



### A WORD FROM THE CEO

### A lot can change in ten years.

In 2005, the iPhone didn't exist. Over the last 10 years, the population of the GTA has increased by more than 30 per cent. A decade ago, my daughters were three, five, and seven and they are now teenagers—one of the hardest changes to swallow.

But with these changes, one thing stands true: the Greenbelt is the new normal—and Ontario wouldn't be the same without it.

The Greenbelt has transformed how we live in Ontario, protecting our environment, agriculture, water, and air, providing the province with \$9.1 billion each year in economic benefits and 161,000 full-time equivalent jobs. More than that, businesses have far surpassed what they once were: for instance, since the early 2000s, the Niagara region has increased its wineries nearly threefold.

Because of the Greenbelt, more local food than ever is served on Ontario plates—for every dollar we have invested, 13 more dollars of Ontario food has been purchased that was previously imported. And people care more than ever about the Greenbelt: nine out of ten Ontarians agree that the Greenbelt is one of the most important contributions to the future of the province.

Since the establishment of the Greenbelt Plan, we have learned so much. The Greenbelt's wetlands and forests save \$2.6 billion each year in water filtration and flood control. We learned that sprawl is a highly wasteful way for towns and cities to collect tax revenue. We know first-hand that we need better transit and increased density. And we know more about regional planning and solutions for our urban and rural areas than ever before.

The first decade of Ontario's Greenbelt has been one of unqualified success—and now we're at the doorstep of the next great opportunity. The Ontario government has initiated a review of the Greenbelt Plan, a process and outcome that will determine the next tenplus years of this protected landscape, and impact the future of our province.

As part of this review, we have asked the government to be visionary and to challenge conventional thinking:

- What if urban boundaries were frozen for the next 25 years so we can't build beyond them?
- What if the Greenbelt was expanded to protect all sensitive watersheds, like the Paris and Galt Moraines?
- What if our main street corridors were designed such as the ones in Paris with buildings six to eight storeys high?

- What if the Greenbelt was expanded into all our urban rivers, protecting the linkages between Lake Ontario and the land?
- What if we committed to never build a highway on Greenbelt farmland and natural areas?
- What if we doubled the economic output and ecosystem services of the Greenbelt?

We ask these big questions to help frame the future for a region full of promise and opportunity.

The past decade is cause for much celebration: it's something to build on, something to inspire, and something to be proud of. It's a testament to the creativity and resourcefulness of our partners, and proof of the difference they can make.

Seeing how far we have come, just imagine how much more we can do.

Burkhard Mausberg, CEO

Friends of the Greenbelt Foundation, Greenbelt Fund

B. Hausby

# TOP 10 FOUNDATION SUCCESS STORIES

The Foundation supports stewardship in agriculture and the environment, builds partnerships, breaks ground on new projects, and engages with Ontarians across the province. Here are ten of our greatest accomplishments over the last decade.



Ontario's Greenbelt provides the province with \$9.1 billion in economic benefits and 161,000 full-time equivalent jobs annually.

## **Success:** We've Got it in Spades

We play to our strengths: protecting environmentally-sensitive areas, supporting productive farmland, and encouraging recreational opportunities. We have invested and leveraged more than \$47 million to build on these strengths. Our support sustains the Greenbelt, which provides the province with \$9.1 billion in economic benefits each year and 161,000 full-time equivalent jobs. This is more employment than that of Ontario's entire mining, quarrying, and oil and gas extraction sectors—combined. The Greenbelt is an economic force to be reckoned with.



The Foundation partners with organizations to help support and raise awareness of Ontario's Greenbelt.

### Our Relationships: In Good Company

Our partnerships stem far and wide. In collaborating with municipal planners, we are expanding the Greenbelt along their urban river valleys. Our relationships with farmers have grown increasingly collaborative and successful, and we've seen an unprecedented explosion of farmers' markets in the Greenbelt and across Ontario. In connecting with health professionals, we further explore the beneficial contributions of the Greenbelt.

Our recently launched **Greenbelt** *Route* is a shared vision that we created to connect cyclists to the nearly two millions acres of protected countryside. Working with Waterfront Regeneration Trust, the new 475-kilometre signed *Route* spans from Northumberland to Niagara, and connects us to rural towns and working farms. We are taking advantage of cycle tourism—in 2010, two million Ontario visitors cycled while traveling, fueling a \$300 million industry. This will be a tremendous financial boost to the 27 participating municipalities and businesses along the way.



The walls came alive in Greenbelt-area schools

### The Next Generation: Make it So

School walls tend to be boring. But students in the Greenbelt refuse to let white, peeling, cinder blocks define their daily experience. That's why so many students get involved in the *Greenbelt Mural Project* to beautify school walls and create imagery about the value of the Greenbelt.

We make lasting efforts to get youth connected to the great outdoors and help them understand where their food comes from. We reached hundreds of thousands of kids through the 18-month "Greenbelt Adventure" with TVOKids, where we recruited and inspired them to protect the Greenbelt and maintain its bright and healthy future. We produced and gave away 200,000 free Greenbelt kids' activity books. Each includes fun games, puzzles, and drawings, making their connection to the Greenbelt even stronger.



Terry Reesor of Reesor Seed and Grain installed two solar panels with funding from the Greenbelt Green Energy Program for Agriculture.

### Farming Stewardship: Fields of Dreams

Farming is not only about producing food. Farmers are stewards of the land and many feel it's their responsibility to farm sustainably and ensure they pass their legacy to future generations. The Environmental Farm Plan provides incentives to farmers for the costs of on-farm environmental projects. So it made perfect sense to invest more than \$2.5 million towards activities that build on the leadership of our agricultural partners. These investments purify water, reduce chemical use, restore wildlife habitat, and cut greenhouse gases. We also work with farmers to reduce their energy use, with one participating farmer saving \$150,000 in annual energy costs alone.



The Cootes to Escarpment EcoPark System helps restore unique and important areas in the Greenbelt.

### **Protection:** Second Nature

The Greenbelt's communities have been loud and clear: they want natural areas and farmland protected, and this is what the Greenbelt delivers. We've seen many invaluable initiatives championed by communities, individuals, and organizations alike.

With our support, the Bruce Peninsula Biosphere Association developed the Bruce Conservation and Stewardship Plan, which brought together the vast knowledge and expertise of 700 people in the community to better understand the biodiversity of the area and the critical environmental issues it faces.

Our partners came together to create the Cootes to Escarpment EcoPark System along the western part of Lake Ontario to preserve this natural sanctuary. A collaboration of nine local government and non-profit organizations, its 4,700 acres of land provides habitat for over 50 at-risk species, protecting one of Canada's most biologically rich areas.



"World Crops" initiatives have brought food grown around the world to the Greenbelt.

## **Greenbelt-Grown:** There's No Place Like Home

Immigrants make up more than half of Toronto's population. That's why we are bringing the authentic foods of the majority.

Bringing ethnoculturally diverse Greenbelt-grown food into Canada's largest city has changed how we access food. We bring African/Caribbean, Chinese, Middle Eastern, and South Asian food to the city's dinner table, including okra, chu-chu eggplant, and yard long beans. That means that Toronto's growing majority has access to "food from home" harvested from Greenbelt soil.

Our investments in multiple organizations promoting "World Crops" initiatives bring delicious vegetables to the Greenbelt and beyond. Local Food Guides help Torontonians buy locally grown food with easy-to-read community-based listings and maps helping shoppers find them at their nearest retailers. Sales of world crops in ethnic grocery stores across Canada total \$5 billion each year, growing 15 to 20 per cent annually. Our work has made an immense impact on newcomers to Canada who want to make the dishes from their home country with ingredients grown in their new country.



The Greenbelt Foundation partnered with TD Bank to distribute Market Bucks redeemable for \$5 worth of merchandise at selected farmers' markets.

## **From Fields to Plates:** Farmers' Markets Feed an Appetite for Change

Fresh and delicious food tends to attract people in droves. Farmers' markets provide exactly this and bring communities together, serving foodies, neighbours, and families alike. As a result, we invest in farmers' markets because of one basic premise: they are the ultimate marketplace.

After ten years, the number of farmers' markets in and around the Greenbelt has doubled to more than 100. With substantial support from TD Bank, we help connect TD's loyal customers with farmers by giving away *Market Bucks* to purchase fresh local food for their families. Each *Market Buck* is redeemable for \$5 worth of merchandise at select local markets and gets people out supporting farmers and their local economies.

The benefits of these markets are clear: sales go straight to farmers, food avoids environmentally wasteful packaging and travels less distance, and shoppers eat more fruits and vegetables than non-market shoppers. While enjoying delicious food, local shoppers can catch up on their neighbourhood gossip—in addition to their regular pint of blueberries.



Research by the Foundation looks into the advantages of farming in Ontario's Greenbelt

## **Research:** Insightful and Unparalleled

We have a lot of questions—and we find the smartest people to answer them. Our research program affords us thoughtful, insightful work to have a better, more complete understanding of Ontario's Greenbelt and those affected by it. We were surprised by some of the findings:

- We didn't know the economic output of the Greenbelt until Professor Atif Kubursi determined its impact is more than \$9.1 billion annually.
- We learned that the forested area of the Greenbelt alone can offset the equivalent of 27 million cars driven over one year.
- We found that Greenbelt farms are 39 per cent smaller but produce 23 per cent more gross domestic revenue than the average Ontario farm.
- We discovered that the Greenbelt contributes \$2.6 billion worth of ecological services to the province each year, principally from cleaning our water and freshening our air.

We know a lot more than we did 10 years ago, and we will continue to ask many questions to maximize the value of the Greenbelt for all.



The Greenbelt Harvest Picnic brings people from across Ontario to share in entertainment, local food, and the great outdoors.

### Come Together: All in the Family

We love picnics and we love farmers. By marrying both affections in one momentous event, the Greenbelt Harvest Picnic has spent five years celebrating farmers, music, food, and nature. The outdoor concert brings people from across Ontario to the beautiful sounds of renowned musicians, and while there, attendees enjoy the outdoors under the late summer sun, connecting in a way they can touch, smell, and taste.

Held at Christie Lake Conservation Area, the Picnic takes place at a striking natural setting that boasts 10 kilometres of trails, a wildlife area, tall grass prairie meadows, and a beautiful sandy beach. We have been fortunate to have a string of amazing Canadian musicians perform, including Gordon Lightfoot, Bruce Cockburn, Feist, and musical host Daniel Lanois. With a local farmers' market, horticultural workshops, and delicious food and beverages, the event helps attendees recognize the importance of food from the Greenbelt and how it contributes to their well-being.



Ontarians share what their Greenbelt means to them.

## **Monumental Support:** The Essence of a Beautiful Friendship

More than nine out of ten Ontarians support the Greenbelt. This support motivates us to do everything we can to keep it thriving and protected.

Today, we engage Ontarians directly. We go door to door to explain the value of the Greenbelt and how they can contribute to its ongoing success. Thousands of people across the province join us for Telephone Town Halls in a live and interactive discussion, asking questions about the Greenbelt and how its continued protection contributes to the health and prosperity of Ontarians. These efforts encourage our 17,000+ Friends to strengthen the Greenbelt as we strive for its continued protection together.

### INVESTMENTS

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 below represent the creativity and spirit of our community, and help realize the possibilities that lie within the Greenbelt.

# \$198,000 / 2 years Pembina Institute "Good Development" Project pembina.org

\$156,405 / 2 years **Royal Botanical Garden** Fostering Stewardship and Conservation within the Cootes to Escarpment EcoPark System rbq.ca

\$135,625 / 2 years
The Stop Community
Food Centre
New Canadians Go
Greenbelt!
thestop.org

\$52,000 / 1 year Nature Conservancy of Canada Destination Greenbelt East! natureconservancy.ca

\$50,000 / 3 months **Neptis Foundation** Neptis Geoweb 2.0 neptis.org

\$50,000 / 1 year
Conservation Ontario
Streamlining Regulations:
Development of an
Agricultural Guide to
Conservation Authority
Permits in the Greenbelt
conservation-ontario.on.ca

\$50,000 / 1 year **Living City Foundation** Adventure Experience Tourism Promotion thelivingcity.org

\$50,000 / 18 months **EcoSpark** Sparking a Successful 2015 Review through Youth Participation ecospark.ca \$40,000 / 1 year Bruce Peninsula Biosphere Association Forests for the Future bpba.ca

\$40,000 / 18 months

Credit Valley Conservation Foundation Developing an Environmental Benefit Index to Achieve Wetland Restoration on Private Lands through Innovative Incentive Program Delivery creditvalleyca.ca

\$39,000 / 1 year
Ontario Nature
Roots of the Greenbelt
Phase II: Building the
Constituency for Natural
Heritage Systems
ontarionature.org

\$39,000 / 1 year **Travel Gay Canada** #GreenbeltPride travelgaycanada.com

\$35,000 / 1 year **David Suzuki Foundation**Recognizing the True Value of the Greenbelt davidsuzuki.org

Ecosource
Alternative Avenues for
Local Food Procurement
in Ontario Schools
ecosource.ca

\$25,000 / 18 months

\$24,100 / 1 year
Oak Ridges Moraine
Land Trust
2015: Conversations of
Past and Future
oakridgesmoraine.org

\$22,550 / 1 year
Ontario Headwaters
Institute
Headwater Hikes in the
Greenbelt
ohwi.ca

\$22,000 / 1 year **Tides Canada** Jane's Walk: The Greenbelt Series janeswalk.org

\$20,000 / 1 year Parkdale Activity Recreation Centre Greenbelt Brewery Discovery Tour parc.on.ca

\$20,000 / 2 years

**Grape Growers of Ontario**Celebrity Luncheon
2014 and 2015
grapegrowersofontario.com

\$15,000 / 4 months

EcoSpark

Moraine Partnership 2015
ecospark.ca

\$12,770 / 1 year

EcoHealth Ontario

Workshop: Realizing the
Health Benefits of Green
Spaces in a Changing World
ecohealth-ontario.ca

\$9,200 / 1 year

Environment Hamilton

Engaging Hamiltonians in the 2015 Review environmenthamilton.org

\$6,500 / 1 year **Local Food Plus** Transition Cost from Staff to Volunteer Management landfoodpeople.ca

\$6,100 / 1 year **Greening Niagara** Blossom Sunday & Guided Walk Series greeningniagara.ca

\$5,000 / 6 months

Alternatives Journal

Covering the Greenbelt

2015

alternativesjournal.ca

\$5,000 / 1 year Cultural Landscape Foundation Capstone Event tclf.org

\$3,500 / 1 year
Credit Valley
Conservation Foundation
The Grey to Greenbelt Train
Tour & Forum
creditvalleyca.ca

\$3,000 / 1 year Forests Ontario 2015 Biodiversity Conference forestsontario.ca

\$2,500 / 1 year Canadian Environmental Grantmakers' Network 2015 Conference cegn.org

\$2,000 / 1 year Green Roofs for Healthy Cities Grey to Green Conference 2014 greenroofs.org

\$1,500 / 1 year **Georgina Harvest Dinner** Georgina Harvest Dinner 2014 ontarioculinary.com

\$1,000 / 1 year **Durham Region Federation of Agriculture**Durham Farm Connections

Celebrate Agriculture 2014

ofa.on.ca

Previous Funding Commitments

\$436,480 / 3 years
Waterfront
Regeneration Trust
Greenbelt Cycling Route
waterfronttrail.org

\$350,000 / 2 years

Environmental Defence
2015: Creating a
Lasting Legacy
environmentaldefence.ca

\$300,000 / 2 years

Earthroots Foundation
Preparing for a Successful
2015 Review: Strong
Policies and Support for
the Oak Ridges Moraine
and the Greenbelt
earthroots.org

\$273,950 / 2 years
Foodshare
Greenbelt Farmers' Market
Network: 2014/15 Season
foodshare.net

\$234,200 / 18 months **Greenbelt Fund** Regional Food Hub Expansion greenbeltfund.ca

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

\$185,000 / 2 years **Sierra Club** Building towards 2015 sierraclub.ca

\$150,000 / 18 months Living City Foundation Report Card on the Ecological & Hydrological Health of the Oak Ridges Moraine & Adjacent Greenbelt Land thelivingcity.org

### FOUNDATION FINANCIAL REPORT

### 38.4%

Strengthening Farm Viability

30.5%

Protecting
The Environment

25.0%

Creating Economic Opportunities & New Ideas

6.1%

Foundation Operations

### **Cumulative Summary of Activities**

June 15, 2005 to March 31, 2015

Program Areas	Amount 2005-2015		Percentage of Cumulative Spending	
Strengthening Farm Viability	\$	15,266,303	38.4%	
Protecting The Environment	\$	12,128,201	30.5%	
Creating Economic Opportunities & New Ideas	\$	9,944,293	25.0%	
Foundation Operations	\$	2,464,303	6.1%	
Total	\$	39,803,100	100%	

### **Condensed Statement of Financial Positions**

For the year ending March 31, 2015

#### Income

Investments	\$ 412,329	
Program Funding	\$ 117,688	
Personal & Corporate Contributions	\$ 38,737	

### Total \$ 568,754

### **Expenses**

Total	¢	4,109,166	
Professional & Legal Fees	\$	25,398	
Operating Costs	\$	280,269	
Awareness & Education	\$	831,217	
Human Resources	\$	1,326,232	
Grants & Program Expenses	\$	1,646,050	

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

### **OUR PEOPLE**

The Greenbelt isn't just about wide open spaces, clean air, and water—it's about people, too. People and organizations that over the past decade have made Ontario's Greenbelt a success and a glowing example of how progress can work hand in hand with the natural world. Listed below are but a few of the folks that have helped strengthen the Greenbelt over this past year.

We thank our sponsors, partners, vendors, supporters, and believers for all that you have provided and the dedication you have shown to the Foundation.

The Foundation is fortunate to work with some of the best and brightest. Some of last year's staff have moved on, and we thank them for all their hard work.

#### **Foundation Staff**

Alexandra Lucchesi Communications Assistant Andreea Nicoara Communications Coordinator Andreis Rubenis IT Assistant April de Guzman Program Assistant Becky Mfazi Accounts Assistant

Burkhard Mausberg CEO

Cody Pytlak Communications Assistant / Niagara Region

Felix Whitton Program Officer James Berry Communications Manager Jason Rombouts IT Manager

Jessica Schmidt Research Assistant Josh Bentley-Swan Communications & Administrative Assistant

Karen May Designer & Program Coordinator Kat Snukal Digital Media Assistant Kathy Macpherson VP Research & Policy

Kevin Cooper Communications Coordinator Lizzie Clark Communications Assistant / Durham Region

Lorenzo Catuzza Director / York Region Megan Hunter Communications & Program Manager

Melissa Coria Communications Assistant / York Region

Michele Jenkinson Bookkeeper Namgyal Dolker Executive Assistant Robin Garrett Director / Niagara Region Shelley Petrie Program Director Sam Cheuk Program Assistant Sanique Robinson Research Assistant Sarah Petrevan Director of Public Affairs Susan Murray VP Communications & Operations Taskin Shirazi Research & Policy Analyst

Thevishka Kanishkan Designer & Program Coordinator

Thomas Bowers Research & Policy Analyst

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Steve Holysh Conservation Authorities Moraine Coalition

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Geissberger Farmhouse Cider George Cedric Metcalf Foundation Golden Horseshoe Food and Farming Alliance Gourmandissimo Greater Toronto Area Agricultural Advisory Committee Hart House Helmut Block J.W. McConnell Family Foundation James Davis / Tune Your Ride Jared Kolb / Cycle Toronto Jean-Francois Provonost / Vélo Québec Jennifer Crinion Jessica Deutsch & Eli Bender / Ozere John Scott / Town of Essex Jordan Tavern Joshna Maharaj / Ryerson University Katherine Laco Ken Forgeron Kendra Willard

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Sarah Winterton / Foundation's Grants Advisory Committee September Seventh Entertainment Share the Road Shawn Micallef / Spacing Magazine Southbrook Vineyards Steve Holysh / Foundation's Grants Advisory Committee Susan Drysdale Tawfik Shehata / The International Centre TD Canada Bank Group Thornbury Beverage Company Toronto Digital Photography Club Toronto Distillery Co. Tracy Winkworth / Belworth House and Liaison College Vélo Québec Vicki Barron / Waterfront Regeneration Trust Vicki Perez / CAA Vito Clemente / A Tavola Bistro York Pride Fest



