

2009

ANNUAL REPORT

ECOLOGY OTTAWA

2009 ANNUAL REPORT

ECOLOGY OTTAWA



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 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.

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

OUR THANKS

We would like to thank the many individuals and organizations whose support has helped see Ecology Ottawa through a third year of success and progress in our collective efforts to make Ottawa a greener place:

Our financial supporters: Community Foundation of Ottawa, Human Resources and Skills Development Canada (Career Focus, Canada Summer Jobs), Ontario Trillium Foundation, TD Friends of the Environment and our many individual donors.

Our many volunteers, who gave 2,600 hours of their time in support of Ecology Ottawa public events and outreach, policy, research, publications and fundraising.

MESSAGE FROM THE CHAIR

It seems with each passing year we are reaching new heights and this past year was no exception. In 2009, Ecology Ottawa established itself as a force for the environment at City Hall and in the community.

When we started Ecology Ottawa almost three years ago, we were driven in part by the idea that there are people in Ottawa who care about environmental issues in this city. Once again, we are humbled to see that there are indeed many who share our concerns and want to actively get involved to contribute to a stronger environmental voice. Over the past year we have seen an increase in the number of volunteers – without whom, we could not get to where we are now – from 175 in 2008 to over 250 today. Meanwhile, our biweekly Update subscriber list grew by over 1,000 people to 4,300 by the end of 2009.

Another key accomplishment of the past year was the launch of our Green Buildings and Workplaces Challenge. This exciting program quickly caught the attention of workplaces throughout Ottawa interested in conserving energy. With our support, “green” workplaces have begun sprouting up with an eye toward sustainable environmental practices as part of their everyday working habits.

In addition, our third Annual Dinner was our most successful yet. A sold out gathering of 250 environmental leaders, activists, and friends was truly a celebration of environmentalism in Ottawa. Furthermore, our community awards demonstrated the success of our outreach and networking as we acknowledged environmental leaders in the community as well as emerging leaders from high schools.

On behalf of Ecology Ottawa, I’d like to thank everyone for helping to make 2009 our most successful yet. We look forward to an exciting 2010, the municipal elections, and will continue to struggle to make Ottawa the green capital of Canada.

Sincerely,



Graham Saul
Chair of Ecology Ottawa

2009 HIGHLIGHTS

EDUCATION & OUTREACH



GREEN BUILDINGS INITIATIVE

On 1 March, Ecology Ottawa released a report, *Building Ottawa's Energy Revolution*, outlining a three-part strategy for reducing greenhouse gas emissions, pollution and waste from Ottawa's buildings. We conceived a program, the Green Buildings and Workplaces Challenge, to support groups, businesses and buildings in Ottawa to adopt more environmentally sustainable and energy efficient practices. Supported by individual volunteer advisors as well as a website with guides, tips and other resources, Ecology Ottawa helped interested parties form Green Teams to plan and oversee changes. By the end of 2009, we had 22 participating green teams representing a mix of community and service organizations, businesses, government departments, non-governmental organizations and unions.

COUNCIL WATCH REPORT

This fourth annual report card, *A City Divided*, Ecology Ottawa's 2009 City Council Watch Report, once again graded the performance of the mayor and city councillors based on votes cast in council on 14 key environmental decisions affecting the city. This year's report, released 8 December, garnered more media coverage than in previous years as well as more feedback from councillors. Ecology Ottawa will be using this report as an educational tool for Ottawa residents who care about their environment in the lead up to the 2010 municipal election.

SURVEYING GREEN PRACTICES AT OTTAWA'S FESTIVALS

Greening Ottawa's Festivals summarized the results of our second survey sent to 21 major local festivals to find out what steps they were taking to reduce onsite waste, air pollution, greenhouse gas emissions and other environmental effects associated with organizing and hosting such events. Fifteen festivals responded to Ecology Ottawa's survey, a much higher

response rate than in 2008, and the breadth of green practices reported this year suggests that Ottawa's festivals are taking environmental impacts more seriously and making needed improvements. The Ottawa Citizen and other media covered the report 10 July.

CHALLENGING INFLUENCE OF DEVELOPERS IN CITY PLANNING

Ecology Ottawa's May report *Do Developers Run City Hall?* revealed that developers donated more than \$120,000 to city councillors and the mayor in the 2006 municipal election campaign. The influence wielded by developers in city planning was the subject of much debate in Ottawa in 2009 on issues including developments in Manotick and other areas, the redevelopment of Lansdowne Park, and the review of the official plan, including discussion of the expansion of the urban boundary.

TREE CONSERVATION

In June, Ecology Ottawa was pleased to see city council vote in favour of a tree protection by-law and tree conservation strategy for Ottawa. We had submitted a policy proposal to the city last November calling for a by-law to protect mature trees from being needlessly cut down, so were happy to see the city taking an important first step on this issue.

ECOLOGY OTTAWA UPDATE

Ecology Ottawa continued to produce a bimonthly email newsletter, *Update*, throughout 2009, providing our readership with up-to-date information on local environmental issues, events of interest and opportunities to get involved. Once again we experienced a significant growth in subscribers during the year, from over 3,000 in 2008 to almost 4,300 by the end of December 2009. The e-newsletter is a primary tool for alerting Ottawa residents in a timely manner about upcoming decisions being made at city hall that will have an impact on Ottawa's environment.

ENGAGING WITH THE COMMUNITY

With the help of our many dedicated and enthusiastic volunteers, Ecology Ottawa once again had information tables at a significant number of local events throughout the year. As always we chose a range of activities to participate at — some with a specific focus on the environment and others where the potential to reach new audiences was significant. In total, Ecology Ottawa handed out educational materials at 19 different events/venues, including eco-fairs, conferences or lectures, farmers markets, concerts and other summer festivals, the Great Glebe Garage Sale, an event for attracting people to volunteer; and Environment Week at the Department of National Defence.

EVENTS AND ACTION



RESPONDING TO THE TRANSIT STRIKE

After almost two months of a crippling transit strike, Ecology Ottawa launched an online petition in January urging city council to get back to the negotiating table with the transit union and produce a fair agreement to end the strike. In less than a week, over 4,000 Ottawa residents had signed the petition, which was presented to city council on 28 January.

OPPOSING URBAN SPRAWL

In March, Ecology Ottawa spoke out against urban sprawl, warning residents that changes to the city's official plan proposed by municipal staff would lock Ottawa into sprawling, unsustainable development patterns. We made a presentation to a joint meeting of the Planning and Environment and the Agriculture and Rural Affairs Committees, urging councillors to reject any expansion of the urban boundary and to adopt much more ambitious targets for urban density.

POST-EARTH DAY EXTRAVAGANZA PARTY

On 30 April, Ecology Ottawa partnered with (Cult)ure Magazine to run an Earth Day party and fundraiser. The celebratory event was held at Maxwell's Bar on Elgin Street and featured live music, a raffle and the opportunity to get your picture taken hugging a tree!

JANE'S WALK

Ecology Ottawa co-sponsored the annual Jane's Walk event in May, which featured over 20 free walking tours across the city on everything from city 'walkability' to green buildings and energy. These annual walks celebrate the legacy of Jane Jacobs, the most prominent thinker in the past 50 years on urban issues and how to create healthy, liveable cities, whose writings and actions promoted a community/neighbourhood focused approach to urban planning.



GREAT GLEBE GREEN GARAGE SALE

For the second year in a row, we held our Great Glebe GREEN Garage Sale as part of neighbourhood-wide, annual May Great Glebe Garage Sale. This fundraiser raised over \$4,300 from donations made by more 60 people, and included a bake sale & BBQ, a DJ and live music, a massage chair and eye-catching people on stilts! Arrangements were made with local shelters to pick up unsold clothing at the end of the sale. We also contributed our 10% share, as requested by GGGS organizers, to the Ottawa Food Bank.

AVANT GREEN ART SHOW

This eco-art show was held in August at Minto Park, featuring a variety of artists who used eco-friendly materials in their art or had the environment as a central theme. The event also included a kids' art area where they painted on reused cardboard what the environment meant to them.

GET ENERGY SMART! SEMINAR

In September, Ecology Ottawa co-sponsored a seminar, organized by Seventh Generation Community Projects, which was part of a series of events targeting Ottawa residents who would like to make that initial step towards living in a more environmentally sustainable household, but are overwhelmed with information on where and how to get started.

SOLAR TOUR

In October, we once again partnered with Seventh Generation Community Projects to host a solar tour of Ottawa in the Old Ottawa South/Ottawa East area. The tour visited several different houses and locations that had environmental or green energy features, including solar hot water heaters. Over 50 people were in attendance.

BUDGETING FOR A GREEN CITY

Ecology Ottawa studied the budget estimates released by the City of Ottawa for the 2010 budget in November-December and tabled two submissions to the city's committees on transportation and planning & the environment. Ecology Ottawa followed the process, issued press releases and welcomed proposed investments in cycling, waste diversion, and other key environmental areas.

"BUILDING COMMUNITY POWER" ANNUAL DINNER

In November, Ecology Ottawa hosted our third annual dinner. This year's theme, Building Community Power, was chosen for several reasons: it illustrates Ecology Ottawa's commitment to making change through community, and building a grassroots movement for the environment; it also reflects our focus on green energy and green buildings, and the part that communities can play in creating green options. The sold-out event attracted 200 people and featured our first ever *Ecology Ottawa Community Leadership Awards* in the following categories:

- **Community Leaders of the Year**
Winner: Rebecca Aird, Chair, Sustainable Living Ottawa East
Honourable Mention: Ken McRae, Wetlands and watercourses monitor
- **Ecology Ottawa Volunteer of the Year**
Co-Winner: Josh Snider, Organizer of the great Glebe Green Garage Sale and Andrew Hawryshkewich, Design work
- **Green High School of the Year**
(in partnership with the Sierra Youth Coalition)
- **Green Team of the Year**
(featuring participants in our green building program) *Winner:* Beechwood Village Chiropractic Centre
Honourable Mention: Canadian Agency for Drugs and Technology in Health
- *Winner:* École secondaire publique Gisèle-Lalonde
Honourable Mention: Ashbury College



FINANCIAL STATEMENTS

DECEMBER 31, 2009

STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2009

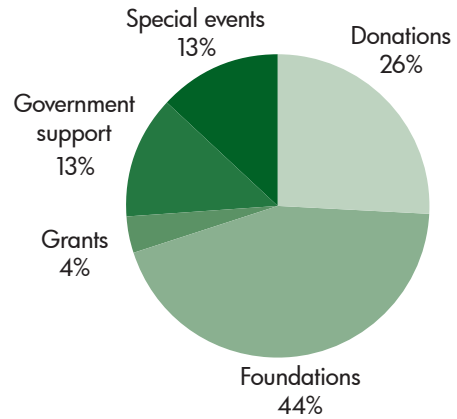
	2009
ASSETS	
CURRENT ASSETS	
Cash	\$ 47,860
Prepaid expenses	1,040
	<u>\$ 48,900</u>
CURRENT LIABILITIES	
Accounts payable and accrued liabilities	\$ 5,916
DEFERRED CONTRIBUTIONS (note 5)	4,000
	<u>9,916</u>
NET ASSETS	
Unrestricted funds, beginning of year	15,230
Net revenue for the year	23,754
Unrestricted funds, end of year	<u>38,984</u>
	<u>\$ 48,900</u>

Watson Folkins Corey LLP completed the 2009 Ecology Ottawa independent audit.
The following excerpts are taken from their report.
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, 2009

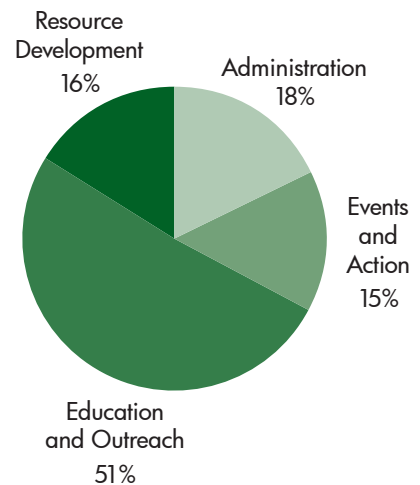
REVENUE

Donations	\$34,495
Foundations	\$59,565
Grants	\$5,500
Government support	\$17,969
Special events	\$17,947
Total Revenue	<u>\$135,476</u>



EXPENDITURES

Administration	\$19,532
Events and Action	\$17,179
Education and Outreach	\$57,244
Resource Development	\$17,767
Total Expenditures	<u>\$111,722</u>



WHO WE ARE

STEERING COMMITTEE MEMBERS

Elizabeth Bernstein*

Sabrina Bowman (ex-officio)

Mike Buckthought

Marc Chenier

Pam Foster

Aaron Freeman

Trevor Haché*

Wendy Hadwen*

Paul Hannon

Maureen Hollingworth*

Dale Marshall

Stefan Reinecke

Graham Saul

Erin Simpson

Lori Waller (ex-officio)

Jo Wood

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

OTHER WORKING COMMITTEES

Council Watch

Events and Outreach

Green Buildings and Workplaces
Challenge
(advisors)

STAFF

Sabrina Bowman
Coordinator

Jocelyn Molyneux
Green Buildings Associate
(March-August 2009)

Lori Waller
Policy Coordinator

Jessica Wells
Green Buildings Coordinator
(since December 2009)

INTERNS AND SUMMER STUDENTS

Elisabeth Bulaeva
(summer student position funded by Human
Resources and Skills Development Canada)

Pascale Bolduc
Geena Chartier
Bryony Morris
Élise Turcotte
(internships arranged through the Katimavik
program for youth)

CONSULTING SERVICES

Andrew Chisholm
Website advisor

Roger Coady
Accountant



www.ecologyottawa.ca
info@ecologyottawa.ca | 613-860-5353

Get involved with Ecology Ottawa, and help make Ottawa a more sustainable city! We encourage you to:

Sign up for our e-mail updates, at www.ecologyottawa.ca/take-action/sign-on/get-updates.php. 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 of 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 out more, send an email to volunteer@ecologyottawa.ca, or call 613-860-5353.

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 send to:

Ecology Ottawa
390 Rideau Street East, Box 52002
Ottawa, ON K1N 5W0