

ECOLOGY
OTTAWA



ÉCOLOGIE
OTTAWA

ANNUAL
REPORT
2010

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 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.

OUR SUPPORTERS

We would like to thank the many individuals and organizations whose support has helped see Ecology Ottawa through a fourth year of success and progress in our collective efforts to make Ottawa a more environmentally responsible city.

Our financial supporters: Chez Lucien, City of Ottawa (Community Environmental Projects Grant Program), Community Foundation of Ottawa, Earth Day Canada, Human Resources and Skills Development Canada (Career Focus, Canada Summer Jobs, Youth Employment Strategy), Mountain Equipment Co-op, Ontario Trillium Foundation, Ottawa Sustainability Fund, TD Friends of the Environment, our many individual donors, as well as in-kind contributions from YMCA (Youth Eco Internship) and Katimavik.

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

The year 2010 was the fourth full year of our organization's existence and an important one for Ecology Ottawa. We continued to work to build a city-wide movement demanding action from our municipal leaders on important environmental issues.

We successfully expanded the list of people receiving our electronic newsletter, Ecology Ottawa Updates. By the end of the year, more than 4,500 Ottawa residents were receiving the e-newsletter, which delivers local news and event highlights, analysis, action alerts on urgent local environmental issues and information on opportunities to speak out and get involved.

We mobilized residents across the city to vote with at least one eye on the environmental record and position of candidates vying for municipal political office in the October 2010 election. Our mayoral candidates' debate was a standing room only event that reached an even wider audience when it was televised on Rogers Cable. We also produced a candidate survey on important local environmental issues and used our contact list to inform voters about the environmental positions of the candidates. Volunteers interested in policy helped us produce an environmental election platform, which included a request of the new city council to dedicate funding to the following four key policy priorities:

1. A major program to assist Ottawa low-income families to upgrade the energy efficiency of their homes.
2. "Pay as you save" financing for energy efficiency improvements in housing and businesses using the property tax system.
3. Making the roofs of city-owned facilities available for community power investment.
4. Providing leadership by increasing the building standard for city facilities to LEED Gold and providing incentives for green buildings.

The Council Watch research team produced another report card on the environmental voting record of all city councillors and the mayor, including a four-year retrospective of City Council's key environmental decisions. All of these actions helped Ottawa residents decide who to vote for in the election.

Our Green Buildings & Workplaces Challenge helped Ottawans reduce the environmental impacts of their shared buildings, such as workplaces, apartment buildings and places of worship. In our related pilot program, No Energy to Waste, we partnered with Energy Ottawa, ICF Marbek and Kaladar Enersave Management to deliver \$11,000 worth of free energy audits for local community service agencies to significantly reduce the energy use of their buildings and their energy bills.

2010 was also a fairly significant transition year for our organization, as our coordinator, Sabrina Bowman, left to pursue other opportunities, but not before she helped us secure two major grants from the Ontario Trillium Foundation. At the end of October, we learned that we had received funding for two projects, the Community Energy Network of Eastern Ontario and Building Community Power, both of which are to ensure that Eastern Ontario and the City of Ottawa become leaders in renewable energy production.

On behalf of Ecology Ottawa, thank you for making our efforts related to the municipal election a success. With your continued support we will succeed in ensuring our city becomes the green capital of Canada.

Sincerely,

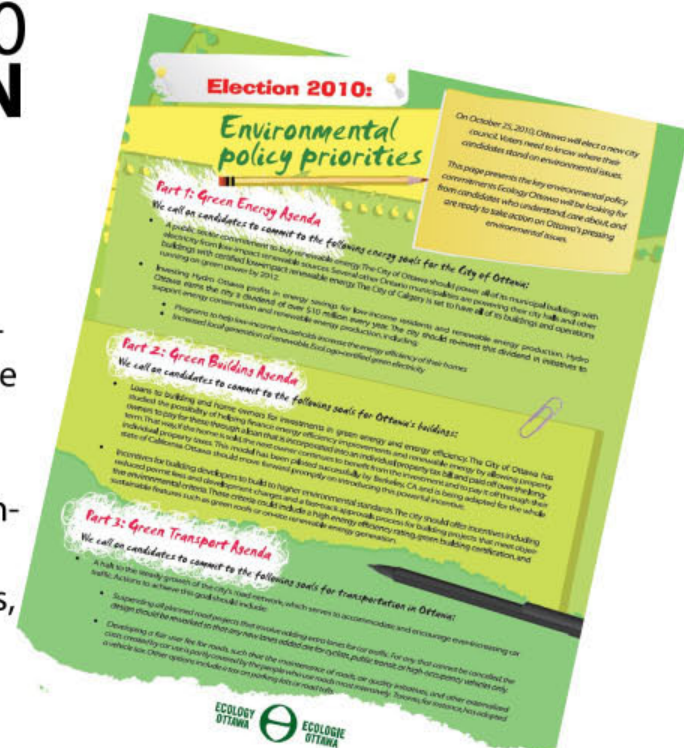


Graham Saul
Chair of Ecology Ottawa

2010 REVIEW

ENGAGING IN THE 2010 MUNICIPAL ELECTION

Ecology Ottawa came into being in 2006 which meant that the organization accompanied the City Council through its entire four-year term. Early in 2010, we decided that it would be appropriate to focus on the views of candidates and the wider community regarding city-wide environmental issues in the lead up to the fall municipal elections. Ecology Ottawa staff, interns and volunteers produced issue-based policy platforms, organized community meetings (in Kanata, Orleans, Barrhaven and downtown), engaged in ongoing candidate outreach (including a candidate's survey), supported a public opinion community survey (with the EnviroCentre), and organized a mayoral debate on environmental issues. Some highlights follow:





FIRST EVER MAYORAL DEBATE ON ENVIRONMENT

The debate, which took place a month before election day, was the culmination of months of hard work to keep the environment on the political agenda. We succeeded! All the major candidates attended the standing room only event. The moderator kept the discussion flowing and lively. Press coverage was excellent and the debate was recorded and broadcast by Rogers Cable.

COUNCIL WATCH REPORT 2010

Ecology Ottawa issued its fourth annual report card on the environmental performance of Ottawa's mayor and city councilors. Voting Green, Voting Grey was released in early September, and in addition to grading our elected officials based on how they voted on some key decisions over a 12-month period, a summary chart was produced showing their annual grade since the 2006 election. An average was assigned for the four-year term, plus people could see how the individuals measured up from year to year. The report was promoted as a tool to help voters concerned about environmental issues, like renewable energy and energy efficiency, urban growth and land use, transportation, buildings, greenspace and natural areas, and waste reduction and diversion.

FIRST GREEN ELECTION POLL

A public opinion poll commissioned by Ecology Ottawa and the EnviroCentre, released in mid-September, showed that Ottawa residents overwhelming support energy efficiency programs and measures designed to encourage greener building practices. Unfortunately, 47% of respondents felt that the City of Ottawa was letting the environment take a back seat to development.

CANDIDATE'S SURVEY

A detailed survey of environmental issues that impact our city was circulated to the candidates. Fourteen key survey questions covered issues on renewable energy, making energy conservation affordable for individuals and developers, urban sprawl and the Greenbelt, clean water, roads, recycling and local food production. We covered both urban and rural issues and gave examples within each issue area of what other municipalities were doing. Following the election, the winners' responses were gathered in a report, which will serve as an important reference tool as we begin our engagement with the new City Council.



GREEN BUILDINGS AND WORKPLACES CHALLENGE

This Ecology Ottawa program launched in May 2009 works to support groups, businesses and buildings in Ottawa to adopt more environmentally sustainable and energy efficient practices. We offered resources—including an introductory workshop, Green Team Guide and volunteer advisor—to help interested parties form Green Teams to plan and oversee changes within their workplaces or buildings. By the end of the first year, the program had registered 28 participating green teams from a range of sectors: three unions, two community health centres, a community resource centre, two housing shelters, four independent businesses, two federal departments, a housing co-op, two community housing providers, a job training centre, a media outlet and nine non-governmental organizations. Basic sustainability goals for all green teams include: developing sustainable policies; energy, water and paper conservation practices; waste diversion from landfills; sustainable transportation; responsible purchasing; outreach and education. The initiative attracted good media coverage and has since evolved into a collaboration between the EnviroCentre and Ecology Ottawa.

Energy audit reveals potential savings for shelter

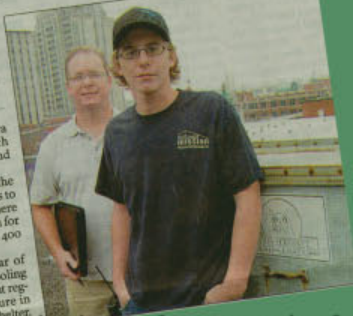
Mission spending \$200,000 annually on hydro, gas bills

BY KATE JAIMET

The rooftop of the Ottawa Mission smells like french fries and sounds like a wind tunnel.

The smell comes from the exhaust duct that connects to the Mission's kitchen, where cooks are preparing lunch for the usual crowd of about 400 people.

The sound is the roar of half-a-dozen heating, cooling and ventilation units that regulate the air temperature in the 223-bed homeless shelter. Keeping the



"NO ENERGY TO WASTE" PILOT PROJECT

Using the basic framework of the Workplaces Challenge program (accessible resources, green teams) this pilot project was initiated to engage at least three social service agencies in efforts to reduce energy consumption. Causeway Work Centre, Ottawa Mission and Shepherds of Good Hope participated in this project. An added feature of the pilot was securing free walkthrough energy audits of the various facilities, and working jointly with the agencies on the audit suggestions and helping seek out funding for upgrades recommended. The Ottawa Citizen, CBC news radio and CTV all covered this exciting example of new local partnerships between the not-for-profit and social service sectors, and local energy management firms.

SIGNATURE

Although Ecology Ottawa participates in many of the city's environmental activities throughout the year—trade shows, workshops, university events—there are two major activities that are becoming part of our brand.



Photos by Hadas Parush

GREAT GLEBE GREEN GARAGE SALE

A team of enthusiastic and dedicated volunteers donated 100s of hours through the early spring to organize Ecology Ottawa's third Great Glebe GREEN Garage Sale, as part of the annual Great Glebe Garage Sale (GGGS). As has become our tradition, this event-filled day is intended to appeal to the scores of bargain hunters who descend on the Glebe the last Saturday of May, to dedicated recyclers, and to individuals and families who just enjoy experiencing a sense of community and having fun. Like last year, the Ecology Ottawa site had a carnival feel to it, with a bake sale & BBQ, a DJ and live music featuring different performers, massage for the shopping weary and activities to entertain small children. Our growing support from local businesses who donate items like food for the BBQ has been particularly gratifying. As always, arrangements were made with local charities to pick up unsold goods like clothing, books and kitchenware at the end of the sale. We also contributed our 10% share, as requested by GGGS organizers, to the Ottawa Food Bank. Since its inception in 2008, this one-day, once-a-year event has raised over \$12,000.

E V E N T S

SIGNATURE

EAT
DRINK
VOTE



ANNUAL DINNER

Ecology Ottawa hosted our fourth annual fund-raising dinner in mid October this year as a lead up to the municipal election. It was a celebration of all the hard work that had gone into promoting an environmentally-aware election campaign, but also a time to note all the work ahead for those of us in this city looking to keep the City of Ottawa interested and committed to green issues. Once again, the dinner was sold out in advance, attracting more than 200 people. Once again we relied on local business donations of food, drink and silent auction items. And once again a huge team of volunteers pulled together to make our dinner a success. So popular has this annual fall event become that we are anticipating needing a bigger venue for the 2011 dinner!

The Volunteer of the Year award went to Christine Couture, who has played an invaluable role as an advisor to three of the Green Teams participating in our Green Buildings and Workplaces Challenge program.

The Green Team of the Year award went to CUPE Local 2626 (at the University of Ottawa), which worked with other groups on campus to successfully ban the sale of bottled water at the university.

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DECEMBER 31, 2010 FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2010

2010

ASSETS

CURRENT ASSETS

Cash	\$ 85,101
Accounts receivable	2,200
Prepaid expenses	138
	<u>\$ 87,439</u>

CURRENT LIABILITIES

Accounts payable and accrued liabilities	\$ 6,390
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DEFERRED CONTRIBUTIONS (note 5)	<u>42,030</u>
	48,420

NET ASSETS

Unrestricted funds, beginning of year	38,984
Net revenue for the year	35
Unrestricted funds, end of year	<u>39,019</u>
	<u>\$ 87,439</u>

Watson Folkins Corey LLP completed the 2010 Ecology Ottawa independent audit. A complete copy of the audited financial statements is available from the office upon request.

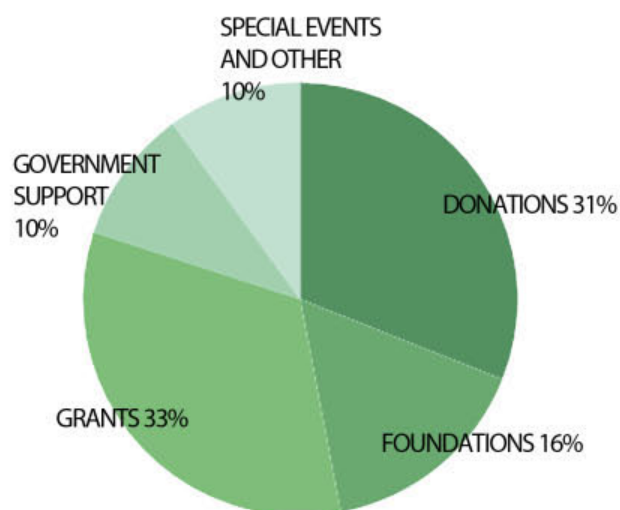


DECEMBER 31, 2010

STATEMENT OF REVENUE AND EXPENDITURES FOR THE YEAR ENDED DECEMBER 31, 2010

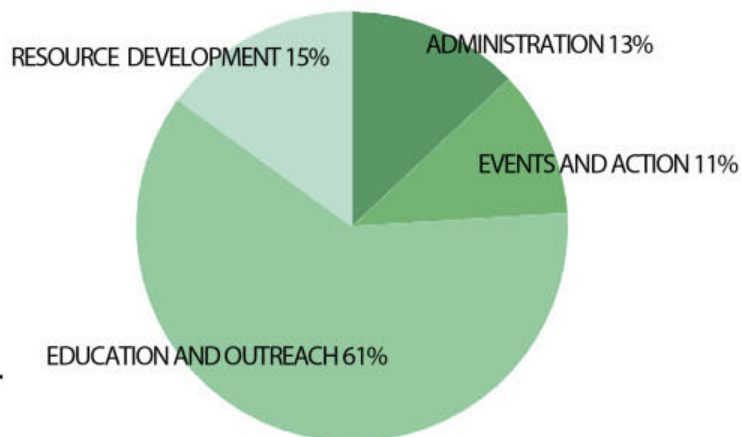
REVENUE

DONATIONS	\$ 58,925
FOUNDATIONS	30,000
GRANTS	62,029
GOVERNMENT SUPPORT	18,998
SPECIAL EVENTS AND OTHER	20,566
TOTAL REVENUE	<u><u>\$ 190,518</u></u>



EXPENDITURES

ADMINISTRATION	\$ 24,722
EVENTS AND ACTION	20,198
EDUCATION AND OUTREACH	116,380
RESOURCE DEVELOPMENT	29,183
TOTAL EXPENDITURES	<u><u>190,483</u></u>
NET REVENUE FOR THE YEAR	<u><u>\$ 35</u></u>



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





Steering Committee Members

Elizabeth Bernstein*
 Sabrina Bowman (ex-officio)
 Mike Buckthought
 Pam Foster
 Trevor Haché*
 Wendy Hadwen*
 Paul Hannon
 Maureen Hollingworth*
 Dale Marshall

Alex Paterson
 Stefan Reinecke
 Graham Saul
 Josh Snider
 Ian Thomson
 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 (funding source)

Sabrina Bowman, Coordinator
 Lori Waller, Policy Coordinator (until April 2010)
 Jessica Wells, Green Buildings and Workplaces Challenge Co-ordinator
 (YMCA - Youth Eco Internship)

Interns and Summer Students (funding source)

Mieke DeVries, Education and Events Outreach Coordinator (YMCA - Youth Eco Internship)
 Ben Liadsky, Communications Officer (HRSDC – Youth Employment Strategy, YMCA - Youth Eco Internship)
 Patrick Marchand-Smith, Program associate (YMCA - Youth Eco Internship)
 Valentin Mueller, Outreach & Administration
 Madalyn Howitt, Summer Student (YMCA of Greater Toronto – Youth Eco Internship)
 Lea Braschi, Summer Student (Service Canada – Canada Summer Jobs 2010)

Consulting Services

Andrew Chisholm, Website Advisor
 Roger Coady, Accountant
 Alastair Warwick, Network & Server Technologist

WHO WE ARE

ECOLOGY OTTAWA

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

- Sign up for our e-mail updates, at www.ecologyottawa.ca. 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 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

P.O. BOX # 52002

298 DALHOUSIE STREET

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info@ecologyottawa.ca | 613-860-5353



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