

2013



ECOLOGY OTTAWA ANNUAL REPORT

2013 Annual Report

ABOUT ECOLOGY OTTAWA

Ecology Ottawa is a not-for-profit organization working to make Ottawa the green capital of Canada. We believe that Ottawa residents are concerned about issues such as pollution, waste and global warming, and that they want sustainable communities where clean air and water, public transit, renewable energy, recycling and green space protection take priority. We are working with residents and community organizations to ensure that these concerns are heard at city hall.

Ecology Ottawa is registered in Ontario, Canada as a not-for-profit organization, #1715290.

Our Supporters

We would like to thank the many individuals and organizations whose financial support has helped see Ecology Ottawa through a seventh year of success and progress in our collective efforts to make Ottawa a more environmentally responsible city:

Our financial supporters: City of Ottawa's Community Environmental Projects Grant Program (CEPGP), Government of Ontario's Great Lakes Guardian Community Fund, Chez Lucien, Community Foundation of Ottawa, Echo Foundation, Human Resource and Skills Development Canada (Canada Summer Jobs/Career Focus Program), Hydro Ottawa, iSolara Solar Power, Lush Charity Pot, McLean Foundation, Ontario Ministry of Training, Colleges and Universities, Ontario Trillium Foundation (Future Fund/Community Grants), Salamander Foundation, YMCA, Jamie Benedickson, The Harold Crabtree Foundation, Ken and Debbie Rubin Public Interest Advocacy Fund, Sustainability Network, Mark's Choice, Tundra Tech, Promdemonium, Skyline Ottawa, terra20, Windmill Developments, the more than 100 members of our Protector's Circle and the thousands of individuals that made a financial donation

Our many volunteers, who supplied impressive skills and donated many hours in support of Ecology Ottawa public events and outreach, policy, research, publications and fundraising.



MESSAGE FROM THE EXECUTIVE DIRECTOR

I'll remember 2013 as the year when the Ecology Ottawa Community Network took root in neighbourhoods across the City of Ottawa and a new phase in our efforts to build a city-wide environmental movement was born.

The idea behind the Ecology Ottawa Community Network is simple. There are about 150 distinct neighbourhoods in the city and we want to develop a handful of local leaders in as many of these neighbourhoods as possible. Local leaders are volunteers from a given neighbourhood who work on city-wide Ecology Ottawa campaigns and projects but focus their efforts at the neighbourhood level.

Developing this kind of distributed leadership will put Ecology Ottawa in a position to better support and work with over 600 volunteers that have already signed-up with Ecology Ottawa.

As you can see in this report, the results are already being felt. Local leaders are protecting streams, organizing tree plantings in their local parks and conducting active transportation audits of their neighbourhood. They are working to build the kinds of sustainable communities that they want to live in while simultaneously laying the groundwork for a city-wide campaigning infrastructure that will help promote environmental leadership at City Hall.

Perhaps most importantly, Ecology Ottawa is making a special effort to reach out to the satellite communities in Ottawa such as Orleans. Our various canvass teams knocked on every door in Orleans and Blackburn Hamlet in 2013, dramatically increasing our support and work in those areas. This is the kind of grassroots organizing that we are going to need to achieve our goal of making Ottawa the green capital of Canada.

We've got a lot of challenges ahead, such as stopping the proposed Energy East tar sands pipeline through Ottawa, but with the success of 2013 we are well positioned to make 2014 a breakthrough year. As always, a special thanks to the thousands of volunteer leaders and individual donors that contributed their time and money to Ecology Ottawa in 2013. You are the backbone of Ecology Ottawa and the heart of our success.

Graham Saul,
Co-founder and Executive Director

THE YEAR IN REVIEW

What We Mean By Community

Ecology Ottawa was conceived as a community-based and community-driven organization where people could come together to promote and pursue their vision of a healthy, environmentally sustainable place to live and work. This participatory way of working was amply demonstrated in 2013 by a range of campaigns and outreach activities that individuals and groups could invest in and adapt to their own vision of what would help make Ottawa the green capital of Canada.



Spotlight on Outreach

Ecology Ottawa continued to expand our base of interested and active supporters. Here are some highlights from 2013 of our growing reach in the community.

Ecology Ottawa Community Network

Launched in 2012 as a way to get people to come together to identify and take actions in their neighbourhoods to improve the environment, the Community Network took off in 2013 with the establishment of 15 Community Network Teams across the city: towards the west, in Beaverbrook, Bridlewood and Glen Cairn, Champlain Park, Hintonburg and Chinatown/Little Italy ... towards the south, in Alta Vista and Huntclub ... towards the east, in Orleans, Blackburn Hamlet and Vanier ... and in the core, in Lowertown, Sandy Hill, Centretown, Glebe and Old Ottawa East. The success of these teams relies on the commitment of community organizers who take the lead on volunteer action.

Theme areas – trees, healthy watersheds, active transport – helped shape the local initiatives that neighbourhood teams chose to take on in 2013, providing many ideal outdoor activities for volunteers and families (e.g. tree inventories, creek cleanups, walkability audits). Petitioning door-to-door helped find like-minded neighbours on important issues like a healthy urban canopy and making the streets friendlier for cyclists and pedestrians. Many of our campaigns, like Tree Ottawa, provided a focus for neighbourhood initiatives. The community network, a project of the Sierra Club of Canada Foundation, is also participating with other groups on important environmental action, like the ‘Depave Paradise’ initiative of Green Communities Canada.

This kind of grassroots action sends a clear environmental message to decision makers that Ottawans are interested in clean air, clean water and green space, and are willing to invest in making their communities healthier. Ecology Ottawa is looking forward to mobilizing an ever increasing number of neighbourhoods in 2014.

Outreach in Blackburn Hamlet and Orléans



At the end of 2012, Ecology Ottawa launched a new project to reach out to the more than 35 percent of the city’s population that lives in the satellite cities beyond Ottawa’s Greenbelt. After six years establishing a strong base in the downtown core and with the community network well launched, we knew it was time to start developing a meaningful base of support in suburban areas. Two communities were selected in the eastern end of Ottawa and this is what we accomplished over the course of the year.

Ecology Ottawa started with only 75 supporters in Blackburn Hamlet, mostly people who had signed one of our petitions. In March and April, an outreach team went door-to-door asking people to sign our petition to stop the dumping

of untreated sewage into the Ottawa River, and distributing pamphlets about meetings to discuss events and local environmental issues. By the end of April, the team had knocked on every door in the community (3,700+), obtained over 1,200 petition signatures and left over 3,500 flyers. Complementing this awareness raising initiative, a team of canvassers went door-to-door soliciting donations. The result ... our supporter base grew to over 1,000 ... people receiving our email action alerts grew from 25 to over 500 ... over 100 people were willing to make a donation ... and, following a neighbourhood meeting, a stream cleanup was organized and conversations begun with local residents about a tree planting initiative to mitigate the impact of the Emerald Ash Borer.

Moving on to the much larger area of Orléans, the outreach team knocked on an estimated 15,000 doors during the summer and fall, while the canvass team reached 20,000 to 25,000 doors over the course of the year. We were well received, with 800 new individual donors identified (up from 43) and over 1,200 people on our email list (compared to 300 prior to the outreach work). Our focus for 2014 will be building an active volunteer base and neighbourhood teams to address local environmental issues.

Eco Gala 2013



Ecology Ottawa hosted its 7th annual fundraising and community outreach dinner in early October, once again taking advantage of the harvest season to feature a chef-designed, four-course vegetarian meal based on local produce. Much of this produce was donated by 11 area farmers and prepared by a team of volunteers guided by Executive Chef Michael Blackie. The results of this collaboration were enjoyed by 500 diners, a significant increase over the 450 people who attended the previous gala. This sold out event was supported by 46 mostly business and private sector sponsors. Again this represented a significant increase in supporters over 2012 – well over 50% more.

The mixed audience of politicians, business people, environmentalists, bureaucrats, academics, activists, unionists, students, scientists and people with a keen interest in community issues came to meet and mingle. They were well entertained by celebrated Canadian musician Sarah Harmer, who generously gave her time and voice to the guests during dinner. They were also well informed by scientist Diana Beresford-Kroeger, whose keynote speech provided insights into the importance of trees for our local ecosystems and for human health.

As always, Ecology Ottawa used the annual dinner as an opportunity to acknowledge our most important resource – our volunteers. Rather than celebrating a few as “volunteer of the year”, Executive Director Graham Saul spoke about the importance of volunteers at all levels of the organization, illustrating his points with a selection of people who contribute their time, their skills and their energy to making Ecology Ottawa work.

Great Glebe GREEN Garage Sale



Another successful May was enjoyed by Ecology Ottawa on Bank Street on the sites of Kunstadt Sports and Rogers Plus as we once again helped people part with no-longer-needed items and discover new treasures at the annual Great Green Glebe Garage Sale. We like to think of our garage sale as a destination stop, featuring live music, food, a much valued water station, face painting for children and massage for tired people of all ages. Since its inception in 2008, this one-day, once-a-year event has raised over \$40,000, and enhanced Ecology Ottawa’s profile as a community-based organization.

The garage sale is also an important cornerstone of our annual outreach agenda. Not only does it give Ecology Ottawa an opportunity to “walk the environmental talk” of recycling and reusing; for example, significant time is spent by garage sale team volunteers arranging for redistribution of remaining goods at the end

of the day to worthy organizations – around 12 such groups in 2013. It also provides Ecology Ottawa with an important opportunity to engage with people in our environmental catchment area, given the garage sale attracts people from all over the Ottawa Valley and West Quebec. Volunteers are always on hand with information and petitions related to our work and various campaigns. In 2013, the Complete Streets Campaign, which had been launched in late March, benefited from such outreach at the sale.

Speaking of volunteers, Ecology Ottawa's garage sale participation would not be possible without the hundreds of people who volunteer their time planning for the sale, picking up, sorting and selling items, preparing and selling food and drink, and talking to folk. Nor would it be possible without the generous donations of partners like Loblaws, PODS, Frogbox and Vrtucar, and the close to 40 other organizational sponsors and community supporters. A true reflection of an engaged community at many levels!

Tools for Outreach

Volunteer database: In 2013, our database of people who had expressed interest in volunteering with Ecology Ottawa was updated. People were contacted and we now have a database of more than 600 active or potential volunteers with identified interest areas and skills.

Ecology Ottawa Updates: There are now about 10,000 subscribers receiving our biweekly electronic newsletter - more than 10% increase over 2012.

Our virtual supporters: In addition to our newsletter subscribers, Ecology Ottawa has 4,000 twitter followers (an increase of 33% over 2012) and 2,200 Facebook fans (almost 100% increase).



Spotlight on Campaigns



Ecology Ottawa uses a campaign approach to keep the citizens of Ottawa informed about issues with an environmental impact, as well as to give those interested an opportunity to take action on issues of particular concern to themselves and their neighbourhoods. This could involve signing a petition, attending an event, or organizing and participating in initiatives that improve the quality of life in your community as illustrated below:

Climate Change

According to the Federation of Canadian Municipalities, cities like Ottawa have jurisdiction over half of the greenhouse gasses released within their boundaries. Since its formation, Ecology Ottawa has been at the forefront of convincing city officials to take action on climate change. This year we were very pleased to see the mayor respect his commitment to hold a Greenhouse Gas Roundtable with interested citizens in 2013. In March, over 30 citizen groups attended an all-day session of presentations and discussion at city hall, which was notable from our perspective when Mayor Watson announced a recommitment to the city's climate change plan, including citywide greenhouse gas reduction targets.

However, a commitment only takes us part way along the path. In May, Ecology Ottawa made a presentation to the city's Environment Committee noting that the new climate change plan needed to be in synch with other planning processes underway in 2013 – the Official Plan, Transportation Master Plan and Waste Plan. Further, that public consultation and engagement were needed concerning the refresh of the Air Quality and Climate Change Management Plan.

So much of Ecology Ottawa's areas of focus, like trees and healthy watersheds, fall under the umbrella of climate change. However, climate change is a huge 'big picture' issue that we feel requires significant monitoring of municipal plans and action. In this Ecology Ottawa is very fortunate to have a full-time volunteer dedicated to overseeing this task.

Complete Streets

The Complete Streets concept helps ensure that safe and comfortable access to streets for pedestrians, cyclists and public transit users of all ages and abilities is an integral part of the planning process for roadways. In March 2013, Ecology Ottawa, together with other groups like Walk Ottawa, Citizens for Safe Cycling and Green Communities Canada, launched a campaign with the aim of encouraging the City of Ottawa to include a Complete Streets policy in its updated Transportation Master Plan. Over 3,200 signatures collected on a petition were handed over to Keith Egli, the chair of the city council's transportation committee. Ottawa's draft master plan, tabled in October, included this forward thinking policy, which will enhance transportation options for all users.

Ecology Ottawa, with the Lowertown Community Association, also undertook a walkability audit in that community and released a report in September with recommendations calling for safer and more accessible streets in Lowertown. An Elgin Street audit was organized in collaboration with the Centretown Citizens Community Association and a second, Bank Street audit was organized in Centretown in the fall of 2013.

TarFree613



In June, the Ottawa Citizen released a map showing the proposed route through the south end of Ottawa and across the Rideau River that over a million barrels a day of tar sands oil would take if TransCanada Corp gets approval to retrofit a natural gas pipeline into a pipeline to carry crude oil to the east coast of Canada for export. Within days, over 1,000 people signed our petition to say "no" to this pipeline. Within months, over 1,000 people joined us at events across the city to demonstrate their opposition, including a Rally for the Rideau River in September and an evening in October with Nobel Peace Laureate Jody Williams, Joanna Kerr from Greenpeace Canada, Julia Sanchez from the Canadian Council for International Co-operation and Tinda Sebe-Sikaneta, a Stittsville-based

community organizer, to discuss climate change and the Energy East pipeline.

This represents an important environmental issue for Ecology Ottawa and the citizens of Ottawa and the surrounding region. If there was even a single spill from such a pipeline, it could devastate aquifers, poison our city's water supplies, shut down the Rideau River and affect the health of people in the area.

Tree Ottawa



The vulnerability of Ottawa's trees has been much in the news and the public's awareness the past few years as the Emerald Ash Borer works its way through our region. This invasive pest threatens to destroy 25% of Ottawa's existing tree canopy. Tree Ottawa has been conceived as a community-based initiative to increase the scale and ecological diversity of the canopy in urban and rural Ottawa. There are three core pillars of this initiative – protect trees, plant trees and promote tree habitat – and we are engaging Ottawa residents, private companies and public organizations to be part of greening our community through programs like Adopt-A-Tree and the Great Ottawa Tree Map.

To celebrate the Tree Ottawa project and Ecology Ottawa's annual gala dinner in October, a single American Basswood was planted in Bingham Park in Lowertown by Diana Beresford-Kroeger, author, botanist and tree expert, and Sarah Harmer, activist and Juno Award-winning musician. Many other 'tree' ideas and activities were undertaken by our Community Network Teams during the year.

Water

In 2013, Ecology Ottawa continued monitoring and taking action on the dumping of sewage into the Ottawa River. Every year hundreds of millions of litres of sewer water tainted with untreated sewage is dumped directly into the river. The City of Ottawa has the **Ottawa River Action Plan** to stop this appalling situation and Ecology Ottawa is working to make sure there is funding available for the infrastructure needed (underground tunnels or tanks to capture overflow) to implement the plan. While there are commitments from all three levels of government to fund this work, it remains important to keep the pressure up so this commitment is reflected in budgets and action. This is an issue that clearly resonates in Ottawa and the region, as evidenced by the more than 10,000 signatures on our petition to stop sewage spills (up 33% over 2012).

Healthy watersheds is one of the core themes of the Community Network initiative. In 2013, community action was taken by a number of the network teams to clean up our area waterways:

- In Huntclub, there were two clean-ups of Sawmill Creek North – an initial one in the spring and a more thorough one in the fall with helpers from the Carleton University Services program.
- In Lowertown, our team worked with the Ottawa River Rowing Club and Ottawa Riverkeeper on a June clean-up of the Ottawa River east of Parliament Hill.
- Also in June, Orleans volunteers joined Friends of Petrie Island for a massive clean-up of that popular recreation spot.
- In Blackburn Hamlet, Green's Creek was cleaned up in September.
- In Old Ottawa East, volunteers from the community network and Carleton University Services program worked alongside the Rideau River Trail group in the fall to remove invasive plants from the shoreline.

FINANCIAL SUMMARY

STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2013

2013

2012

ASSETS

Current Assets

Cash	\$ 159,721	\$ 110,591
Accounts Receivable	91,579	444
Prepaid Expenses	2,050	1,044
	<u>\$ 253,350</u>	<u>\$ 112,079</u>

LIABILITIES & NET ASSETS

Current Liabilities

Accounts Payable & Accrued Liabilities	\$ 7,141	\$ 7,187
Deferred Contributions	162,797	54,014
	<u>169,938</u>	<u>61,201</u>

Net Assets

Unrestricted Net Assets Beginning	50,878	56,950
Net revenue (Expenditures)	32,534	(6,072)
Unrestricted Net Assets Ending	<u>83,412</u>	<u>50,878</u>
	<u>\$ 253,350</u>	<u>\$ 112,079</u>

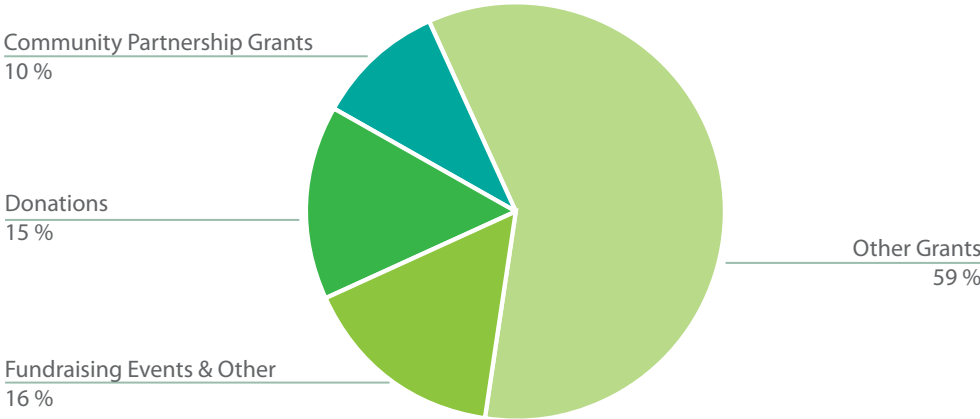
STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2013

REVENUE	2013	2012
Donations	60,780	62,449
Community Partnership Grants	41,375	75,375
Other Grants	239,918	140,246
Fundraising Events and Other	65,552	65,073
	\$ 407,625	\$ 343,143
EXPENDITURES		
Program Support	67,983	45,738
Community Partnership	43,337	75,375
Community Outreach	21,262	30,374
Events and Action	53,240	46,754
Staffing	189,269	150,974
	375,091	349,215
NET REVENUE FOR THE YEAR	\$ 32,534	\$ (6,072)

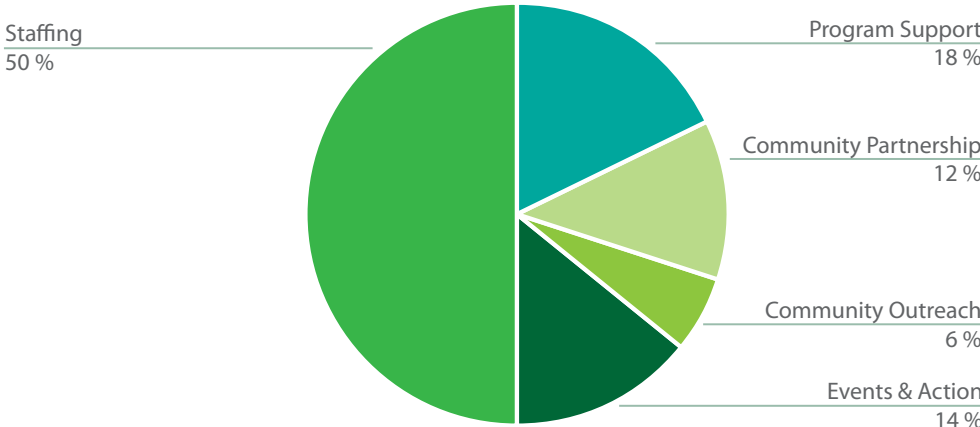
Ray Folkins, CPA, CA completed the 2013 Ecology Ottawa independent audit.

STATEMENT OF OPERATIONS

REVENUE



EXPENDITURES



WHO WE ARE

Steering Committee Members

Elizabeth Bernstein**	Maureen Hollingworth
Pam Foster	Irène Kumar
Heather Elliott	Roger Peters
Katia Gianneschi	Stefan Reinecke**
Paul Hannon	Geoff Stiles
Karen Hawley [until April 2013]	Jo Wood
Charles Hodgson**	Graham Saul (ex-officio).

** These members also serve on the Board of Directors of Ecology Ottawa

Staff

Trevor Haché, Policy Coordinator
Karen Hawley, Community Network Coordinator
Justin Palmer, Community Network Coordinator
Valentin Mueller, Administrative Coordinator
Ben Powless, Community Organizer
Graham Saul, Executive Director
Aaryn Zhou, Outreach Associate
Brigitte Boudreau-Cassidy, Volunteer Coordinator

Volunteer Leaders Who Worked from Our Office

Velta Tomsons, Lieneke Bakker, Cassidy Barril, Candice Battig, Amanda Allnutt, Erin McFarlane, Darby Iddins-Babin, Carla Sbert, Jose Dimayuga, Susan Miller, Fareha Muhammady, Celine Fu, Julia, Lars Wessman, Kirsten Butler, Alison Sydney, Leah Shields, Kai Wong, Monica Wu, Chelsea Bland, Alina Chaudhari.

Outreach Canvass Team

Harry Pilfold, Shaine Macleod (outreach canvass team leaders)

Canvassers: Cindy Gao, Brent Cotter, Kent Hall, Sarah Hoy, Erica Williamson, Maya Stewart, Allison Neil, Victoria Putinski, Cara Gooding, Vivian Xin Liu, Cassidie Baril, Marissa Auvaart, Joe Marquis, Amanda Allnutt, Mireille Ngoma, Julie Sagram, Alison Sidney, Tara Clarke, Leona Dennis, Alison Sidney, Anik Lauziere, Michael Keough.

Volunteer Coordinators

A list of several hundred volunteers interested in providing different types of support to Ecology Ottawa requires significant oversight. The following individuals volunteered their time in 2013 to ensuring this core aspect of our organization functioned smoothly:

Karen Hawley, Dominika Klosowska, Jessica Chang, John McLellan (volunteer coordination interns)

Consulting Services

Julie Jenkins, Accounting

Taras Mankovski, Website

Alastair Warwick, Network & Server Technologist

ECOLOGY OTTAWA



Get involved with Ecology Ottawa and help make our city the green capital of Canada.

We encourage you to:

- **Sign up for Ecology Ottawa Updates** (our electronic newsletter), at <http://eepurl.com/cj4Zj>. We will send no more than two updates a month, which provide information on local events and actions you can take to help protect Ottawa's environment.
- **Check out our Calendar of Events** at www.ecologyottawa.ca/calendar to stay informed about outdoor activities, film screenings, workshops, public meetings and other opportunities to get engaged locally on environmental issues.
- **Volunteer your time** with Ecology Ottawa. To find more e-mail: volunteer@ecologyottawa.ca, phone: 613-860-5353 or visit: www.ecologyottawa.ca/volunteer-corner.
- **Make a donation.** Ecology Ottawa is a legally registered, not-for-profit organization that relies on the financial support of people like you. Please make cheques out to Ecology Ottawa, and mail to:

For any inquiries or feedback, please contact:

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This annual report was designed by Maya Hum and printed and bound in Canada on 100% post-consumer recycled paper.