



**green
calgary**
Greening Life Together

ANNUAL IMPACT REPORT

2020

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INTRODUCTION & OVERVIEW

It's been a year like no others. When COVID-19 restrictions were first introduced, Green Calgary had to pivot our entire programming to accommodate Alberta Health guidelines. While the delivery of our programming might look different, our mission and values remain unchanged. We continue to provide accessible climate education, products and services for all Calgarians.



MESSAGE FROM THE EXECUTIVE DIRECTOR, LEX VAN DER RAADT

For many years, Green Calgary's motto has been "greening life together". In 2020, being together suddenly became very difficult. It was through the tremendous efforts of our funders, donors, members, volunteers, staff, Board members, partners, and government assistance programs, that Green Calgary lived up to that motto. We found that not even a global pandemic could stop Calgarians wanting to live a greener life and support environment education.

None of this would have been possible if not for all the people who believe in Green Calgary. Thank you for all your support.



MISSION

Green Calgary engages and empowers Calgarians to create healthy homes, communities, and businesses by providing environmental education, products, services, and hands-on support.

VISION

We envision Calgary as a world model of a sustainable, vibrant, healthy community.



LETTER FROM THE PRESIDENT

In 2020 Green Calgary survived COVID shutdowns, transitioned leadership and streamlined operations. At the same time, staff successfully created innovative student and workplace programs, and delivered rain barrels that Calgarians need – in the midst of uncertainty and with little time. Thank you, I'm proud of the team that continued to help Calgarians make the environment, in our backyards and open spaces, better.

~Donald Jantz, President, Green Calgary



OUR TEAM

Lex van der Raadt

Executive Director

Deborah Wong

Communications & Fund
Development Coordinator

Surina Gupta

Bookkeeper

Breanna Sayles

Program Specialist,
Green Workplace

Stephanie Southgate

Environmental Education
Specialist, Green Kids and
Generation Green

Farewell to:

Jennifer Freudenthaler
Nirmala Naidoo

Nancy Selin

Educator, Green Kids and
Generation Green

OUR BOARD

Donald Jantz

President

Mirela Hiti

Vice-president

Greg Jackson

Treasurer

Virginie Fournier

Secretary

Art Skow

Past President

Stefanie Crepin

Director

Lisa Gibson

Director

Spring Hanert

Director

Erika Ringseis

Director

Don Morgan

Interim Director

Nirmala Naidoo

Interim Director

PROGRAMS

Green Homes & Communities

Green Workplace

Green Kids & Generation
Green

EcoStore and Rain Barrel Sale





Green Homes & Communities

While COVID-19 presented many challenges, we were able to launch the Power of Nature, a program first of its kind for Green Calgary. Aiming to reach diverse audiences, we partnered up with immigrant-serving agencies to deliver culturally appropriate climate education.

Pivoted to accommodating people working from home, Green Homes and Communities programming was combined with Green Workplace, topics such as *12 Steps to Greener Homes* were offered through our Green Workplace program

Green Kids & Generation Green

While our worm program was suspended in 2020, we continue to deliver our climate education in an interactive and safe manner online. Changing from in-person programming to drop off kits with self-directed instruction, our commitment to inquiry-based learning has not changed.

1723

Total
participants
reached

79

sessions

13

Participating
schools



‘My friend always goes birding and I never really understood it until now. Birds are actually so cool!’

- Grade 9 student

‘The kids favourite part were the binoculars. Most of them had never used binoculars before and it really made all the difference during our walk.’

- Sara Korman, Grade 9 science teacher



Green Workplace

As we suspended our waste audit services, we continue to pivot and provide waste management resources and webinars for businesses. This year, we were excited to launch online videos and free resources to help businesses to divert waste virtually. Along with that, we developed a new multi-family complex education to fill the gap in waste diversion in those areas.

“From the first introduction to the very last audit, Breanna Sayles and the Green Calgary team helped us achieve what we set out for very effectively. Mainly because of the ease of communication, Breanna’s deep knowledge and familiarity with the waste and recycling processes strongly contributed to making the auditing process smoother than we could’ve imagined!”

Kaitlenn Dryden (Avison Young Real Estate Management Services LP)

243

Total
participants

16

presentations

51.7

Tonnes of
waste
diverted

EcoStore and Rain Barrel Sale

Instead of having in-person sales this year, we adapted to a delivery system so Calgarians can continue saving water at home. These challenges also presented valuable opportunities for us to expand our reach. With Calgarians staying home and gardening, we were able to provide simple water-saving solutions to more people.

To fill in the education gap from switching from in person sale to delivery, we will be launching the Summer Sustainability Series in 2021.

1,300+
Barrels sold

4
Million liters of
water saved
EVERY YEAR



Fundraising & Fund Development

While some of our grants were delayed, we were so appreciative of all the granting agencies that allowed us to defer our grant requirements. Thanks to your generosity, we were able to navigate through 2020.

Thanks, too, to all the individual donors who stepped up and kept our programs going. Your ongoing support allowed Green Calgary to keep delivering our award-winning programs throughout the year.

52

Individual donors

7

Grants received

2

Fundraising events



Connected, virtually.

Since March 2020, we have made tremendous efforts to ensure we continue making meaningful connections with our members while staying apart. From providing free online resources to increasing communications on social media, we are reaching Calgarians from all walks of life.

405,564

impressions

>17,000

reach

13

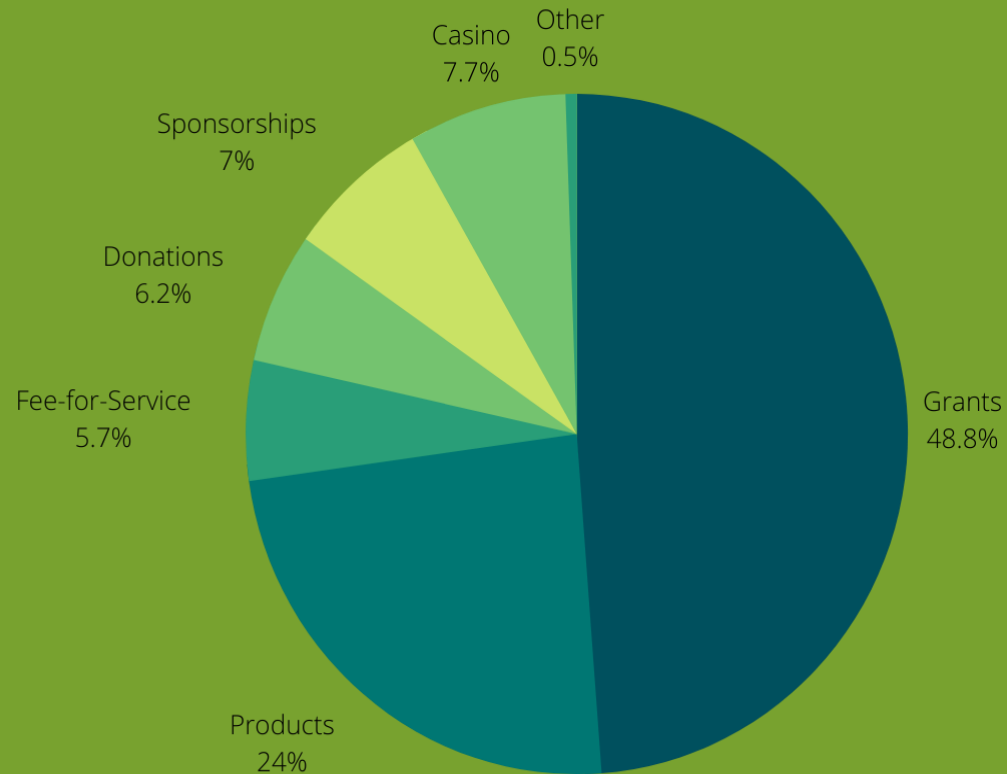
New videos

7,252

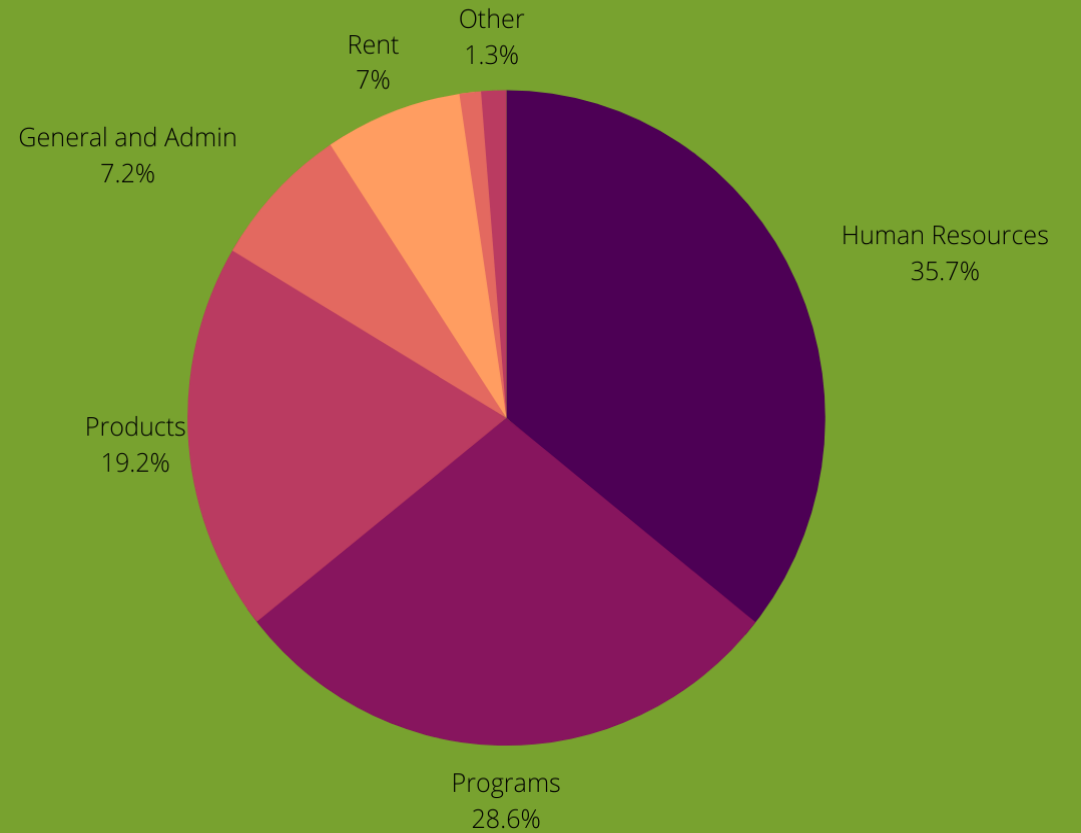
Newsletter subscribers



Financial Update



Revenues
\$527, 630



Expenses
\$497, 842

Thank you
to our
sponsors &
granters!

