

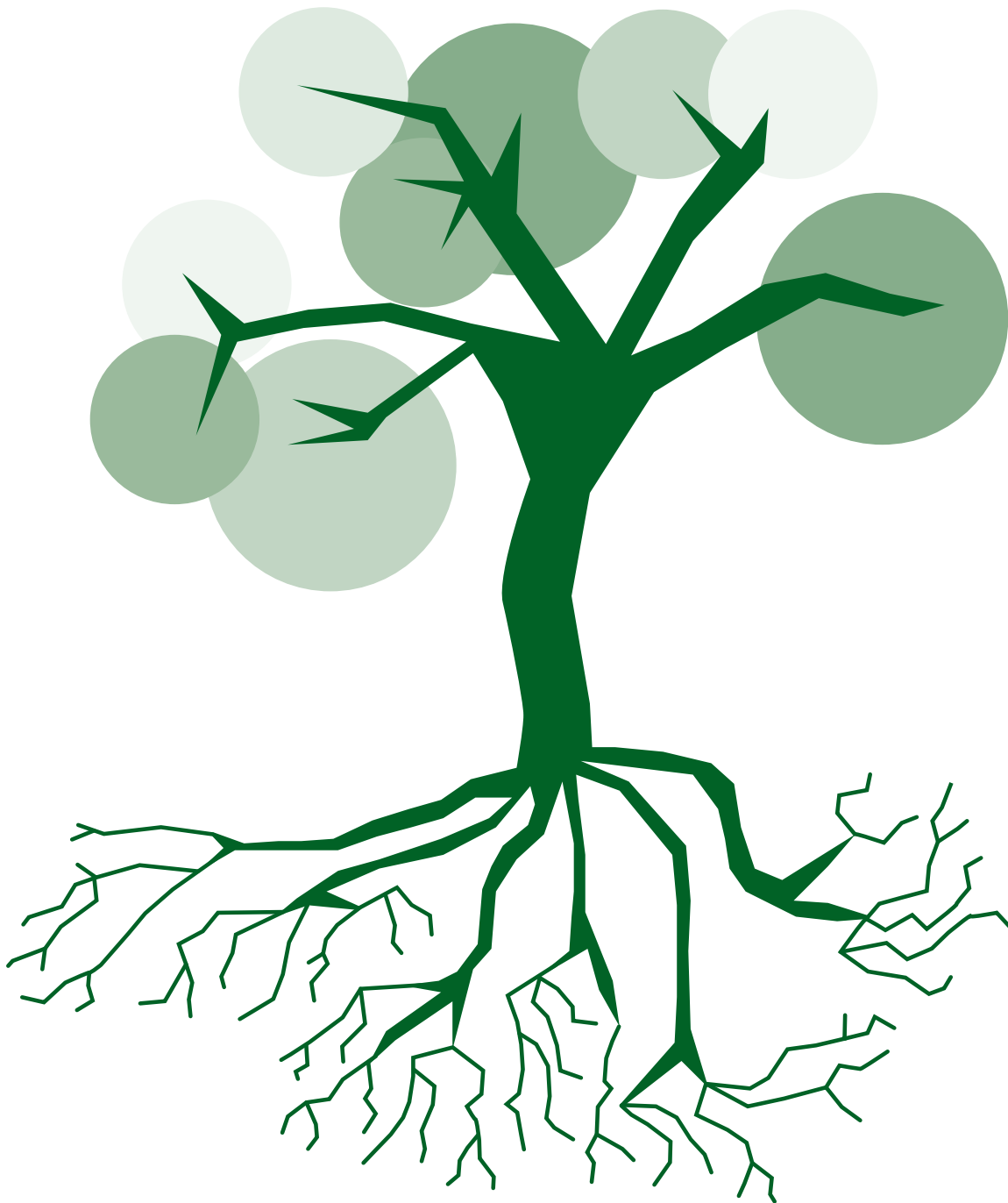
ECOLOGY  
OTTAWA



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OTTAWA

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*Putting Down Roots • Connecting People with Ottawa's Environment*





## About Ecology Ottawa

We are 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 clear 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.



## Message from the Chair

As we look back on Ecology Ottawa's first full year in operation, it is somewhat difficult to believe how much has been accomplished in such a short period. We moved from "this seems like a good idea" to "how can we ever keep up?" in record time. One thing has clearly emerged from this initial growing phase: Ecology Ottawa has struck a chord.

Our message that there is so much more the City of Ottawa can be doing to become "green" is sound. We see this from the more than 2,000 people who have signed on to receive regular news updates from Ecology Ottawa, from the hundreds of diverse people who want to volunteer for Ecology Ottawa (students, people with professional services to offer, civic-minded environmentalists), from other local organizations seeking to align with us around common causes, and from the individuals and organizations who are funding our work.

For a volunteer-driven group such as ours, this tacit endorsement of what Ecology Ottawa is and hopes to be in the coming years is particularly gratifying. It is one thing to feel you have a good idea and something to offer your city - it is another to see this feeling is shared by so many.

This is our story to date. We promise there is more to come in 2008.

Graham Saul, Chair

### *We would like to thank*

Ecology Ottawa would like to take this opportunity to thank the many individuals and organizations that helped make 2007 such a satisfying and successful year. This includes the Ontario Trillium Foundation, Mountain Equipment Co-op and the Community Foundation of Ottawa for their generous financial support, as well as our many individual donors and all those who volunteered their time and skills in countless important ways.

## Highlights To Date

### Sowing the seeds

Ecology Ottawa grew out of the idea that Ottawa would benefit from an organization that connected people in this city to opportunities to make a difference in how our local environment is treated. This concept evolved throughout 2006 in discussions by a group of like-minded people about the shape and focus of such an organization. By the end of 2006, Ecology Ottawa was ready to be launched in the community.

### Putting down roots

The most significant task for our organization in 2007 was to establish a strong organizational structure and diverse base of supporters.

- A steering committee of 18 members was formed to oversee Ecology Ottawa operations; this committee meets monthly.
- Events, policy, and council watchsub-committees, made up of volunteers and steering committee members, were established.

- Ecology Ottawa was incorporated as a not-for-profit organization.

- We raised tens of thousands of dollars in funding from individual donors, the Ontario Trillium Foundation, Mountain Equipment Co-op and the Community Foundation of Ottawa, and through two major fundraising events.

- Beginning in mid-2007, one part-time staff member was hired to coordinate events, community outreach and volunteers. This staff position quickly became full-time, and a second full-time staff member was hired as a research associate at the end of the year.

- We recruited over 100 Ottawa residents as volunteers. Volunteers logged thousands of hours organizing, writing, researching, staffing information booths

and participating in community events during 2007.

### Branching out

This year, we have engaged thousands of people across the city in the enjoyment and protection of their local environment.

Environmental Votes from November 2006 to October 2007

Issue	Overall Rank	Environment Canada	Green Party	Liberal Party	Conservative Party	NDP	Other
Climate Change	1	1	1	1	1	1	1
Water	2	2	2	2	2	2	2
Waste	3	3	3	3	3	3	3
Energy	4	4	4	4	4	4	4
Transportation	5	5	5	5	5	5	5
Environment	6	6	6	6	6	6	6
Health	7	7	7	7	7	7	7
Education	8	8	8	8	8	8	8
Immigration	9	9	9	9	9	9	9
Foreign Affairs	10	10	10	10	10	10	10
International Development	11	11	11	11	11	11	11
Indigenous Affairs	12	12	12	12	12	12	12
Labour	13	13	13	13	13	13	13
Justice	14	14	14	14	14	14	14
Human Resources Development	15	15	15	15	15	15	15
Seniors	16	16	16	16	16	16	16
Small Business	17	17	17	17	17	17	17
Trade	18	18	18	18	18	18	18
Telecommunications	19	19	19	19	19	19	19
Transportation	20	20	20	20	20	20	20
Environment	21	21	21	21	21	21	21
Health	22	22	22	22	22	22	22
Education	23	23	23	23	23	23	23
Immigration	24	24	24	24	24	24	24
Foreign Affairs	25	25	25	25	25	25	25
International Development	26	26	26	26	26	26	26
Indigenous Affairs	27	27	27	27	27	27	27
Labour	28	28	28	28	28	28	28
Justice	29	29	29	29	29	29	29
Human Resources Development	30	30	30	30	30	30	30
Seniors	31	31	31	31	31	31	31
Small Business	32	32	32	32	32	32	32
Trade	33	33	33	33	33	33	33
Telecommunications	34	34	34	34	34	34	34
Transportation	35	35	35	35	35	35	35
Environment	36	36	36	36	36	36	36
Health	37	37	37	37	37	37	37
Education	38	38	38	38	38	38	38
Immigration	39	39	39	39	39	39	39
Foreign Affairs	40	40	40	40	40	40	40
International Development	41	41	41	41	41	41	41
Indigenous Affairs	42	42	42	42	42	42	42
Labour	43	43	43	43	43	43	43
Justice	44	44	44	44	44	44	44
Human Resources Development	45	45	45	45	45	45	45
Seniors	46	46	46	46	46	46	46
Small Business	47	47	47	47	47	47	47
Trade	48	48	48	48	48	48	48
Telecommunications	49	49	49	49	49	49	49
Transportation	50	50	50	50	50	50	50



- The Ecology Ottawa website, which was launched in late 2006, features an events calendar that alerts people to local environmental events and opportunities for environmental action.

- Over 2,000 people signed up for Ecology Ottawa Updates - a bimonthly electronic newsletter that includes local environmental news updates, action alerts, and suggestions for simple actions people can take to lighten their environmental footprint.

- We established an Ecology Ottawa group on Facebook, the popular social networking site, to reach an even broader audience.

- Ecology Ottawa had information booths at the following events during the year: the Ottawa Eco-Stewardship Fair, local Earth Day celebrations, the Ottawa Organic Farmers Market, Feast of Fields, Imagine Ottawa Social Forum, the Green Energy and Transportation Show, the Lanark Art of Being Green Festival and the Ottawa Folk Festival. We distributed nearly 8,000 Ecology Ottawa pamphlets and other educational materials

events and though door-to-door visits by our volunteers.

- Ecology Ottawa partnered with Centretown Movies to show An Inconvenient Truth at its outdoor summer film festival.



Sign up for Ecology Ottawa Updates!



### **Growing urban environmental activism**

Ecology Ottawa has clearly established itself as a strong and active voice representing environmental concerns at city hall.

- Over 1,000 people from all wards signed Ecology Ottawa's Green Budget petition, which we presented, along with an analysis, to city council before the 2007 budget vote.
- We published a report, *How the City of Ottawa failed King Edward Avenue*, that helped spur the city's transportation committee to recommend a feasibility study on the possibility of permanently reducing the road from six to four lanes.

- Ecology Ottawa effectively engaged the local media to provide commentary on local environmental issues, with regular appearances in Ottawa's major radio, TV and print media.

### **Conclusion**

As we face 2008, we are poised to build on our great first year by launching several innovative new initiatives that will engage ever more residents in making Ottawa the green capital of Canada.



- In partnership with the Ottawa Local Group of the Sierra Club of Canada, Ecology Ottawa published *A Question of Leadership: An Environmental Report Card on Mayor O'Brien's City Council*, assessing councillors' decisions on environmental issues.
- As a member of the Ottawa Coalition Against Mining Uranium (OCAMU), we collected signatures for a petition urging city council to press the province for a moratorium on uranium mining in Ottawa's watershed; more than 500 people signed the petition.
- Ecology Ottawa supporters encouraged city council to pass the anti-idling bylaw, which was adopted in September.
- We participated in the city's Beyond 20/20 consultations, calling for the environment to be made a greater priority in Ottawa's future official plans.
- We began the process of identifying best practices in environmental policies in cities across the country, setting the stage for our upcoming series of "Greenprints" for a sustainable city.



## Financial Statement

### STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2007

#### ASSETS

##### CURRENT ASSETS

CASH	\$ 16,207
PREPAID EXPENSES	\$ 1,281
	<b>\$ 17,488</b>

#### LIABILITIES AND NET ASSETS

##### CURRENT LIABILITIES

ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$ 1,088
DEFERRED CONTRIBUTIONS	\$ 4,305
	<b>\$ 5,393</b>

##### NET ASSETS

BALANCE, BEGINNING OF YEAR	\$ 12,095
EXCESS OF REVENUE OVER EXPENDITURES	\$ 12,095
	<b>\$ 17,488</b>

### STATEMENT OF REVENUE AND EXPENDITURES FOR THE YEAR ENDED DECEMBER 31, 2007

#### REVENUE

DONATIONS	\$ 10,601
FOUNDATIONS	\$ 15,995
SPECIAL EVENTS	\$ 5,580
	<b>\$ 32,176</b>

#### EXPENDITURES

##### ADMINISTRATION

FUND RAISING	\$ 1,200
OFFICE AND GENERAL	\$ 996
PROFESSIONAL FEES	\$ 740
TELECOMMUNICATIONS	\$ 312
	<b>\$ 3,248</b>

##### PROGRAMS

EXHIBITIONS	\$ 1,198
EVALUATION	\$ 188
PROGRAM STAFF	\$ 9,816
PROMOTIONAL MATERIALS	\$ 3,894
RESOURCES	\$ 313
WEB MEDIA	\$ 1,424
	<b>\$ 16,833</b>
	<b>\$ 20,081</b>

EXCESS OF REVENUE OVER EXPENDITURES	<b>\$ 12,095</b>
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## Steering Committee Members

Elizabeth Bernstein\*, Sabrina Bowman (ex-officio), Mike Buckthought, Roberto Cruz, Erin Flynn, Pam Foster, Aaron Freeman, Trevor Haché\*, Wendy Hadwen\*, Paul Hannon, Maureen Hollingworth\*, Ashley Knapp, Jamie Kneen, Soha Kneen, Dale Marshall, Stefan Reinecke, Graham Saul, Erin Simpson, Lori Waller (ex-officio), Jo Wood

\*Also serve on the Board of Directors of Ecology Ottawa

Ecology Ottawa is governed by a small Board of Directors, which in practice defers decisions to the steering committee.

## Staff & Consulting Services

Sabrina Bowman, Events and Volunteer Coordinator  
[from September 2007]

Andrew Chisholm, Web site development

Roger Coady, Accountant

Jonathan Connor, Events and Volunteer Coordinator  
[June-August 2007]

Lori Waller, Environmental Research Associate [from December 2007]

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

This annual report was designed by Kim Dalrymple, and printed and bound in Canada by On Your Marks Print using 100% post-consumer recycled paper.

## For More Information Please Contact:

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