



Possibility grows here.

FRIENDS OF THE
GREENBELT FOUNDATION | ANNUAL REPORT
2013/14

ONTARIO'S GREENBELT, A MODEL THAT WORKS

The Friends of the Greenbelt Foundation is one voice made of many—of farms, green spaces, and communities—speaking for the protection of our Province's past, present, and future.

We've funded and leveraged more than \$43 million in innovative projects since 2006. We're dedicated to continue the work of sustaining the Greenbelt as a beneficial, valuable, and permanent feature of Ontario. So whether it's building sustainable food systems, promoting local tourism, or protecting essential ecological resources, we are committed to enhancing the quality of life for all Ontarians for today and tomorrow.



161,000

Number of full-time equivalent Greenbelt-related jobs



\$9.1 billion

Annual total economic contribution of the Greenbelt

74%



Percentage of Ontarians that want to see the Greenbelt grow

104



Number of markets in the Greenbelt Farmers' Market Network



7,000

Number of hockey rinks the Greenbelt Cycling Route will span

78



Number of species-at-risk living in the Greenbelt

A WORD FROM THE CEO

When I turned ten, I thought I was getting old. No longer being able to count your age on your own two hands seemed like a major milestone. Now, as we approach the Greenbelt's tenth birthday, I realize we are only in our infancy. We still have many lessons to learn, obstacles to overcome, and achievements to celebrate.

For both the Fund and the Foundation, this ninth year has been a tale of growth and success. We had success in our growth, and growth in our successes but we could not have done it without our partners and grantees.

Take for example the historic Tyrone Mills in Durham. When owner Rob Shafer first saw cyclists coming through the 160-year old mill, he thought nothing of it. At first it was only a handful at a time, intermittently popping by to see the living history of the still-functioning mill as it processed lumber and flour. But in the last half dozen years the number of cycle tourists has markedly increased. And although they might not be the sort of commercial force that is apt to buy, say, a load of lumber, cycle tourists are an important economic force in getting the historic site known on the road, says Shafer. Cyclists take time at the mill, refreshing and sightseeing before hitting the road again. The upcoming Greenbelt Cycling Route traverses right alongside it, highlighting the very rivers and wetlands that power the mill's belts, pulleys, and line shifts. With the Greenbelt Cycling Route

underway, we know that Rob Shafer is going to see more cyclist success in the coming year—cycle tourism increased 25 per cent in Ontario alone from 2009 to 2010. And we're thrilled to be even a small part of this continuing success story.

Sometimes success is something you can actually count. Since 2010, we have been funding projects that aim to change the face of foodservice and drive demand for fresh, local, Ontario produce. And for every dollar we've invested in local food across the broader public sector, we've seen an incredible seven-fold increase in returns.

How do we know we're funding success? When Paul Sawtell and Grace Mandarano quit their jobs working in the pharmaceutical industry, they knew they wanted to make change. A positive change, one that would resonate not only in their lives, but in the lives of many. Out of that desire and drive, they started up 100km Foods Inc. The idea was simple: connect restaurants to the finest and freshest Ontario food possible. They sought to bridge the gap that was too burdensome for either farmer or chef to mend and get Ontario food straight to the kitchens that needed them. This small idea started out in 2008, and since then it has only grown! And we're happy to know we've been an important driver in their growth: in 2011, after three years of personally financing and driving their own trucks, Grace and Paul received a grant from us that doubled their capacity. Their fleet



Burkhard Mausberg with Milton Mayor Gordon Krantz and program manager Franco Naccarato at the Milton office opening.

of two trucks became a fleet of four. This crucial seed money has promoted the growth of Ontario food and now 100km Foods Inc. annually transports up to \$2 million in local produce coming from family farms.

And finally, the growth we're seeing with the Greenbelt in our urban rivers is perhaps one of the greatest highlights of this year. Throughout the Greater Toronto and Hamilton Area we are seeing the protection of the world's largest greenbelt become even more far-reaching and holistic than ever. The Credit River, Etobicoke Creek, Fourteen Mile Creek, Don River, and Humber River... every single jurisdiction that has started to talk about including their urban rivers into Ontario's Greenbelt has continued to push forward. And citizen support is high! More than 70 per cent of citizens think growing the Greenbelt is a good thing. One of the very first successes we celebrated on our ninth anniversary was the inclusion of the Credit River and Etobicoke Creek Ravines into the Greenbelt and I can tell you, I know there will be more along the way as our tenth anniversary approaches.

A handwritten signature in black ink that reads "B. Mausberg".

Burkhard Mausberg CEO
Friends of the Greenbelt Foundation

5

SUCCESS STORIES OF THE YEAR

Each year, the Foundation participates in events, facilitates partnerships, breaks ground on new projects, and communicates with Ontarians across the province. Here are five of our greatest accomplishments this year.



1

Habitat & Conservation: Protection Through Planning

The Greenbelt's protected Natural Heritage System comprises 535,000 acres of lakes, wetlands, river valleys, and forests, and provides habitat for 78 species-at-risk.

Well-protected natural systems restore and enhance the resilience of our landscapes. This year, with our grantees, we took the right steps in ensuring the Greenbelt's natural legacy remains for years to come.

With our support, Ontario Nature produced the *Best Practices Guide to Natural Heritage Systems Planning* for municipal planners, a guide rich with examples from across southern and eastern Ontario.

After a year of careful planning and extensive public consultation with more than 200 community members, the Bruce Peninsula Biosphere Association launched the *Conservation and Stewardship Plan for the Bruce Peninsula* with our support. One of the most ecologically significant regions in the Great Lakes area, the Bruce Peninsula is vital to the health of the Greenbelt's ecosystems and natural communities. It requires careful and coordinated stewardship. This robust plan outlines a strategy for the coming five years, featuring recommendations that involve every level of the community.

Farming is not only about producing food. Many growers and producers see themselves as stewards of the land.



2

Farming Stewardship: Growing Sustainability

In 2013, in partnership with the Ontario Soil and Crop Improvement Association, we launched *Farming Power – Green Energy Innovation in the Greenbelt*, a cost-share program that invited farmers and producers to implement energy efficiency practices on their farms. Glen and Deb Harrison, who run a broiler chicken operation outside of Uxbridge, switched their compact fluorescent lamps over to LED lamps with the support of *Farming Power* and saw a 91 per cent reduction in energy consumption. Their reason to switch was two-fold: save energy and money, but also to save on time. LED lamps last 40 per cent longer than compact fluorescent; that means the Harrisons spend less time switching bulbs and more time farming. Greenbelt farmers, like Glen and Deb, are on the cutting edge of innovation and environmental protection, and we're happy to support them.



3 Local Food: Toasting to Local

Ontario's Greenbelt is where local food thrives and many of this year's highlights are a testament to our flourishing farming landscape. Our very own Queen's Park Plate kicked off the 2013 harvest season, showcasing local food and culinary talent from across the province. Premier Kathleen Wynne attended, not only to celebrate local food and farming in the Greenbelt, but also to speak about the Local Food Act, which passed in the Legislature the very same day.

In the spring of 2014, with our partners at Toronto Botanical Garden, we made a "global" impact on local food at the 2014 Canada Blooms festival with our *Edible Gardens Go Global* exhibit. Overflowing with okra, eggplant, peppers, long-beans, and more, the exhibit demonstrated a myriad of world crops that are growing successfully in the Greenbelt.

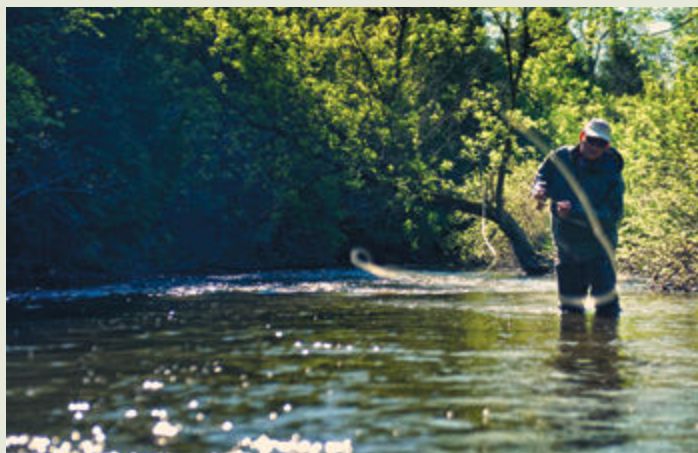
Continuing on the trend of local food with the Greenbelt Farmers' Market Network, we supported the local farmers' markets this year by supplying materials (such as tents and "I Love Local" price cards), offering training sessions for market managers, and launching the 2014 TD Market Bucks giveaway.

4 Planning: Love the Ravines

This past year we connected more Ontarians to the Greenbelt by inviting cities and towns to "greenbelt" their urban river valleys for added protection. Introduced last year, this policy change enabled municipalities to incorporate major urban watercourses into the Greenbelt. With the Oak Ridges Moraine, a part of Ontario's Greenbelt, already safeguarding the source waters of much of the Greater Toronto Area, municipalities such as Mississauga and Oakville have made the move toward further protecting their creeks for future generations.

In partnership with communications firm Dot Dot Dash, we've been making the City of Toronto fall in love with the Don and Humber Rivers with our newest online campaign, *Love the Ravines*. This campaign invites the public to share their love of Toronto's ravine systems over social media with the final aim of encouraging Toronto City Council to add their ravines to the Greenbelt. This year we hosted our first ever Tweet-up for *Love the Ravines*, bringing in 30 city planners, activists, concerned citizens, and ravine-lovers to talk and Tweet alongside panelists Burkhard Mausberg, Denise Pinto (Jane's Walk), Renee Gomes (Waterfront Toronto), Louis Fliss, (Flemingdon Health Centre) and Shawn Micallef (*Spacing Magazine*).

The *Love the Ravines* campaign encouraged Toronto to show love for the Don and Humber rivers. Photo: Jason van Bruggen



Community members, stakeholders, and cyclists came together to test ride the Greenbelt Cycling Route. Photo: Toronto and Region Conservation Authority



5 Tourism & Economy: Route to Success

Cycle tourism is growing in Canada. In 2010, two million Canadian visitors went cycling while touring Ontario and spent a total of \$391 million. That's a 25 per cent increase in visitors from the previous year, and that's good news for Ontario's Greenbelt! Last year, we announced the upcoming *Greenbelt Cycling Route*, a 480-kilometre signed cycling route that will span seven Greenbelt regions and highlight local farms, towns, and natural attractions. This year, we had the tremendous opportunity to test ride the route ourselves alongside cyclists, community members, and stakeholders. Along the route we visited many local businesses to discuss this new and exciting tourism opportunity. Some cities, such as Hamilton, are even working with businesses directly to ensure they are "cyclist-ready" when the route arrives in 2015.

NEW FUNDING

The Foundation champions 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, activity, and economic success. The grants described below represent the creativity and spirit of our community, and help realize the possibilities that lie within the Greenbelt.



WindReach Farm Foundation received a one-year grant toward the creation of an accessible "Sensory Trail"



Vineland Research and Innovation Centre is working to increase the volume of world crops, such as okra and Chinese eggplant, grown commercially in Ontario.



The Living City Foundation assesses watershed health on Moraine and Greenbelt land. Photo: Toronto and Region Conservation Authority

\$350,000 / 2 years
**Environmental Defence
Ontario Greenbelt Alliance:
Creating a Lasting Legacy**
greenbeltalliance.ca

\$300,000 / 2 years
**Earthroots Foundation
Preparing for a Successful
2015 Review**
earthroots.org

\$273,950 / 2 years
**FoodShare
Greenbelt Farmers' Market
Network 2013-2015**
foodshare.net

\$234,200 / 2 years
**Greenbelt Fund
Regional Food Hub Expansion**
ontariofresh.ca

\$200,000 / 2 years
**Toronto Environmental Alliance
Growing the Greenbelt in Toronto**
torontoenvironment.org

\$185,000 / 2 years
**Sierra Club Foundation
Building Towards 2015**
sierraclub.org

\$150,000 / 18 months
**Living City Foundation
CAMC Report Card on Moraine
and Greenbelt Lands**
thelivingcity.org

\$80,000 / 1 year
**Vineland Research and
Innovation Centre
Commercialization of World
Crops, Year 2**
vinelandresearch.com

\$30,000 / 1 year
**Credit Valley Conservation
Foundation
Countryside Stewardship Network**
creditvalleyca.ca

\$25,000 / 1 year
**Global Forest Watch Canada
Community Mapping Tool**
globalforestwatch.ca

\$25,000 / 1 year
**WindReach Farm Foundation
Farm Sensory Trail**
windreachfarm.org

\$20,000 / 1 year
**Living City Foundation
Trail Strategy for Natural Areas**
thelivingcity.org

\$15,000 / 1 year
**Toronto Botanical Garden
World Crops at Canada Blooms**
torontobotanicalgarden.ca

\$10,000 / 1 year
**Cornerstone Standards Council
Greenbelt Stakeholder
Consultations**
cornerstonestandards.ca

\$10,000 / 1 year
**MaRS Discovery District
Social Innovation Lab, Model of
Food System Change**
marsdd.com

\$5,000 / 1 year
**Durham Farm and Rural Family
Resources
Creation of Volunteer Farm
Safety Council**
durhamfamilyresources.org

\$2,000 / 1 year
**Ball's Falls Centre for Conservation
Niagara Escarpment Festival**
ballsfalls.ca

\$1,500 / 1 year
Georgina Harvest Dinner

\$1,500 / 1 year
**Share the Road
Greenbelt Cycling Route
Announcement**
sharetheroad.ca

\$1,000 / 1 year
**Ontario Farmland Trust
2014 Farmland Forum**
ontariofarmlandtrust.ca

\$1,000 / 1 year
**Public Access
Landslide, Possible Futures**
landslide-possiblefutures.com

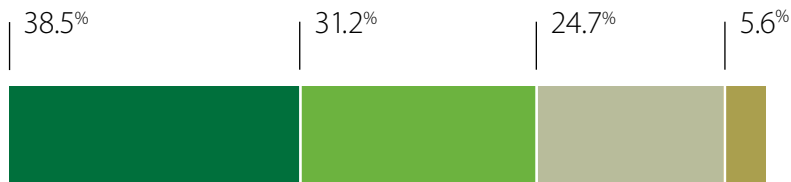
\$1,000 / 1 year
**Toronto Botanical Garden
World Crop Learning Gardens
2013**
torontobotanicalgarden.ca

PREVIOUS FUNDING COMMITMENTS

\$466,480 / 3 years
**Waterfront Regeneration Trust
Greenbelt Cycling Route**
waterfronttrail.org

\$92,000 / 2 years
**Bruce Peninsula Biosphere
Association
Community Conservation and
Stewardship Plan**
bpba.ca

FINANCIAL REPORT



- Strengthening Farm Viability
- Protecting the Environment
- Creating Economic Opportunities & New Ideas
- Foundation Operations

Cumulative Summary of Foundation Activities

June 15, 2005 to March 31, 2014

Program Areas	Amount 2005-2014	Percentage of Cumulative Spending
Strengthening Farm Viability	\$ 13,723,889	38.5%
Protecting the Environment	\$ 11,129,446	31.2%
Creating Economic Opportunities & New Ideas	\$ 8,805,728	24.7%
Foundation Operations	\$ 2,034,871	5.6%
Total	\$ 35,693,934	100%

Condensed Statement of Financial Positions

For the year ending March 31, 2014

Income

Investments	\$ 270,382
Program Funding	\$ 196,908
Personal & Corporate Contributions	\$ 7,847
Total	\$ 475,137

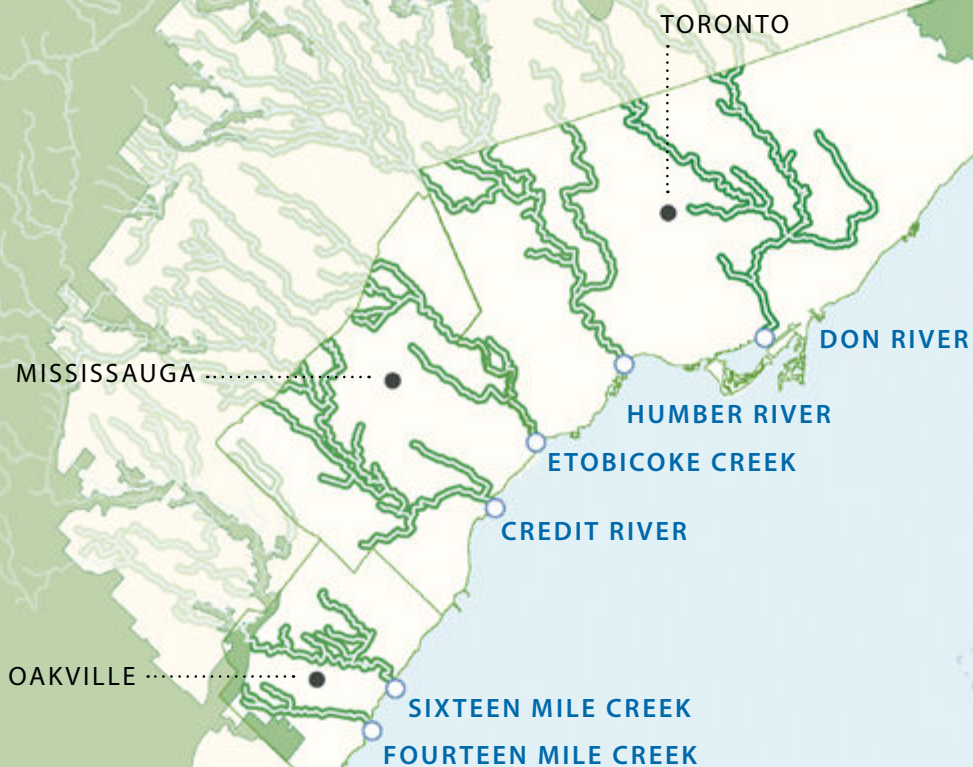
Expenses

Grants & Program Expenses	\$ 1,448,486
Human Resources	\$ 933,785
Awareness & Education	\$ 434,011
Operating Costs	\$ 240,984
Professional & Legal Fees	\$ 19,605
Total	\$ 3,076,871

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

GROWING THE GREENBELT

Urban river valleys considered for Greenbelt inclusion in three cities



- Greenbelt
- Built-up Areas
- Urban River Valley
- Municipal Boundary

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0 20 km

Data sources: Road network from Digital Cartographic Reference Base of Ontario, Geomatics Office, Ministry of Transportation, Ontario, 2009. Built-up Area current to 2012, provided by the Neptis Foundation; Greenbelt boundaries © Queen's Printer, 2005. Reproduced with permission. While the Friends of the Greenbelt Foundation has made every effort to depict accurate and current map information, there may be discrepancies or errors in this depiction that are unintended.

PEOPLE BEHIND THE FOUNDATION



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Felix Whitton / Program Officer
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Rick Smith / Broadbent Institute
Rob MacIsaac / Mohawk College (left April 2014)
Rodney V. Northey / Gowlings

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Murray Belzberg / Perennial Asset Management Corp.

OUR SUPPORTERS

To our sponsors, partners, vendors, and supporters for all that you have provided and the dedication you have shown to the Foundation this year, we thank you.

SPECIAL THANKS

Aidan Grove-White	Louis Fliss / Flemington Health Centre
Aidan Dahlin Nolan / David Suzuki Foundation	Mary Louise Ashbourne / Weston Historical Society
Andrea Reekes / Patagonia	Mary Shadd Public School
Andrew Vergalito / Italian Ice Cream	Melanie Schade
Arlen Leeming & Staff / Toronto and Region Conservation Authority	Michael Cook / Lost Rivers
Jason & Blaine van Bruggen / Dot Dot Dash	Nickle Brook Brewing Co.
Better Bitters Brewing Company	Patagonia Toronto
Brewers Plate Toronto	Paul DeCampo & Students / George Brown College
Bruce Junior Public School	Paul Zammit / Toronto Botanical Gardens
Chef Brad Long & Staff / Cafe Belong	Peter Lipscombe / Waterfront Regeneration Trust
City of Toronto	Pleasantville Public School
Danny Brown	O.M. Mackillop Public School
Denise Pinto / Jane's Walk	Ontario Trillium Foundation
Father Fredrick McGinn	R.H. McGregor Elementary School
Public School	Reif Estate Winery
Gaspar Horvath / Toronto and Region Conservation Authority	Renée Gomes / Waterfront Toronto
Geissberger Farmhouse Cider	Roy Murray / Humber Watershed Alliance
George Cedric Metcalf Foundation	Samuel Glass / Centennial College
Government of Ontario / Ministry of Municipal Affairs and Housing	Shawn Micallef / <i>Spacing Magazine</i>
Government of Ontario / Ontario Ministry of Agriculture and Food	Silver Pines Public School
Helen Mills / Lost Rivers	Southbrook Vineyards
H.A. Halbert Junior Public School	Spacing Magazine
Jenny Rhodenizer / Toronto Botanical Gardens	Steam Whistle Brewing
J.W. McConnell Family Foundation	St. Andrews Public School
Jennifer Crinion	St. John Catholic Elementary School
Jim Tovey / City of Mississauga, Councillor	TD Canada Bank Group
John Kinhead / Credit Valley Conservation	Thaia Jones / Sierra Club of Peel
Joshna Maharaj / Ryerson University	Tracy Winkworth / Belworth House & Liasion College
Katherine Laco	West End Food Co-op
King Brewery	Weston Historical Society
Laura Berman	

