

FRIENDS OF THE GREENBELT FOUNDATION

ANNUAL REPORT
2015/16



Possibility grows here.



After 11 years, the Friends of the Greenbelt Foundation continues to support the world's largest permanently protected Greenbelt. We are committed to keep farmers successful, to strengthen local economies, and to protect and grow our natural features. We've funded and leveraged more than \$47 million in innovative projects since 2006, through initiatives that encourage food and cycle tourism, promote the success of our agricultural landscape, and grow the Greenbelt to be even bigger. Along with our *Friends*, partners, and stakeholders, we have made the Greenbelt a great place to live, work, and grow.

 **90%**

Ontarians that support the Greenbelt

 **78**

Total species at risk protected by the Greenbelt

 **269,966**

Number of bicycles lined up that would make up the 475-kilometre Greenbelt Route

 **10,000 km**

Total kilometres of trails in the Greenbelt—the largest network in Canada

\$ 47 Million

Leveraged by the Foundation into farming, environmental protection, and tourism projects since 2005

\$ 11 Billion

Amount contributed to Ontario's economy from farmland in the Greater Golden Horseshoe

A WORD FROM THE CEO

Entering 2015, we were cautiously optimistic for the future of the Greenbelt. After all, it was the first time the Ontario Greenbelt came under government review since its creation in 2005. We hadn't anticipated the breadth of motivation and thoughtfulness that was to come.

We learned that the Province would review the Greenbelt Plan, along with three other plans, as part of a "Co-ordinated Land Use Planning Review." The Review was ambitious in scope, in its depth of public consultation, and in the length of time given to hear all voices.

We were pleased that the Province engaged former Toronto Mayor David Crombie to lead the expert advisory panel conducting the Review. Mr. Crombie is a civic leader with a terrific reputation, well-respected among all stakeholders regardless of political stripe.

We were pleasantly surprised that the Review engaged so many people. Thousands participated in town hall meetings, and tens of thousands submitted comments in writing to the government. We didn't expect the public to respond with such vigour to the ideas that we proposed with our partners; and that our Friends, stakeholders, and the public would embrace our ideas with such scope, passion, and commitment. It has been heartening to see so much engagement from residents.

A year ago, we wondered where we would be today. We asked, what if the Greenbelt was expanded into all urban river valleys, protecting the linkages between Lake Ontario and the land? This year, the Province proposed to grow the Greenbelt into 28 urban river valleys and wetlands, allowing for permanent protection and connectivity.

We asked, what if the Greenbelt was expanded to protect all sensitive watersheds, like the Paris and Galt Moraines? We were thrilled to hear that the Province is investigating the expansion of the Greenbelt where important water resources are under pressure and need to be protected.

We wondered, what if we recognized and enhanced the ecosystem services of the Greenbelt? We had no idea that the Province's proposed changes would require municipalities to incorporate climate change policies in their official plans, also encouraging them to develop greenhouse gas inventories and emission reduction strategies.

With impassioned curiosity, we envisioned an Ontario where urban densities would focus on reducing inefficient sprawl, and where our main streets were vibrant, animated streetscapes with midrise buildings, small shops and restaurants, and an array of options for getting around. We were pleased that the Province intends to increase intensification targets by 50 per cent to build complete communities across the region.

The Province's proposals will protect the vital resources of the world's largest Greenbelt. If fully implemented, the proposed amendments will result in a smarter model of growth in southern Ontario. Complete communities with the necessary jobs, transit, services, local food, and green space for liveable neighbourhoods are the only way to ensure an economically and environmentally sustainable future.

Over a decade ago, the Greenbelt was created as a visionary plan to curb inefficient sprawl and ensure the viability of farming on some of Canada's most valuable agricultural land. Looking back now, the Greenbelt has succeeded in protecting water sources, preserving farmland, and establishing a legacy for Ontario.

Last year, we celebrated; we saw how far we had come, and imagined the potential future before us. Today, I'm curious about what Ontario will look like ten years from now, imagining: what else is possible?

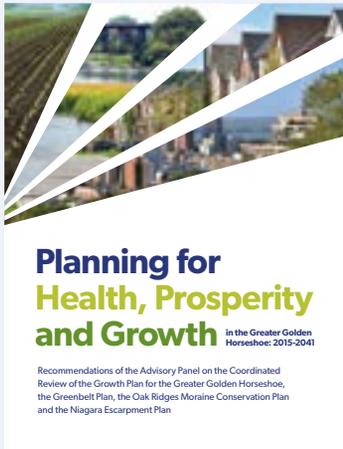


Burkhard Mausberg

CEO Friends of the Greenbelt Foundation, Greenbelt Fund

TOP 5 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 five of our greatest accomplishments over the last year.



The Crombie Report reflected the broad support expressed for the Greenbelt by residents and stakeholders across the region.

A Legacy for the Future

In 2016, as part of the Co-ordinated Land Use Planning Review, the Provincial Government proposed important changes to the Greenbelt: the addition of 28 water systems, additional protection of agriculture and water resources, limiting sprawl, and growing the Greenbelt.

The Province's overall plan is an ambitious proposal that calls for the protection of critical water resources, as well as an increase in density and intensification in built-up areas and

on new greenfield development. We commend this, and while the protection of our Urban River Valleys is essential, there is the opportunity to do even more.

In response to these recommendations, a coalition of over 100 environmental and community groups proposed a 'Bluebelt'—a grassroots initiative to expand the Greenbelt by 1.5 million acres and protect important water resources. With the Bluebelt, the Greenbelt can grow as a legacy for today and the future.

Engaging Our Regions

Leading up to the Review, we asked: how can we keep an ear to the ground and listen to folks in Greenbelt regions? Through the Foundation's Regional offices in Niagara, Durham, and York, we developed relationships with local communities, government officials, tourism associations, and environmental organizations to better understand how communities interact with the Greenbelt.

With likeminded, creative people, we got out and did more. In Niagara, as a voice for the region during the 2015 Review, the Foundation was honoured with the Environmental Leadership Award from the Greater Niagara Chamber of Commerce. In Durham, students added green—among many other colours—to their school walls with Greenbelt-inspired murals, reminding them of the benefits of the Greenbelt. One mural stretched across

a 32-foot wall that captures all seasons of the year! And in York Region, we engaged and worked with the Council to reduce sprawl in the region.

We also partnered with EcoSpark, Earthroots, Ontario Nature, and STORM to strengthen protection the Oak Ridges Moraine and the Greenbelt. This significant partnership worked on policy proposals during the Review, with the goal to extend natural heritage systems and called for hard urban boundaries and smarter urban growth.

With their own unique assets and challenges, our dedicated regional offices and organizational partnerships brought us closer to our Friends and stakeholders, and got us even more passionate about the Greenbelt.



Our partnerships throughout the 2015 Review brought us closer to Greenbelt communities and those passionate about the Greenbelt.

Visualizing the Greenbelt

There is a lot of beauty in our Greenbelt. From picturesque waterfalls and farms to diverse wildlife and habitat, the Greenbelt is a photogenic expanse. This year, we engaged some of the most talented and passionate artists in Ontario to use art and photography to showcase this beauty. When we launched the Greenbelt Photo Contest, we hadn't anticipated quite the response—and the collection—that would pour in. With over 800 submissions, we, along with a panel of judges, carefully

selected 20 photos, and celebrated these spectacular pieces with a gallery at the esteemed McMichael Art Collection in Kleinburg. Since then, the collection has traveled across the province, from Durham's Visual Art Centre of Clarington to Toronto Pearson Airport, with more locations scheduled throughout 2016. Showcasing the beauty of the Greenbelt from Niagara to Tobermory, we've only scratched the surface of talent across Ontario.



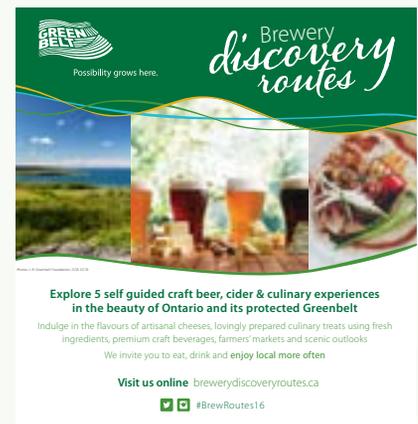
Photo Contest winners posing at the opening reception for the Greenbelt photo exhibit at McMichael Art Collection.

Bridging Communities Together

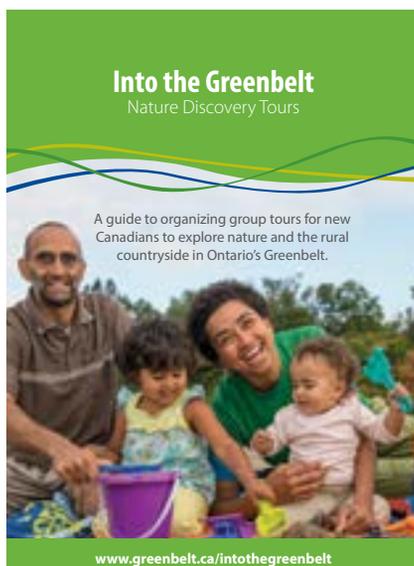
The Greenbelt *Route* is a 475-kilometre extraordinary cycle tourism product with six connections to urban centres. It promotes active healthy living and encourages tourists and residents alike to get out into the Greenbelt longer and more often. You'd be hard pressed to find as many signs for an initiative as there are on the Route. With over 1,000 signs, the Route is the collaboration of the Foundation, the Waterfront Regeneration Trust, and 27 municipalities from Niagara to Northumberland. With 500,000 printed

and mobile maps, cyclists are guided to explore scenic towns and hamlets, boosting tourism and the economy surrounding the Greenbelt.

We paired that hunger for exploration with and great beer and created the *Brewery Discovery Routes*. An enticing supplement to any Ontarian's travel, these five self-guided craft beer, cider, and culinary tours in and around the Greenbelt bring people closer to its delicious local bounty.



The Greenbelt Discovery Routes and Greenbelt *Route* bring people closer to the delicious bounty of the Greenbelt and its beautiful countryside.



Into the Greenbelt Nature Discovery Tours bring new Canadians into Ontario's Greenbelt for fun, educational day trips.

For the Love of Food

We found exciting ways to bring more local food to more people in and around the Greenbelt this year. With a \$400,000 investment to the Ontario Tender Fruit Growers' Association, we're helping plant 173,000 tender fruit trees across Niagara to bring more peaches and pears to consumers—and add \$4 million to Ontario's economy.

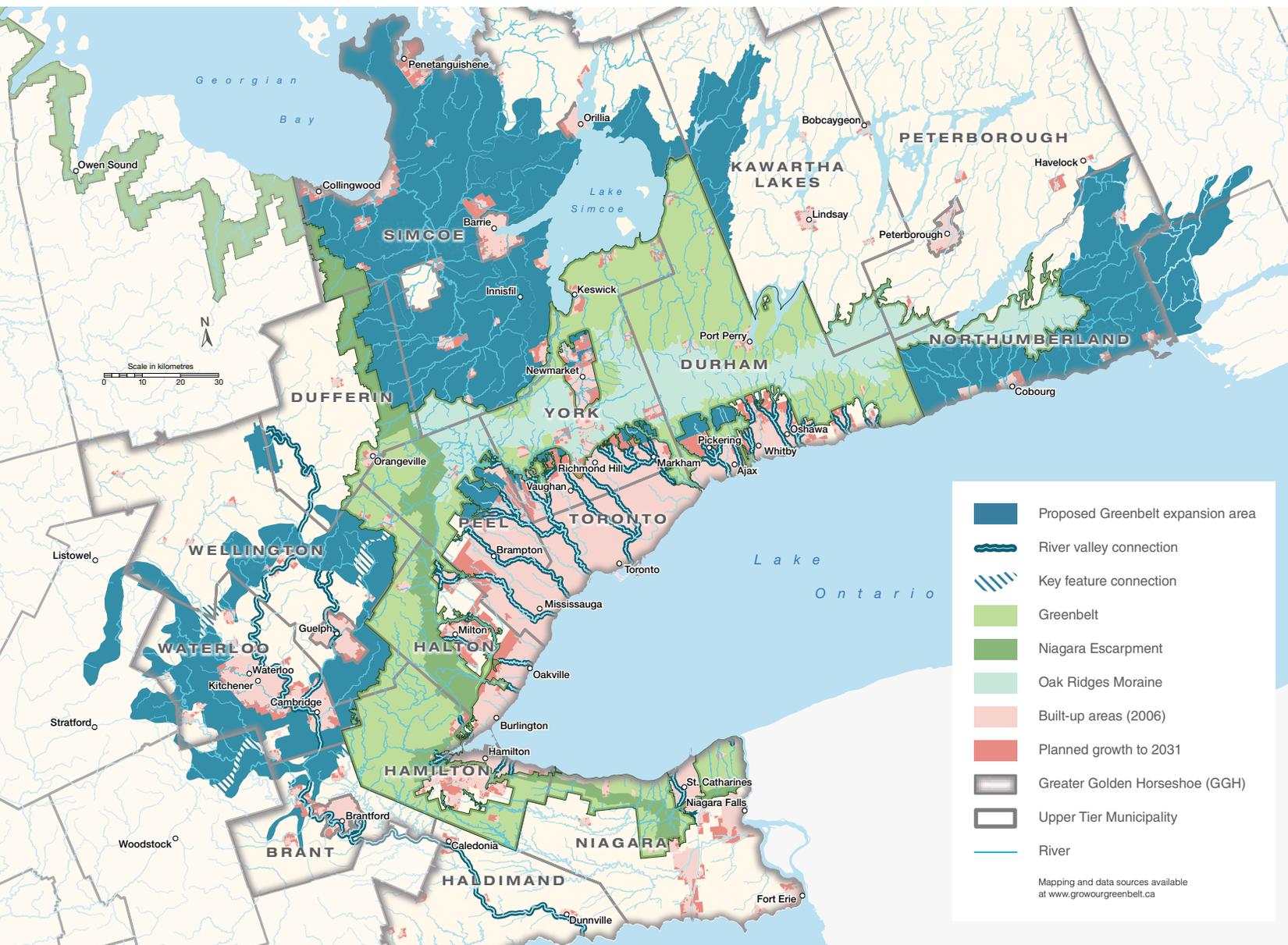
With the revamp of *Greenbeltfresh.ca*, we're connecting Ontario consumers to more than 600 farms and farmers' markets. Listings of in-season fresh fruit and vegetables, cheeses, preserves, and local meat give consumers all the more reason to enjoy the Greenbelt's bounty.

With TD Bank's significant financial support, our Market Bucks program continues to provide shoppers with \$5 vouchers to spend at farmers' markets, putting more local food on their plates, and bringing more customers straight to the farmer.

Our direct engagement has also inspired more World Crops Learning Gardens, bringing community gardens to ethnic communities in Hamilton, Markham, and Brampton. It's this involvement with communities surrounding the Greenbelt that's bringing passion, education, and a green thumb to our communities—and fresh local food right onto our plates.

BLUE MEETS GREEN: A 'BLUEBELT' COMPANION FOR THE GREENBELT

Many citizens and community leaders support growing the Greenbelt to protect more of the region's critical water supplies—creating a 'Bluebelt' around the existing Greenbelt. This would permanently protect the sources of clean drinking water for over 1.25 million residents as well as supporting agriculture and rural economies. The areas identified below for permanent protection provide a variety of important functions: acting as 'rainbarrels' to filter and store precipitation, recharging aquifers and groundwater supplies, providing base flow to rivers and lakes, and protecting downstream communities from flooding and erosion.



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

\$400,000 / 1 Year

Ontario Tender Fruit Growers

Tender Fruit Planting and Revitalization Initiative
ontariotenderfruit.ca

\$150,000 / 1 year

Environmental Defence

Working Together to Strengthen and Grow the Greenbelt
environmentaldefence.ca

\$100,000 / 2 years

Credit Valley Conservation Foundation

Credit Valley Trail Master Plan
creditvalleyca.ca

\$85,000 / 1 year

Ecospark

Stronger Laws, Stronger Landscape and a Stronger Legacy for the Oak Ridges Moraine and Greenbelt
ecospark.ca

\$72,500 / 1 year

Living City Foundation

Ecological Enhancement Action Plan
trca.info/camc

\$65,000 / 1 year

Toronto Environmental Alliance

Growing the Greenbelt Part 2
torontoenvironment.org

\$65,000 / 1 year

Sierra Club Foundation

Supporting a Successful 2015 Review
sierraclubfoundation.org

\$39,804 / 1 year

Ryerson City Building Institute

Getting the Most Out of the Growth Plan to Protect the Greenbelt
ryerson.ca/citybuilding

\$25,000 / 1 month

Ontario Federation of Agriculture

Farmland at Risk Report
ofa.on.ca

\$20,125 / 1 year

Travel Gay Canada

Greenbelt Pride 2016
travelgaycanada.com

\$20,000 / 1 year

Credit Valley Conservation Foundation

Developing an Environmental Benefit Index to Achieve Wetland Restoration on Private Lands through Innovative Incentive Program Delivery
creditvalleyca.ca/cvc-foundation

\$20,000 / 1 year

Ontario Farmland Trust

New Models for Farm Access to Public Lands
ontariofarmlandtrust.ca

\$9,200 / 8 months

Environment Hamilton

Engaging Hamiltonians in the 2015 Review
environmenthamilton.org

\$2,000 / 1 year

Town of Georgina

Georgina Harvest Dinner 2015
georgina.ca

Previous Funding Commitments

\$200,000 / 2 years

Toronto Environmental Alliance

Growing the Greenbelt in Toronto
torontoenvironment.org

\$156,405 / 2 years

Royal Botanical Garden

Fostering Stewardship and Conservation within the Cootes to Escarpment EcoPark System
rbg.ca

\$135,625 / 2 years

Stop Community Food Centre

New Canadians Go Greenbelt
thestop.org

\$50,000 / 15 months

Conservation Ontario

Streamling Regulations: Developing Agricultural Guide to Conservation Authority Permits in the Greenbelt
conservationontario.ca

\$50,000 / 18 months

EcoSpark

Sparking a Successful 2015 Review through Youth Participation
ecospark.ca

\$50,000 / 3 months

Neptis Foundation

Neptis Geoweb 2.0
neptis.org

\$40,000 / 2 years

Grey to Green Conference

Grey to Green Conference
greytogreenconference.org

\$35,000 / 1 year

David Suzuki Foundation

Recognizing the True Value of the Greenbelt
david Suzuki.org

25,000 / 18 months

Ecosource

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

\$22,550 / 9 months

Ontario Head Waters Institute

Headwater Hikes in the Greenbelt
ontarioheadwaters.ca

\$6,100 / 1 year

Greening Niagara

Supporting Niagara's Local Food Culture
greeningniagara.ca

\$5,000 / 6 months

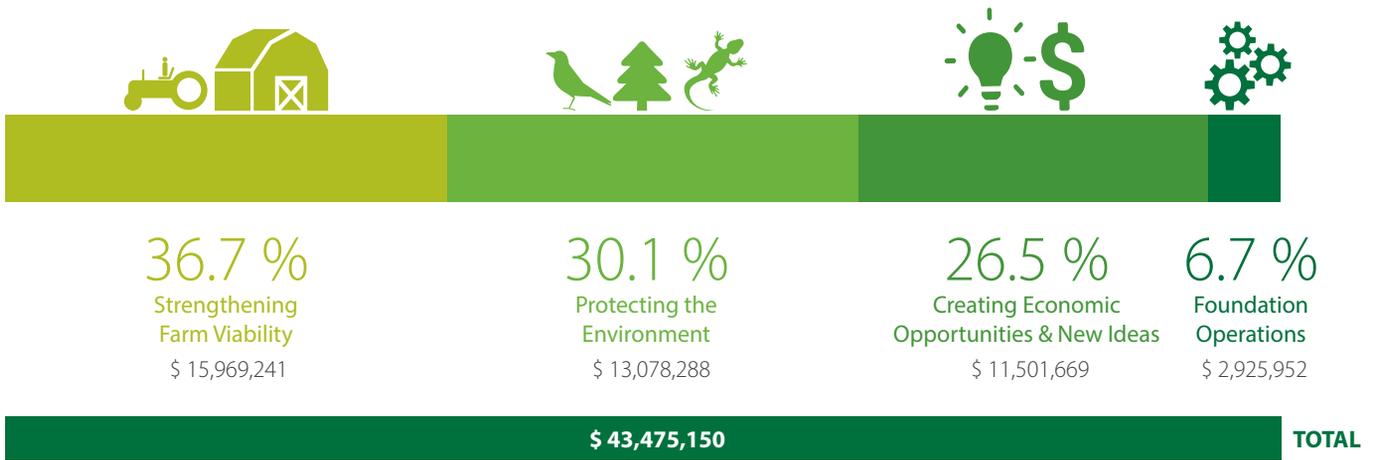
Alternatives Journal

Covering the Greenbelt 2015
alternativesjournal.ca

FOUNDATION FINANCIAL REPORT

Cumulative Summary of Activities

June 15, 2005 to March 31, 2016



Condensed Statement of Financial Positions

For the year ending March 31, 2016

Income	
Investments	\$92,580
Personal & Corporate Contributions	\$41,506
Total	\$134,086

Expenses	
Human Resources	\$1,304,287
Investments & Program Expenses	\$1,154,297
Awareness & Education	\$617,200
Regional Offices	\$300,533
Operating Costs	\$252,469
Professional & Legal Fees	\$43,263
Total	\$3,672,049

Each year, KPMG audits our financial records. Our full financial audit can be found 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, Friends, vendors, supporters, and believers for all that you have provided and the dedication you have shown to the Foundation.

The Foundation and Fund are 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 Lockhart Research & Policy Assistant
Alexandra Lucchesi Communications Assistant
Andreea Nicoara Communications Coordinator
April de Guzman Program Assistant
Aziz Ameer Accounts Assistant
Becky Mfazi Accounts Assistant
Bizhan Roshan Program Assistant
Burkhard Mausberg CEO
Cody Pytlak Communications Assistant / Niagara Region
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Susan Murray VP Communications & Operations
Thevishka Kanishkan Designer & Program Coordinator
Thomas Bowers Research & Policy Analyst
Violet McCrady Communications & Operations Assistant
Vladimir Neminushchiy Helpdesk Assistant

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Sarah Winterton World Wildlife Fund
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Kathy Macpherson VP, Strategy & Programs
Megan Hunter Director, Engagement and Digital Strategy
Sagal Dualeh Program Officer
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Cathy Gilvesy YU Ranch
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 Margaret Prophet / Simcoe County Greenbelt Coalition
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The Tourism Partnership of Niagara
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 The Thousands of Friends of the Greenbelt!

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 Ontario Ministry of Agriculture, Food and Rural Affairs / New Directions

Orange Snail Brewers
 Owen Steinberg / Harvest Kitchen
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