, long-term benefits.

We have a passion for producing excellence in local wine and this guide helps get our name out there and reiterates our strong belief in celebrating the land. I'm proud to have my winery listed in such a comprehensive booklet [*My Local Greenbelt Guide*].

Mike Weir

Golfer and Wine Afficionado

Mike Weir Estate Winery, Niagara

Feast of Fields Sponsorship

Everdale Organic Farm and Learning Centre

www.feastoffields.org

\$9,400

- The 18th Annual Feast of Fields celebration features an array of delicious food, from gourmet ice cream to gorgeous meats, all prepared with local organic ingredients. Guests freely wander and explore the picturesque setting of Everdale Farm while munching away and pondering the importance of a strong agricultural sector, both within the Greenbelt and beyond.

Protecting Near Urban Lands

Alternatives Journal, June 2008

www.alternativesjournal.ca

\$5,000

- An entire issue of this environmental magazine was dedicated to the theme of protecting near urban lands from sprawl, with a focus on Greenbelts. Various articles by experts within the Greenbelt were compiled for this issue. Additionally, a series of two-hour radio shows based on the articles was created in partnership with a number of community radio stations, bringing Greenbelt ideas to a broader audience.

Local Food Internship Program

Environment Hamilton

www.environmenthamilton.org

\$5,000

- This program provides young local food advocates with the opportunity to work on the Farm Fresh Hamilton project. The intern helps to effectively integrate messaging about the Greenbelt into the organization's communications and programming materials, such as the Eat Local map, newsletter and website, to reach a wider audience about the local agricultural sector in the Hamilton region of the Greenbelt.

AGCare and OFAC AGM and 20th Anniversary Celebration

AGCare

www.agcare.org

\$2,500

■ The 20th Anniversary Annual Meeting and Celebration of AGCare and the Ontario Farm Animal Council was held on April 17, 2008 in Guelph. The event was a chance for members of the two groups to gather and celebrate 20 years of promoting environmental stewardship and sound animal care practices in the Greenbelt and the rest of Ontario.

Bruce Duncan Wildlife Teaching Garden

Hamilton Conservation Foundation

www.foundation.conservationhamilton.ca

\$2,500

■ The late Bruce Duncan, former General Manager and Chief Administrative Officer of the Hamilton Conservation Authority, worked tirelessly to instill younger generations with a passion for protecting and enhancing the natural environment. This teaching garden in the Dundas Valley Conservation Area is a tribute to his legacy. Permanent signage within the garden will feature information about the Greenbelt and the importance of preserving green space for now and future generations.

Festivals and Events across the Greenbelt

\$1,000–\$10,000

■ Ontario's Greenbelt is alive with festivals, county fairs, antique shows and a multitude of community events. Last fall, the Foundation sponsored events that enhance and highlight the proud character of the diverse communities within the Greenbelt, with, of course, a focus on the harvest bounty. Such events include the Hart House Maple Syrup Festival, the Cabbagetown Festival and the Markham Fair. These events, fruit and vegetable fairs, food and beverage festivals, BBQs, music, harvest and busker festivals reflect decades of local traditions and community pride.



Previous Funding Commitments

Promoting New Markets for Greenbelt Farmers

Local Food Plus

www.localfoodplus.ca

\$1,000,000 over three years

Year three of three

■ This project is catapulting local, sustainably produced food into the public consciousness in Ontario. Consumers are recognizing the label in their universities and grocery stores, and vendors and shoppers alike are recognizing the value of what it means to buy from certified farmers and processors: that the food is being produced using environmentally and socially responsible growing practices. In its first year, the University of Toronto signed on to become the first LFP certified institution. Since then, other food retailers and service industries have followed in line, such as the popular downtown Toronto grocery store Fiesta Farms and Il Fornello restaurants with their "Ontario Menu."

Showcasing Our Greenbelt at The Royal

Royal Agricultural Winter Fair Association

www.royalfair.org

\$600,000 over three years

Year two of three

■ The Greenbelt's vast bounty is featured in all of its splendor for the second year in a row at the world's largest agricultural fair. This year, a lucky winner went home with the prize to spend a luxurious weekend at the Millcroft Inn and Spa in the beautiful Greenbelt. The winner also happened to be a well deserving Greenbelt farmer from Sunderland who was due for a few days in the lap of luxury. This was part of a multitude of activities that showcased the diversity of activities and experiences the Greenbelt has to offer, from food and farming to luxury and play.

Greenbelting Toronto

Toronto Environmental Alliance

www.torontoenvironment.org

\$250,000

Year two of two

- A two-year campaign to encourage public support and political momentum to transform Toronto based government agencies into Greenbelt proponents, this project builds on the 2007 Toronto City Summit vision to establish Toronto as the Greenest City in North America. The Toronto Environmental Alliance begins this effort by promoting the consumption of local food in Toronto and a local food procurement policy for City agencies such as daycares.

Greenbelt Connections

Ontario Nature

www.ontarionature.org

\$235,000 over two years

Year two of two

- Showcasing the efforts of farmers and community volunteers to steward the land is a proud and productive opportunity. Booklets published in partnership with the Ontario College of Family Physicians highlights the significance of a farmer's work to protecting Greenbelt's water resources, forests, and unique habitats. The booklets link rural and urban residents with the building blocks of a healthy lifestyle the Greenbelt has to offer. To date, two booklets have been published in the "Your Greenbelt, Your Health" series: *Environmental Quality* and *Getting Active in the Greenbelt*. These are distributed in Doctors' office and health clinics around the Greenbelt.

Niagara Greenbelt Routes and Discovery Centres

Brock University/Tourism Niagara

www.brocku.ca

\$219,000 over three years

Year two of three

■ Niagara tourists will embark on their own unique Greenbelt experience at four specially designed Greenbelt Discovery Centres located at existing Tourism Centres. Tourists can access information on Greenbelt activities by using multimedia kiosks located at each center and on a new Niagara Greenbelt tourism website. Themed Greenbelt tours can be downloaded with audio-visual and GPS information to enhance the tourism experience. The collaborative project includes research and inventory developed by Brock University and kiosks managed by Tourism Niagara. Other project partners include the City of St. Catharines, Niagara-on-the-Lake Chamber of Commerce, and Twenty Valley Tourism Association.

Growing the Niagara Culinary Trail

Niagara Peninsula Community Resource Centre

www.niagaraculinarytrail.com

\$200,000 over three years

Year two of three

■ As the first agritourism trail of its kind in the Greenbelt, the project focuses on three main activities: increased culinary tourism, an "Eat Healthy, Eat Local" educational campaign, and a business training and marketing development program for local culinary business owners. It engages a vibrant agricultural and food service community in the Niagara specialty crop area of the Greenbelt, fostering a shared vision for local agriculture and encouraging mutual support between the culinary and farming communities. In February, an impressive Farm to Table Cuisine workshop was held in St. Catharines for growers, chefs, processors, producers and culinary entrepreneurs to discuss opportunities in culinary tourism and how farmers and chefs can more easily connect and do business. The keynote speaker was world-renowned chef and local food advocate Michael Stadlander. In summer 2008 a culinary trail map and website were released to guide visitors from farm to farm, wineries and restaurants.

Cootes to Escarpment Conservation and Land Management Strategy

Royal Botanical Gardens

www.rbg.ca

\$185,000 over two years

Year two of two

■ The beauty and wildlife of Cootes Paradise has attracted artists such as Robert Bateman, birdwatchers from around the world, and thousands of locals to hike its trails and paddle its waters. This community-based conservation and land management plan protects 4,000 acres of natural Greenbelt lands from the impacts of nearby urban development. The planning process is being led by an advisory group of local stakeholders and the project is overseen by experts in a diverse group of organizations, including conservation authorities, and regional and municipal governments. A final report will recommend action items for each partner group who have committed to implementing the plan within five to seven years.

Agriculture Hits the Trails

AGCare

www.agcare.org

\$180,000 over three years

Year three of three

■ Increasing public awareness about farmers' contributions to the environment and their importance to nurturing our living countryside will lead to greater understanding of agricultural stewardship and new partnerships in conservation and restoration. This grant allows AGCare, a group providing science and policy research on environmental and agricultural issues in Ontario for twenty years, to build a collaborative relationship between the farming and trail communities. The project places colourful interpretive signs and kiosks on recreational trails bordering farmlands, providing hikers with information on the vital bond between agriculture and the environment and the best environmental management practices that farmers are undertaking on their farms, to keep the water and air clean for all of us.

The Greenbelt on the Move

Conservation Foundation of Greater Toronto

www.trca.on.ca

\$105,000 over three years

Year two of three

■ Two traveling Greenbelt exhibits are showcasing over a three year period at popular festivals and fairs such as the Royal Agricultural Winter Fair, at conservation areas, in schools around the Greenbelt and in surrounding urban centres. The colourful, interactive displays will educate hundreds of thousands of visitors about the worlds' largest and most diverse Greenbelt and its value in preserving a high quality of life in the Golden Horseshoe and beyond.

Sustainable Winemaking in Ontario

Wine Council of Ontario

www.winesofontario.org

\$49,500 over two years

Year two of two

■ The Wine Council of Ontario represents 78 wineries in Ontario's four major wine regions, including the Greenbelt's tender fruit specialty crop area of Niagara. The first of its kind in Canada, this comprehensive sustainability program helps wineries and vineyard owners in the Greenbelt and beyond adopt best practices for environmental stewardship. It sets benchmarks for the entire Ontario wine industry around the usage of water, waste management, wastewater treatments, nutrient management, noise levels, and air emissions.

Summary of Activities

What follows is an overview of activities that the Foundation engaged in, over the past twelve months, by exploring the possibilities in our own backyard
—Ontario's Greenbelt.

Granting and Guiding

The possibilities for supporting our grantees go beyond funding. We build capacity and provide resources and expertise to help them achieve the greatest potential for their projects, their organization and the Greenbelt. The Greenbelt is a landscape filled with a diversity of people, cultures, biodiversity and communities, and we take our granting approach from this model. One of those Greenbelt lessons is learning from our neighbours, and passing on this valuable information to our grantees.

Choosing Grantees Our Grant Advisory Committee is a group of people with various backgrounds, areas of expertise, knowledge and experience, and one of the greatest assets we have in selecting grantees and directing our resources. Their advice helps the Board on funding applications, assisting them in selecting proposals that best achieve our goals, as well as identifying potential partners or issues that have not yet been considered.

Supporting Grantees Our grantees' work is extensive and abundant, but our role remains steady—we provide communications expertise, negotiate advertising opportunities for their work, locate other sources of revenue, develop strategies and approaches and team them up with other project partners. This relationship empowers our grantees to focus on the heart of their projects and turn a great idea into a great reality rich with possibility.

Gaining Feedback We continue to host Greenbelt Grantee forums to cultivate partnerships among our grantees and offer them opportunities to discuss ideas and projects. The highlight is the thoughtful grantees' presentations of their work, inspiring a room full of leaders through another year.

Communicating While funding may be the most significant aspect of our mandate, communicating the Greenbelt message permeates everything we do. This year, under the insightful guidance of Diana Crosbie, of Crosbie Communications, and Manifest Communications, we have refined the message we want to convey to Ontario and the world about our Greenbelt: that possibility truly grows here. The clarity of this message has helped us gain valued media coverage and positive feedback from

our communities as we continue to champion our green space through our writing, website and publications.

Diana Crosbie has over thirty years of experience in the field of media relations and advises the Foundation on how to work with the media to communicate messages effectively. Diana matches the project to the specialties and enthusiasms of respected journalists and guides staff and grantees through media training.

Manifest Communications Inc. is one of Canada's leading social marketing firms. We engaged them to help us articulate the possibility of the Greenbelt through our communications work and projects.

Growing Awareness

We tell the "Greenbelt story" in a variety of ways: through our website, press releases, through our grantees' work, the media coverage we receive, our newsletters and publications. Creating awareness and education about the Greenbelt, which highlights its many possibilities, continues to be an important aspect of our work. While it is well known and much celebrated by some, we continue to come across Ontarians who want to know more about the beauty and bounty of this landscape.

Gold Award for Communications The Foundation is thrilled to be named a Gold Award winner for Excellence in Communications by the 2008 Wilmer Shields Rich Awards Program, for its 2006–2007 Annual Report. Sponsored by the Council on Foundations, a nonprofit membership association of more than 2,100 grant making foundations and corporations, the award recognizes effective communication efforts to increase public awareness of foundations and corporate giving programs. The Foundation shares this distinction with book-designer Peter Sibbald Brown.

My Local Greenbelt This some 60-page booklet showcases the local producers and vendors within our Greenbelt, including farmers' markets, bed and breakfast accommodations, culinary tours, sugar bushes, Christmas tree farms, rural festivals, conservation areas and provincial parks. With over 150,000 copies distributed, this booklet is an invaluable resource for the growing number of people who want to shop local and creates steadier, more sustainable markets for our farmers by making choosing and buying local food simpler and more convenient.

Greenbelt in the News As the cornucopia of activity in the Greenbelt grows, the community has taken notice. We have been featured within many of the fine papers in our living countryside. Most notably, a *Globe and Mail* piece from April 2008 titled "Ontario's Greenbelt: A Model for the World" documented our Greenbelt as the world's largest and most diverse with reference to a publication created in partnership

with the Canadian Institute for Environmental Law and Policy. This media exposure furthers our work and creates a sense of pride in all of us over the level of activity and leadership displayed in our communities.

Greenbelt Festivals Through the dedicated efforts of one of our interns, a new summer program was created that helps bring our message to Ontarians. The Greenbelt Festivals program now has two interns participating in various Greenbelt festivals and fairs, providing a forum for promoting the work of our grantees and other Foundation projects and events. This also allows us to hear from the communities we visit, learning about what they value most about our living countryside.

Metroland Community News Over 24 weeks, twelve articles appeared in 38 papers documenting a range of Greenbelt issues. This format allowed for steady communication about the plethora of activities and values within our living landscape to a broad audience. Composed by one of our interns, each article featured a different aspect of what the Greenbelt offers Ontarians, from hiking trails to fresh, local produce to clean air and drinking water.

Greenbelt Winter Wonderland Memories To help warm up during the cold season, we invited people to send in their favourite winter memories of the Greenbelt. Winners were published online, featured in our press release and the top entry received two passes for cross-country skiing at Albion Hills Conservation Area and two tickets to a Theatre Orangeville production. The affection and sentiments with which people wrote spoke to the significance this landscape has for creating memories, while giving us all ideas of the potential for adventure and exploration during the chilly winter months.

Signage Projects

While all aspects of our work are opportunities to deepen public awareness about and interest in the Greenbelt, road signs are particularly significant. They allow us to reach the greatest number of people and give them a sense of the landscape as they drive through.

Hiking Signs Last year, our Greenbelt Walks hiking brochure brought people back to Greenbelt trails. To build on this success we are installing highway, road and parking lot signs to easily guide families and avid hikers alike to our beautiful trails, brimming with natural wonders. The signs will begin to go up in Fall 2008.

Greenbelt Watershed Signs Continuing the work in the September 2007 edition of *Currents*, Greenbelt Edition, which focused on clean water, we are installing Greenbelt signage for the Credit River as a significant percentage of its watershed is in the Greenbelt. This is an opportunity to emphasize clean water and healthy watersheds as



Farmers have always had to be careful stewards of their land. It would have been very difficult for us to cover the costs of environmental improvements to our farm without the support of the program. Now, with the additional Greenbelt Foundation funding, we can do more.

Doug Whitty
Co-owner of Whitty Farm
St. Catharines

a key benefit of the Greenbelt, reminding Ontarians that the Greenbelt helps secure our vital natural resources.

Greenbelt Road and Community Signs While those within our Greenbelt communities are proud of our landscapes, many Ontarians pass through our beautiful countryside daily without knowing that they are in the Greenbelt. Our Greenbelt Signage project has placed hundreds of signs along highways and regional roads entering into Greenbelt communities to promote the landscape.

Sharing and Learning

The Greenbelt represents a huge array of people, experiences, landscapes and cultures. From this dynamic group comes a bounty of ideas and approaches, which we are always eager to explore. While our staff represents a breadth of knowledge and experience, we all relish in engaging with the communities, gathering and sharing information, considering new perspectives and learning about the potential within each approach. Sharing and learning is key to our development as a community and a Foundation.

- We support conferences that bring together a variety of individuals, businesses and experts, such as the Fruit and Vegetable Growers' Convention and the Guelph Organic Conference.
- We meet with various community groups from the environmental sector, municipal and regional politicians and food and business retailers and bridge connections and cultivate partnerships.
- We attend various conference and events, including the Halton Water Festival and the Ontario Federation of Agriculture Annual General Meeting and Convention.
- We partner with other publications such as *Our Green Home*, *Green Living Magazine*, *Edible Toronto* and *Spacing Magazine*, to get the Greenbelt message to new audiences. Through sponsorship of four issues of *Edible Toronto* we have created a successful partnership and spread our message of local food and agriculture to another audience.
- We are committed to education about the Greenbelt. To this end we publish an *Occasional Papers* series—research and general interest papers that explore our three program areas: Viable Agriculture and Viticulture; Vibrant Rural Communities; and, a Restored and Protected Natural Environment. To date, we have prepared papers on the value of the Holland Marsh, farmers' markets, hiking trails and agriculture, measuring the economic contribution of the Lake Simcoe Watershed and the global significance of Ontario's Greenbelt.

Measuring Success

We have initiated two benchmarking and indicator programs. One is to establish a tracking and assessment process that continually measures the impact of our funding program and activities. We do so by soliciting feedback from grantees, applicants and other partners. The second measurement is to begin networking with others to develop a set of sustainability indicators for the Greenbelt, in preparation for the legislative review of the Greenbelt Plan in 2015. We use the following contexts to generally measure and define our success at the Foundation: Making the Greenbelt Greener, Making the Greenbelt Profitable, and Telling the Greenbelt Story.

Greenbelt Farm Stewardship Plan: \$2.4 Million in Funding

This dynamic project aims at improving environmental farming practices in the Greenbelt. To date, it has supported 700 on-farm projects, with over 220 completed in the Niagara area alone. Among the enhanced practices are planting trees, reducing pesticide use on fruit orchards, improving pest management plans, recycling and reusing greenhouse water, safely and securely storing fertilizers and pesticides, and storing manure to prevent runoff and reduce the environmental risks.

Farmers complete an educational program, invest in the program financially and complete a farm project—making a strong commitment to sustaining the land through better farm management. Farmers are the stewards of our living countryside—the health of their farmland affects the health of our connected ecosystem. As the caretakers of our landscape, they are vital to the Greenbelt and quality of life of all Ontarians.

Celebrating Leadership: The Friend of the Greenbelt Award

In 2006 we created the Friend of the Greenbelt Award to recognize and celebrate those individuals who make a significant contribution to Ontario's Greenbelt through their work, art or advocacy. These leaders display an unwavering commitment to the values of our living countryside and leave legacies as rich and diverse as the landscape itself. Their efforts to make the Greenbelt beautiful, bountiful and vibrant are celebrated in an annual ceremony.

Singer-songwriter Sarah Harmer was the inaugural winner for her *I Love the Escarpment* tour that promoted the protection of the Niagara Escarpment through her intelligent commentary and artistry. In 2007 we recognized the work of the Honourable William G. Davis for his visionary leadership in creating the *Niagara Escarpment*

Planning and Development Act, which led to the creation of the *Niagara Escarpment Plan*. As Canada's first environmental land-use plan, it protects this unique 725 kilometre landform that stretches from Niagara Falls to the tip of the Bruce Peninsula.

This year, the Friend of the Greenbelt Award was presented to the Neptis Foundation, with its President and Founder, Martha Shuttleworth, accepting the Award on its behalf. Neptis was chosen for their significant contribution to the quality of planning in the Greater Golden Horseshoe through research that illuminates the condition, structure, change and growth of urban regions. By funding and publishing much needed research and analysis, the Neptis Foundation has contributed to informed discussions and provided a constructive and creative influence on the quality of life in our urban regions.

Neptis acts as a resource on best practices for government, private sector, practitioners, students and the general public, filling voids in regional knowledge and bringing scholarly research to public policy, dissolving boundaries between the two disciplines. For their contribution to better regional planning, we were pleased and honoured to present them with the 2008 Friend of the Greenbelt Award.

Rounding out our Team

In the same way as we like to cultivate new ideas and growth in the Greenbelt, we see the value in fostering young talent. We continue our internship program for recent university graduates with a specific interest in the environmental and non-profit sectors. Throughout a one-year period they gain multi-faceted, hands on experience through a variety of the Foundation's operations.



Financial Report

The Foundation received a one-time \$25 million grant from the Province of Ontario. The Board of Directors recognized that the scope of our work is vast. The physical area of the Greenbelt is enormous and the challenges in pursuing our mission are significant. As such, the Board decided to gift the \$25 million grant over a period of five years.

Cumulative Summary of Foundation Activities

15 June 2005 to 14 June 2008

Program Areas	\$ Amount 2005–2008	Percentage of Cumulative Spending
Viable Agriculture and Viticulture	6,224,095	39.2%
Protected and Restored Environment	5,316,865	33.5%
Vibrant Rural Communities	3,518,201	22.1%
Foundation Operations	835,476	5.3%
Total	15,894,637	100%



Condensed Statement of Financial Position

15 June 2007 to 14 June 2008

Income	\$
Investments	647,543
Other	53,034
Total	700,577

Expenses	\$
Grants	4,798,747
Awareness and Education	988,930
Human Resources	530,200
Operating Costs	114,660
Professional and Legal Fees	35,768
Program Expenses	39,196
Total	6,507,301

■ Our 2007–2008 financial statements were audited by KPMG LLP and are available at www.ourgreenbelt.ca

Our Conflict of Interest Policy

 ur partners in the Greenbelt are one of our most valuable assets. To ensure a healthy cross-section of Greenbelt representation in our Foundation work, we seek out Board and Advisory Committee members, staff and associates who represent the Greenbelt geographically, have experience and knowledge in at least one of our three program areas, are a mix of age, gender and diversity, understand the opportunities and challenges for the Foundation, and are well respected within their constituencies.

Our members, staff and associates are active in their communities, so from time to time, conflicts of interest, or the appearance of such conflicts, may arise. All members, staff and associates are asked to sign the Conflict of Interest and Code of Conduct Policy. It is the responsibility of all individuals associated with the Foundation to identify when a real or potential conflict may exist, and to inform the Board of such situations when they arise. The Board will assess declared real and potential conflicts. When it is confirmed that there is in fact a conflict, that member, staff or associate will excuse themselves from any discussions and decisions related to the item in question.

All declarations of conflicts of interest, and the subsequent treatment of such declarations, are recorded in the Minutes of the Foundation meetings. The Board will periodically review this record to ensure conflicts have been dealt with effectively.

In accordance with our practice of tabling this policy at least once per year, the Board re-affirmed their adoption of the September 2006 Conflict of Interest and Code of Conduct Policy.



Grant Program Guidelines

The Friends of the Greenbelt Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario.

Our Vision

The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, with a strong and successful rural countryside, with a robust agricultural sector, and, with a pattern of urban settlement that supports the Greenbelt.

Our Goal

The goal of the Friends of the Greenbelt Foundation is to nurture and support activities that preserve and enhance the Greenbelt's agricultural, rural and ecological integrity. Our vision can be realized by:

- supporting a viable agricultural and viticultural sector;
- promoting vibrant rural communities and working landscapes; and,
- protecting, restoring and enhancing the natural environment.

Our Approach

We recognize that the scope of this work is vast. The physical area of the Greenbelt is enormous and the challenges inherent in pursuing our mission are significant. As such, we need to concentrate our resources over a short time period in order to achieve our ambitious goals and we intend to gift the \$25 million endowment over a period of five years.

We will seek to facilitate and convene. We will encourage and foster relationships among many different organizations with an interest in Greenbelt activities. By bringing together not-for-profit organizations, other foundations, governments and corporations, we hope to cultivate collaborative partnerships, learn from others' expertise, and catalyze activities that support the Greenbelt as a whole.

We will promote mutually supportive relationships between the Greenbelt and the urban areas adjacent to it. By coordinating diverse initiatives we will foster urban/rural connections that highlight the important relationship between cities and rural communities.

We will track and report on accountability at three levels: the Foundation's accountability to the public with respect to the responsible and effective use of its resources; organizational accountability of grantees to the Foundation regarding efforts to achieve stated goals; and government accountability to the public regarding the fulfillment of commitments and obligations.

We will support organizations whose efforts are realizing our vision of the Greenbelt. Organizations working on the ground are critical to our success, and these groups are often in the best position to identify opportunities, build broader public involvement, and act as a powerful force for change.

We will support a variety of means to increase public awareness of the Greenbelt and its many benefits. Widespread knowledge of the Greenbelt, its geography and contribution to our health and well-being is essential to sustaining it as a beneficial, valuable and permanent feature.

Equally essential is that residents are given opportunities to engage with, and fully appreciate, the Greenbelt. We will promote public engagement with the Greenbelt by encouraging Ontarians to buy fresh food grown by its farmers, visit its communities, hike its trails, relax in its parks, enjoy its arts and culture, help to clean up its shorelines, and participate in making decisions about its future.

Our Grant Making

The Friends of the Greenbelt Foundation is interested in funding activities that promote and sustain the Greenbelt as a beneficial, valuable and permanent feature, enhancing the life of all Ontarians. We will support a variety of activities in the following three program areas: supporting a viable agricultural and viticultural sector; promoting vibrant rural communities; and protecting, restoring and enhancing the natural environment.

The Foundation is interested in being a positive force for creating new relationships and connections across the Greenbelt. We encourage proposals that integrate the three program areas and seek outcomes that are beneficial to each of our agricultural, rural and environmental goals. We also encourage applicants to consider including public awareness and engagement activities in their proposals or to conduct specific public awareness efforts geared to targeted audiences with focused messages and benchmarks for success.

Supporting a viable agricultural and viticultural sector The Greenbelt contains almost one million acres of farmland used to produce a wide variety of food and related products: from fruits and vegetables, dairy and livestock, to flowers and wine. But the viability of agriculture in Ontario has become an important concern. Protecting local

agricultural land is critical as it provides fresh and nutritious food, lessens our dependence on imported foods, shrinks transportation costs, and reduces transportation related pollution such as smog and greenhouse gases. At the same time, farmers need economic and market conditions that allow them to make a good living growing our food.

While international forces affect agriculture in multifaceted ways, and our financial resources cannot possibly affect such forces, we believe that by building solid working relationships with farmers and their organizations, we can promote viable agriculture in the Greenbelt. We anticipate building direct relationships between the consumer and the producer, rewarding farmers for their land stewardship efforts, and finding ways to generate additional land-based incomes for farm families.

As such, the Foundation seeks ways to promote and encourage an agriculturally productive countryside in the Greenbelt. We will fund activities that support agriculture and viticulture in the Greenbelt and improve the viability of farming. These may include projects that promote and find new markets for local produce from the Greenbelt, provide renewable power and energy conservation support to farmers, support education and learning experiences for students and youth in agriculture, enhance farmers' ability to participate in Environmental Farm Plans, or provide capacity for agricultural groups to deliver programs that provide economic opportunities for Greenbelt farmers.

Promoting vibrant rural communities The rural communities of the Greenbelt are home to many small businesses, from artist studios and kids' camps, to furniture makers and tourist attractions. Their continued success is important to the goals of the Foundation. While we cannot provide direct support to private interests, we can support the activities of organizations promoting vibrant rural communities and working rural landscapes.

The Foundation will fund activities that protect and enhance the rural character and integrity of the Greenbelt. To this end, the Foundation is interested in supporting cultural activities, promoting tourism opportunities, and encouraging the appreciation of the rural countryside. We will consider proposals that promote events and activities taking place in rural communities in the Greenbelt, help rural communities market their Greenbelt identity, support trail initiatives, develop land use plans that enhance community livability, or support the local economy by encouraging partnerships between local businesses and tourism or related activities.

Protecting, restoring and enhancing the natural environment The Foundation is seeking ways to protect, restore and enhance the Greenbelt's lands, waterways, wetlands, and the habitat for flora and fauna, particularly species at risk. Some areas of the

Greenbelt are among the most biologically diverse in the country, providing protected habitat for more than one-fifth of the species of Canada's plant diversity.

Conservation can take many forms and we are looking for activities that have multiple benefits and that link ecological enhancements with economic, educational or cultural components. We are interested in initiatives that collect scientific, economic or cultural information to establish baseline information for the Greenbelt, support environmental stewardship of private or public lands across the Greenbelt, link Greenbelt protection to other environmental initiatives such as source water protection or planning policies, identify new areas of provincial significance, or build partnerships that enhance the natural environment for long-term conservation.

Our Application Process and Due Dates

As a first step, we request that potential applicants submit a letter of inquiry. If the project falls within the Foundation's goals and program areas, the applicant may be asked to provide a full proposal and may also be invited for an interview to discuss the project in person.

Please consult with Foundation staff or visit www.OurGreenbelt.ca/grants for further details and due dates. We regret that letters of inquiry or full proposals that do not follow our instructions cannot be considered for funding by the Foundation.

Application Review

Each full proposal will be reviewed by Foundation staff, by an external Advisory Committee and by the Board of Directors. The Foundation is committed to achieving its primary goals and thus reviews applications with an eye towards specific outcomes.

Applications will be reviewed with the following criteria:

- how the outcome(s) sought support the Foundation's vision and goals;
- whether the proposed activities will lead to the outcome(s) sought;
- the likelihood of success;
- the integration of the Foundation's public awareness and engagement goals;
- the engagement of stakeholders and level of collaboration;
- cost efficiency; and,
- the organization's history and track record.

Budget

The annual program budget to meet our goals is \$5 million. Grants will generally not exceed \$500,000 nor be less than \$10,000, and the Foundation accepts multi-year applications. Grants cannot be made to individuals and are only made to registered charities or other qualified donees. If you have an idea that meets our guidelines but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways.

Applicants are encouraged to apply for the resources they deem necessary to accomplish the goals and outcomes they seek. Where appropriate, we will consider general or operational support to strengthen the capacity of organizations critical to meeting our mission.

The Friends of the Greenbelt Foundation realizes that strategic opportunities may arise from time to time. These opportunities may relate to any of the three program areas and preference is given to projects that address timely issues, reflect a short-term need, and/or explore exciting opportunities. Strategic grants will range in size from \$5,000 to \$50,000.

While there are no deadlines for this grant-making area, we request that you contact the Foundation before submitting a letter of inquiry. The Friends of the Greenbelt Foundation is a charitable organization, independent from the Province.

Eligibility and Program Limitations

Grants cannot be made to individuals and are only made to registered charities or other qualified donees. If you have an idea that meets our guidelines but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways. The Foundation reserves the right to support any appropriate initiative that it deems to be relevant to its mission.

The following activities will generally not be supported:

- land claim disputes
- capital campaigns
- endowments
- deficit financing
- projects or organizations outside Ontario

Illustrations

Laura Berman

Cover, Frontispiece, Pages 8, 16, 28, 37, 42, 46

Chris Brackley

As The Crow Flies Cartography

Pages 6–7

Tim Hagen

Pages 4, 12, 21

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