



2019

# GREEN CALGARY

Annual Report



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# Introduction

## Our Year

The past year has been challenging for our organization but we remain fearless and determined in the face of challenge. There's too much at stake to let anything stop us. So, we restructured our organization and downsized so we can focus on what we do best: giving people the tools to change behaviour.





# Nirmala Naidoo

## Executive Director

Climate change and pollution don't know borders. Air quality doesn't stop over one continent or one country. What happens in our backyard or on the other side of the planet affects all of us. The issues of climate change and sustainability aren't about who's doing more or who's doing less. What matters is that each of us is taking action at all. And that's why I'm so proud to be a part of Green Calgary, an organization that meets people where they're at to help them make changes that will reduce their environmental impact.





# What We Do

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## 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

**Donald Jantz**

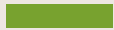
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Green Calgary's work is important because improving Calgary's sustainability will help ensure that our City is as great a place to live for our grandchildren as it has been for us and as it was for citizens who founded Calgary. Green Calgary is unique in meeting residents at their stage of sustainability to come alongside to help them progress on their sustainability journey.





**SOME DAYS THERE WON'T  
BE A SONG IN YOUR HEART.  
SING ANYWAY.**



EMORY AUSTIN







# STAFF

**NIRMALA  
NAIDOO**

Executive Director

**LEX  
VAN DER RAADT**  
Manager, Employees &  
Communications

**SURINA GUPTA**  
Bookkeeper

**BREANNA  
SAYLES**

Coordinator,  
Green Workplace

**NANCY  
SELIN**  
Educator,  
Green Kids and  
Generation Green

**JENNIFER  
FREUDENTHALER**  
Green Hub Team  
Member

**STEPHANIE  
SOUTHGATE**  
Educator, Green Kids  
and Green Workplace





# Meet the Board

of Green Calgary



**DONALD  
JANTZ**

President

**GREG  
JACKSON**

Treasurer

**MIRELA HITI**

Vice President

**STEFANIE  
CREPIN**

Secretary

**ART SKOW**

Past President

**JANINE  
ROGAN**

Director at Large



# Our Programs

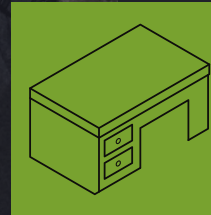
2019



Green Homes & Communities



Green Kids and Generation Green

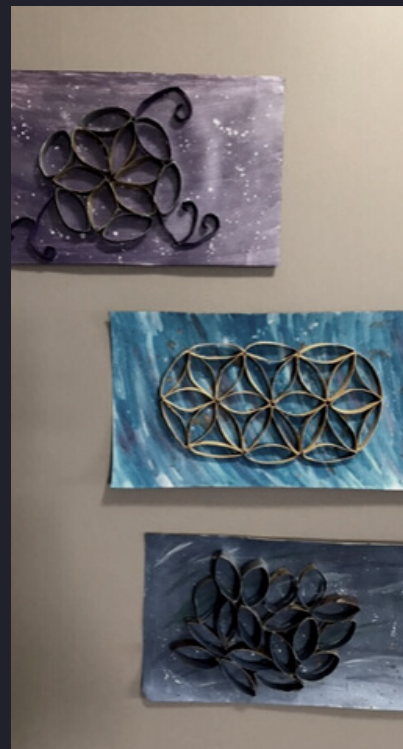
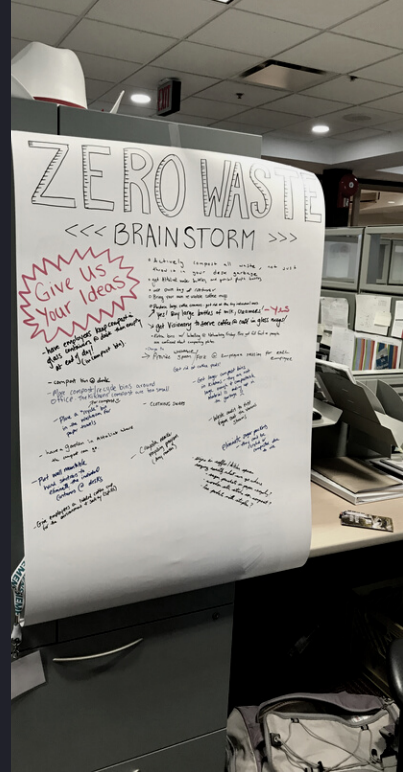


Green Workplace



EcoStore and Rain Barrel Sales





## Discover Community

In 2019, the Green Homes & Communities programs were particularly focused on the 2019 Charity Challenge, part of the annual Calgary Corporate Challenge. This included a Kickoff event, a Trivia Night, various learning events, plogging events, a Beer Fest, and the day of the games. Green Calgary interacted with hundreds of companies and thousands of individuals as part of the events.






# Discover Youth

GREEN KIDS AND  
GENERATION GREEN



The background of the slide features a photograph of green plants, possibly willows, on the left and right sides. In the lower right corner, a black plastic bag is visible, partially filled with green material. The text is centered in a dark grey box with orange corner accents.

Our Green Kids program primarily focused on core programming and delivering waste diversion programs to elementary school students across Calgary in 2019. We also delivered water conservation programming to various organizations, including at the Calgary Public Library. We delivered “Clean Green” – a program about how to make more environmentally conscious cleaning products – to students through an outreach program at Bow Valley College.





# ENERGY REVOLUTION FAIR

## HANDS-ON ACTIVITIES

Over 200 students  
across 7 schools  
registered for  
hands-on learning  
with many more  
passing through  
the Fair

## INTER- ACTIVE DISPLAYS

Displays from local  
partners and  
organizations  
expanded the  
number of learning  
activities

## LIVE MUSIC & GAMES

Live music and  
games created a  
carnival-like  
atmosphere and  
engaged youth

## SCIENCE FAIR

A dozen students  
created science fair  
projects tackling  
Alberta's energy  
future

The background of the entire slide is a close-up photograph of green leaves with numerous clear water droplets resting on their surfaces. The lighting is soft, highlighting the texture of the leaves and the spherical shape of the droplets.

# ECOACTION

Due to a generous grant from Environment and Climate Change Canada, we were able to offer over 30 classroom presentations, 12 workplace presentations, and participate in 10+ community events related to water conservation. Through these projects we were able to reach over 1500 Calgarians and remind them of the importance of water in YYC!

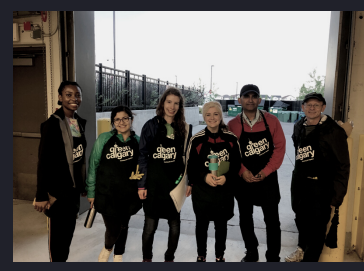


# DISCOVER WORKPLACE

GREEN WORKPLACE







## WASTE ASSESSMENTS

Providing a benchmark for a business's waste diversion and reports for improvement.



## EVENT GREENING

This program helps ensure events don't add unnecessary waste to the landfill.

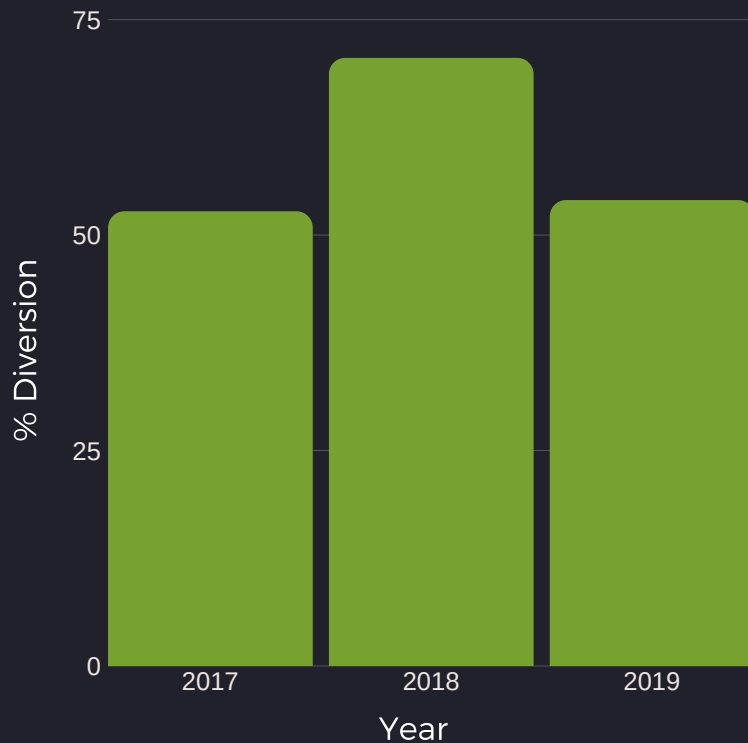


## HIGH SCHOOL WASTE AUDITS

A new program that we piloted in 2019 that helps schools understand their waste generation.

# BUSINESS SOLUTIONS





# Diversion Rate

## Increase in waste assessments and audits

In 2019 there were 24 assessments and audits as compared to 18 in 2018; but with many new clients, there was also a decline in diversion rates. We expect to see those rise over 2020.



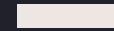


**5 out of 9**



EVENTS ZERO WASTE

**15 events**



MOSTLY STAMPEDE  
BREAKFASTS







# ECOSTORE AND RAIN BARREL SALES

## EcoStore

The EcoStore concentrated on rain barrels and composters, as well as gift baskets.



At the end of the year, the EcoStore closed as Green Calgary moved offices, while the products moved online.

## Rain Barrels

Green Calgary had community sales for rain barrels as well as online sales and delivery.



Rain Barrels were sold at sale locations in each quarter of the city.





# Rain Barrels

With a goal of 1000 rain barrels sold, Green Calgary surpassed that with over 1600 sold!



# Gift Baskets

Green Calgary's holiday gift baskets included a green cleaning basket and a make your own personal care products felt bag.



# Grantors

2019





# Sponsors

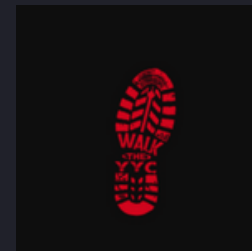
2019

The Morguard logo, featuring the word "Morguard" in a blue, stylized sans-serif font. The letter "M" is composed of two overlapping shapes.The intact logo, featuring the word "intact" in a black, lowercase serif font, enclosed within red square brackets.



# Donors

2019



# Membership

## 2019

Our membership program in 2019 remained stable, with many returning members. Our largest member event was our AGM, where we presented the documentary 'The Canoe' by Goh Iromoto.







# Volunteers

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## VOLUNTEERS

157 volunteers helped Green Calgary in 2019 out of a list of nearly 200!

## EVENTS

Volunteers helped ensure over 40 events or opportunities were supported!

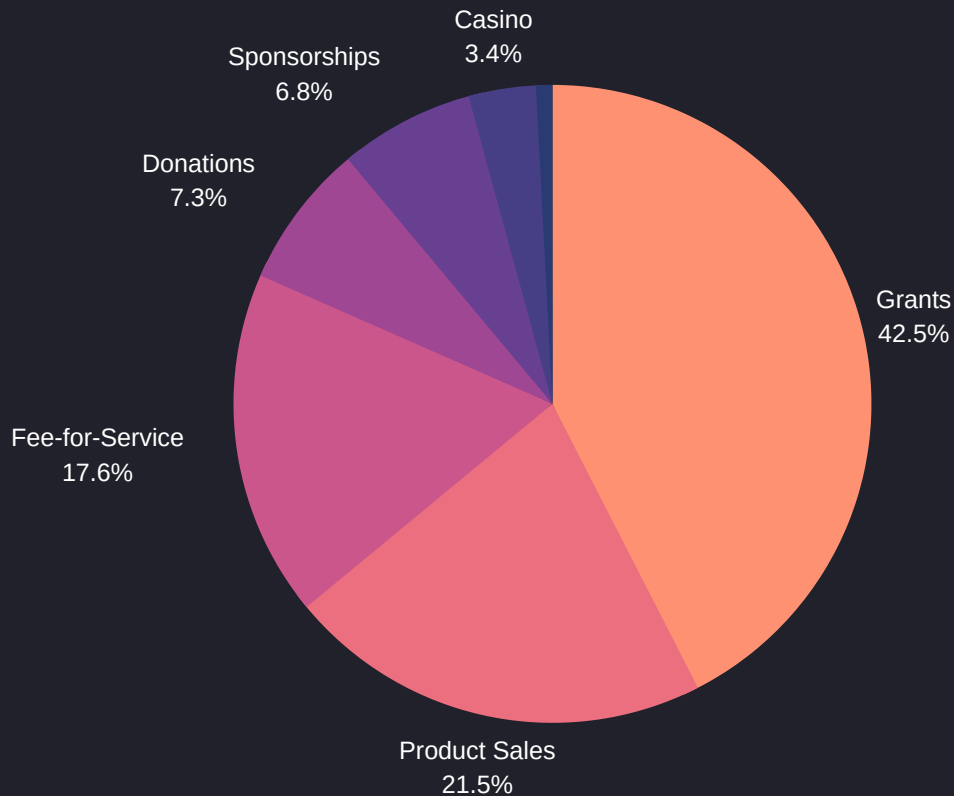
## HOURS

Volunteers contributed over 760 hours in 2019!

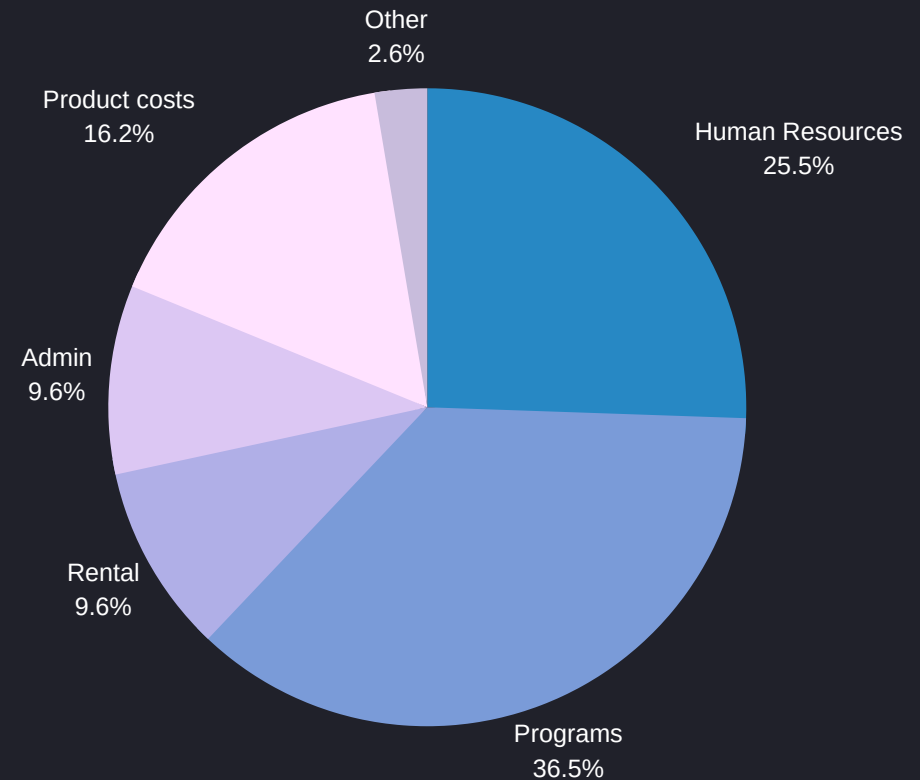


# Financials

2019



Revenues



Expenses





# SOCIAL MEDIA ACCOUNTS



**TWITTER**

@greencalgary



**INSTAGRAM**

@greencalgary



**FACEBOOK**

facebook.com/greencalgary.org



**LINKEDIN**

linkedin.com/company/green-  
calgary---commercial-  
environmental-services/







# Contact Us



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**THANK  
YOU!**

GREENING LIFE TOGETHER SINCE 1978

