

GreenUP



2017 YEAR IN REVIEW

A message from the CHAIR



2018 marks my 20th year of involvement with GreenUP. Over this time, I have seen this organization respond to, and advance, important community conversations about what it means to live sustainably. There is much to learn from our experience, but we know that the future will challenge us to continue thinking and acting in innovative ways.

One of GreenUP's strengths has always been supporting localized action - at home, at work, and at school - and the need for this action-oriented approach is growing. We understand that everyone has a role to play in addressing issues like climate change, and GreenUP's programming creates the opportunity for people of all ages and abilities to get involved.

I want to thank GreenUP staff for their efforts to build our programming and capacity over the past year.

2018 will see some exciting developments at GreenUP, and in particular, at GreenUP Ecology Park, and I look forward to seeing the results of this work.

Sincerely,

A handwritten signature in black ink that reads "I. Bateman". The signature is fluid and cursive.

Ivan Bateman,
Chair, Board of Directors

A message from the ED



2017 was GreenUP's 25th anniversary. Over the years, so much has changed, but GreenUP has remained a critical resource in our community, offering impactful programming that addresses emergent concerns, enables meaningful citizen action, and supports long-term environmental sustainability.

As we confront complex, global challenges like climate change and biodiversity loss, the need for GreenUP's programs and services is increasing.

That's because our immersive educational programs, like those offered at Ecology Park, support children as they establish a caring relationship with our natural environment.

It's because our hands-on education courses, like Pedal Power and Wonders of Water, help youth develop the skills needed to live more sustainably.

It's because our transformative restoration projects, like DePave, Ready for Rain, and Sustainable Urban Neighbourhoods, provide residents with the opportunity to work together to increase the resilience of our city.

And, it's because our vibrant place-making projects, like Peterborough Pulse and NeighbourPLAN, encourage us to imagine a brighter and more livable future for our community and ourselves.

In isolation, the impact of each program can feel small, but when combined, they give me hope for a future that is more sustainable, equitable, and balanced. It is my sincere privilege to lead this organization, and to work alongside the exceptional staff, board members, and volunteers who make all of this possible. I look forward to an exciting 2018!

Sincerely,

A handwritten signature in black ink that reads "Brianna Salmon". The signature is fluid and cursive.

Brianna Salmon,
Executive Director | GreenUP



WATER

Ready for Rain Peterborough program converted 115m² of front lawn and boulevard in one Peterborough neighbourhood into beautiful rain gardens, using 345+ native plants



TRANSPORTATION

900 community members, including 80 workplaces, logged 31,500 sustainable transportation trips with Community Shifting Gears



WASTE

Recycle Rangers presented 41 waste reduction puppet shows in elementary schools across four local municipalities



RESOURCES

GreenUP Store sold 150 rain barrels displacing over 35,000 litres of metered water with free, natural rain water



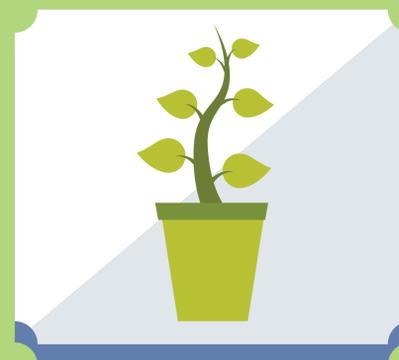
NATURE

25 Monarch butterflies were reared from caterpillar to adult phases, tagged, and released at GreenUP Ecology Park



ENERGY

More than 50 clients were advised on the benefits of making energy conserving upgrades to their homes



GARDEN

GreenUP Ecology Park Garden Market sales of native trees, shrubs, and plants, compost, and more increased 27.4 % in 2017



LIFESTYLE

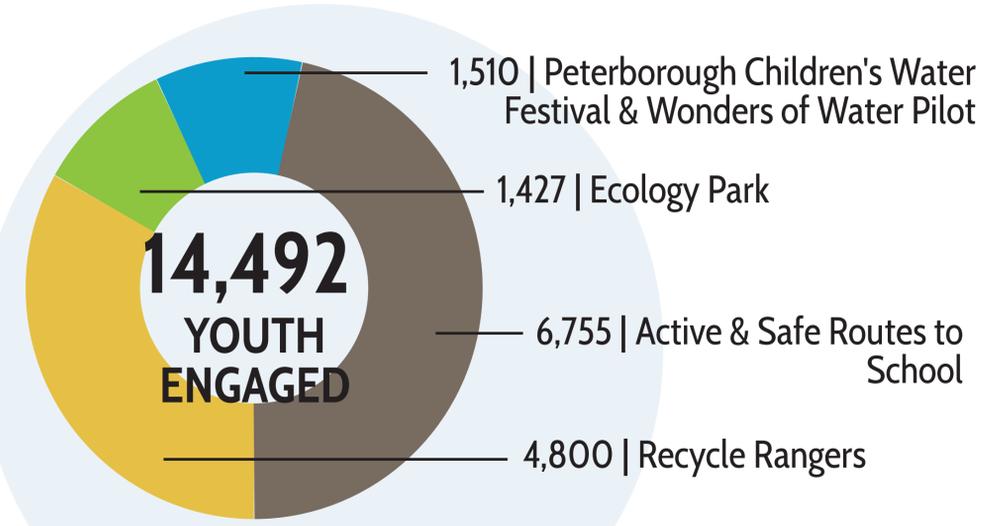
53 local consignors sell their hand made products in the GreenUP Store along with 300+ eco-friendly, organic, non-toxic, natural, up-cycled, reusable, fair trade products.



FOOD

Over \$1,600 of tomato, pepper, herb, and vegetable plants were grown in partnership with local students and sold at the Ecology Park Annual Plant Sale

EDUCATION & ENGAGEMENT



225 Grade 8 students participated in Transit Quest, using a free bus pass to attend local activities over the March Break

62 schools participated in GreenUP educational programming

YOUTH EDUCATION 2017



Over 10,000 people and 150 community groups participated in PULSE, an open streets event in downtown Peterborough.



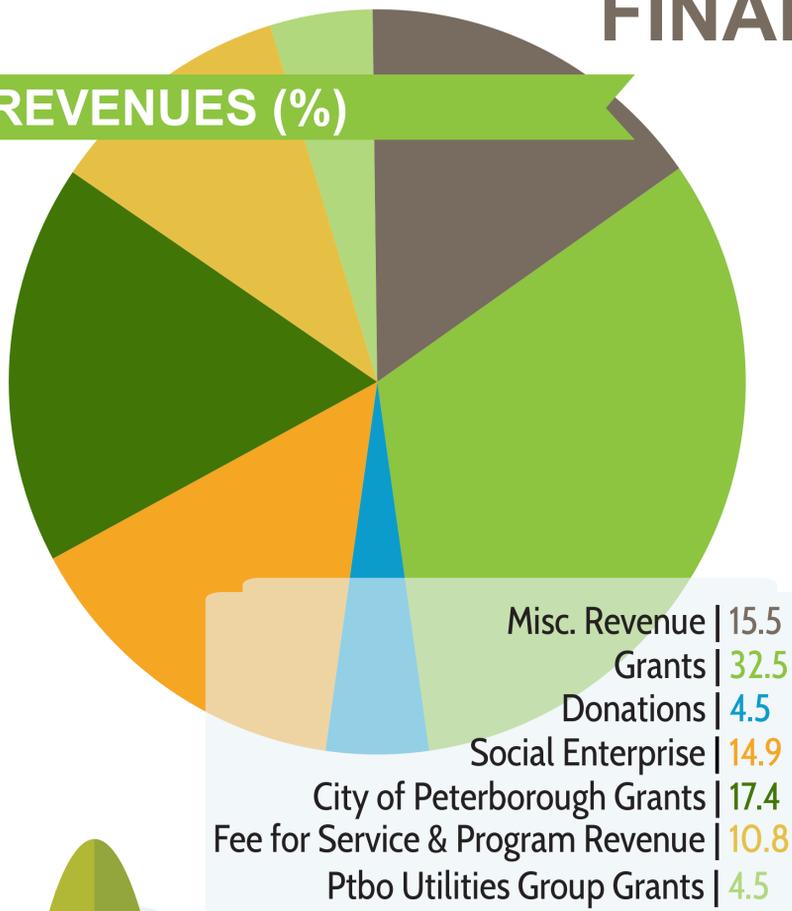
Local environmental hero, Cool Captain Climate performed for children at 11 elementary schools in support of Car Free Wednesdays programs



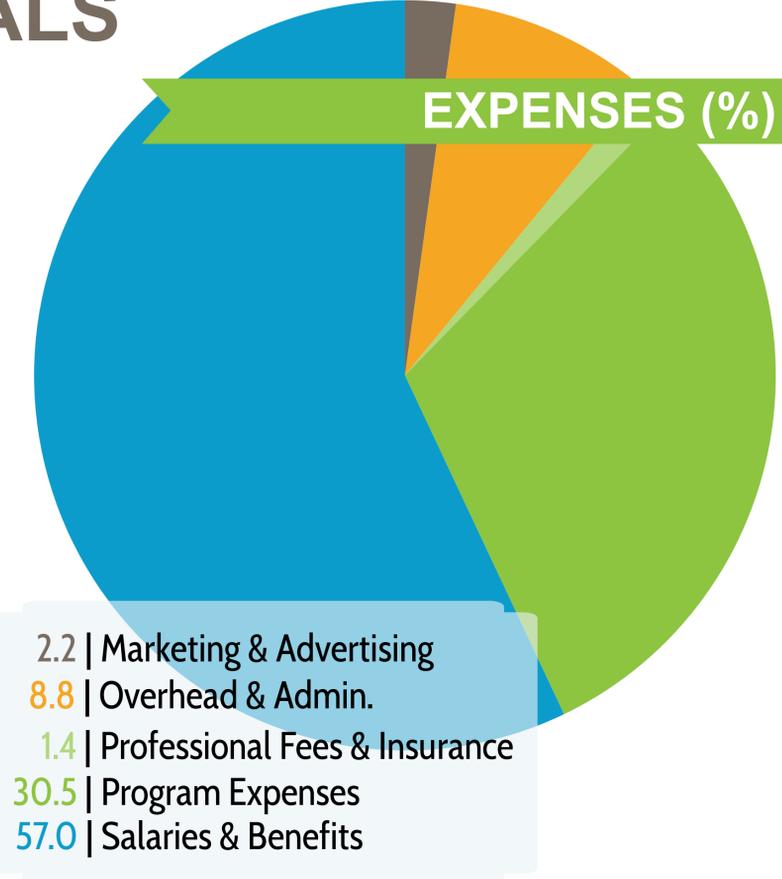
The number of Ecology Park Earth Adventures Summer Camp attendees **TRIPLED** in 2017 with 60 campers!

FINANCIALS

REVENUES (%)



EXPENSES (%)



207 native trees, 42 fruit trees, and 107 shrubs were sold to Peterborough area residents at the Annual Fall Tree Sale at Ecology Park with a 266.6% increase in sales.



The GreenUP Store & Resource Centre saw a 13.8% increase in gross sales in 2017 with gross sales totalling \$123,207.00

Thank you to the City of Peterborough and Peterborough Utilities Group for their sustained, annual funding contributions.

BOARD OF DIRECTORS 2017

CHAIR: Ivan Bateman
 VICE CHAIR: Bruce Kidd
 TREASURER: Kevin Mulligan
 SECRETARY: Tammy Williams

Dr. Ramesh Makhija
 Jackie Donaldson
 Katherine Jordan
 Scott Murison

Bill Astell
 Martin Parker
 Shelley Strain

Fundraising Update 2017/18



In 2017, GreenUP launched its first capital campaign – the Growing Ecology Park Five-Year Investment Campaign.

The Campaign will support the development of key facilities at the Park, and will ensure that we are able to strengthen and expand our capacity to offer renowned environmental programs and services.

The generosity demonstrated by our donors during the first year of the Campaign has been heart-warming, and we are thrilled to be able to announce that, in 2018, we will be able to move ahead with the first phase of construction!

The redevelopment and expansion of our existing Children's Education Shelter will create a beautiful outdoor classroom and teaching space at Ecology Park, and will support programming for the next generation of students.

As we continue fundraising to support further developments in 2018 and beyond, we are buoyed by the support of this community.

We are grateful for your donations, and we're excited to see the transformations that they enable. Thank you.



\$20 - \$199

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Andra McCartney
Anne Jones
Anne Trudell
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Barbara Pearce
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Beverly Meyers
Brian Bulger
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Cam Douglas
Cathy Mitchell
Charlie Martin
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Christie Gilbertson
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David Patton
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Eleanor Rath
Elizabeth Dell
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Laura Keresztesi
Lindsay Stroud
Marcie Bamber
Margot Innes
Marilyn Freeman
Marjorie McDonald
Martin Hickey
Martin Parker
Mary Steele-Thomas
Meritquarter
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Michael Walters
Nadia Bock
Nadine Changfoot
Nansi Harris
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Naomi Stock
Nicolette Godwin
Quinn McGlade-Ferentzy
Ravi-Inder Soligo
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Richard Straka
Robert & Margret White
Robert Paehlke
Robert White
Ron Pettes
Shannon Anderson
Sharon Coones
Stephen Collette
Tessa Nasca
Tracey Brailsford
Wendy Marrs

\$50,000+

Anonymous Donor

\$25,000 - \$49,999

Sue Sauve & Ian Attridge

\$5,000 - 24,999

Barron Cowan Foundation
Community Foundation
of Greater Peterborough
Laurie & Bonnie Dawe

\$1,000 - \$4,999

Kim & Mark Zipple
Linda & Al Slavin
Richard Steinginga

\$500 - \$999

Bill Astell
Fred Doris
Grant & Emma Murphy
Ivan Bateman
Stephen Hill

\$200 - \$499

Brianna Salmon
Bruce Kidd
Dennis Murray
Drew Monkman
Elwood Jones
Green Optical Eyewear
Jackie Donaldson
Katherine Jordan
Marit Munson
Otonabee College Cabinet
Paul Cragg
Peggy Gilbert
Peter van Katwijk
Ramesh Makhija
Robert Jacka & Kathleen Church
Stephanie Reeder

New in 2017



PETERBOROUGH KAWARTHA HALIBURTON

Sustainability Education Network

Located on Michiisagiig territory | A UNU Regional Centre of Expertise

GreenUP is proud to be a founding member, and the first host organization, for the Peterborough-Kawarthas-Haliburton Regional Centre of Expertise (RCE) in Sustainability Education.

Designated by the United Nations, RCEs showcase how effective local action can contribute to global change. This designation recognizes the exceptional programs and partnerships that exist across our region, and also celebrates the organizations – like GreenUP – who make it happen. As one of only 8 RCEs in Canada, we were fortunate to secure a Seed Grant from the Ontario Trillium Foundation to support partnership development and the creation of a Collaborative Action Plan during our first year as a network.

As our RCE network grows, GreenUP is excited to continue supporting this international movement toward collective and effective action.



In association with Toronto Regional Conservation Authority's Sustainable Neighbourhood Retrofit Action Plan (SNAP) program and funded by the Ontario Trillium Foundation, SUN is a collaborative, neighbourhood-based solution for urban renewal and climate action. It prioritizes community-led interests and aligns them with local plans to achieve significant outcomes.

SUN is connecting and working with residents, neighbourhood groups, and community partners in two Peterborough neighbourhoods to create, offer, and implement a menu of sustainable actions that meet the unique priorities of each neighbourhood, in the public and private realms.



Modeled after Active Neighbourhoods Canada and funded by the Ontario Trillium Foundation, The NeighbourPLAN program supports and engages citizens in three Peterborough neighbourhoods, Brookdale, Downtown Jackson's Creek, and Talwood, to develop the tools, confidence, relationships, and language necessary to influence the services and programs in their neighbourhood and to inform local participatory planning processes.



CRA No 139850002 R0001

info@greenup.on.ca
www.greenup.on.ca

