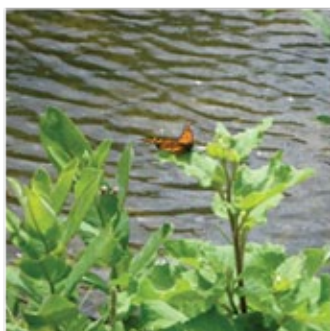


2011



ECOLOGY OTTAWA ANNUAL REPORT

2011 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 fifth year of success and progress in our collective efforts to make Ottawa a more environmentally responsible city:

Our financial supporters: Chez Lucien, Human Resource and Skills Development Canada (Canada Summer Jobs/Career Focus Program), Lumos Energy, Ontario Trillium Foundation (Future Fund/Community Grants), YMCA of Greater Toronto Area (Environmental Youth Internship Program), 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 CHAIR

While many environmental challenges are global, national or regional in scope, most Canadians live in cities and a lot of the most important decisions get made at city hall. It's here, at home, that we turn on the lights, run our taps, eat our food, put out the garbage, commute to work, build our neighbourhoods, and play-in—or pave-over—our greenspaces. If we want to build a better world, we need to learn how to build a better city.

And where better to do it than in Ottawa? It's a great place to live and there is a lot to love about the rivers, farms, parks and neighbourhoods that surround us.

Ecology Ottawa is a growing community of people that are working together to make this city a better place. We believe that there are hundreds of thousands of people across Ottawa who value clean water, air and energy, world class parks, local food, public transportation, and walkable and cycling-friendly communities. We also believe that there is an urgent need to protect our children, grandchildren, nieces and nephews from air pollution, toxins and climate change, and we acknowledge our responsibility to help restore and respect the natural world.

If we want our leaders to hear us, and work with us to build the kinds of neighbourhoods that we want to live in, then we need to organize from the ground up. That's what Ecology Ottawa is all about and we hope you'll join us. We are proud of what we accomplished in 2011 and we hope you will enjoy reading all about it in this Annual Report. None of this is possible without our hundreds of volunteers and thousands of supporters, so I would like to take the opportunity to thank everyone involved for all you do. We are looking forward to an even more exciting 2012!

Graham Saul
Co-founder and Steering Committee Chair



THE YEAR IN REVIEW

It was another banner year for Ecology Ottawa as we continued to build our community base of support, including in some exciting new areas. We reached 5,000 subscribers to Ecology Ottawa Updates (our electronic newsletter) in 2011, an important tool for keeping interested people in the region up to date on what is happening regarding Ottawa's environment. We operated information booths at 19 events, including farmers markets, universities, eco fairs and diaspora community festivals, to reach as diverse an audience as possible. We once again organized successful signature events—our Annual Dinner and the Great Glebe GREEN Garage Sale. We issued our fifth annual Council Watch Report, which summarized the first year in office of Ottawa's new City Council from an environmental perspective. Some highlights follow.

THE NEW ...

Clean Energy Campaign Launch



On February 24, Ecology Ottawa officially launched its Clean Energy Campaign at an event held at City Hall. More than 100 people attended, including several city councillors and MPPs, representatives from Ottawa's renewable energy industry and other community leaders. They learned about the two main initiatives of this campaign—the Community Energy Network of Eastern Ontario and Building Community Power. These initiatives, which are described in more detail on the following page, are being supported with funding from the Ontario Trillium Foundation, and aim to make use of opportunities presented by the province's *Green Energy and Green Economy Act* to bring together various local stakeholders who can benefit from making a transition to clean energy. Speakers at the evening event included Madeleine Meilleur, MPP for Ottawa-Vanier and Minister of Community and Social Services, Keith Egli, City Councillor and Environment Committee member, and Graham Saul, Chair of Ecology Ottawa.

Community Energy Network of Eastern Ontario

Ecology Ottawa broadened its outreach significantly with the creation of the Community Energy Network of Eastern Ontario. The network, with 72 members from the non-profit, business and public sectors, engaged in 12 different parts of Eastern Ontario in 2011. We hosted 67 public education events attracting 4,300 people, and gave workshops on energy efficiency and renewable energy. Developing and sharing promising practices in renewable energy and energy efficiency is an important function of this network, and 250 institutions have been identified as regular recipients of promising practices in this field. Partnering with the Ottawa Community Immigrant Services Organization, we created a mentorship program for foreign trained professionals interested in the renewable energy sector. We also engaged job and career centres across Eastern Ontario to inform them and their clients (those looking for work) of the many education, training and job opportunities in the emerging clean energy economy.



Building Community Power



In 2011, the Building Community Power program connected with local clean energy champions in the neighborhoods of Kanata, Westboro, City View, Britannia and Carlingwood. In each neighbourhood, Clean Energy Teams helped host workshops on solar power and energy efficiency for homeowners. The program has also brought solar power to real estate agents, home builders, the high tech sector and environmental auditors through targeted workshops and solar tours. Many of the teams continue to make strides toward a clean energy future in their neighbourhoods.



Leadership Development

The Leadership Development program constitutes a monthly leadership training session called the Craft of Organizing, whereby key leaders in Ecology Ottawa come together to learn how to create effective social movements. This was felt to be an essential tool as Ecology Ottawa works to become more active and present at the local community level across the city and region.



Volunteer Teams

Ecology Ottawa has always relied heavily on our volunteer committees to lead our work. This year we also had a number of volunteer teams that took on significant responsibilities in support of our programming:

- Ecology Ottawa's bilingual Radio Team has been hosting morning radio segments weekly in French on CJFO FM. These segments have provided thousands of listeners with information on environmental issues and ways to get involved in the environmental movement in Ottawa.
- The Neighbourhood Research Team has been looking into the environmental awareness and interests of neighbourhoods across Ottawa. This team has connected with neighbourhood leaders to identify issues of local importance, which has helped direct the outreach efforts of Ecology Ottawa volunteers in those neighbourhoods.
- The Writers Team has been learning about and writing effective articles and opinion pieces for local and city-wide newspapers, ensuring that key environmental issues are communicated using a local perspective.



Petitions, Ads to Promote and Save Clean Energy in Ottawa, across Ontario

Ecology Ottawa was very active in 2011 promoting clean energy and energy efficiency to Ottawa-area politicians. In early March, we mobilized more than 30 people to attend city hall. Wearing green hard hats, to signify our desire for the city to commit to clean energy and the creation of green-collared jobs, we attended council chambers to show support for clean energy while the city was debating its 2011 Budget. A few days prior, we hand-delivered a Clean Energy Petition, signed by 1,750 Ottawa citizens (representing every Ward in the city) to Mayor Jim Watson.



Addressed to the mayor and city councillors, the petition stated the following:

We, the undersigned, fully support clean energy in Ottawa. We recognize that investing in clean and efficient energy systems is about saving money and doing the right thing at the same time. With this in mind, we call on Council to invest in the health and prosperity of our city and to make clean energy a funding priority during the upcoming budget debate.

We call on our Mayor and all City Councillors to use Budget 2011 to show financial and political support for renewable energy production—such as solar panels on municipally-owned buildings—energy efficiency improvements to social housing, a program to leverage community investment in renewable energy, as well as incentives to ensure more green buildings are built in Ottawa.



Later that year, when the *Green Energy and Green Economy Act* (one of the most important pieces of clean energy legislation in North America) was threatened by a provincial political party, we acted again. In May, we launched an unprecedented ad campaign airing roughly 100 radio ads on two Ottawa-area radio stations. The ads emphasized the good-paying jobs being created by the emerging clean energy economy and the importance of using less dirty coal, as part of the provincial ComeClean.ca campaign. The 30 second radio ads, running on Lake 88.1 and 1310 News, expressed concern that Ottawa area jobs will be “taken away because some politicians may not like solar power.” The ads ask: “Do they like dirty coal?” In September, we ran full-page newspaper ads that urged people to sign onto the following petition:

Dear Municipal and Provincial Leaders,

Our future depends on investing in renewable energy. Ontario's world class program, the feed-in tariff program, is making us a leader in renewable energy by providing incentives for all Ontarians to get involved.

In his 2011 Budget speech, the Mayor of Ottawa committed to making Ottawa the number one city in Ontario in the uptake of renewable energy.

We support the mayor's call for Ottawa to be a leader in the uptake of renewable energy. We believe that the feed-in tariff program is a vital element to realizing a renewable energy future and we urge all politicians in Ontario to strengthen it.

Just days prior to the election, we sent the petition (signed by more than 1,250 Ottawans) to all the provincial political party leaders, all Ottawa-area candidates, as well as the Mayor and all Ottawa city councillors.

ANNUAL ACTIVITIES

Ecology Ottawa Annual Dinner



Ecology Ottawa hosted our fifth annual dinner on November 10. Having clearly outgrown our previous Centretown location, a larger venue was selected in Sandy Hill and once again we sold out in advance, with close to 300 tickets purchased. Some 50 local businesses and individuals contributed food, drink and silent auction items. Fifty-one volunteers, including an ever enthusiastic team of Katimavik youth participants, helped with set up and clean up, food and beverage service.

The annual dinner is Ecology Ottawa's opportunity to celebrate achievements and reflect on the state of the local environment with other interested community members. We rely on our supporters to get the word out about the dinner and were pleased to note a broad cross section of interests in attendance, including people from: national organizations such as the David Suzuki Foundation, Oxfam, Nature Canada, Canadian Labour Congress and Canadian Union of Postal Workers; companies and organizations working to create a cleaner environment like Marbek, Clearly Solar, Stratos, Delphi and Isolara Solar Power; other local organizations that are also focused on moving the city in a greener direction like Sustainable Living Ottawa East, Ottawa Renewable Energy Coop, Ottawa Sustainability Fund, Tucker House, 1000 Solar Rooftops and the Envirocentre.

We were also pleased to have a number of local elected officials in attendance.

Mayor Jim Watson, city councillors Rick Chiarelli, David Chernushenko and Diane Holmes, and MPP Madeleine Meilleur, all attended the dinner. Mayor Watson gave the keynote address taking the opportunity to speak about environmental and sustainability measures being undertaken by the City of Ottawa. Local author and musician Phil Jenkins entertained the audience with his music and musings on a city he clearly values.

Four volunteers were recipients of Ecology Ottawa's 2011 Volunteer of the Year Award:

Christine Epplett, for setting a standard for what is involved in being a coordinator of volunteers; Alison Harmon, who serves as Co-Chair of the Council Watch Committee, thereby playing a primary role in producing the annual report card; Irène Kumar, for providing timely translation services and helping Ecology Ottawa get closer to our goal of being a bilingual organization; and, Jennie Videto, for her significant role in organizing Ecology Ottawa's 5th Annual Dinner, as well as updating the Calendar of Events on our website.

Ecology Ottawa's Chair, Graham Saul, also spoke to the audience, sharing his vision about how a light environmental footprint can be achieved while building a "vibrant, prosperous, healthy and ecologically responsible city."

Land-use patterns are one of the single most important determinants of people's greenhouse gas emissions. That means that we need to hold the line on the urban boundary and build complete communities—communities that have a mix of housing types, jobs, schools, daycares, shopping, and recreational opportunities all within a ten-minute walk. Communities where people rarely need cars and when they do, most trips will be shorter. Done right, these are safe, vibrant, people-centred communities that are beautiful and healthy places to live and work.

His points clearly resonated with the audience and set the tone for an inspiring evening much enjoyed by all.





Council Watch Report

Our fifth annual Council Watch Report on the environmental voting record of Ottawa City Council was released on November 23. Sweeping change at City Hall as a result of the 2010 municipal elections, with a new mayor and 10 new councillors, made for a very different council in tone and approach. In terms of the 12 votes related to environmental matters in 2011, there was less differentiation over the previous council, with the majority of council members scoring in the B and C ranges.

Transportation issues topped the list with six votes, followed by waste reduction and diversion at three, and, one each related to clean energy, urban growth and land use, and water. While it could be considered a positive year from some perspectives (consider the attempt to hold the urban boundary [although the city was overruled by the Ontario Municipal Board], from the long-range plan to combat Ottawa River pollution problems, and from the victories for safer downtown cycling and increased O-Train frequency), there were some losses of note. Decisions in favour of high-volume roads will impact the livability of communities along the Alta Vista Corridor and King Edward Avenue. The \$22 million cut to OC Transpo's annual operating budget and 'route optimization' exercise led to major route changes, some cancellations, service reductions and disgruntled public transit users.





Great Glebe GREEN Garage Sale

Many people consider the annual May Great Glebe Garage Sale as a community event not to be missed. Ecology Ottawa certainly shares this view as our fourth Great Glebe GREEN Garage Sale was the most successful to date, raising about \$8,000 from enthusiastic bargain hunters and hungry shoppers. What made it so successful? Our community of supporters ...

- a 10-member volunteer Organizing Committee which spent three months creating a 'FUN-raising' event to remember
- more than 100 folk who donated items to the sale
- more than 125 volunteers who worked the event, as drivers, sorters, haulers, bakers, cooks, servers, salespeople, cleaners, photographers and performers
- 24 local businesses and organizations, which donated food, beverages, vans, equipment and even a second location
- 11 'entertainers', who sang, played, massaged, henna'd and face painted, offering pleasant diversions and distractions for all ages
- the amazing neighbours on Glebe Avenue who let us use their properties and lent us facilities to accommodate this growing event.

TV, radio, newspaper and social media coverage was also impressive and so very important to the success of this event.

We are proud to report that in the spirit of good environmental practice 99% of the donated items were recycled directly by us through the garage sale or through donating the leftovers to worthy local organizations and charities that had expressed prior interest in certain types of goods like books or clothes. In the spirit of good community practice, we also contributed our 10% share, as requested by Great Glebe Garage Sale organizers, to the Ottawa Food Bank. Since its inception in 2008, this one-day, once-a-year event has raised over \$20,000, and priceless community goodwill and support.

FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

As At December 31, 2011

2011

ASSETS

Current Assets

Cash	\$ 108,993
Accounts receivable	4,764
Prepaid expenses	916
	<u>\$ 114,673</u>

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable and accrued liabilities	\$ 6,023
Deferred Contributions	<u>51,700</u>
	57,723

Net Assets

Unrestricted funds, beginning of year	39,019
Net revenue for the year	<u>17,931</u>
Unrestricted funds, end of year	<u>56,950</u>
	<u>\$ 114,673</u>

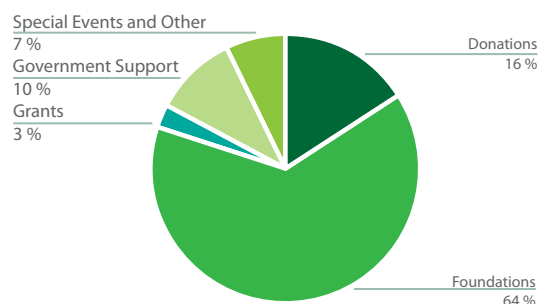
Ray Folkins, CA completed the 2011 Ecology Ottawa independent audit. A complete copy of the audited financial statements is available from the office upon request.

STATEMENT OF REVENUE AND EXPENDITURES

For the year ended December 31, 2011

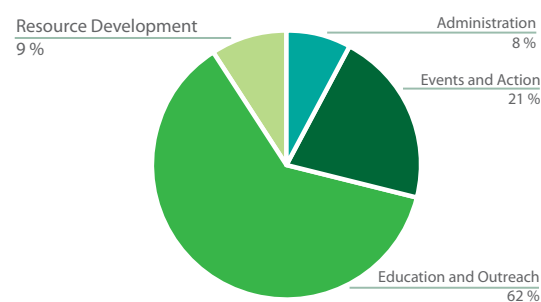
REVENUE

Donations	62,273
Foundations	252,000
Grants	13,130
Government Support	37,588
Special Events and Other	28,634
Total Revenue	<u>\$ 393,625</u>



EXPENDITURES

Administration	28,932
Events and Action	77,824
Education and Outreach	233,210
Resource Development	35,728
Total Expenditures	<u>\$ 375,694</u>



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

WHO WE ARE

Steering Committee Members*

Elizabeth Bernstein**	Roger Peters
Mike Buckthought	Stefan Reinecke**
Pam Foster	Graham Saul
Paul Hannon	Josh Snider
Maureen Hollingworth**	Ian Thomson
Dale Marshall	Jo Wood
Alex Paterson	

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

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

Committees

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

Staff (funding sources)

Janice Ashworth, Community Organizer (Ontario Trillium Foundation – Community Grants)

Sabrina Bowman, Coordinator [until January 2011]

Trevor Haché, Policy Coordinator (Ontario Trillium Foundation – Future Fund)

Interns and Summer Students (funding sources)

Connor Chadsey (Katimavik)
Kevin Donaghy, Outreach Associate (HRSDC – Career Focus Program)
Jessica Finkel (Katimavik)
Adam Harris, Outreach Associate (HRSDC – Canada Summer Jobs)
Sarah Lone, Policy Intern (The Canadian Merit Scholarship Foundation)
Alexander MacKinnon (Katimavik)
Patrick Marchand-Smith, Research Intern (YMCA – Environmental Youth Internship)
Valentin Mueller, Outreach & Administration
Jessica Rust-Smith, Communications Intern (HRSDC – Career Focus Program)

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 2011 to ensuring this core aspect of our organization functioned smoothly:

Jessica Dubinsky
Christine Epplett
Kanchan Gautam
Nurul Haque
David Vargas

Consulting Services

Andrew Chisholm, Website
Roger Coady, Accounting
Positive Sum, 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 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, phone: 613-860-5353 or visit: 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:

Ecology Ottawa
430-1 Nicholas Street
Ottawa, ON K1N 7B7



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

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