

The background of the entire page is a photograph of a forest. On the left side, there is a vertical strip of the image in grayscale, showing a person's legs and feet walking on a dirt path. The rest of the image is in color, with a vibrant green overlay. The text is placed within dark gray rectangular boxes that span across the image.

GREEN CALGARY ANNUAL REPORT

# 40 YEARS BEING GREEN

Greening Life Together Since 1978

# OUR YEAR

## TOPICS TO COVER

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- President's Report
- Staff and Board
- Community
- Workplace
- Children and Youth
- EcoStore & Rain Barrel Sales
- Donors, Grantors, Sponsors
- Members
- Volunteers
- Communications
- Treasurer's Report



The background of the slide features a grayscale photograph of a city skyline, likely Calgary, with various skyscrapers and buildings. A large, solid green diagonal shape cuts across the image from the bottom left towards the top right, creating a modern, geometric design. The text is positioned within the green area.

# ART SKOW

## PRESIDENT'S REMARKS

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Green Calgary continued to deliver environmental programming to thousands of Calgarians in 2018, our 40th year of operation. While it continues to be challenging to obtain funding in the existing economic climate in Alberta, we remain at the forefront of leading climate action in Calgary, building sustainability and resiliency in our city. Although our 2018 financial results were disappointing, the Board of Directors is strongly committed to making necessary changes in 2019 to ensure Green Calgary is the force for positive environmental change that it always has been. To that extent we have re-structured the organization to deliver core programming; are re-building key funding streams; and looking forward to working with local partners to continue to broaden our reach. We appreciate the ongoing support from all of our members, funders, volunteers, and staff and look forward to providing environmental initiatives and programs that empower and inspire.

# Our People

## STAFF

Christie Schulze,  
People & Paper

Lex van der Raadt,  
Words & Web

Gabriela Pino,  
Dollars & Donors

Jen Freudenthaler,  
Craft & Compost

Raine Sillito,  
Kids & Communities

Reka Vasarhelyi,  
Waste & Workplace

Stephanie Aleksiuik,  
Education & Energy

Nancy Selin,  
Teaching & Travelling

## GOODBYE!

Alex Berthin

Conor Tapp

David Silburn

Ghita Jones

Mackenzie

Deb Grasza

Douglas

Yanyu Li

## BOARD

Art Skow,  
Bentall  
Kennedy

Mirela Hiti,  
Enmax

Kathryn Chin,  
The City of  
Calgary

Donald Jantz,  
Independent

Jordan  
Deering,

Jamie Gordon,

Sustainability  
Consultant

Norton Rose  
Fulbright

Enbridge Inc.

Greg Jackson,  
Natural Gas  
Exchange

Janine Rogan,  
PWC

Ola Tundak,  
Stikeman  
Elliott

Stefanie Crepin,  
Enmax

Tracey Chala,  
Independent  
Sustainability  
Consultant

Dina  
Gozhykova,  
Norton Rose  
Fulbright



# COMMUNITY

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LIFELONG LEARNING FOR EVERYONE



# 100in1Day

# IN 2018

WE HOSTED 100 IN 1 DAY IN CALGARY

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100in1Day is a worldwide movement changing how people collaborate and interact with their cities. We encouraged our local participants to focus on creating community around Sustainability. We were happy to be able to participate in many community events in Calgary, including Parks Day and Earth Hour.

# WE LAUNCHED SEVERAL NEW PROGRAMS

**INCLUDING BUILD A BEE HOME  
AND BUGS IN YOUR BACKYARD**

Build a Bee Home brought 32 people into our Green Hub to learn about protecting native pollinators and our local ecosystems. Our Intro to Zero Waste and Natural Fabric Dye programs were popular new additions, encouraging Calgarians to think differently about the waste we produce and how we can repurpose old items.

With support from TD FEF and the Calgary Foundation we were able to develop and deliver a series of new programs, particularly YYC's Young Citizen Scientists Program as well as Zero Waste and Bugs in Your Backyard and created new downloadable resources for Calgarians.



# WORKPLACE

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BUSINESS SOLUTIONS; NATURALLY

# 2018 WAS A YEAR OF CHANGE

## GREEN WORKPLACE

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A new certification program was created, allowing Green Workplace to help Calgary businesses look at their internal practices to identify areas of opportunity for sustainability goals. A collaboration between Green Workplace and Green Kids was piloted, bringing waste education to a new level in high schools by performing waste audits with the students in a public space. A staffing change also occurred, with Green Workplace's program coordinator bidding Calgary adieu and the waste consultant from 2017 stepping up to the position.



Waste Assessment Performed at Queen  
Elizabeth High School

# GREEN WORKPLACE

## CONTINUED TO PROVIDE STELLAR WASTE MANAGEMENT SERVICES

We provided waste assessments and audits to businesses throughout the city. While the average diversion rate was 67%, two buildings achieved diversion rates of over 90%, numbers worth celebrating!

Green Workplace also worked with companies during Stampede to green their events, helping prevent almost 4 tonnes of waste from entering the landfill, and achieving an average diversion rate of 88%, with multiple events achieving over 90% diversion. In the industry, 90%+ diversion is considered "zero waste."



A large blue triangle pointing towards the bottom right corner of the slide, set against a dark grey background.

# CHILDREN AND YOUTH

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INSPIRING THE NEXT GENERATION



## WE ARE PROUD TO BE A TOP CHOICE FOR TEACHERS ONCE AGAIN

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Green Kids and Generation Green offered over 280 in-classroom programs for approximately 6,700 students in the Calgary Area. Combined with our Energy Revolution Fair, we engaged with over 7,400 students in 2018.



## THE TALK ABOUT TRASH IS NEVER BORING!

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The focus on waste education was as strong as ever with new crops of Grade 4 students learning their Waste in Our World Science unit and always having curiosity about the story of our “stuff” and “what goes where”.

# CHILDREN ARE OPTIMISTIC



## OPTIMISTIC

It is because of this optimism that we always leave those classrooms with a light heart knowing that another group of energetic and caring youngsters are taking leadership of this adult-created problem. In fact, one Grade 4 student told Deb this year that she knows what she wants to do when she grows up! She wants to work for Green Calgary!

## BUSY

Our days are busy and fun, with the rest of our time being broken up with water and energy programs (another 1000 students), EcoForce Leadership Club (114 students), Citizen Science (192 students) and the annual Energy Revolution Fair (775 students).

## COLLABORATIVE

We continued to take the time to contribute to student events such as the Youth WaveMakers Conference hosted by CAWST, and to bring education to the public at Earth Hour, Earth Day, 100in1Day and The River Clean Up.



# EACH INTERACTION WITH STUDENTS GIVES US HOPE!

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We partnered with three Grade 7 Environmental and Outdoor Education classes this Fall to bring our EcoForce Club to larger groups of students. The school hosted a Energy and Innovation project day at the end of our sessions where some of our students showcased projects such as: Innovative Landfills, Benefits of Aquaponics, Worm Composting, School Waste Audit and Composting Bin Initiative, The Effects of Micro-beads on the Environment, Consequences of Plastic on our Environment, Benefits and Opportunity of Up-Cycling, Environmentally Friendly Straws, as well as sharing information on forms of renewable energy. In exciting news from our club, two of our 2017 EcoForce Club members were finalists – and one the winner - in the Environment category at the YODA awards hosted by Youth Central in June 2018.

# REVOLUTIONIZING ENERGY

## THE STUDENTS WERE ENTHUSIASTIC DEVELOPING THEIR PROJECTS

The Energy Revolution Fair had a record number of teams competing for prizes at the Student Team Competition at the 2018 Energy Revolution Fair. Municipal Plaza was buzzing with excitement as students presented their renewable energy projects to our panel of judges. To top off the day we had a visit from the Mayor which was a thrill for all of our participants.



# STUDENTS FEEL EMPOWERED

## STUDENTS CONTRIBUTE TO CONSERVATION THROUGH CITIZEN SCIENCE

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Thanks to generous grants from both TDFEF and RBC we were able to build on the success of last year's Citizen Science program. As well as offering our Birds program to schools, we began offering bees in mini sessions and had success piloting this at the Mayor's Environment Expo. We plan to develop and to offer our full Bumble Bees program to local schools in 2019.



# ECOSTORE & THE GREEN SEASON

**WE MARKED MORE THAN 20 YEARS OF HELPING CALGARIANS TO HARVEST RAIN WATER,  
AND AN ESTIMATED 1 BILLION LITRES OF WATER SAVED, IN 2017.**

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.

We hosted 11 community rain barrel sales in 2018, bringing more than 700 new rain barrels into the Calgary area through those events. While rain barrel use in Calgary remains at all time high (supporting drought and flood mitigation efforts and reducing water consumption during peak summer months), we continue to see multi-year declining trends in sales. This will require Green Calgary to consider alternatives, as rain barrels have been a key fundraiser for Green Calgary for many years.

With the launch of the City of Calgary Green Cart program, for diverting food and yard waste from landfills, composter sales have fallen dramatically, which was anticipated. However, Calgarians continue to ask about compost alternatives and options like vermicomposting and bokashi. There continues to be an education component we serve when it comes organics and it's gratifying to know that our local citizens are sorting and making efforts to divert more of their waste than ever before.

# GRANTORS



Environment and  
Climate Change Canada

Environnement et  
Changement climatique Canada



TD Friends of the  
Environment  
Foundation



# Thanks to all our grantors for fueling innovation!

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Grants enable us to take on new challenges and evolve as a local environmental charity to respond to the complex environmental issues that impact our community.

A great example of innovation fueled by the support of our grantors is our project to revamp our environmental literacy calendar in 2018. We embarked on the journey to redesign our environmental literacy calendar to provide more engaging opportunities for Calgarians to create a more sustainable city.

This project wouldn't have been possible without the generous support from the Calgary Foundation and their commitment to strengthening all parts of the charitable sector.

We succeeded in increasing the number of environmental programs for adults from 12 to 34. Our new programs are more relevant and engaging by covering the environmental topics Calgarians are currently most interested in. We have seen an increased interest in our educational programs for adults which have reached 784 Calgarians so far and we expect to reach over 1,000 Calgarians in 2019.

# SPONSORS

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**ATB** Financial



**Norguard**



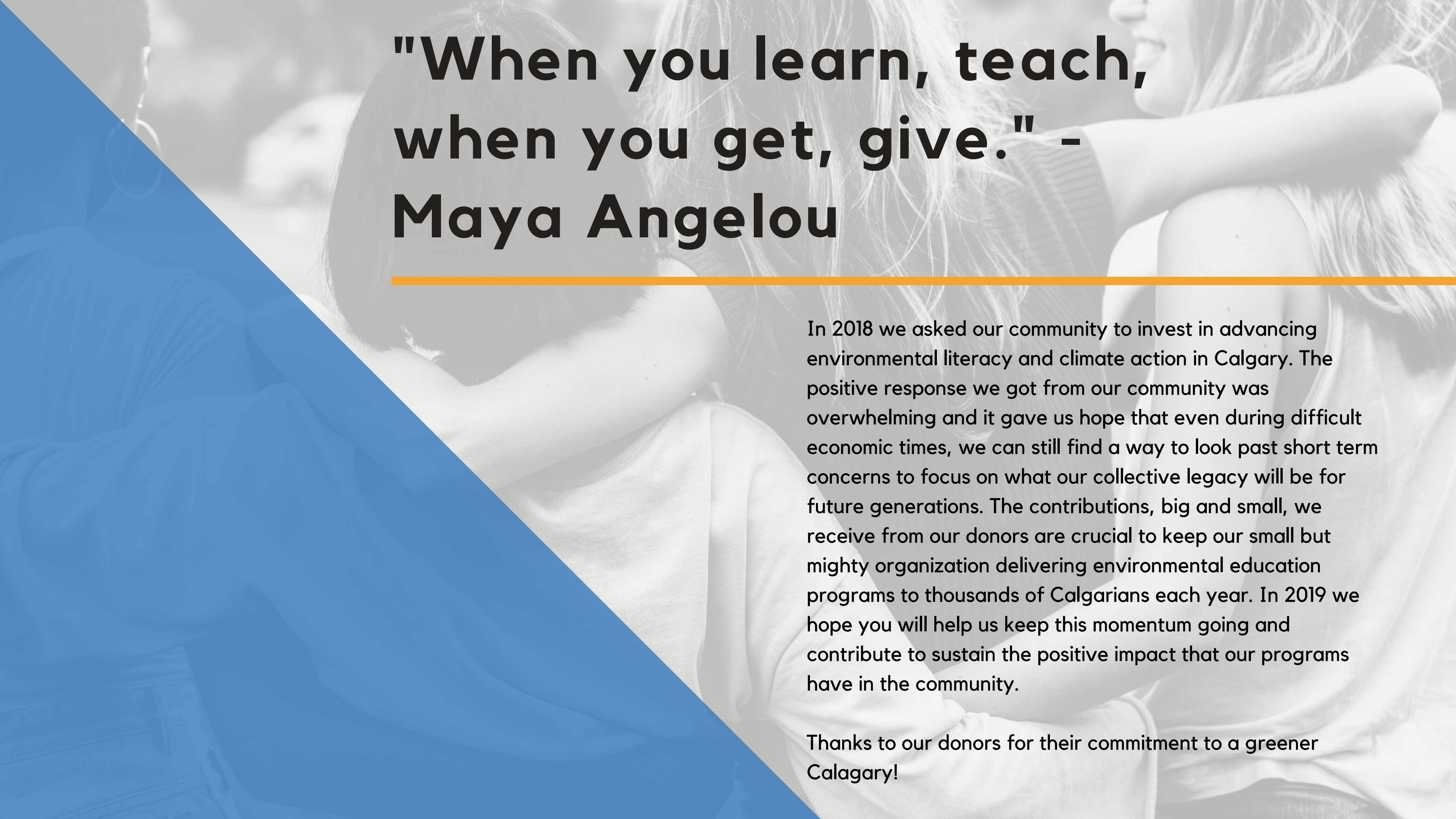
# Investing in environment takes vision and courage.

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We build partnerships with sponsors that share our commitment to environmental sustainability and are taking important steps to build a greener economy. Community focused business leaders like the team at Morguard have shown they are leaders in their sector by staying true to their corporate sustainability values and continue to invest in environmentally sustainable initiatives. Morguard is doing the right thing in terms of working to reduce their environmental impact and leading the way for more businesses to do their part.

Thanks to Morguard's unwavering support of our Green Workplace program in 2018, we were able collaborate with 31 local business leaders to help them divert over 1,300 metric tonnes of waste from the landfill. This translates into a reduction of over 3,300 metric tonnes of CO2 equivalent emissions. We are pleased to announce that our partnership will continue in 2019 and that we are working with Morguard on exciting new initiatives that have the potential to grow our impact and reach even more corporate citizens.

Thanks to all our sponsors for doing the right thing for the environment and our community by investing in our programs!



# **"When you learn, teach, when you get, give." - Maya Angelou**

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In 2018 we asked our community to invest in advancing environmental literacy and climate action in Calgary. The positive response we got from our community was overwhelming and it gave us hope that even during difficult economic times, we can still find a way to look past short term concerns to focus on what our collective legacy will be for future generations. The contributions, big and small, we receive from our donors are crucial to keep our small but mighty organization delivering environmental education programs to thousands of Calgarians each year. In 2019 we hope you will help us keep this momentum going and contribute to sustain the positive impact that our programs have in the community.

Thanks to our donors for their commitment to a greener Calgary!



# VOLUNTEERS

Volunteers contributed almost 900 hours of their time to Green Calgary programs this year. Our volunteers aided in tasks as various as melting plastic to make garden towers to migrating our blog to our new website. Our busiest volunteer events were again the rain barrel sales, but also Event Greening, Energy Revolution Fair, 100in1Day, and the 2018 Shaw Charity Classic.

The Green Calgary volunteer pool grew by almost 20% over 2017 in part due to Fall volunteer recruitment events. We also celebrated our volunteers with multiple volunteer appreciation events. Our thanks go out to them!

The background image shows a community event. On the left, a woman in a dark apron stands behind a table, gesturing towards a presentation. On the right, a group of people are seated on the floor, looking towards the presenter. A sign on the table reads "How To Compost". The entire image is overlaid with a blue tint, and a dark diagonal shape is in the bottom-left corner.

# MEMBERSHIP

## BIG CHANGE IN 2018

We refocused the program on members as a community. We updated the membership benefits and reduced the cost of membership to better bring people together as part of the Green Calgary member community! We also launched our first new member-only event, Craft & Compost. This event brought together members with our knowledgeable staff for a casual evening of garden talk and craft beer.

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## LITTLE GREEN LIBRARY

The Little Green Library shared over 130 books in 2018 in all categories, from kids titles to technical manuals! These were taken out exclusively by our members!

# MARKETING & COMMUNICATIONS

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## MEDIA PARTNERS

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Green Calgary's marketing plan for 2018 included media partnerships with Rogers Media to promote our Rain Barrel Sales and our fundraising campaigns, including radio ads, digital ads, and TV spots.

## INSTAGRAM

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Green Calgary also reintroduced Instagram this year, growing the platform from 386 followers to over 1000 by year's end! You can follow us there @greencalgary.

## VIDEO PRODUCTION

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There was filming and video production happening alongside the 40th Anniversary Celebration, the Energy Revolution Fair, and the Every Action Counts campaign. Green Calgary also developed an instructional video for Building a Bee Home!

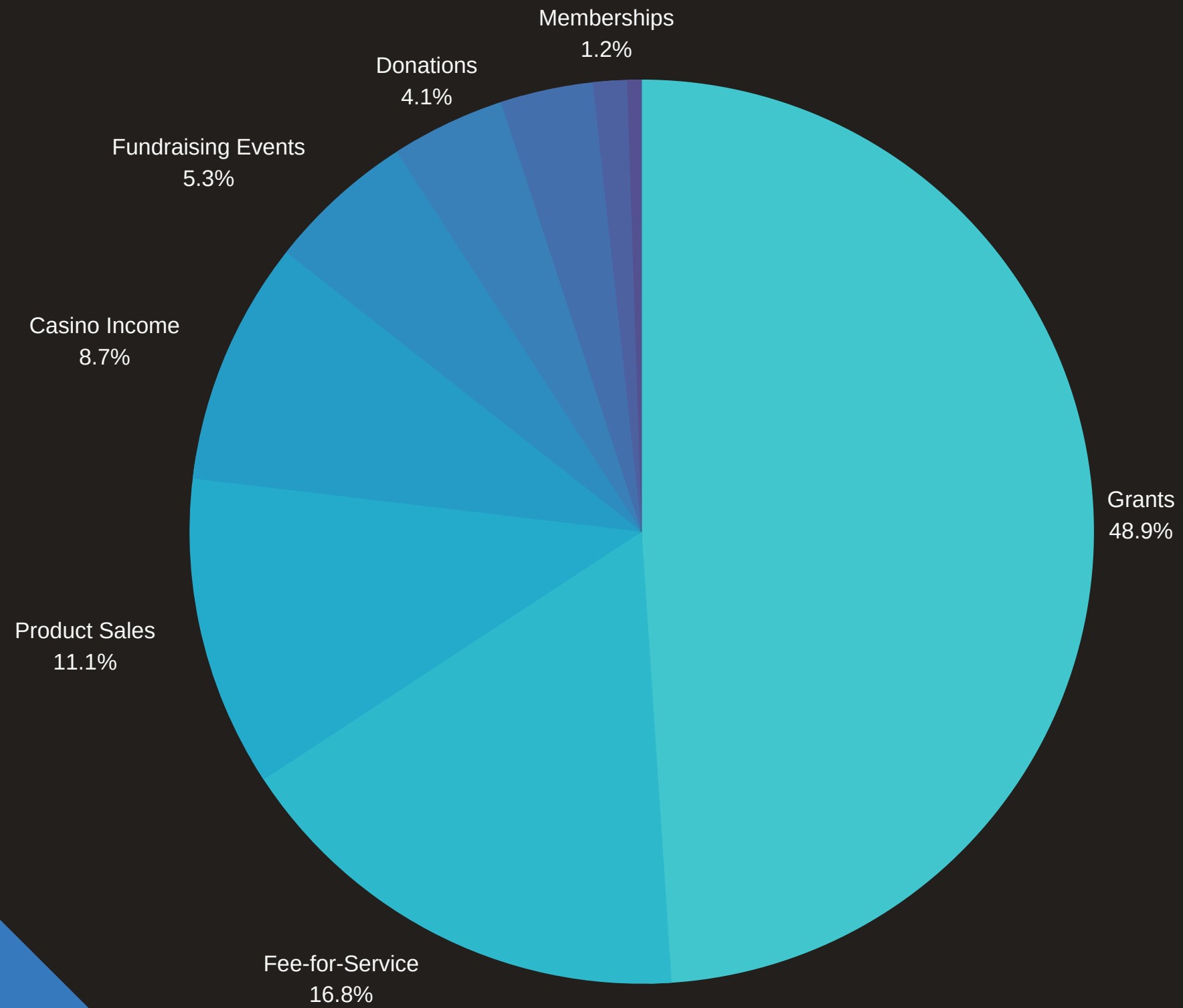
# TREASURER'S REPORT

**GREG JACKSON**

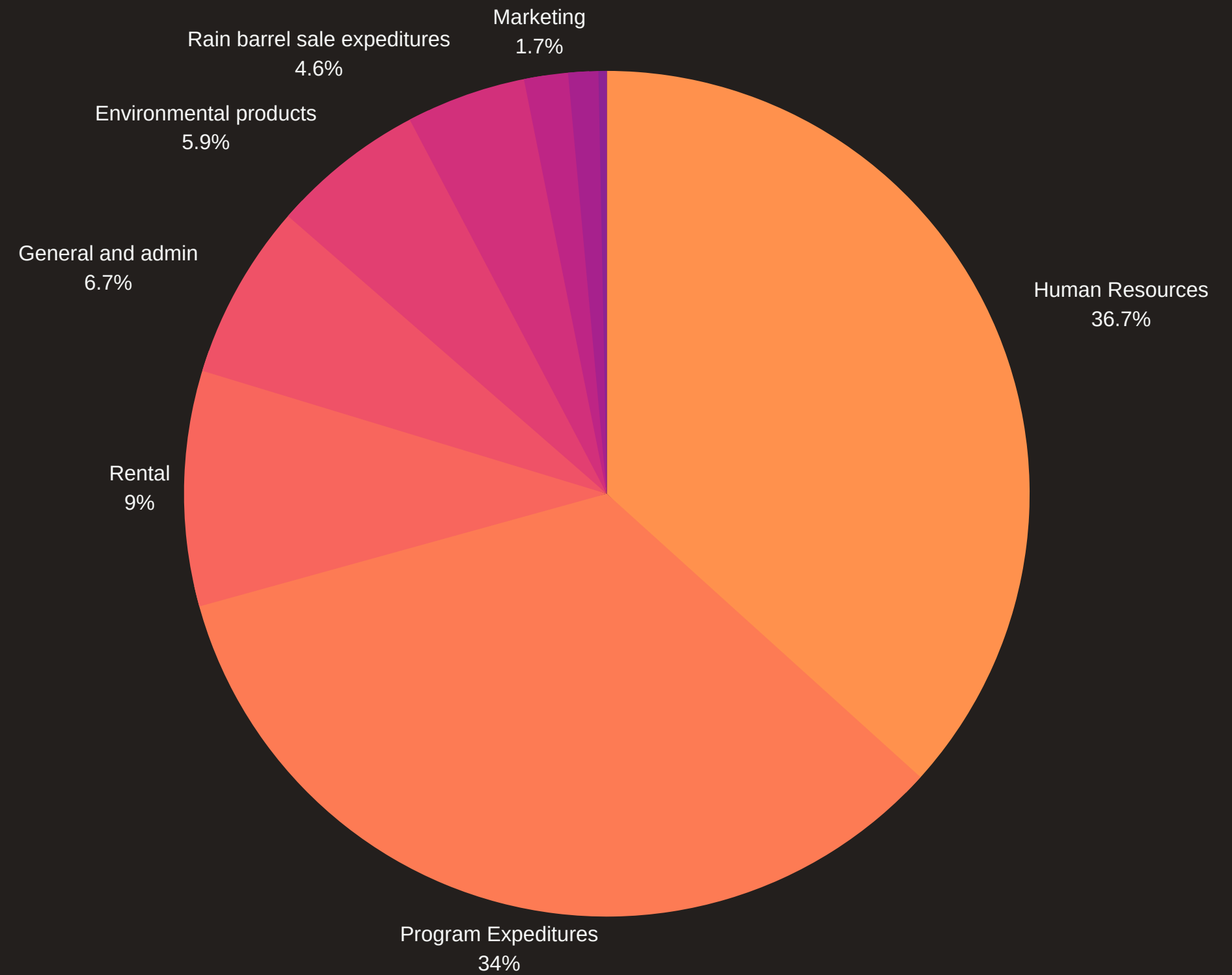
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2018 was a challenging year for Green Calgary. Although improvements were made in areas of brand awareness and donor relations, these were not reflected in the financial results. Revenues of \$625,000 were \$25,000 lower than the previous year. Grant revenue was higher than 2017, but it was offset by lower fundraising revenue and lower fee for service income. Expenses of \$759,000 were \$24,000 higher than the previous year mainly due to higher program delivery costs and human resource costs. The net result was a loss of \$136,000 for 2018. Subsequent to the end of the year, the Board has initiated a number of actions which focus on rebuilding key funding and focusing on delivering our core programming in order to significantly reduce our expenses in 2019. This will better position Green Calgary for 2020 and beyond.

## REVENUES



## EXPENSES



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PARTING WORDS

**The Earth does not  
belong to us: we belong  
to the Earth.**

MARLEE MATLIN