

THE GREENBELT FOUNDATION

ANNUAL REPORT
2017/18



Photo Courtesy of David Coulson



Possibility grows here

Ontario's Greenbelt offers the solutions for fresh air, clean water, climate resilience, and a thriving economy with local food and healthy outdoor recreation. At 2 million acres, the Greenbelt provides direct benefits to 1 in 4 Canadians, permanently protecting our farmland, forests and wetlands. To realize the Greenbelt's potential to deliver a prosperous and healthy region, the Greenbelt Foundation invests in strong rural economies, resilient natural systems and sustainable growth.

✓ **1,200**

Greenbelt signs in the ground



Over **\$27 million**

Leveraged since 2006



7 in 10

Ontarians living in or near
the Greenbelt



\$2.1 billion

In recreation activity
every year



\$9.1 billion

In economic activity generated by
the Greenbelt every year



856,424

Acres of farmland in
the Greenbelt

A WORD FROM THE CEO



Ontario's Greenbelt is a point of provincial pride for me and countless other Ontarians. As the new CEO for the Greenbelt Foundation, I am inspired by this promise and the strength of the Greenbelt community as we begin the next chapter in the Greenbelt's story.

The Greenbelt already provides tremendous value for the province, generating \$9.1 billion in economic activity and \$3.1 billion in ecosystem services every year due to its protected status. As I meet with farmers, engaged citizens, municipal leaders, conservationists and others across the Greater Golden Horseshoe region, it's very clear that the Greenbelt has the potential to deliver even more for Ontarians. Through the right investments, we can ensure the Greenbelt is healthy, productive and resilient as our region grows and changes.

The Greenbelt Foundation has been a steward for the Greenbelt for 13 years. Through the Foundation's investments and community-building work, the Greenbelt has flourished as a working landscape that supports rural economies and sensitive ecological systems alike. During this time, our region grew by 1.25 million people.

In the next 13 years, that growth is expected to nearly double with over 2.2 million people coming to the region. Working with our many partners, the Greenbelt Foundation's thoughtful, dedicated stewardship of the Greenbelt will be essential to ensuring that as we grow we don't add to congestion, pave over farmland or lose access to green spaces and clean water.

The Greenbelt is a tremendous asset for our province and for each of us, and it's our shared responsibility to protect and invest in it. I am looking forward to working closely with our stakeholders, colleagues, and dedicated friends to strengthen the Greenbelt and the benefits it provides.

A handwritten signature in black ink, appearing to read 'Ed McDonnell', with a stylized, flowing script.

Edward McDonnell

Chief Executive Officer, Greenbelt Foundation



Possibility grows here.

TOP 5 FOUNDATION SUCCESS STORIES

The Greenbelt Foundation has invested in partnerships and projects across the Greater Golden Horseshoe to enhance the Greenbelt's natural systems and support Greenbelt communities. Every year, we choose 5 top stories to highlight our work on key strategic priorities that build connections with the Greenbelt and increase the benefits the Greenbelt provides to Ontarians.



Strengthening the Agricultural Economy

Supporting farmers and farm communities is essential for a working, prosperous Greenbelt and province. The health of agricultural soils is essential to ensuring a sustainable food supply and in capturing carbon from the atmosphere. Our report, *Effects of Management Practices on Soil Organic Content of Agricultural Soils in Ontario's Greenbelt*, found that while soil carbon is going down, this trend is easily reversed with changes to soil management. We're supporting a pilot project to help farmers share knowledge about increasing soil carbon on their farms.

As part of our investment in Greenbelt farmers, the Foundation partnered with Ontario Tender Fruit Growers to support a two-year planting initiative to strengthen Niagara's tender fruit industry. Through a cost-sharing program, tender fruit growers were able to plant over 178,000 new trees. Once mature, the fruit production from these trees will inject \$4 million into Niagara's economy.



Recreation in the Greenbelt

The Greenbelt Route was recognized as an Ontario Trail of Distinction, as part of Ontario150. As a Trail of Distinction, the Greenbelt Route is a signature destination for cycle tourism.

In connection with the Ontario150 Celebrate By Bike partnership with Foundation grantee the Waterfront Regeneration Trust, 15 community cycling events took place across Ontario in connection with the Greenbelt Route and the Waterfront Trail. The program celebrated Ontario's rich cycling opportunities and created legacy itineraries for cyclists to experience all that Ontario has to offer.

Along with cycling, the Foundation invested in enhancing our recreation planning platform – Greenbelt Explore. With thousands of customizable points of interest, over a dozen cycling itineraries, and 21 Greenbelt Walks, Greenbelt Explore is the first stop for any recreation adventure in the Greenbelt.

TOP 5 FOUNDATION
SUCCESS STORIES

Humber River Protected by the *Greenbelt*



Permanently Protected Urban River Valleys

We're making it official. With the installation over 70 signs in 3 communities in Durham, York and Peel Region, the Foundation is celebrating the permanent protection of urban river valleys. Connecting headwaters in the Greenbelt with urban communities and the Great Lakes, urban river valleys are the backbone of our region.

But we're not stopping here! We engaged tens of thousands stakeholders and friends to participate in provincial consultations to grow the Greenbelt even more to protect important water features in Simcoe, Wellington, Brant, Guelph, Brantford, Waterloo and Dufferin. More than 12,474 joined in our Telephone Town Hall to protect water. Our friends attended community meetings, signed petitions, and wrote letters to share their views on this important next step for the Greenbelt.



Valuing Green

Our natural resources are working hard to provide tangible benefits and vital services that we rely on everyday. The Foundation is investing in projects that promote conservation and enhancement of natural features, not only for the obvious environmental benefits but for economic reasons, too.

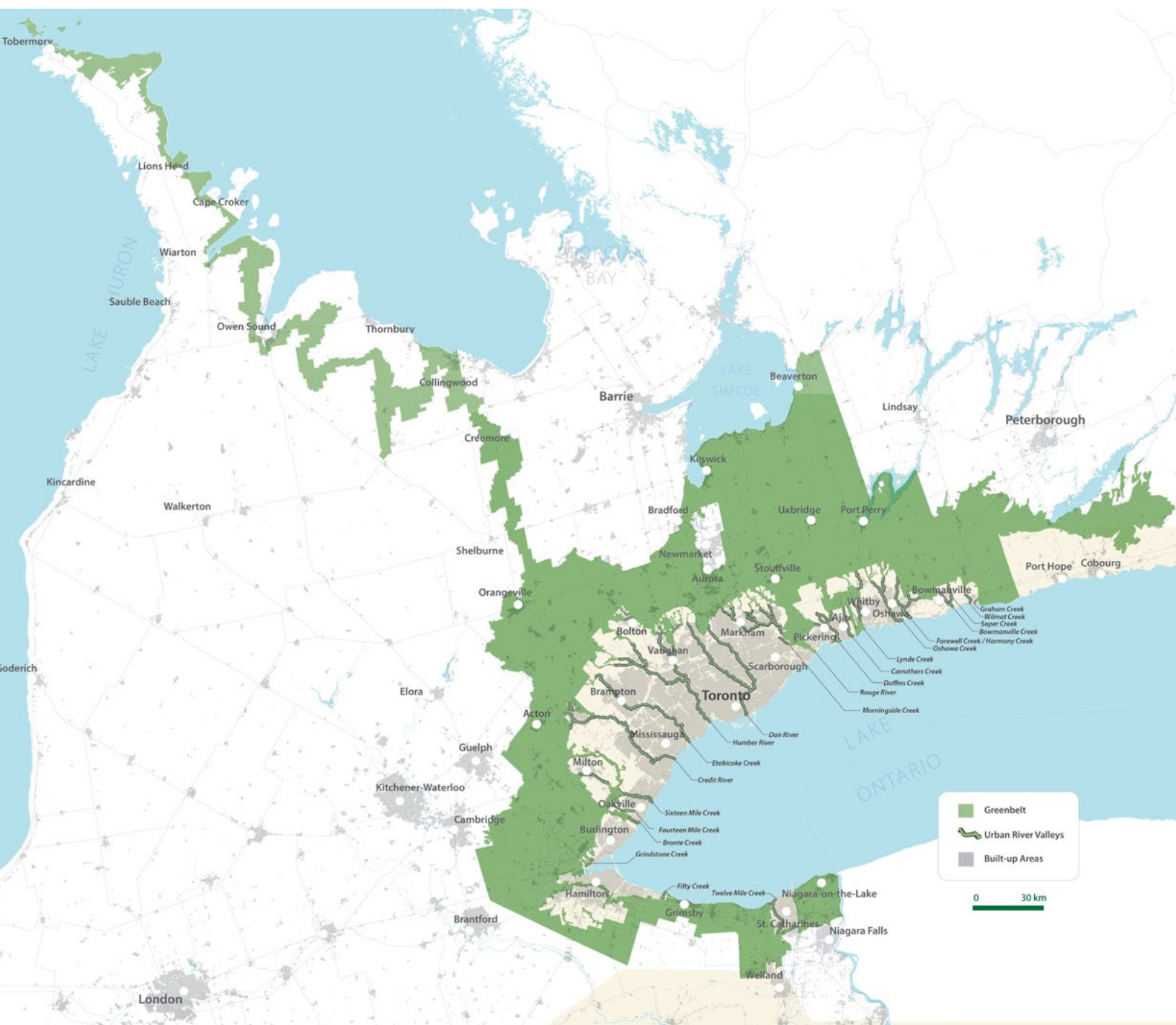
With a Greenbelt Foundation grant, the Municipal Natural Asset Initiative pilot successfully helped two municipalities evaluate the economic value that green infrastructure like wetlands and forests contribute to their communities. These values can now be integrated into the municipalities' financial framework, so that the flood protection benefits from wetlands are accounted for and invested in. This pilot is now expanding to more municipalities, as part of the Foundation's investment through Grants and Research to value and enhance green infrastructure across the Greenbelt.



Friend of the Greenbelt Award

We celebrated the terrific work of the Advisory Panel for the Co-ordinated Review with this year's Friend of the Greenbelt Award. At a reception hosted by Lieutenant Governor Elizabeth Dowdeswell, we presented the award to the Hon. David Crombie (Chair, Advisory Panel), Keith Currie (President, Ontario Federation of Agriculture), Debbie Zimmerman (President, Ontario Grape Growers), Leith Moore (Principal, Waverley Projects), Rae Horst (Former CAO, Credit Valley Conservation), and John Mackenzie (CEO, TRCA).

The Panel's landmark report set the stage to strengthen the protection of Ontario's Greenbelt. As we plan for unprecedented growth in our region, the recommendations from the Advisory Panel will ensure that the Greenbelt is protected, the agricultural sector continues to thrive, and our communities grow as smart, sustainable neighbourhoods.



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.



Greenbelt Staff - Celebrating the Greenbelt's Birthday
Greenbelt Staff - Enjoying time in nature



David McKeown, Hon. David Crombie, Edward McDonnell
- Friends of the Greenbelt Award event

Foundation Staff

Amanda Nasturizo Program Coordinator & Designer (former)
Andrea Herrera Betancourt Program Coordinator & Designer (former)
Andreea Nicoara Communications Coordinator
Anna Golovkin Research & Policy Analyst (former)
Brenna Owen Digital Media Assistant (former)
Burkhard Mausberg CEO (former)
Edward McDonnell CEO
Erica Woods Communications Manager
Felix Whitton Senior Program & Engagement Lead (former)
Gabriela Ayala Soto Program Coordinator & Designer
Jason Rombouts IT Manager
Kathy Macpherson VP Research & Policy
Kayla Couture Communications and Operations Assistant (former)
Megan Hunter Director, Engagement & Digital Strategy
Michele Jenkinson Accountant
Mohammad AbelHameed Grants Assistant (former)
Namgyal Dolker Executive Assistant
Phaedra Maicintis Research & Policy Assistant
Shelley Petrie Program Director
Susan Murray VP Communications & Operations
Tamlyn Stuurman Project Assistant
Thomas Bowers Research Manager
Veronika Kubik Digital Media Assistant

Foundation Advisory Committee

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Nicola Ross Woodrising Consulting Inc.
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.

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Mary McGrath GreenLearning Canada Foundation
Ray Duc Owner of Forrer Farms Inc
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.

\$100,000 / 2 years

Credit Valley Conservation Foundation

Credit Valley Trail Master Plan
cvc.ca/cvc-foundation

\$45,000 / 1 year

Midhurst Ratepayers' Association

Simcoe County Greenbelt Coalition
simcoecountygreenbelt.ca

\$38,164 / 5 months

Bruce Peninsula Biosphere Association

Greenbelt Restoration Strategy for the Bruce Peninsula
bpba.ca

\$37,930 / 1 year

EcoSpark (Oak Ridges Moraine Partnership)

Grow the Greenbelt to Protect Our Water
ecospark.ca

\$35,000 / 6 months

Park People

Greenbelt Urban River Valley Connector Program
parkpeople.ca

\$30,000 / 1 Year

Foodshare

Greenbelt Farmers' Market Network 2017
foodshare.net

\$25,000 / 10 months

National Farmers Union—Ontario

Mobilizing Farmers
nfuontario.ca/wpr

\$25,000 / 10 months

Langford Conservancy

Community Organizing to Grow the Greenbelt
lconserv.org

\$16,750 / 3 months

Alternatives Journal/Alternatives Inc.

Greenbelt Expansion in Waterloo Region and Guelph/Wellington
alternativesjournal.ca

\$15,000 / 1 year

Grape Growers of Ontario

2017 Celebrity Luncheon
grapegrowersofontario.com

\$10,760 / 3 months

Wellington Water Watchers

Expanding the Greenbelt in the Grand River Watershed
wellingtonwaterwatchers.ca

\$10,500 / 1 year

Toronto Environmental Alliance

Celebrating the "Greenbelting" of Toronto's Urban River Valleys
torontoenvironment.org

\$10,000 / 6 months

Ontario Farmland Trust

Strengthening Farmland Protection
ontariofarmlandtrust.ca

\$8,080 / 3 months

Ecological Farmers Association of Ontario

Engaging Agriculture stakeholders in the Greenbelt Expansion Consultations
efao.ca

\$8,050 / 3 months

Ontario Farmland Trust

Protecting Farmland through Greenbelt Expansion
ontariofarmlandtrust.ca

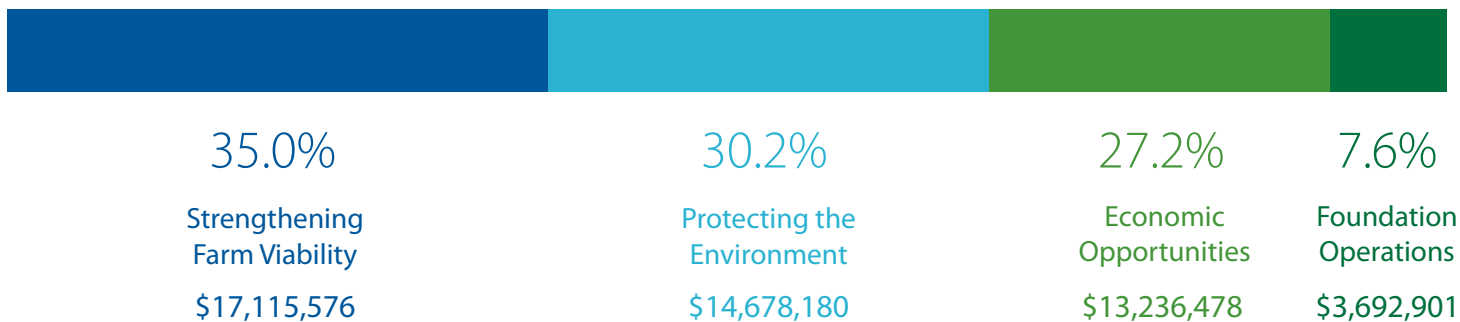
\$5,000 / 1 year

Canadian Environmental Grantmakers Network

Sustainable Cities
cegn.ca

FOUNDATION FINANCIAL REPORT

Foundation Activities 2005-2018



Total = \$48,723,135

Friends of the Greenbelt Foundation Condensed Financial Report 2017-2018

Income	
Investments	\$466,398
Personal, Corporate Contributions, Fundraising and Other	\$108,712
Total	\$575,110

Expenses	
Human Resources	\$1,192,347
Grants, Program Expenses & Research	\$845,406
Awareness & Education	\$253,349
Operating Costs	\$198,738
Professional & Legal Fees	\$68,213
Total	\$2,558,053

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