

2012



## ECOLOGY OTTAWA ANNUAL REPORT

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# 2012 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 support has helped see Ecology Ottawa through a sixth year of success and progress in our collective efforts to make Ottawa a more environmentally responsible city:

**Our financial supporters:** Chez Lucien, Environmental Defence, Human Resource and Skills Development Canada (Canada Summer Jobs/Career Focus Program), Hydro Ottawa, iSolara Solar Power, the Ontario Ministry of Training, Colleges and Universities, Ontario Trillium Foundation (Future Fund/Community Grants), Promdemonium, Skyline Ottawa, terra20, Windmill Developments, YMCA of Greater Toronto Area (Environmental Youth Internship Program), Canada World Youth, and our many individual donors, as well as in-kind contributions from Katimavik.

**Our many volunteers,** who gave more than 4,600 hours of their time in support of Ecology Ottawa public events and outreach, policy, research, publications and fundraising.



## Message From The Executive Director

For Ecology Ottawa, building a great city is about building community.

It is about taking the time to go out into neighbourhoods and find our friends so that we can begin a meaningful conversation about our respective hopes and plans for the city. In 2012, our local leaders knocked on over 30,000 doors and collected thousands of signatures on our petition to stop the dumping of untreated sewage directly into the Ottawa River. In the process we helped keep the momentum growing for action on this critical issue and watched our supporter base swell to almost 20,000 people across the city, about 7,500 of which now receive our regular email newsletter.

Our local leaders are also coming together within the Ecology Ottawa Community Network, the main public engagement arm of the organization. There are about 100 neighbourhoods across the City of Ottawa and we are building local teams in as many of these neighbourhoods as possible. We imagine a network of people taking concrete action at a local level while also working together on city-wide initiatives. This network took shape in 2012 and will be a major focus of our work in 2013.

Our local leaders, who volunteer their time with the organization, are the heart of Ecology Ottawa. They do everything: canvassing, cleaning up their neighborhoods and green spaces, fundraising through the Great Glebe GREEN Garage Sale and other events, observing and consulting with city council on issues related to pollution, transportation, renewable energy and much more. In 2012, we were thrilled to see their numbers rise by more than 50 percent over the previous year.

Beyond neighbourhood and individual leadership, Ecology Ottawa is also working to build a community of like-minded organizations who share a vision for the future. We were proud to help the Ottawa Renewable Energy Cooperative get off the ground in 2012 and we continue to reach out to groups across the region through the emerging Community Energy Network of Eastern Ontario.

It is an exciting time for our organization. 2012 was another breakthrough year and 2013 promises to be even better. We are grateful for all the time and energy that so many people dedicate and for the financial support that we receive from our institutional donors and the more than 2,000 individuals across the city that made donations in 2012.

Sincerely,

A handwritten signature in black ink, appearing to be 'G. Saul'.

Graham Saul  
Co-founder and Executive Director

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# THE YEAR IN REVIEW: Expanding Our Community

This year was one of tremendous growth for Ecology Ottawa in all respects. Our community base of support has continued to expand in new areas, sectors and neighbourhoods. Some highlights follow that show the nature and extent of this growth.

## Basic Tools for Action



**Booths:** Information booths provide an ideal way to engage our volunteers and raise our profile across many communities. In 2012, Ecology Ottawa had information booths at 47 events (more than double last year), including art & music, film, food, multicultural, pride and outdoor living festivals, eco-fairs, health and wellness expos, energy efficiency, renewable energy and green building fairs, volunteer opportunity fairs, community events & garage sales, high school & university events, and cycling events.

**Door to door:** We knocked on about 40,000 doors across Ottawa in 2012.

**Ecology Ottawa Updates:** There are now more than 9,000 subscribers to our bimonthly electronic newsletter up from 5,000 in 2011.

**Our virtual supporters:** In addition to our 9,000 subscribers, Ecology Ottawa has 3,000 twitter followers and 1,200 Facebook fans.

**Volunteers:** We now have a database of 600 people interested in volunteering for Ecology Ottawa in a myriad of ways, around 50% more than a year ago.

## Clean Energy Campaign



### Building Community Power

By the end of this two-year Ecology Ottawa program in the fall of 2012, 10 Community Energy Groups engaging over 380 volunteers had formed and were functioning across the city, each with its own initiatives to promote clean energy. For example, members of the team in Westboro have launched a program to encourage energy efficiency in homes, while a team in Kanata is working on a program to engage high school teachers and students in energy efficiency initiatives. Also key to this program was collaboration between groups and institutions to promote a clean energy agenda. Some examples from 2012: the June Solar Fair, a public awareness event that attracted over 400 residents, was organized through the 1000 Solar Rooftops network of key energy stakeholders in Ottawa; the Museum of Nature, Sierra Youth Coalition and Ecology Ottawa collaborated to host a training session for 25 teachers about energy issues.

### Community Energy Network of Eastern Ontario

Ecology Ottawa helped initiate the Community Energy Network of Eastern Ontario, which for two years has provided an opportunity for groups across the region to share information, ideas, promising practices, challenges and opportunities around renewable energy, energy efficiency and sustainability and to identify areas for collaboration. There are currently 91 member organizations of this network, up from 72 last year. Some concrete examples of positive collaborative results include: the City of Ottawa has agreed to conduct a feasibility study on a major program to provide financing for energy efficiency retrofits for homeowners; Eastern Ontario is leading the way in Ontario in terms of the amount of clean energy being fed into the grid through the Feed-In Tariff program; and, the successful launch of the Ottawa Renewable Energy Co-operative (more on this below). In addition, 20 mentorship opportunities were established during the year in partnership with the Ottawa Community Immigrant Services Organization and Social Planning Council.



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## Ottawa Renewable Energy Cooperative (OREC)

Through spreading the word and having actively involved members, both the Building Community Power and Community Energy Network of Eastern Ontario programs helped mobilize the community around the Ottawa Renewable Energy Cooperative (OREC), moving it from a pilot project to a fully functioning initiative by August 2012. Investing in community owned energy generation is being encouraged by the Government of Ontario, and OREC is one of the first Ontario co-ops offering equity investment opportunities in renewable energy. The co-op has raised about one million dollars in the form of investments from its members for such projects across Ottawa. This model has been shared across the region and has resulted in a second co-op being established, the Wintergreen Renewable Energy Cooperative.

## ANNUAL ACTIVITIES

### Eco Gala 2012



Ecology Ottawa hosted our annual fundraising and community outreach dinner on 24 October in a banquet centre near Mooney's Bay. This venue allowed for several improvements over previous dinners. First and foremost, there was space for 450 diners at the sold out event – a 50% increase over last year. The professional kitchen, staff and enthusiastic Ecology Ottawa volunteers allowed for the preparation of a four-course harvest meal created in collaboration with the executive chef from the Courtyard Restaurant, and based on donations of produce from Ottawa Valley farmers and other sponsors. As thanks for these donations, Ecology Ottawa organized volunteer teams to help out as 'farm hands' if needed in the

fall at the seven contributing farms. About 30 donors, sponsors and community partners made our field-to-table celebration of the local harvest a huge success. The larger venue also meant we could comfortably accommodate a dozen information booths featuring the fine work of like-minded environmental and community focused groups.

The evening was a true celebration of the importance of community. The audience was made up of people from a cross section of our city, including local businesses, unions, political parties, government, community associations and not-for-profits. We were particularly pleased by the representation from all levels of government. There were six city councillors, two provincial MPPs and six federal MPs in the audience.

Our feature speakers for the evening are leaders in Ottawa's environmental sustainability community: Jonathan Westeinde, founder of Windmill Developments, and Jeff Westeinde, co-chair of Invest Ottawa. Rather than delivering keynote addresses, Adrian Harewood of the CBC led the Westeinde brothers through a question and answer session, drawing on their insights as businessmen on how Ottawa could become a leader in protecting the environment.

Ecology Ottawa's Chair Graham Saul followed this inspirational and informative



exchange, striking the right note to end the evening with a speech that emphasized the theme of caring and the achievable goal of working together to "build a better city".

*...there is no better place to focus our energy than right here at home in our cities...there is nothing more important than the health of your community. There is nothing more important than working with other people to build the kind of neighbourhood that you want to live in.*

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## Great Glebe GREEN Garage Sale



Once again in May people from across the city and region demonstrated their community spirit – and love of great bargains – by participating in the annual Great Glebe Garage Sale. Ecology Ottawa enthusiastically contributed to the success of the day from our prime new location on Bank Street, and we experienced our best sale day to date, raising over \$7,000 for Ecology Ottawa and the Ottawa Food Bank. Our mix of bargains, food, entertainment and information attracted steady interest throughout the day.

How do we spell success?

- contributions from nearly 50 partners, sponsors and community supporters (including Kunstadt Sports and Rogers Plus who provided an amazing site, and Loblaws on Isabella who provided food for the BBQ)
- donations of unwanted items from more than 150 people from across the city
- 100+ volunteers who helped make the day happen by sorting, setting up, selling, cooking and cleaning up
- entertainment provided by four live bands, three live DJs, three break-dancers and over 75 kids from the Glebe Neighbourhood Activities Group who channeled their inner Barbara Streisand in a memorable flash mob performance
- welcome diversions provided for young and old by henna and face painting, massage, food and refreshments
- 1,000+ signatures on our petition to help prevent raw sewage overflowing into the Ottawa River

At the end of the day we donated leftover items to local organizations and charities that had expressed prior interest and a need for certain types of goods (like children's clothes). Since its inception in 2008, this one-day, once-a-year event has raised around \$30,000, and enhanced Ecology Ottawa's profile as a community based and community driven organization.



## Other Issues and Action

### Climate Change

Ecology Ottawa raised awareness and called for action to address climate change at City Hall throughout 2012. In June, a motion presented to the Environment Committee passed, which recommended the organization of a multi-sector roundtable to look at greenhouse gas reductions. By the end of the year the Mayor had committed to ensuring the roundtable would be scheduled before the end of March 2013. Given Ottawa's Air Quality and Climate Change Management Plan expired in 2012, we will continue to monitor the situation and work on this issue through the coming year.

### Ottawa River Action Plan



Ecology Ottawa launched our Ottawa River Action Plan Campaign on Britannia Bay in March. Working with two community associations, we chose an unconventional but eye catching way to highlight the dumping of raw sewage by the City of Ottawa into the Ottawa River, and the need for all levels of government to support and contribute to remedial action. The event garnered significant attention in local print, radio and TV media on issues affecting the health of our waterways. During the year we gathered more than 7,500 signatures on a petition calling on the upper levels of government to help fund the Ottawa River Action Plan, and got strong commitments from the provincial and federal governments to make money available in 2014.

### Transportation

In 2012, Ecology Ottawa formed of a strong team of six volunteers interested in transportation-related issues who undertook valuable research on the state of the city with regard to pedestrians, cyclists and public transit users. They found that for the past 11 years spending on roads in the City of Ottawa has been highly unbalanced, favouring roads designed to be conduits for cars rather than treating streets as important public places for every user.

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## Volunteer of the Year Awards 2012



Ecology Ottawa is never short of volunteers whose commitment exceeds our expectations. In 2012, we were rich in such people. Here's a quick summary of this year's 'volunteer[s] of the year', which were announced at our Eco Gala in October. Emily Diepenveen, Sarah Sayeed and Faezeh Khatami worked on bringing different aspects of our organizational systems up to scratch, including data management. José Dimayuga focused on grassroots organizing at the neighbourhood level. Jessica Dubinsky managed our growing volunteer base, ensuring it was well briefed and appreciated. Maude Warren-Paquin acted as the liaison with the French language CJFO and English language CKCU radio stations ensuring a regular supply of Ecology Ottawa segments on each.

# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

As At December 31, 2012

2012

2011

### ASSETS

#### Current Assets

Cash	\$ 110,591	\$ 108,993
Accounts receivable	444	4,764
Prepaid expenses	1,044	916
	<u>\$ 112,079</u>	<u>\$ 114,673</u>

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable and accrued liabilities	\$ 7,187	\$ 6,023
Deferred Contributions	54,014	51,700
	<u>61,201</u>	<u>57,723</u>

#### Net Assets

Unrestricted funds, beginning of year	56,950	39,019
Net revenue for the year	(6,072)	17,931
Unrestricted funds, end of year	<u>50,979</u>	<u>56,950</u>
	<u>\$ 112,079</u>	<u>\$ 114,673</u>

Ray Folkins, CPA, CA completed the 2012 Ecology Ottawa independent audit. A complete copy of the audited financial statements is available from the office upon request.

## STATEMENT OF REVENUE AND EXPENDITURES

### For the year ended December 31, 2012

REVENUE	2012	2011
Donations	62,449	62,273
Foundations	175,061	252,000
Grants	44,823	13,130
Government Support	21,136	37,588
Special Events and Other	39,674	28,634
<b>Total Revenue</b>	<b><u>\$ 343,143</u></b>	<b><u>\$ 393,625</u></b>
EXPENDITURES		
Administration	45,330	28,932
Events and Action	79,816	77,824
Education and Outreach	190,547	233,210
Resource Development	33,522	35,728
<b>Total Expenditures</b>	<b><u>\$ 349,215</u></b>	<b><u>\$ 375,694</u></b>
<b>Net revenue for the year</b>	<b><u>(\$ 6,072)</u></b>	<b><u>17,931</u></b>

The presentation of expenditures have been reclassified for the purposes of the Annual Report summary.

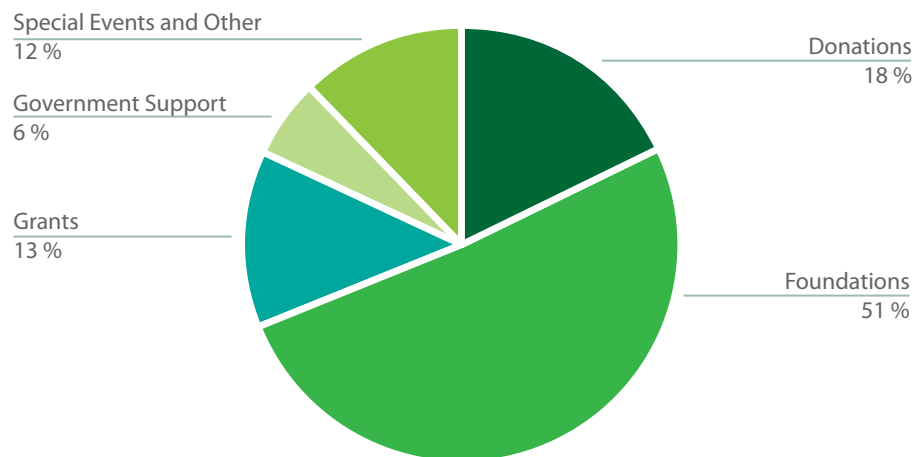


## STATEMENT OF REVENUE AND EXPENDITURES

### For the year ended December 31, 2012

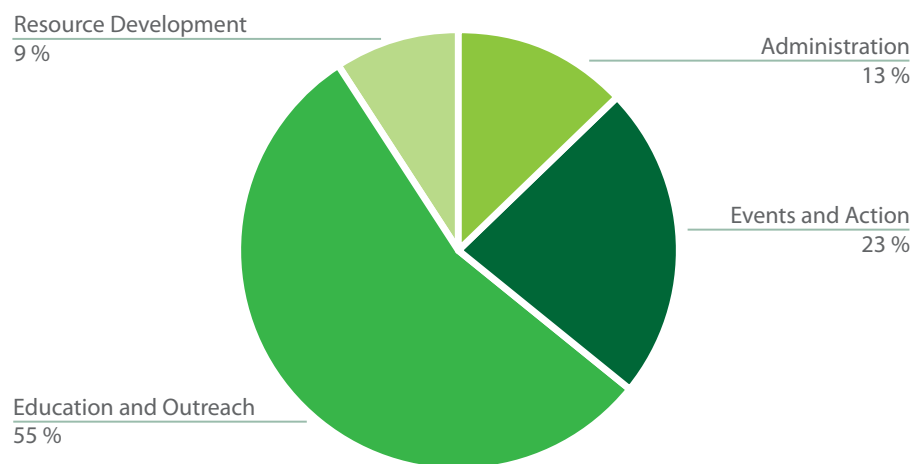
#### REVENUE

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#### EXPENDITURES

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# WHO WE ARE

## Steering Committee Members\*

Elizabeth Bernstein**	Roger Peters
Pam Foster	Stefan Reinecke**
Paul Hannon	Graham Saul [until October 2012]
Karen Hawley	Josh Snider
Charles Hodgson	Ian Thomson
Maureen Hollingworth**	Jennie Videto
Irène Kumar	Jo Wood

\* Our staff are ex-officio members of the steering committee

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

## Other Working Committees

Council Watch  
Personnel  
Public Transportation / True Cost of Roads  
Waste Diversion

## Staff

Janice Ashworth, Community Organizer  
Trevor Haché, Policy Coordinator  
Valentin Mueller, Administrative Coordinator  
Graham Saul, Executive Director [as of October 2012]

## Interns and Summer Students

Emily Diepenveen, Volunteer Intern  
José Dimayuga, Volunteer Intern  
Chantal Houde, Outreach Associate  
Maya Hum, Digital Skills Intern  
Bal Khaira  
Graham Lockett, Outreach Associate  
Caroline Mwangi  
Jenelle Orchard  
Justin Palmer, Community Network Coordinator  
Sarah Sayeed, Volunteer Intern

## Outreach Canvass Team

Harry Pilfold, Shaine Macleod  
Thom Bird, Patrick Bisailon, Jessica Chang, Mike Connors, Jose Dimayuga, Allan Dobrowolskyj, Kevin Donaghy, Cindy Gao, Kent Hall, Chantal Houde, Stefan Klietsch, Catherine LaBrecque, Jason Massett, Will Norman, Chan Qiu, Kathy Rodriguez, Alix Tabet, Samantha Woods, Cathy Zhang.

## 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 2012 to ensuring this core aspect of our organization functioned smoothly:

Jessica Chang  
Jessica Dubinsky

## Consulting Services

Roger Coady, 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](http://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](mailto:volunteer@ecologyottawa.ca), phone: 613-860-5353 or visit: [www.ecologyottawa.ca/volunteer-corner](http://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:

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