



*Growing*  
**ECOLOGY**  
**PARK**

*A five-year investment campaign*

*... for a future  
that flourishes.*





*"I love Ecology Park because it teaches me about different plants, animals, and habitats. I love that Ecology Park is a forest in the middle of the city with a pond where you can see butterflies - and my friends are there!"*

**ANNABELLE | AGE 9**  
Earth Adventure Camper

# *Growing capacity* *at GreenUP Ecology Park*

For more than 25 years, GreenUP has been leading the development of innovative, relevant, and diverse programs that have a lasting impact on the health of our environment.

During this time, GreenUP Ecology Park has been a critical site of environmental discovery and immersion for tens of thousands of children - **a generation of impact!** And, for children like Annabelle, who attended our Earth Adventures camp, this experience is transformative - helping her to develop a caring and sustaining relationship with our planet.

The Ecology Park tree nursery and garden market is also a trusted source for healthy, locally grown plant stock, and a resource for ecological gardening practices. Each year we experience a greater demand for resilient, native species from gardeners and organizations across the region.

However, without needed repairs and development, the aging infrastructure at Ecology Park will not be able to support this kind of programming or meet this growing demand.

**As we look toward the future, it is vitally important that we strengthen and expand our capacity to offer our renowned environmental programming and services.**

Learn more about how you can give today.

# Campaign Goals

The *Growing Ecology Park* campaign will develop facilities that expand and deepen our environmental education programming. It will also build the infrastructure necessary to increase the capacity of our native plant and tree nursery while ensuring our operations demonstrate best practices in sustainable horticulture.

**These projects will advance four key goals:**



## ACCESSIBILITY

Increase access and enable greater use of the space by all



## SUSTAIN CAPACITY

Ensure that activity can be sustained on-site



## HEALTH & WELLBEING

Develop facilities that support healthy, fun & active play



## MAXIMIZE IMPACT

Maximize the impact of our programming at this site

# Recognizing our Donors

There are many ways you can support *Growing Ecology Park*. In time, we anticipate the broader community will want to be part of this campaign, but our success depends on leaders like you to help launch us in the right direction.

The following pages outline naming opportunities that will ensure the success of essential phases of our plan. GreenUP looks forward to working with you to recognize your important contribution and celebrate the immense value you bring to our community.

Named gifts can be made as multi-year pledges. For more information about making a major pledged gift, please refer to GreenUP's Pledge Policy.

Recognition will remain named for a period of 15 years.



**GEORGE & AYLA**

Tagging and releasing butterflies  
at GreenUP Ecology Park

# STRAW BALE GREENHOUSE

The development of a greenhouse facility would significantly extend our growing season and increase our capacity. This facility would also be a unique and needed model for sustainable greenhouse construction in Canada.



\$350,000

# CHILDREN'S EDUCATION SHELTER

**Completed  
in 2018!**

The redevelopment and expansion of our existing Children's Education Shelter will create a beautiful outdoor classroom in Biology Park. This new shelter will ensure that we can continue to offer high-quality programs for the next generation of students.

**With funding from  
local donors**



\$100,000

\$85,000



BARRIER-FREE  
WASHROOM

The construction of a barrier-free washroom will help to ensure that we are able to accommodate the needs of our classes and community groups that design programs, and that we are able to meet the needs of visitors with disabilities.

**To be completed in 2020!**

**With funding from the Government of Canada**

\$60,000



ACCESSIBLE  
PATHWAYS

The installation of accessible permeable pathways will link the Ecology Trail to the Young Trails Canada Trail, and will provide visitors and program participants to access key facilities at the Park with greater ease and independence.

**To be completed in 2020!**

**With funding from local donors**

\$45,000



NATURALIZED  
PLAYSCAPE

The development of a naturalized playscape will help children build their confidence and learn about nature through creative outdoor play. This playground will demonstrate the potential to create rich and supportive spaces for play and discovery.

# Named Gift Opportunities

\$30,000



IRRIGATION  
SYSTEM

A modern, sustainable irrigation system will allow us to reduce water consumption, increase the productivity of our land, and reduce the stress experienced during drought.

**With funding from  
th Ontario Trillium  
Foundation**

\$20,000



PERMEABLE  
FLOORING

The addition of permeable flooring in our newly constructed Children's Education Centre will ensure this space can be safely and easily accessed by children of all ages and abilities, including by persons using mobility devices.

**With funding  
from local donors**

\$15,000



SOLAR LIGHTING  
SYSTEM

The installation of solar panels on our Children's Education Shelter will help light the building and help us reach our students on their bus routes. This will extend our available seating for our programming, particularly during poor weather, and enhance safety and security.

**With funding  
from LLF Lawyers**

**To be  
completed  
in 2019!**

**To be  
completed  
in 2020!**

**To be  
completed  
in 2020!**

*“I love Ecology Park because we can sit on a big log and see the birds and butterflies. At camp I really liked the string stories and when we played hide-and-go-seek in the trees. There are so many things I love to do at Ecology park - I can’t pick just one!”*

**ZACH | AGE 5**  
Earth Adventure Camper



# Frequently Asked Questions...

## **1. What are the timelines for construction?**

Phases of the *Growing Ecology Park* campaign will be developed when the necessary resources are secured. The Children's Education Shelter has already been constructed, and in 2019, we hope to be able to focus on the development of accessibility infrastructure, including the Barrier-Free Washroom, the Accessible Pathways, and the Permeable Foundation.

## **2. Does GreenUP own the land?**

GreenUP Ecology Park is on parkland owned by the City of Peterborough. This land is publicly accessible. GreenUP operates under legal agreement with the City, and has secured permission to accommodate the proposed developments.

## **3. What are your donor privacy practices?**

GreenUP is committed to protecting your privacy. We have a board-approved *Donor Privacy Policy* you can review at any time.

## **4. What are my rights as a donor?**

GreenUP is committed to best practices has adopted the official *Donor Bill of Rights*, which was developed and approved by leading international professional fundraising associations.

## **5. May I make a pledge to give over multiple years?**

Yes. For your convenience, GreenUP is accepting multi-year pledges directed toward this 5-year investment campaign. Our *5-Year Plan Donor Pledge Policy* outlines relevant details for interested donors and is also available on our website.

## 6. How will GreenUP recognize its donors?

All gifts exceeding \$500 will be recognized on our donor wall. Donors who choose one of our naming opportunities will be acknowledged at the site and on our donor wall.

## 7. Does GreenUP issue tax receipts?

Yes. GreenUP is a registered charity. You will receive a charitable tax receipt for income tax purposes within 3 weeks of when we receive the donation. Our charitable registration number is 13985 0002 RR0001. If you are making monthly donations through your bank account or credit card, your annual receipt will be sent out in January for the previous year.

If you make an online donation through CanadaHelps, you will receive a tax receipt immediately through their charitable registration number, which is subsequently transferred to us.

## 8. Can I give publicly traded securities, stocks, or mutual funds?

If you would like to make a non-cash donation to *Growing Ecology Park*, our Executive Director, Brianna Salmon (705-745-3238 ext. 203) would be happy to discuss this payment option with you. GreenUP also has an endowment held at the Community Foundation of Greater Peterborough, and gifts to this fund are also welcome.

## 9. How can I contact GreenUP?

You can contact Bev Bonner, GreenUP's Finance Manager, by phone at 705-745-3238 ext. 215, or by e-mail at [bev.bonner@greenup.on.ca](mailto:bev.bonner@greenup.on.ca). Our mailing address is 378 Aylmer Street North, Suite 4, Peterborough, Ontario, K9H 3V8.

**Charitable registration number is 13985 0002 RR0001.**

**Inspiring  
local action.**

**Building  
strong communities.**

**Creating  
lasting change.**

**greenup.on.ca**

