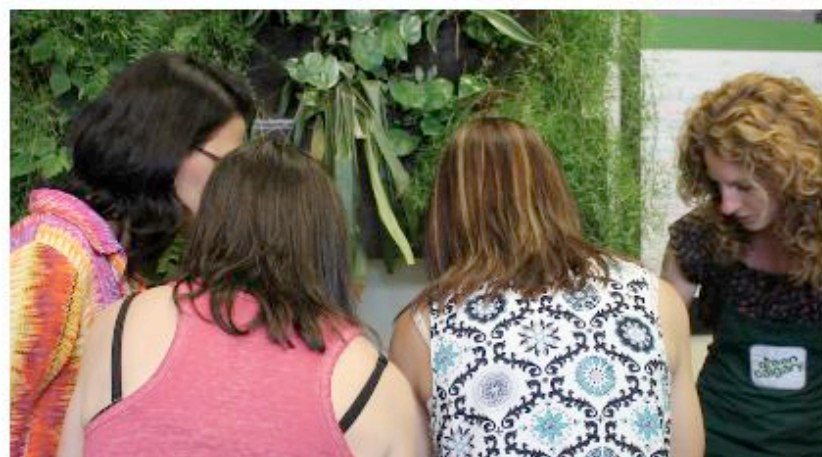




2015 Annual Report

Empowering Calgarians to green the way we live, work & play



Green Calgary [takes] things that are uniquely Calgarian, things that I love about Calgary, and makes them better. - Green Calgary Member



4 key program areas of outreach:

1. Green Homes & Communities
2. Green Workplace
3. Green Kids & Generation Green
4. EcoStore & Rain Barrel Sales



Reduce, Re-use, Recycle & Compost
Waste



Stormwater, Rainwater, Conservation
Water



Renewable, Conservation
Energy

Addressing the causes of climate change & exploring mitigation & adaptation...

3 strategic focus areas:

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Green Calgary helps make it possible for environmentally minded Calgarians who care about their city and are trying to live a green lifestyle, to be the kind of citizens they'd like to be — to live the way we'd like to live as a family. - Green Calgary Donor

2015 Team: Staff & Board

We may be small but we're mighty thanks to all the people who make Green Calgary's work possible. We start with staff because they are the most visible, of course. But the only way to extend our reach is through hundreds of volunteers, starting with our Board of Directors.

Staff

In 2015, we employed the equivalent of 8.5 full time positions and were pleased to become a Living Wage Leader*.

2015 GH&C Team
Jori Baum (until Dec 2015)
Chantal Eves (until Nov 2015)

2015 GW Team
Lauren Minuk (until Feb 2015)
Alex Berthin (as of May 2015)
Tracy Pagenhardt

2015 GK/GG Team
Amy Spark (until Aug 2015)
Raine Sillito (as of Aug 2015)
Stephanie Aleksuk

EcoStore & RBS
Jennifer Freudenthaler
Amy Inkster (until April 2015)
Shae Doyle (July - Dec 2015)
Andrea Rocchio (seasonal)

Corporate Team
Areni Kelleppan
Lynn Meadows (until July 2015)
Christie Shulze (as of Aug 2015)
Gabriela Pino
Lynn MacCallum
Roberta Waddell (as of March 2015)

For a full list of current staff members, visit greencalgary.org/about-us/our-team.

Board

We are governed by a volunteer Board of Directors who are elected, annually, at our AGM. Our Board provides strategic direction, fiduciary oversight

and sets policy to ensure that Green Calgary remains accountable to our membership, our vision, mission & values.



For a full list of current Board members, visit greencalgary.org/about-us/our-board-of-directors.

* A Living Wage is the amount of income an individual or family needs to meet their basic needs including housing, transportation, adequate, nutritious food; maintain a safe, decent, dignified standard of living; save for future needs and goals; and devote quality time to family, friends and community. - Vibrant Communities Calgary

2015 Team: Membership & Volunteers

A significant part of our success is generated through the tireless efforts of our volunteers and the commitment and support of our members.

Volunteers

In 2015, we maintained a roster of 494 volunteers; 177 actively volunteered during the course of the year & working 2,156 hours. We also introduced a youth volunteer program for those under 18!



Value of volunteer contributions in 2015
= \$32,340

Members

We had a total of 184 members in 2015 with a renewal rate of slightly less than 50%.

The Family m'ship category allows multiple people in the same household to buy 1 m'ship. We also lowered individual m'ship fees to make m'ship accessible.

We introduced a
Family m'ship in
2015



Family



Individual



Low Income



Non Profit
Orgs



Corporate

We offer 5
categories to
make m'ship
as accessible
as possible.

For a full list of current corporate & non profit members, visit greencalgary.org/about-us/become-a-member. We don't publicly list individual members due to privacy concerns.

There are a lot of things Green Calgary stands for that are important to me...I support an organization that stands for the same things that I value... - Green Calgary Member

2015 PROGRAM HIGHLIGHTS, IMPACTS & RESULTS

Green Homes & Communities



ALTERNATIVE LEARNING
Green Teas
Eco Boot Camps



WORKSHOPS
Natural Living Series
Sustainability Series



COMMUNITY
Depave Calgary
Community Events

Our Green Homes & Community program introduced a number of new offerings to meet Calgarians where they are in their green journey.

We were pleased to pilot Green Teas, Eco Boot Camps, Natural Living Series workshops & Depave Calgary.

We also continued to: offer our Sustainability Series workshops, provide new resources & guides online, answer 100s of inquiries through our Help Desk & work in the community through events & presentations.



1,500+

green inquiries answered
through Help Desk

34

workshops, presentations &
other learning opps

500+

participants actively
engaged in green living

Green Calgary is about making our City a steward of the environment and an awesome place to live. - Green Calgary Member

2015 PROGRAM HIGHLIGHTS, IMPACTS & RESULTS

Green Workplace



Waste Assessments/Audits & Other Consulting Projects



Event Greening Services & Resources



Workshops, Spot Audits & Sustainability Consults

Our Green Workplace program enhanced its fee for service work to help fund other projects to support businesses and organizations in their sustainability initiatives.

We were pleased to launch a voluntary hauler verification program, enhance our Recycler Directory, complete a case study in partnership with the Calgary Humane Society & collaborate with partners across Alberta to develop the "Finding the Right Hauler Tool."

We also continued to provide waste audits and assessments, event greening services, develop free share online resources and guides, answer 100s of inquiries through our Help Desk & delivered workshops & presentations.



3600+

metric tons (MT) waste diverted from the landfill

83%

average diversion rate for events

200+

workshop participants

I love how Green Calgary can take some of the things I love, like festivals, and make them better. - Green Calgary Volunteer

2015 PROGRAM HIGHLIGHTS, IMPACTS & RESULTS

Green Kids & Generation Green



Waste Programs



Water Programs

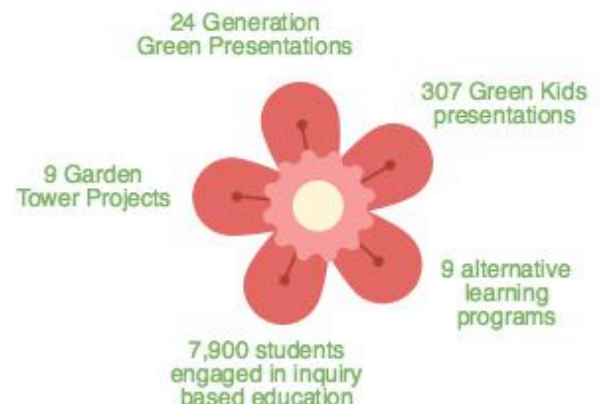


Alternative Education

Our Green Kids & Generation Green programs delivered more classroom & community offerings than ever before.

We were able to reach out to the homeschooling community, start a Saturday drop in program and launch the garden tower projects with vermi composting system. We also started an informal eco educators' network in Calgary to support innovation & avoid duplication of services.

We also continued to provide waste (Worms Love Leftovers & Waste in Our World) & water (Water for Life, Clean Green & It's Rain Harvest Time) programming that ties directly to curriculum.



300+

programs delivered to schools
& community groups

7900

children & youth engaged in
inquiry based eco learning

9

new alternative learning
programs

The kids loved the interactive, hands-on...displays. Real world environmental problems were explained in kid-friendly language. - Grade 4 Teacher

2015 PROGRAM HIGHLIGHTS, IMPACTS & RESULTS

EcoStore & Community Rain Barrel Sales



Community Rain Barrel & Composter Sales



EcoStore
(Green Information Hub)



In-Store Workshops & Open Houses

Our EcoStore & annual Community Rain Barrel and Composter sales help raise funds to pay for organizational costs not covered by grantors and other funders.

Thanks to the support and commitment of Calgarians, we continue to see strong sales of rain barrels & various composting products.

We also continue to be a trusted resource for Calgarians green questions and our staff often spend far more time providing education than selling products - which we feel is an important part of our overall mission!



15+ million

litres of water conserved annually with our rain barrels

1000+

MT of organics diverted thru use of our compost products

2000+

green inquiries answered

Store staff really do help find the answers and provide great support in finding the right resources and spending the time to really talk to their customers. - EcoStore Customer

2015 Funder: Donors, Grantors & Sponsors

Donors

In 2015, we grew our donor base significantly thanks to our Restore #YYC's Urban Forest Initiative where donors purchased & were then invited to plant 143 trees to help offset the over 1 million trees lost during the September 2014 snowstorm.

Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
Anonymous
AB Assn of Immigrant Serving Agencies
Alpine Air Adventures
Amaranth Whole Food Market
Andrea Rocchio
Andrea Urquhart
Anette Ceraficki
Anjuu Shah
Ashley Tkachyk
Azuma Hashimoto
Barb Davies
Bert Einsiedel
Brenda Shairp
Brienne Van Leeuwen
Brookfield Properties - Bankers Hall
Camilo Rostoker
Catherine Jarrell
Catherine Sanchez
Cenovus Energy
Christy Schueller
Clayton Wong
Corelogix (Sage/ACT)
Dale Sorensen
DIRTT Environmental Solutions
Donald Jantz
Dustin Engel
Eleanor Finger
Elements the Patagonia Store
Emily Strong
Erin Woods School
Eva Kohout
Fin-Wall Site Services
First Capital
Firyal Mohamed
Future Values Estate & Financial Planning
Guillermo Cuevas

James Roberts
Jamshed Khory
Jana Taylor
Jennifer Rewcastle
Jillian McPhee
Jillian Mellum
Joan Spindler
Justin Wise
Karim Lalani
Katherine Zaiser
Kathy Holland
Kevin Mclean
Kitty Dunn
Kyle McLaughlin
Lauren Minuk
Lindsey Smilski
Marcie Jensen
Mark & Jen Freudenthaler
Marshall Ouellet
Meghan Perry
Nathaniel Schmidt
National Bank of Canada
Nature's Ride
Ox and Angela Restaurant & Tapas Bar
Patricia Cameron
Patricia Rafuse
Patricia Stuart
Patrick Riley
Phil Gomes
Rachel Moro
Read Jones Christoffersen Ltd.
Richard Morrison
Sandy Aberdeen
Shauna Curry
SPARK Energy
Steve Fawkes
Tamara Fric
Taylor Logan
The Spa Ritual / Sante Spa
Theresa Howland
UNA Pizza
Versalt Inc.

For a full list of current donors, visit greencalgary.org/get-involved/donate-green-calgary

Donors are listed on our website for a period of about 1 year. Those providing recurring or regular gifts are listed as "monthly & regular donors". We do maintain a donor recognition program where we thank our donors without excessive mailings & limit our use of paper or disposable ways of saying "thank you".

2015 Funder: Grantors, Donors & Sponsors

Grantors

Grants continue to account for a significant amount of our funding for program related work. We're fortunate to have grantors who not only understand the nature of our work but also the challenges of operating a non profit in a province that provides the fewest dollars for environmental education and outreach than any other in Canada.



TD Friends of the Environment Foundation



NICKLE FAMILY FOUNDATION



This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :



Environment Canada

Environnement Canada



Sponsors

To diversify funding, we've been exploring partnerships with the corporate sector. While the economic downturn did hamper some of our efforts, we were able to solicit new & returning corporate partners. This type of funding provides flexibility in allocating dollars to areas of programming that may be important but difficult to fund.



SOUTH CENTRE



firstcalgary FINANCIAL



Brookfield Residential



Bentall Kennedy

Corporate In-Kind Partnerships

Soap & More

Cookbook Co.

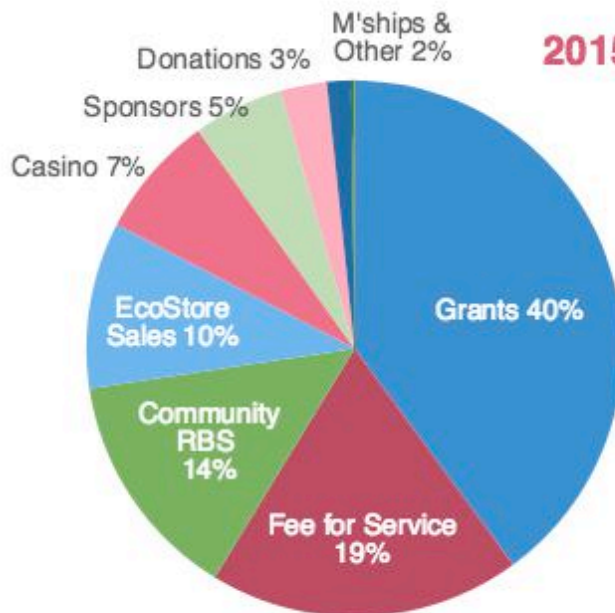
Sunnyside Market

ATCO Blue Flame Kitchen

Rocky Mountain Soap Company

2015 Financial Summary

Highlights from our 2015 Audited Financial Statements. To review the full document or past year financials, visit greencalgary.org/about-us/annual-reports.



2015 Revenues \$928,958

A diversified funding base allows us to offset cuts in any one specific area.

The City of Calgary accounts for approx. 1/2 of our grant revenue which is much less than in previous years. We've been able to absorb anticipated cuts from municipal funding by building earned revenue from other sources. Earned revenue also allows us to focus on new innovative work that funders may not be open to funding initially.

Also important to note: in-kind sponsorships are not reflected on our statements but account for another \$18K savings in program expenses.



2015 Expenses: \$927,188

Over 65% of our expenses are directed at program delivery and information resources for Calgarians. (Programs, Community RBS, Eco Products, Marketing/Website). Not included is approx. \$18K of program expenses provided as in-kind product sponsorships.

Also important to note that under HR includes our volunteer & m'ship as well as leadership who provide program delivery as relief coverage when/where needed.

Also not included is the significant contribution of our volunteers - over 2,000 hours that provide an approx. value of \$30K.

You know that when you are giving to Green Calgary you are investing in your community and in the future of your community. - Green Calgary Donor

Marketing & Communications

Website

Our website provides information 24/7 with lots of free downloadable resources (over 25 resources were downloaded over 1000+ in 2015). Feedback from users continues to be positive given our site's dynamic nature, user friendliness & and continuous improvements.



60+ blogs



200,000+ hits



350+ pages

E-News

Our newsletter had over 2700+ subscribers in 2015, with an average click rate of 40% (far better than the avg for a non profit). Feedback from subscribers continues to be positive and we continue to make changes as appropriate based on feedback.



13 issues



12% growth*

* in subscribers

Social Media

We maintain accounts on 3 social platforms: Facebook, Twitter & LinkedIn. While it's been suggested we consider other platforms, capacity to maintain more accounts is limited and we have approached social media from the perspective of promoting our programs and providing good content for our followers.



7390+ followers

12%



2400+ likes

33%



670+ group likes

started in 2015

Other Media

We are fortunate that the local TV & newspaper community continues to invite us for various feature stories & articles & we were consulted for the "Coffee Cup Recycling Story" done by CBC Marketplace in October 2015. We also completed our Depave Calgary video & provided dozens of interviews on being green in #yyc.

Our work means nothing if it doesn't inspire or empower collective environmental action.

To all those Calgarians who are taking the time, speaking with their dollars & actively working to create a greener, more vibrant and sustainable city -



For more info or to contact us, please
visit our website: greencalgary.org
or call us: 403.230.1443.