

# FRIENDS OF THE GREENBELT FOUNDATION

ANNUAL REPORT  
2016/17



Photo Courtesy of Michael Manett



Possibility grows here

Ontario's Greenbelt is the solution for fresh air, clean water, healthy local food, active outdoor recreation, and a thriving economy. At nearly 2 million acres, it's the world's largest permanently protected greenbelt, keeping our farmlands, forests, and wetlands safe and sustainable. The Friends of the Greenbelt Foundation works to help keep farmers successful, strengthen local economies, protect natural features, and promote sustainable growth. Learn more at [greenbelt.ca](http://greenbelt.ca).

 **\$3.2 billion**

Ecosystem services the Greenbelt provides to Ontarians each year

 **24,587 Acres**

Total land added to the Greenbelt through the Co-ordinated Review

 **21,000**

People who wrote to the government to protect and grow the Greenbelt during the Review

 **260 Million Tonnes**

Carbon dioxide stored in the Greenbelt's protected forests, wetlands and farmland

 **138,390**

Tender fruit trees planted with Foundation support

 **2,000+**

Points of Interest to visit on Greenbelt Explore

# A WORD FROM THE CEO

Twelve years ago, I started leading a charity for a new and, it turns out, transformative concept – a permanently protected Greenbelt in Canada’s most populous region. At the time, I thought the work of the Foundation was about protecting land. Over time, I came to realize the Foundation’s work is about safeguarding the living, breathing, vibrant systems that make up the Greenbelt.

Science used to tell us that the benefits of biodiversity come from the variety of organisms within the ecosystem. Now, we know that the strength of ecosystems lies in the relationships between the diverse species. It’s the interactions among them that count. This insight from ecology is now applied to other fields like urban planning (think Jane Jacobs) and managing sports teams (think the Pittsburgh Penguins).

I’ve seen firsthand that the Greenbelt’s success comes from its many diverse relationships. Relationships between farmers and consumers, between hikers and their trail, between a tree and those seeking shade, between rural and urban, between buyers and sellers – these connections make the Greenbelt thrive.

The past year has been a pivotal one for the Greenbelt. After two years of consultation and study, the Province’s Review of the Greenbelt Plan came to a close with the addition of 21 urban river valleys and 7 coastal wetlands for the Greenbelt, stricter limits on urban sprawl, higher density targets, and a commitment to map and protect both the agricultural system and the natural heritage system that sustain the land.

Throughout the Review, tens of thousands of citizens wrote their government in support of protecting and growing the Greenbelt. This passion is fostered by the relationships we have built with the Greenbelt over the years. From those who visit Conservation Areas, to those who get to know their farmers at the local markets, to those who rely on clean drinking water from Greenbelt-protected groundwater: the supporters of the Greenbelt are those who know what it offers and gives.

As I leave the Foundation, I am thrilled with our success to inspire a model for sustainable living. At the same time, I cannot help but think about the future of the Greenbelt. There are certainly worries on the horizon. Will urban growth push up against Greenbelt boundaries and increase pressure to pave over farmland and nature? Will climate change destabilize protecting our forests, wetlands, and local food systems?

But the endless possibilities of the Greenbelt will overcome these worries. After all, the Greenbelt is now an inevitable part of Ontario’s legacy. It’s a profound statement of hope, and recognized as a model for the world in an age of uncertainty. It is a living, breathing, vibrant system whose unlimited relationships among people, nature and food bring optimism and faith.

Now, twelve years later, we don’t know how much more the Greenbelt will become.

And I cannot wait to find out.



**Burkhard Mausberg**

CEO Friends of the Greenbelt Foundation & Greenbelt Fund



**Possibility grows here.**

TOP 5 FOUNDATION  
SUCCESS STORIES

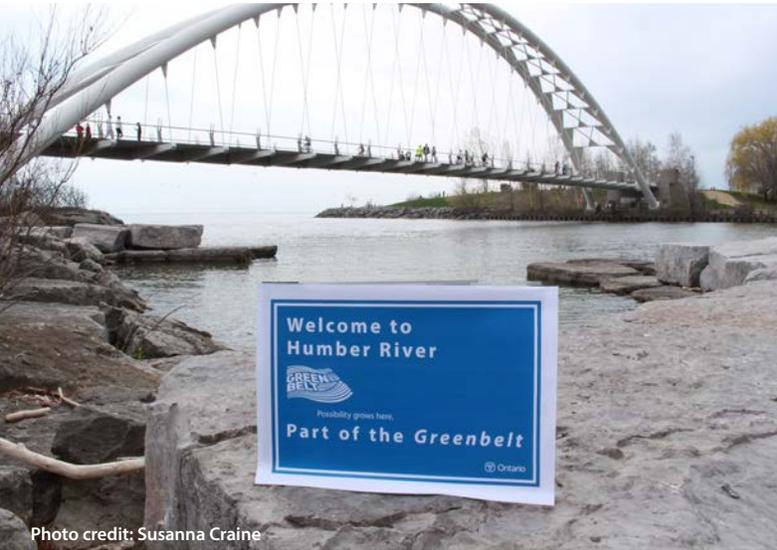


Photo credit: Susanna Craine

## Successful Co-ordinated Review

Two years after it was launched, the 2015 Co-ordinated Land Use Planning Review came to an end with about as good a result as we could hope for – a permanently protected Greenbelt. Despite the more than 700 requests to remove land from the Greenbelt and pressures from urban sprawl, the Greenbelt has stood strong as a lasting legacy for future generations.

We supported our friends in the farm community with their goal of hard urban boundaries and support for the agricultural system. We worked with environmental groups to champion increased protection for natural heritage systems in and outside of the Greenbelt. We called for a strengthened Growth Plan to curb urban sprawl. Together with our partners, we mobilized thousands of people to write to their MPPs, Ministers and Premier in support of protecting and growing the Greenbelt.

In all, it was a successful Review. The Greenbelt has emerged as a lasting legacy for the future and a commitment to our values and priorities as a province - fresh, local food; strong rural economies; environmental stewardship; healthy, active recreation; and sustainable communities.



## Smart Growth in the Greater Golden Horseshoe

As our region continues to grow, we know that pressure to take land out of the Greenbelt will only increase unless we curb urban sprawl and build communities of the future. The Growth Plan for the Greater Golden Horseshoe is our roadmap to an economically vibrant and environmentally sustainable future.

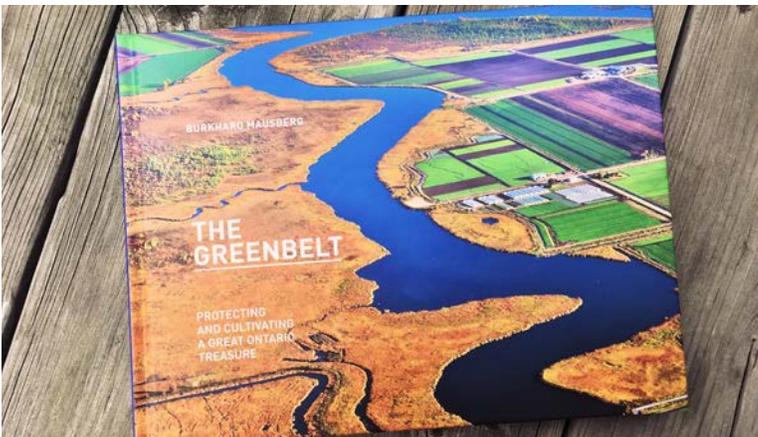
A Foundation report, *Plan to Achieve*, analyzed the approach many municipalities use when conducting Land Needs Assessments. It found that a flawed process is leading to the expansion of municipal boundaries into farmland and green spaces. The report provides a framework for revamping the process and ensuring we're not developing on farmland when we don't have to.

We're partnering with thought-leaders like the Neptis Foundation, Social Planning Toronto, and Ryerson University's City Building Institute to work towards more smart growth and gentle density. This includes more livable communities with meaningful and affordable housing choices, access to parkland and greenspace, integrated public transit, and walkable neighbourhoods. Protecting the Greenbelt means being smarter about not just where we grow, but how we grow.



## Building a Local Food Community

Farmers' markets give grocery shoppers the opportunity to meet the people who grow the food they buy, and to learn more about local food and farming. In partnership with the Greenbelt Farmers' Market Network and TD Bank, the TD Market Bucks Program brought new customers and staff to local farmers' markets by giving out \$5 and \$10 'market bucks' to spend at selected markets. Market Bucks encouraged shoppers to try local produce and experience for themselves the difference that fresh, local ingredients make. Over two years, the program not only generated direct income for farmers at participating markets, but brought in new customers who go on to buy more from these farmers on return visits to the market.



## Sharing the Story of the Greenbelt

A new book by our CEO Burkhard Mausberg, [The Greenbelt: Protecting and Cultivating a Great Ontario Treasure](#) celebrates the people and stories that make the Greenbelt such a success. From interviews with former premiers to advocates and farmers, the Greenbelt book tells the story of how the world's largest protected Greenbelt came to be and to thrive.

A book tour through the Greenbelt featured candid interviews with Mayor Steve Parish of Ajax, singer-songwriter Sarah Harmer in Burlington, wine pioneer Don Ziraldo in Niagara, and more of the fascinating characters highlighted in the book. The events brought Greenbelt supporters together to talk about what makes the Greenbelt meaningful and worth protecting.

## TOP 5 FOUNDATION SUCCESS STORIES



## Growing the Greenbelt

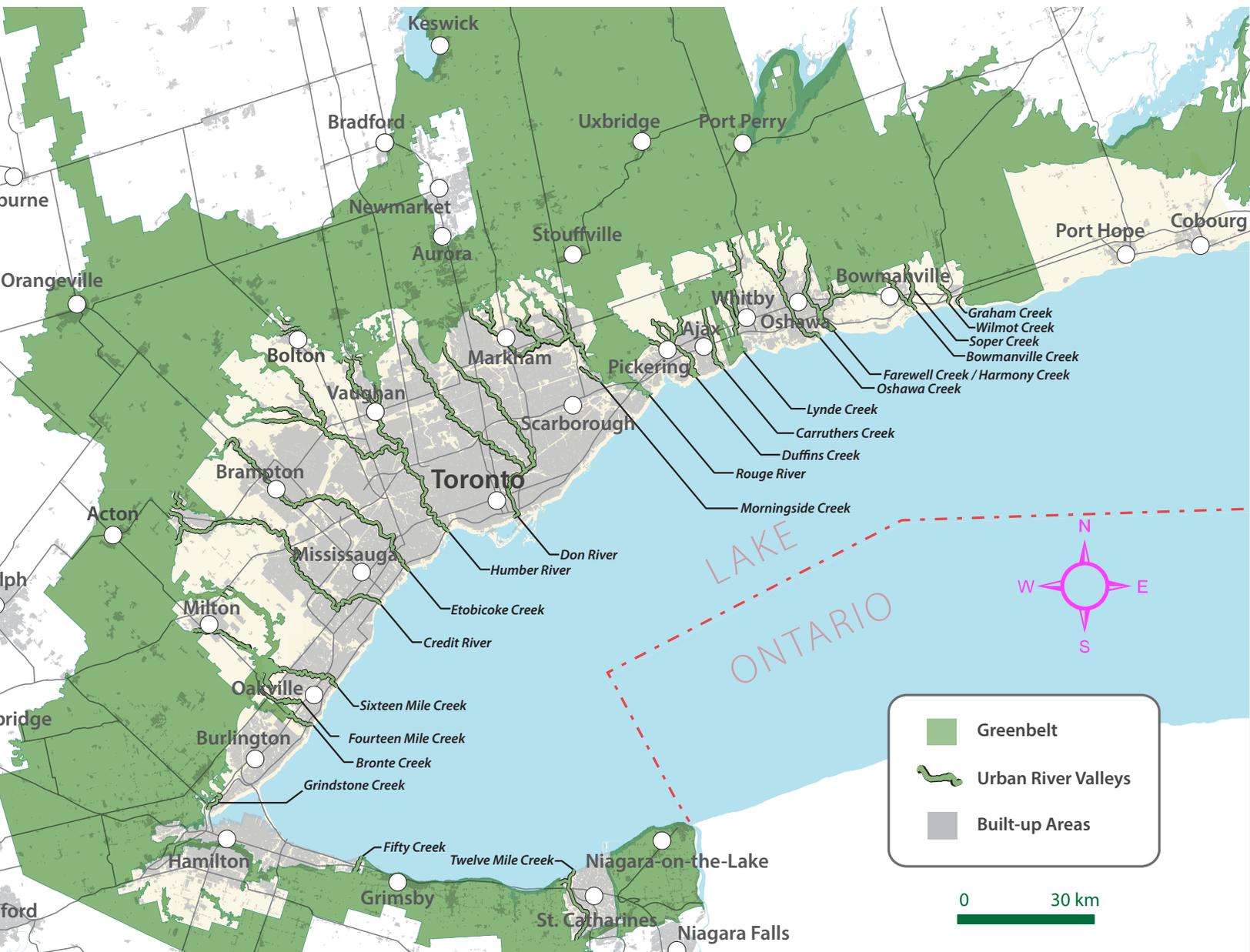
It's official – 21 urban river valleys and 7 coastal wetlands have been added to the Greenbelt. These waterways establish an important connection between the lake and the land, and between urban and rural communities. But we're not done yet.

We expect the Province to announce a consultation process on growing the Greenbelt and we've got an ambitious plan. The Grow Our Greenbelt proposal adds 1.5 million acres to the Greenbelt to protect vital water resources and clean drinking water for 1.25 million Ontarians. We'll be calling on our friends and supporters to join in and participate in the consultations to champion the "Bluebelt" and protect significant hydrological features.

Underscoring our cultural connection to the Greenbelt was the second Greenbelt Photo Contest, this time with a focus on water. Out of over 800 photos submitted, 20 winners were selected to go on display at the McMichael Canadian Art Collection.

# PROTECTING THE BLUE BY GROWING THE GREEN

They're on the map. 21 urban river valleys and 7 coastal wetlands are now part of Ontario's Greenbelt. The addition of these waterways to the Greenbelt is an important recognition of the vital role the Greenbelt plays in protecting the hydrological features we rely on for clean drinking water, flood protection, and healthy ecosystems. Along with these new additions, the Province is reviewing areas of hydrological significance to grow the Greenbelt even more. We are looking forward to participating in these consultations and ensuring we take the steps now to protect water for the future.



# OUR PEOPLE



The Friends of the Greenbelt Foundation is fortunate to work with some of the best and brightest. We would like to thank our staff for all their hard work, including those who have moved on.

## Foundation Staff

**Alexandra Lockhart** Research & Policy Assistant (Former)  
**Alexandra Lucchesi** Communications Assistant (Former)  
**Andrea Herrera Betancourt** Program Coordinator & Designer  
**Andreea Nicoara** Communications Coordinator  
**Anna Golovkin** Research & Policy Assistant  
**Bizhan Roshan** Program Assistant (Former)  
**Brenna Owen** Digital Media Assistant  
**Burkhard Mausberg** CEO  
**Erica Woods** Communications Manager  
**Felix Whitton** Senior Program & Engagement Lead  
**Jason Rombouts** IT Manager  
**Kat Snukal** Digital Media Assistant (Former)  
**Kathy Macpherson** VP Research & Policy  
**Megan Hunter** Director, Engagement & Digital Strategy  
**Michele Jenkinson** Accountant  
**Namgyal Dolker** Executive Assistant  
**Nina Gad** Communications & Operations Assistant (Former)  
**Shelley Petrie** Program Director  
**Steen Lyder** Helpdesk Assistant (Former)  
**Susan Murray** VP Communications & Operations  
**Tamlyn Stuurman** Project Assistant, Research & Policy  
**Thomas Bowers** Research Manager  
**Violet McCrady** Communications & Operations Assistant

## Foundation Advisory Committee

**Mark Stabb** The Nature Conservancy of Canada  
**Nicola Ross** Woodrising Consulting Inc.  
**Ray Duc** Ontario Fruit and Vegetable Growers' Association  
**Robert B. Gibson** University of Waterloo  
**Sarah Winterton** World Wildlife Fund  
**Steve Holysh** Conservation Authorities Moraine Coalition (TRCA)

## Foundation Investment Committee

**Gary Hawton** OceanRock Investments Inc.  
**Graham Hallward** Alva Foundation  
**Murray Belzberg** Perennial Asset Management Corp.

## Foundation Board of Directors

**Dr. David McKeown** Public Health Physician, Chair  
**David Oved** David Oved Environmental Communications, Secretary  
**Eric Bowman** Gallery on the Farm  
**Heather Tay** Solve Consulting  
**Joyce McLean** McLean and Associates, Treasurer  
**Marcus Ginder** RiverSides Foundation, Vice Chair  
**Mary McGrath** GreenLearning Canada Foundation  
**Rick Smith** Broadbent Institute  
**Rodney V. Northey** Gowling WLG (Former Chair)  
**Tonya Surman** Centre for Social Innovation

# FOUNDATION 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.

\$400,000 / 2 years

**Environmental Defence**

Protecting the Green, Supporting Smart Growth  
[environmentaldefence.ca](http://environmentaldefence.ca)

\$100,000/ 1 year

**EcoSpark**

Stronger Landscape, Stronger Laws, Stronger Legacy II  
[ecospark.ca](http://ecospark.ca)

\$80,000 / 18 months

**Smart Prosperity Institute**

Municipal Natural Capital Project  
[institute.smartprosperity.ca](http://institute.smartprosperity.ca)

\$73,082 / 1 year

**FoodShare**

Greenbelt Farmers' Market Network 2016  
[foodshare.net](http://foodshare.net)

\$40,000 / 1 Year

**Association for Generational Equity**

Code Red - Tracking the GTA's Affordability Crisis  
[gensqueeze.ca](http://gensqueeze.ca)

\$20,000 / 1 year

**Social Planning Council Toronto**

Addressing Housing Intensification through Inclusionary Zoning  
[socialplanningtoronto.org](http://socialplanningtoronto.org)

\$10,000 / 1 year

**Midhurst Ratepayers Association**

Simcoe County Greenbelt Coalition  
[simcoecountygreenbelt.ca](http://simcoecountygreenbelt.ca)

\$10,000 / 1 year

**Wellington Water Watchers**

Building Support to Grow the Greenbelt in Guelph-Wellington  
[wellingtonwaterwatchers.ca](http://wellingtonwaterwatchers.ca)

\$10,000 / 6 months

**Grape Growers of Ontario**

Celebratory Luncheon 2016  
[grapegrowersofontario.com](http://grapegrowersofontario.com)

\$5,000 / 6 months

**Toronto and Region**

**Conservation Authority**  
 Green Infrastructure Ontario  
[trca.ca](http://trca.ca)

\$2,500/ 6 months

**Sustainable Cobourg**

Protecting Farm and Environmental Lands in Northumberland  
[sustainablecobourg.org](http://sustainablecobourg.org)

\$2,000 / 6 months

**Environment Hamilton**

Engaging Hamiltonians in Phase 2 of Greenbelt Review  
[environmenthamilton.org](http://environmenthamilton.org)

\$2,000 / 6 months

**Langford Conservancy**

Protecting Farmland in Brant County  
[lconserv.org](http://lconserv.org)

\$2,000 / 6 months

**Town of Georgina**

Georgina Harvest Dinner 2016  
[georgina.ca](http://georgina.ca)

\$1,500 / 6 months

**Land Over Landings**

Agricultural, Rural-Growth Economics Study of Pickering Federal Lands  
[landoverlandings.com](http://landoverlandings.com)

**Previous Investments**

\$100,000 / 2 years

**Credit Valley Conservation Foundation**

Credit Valley Trail Master Plan  
[creditvalleyca.ca](http://creditvalleyca.ca)

\$65,000 / 2 years

**Toronto Environmental Alliance**

Growing the Greenbelt, Part II  
[torontoenvironment.org](http://torontoenvironment.org)

# FOUNDATION FINANCIAL REPORT

## Foundation Activities 2005-2017



## Friends of the Greenbelt Foundation Condensed Financial Report 2017

Income	
Investments	\$67,273
Personal, Corporate Contributions, Fundraising and Other	\$33,413
<b>Total</b>	<b>\$100,686</b>

Expenses	
Human Resources	\$1,103,410
Grants, Program Expenses & Research	\$1,032,102
Awareness & Education	\$278,626
Operating Costs	\$254,411
Professional & Legal Fees	\$21,383
<b>Total</b>	<b>\$2,689,932</b>

Each year, KPMG audits our financial records. Our full financial audit can be found online at [greenbelt.ca](http://greenbelt.ca)

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