

ISSUE 40 | 2017

GREEN CALGARY

In this issue:

THANK YOU CALGARY

A Letter to you
from the Executive
Director

MEET THE STAFF

Come to know the people behind
Green Calgary

FEATURED: 2017

AT GREEN CALGARY

It was an eventful year for Green
Calgary, learn all about our
programs over the last year, and
how we got there

**Your
Green Journey
Starts Here!**

2017

Green Calgary



2 Where We've Been

A letter from the ED. We look back on where we've been in 2017, where we're going in 2018, the challenges, the triumphs, and what we can do better. Welcome to the 40th Anniversary of Green Calgary!

7 Serving the Community

Information on Green Calgary's programs through 2017, including our programs for youth, workplace, and out in the community.

16 We Can't Do It Alone

Green Calgary relies on the support of grantors, sponsors, donors, members, and volunteers to keep programs fresh, fun, and funded.

25 2017 Financial Summary

Two graphs showing the distribution of finances in 2017.

ED Letter Featured Stories Photo Journey through 2017

ON THE COVER

Stephanie was so excited by the citizen science program for kids, she couldn't help but jump for joy!

Green Calgary

403.230.1443
greencalgary.org
@greencalgary

#100 - 301, 14th Street
NW, Calgary, AB



FEATURED STORY

WHERE WE'VE BEEN

Green Calgary tackles the biggest challenges in 2017 and comes out all the stronger. Where we came from paves the way forward for 2018, the 40th Anniversary, and beyond!



GREATER CHALLENGES: Conor Tapp posing in front of waste pickup containers at a Calgary school locker clean out.

THANK YOU CALGARY.

Looking back on the year that was, I am grateful to each and every person who contributed their time, funds, energy, and voice to Green Calgary in 2017.

Recognizing that we had opportunities to better serve Calgarians, Green Calgary worked with our community to identify not only the key environmental issues, but also where the most significant knowledge gaps were. That allowed us to build out a new and comprehensive environment and climate literacy program that would drive real results. And we focused on getting back to our roots as a charity. We collaborated. We hosted. We informed. We educated. We inspired.

And we started down a road that will allow us to continue serving Calgarians for decades to come.

Thank you for your support in 2017.

**A MESSAGE FROM CONOR TAPP,
EXECUTIVE DIRECTOR**

We have a mountain to climb. We're glad to have you with us.

I feel very proud of what the Green Calgary team accomplished in 2017, and I cannot help but keep my eyes on the road ahead.

For forty years, Green Calgary Association has been Calgary's leading urban environmental charity. We have lead and inspired countless environmental actions and interventions. We have been the driving force behind some of the most significant and tangible environmental shifts in our city's history.

Moving into our next phase of service to our community, the Green Calgary team is building new bridges, and reinforcing existing ones. We are continuing to connect with community members in an effort to understand where we can add value, and where we can shine a bright light on great work already taking place.

Calgarians count on us, and we don't take our work lightly. This is important work, and we are grateful for the opportunity to serve.

Forty years ago, the Clean Calgary Association sign read "a committee for environmental concerns." Forty years later, we remain steadfast in our commitment to that goal.

This is an exciting time to be with Green Calgary Association. And we are so pleased to have you joining us.



Staff



"THE ENVIRONMENT IS WHERE WE ALL MEET; WHERE ALL HAVE A MUTUAL INTEREST; IT IS THE ONE THING ALL OF US SHARE."

Lady Bird Johnson

Staff

Conor Tapp	Executive Director
Christie Schulze	Senior Manager, Administration and Human Resources
Lex van der Raadt	Communications & Community Engagement Specialist
Gabriela Pino	Fund & Business Development
Jennifer Freudenthaler	Green Hub Team Member
Ghita Jones	Green Hub Team Member
Alex Berthin	Lead, Environment and Climate Programs - Workplace
Deb Grasza	Coordinator, Environment and Climate Literacy - Children and Youth
Stephanie Aleksiuik	Environment and Climate Educator

Not Pictured

Raine Sillito	Coordinator, Environment and Climate Literacy - Community
Jill-Anne Spence	Coordinator, Green Homes & Communities
Andrew Bellavie	Rain Barrel Coordinator (2017)
Hilary Dressel	Green Hub Team Member
Reka Vasarhelyi	Waste Consultant

Board

Art Skow, President	Vice President, Bentall Kennedy
Stephen Cooper, Past President	Senior Counsel, ATB Financial
Donald Jantz, Vice-President	Independent Sustainability Consultant
Greg Jackson, Treasurer	Head of Finance, Natural Gas Exchange
Stefanie Crepin, Secretary	Human Resources Business Partner, Enmax Corp.
Mirela Hiti	Supervisor, Business Integration, Enmax Corp.
Jordan Deering	Partner, Norton Rose Fulbright Canada LLP
David Silburn	Research Associate, Green Building Technologies, SAIT Polytechnic
Janine Rogan	Senior Tax Associate, PriceWaterhouse Coopers
Tracey Chala	Project Coordinator, 3 Point Environmental Inc.



FEATURED STORY

SERVING THE COMMUNITY

Green Calgary operates in three major program areas: community, workplace, and youth. These programs are then supported by donors, grantors, sponsors, members, volunteers, and the EcoStore.



WASTE IT NOT: Volunteers and instructors working on repairing and beautifying an old chair.



GREEN HOMES & COMMUNITIES

2017 was an exciting year for Green Homes and Communities. Our spring season was dedicated to evaluating our existing programs, which lead into our summer of connecting with Calgarians before launching new concepts in the fall. We launched new online resources, including videos, and extended the reach of our program offering by connecting with new audiences.

Our most popular programs, based on the number of bookings, were our Green Goals, 12 Steps to a Greener Home, and Squeaky Clean and Green - during which we guide participants through making their own all purpose cleaner using environmentally safe and non-toxic ingredients.



PHOTOS BY GREEN CALGARY

Fall 2017 saw the launch of the much anticipated **Waste It Not workshop**, a title that is a throwback to Clean Calgary's Waste it Not shop.

This exciting program gave Calgarians the tools needed to repurpose an aged or broken piece of furniture - giving new life to the furniture, new skills to the participant, and reducing landfill waste.

The program was funded by TD Friends of the Environment Foundation, and received donations of paint and materials from community members across Calgary. HandyGirlsYYC provided expert advice, while ReMatt provided the venue, the Calgary Tool Library provided access to tools, and Envy Eco-Focused Environments provided material support.

We left the office, hopped on a train, and brought environmental literacy into the community.

Starting in spring 2017, we began offering environment and climate literacy programs in the communities that we serve. Starting with pollinator education at rain barrel and composter sale events, the Green Calgary team built opportunities to deliver solutions to community members in the spaces where they live.





KEEP IT SEPARATE: Whether in the office or out at an event, sorting waste is essential.

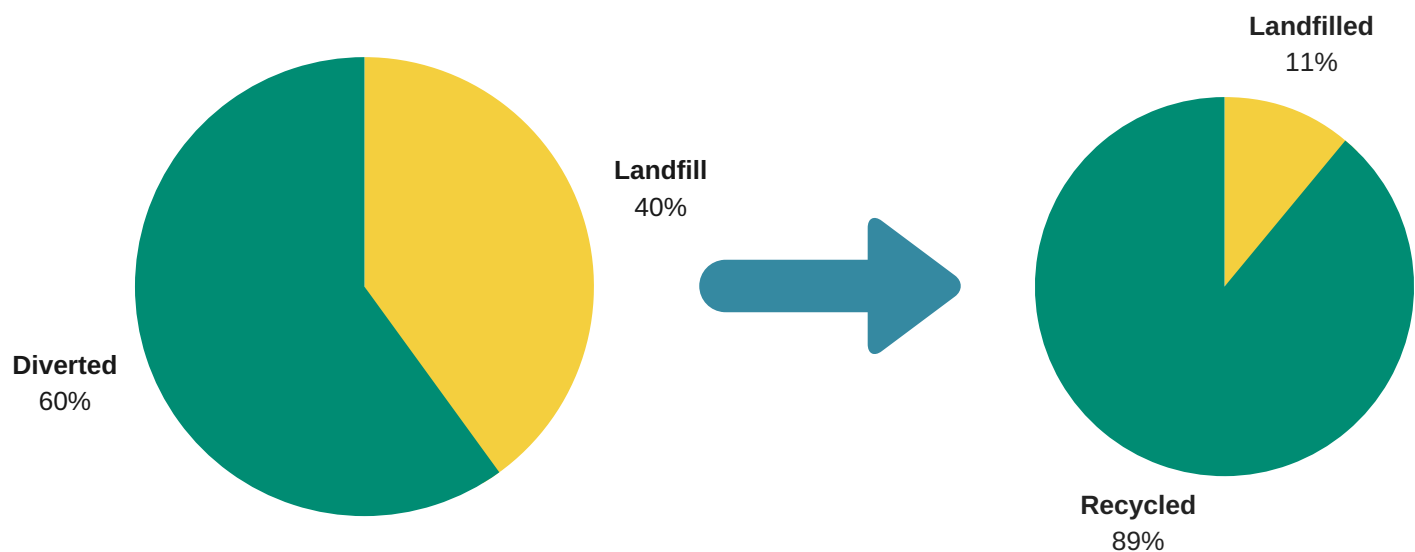
GREEN WORKPLACE

Green Workplace had a successful 2017. Throughout the year, Green Workplace performed 35 waste assessments which is 46% more than in 2016. Many of the waste assessments were to assist companies with obtaining their BOMA BEST certification. Some businesses reached diversion rates of over 80%, and while there were some which had far lower diversion rates, Green Workplace provided recommendations to help all businesses reach their sustainable goals.

In addition to a successful year in waste assessments, Green Workplace worked with several businesses to help divert waste from their events. Through these efforts, Green Workplace helped prevent 1.5 t of waste from reaching the landfill.



One of the hardest parts of Event Greening is ensuring that our volunteers are able to clearly communicate where to put waste in the proper bins. This becomes a problem when large rushes of people all wish to toss their material at the same time.



In 2017, Green Workplace trialed a new way to display signage at the Coventry Hills stampede breakfast; instead of placing posters in the waste station signage sleeves, Green Workplace placed physical examples of waste for each bin. The result was an increase in diversion from 60% in 2016 to 89% in 2017.



PEDAL POWER: Students study energy consumption and generation with our Fender Blender.

GREEN KIDS AND GENERATION GREEN

Green Kids and Generation Green are our flagship children and youth programs, and we delivered 234 programs in 2017, bringing over 6000 students programming right in their schools.

Sometimes we don't need something new to be successful. The programs are consistently well-received in classrooms and garner excellent reviews. Green Kids and Generation Green programs have become a reputable and much recommended by teachers.

Our perennial favorites with teachers are the bulk of our bookings, and as educators we are delivering these programs 75% of our time. The amazing thing about working with youth is that even though the program may be a classic, the energy of the youth always make it feel fresh. Children are the change-makers of the future and they are very justice-oriented. Our favorite thing about children is their optimism. When we bring our waste programs and begin to explore the challenges waste brings to our planet, the children are not overwhelmed. They are energized and when we ask them "Do we have a problem with waste in our world," they shout "YES" but when we ask them "Can we do better?" they also shout "YES!!"

This applies to all ages, all settings. The worms are a hit with preschoolers and high school students alike. Seeing their faces and reactions while doing "Garbology" (a waste audit) is incredible. It is an impactful activity that is worth doing in every setting. We are lucky enough to be invited guests by other associations like CAWST who often have us represent local water issues at conferences or in school programs they are hosting. Green Kids is often a road show as we get invited to represent Green Calgary at Community Events, as well. Our hands-on interactive active activities are engaging and inviting for the public and is an easy comfortable way to have table conversations about the environment and the role Green Calgary plays.

PHOTOS BY GREEN CALGARY

Again, we are recognized by large anchor institutions like the Telus Spark Science Center for being experts in content, and for representing many of the UNs Sustainable Development Goals. We have been invited by the museum multiple times this year.

We also piloted a new program this year. We had funding for the pilot in the format of a summer camp for the Boys and Girls Club of Calgary in an unique partnership with CPAWS (Canadian Parks and Wilderness Society). After the success of the pilot, we launched a school program using Birds as the learning platform with a generous grant from the Alberta EcoTrust to offer this program to another 120 students.

We also continued to grow our other newer program areas. We continued to offer the EcoForce Leadership Program. EcoForce is a program for youth ages 15-18 looking to become Environmental Leaders in their communities.



This program focuses on youth-centered leadership and innovation. In 2017, we supported 9 participant youth in the development of initiatives that helped their communities move to a sustainable future. We had two sessions with these vibrant youth exploring topics such as our watershed, urban water quality, climate change, waste management, green cleaners. They participated in leadership activities, and brainstormed initiatives for their communities.

We also held the 2nd Annual Energy Revolution Fair in June 2017. The ERF grew tremendously last year, attracting 1340 students (nearly 5 times as many as in 2016)! The one-day pop-up event for students Grades 6-12 was held on Municipal Plaza in conjunction with the Mayor's Environment Expo. It included interactive exhibits, hands-on activities, industry experts, live music and a student team competition. It was a rich learning event focusing on topics of renewable energy and energy efficiency.



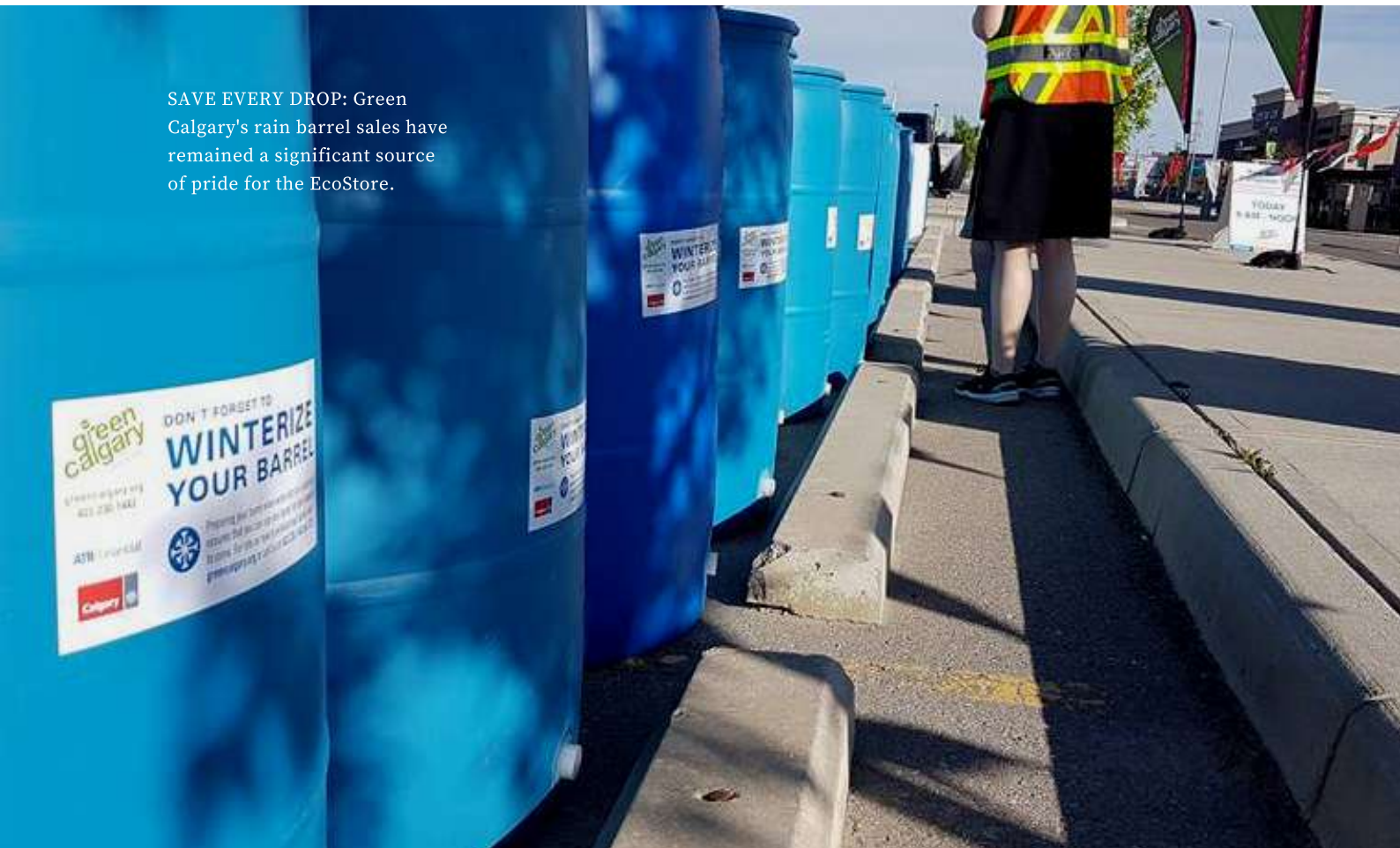
ECOSTORE & RBS

The Green Calgary EcoStore and Rain Barrel Sale program are critical to our community engagement programs. They provide tangible solutions for all Calgarians - small, cost effective, strategically sourced solutions.

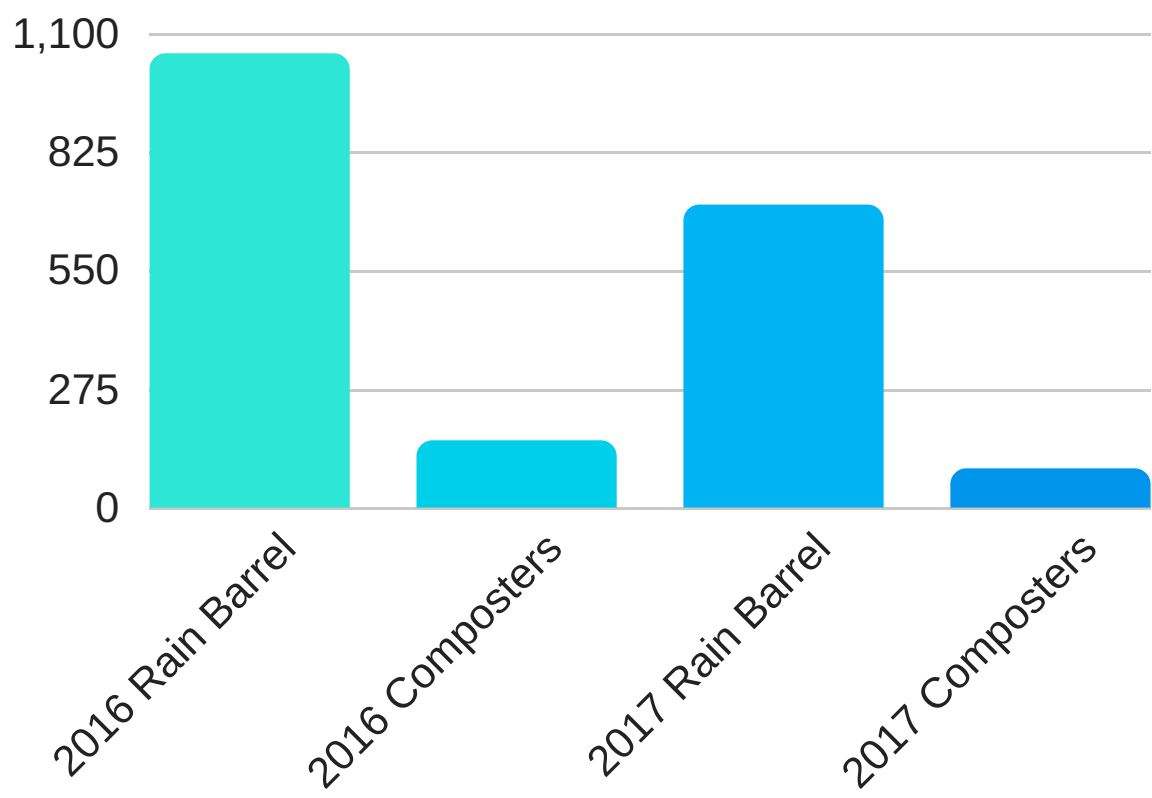
In 2017, we expanded our product selection to include reusable straws, compostable bags (including pet waste bags), reusable produce bags, as well as leafcutter bee habitats and hop compost.

We also formed new partnerships with vendors, including Nick Johnston of Eat My Shrubs (pictured), who manufactures wooden vermicompost bins from rescued materials.

SAVE EVERY DROP: Green Calgary's rain barrel sales have remained a significant source of pride for the EcoStore.



Rain Barrel Sales: By the Numbers



We marked more than 20 years of helping Calgarians to harvest rain water, and an estimated 1 Billion Litres of water saved, in 2017.

We hosted 12 community rain barrel sales in 2017, bringing more than 700 new rain barrels into the Calgary area through those events. It is important to note that while demand for rain barrels remains high, we are seeing multi-year declining trends that are in step with declining home ownership and economic factors.

With the launch of the City of Calgary Green Cart program, for diverting food and yard waste from landfills, there was an anticipation that composter sales would fall. This was not the case, with our community events bringing more than 90 new backyard composters into the community. The broad conversation that our city was having about organic waste inspired many of our neighbours to seek knowledge, and Green Calgary is grateful that they chose to learn from us.



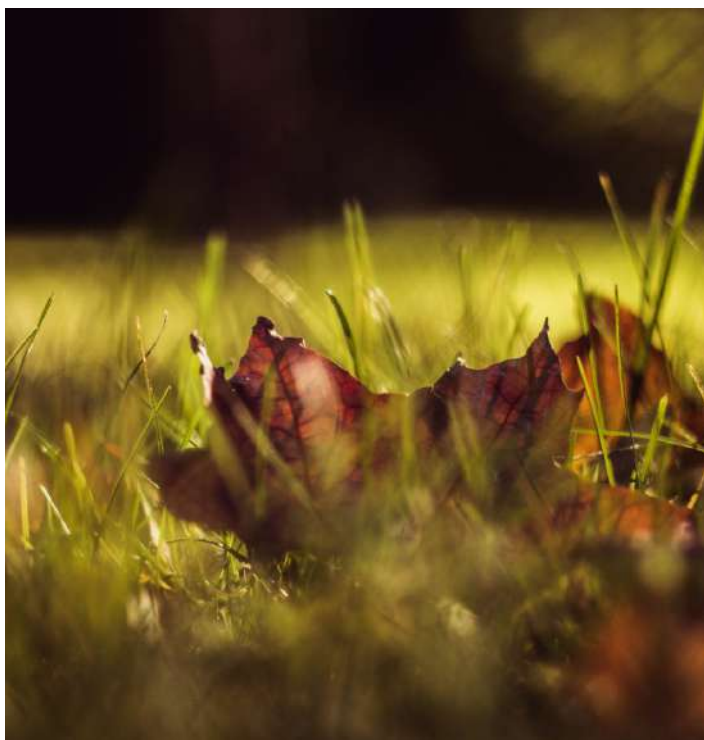
FEATURED STORY

WE CAN'T DO IT ALONE

Green Calgary is surrounded by a dedicated and passionate group of supporters: grantors, sponsors, donors, members, and volunteers. It takes all of these people sharing a vision to make Green Calgary's programming a success.



GOING BLUE: Sometimes to Go Green, you just need to Go Blue! Green Calgary receiving a cheque from RBC's Blue Water Project.



DONORS, GRANTORS, AND SPONSORS

As an urban environmental charity we are fueled by the support we receive from Calgarians —indeed, we exist because of them. We are grateful to work with a growing group of grantors, sponsors, and donors who are also local environmental leaders that are making Calgary stronger, greener, and more sustainable for all. They truly are green heroes who are investing in our community and in the future of our community.



TD Friends of the
Environment
Foundation



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

GRANTORS

“WHEN WE GIVE CHEERFULLY AND ACCEPT GRATEFULLY,
EVERYONE IS BLESSED.” - MAYA ANGELOU

Be the impact!

In 2017 we focused on strengthening our partnerships with long time grantors and supporters. The organizations listed above are aligned with our urban environmental cause and are champions of environmental sustainability. Their commitment often goes beyond monetary contributions to include expert support, promotion and community engagement opportunities.

A great example of this is the support we received from Alberta Ecotrust for our YYC's Young Citizen Scientists project in collaboration with CPAWs. Jodi McNeil, member of the Alberta Ecotrust Board, went beyond her duties as our Project Stewart and joined our educators as a volunteer facilitator. Her involvement boosted our confidence in the quality of our program. We were so honoured to have her accompany our young citizen scientists to study birds right in their own community.

We hope to inspire other grantors to invest in our work, get involved with our programs and experience the impact that their contributions are making in our community.



SPONSORS



"WE ONLY HAVE WHAT WE GIVE." - ISABEL ALLENDE

Green the way!

Our sponsors are local business leaders who uphold some of the best environmental practices in their industries. They are greening the way for other corporate citizens to take on their responsibility for greening their practices for a more sustainable economy and a healthier community.

Our sponsors' contributions in funds, in-kind and volunteer support are clear signs of their strong commitment to invest in our local economy and to promote environmental sustainability in our city.

They also help us connect with the business sector, with their employees and their customers to amplify our message and grow our impact.

We want to highlight the continued support we have received from ATB Financial. As a sponsor of our Green Season Community Events they provide funds, promotion, volunteer support and space for us to host our events at their branches. They have shown a deep understanding of what it takes to become a trusted member of our community and they are leading the way with their contributions to a cleaners more sustainable economy.

DONORS

“NO ONE HAS EVER BECOME POOR BY GIVING.” - ANNE FRANK

You are our green heroes!

We deeply appreciate the investment each of you makes in a healthier and more sustainability city by donating to Green Calgary. You truly are green heroes who believe in our urban environmental cause and who are taking positive environmental action that will change our city and our planet. Thank you on behalf of our team, our community and the environment!

- Alona Johnson
- Andrew Bellavie
- Art Skow
- Barbara Weber
- Camilo & Logan Rost
- Catherine Jarrell
- Cheyenne Caza
- Christian Mills
- Christie Schulze
- Conor Tapp
- Danielle Wiess
- Dustin Engel
- Eliot Tretter
- Elspeth Ross
- Fiona Stanners
- Grace Chiu
- Guillermo Cuevas
- Jesse Graham
- Jessie Mead
- Johann Schelesnak
- Jordan Deering
- Jorge Luis Luna Diaz On behalf of Eva Luna
- Katrina Beardow
- Kevin Anderson
- Kevin Reyes
- Lane Olafson
- Lex van der Raadt
- Linda Saunders
- Margaret Stuart
- Maria Pino
- Marjerie Salisse
- Meghan Perry
- Nishi Thusoo
- Owen Stockden
- Patrick Griffin In Honour of Michael Newsom
- Patrick Riley
- Phillip Ha
- Phillip Ha In Honour of Evelyn Ma
- Rebekah Gauthier
- Richard Morrison
- Robert Bott
- Ruskin Gallardo
- Shauna Curry
- Stephanie Aleksuk
- Thu An Nguyen On behalf of Heather Robertson-Gagné
- Tyson Bilton
- Yim Ho Wu
- Zdenka Vojkuvkova

& all of the amazing Anonymous Donors!

MENTORING MADNESS: Our volunteers supporting staff and partners at the Waste It Not workshop.



VOLUNTEERING

Green Calgary's programs and events depend on its volunteers. Between our Volunteer Board of Directors, Green Kids Volunteers, and General Volunteers, we have the support of over 120 active volunteers, who put in more than 1300 volunteer hours in 2017! This included tasks as various as helping repair furniture, sitting on committees, rain barrel sales, modelling for photos, around-the-office help, facilitating activities for youth, counting cash in a casino, preparing our worm bins for sale, giving presentations on behalf of Green Calgary, and driving strategic direction.

We additionally grew the volunteer pool by 171 applicants, with over 100 attending a volunteer orientation.



PHOTOS BY GREEN CALGARY

Our Green Season wouldn't have been possible if not for our elite rain barrel volunteers!

Special thanks go to Bart Dramowicz, Ghita Jones, Guillermo Cuevas, Matthew Crist, and Reka Vasarhelyi, who combined added 150+ of their hours to the program.

Additionally, the following volunteers also gave more than 20 hours of their time to Green Calgary:

- Ana Miranda Rodriguez
- Grace Lew
- Jessica Wilson
- Kaitlyn Wong
- Mona Marsovsky
- Tara Jack
- Tatiana Kuserbaeva

As well as volunteers from:

- Apple Canada
- Bow Valley College
- Sustainable Youth Canada



DOWN IN FRONT: Members attending last year's AGM in the John Dutton Theatre.



MEMBERS

Green Calgary's membership program continued in 2017 with 48 returning members, and 44 new members. We also had 33 Corporate and Non-Profit members.

While the membership numbers have shrunk slightly since 2016, we have expanded membership benefits over the year. The opening of the Little Green Library in the spring of 2017 gave members the ability to check books, DVDs, magazines, and more out to support their own Green Journeys. We also premiered the 40th Anniversary Green Button near the end of 2017, gifting them to new and returning members when they came to the store. Corporate & Non-Profit members also now get a membership window cling.



MARKETING & COMMUNICATIONS

While 2017 continued with the same marketing plan as 2016, its implementation was very different due to Green Calgary gaining its first dedicated marketing staff. Green Calgary took the plunge to access new audiences and markets.

Young or old, no matter where you are on your Green Journey, we're there for you!

Green Calgary achieved new highs of followers on Facebook (3184), Twitter (8245), and LinkedIn (861), as well as on the newsletter (3119). We also changed the newsletter format to be quicker to read and to come out twice a month, rather than once a month.

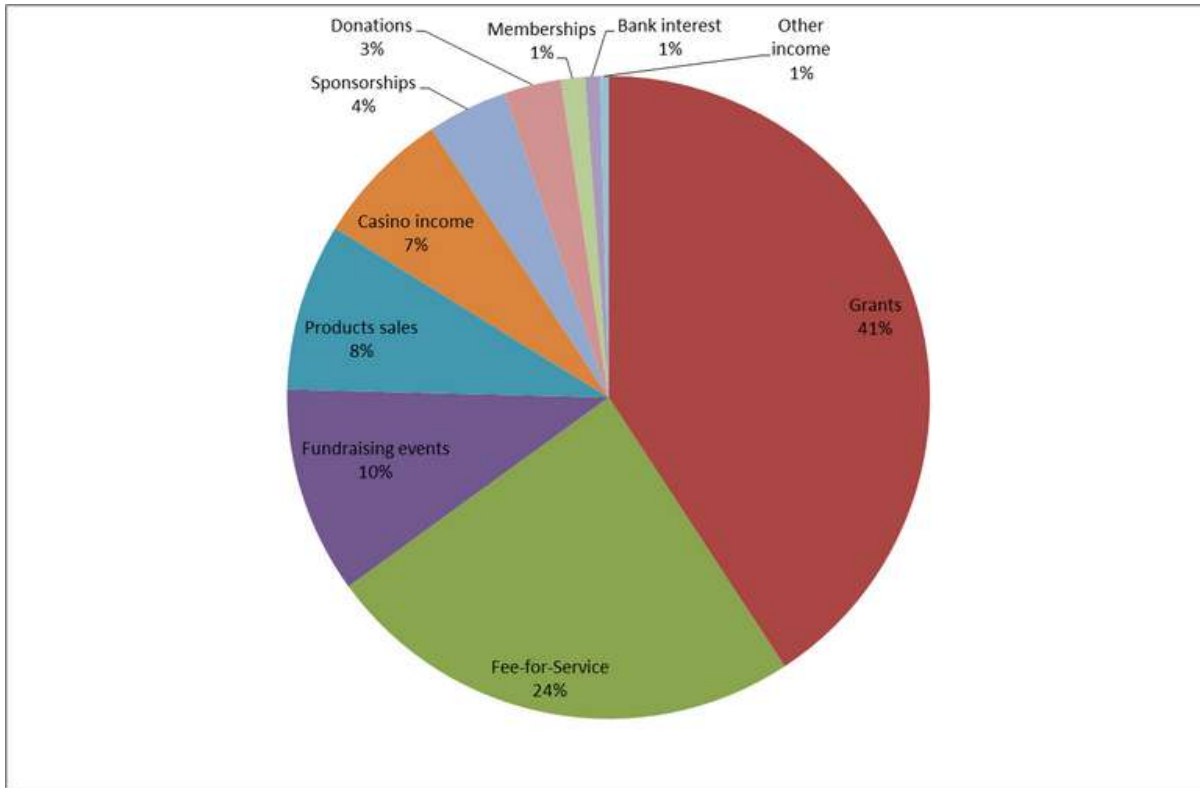
The most popular new feature in our communications plan was the weekly #GreenTips videos starring the Executive Director and other staff, giving one or more tips for more sustainable living.

We also produced a promotional video for the Energy Revolution Fair, that was shot on the day of the Fair and edited in-house.

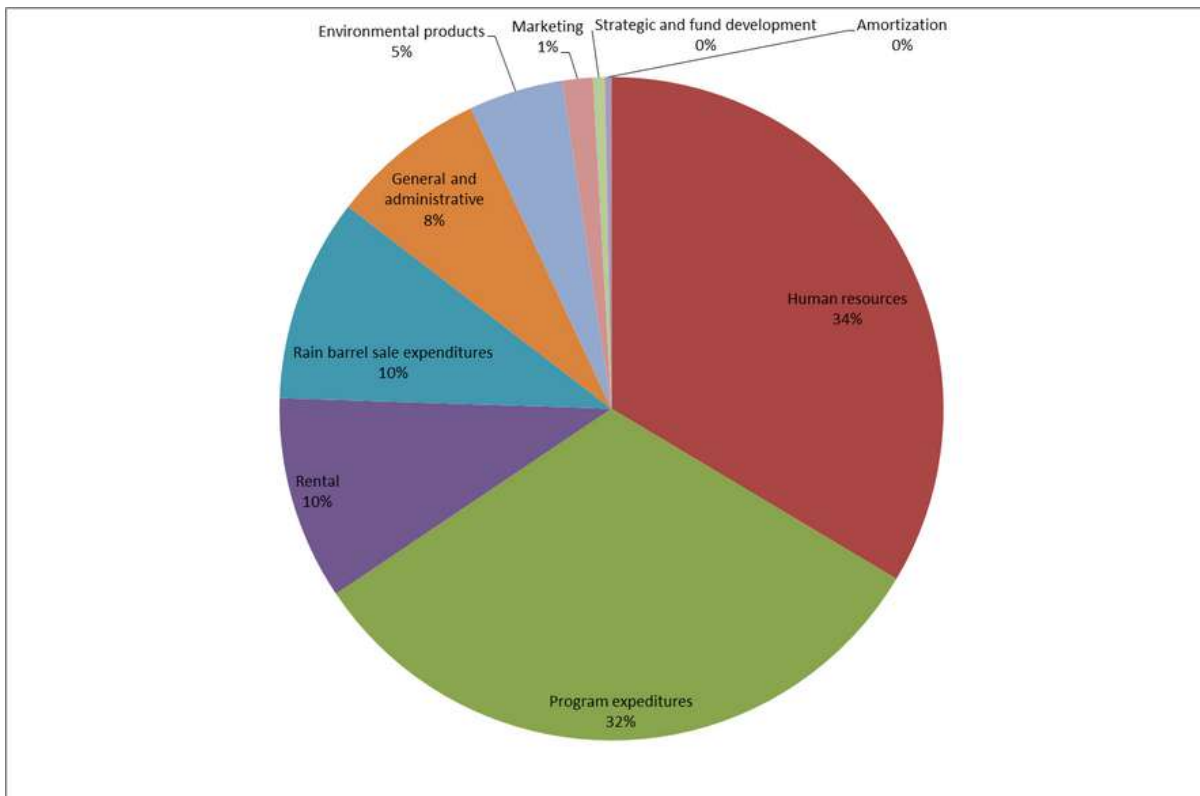


2017 Financial Summary

2017 REVENUE \$650,690



2017 EXPENSES \$734,290





THANK YOU.

THANK YOU TO ALL GREEN CALGARY STAFF FOR
THEIR CONTRIBUTIONS TO THIS REPORT.

LAYOUT BY: LEX VAN DER RAADT