



# 2021 ANNUAL IMPACT REPORT





# Table of Contents

- Message from the Executive Director
- Mission & Vision
- Staff
- Programs
- Highlights
- Financials





## **A Year for Growth**

Green Calgary came into a difficult 2021 with a plan to prepare the organization to grow. What we hadn't anticipated was the tremendous support of our community and funders, which allowed us to both prepare for future growth and to begin that process earlier. Now, going into 2022, Green Calgary is set to be able to leverage that growth. Thank you to all our marvelous supporters. We couldn't have come this far without you.

**Message from the  
Executive Director,  
Lex van der Raadt**



## VISION

We seek a world-class city that serves as a model for environmentally sustainable, healthy communities.

## MISSION

We work towards this vision by empowering people through environmental education, products, and services to create healthy homes, workplaces, and communities.





# Our Team

## **Lex van der Raadt**

Executive Director

### **Stephanie Southgate**

Environmental Education  
program Specialist, Green  
Kids and Generation Green

### **Grace Wark**

Coordinator, Green  
Workplace

### **Blair Kang**

Communications  
and Volunteer  
Coordinator

### **Mafe Barrera**

Coordinator, Green  
Homes &  
Communities

### **Surina Gupta**

Bookkeeper

### **Crystal Mackenzie**

Fund Development &  
Membership Coordinator

### **Nancy Selin**

Educator,  
Green Kids &  
Generation Green



# Meet the Board

**Mirela Hiti**

President

**Ari Sarantis**

Secretary

**Stefanie Crepin**

Vice-President

**Don Morgan**

Treasurer

**Donald Jantz**

Past President

**Art Skow**

Director

**Erika Ringseis**

Director

**Greg Jackson**

Director

**Nirmala Naidoo**

Director

**Virginie Fournier**

Director



# Programs

- **Green Workplace**
- **Green Homes & Communities**
- **Green Kids & Generation Green**
- **EcoStore and Rain Barrel Sales**





# Green Workplace

This year, we were able to reintroduce our waste auditing services, adapted to minimize exposure while providing businesses with support and practical recommendations for their waste diversion initiatives. We continued to deliver our online education programs, 12 Steps to a Greener Home and Recycling 101 at Home, to assist workplaces in shrinking their environmental footprint while working from home.

256

TOTAL NUMBER OF  
PARTICIPANTS

19

NUMBER OF  
PROGRAMS DELIVERED

35.4

TONNES OF  
WASTED DIVERTED



*"I've already been trying to reduce my ecological footprint since a few years ago. I think I need to find more ways I can implement this, and this session really helped!"*

*– Participant from 12 Steps to a Greener Home*





# Green Homes & Communities

Our Green Homes and Communities program included community presentations, Lunch & Learn sessions, our Power of Nature program for newcomers, and the Community Waste Exploration program for Community Associations.



NUMBER OF TOTAL  
PARTICIPANTS



NUMBER OF  
SESSIONS HELD





# Green Kids & Generation Green

In 2021 school programs continued to be delivered both in-school and virtually, with the majority delivered virtually. Our environmental programs continue to focus on waste, water, energy and citizen science. Several new self-delivery citizen science kits have been developed for schools in partnership with CPAWS.

In response to the continued challenges of hosting in-person events and workshops, we hosted our first online events to celebrate Earth Day and Waste Reduction Week, with approximately 3000 students joining each event.

12,269

NUMBER OF TOTAL  
PARTICIPANTS REACHED

101

NUMBER OF  
SESSIONS HELD

950

NUMBER OF EDUCATOR  
NEWSLETTER SUBSCRIBERS



# EcoStore & Rain Barrel Sales

In 2021, Green Calgary's Rain Barrel Sales were split between delivery and pickup events at participating Calgary Co-Op locations, as well as the Genesis Centre and Vivo for Healthier Generations. Both methods were of great success and connected Calgarians with rainwater harvesting resources. Furthermore, Green Calgary continued the Summer Sustainability Series, promoting rainwater harvesting, low-water sustainable gardening, and worm composting with online and in-person workshops.

OVER

1,300

RAIN BARRELS SOLD  
IN 2021

4M

LITRES WATER SAVED  
ANNUALLY

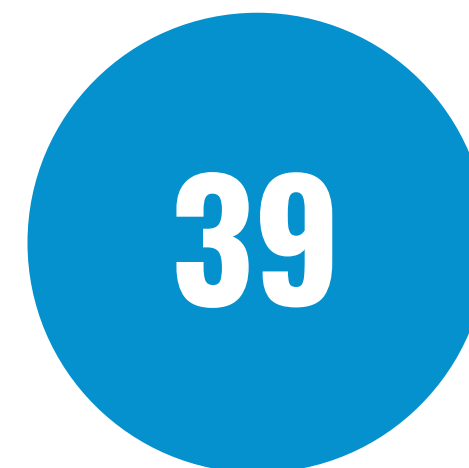




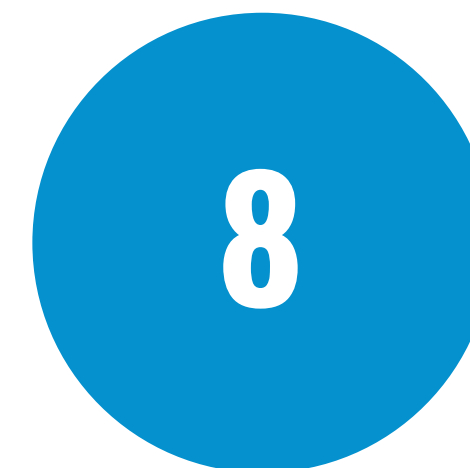


# Fundraising & Fund Development

**Thanks to all the granting agencies  
and the individual donors.  
We were able to keep delivering our  
award-winning programs in 2021  
with your ongoing support.**



**NUMBER OF  
INDIVIDUAL DONORS**



**NUMBER OF GRANTS  
AND SPONSORSHIPS**



**NUMBER OF  
FUNDRAISING EVENTS**



# Connected, Virtually

Due to the COVID-19 pandemic, we have been actively connecting with Calgarians via multiple online platforms. We have achieved a goal of providing free online resources through social media to communicate and help our members maintain sustainable life style.

**15,900**

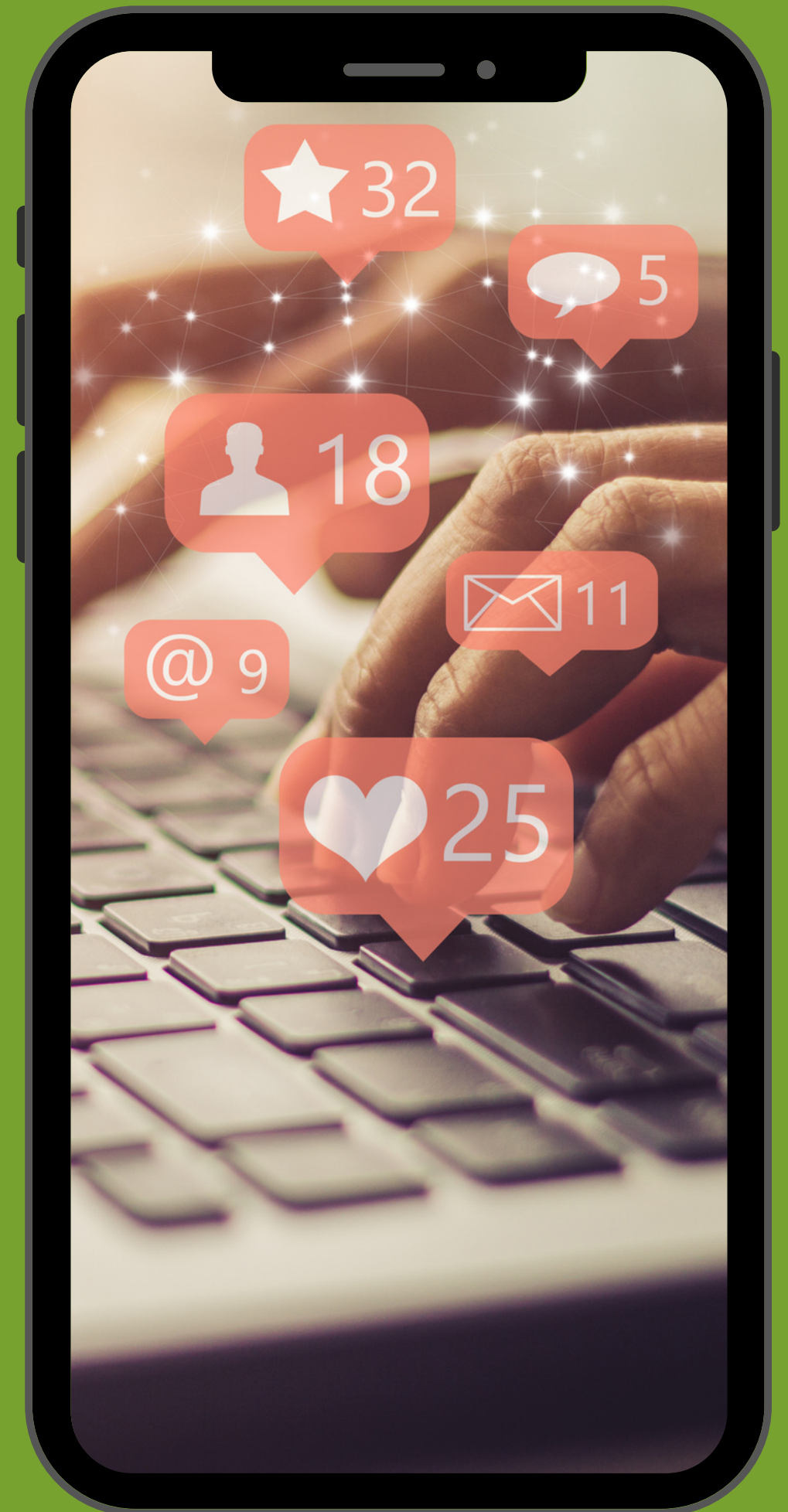
**TOTAL NUMBER OF  
SOCIAL MEDIA FOLLOWERS**

**3,829**

**NUMBER OF  
NEWSLETTER SUBSCRIBERS**

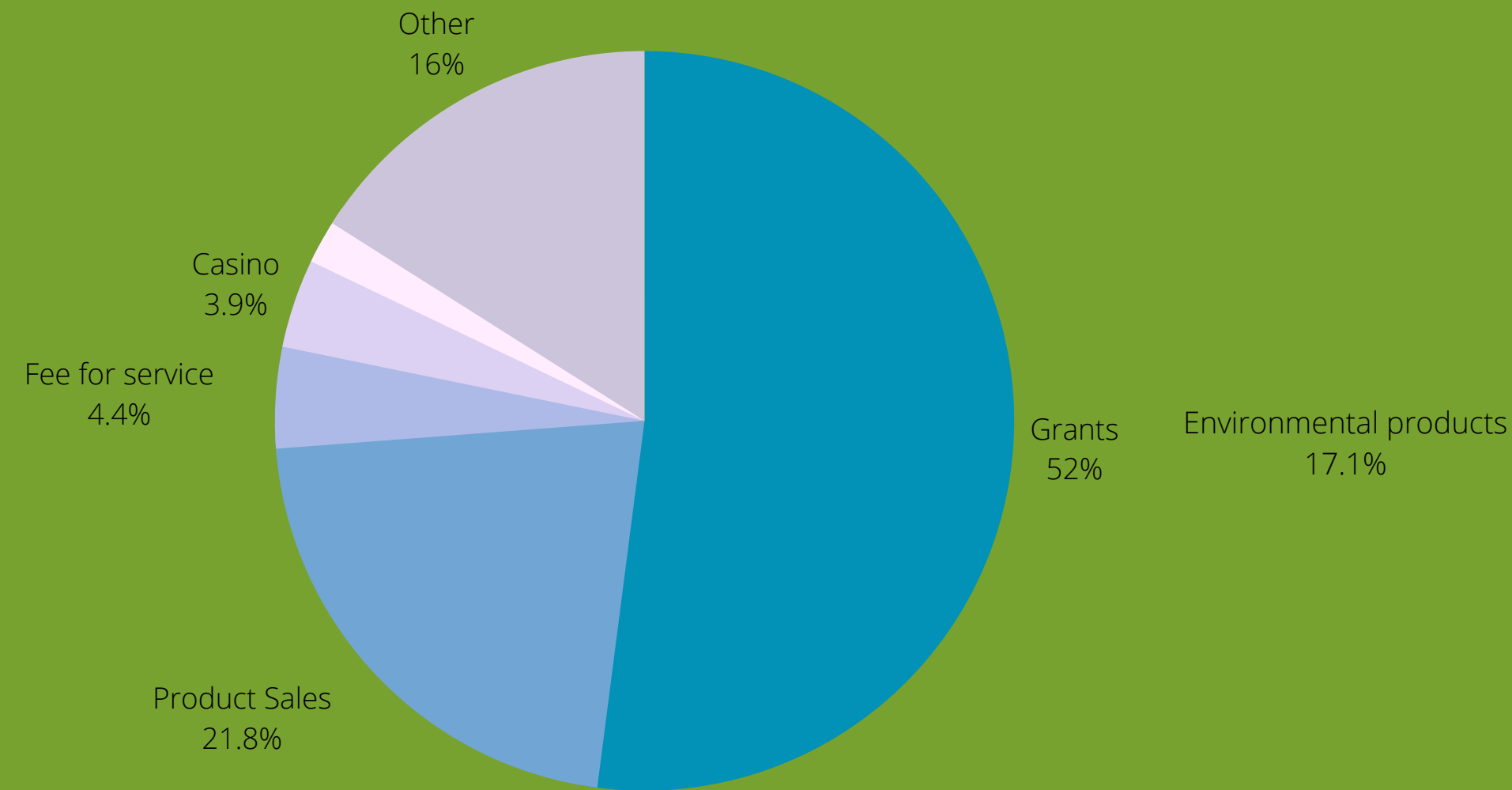
**41,095**

**TOTAL NUMBER OF  
WEBSITE VISITORS**

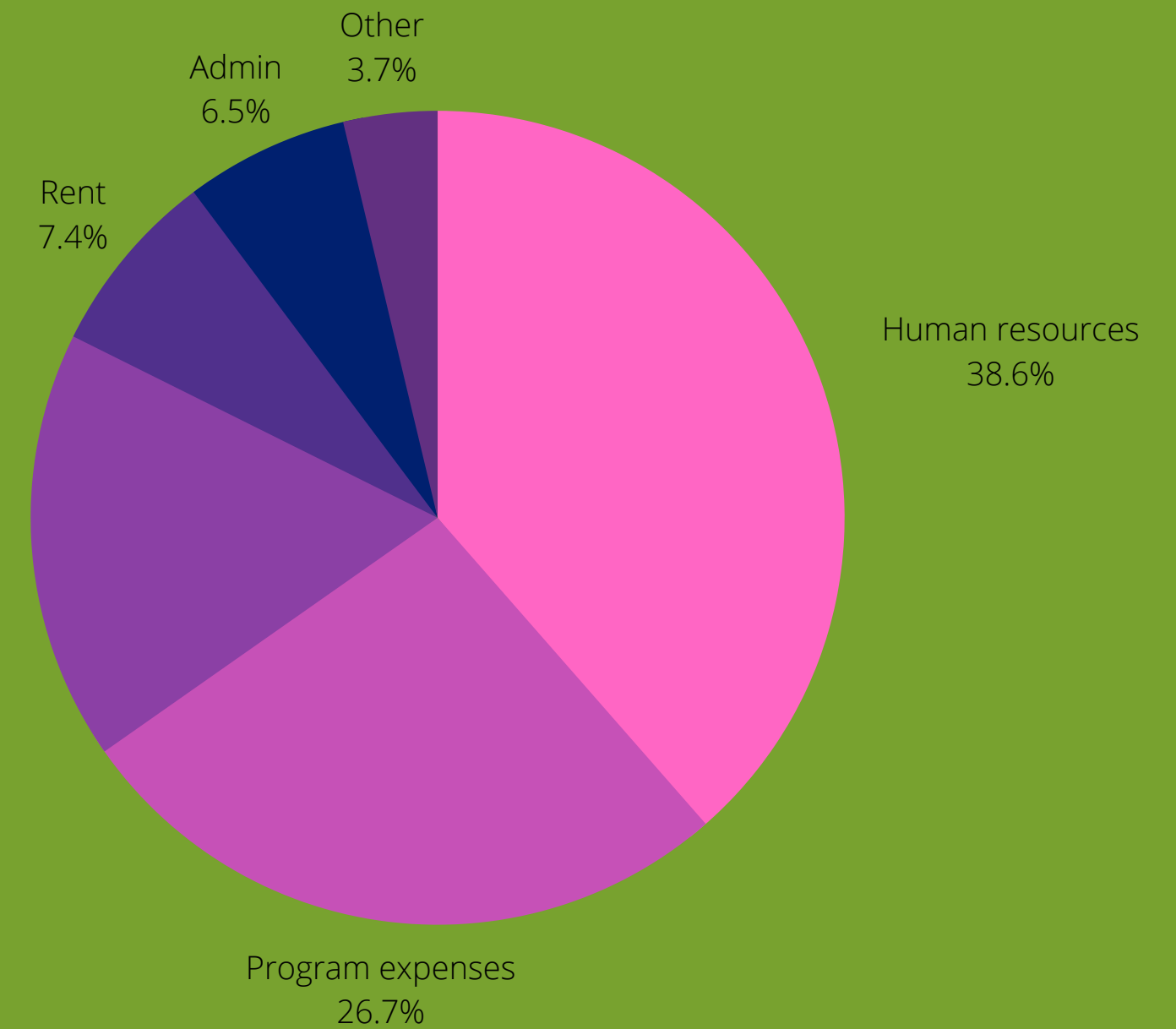




# Financial Update



Revenue  
\$549,426



Expenses  
\$472,929



Thank you  
to our  
sponsors  
and  
grantors!

