

Annual Report 2010-2011

Friends of the Greenbelt Foundation Connecting Possibilities



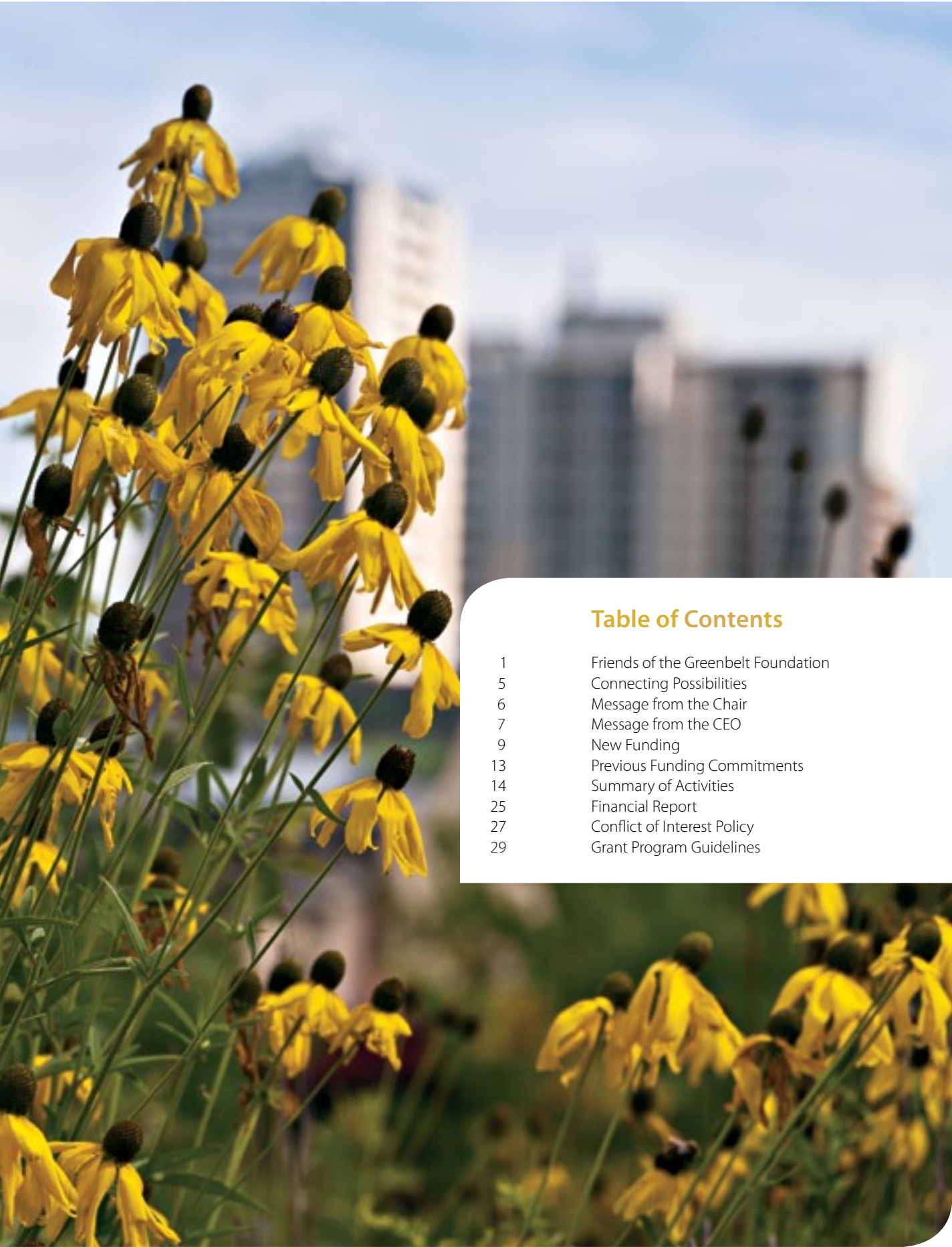


Table of Contents

1	Friends of the Greenbelt Foundation
5	Connecting Possibilities
6	Message from the Chair
7	Message from the CEO
9	New Funding
13	Previous Funding Commitments
14	Summary of Activities
25	Financial Report
27	Conflict of Interest Policy
29	Grant Program Guidelines

Friends of the Greenbelt Foundation

The *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.

Our Board of Directors

Janice Whitelaw Chair
Rodney Northey Vice-Chair
Mary Desjardins Treasurer
Pamela Robinson Secretary
J. Alexander (Sandy) Houston
Seaton McLean
Carolyn Milne
Robert Pasuta
Donna Lailey
David McKeown

Our Advisory Committee

Bob Gibson University of Waterloo
Andrew Graham Ontario Soil and Crop Improvement Association
John Mackenzie Ontario Realty Corporation
Ruth Richardson Small Change Fund
Nicola Ross Alternatives Journal
Amy Stein Evergreen
Elbert van Donkersgoed Terra Coeur

Our Staff

Burkhard Mausberg CEO
Shelley Petrie Program Director
Susan Murray Communications Director
Kathy Macpherson Research and Policy Director
Allison Decker Communications Manager
Elissa Hermolin Special Events Manager
Megan Hunter Project Coordinator
Amy Chan Executive Assistant/Project Coordinator
Carla Balabanowicz Communications Coordinator
Esther Lambert Program Assistant
Aviva Friedman Program Assistant
Sharon Sam Research Assistant
Melissa Fudor Communications Assistant





“The Greenbelt means that we can always have somewhere to go for food and water.”

Riley Plant, Age 8

Connecting Possibilities

This has been a year of creating our future, envisioning all that is possible and making long lasting and important connections with Ontarians and the world.

Created by provincial legislation in February 2005, the Greenbelt protects agricultural and environmentally significant land from urban development. At 1.8 million acres – an area larger than Prince Edward Island – the Greenbelt includes the Niagara Escarpment, the Oak Ridges Moraine and Rouge Park, offering a multitude of outdoor activities and a vibrant lifestyle to its residents and visitors alike.

The Ontario Greenbelt is a world-leading initiative. In addition to its power to preserve land, it cleans our air and water, and improves the way we eat and live.

As the largest and most diverse Greenbelt in the world, it is truly as vast and inspiring as the landscape itself. Working together to make all these possibilities real, we are setting an example for Canada, and the world.

The Greenbelt is home to some of the most bio-diverse ecosystems in North America, including more than sixty endangered species. The Greenbelt also contains over one million acres of the richest farmland in the world, symbolizing the vibrant and vital essence of the Greenbelt. Meanwhile, more of us are getting excited about the wealth of products in our own backyard and turning to our local farmers for fresh produce, meats, artisanal cheeses, and award winning wines. By safeguarding this essential land together, we are helping the Greenbelt make things possible not just for today, but for generations to follow.

Now entering the seventh year, the Greenbelt continues to blossom, providing new ways for us to work, grow, eat, play and live. We look forward to continuing to connect with Ontarians and making the Ontario Greenbelt part of the hearts and minds of families across the province.

Message from the Chair

Connecting great people and great ideas is fundamental to innovation. Through connections, old ideas can be repurposed, combined, and linked with new ideas in novel ways to achieve our goals. Facilitating connections between existing partners and new ones is a role that the *Foundation* has played from the very beginning, making us integral in meeting the many challenges that face the world's largest Greenbelt. I'm especially proud of our efforts this year and, while there are numerous examples, there are three distinct highlights for me:

Firstly, the Greenbelt Fund was established. The new not-for-profit delivers the Broader Public Sector Investment Fund. Hospitals, universities, schools, daycare centres, and long-term care facilities are connecting with their food service providers, distributors, and Greenbelt farmers to increase local food choices and purchases. Our children, students, patients and seniors will have the best in fresh, tasty and healthy meal plans. Food will travel less, demand for local food will increase and farmers will be provided with a better income.

Secondly, delegates from nine countries met at the first ever Global Greenbelts Conference in March. They came together to find local solutions to challenges that greenbelts face around the world. Delegates supported three essential ideas in the new Toronto Declaration. 1) Governments should be creating more liveable, planned cities with greenbelts. 2) We must ensure a rural/urban balance which values and supports greenbelts and their rural communities in their own right – not simply for the products and services they provide to urban centres. 3) Engaged communities with involved citizens on the local level are critical to the ongoing success of greenbelts.

The Toronto Declaration also announced a new network and support system. This will serve to keep an open dialogue between our countries so we can share solutions and advocate for the creation, protection, and growth of greenbelts internationally. I am thrilled that the *Foundation* will be taking the lead on this collaborative initiative.

Thirdly, as our fiscal year came to a close, we were pleased to learn that the recent Ontario Budget allocates \$20 million to enable the *Foundation* to continue its work. This is imperative for our continued success, especially as we prepare for the Plan review in 2015.

It has been an honour and a privilege to step into the role of Chair of the Friends of the Greenbelt Foundation. This organization is blessed with a positive transformative mission, thoughtful, engaged board members, dynamic stakeholders and a talented and committed staff. We are a community of innovators and problem-solvers, applying creativity and knowledge to ensure the Greenbelt remains permanent, beneficial and valued by and for all of us.

I look forward to connecting with you. Possibility truly grows here.

Janice Whitelaw Chair

Message from the CEO

Technology changes everything, from how we work to how we live. It changes the way we think about the environment, and the way we approach preserving the future of Ontario's Greenbelt.

Right now, technology and more specifically, the ability to communicate with the entire planet at the stroke of a key is changing politics around the world. The recent upheaval in Egypt is an example. Through the Internet and cell phone technology, Egyptian citizens were able to communicate with the rest of the world when traditional media was blocked from telling their stories. Through the invisible wire, messages are sent across the world and connect us, even if we are thousands of miles away.

The *Foundation* has been connected from the beginning and is always finding new ways to start conversations. We are continuing to increase our social media presence and elevating our communications with other organizations, governments and businesses.

These connections were essential in organizing our biggest event of the year: the Global Greenbelts Conference. By using technology to gather the world in one place and discuss greenbelts on an international level, we have seen the power it can have in understanding each other, staying connected and making real change happen.

At the Global Greenbelt Conference in March, over nine countries from across four continents were brought together. It was an inspiring task with an unexpected and uniting result. The actions of delegates and attendees at the Global Greenbelts Conference proved that together, we could find solutions. And one large solution, we did find.

The Toronto Declaration for Global Greenbelts was born. Out of this declaration, a new network was formed: the Global Greenbelts Network. The network will act as a supportive, nurturing knowledgebase that will leverage experience to help greenbelts across the world. This declaration marks the beginning of a new and important connection.

The Internet and digital media were integral to the success of this large project and also vital to its continued progress. As we embark on igniting the Global Greenbelts Network, the *Foundation* is excited to take the lead and we look forward to the success and the unity it will create.

Not every greenbelt has the type of policy that we have here in Ontario; in fact, Ontario's Greenbelt stands alone in the type of support it receives. From politicians and industry leaders, to the overwhelming support from its citizens.

As a part of the Conference and engaging a new audience, we reached out to Ontario youth in a language they are fluent in: the Internet. Through YouTube, we started a youth video competition that inspired young adults from 16-29 to create a 30-60 second PSA, highlighting what the Greenbelt meant to them. I was astounded by quality of the videos and awakened to what can be created with little resources, a lot of imagination and outstanding technological skills.

When I first started out in the environmental field, I remember being able to program computers. As the years have gone by, I find it harder and harder to catch up with the latest trend, which is why I have surrounded myself with a great staff who understand the intricacies of the way technology works today. Thank you to my talented staff and supportive, insightful Board members.

Burkhard Mausberg CEO



“What I’ve learned is that it’s really important to have a *Foundation* that can promote and lift the greenbelt’s profile in the community so people really understand how important it is to have that protection.”

Louis Delacretaz, VP, Green Wedges Coalition
Melbourne, Australia

New Funding

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 realize the possibility that lies within the Greenbelt.

Environmental Defence

Strengthening the Greenbelt | \$300,000

As the coordinating organization for the Ontario Greenbelt Alliance (a coalition of groups committed to improving Ontarians’ quality of life and protecting valuable agricultural and environmental lands), Environmental Defence works to protect, enhance and grow the Greenbelt. This project builds and strengthens the voice of the Municipal Leaders for the Greenbelt to ensure the effective implementation of the Greenbelt Plan. The permanency of the Greenbelt means a secure, healthy environment and a reliable food source for many generations.

www.environmentaldefence.ca

The Stop Community Food Centre

New Crop Animation Project | \$88,000

The Stop Community Food Centre has been working to increase access to healthy food for individuals and families in Toronto. A new partnership with the Vineland Research and Innovation Centre and the Ontario Fruit and Vegetable Growers Association experiments with growing new world crops in Ontario soils and “taste tests” locally grown varieties with ethno-cultural communities. This project connects Greenbelt farmers with the multi-million dollar world/ethno-cultural crop market in the GTA.

www.thestop.org

FoodShare Toronto

Greenbelt Farmers’ Market Network | \$75,000

The project builds on the Greenbelt Farmers’ Market Network’s successful first year by continuing to provide support for market managers. The Network supports regional collaboration, knowledge sharing and professional development among market organizers with the goal of increasing the success of markets. The Network also conducts research on increasing markets’ customer base, coordinates promotions for markets and pilots Greenbelt-grown food demonstrations at markets throughout the season.

www.foodshare.net

Canadian Institute for Environmental Law and Policy

Possibility Flows Here | \$75,000

The Canadian Institute for Environmental Law and Policy, a not-for-profit research organization, examines whether existing water policies and practices contained in the Greenbelt Plan are adequately protecting water quality and quantity. The project brings together water experts in the region to form the Blue Green Group and identify significant issues of concern and ways to strengthen the Greenbelt Plan, Oak Ridges Moraine Plan and Niagara Escarpment Plan to ensure safe and abundant water resources are available to millions of residents and businesses, now and in the future.

www.cielap.org



Farmers' markets have become a place for vibrant communities.



The Holland Marsh.



Farming is not just food. Farmer Shane Eby selects the freshest blooms.



Urban Cattle: Harbourfront Centre brings the Greenbelt to the city.



Ontario Grape Growers Cabernet Sauvignon. © Queen's Printer for Ontario, 2011



Ontario's Greenbelt produces a variety of products, including honey.

Royal Botanical Gardens
Cootes to Escarpment Part 2 | \$50,000

This project builds on the vision of the Cootes to Escarpment Park System that the Royal Botanical Gardens (RBG) and partners developed in 2009. As a first step to achieving that vision, RBG is leading the implementation of a Land Securement Strategy to bring more lands, identified in the Park System Master Plan, into public hands and avoid further fragmentation of the ecologically rich and sensitive lands in the future. This vision has tremendous public support and a strong partnership with community leaders such as the Cities of Hamilton and Burlington, Halton Region, Hamilton and Halton Conservation Authorities, the Hamilton Naturalists' Club, and Hamilton Harbour Remediation Action Plan.
www.rbg.ca

International Cool Climate Chardonnay Association
International Cool Climate Chardonnay Event | \$30,000

The "International Cool Climate Chardonnay Celebration" is an event to profile Niagara's VQA wine and grape industry on the world stage. It took place from July 22-24, 2011. The International Cool Climate Chardonnay Association is a not-for-profit group dedicated to promoting world class Chardonnay and its members include many top VQA wineries in the Niagara Region. This is a special opportunity to exhibit Ontario's best VQA wines and source new international markets for our growers and winemakers. A Farmers' Marché Breakfast that is held each morning, features local fruit, cheeses, and specialty foods from Greenbelt producers.
www.coolchardonnay.org

Conservation Foundation of Greater Toronto / The Greater Toronto Area Agricultural Action Committee and its partners
Agriculture and Agri-Food Strategy for the Golden Horseshoe and Holland Marsh | \$15,000

The Greater Toronto Area Agricultural Action Committee (GTA AAC) and its partners, the Region of Niagara and City of Hamilton plan to develop a ten-year action plan for agriculture in the Golden Horseshoe and Holland Marsh regions of Ontario. The study reviews demographics, economic impact, and trends in production; interviews key agri-businesses, and explores a number of emerging opportunities for this near-urban agricultural area. The co-existence and mutual benefit of agriculture and urbanization is a key emerging issue in Niagara, Hamilton, and the Greater Toronto Area.
www.trca.on.ca

Niagara Region
Niagara Culinary Trail | \$15,000

Niagara's main culinary regions are located along the trail and include Niagara-on-the-Lake, St. Catharines, Jordan, Vineland, Beamsville, Grimsby, Welland, Fonthill, the Effingham Hills, Niagara Falls, Port Colborne, Ridgeway and Crystal Beach. The Niagara Region is filled with small artisan growers and producers. Local food is available throughout the Niagara Region, where farm fields are protected by Ontario's Greenbelt.
www.niagaraculinarytrail.com

Harbourfront Corporation
Beyond Imaginings Extension | \$12,300

Due to its success, the *Beyond Imaginings* exhibition will continue into 2012. This inspiring exhibit brings a public focus to the importance of Ontario's Greenbelt. It concentrates on three areas of importance: Natural Beauty, Working the Land, and the People of the Greenbelt. The exhibition presents 72 stunning images created by eight emerging Ontario photographers.
www.harbourfrontcentre.com

Grape Growers of Ontario
Promoting the Ontario Grape Growing Industry | \$10,000

This grant supports an annual luncheon to raise awareness for Ontario's grape growers, promoting the grape growing industry through the Niagara Wine Festival. Grape Growers of Ontario keynote speaker and the Grape King makes his first official statement. Most of Ontario's grape growers are located in the Greenbelt and this event informs people about the abundant area in Niagara and the economic value the region holds for Ontario.
www.grapegrowersofontario.com

Sierra Club Canada Foundation, Ontario Chapter
Growing the Greenbelt in Peel | \$5,000

The Sierra Club of Canada is currently working on growing the Greenbelt in Peel region. This funding supports and assists the Club in its efforts to expand the Greenbelt to protect and preserve our natural environment in areas like the Credit River.
www.ontario.sierraclub.ca

George Morris Centre
Workshop (Hamilton-Niagara Feasibility Study) | \$2,500

This grant funded a workshop to discuss opportunities for local food distribution in the Niagara-Hamilton region, based on the results of a feasibility study. The study reveals that there is a demand from consumers who want to purchase more local food, and there is a willingness from growers/producers to supply that demand.
www.georgemorris.org



“It is important for kids to know that if we didn’t have the Greenbelt, we wouldn’t have fresh, clean air to breathe.”

Mehraneh Mohebbi, Age 11

Previous Funding Commitments

The *Foundation* helps champion a vast array of projects that continue to highlight the success of our past and present grantees. Supporting the vibrancy and sustainability of our natural landscapes, we celebrate the ongoing milestones and triumphs of our past grantees.

Implementation of the Greenbelt Plan for Wetland Protection
Ecojustice | \$173,000
Year two of two

The Greenbelt plays an important role in protecting and filtering water. Ecojustice, in partnership with Earthroots, Ducks Unlimited and Ontario Nature reviews the provincial wetland and water regulatory framework and determines whether it is achieving the goals of “ecological integrity and hydrological function” of the Greenbelt Plan. The research evaluates Ontario policies, consults with municipal planners and identifies successes, weakness and challenges under the current framework.
www.ecojustice.ca

Greenbelting Toronto 2.0
Toronto Environmental Alliance | \$150,000
Year two of two

Building on their successful Greenbelting Toronto Project, the Toronto Environmental Alliance works to further adopt Greenbelt-friendly policies in the City of Toronto. They will help Greenbelt farmers have a stable market by ensuring the effective and timely implementation of the City of Toronto’s Local Food Procurement Policy.
www.torontoenvironment.org

Summary of Activities

Bringing the World Together
Global Greenbelts: Local Solutions for Global Challenges

The first ever Global Greenbelts Conference provided us with more positive feedback and support than expected for Ontario’s Greenbelt. As said by many attendees: “the world wants what Ontario has.”

The conference brought together a dynamic mix of people from around the world. Presentations in plenaries and parallel sessions were a great success in discussing the potential of greenbelts to help manage urban growth, sustain farming and grow the vibrancy of surrounding communities, while protecting valuable ecosystems.



Delegates and attendees at the first ever Global Greenbelts Conference in Toronto.

Sharing our Canadian Icons

We were proud to welcome Canada’s renowned author, Ms. Margaret Atwood, the celebrated Second City comedy troupe, and Juno award-winning singer and songwriter Sarah Harmer.

Each of these celebrities brought with them a great perspective on the Ontario Greenbelt, and the importance of our gathering through beautifully crafted spoken words, powerful musical lyrics, and clever, comedic stories.



Margaret Atwood speaks at the Global Greenbelts Conference.



Reel Greenbelt prize winner Sol Friedman (left) speaks to one of our delegates.

The Toronto Declaration for Global Greenbelts

The Conference resulted in a call to action to establish an International Greenbelt Network. This network will be useful for sharing research and tools, successes, challenges, good practices, and solutions. The network highlights the importance of creating communities within each greenbelt to support it, and creating an infrastructure community to support greenbelt policy on a global level.

One of the most important key messages that we took away is that greenbelts across the globe provide multiple benefits, including: fresh local food, ecosystem services, wildlife habitat, support for the long-term economic viability of farming, as well as vibrant rural communities, and healthy lifestyles for citizens.



Burkhard speaking to international delegates at the conference reception.



Sketch comedy troupe, Second City.



Ontario jewel Sarah Harmer makes a special appearance and wows the crowd.

Artistry and Activism: A Beautiful Relationship

A unique part of the international conference was the initiative of the younger generation in creating many insightful, funny, and outside of the box public service announcements. Each PSA illustrated what the Greenbelt meant and still means to the participants. All of the videos were profiled at the International conference and the top four prizewinners were screened at an awards ceremony in front of an international audience.



The four winners were:

- 1) **Ontario’s Greenbelt: The Full Story**
Created by: Stuart David and Friends
- 2) **Little Greenhorn**
Created by: Dave Martyn
- 3) **We Make Carrots**
Created by: Sol Friedman
- 4) **A Greenbelt Celebration**
Created by: Steph Kittell & Lisa Druchok

The Reel Greenbelt PSA project proved a creative vehicle to showcase great young Ontario talent. Some were so well done, and highlighted the Greenbelt in such creative and original ways that we are looking for uses outside of the competition.

But the creativity did not stop there: 27 floor-to-ceiling banners were displayed throughout the conference venue. They illustrated both International Greenbelts and some exciting projects occurring in Ontario’s Greenbelt by *Foundation* grantees.

During the three days of activities, lunches, receptions and info sessions, attendees heard from over 45 speakers from nine countries across the globe including:

The San Francisco Bay Area, USA is developing a comprehensive vision for smart growth, combined with initiatives to protect open spaces and important ecosystems.

The European Green Belt forms the backbone of an ecological network connecting 24 countries in Europe from, the Barents Sea to the Black Sea.

The Mazovia Region, Poland is working to establish a greenbelt to protect its unique species, their habitat, and some of Poland’s most productive farmland. In the past decades, the decline of regional planning resulted in increased sprawl and fragmented ecosystems.

The Melbourne Green Wedges, Australia acts as a broad arc around metropolitan Melbourne, that works in tandem with the urban growth boundary to manage growth. Each of the 12 wedges has distinctive natural features and landscapes.

The London Metropolitan Green Belt, United Kingdom is one of the oldest greenbelts and focuses on landscape scale environmental regeneration and improving access to the countryside to promote healthy living.

The German ‘Iron Curtain’ Green Belt spans more than 1,393 km, and protects more than 600 endangered animal and plant species.

The Frankfurt Green Belt, Germany has evolved from early protected green spaces where the medieval city walls once stood, to the 1991 ‘Grungurtel’ wrapping around the city.

The Sao Paulo City Green Belt Biosphere Reserve, Brazil has world-leading eco-training and entrepreneurship programs for disadvantaged youth. The idea for the Green Belt originated amongst citizens

concerned about the city’s environmental and cultural heritage.

The Green Heart, Netherlands was originally protected in the 17th century as a line of defense, whereby a system of locks, dykes, and controlled flooding would stop the enemy. It is now protected for its agricultural value.

The Copenhagen Finger Plan, Denmark is shaped like a hand with the ‘palm’ resting on the city centre and the ‘skeletal fingers’ pointed to future development along existing transportation infrastructure. It has contributed to protecting agricultural and natural landscapes since 1947.



Harbourfront Photo by Erin Riley.



Harbourfront Photo by Rob MacInnis.



Over 12 million people have visited the *Beyond Imaginings* exhibit at the Harbourfront Centre.

Harbourfront | Last year, eight emerging contemporary photographers created large-scale images on 40 freestanding structures, in the exhibit entitled *Beyond Imaginings: Eight Artists Encounter Ontario's Greenbelt* displayed at the Harbourfront Centre in Toronto. The exhibit explores the Greenbelt through three frameworks – Working the Land, Natural Beauty and People of the Greenbelt.

The *Beyond Imaginings* exhibit has generated significant media attention, increased awareness and deepened understanding of Ontario's Greenbelt, and garnered acclaim and attention.

The photos were presented in two parts. The first 72 images were taken in the Greenbelt in the spring of 2009. Approximately two-thirds of the images were replaced in October 2010, during the second part of the exhibition with images of the Greenbelt taken in the summer and early fall.

Due to its success the exhibit was extended in the spring of 2011 to run until 2012. Once again, Epson donated the printing of the large outdoor pictures to refresh the exhibit. New photos by Greenbelt artists will now be shown throughout the year in round two of this exciting project.



Harbourfront Photo by Erin Riley.



The Greenbelt on two wheels: biking into wine country at the 2010 Tour de Greenbelt.



A quilt created by the kids at Silver Pines Elementary in Richmond Hill.

Tour de Greenbelt

Each Fall since 2008, the Friends of the Greenbelt Foundation has offered Ontarians a cycling experience with the Tour de Greenbelt.

Our 2010 Tour de Greenbelt goal reached out to young families, raised awareness and deepened the understanding of what Ontario's Greenbelt provides for them through various radio, print and online campaigns.

Unlike 2009 where most of the Tour took place in Niagara, in 2010, participants were guided through one of three routes each day in three Greenbelt locations. Niagara, Durham, and York routes each featured stops at area farms, wineries, attractions and natural sites. Fresh local Greenbelt grown food, which is readily available in the fall, was offered at rest stops and at the end of day BBQ for families to enjoy. By expanding the locations of the Tour, more families from a larger area were able to participate, learn and explore Ontario's Greenbelt.

The Tour has fostered many great and valuable sponsorships and partnerships with companies such as: Aeroplan, Mountain Equipment Co-op, and Enbridge, which have enhanced the overall experience by providing their services and products.

Expanding the Patchwork of the Quilt of Possibilities

Last year, we reported on the partnership with the Ontario Crafts Council and the creation of the Greenbelt Quilt of Possibilities. After this remarkable Quilt was unveiled during our 5th anniversary celebrations, it went on to tour galleries and events throughout the Greenbelt. On its travels it did more than just tell the incredible stories each contributor vibrantly conveyed, it also inspired at least two student quilts. When the *Quilt of Possibilities* was made, a community was created.

A teacher at Silver Pines Public School in Richmond Hill, and a contributor on the Quilt of Possibilities, shared the inspiring story of the Quilt with her students. As a result, they created their own Greenbelt quilt. This innovative group of students was awarded the first ever "Young Friends of the Greenbelt Award" at an exciting ceremony in December 2010, and made the front page of the local paper.



Making connections at the Stop Community Food Centre's Global Roots Gardens.



Preparing world dishes at the Global Roots Garden.



The Greenbelt is featured in the Chinese-language daily Toronto newspaper, Ming Pao.



Toronto Star partnership article.

World Crops | Ontario's Greenbelt is bursting with ethnic diversity and a new trend is reflecting this demographic. More than half of Torontonians were not born in Canada and by 2031, 63 per cent of the GTA's residents will be immigrants.

A University of Guelph and FarmStart study found that \$61 million dollars a month is spent on Chinese, South Asian and Afro-Caribbean vegetables in the GTA. These products are largely imports. The world crops initiative intends to put a fresh spin on local produce by providing traditionally international foods that are grown right here in Ontario's Greenbelt.

The Vineland Research and Innovation Centre in partnership with the Ontario Fruit and Vegetable Growers' Association is testing a dozen world crops in research fields and on farms in Ontario's Greenbelt.

This research began in the spring of 2010, and already produced a successful harvest in the fall of 2010. This year, a full list of crops is drawn from popular ingredients in Chinese, South Asian, Latin American and Afro-Caribbean dishes. Additional crops include: Indian Red Carrot, Fuzzy Melon, Bottle Gourd, Chinese Yard Long Beans, Tomatillos, Maca, Diakon Radish, and Round Purple Eggplant.

The *Foundation* is supporting the work of the Stop Community Food Centre in Toronto to "taste test" the new crops with the City's diverse communities.



Chinese yard-long beans thriving at Vineland in Ontario's Greenbelt.



Ahmed Bilal and visitors from "Places to Go" at the Vineland Research and Innovation Centre.

Ethno-Cultural Media Partnerships

Ontario's Greenbelt is the largest in the world. It is also the most diverse in terms of what it offers: countless recreational opportunities, a myriad of natural marvels, numerous attractions, as well as a variety of local fresh foods and many high-quality wines. The Greenbelt has something for everyone, reflecting the cultural diversity of our population.

Last year, the *Foundation* established an ongoing partnership with many cultural papers to engage various and significant communities that do not necessarily follow traditional english media. The response from the participating communities was quite positive. Participating newspapers were: Corriere Canadese, Canada's Spanish language paper; Corriere Canadiense, Canada's Italian language paper; Thoi Bao, Canada's Vietnamese language paper; The Philippine Reporter, Canada's Philippino language paper; Ajit Weekly, Canada's East Indian language paper; and Ming Pao, Canada's largest Chinese language paper.

"We have enjoyed this partnership because it has allowed us to share some great stories with our readers. Many have families and now know about great family things to do out in Ontario's Greenbelt: one of the province's most valuable assets."

Ming Pao Newspaper

"We are very concerned about finding the healthiest food we can provide to our families. Thanks to the Greenbelt stories we know there are different sources where we can find local farms for fresh food."

Ming Pao Reader

Toronto Star

Reaching over 2.5 million readers, the Toronto Star partnered with the *Foundation* to tell the stories of real Ontarians and their Greenbelt.

The project ran from November 2010 to June 2011 in a series of six full page stories in the GTA section of the Star. During this time, we had the opportunity to tell over 18 meaningful stories that people could relate to, proving that the Greenbelt really has become a part of our identity. From the clean water that we use in our morning coffee to the food we feed our families everyday.



Creating awareness with commuters and fellow travelers.



One of five commemorative plaques recognizing former Premier Bill Davis' protection of the Niagara Escarpment with Canada's first ever green plan.



The *Foundation's* Allison Decker biking through the Greenbelt in the Enbridge Ride to Conquer Cancer.

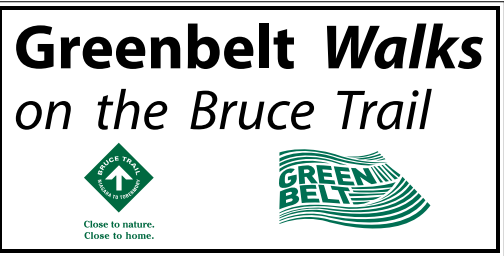
Ontario's Greenbelt Ahead | The signs program at the Friends of the Greenbelt Foundation has been a key component of the *Foundation's* communications efforts over the last six years. Throughout this time, the sign project has gone beyond simply identifying the physical boundaries of the Greenbelt.

People now know when they enter sensitive ecological areas like the Credit River watershed, the Oak Ridges Moraine, Rouge Park, and the Niagara Escarpment. This helps to show where and what the Greenbelt provides Ontarians.

In late 2010, the Hamilton Hiking Sign Project saw a total of nine signs installed, including large eastbound and west-bound off-ramp signs on the 403 and seven trailblazing signs directing hikers to Tiffany Falls on the Bruce Trail. Due to the success of the hiking signs, the *Foundation* plans to extend this project to promote ecological attractions and encourage Ontarians to get out and explore their Greenbelt.

After many fruitful years of relationship building with communities, regions, municipalities and many stakeholder groups across the Greenbelt, great allies have been made and partnerships formed. The Greenbelt sign project is one of the more high profile initiatives because the signs are markers for what the public associates with the Greenbelt. They are viewed by hundreds of thousands of people every day.

To date, the *Foundation* has installed over 220 signs. Every one of these projects was completed in partnership and has contributed to the ongoing public support of the Greenbelt.



Hiking signs like these are popping up along the Bruce Trail.



Presenting a free website and online community created to expand local Ontario and Greenbelt food market for both buyers and sellers.

Ontariofresh.ca: Growing the Business of Local Food

Many people have heard about and used the **Greenbeltfresh.ca** website – it's a great way to find the fresh local food you're seeking for your family. So far, its successful results have inspired a new free website and online community at **Ontariofresh.ca** to expand the market for buyers and sellers of local Ontario food.

Ontariofresh.ca features four profile types: grower/producer, buyer, distributor, and friend/supporter. The project focuses on making connections across the food service value chain and continuing the conversation about local food in Ontario. This project is supported by a grant from the Ontario Ministry of Agriculture, Food and Rural Affairs, and takes food beyond the Greenbelt boundaries with a business-to-business focus.

Registration for the site is already seeing success with hundreds of business, producer, buyer, and distributor profiles posted. The full site is slated to go live in September 2011 and features a marketplace and resources, including business tips and case studies.



The *Foundation's* Carla Balabanowicz being interviewed by Rogers Media at the Brampton Battalion game.

Hockey Night in the Greenbelt

Combining two uniquely Ontarian favorites, hockey and the Greenbelt, the *Foundation's* Hockey Night in the Greenbelt games were a great success. The games provided families with a fun night on the town with the Ontario Hockey League.

In November 2010, from opposite sides of the blue line, the Greenbelt-grown rivalry between the Mississauga IceDogs and the Brampton Battalion of the OHL provided a great opportunity to merge hockey and our Greenbelt. The *Foundation* hosted its second hockey event with the Oshawa Generals in January, where the Generals battled it out with the Guelph Storm.



Greenbelt Foundation CEO, Burkhard Mausberg and company, enjoying a local lunch at a municipal daycare.



Cherry tomatoes being processed in a local facility.



Minister of Agriculture, Food and Rural Affairs, Carol Mitchell (left), visits St. Joseph's Health Centre in Guelph.



Hockey Night in Canada legend Don Cherry with Burkhard at a Greenbelt wine event.



The Greenbelt online: are you a follower yet?



Burkhard was happy to meet Colin Firth, Oscar-winning actor and outstanding environmentalist.



Our new office manager, Alla Kalaïda (middle), and two of our wonderful co-op students from Skills for Change, an agency that integrates newcomers into the Canadian workforce.

BPS & The Greenbelt Fund

The Greenbelt Fund, a sister organization to the Friends of the Greenbelt Foundation, is helping to increase the amount of Ontario food served in daycares, schools, universities and colleges, hospitals and long-term care facilities through its program, the Broader Public Sector Investment Fund: Promoting Ontario Food.

With funding from the Ontario Government, this program provides grants to local food industry leaders, producers, distributors, food service providers and public institutions working to serve more Ontario food. Helping to overcome challenges, support economic growth and the sustainability of agriculture in Ontario, the Fund creates systemic change to permanently increase the amount of local food in the province's public institutions.

For more information about the program and grants, please visit www.bpsinvestmentfund.ca.

Ontario Local Food Champions Report

Cultivating Change in the Broader Public Sector. The Ontario's Local Food Champions report celebrates the local food trailblazers in Ontario's public institutions and farm groups.

- This year's champions include:
- **Jaco Lokker**, University of Toronto, St. George Campus
 - **Town of Markham**
 - **Leslie Carson**, St. Joseph's Health Centre, Guelph
 - **Vineland Growers Co-operative**
 - **Algoma Orchards**
 - **Rowe Farms**

Ontario's Local Food Champions also launches the nomination process for the 2012 Champions. It is open to anyone working across the agri-food value chain to increase the amount of Ontario food in public institutions. The selected applicants and nominee's innovations will be celebrated by being profiled in the **January 2012 Ontario's Local Food Champions** report. A copy of the report is available at www.greenbelt.ca and nomination forms are available in the 2011 report and online at www.greenbelt.ca/nomination.

The Greenbelt Online

The Internet continues to be an important tool and focus for the *Foundation* – from telling the story of our grantees, to providing reports, photos and other material free for download. The *Foundation* is committed to inspiring, instilling and enhancing an understanding of and pride in Ontario's Greenbelt and all that it gives us. This year we launched a new website that features dynamic content and allows us to provide visitors with brand new stories and news from the Greenbelt on a daily basis.

Social media has become an increasingly important tool at the *Foundation* – from Facebook to Twitter to the blogosphere the *Foundation* has been leveraging social media.

Our newsletter goes out monthly to over 3,000 friends – sharing stories, photos, news items and more.

Fostering New Talent

In the same way we cultivate new ideas and growth in the Greenbelt, we see the value in continuing our internship program for recent university graduates, with a specific interest in the environmental and not-for-profit sectors. Throughout a one-year period they gain multi-faceted, hands on experience through a variety of the *Foundation's* operations. We have also maintained a thriving volunteer program involving individuals eager to participate in the possibilities of Ontario's Greenbelt.

Over this past year we have been fortunate to have the help of the bright, dedicated interns: Amy Chan, Sharon Sam, Carla Balabanowicz, Esther Lambert, Aviva Friedman, and Melissa Fudor. Most interns go on to other great opportunities, however there are some we have asked to stay and continue to help us. Amy Chan, Sharon Sam, and Carla Balabanowicz continue to work at the *Foundation*.

We would like to thank all the volunteers who have helped to make our work possible over this past year. Thank you for being a part of our great team.



“What has happened in Ontario is impressive. It’s amazing to see that you’ve got the public, NGO’s and government all coming together. You’ve taken the step here to make the Greenbelt something that can benefit the entire province of Ontario.”

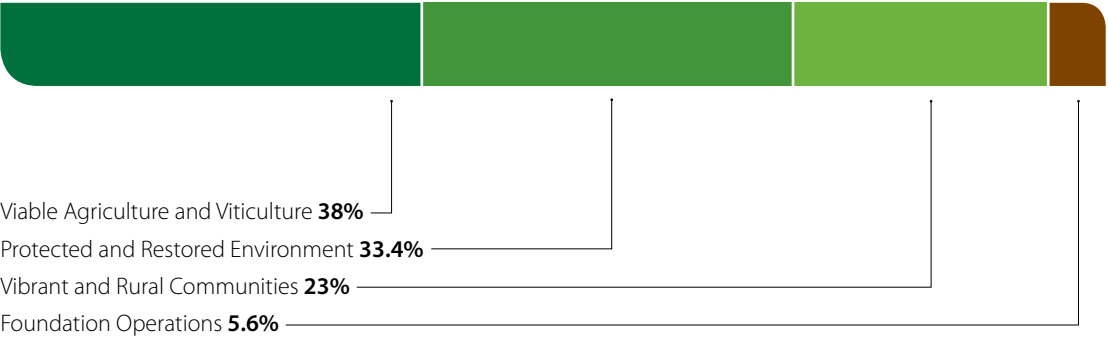
Jeremy Madsen, Executive Director, Greenbelt Alliance
San Francisco Bay Area, USA

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 in the Greenbelt is vast. As such, the Board decided to gift the \$25 million grant over a period of seven years.

Cumulative Summary of Foundation Activities
15 June 2005 to 14 June 2011

Program Areas	\$ Amount 2005-2011	Percentage of Cumulative Spending
Viable Agriculture and Viticulture	9,939,693	38%
Protected and Restored Environment	8,745,567	33.4%
Vibrant and Rural Communities	6,045,151	23%
Foundation Operations	1,460,410	5.6%
Total	26,190,821	100%



Condensed Statement of Financial Position
For the year ending March 31, 2011

Income	\$
Program Funding	290,000
Personal & Corporate Contributions	128,129
Investments	52,196
Total	470,325
Expenses	\$
Grants	1,212,235
Awareness & Education	906,523
Human Resources	751,948
Program Expenses	192,536
Operating Costs	180,462
Professional & Legal Fees	55,078
Total	3,298,782

Each year, KPMG audits our financial records.
Our full financial audit can be found online at www.greenbelt.ca

Conflict of Interest Policy

In accordance with our practice of reviewing this policy once per year, the Board adopted the updated March 2011 Conflict of Interest and Code of Conduct Policy in substitution for the October 2010 version. The new policy is not substantially different from the previous edition, yet extends its high standards and is industry-leading.

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.



“It is important for kids to know that the Greenbelt will be left alone for me and my kids when I grow up.”

Talia Kierstead, Age 9

Grant Program Guidelines

Our Vision

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 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.

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 and viability.

Our Approach

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 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 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.

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 under the Greenbelt Act and Greenbelt Plan.

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.

Our Grant Making

The Friends of the Greenbelt Foundation is a charitable organization, independent from the Province of Ontario. The *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.

Our vision can be realized by supporting a variety of activities that inspire possibility in three grant program areas:

- Promoting Greenbelt-grown food
- Greening the Greenbelt through cleaner air and cleaner water
- Inspiring innovation in the Greenbelt

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. 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.

Greenbelt-Grown Food

The Greater Golden Horseshoe has the largest concentration of farmers and residents in Canada, making it a dynamic place to foster a local food network. The Greenbelt’s abundance of fruit and vegetables, meats, dairy, spices, wine grapes and specialty crops can deliver a wide selection of products to retailers and the region’s diverse population. The Greenbelt is essential for securing a sustainable and stable local food supply. The goals of this program area are to:

- Establish structural and permanent elements of a local food system in Ontario’s Greater Golden Horseshoe region
- Increase the viability of Greenbelt farming
- Stabilize the local food supply

We would be interested in projects that:

- Open up new marketplaces for Greenbelt farmers
- Develop and implement government policies and infrastructure favouring Greenbelt-grown food
- Develop new distribution links between farmers and purchasers
- Encourage consumers and retailers to buy local
- Promote locally-grown ethno-cultural crops since we are one of the most ethnically-diverse regions in the world

Cleaner Air and Cleaner Water

The Greenbelt’s natural capital delivers some \$2.7 billion worth of ecological goods and services to Ontario each year, making its forests, wetlands, meadows, grasslands and other natural features extremely valuable, particularly in providing clean air and safe drinking water to the residents in this region and enhancing biodiversity.

The goals of this program area are to:

- Improve the ecological functions in the Greenbelt
- Foster more environmentally-sustainable farming practices
- Achieve cleaner air, water and greater biodiversity in the Greenbelt

Generally, we would be interested in projects that cover large landscapes and/or have a significant impact on natural capital. Please note that we cannot fund the cost of ecological restoration work such as tree planting, riparian re-vegetation, erosion control, etc. Specifically, we would be interested in projects that:

- Maintain and improve the natural and hydrological features that provide clean drinking water, water and air filtration/ treatment, biodiversity and carbon storage
- Advance sustainable agricultural practices
- Apply assessments of, or increase natural capital values for, the Greenbelt
- Identify and protect species at risk and their habitats
- Promote green energy
- Mitigate climate change

Inspiring Innovation in Ontario’s Greenbelt

The Greenbelt invites its rural communities and urban neighbours to imagine a healthier future and find new approaches to challenges. This bold legislation has created the largest greenbelt in the world, one which fosters a more sustainable way of living and enhances the quality of life for over eight million residents and thousands of businesses who call this region home. The goals of this program area are to:

- Increase the size, and ensure the permanency, of the Greenbelt
- Strengthen public and municipal support for the Greenbelt

We would be interested in innovative projects that:

- Inspire rural and urban communities to embrace the Greenbelt, utilize its assets to help create a healthy future and promote economic development that supports the Greenbelt
- Encourage new models of growth for municipal planning and address land use controversies within the Greenbelt
- Monitor Greenbelt Plan implementation and, where needed, encourage better adherence with the Plan
- Grow the Greenbelt in order to extend its protection to vulnerable agricultural lands, natural and hydrological features
- Extend Greenbelt principles and best practices beyond the Greenbelt in ways other than extending the Greenbelt boundaries, providing a model to other areas

Our Application Process

Please read all of the following information before submitting an application. The *Foundation* welcomes people to contact us at any time to discuss ideas. Our staff can provide advice and guidance to assist groups to submit the best possible application and we welcome innovative approaches.

Potential applicants must 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. **This is not a guarantee of funding.** We do not encourage the inclusion of additional materials such as videos, CDs, annual reports or newsletters with your application. We cannot store or return these materials. Application pages shall be letter-sized and printed with 12-point text. Applications must be received by the *Foundation* by the due dates specified, no exceptions will be made.

Letters of Inquiry

Applicants seeking a grant must submit a brief Letter of Inquiry as the first step. We regret that Letters of Inquiry which do not follow these instructions cannot be considered for funding by the *Foundation*. All pages must be letter sized with 12 point text. This pre-proposal inquiry should contain the following:

- 1. Completed Letter of Inquiry Cover Page
- 2. Letter of Inquiry (maximum 2 pages), which includes:
 - An overview of the project
 - A description of how the project benefits the Greenbelt
 - An explanation of how the project achieves the goals of the *Foundation*
 - A brief outline of the organization’s history, objectives, current activities
 - A preliminary budget and timeline of activities

Letters of Inquiry must be submitted as one original, signed hard copy sent to the *Foundation* office and one electronic copy sent to **info@greenbelt.ca** by the due date. The *Foundation* cannot offer extensions to the due dates under any circumstances.

Full Proposals

Your organization may be invited by the *Foundation* to submit a full proposal. **This is not a guarantee of funding.** Organizations invited by the *Foundation* to submit full proposals should submit eleven (11) paper copies and one electronic copy of the full proposal by the due date. Original, signed hard copies must be sent unbound, unstapled, hole-punched, and printed double-sided. All pages must be letter

sized with 12 point text. Electronic copies should be sent by the due date to **info@greenbelt.ca**.

We regret that full proposals which do not follow these instructions cannot be considered for funding by the *Foundation*. Applicants are encouraged to be clear and concise. Longer applications are not considered to be better. The proposal package should contain the following:

- 1. Executive Summary (maximum 1/2 page)
Summarize the main objectives of your project and nature of the work to be done.
- 2. Project Description (maximum 2 pages)
Include a detailed description of your project, a work plan, methodology, and anticipated results. Provide the names and a brief description of the responsibilities of all key personnel to be involved in the project, and indicate the primary qualifications and skills required for any staff to be hired. This is an opportunity to showcase the group’s experience and capacity to carry out the proposed project. If the project is technical or scientific, describe it in lay terms in the body of the proposal and provide a more technical description for peer-review purposes as an appendix.

3. Rationale and Fit with Greenbelt Priorities (maximum 1 page)
Describe how your project benefits the Greenbelt and supports the *Foundation’s* vision and goals, and why your organization is best qualified to carry out the work. If the project involves collaboration, include a brief description of each partner, each organization’s role in the project, and the reasons for forming the partnership.

4. Communications Plan (maximum 1/2 page)
Tell us what your main communication messages will be. The communications plan need not be long, but should include an outline of:

- To whom you will communicate your key messages. For example: media, residents of a certain geographic area, targeted stakeholders, politicians and other decision-makers.
- How you will communicate this message, and why you think this will be successful
- The timeline for communication

5. Evaluation Plan (maximum 2 pages + Criteria sheet and Work Plan table provided)
Describe how you will measure success and the plan for undertaking, reporting and acting upon the evaluation including:

- What you want to accomplish with this project and how you envision doing this
- The intended results of the project, i.e., short- and medium-term effects

- The potential challenges and opportunities to achieving your project’s overall goal
- Projects which focus on increasing awareness and capacity must identify how activities will lead to action
- The outputs or specific products/services which will be developed or delivered for the project such as maps, reports, communications tools, events, etc. to help achieve the result
- Explain how benefits to the Greenbelt will be maintained after the project is complete and beyond receiving support from the *Foundation*. Identify whether there will be permanent change and the resources in place to continue work after the grant ends

6. Budget

Provide an itemized budget using the template provided. Typically, the larger the amount requested, the more detail required. If the *Foundation* is being asked for partial funding of the project, indicate which expenses would be covered by our grant and which would be supported with other sources of funding. Specify all other possible funders, the amount of funding expected from each source, any confirmed sources of funding, and sources of in-kind support.

7. Organizational Information

Provide a list of your organization’s Board of Directors, identifying each person’s affiliations, and a list of any relevant committees or advisory groups. Also, provide information about the chief executive officer of your organization and the project’s lead (if different from the CEO).

8. Financial Information

Provide the most recent audited financial statements and a copy of the operating budget for the current year, including expenses and revenues to date for your organization.

Application Review

Each proposal will be reviewed by 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. A strong application clearly identifies:

- How the outcomes will directly benefit the Greenbelt
- How the outcomes support the *Foundation’s* vision and goals
- The likelihood of success for the project and whether the proposed activities will lead to the outcomes sought
- The integration of the *Foundation’s* public awareness and engagement goals
- The involvement of stakeholders and level of collaboration
- The organization’s history, track record and ability to manage and sustain growth that may result from the grant
- Value for funding and cost efficiency
- Measurable performance results

Eligibility and Program Limitations

Grants cannot be made to individuals. Grants can only be made to registered Canadian charities or other qualified donees. If you have an idea that meets our goals 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 we deem to be relevant to our mission. Overhead costs of up to 10% of the total project budget will be supported. The *Foundation* will fund activities including, but not limited to:

- Communications and event coordination
- Contract and professional service costs
- Human resources costs, including salary and benefits
- Materials and supplies
- Planning
- Translation, printing, production and distribution costs
- Travel

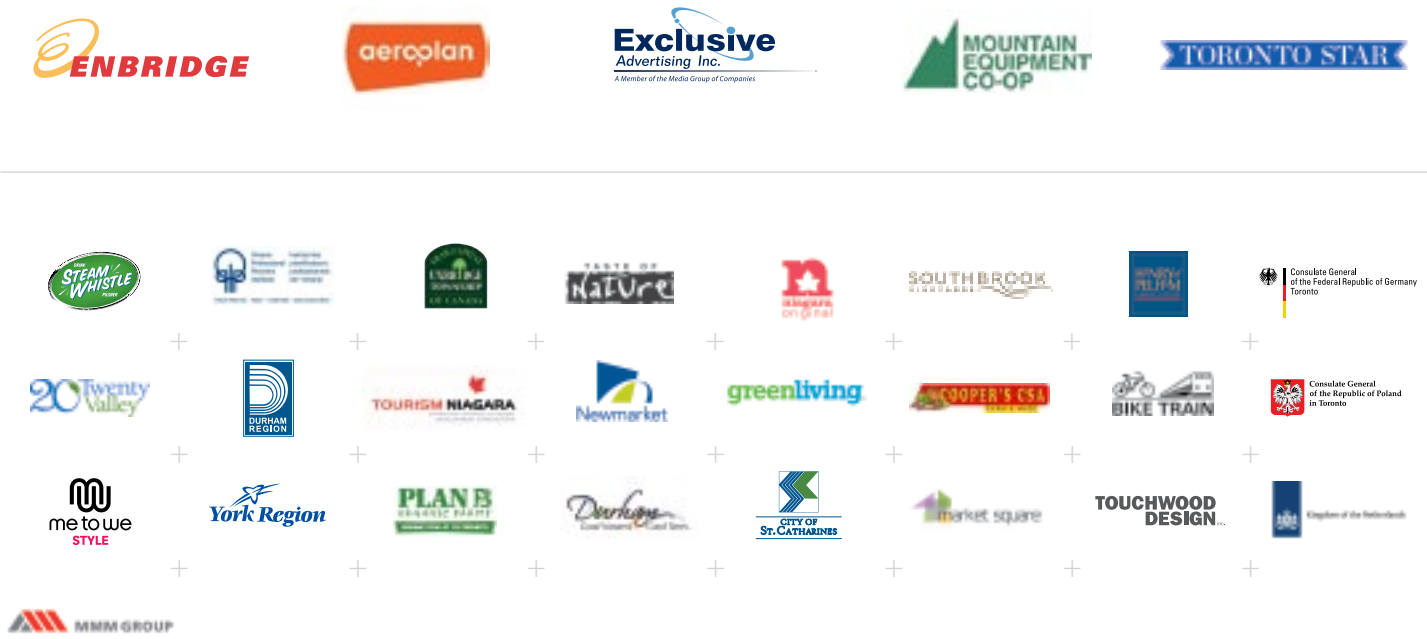
The following activities are not funded:

- Basic research
- Buildings and infrastructure
- Capital campaigns
- Deficit financing
- Ecological restoration activities
- Endowments
- Establishing new farmers’ markets
- Land claim disputes
- Projects occurring outside the Greenbelt
- Sponsorships

Program objectives periodically change, please check back on the Greenbelt.ca website for 2011-2012 due dates and updates.

Special Thanks

Thank you to all of our sponsors and partners over the past year, you make the good work that we do, even better.



Designed by: Touchwood Design Inc.
Photography by: Laura Berman/GreenFuse Photography and Image Ontario
Printed by: MPH Graphics (Bullfrog Powered) – an FSC certified printer.

Printed on Enviro 100 Satin containing 100% post-consumer fibre and elemental chlorine-free permanent paper, using vegetable oil-based inks. The paper is also certified EcoLogo and FSC mixed sources: controlled sources and recycled wood, fibre, and manufactured using BioGas energy – a process that captures natural gases from waste sites.



Friends of the Greenbelt Foundation

68 Scollard Street, Suite 201, Toronto, Ontario Canada M5R 1G2

Tel 416.960.0001 Fax 416.960.0030 info@greenbelt.ca

greenbelt.ca



Possibility grows here.

