



# IMPACT REPORT

GREEN CALGARY 2022

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# LETTER FROM THE PRESIDENT

This past year has been one of recovery and stabilization for Green Calgary.

I'd like to sincerely thank the Green Calgary team, board and volunteers for your hard work and dedication, our members, sponsors, donors and funders for your generous support, and to all Calgarians for your commitment in living and working more sustainably for the sake of our community and for future generations.

~Stefanie Crepin, President





# LETTER FROM THE EXECUTIVE DIRECTOR

Green Calgary had the opportunity to grow over the past year after two years of reduced capacity. Our team got out into communities, increasing our visibility and forging new relationships. Green Calgary launched updated versions of multiple programs, a new energy efficiency program, and a new food waste reduction program. We were able to leverage our growth in 2021 to push ourselves further in 2022.

Thank you to all of our supporters. Green Calgary's ongoing work to make Calgary a world-class city could not happen without you!

~Lex van der Raadt, Executive Director



# VISION & MISSION



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

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



# GREEN WORKPLACE

With the return of many outdoor events in 2022, Green Workplace reintroduced the **event greening** program and saw a successful year of volunteer recruitment to support event waste sorting and education.

We serviced new event clients, expanding beyond Stampede breakfasts into more charity marathons, festivals, indoor celebrations, and equipment rentals.

*"Attentive, efficient, and dedicated. Thank you!"*  
-2022 Stampede Breakfast Event Greening Feedback



Green Workplace saw steady demand for **waste audits and assessments** with the opportunity to explore larger-scale audits and how they fit within the existing program.

With the launch of the **Know Before You Throw** waste search tool, we reached new audiences in the business community and haulers not previously listed on the Recycler Directory.

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## Events

16 events with 21,900 participants

## Materials Diverted

93.5 tonnes to compost  
and recycling programs

## Know Before You Throw

2500 site visitors



# GREEN HOMES & COMMUNITIES



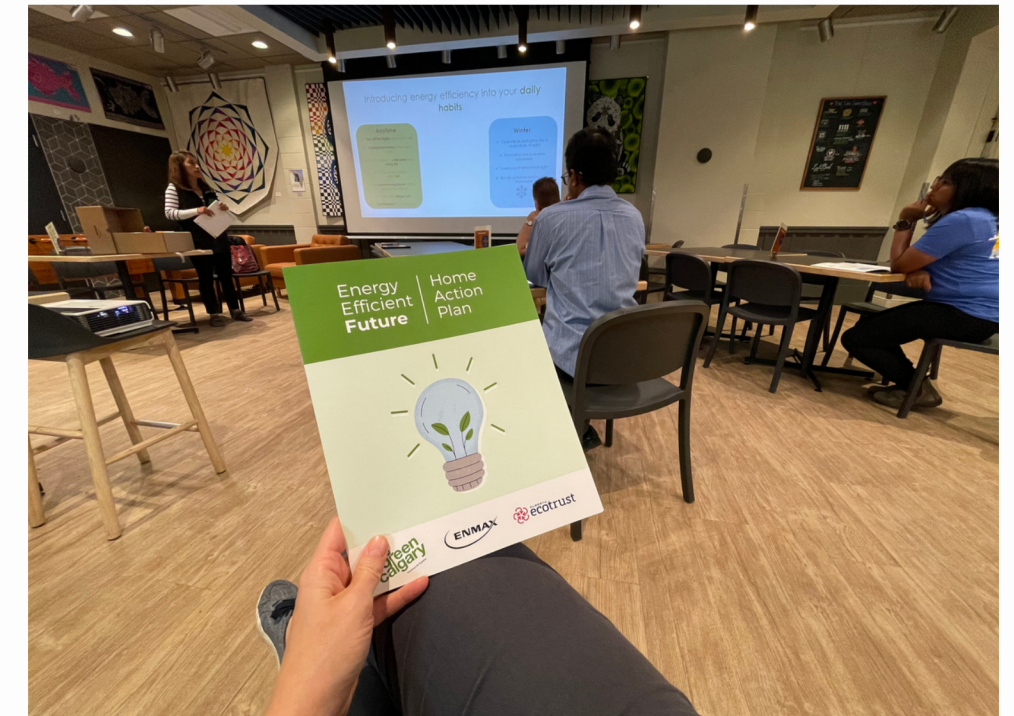
Green Homes expanded its outreach to various community groups, resulting in an increase in the number of participants and networking.

We also participated in five different events to promote our programs and work. A total of 47 sessions were delivered, with 34 focusing on energy saving, 12 on waste reduction, and 1 on implementing green cleaners.



We were able to be at:

- 10 community groups
- 8 community associations
- 2 public libraries



Overall, interacted with approximately 600 people who either attended the workshops or inquired about our work.

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*"Thanks for the presentation value info. I have more elements to do correct disposal"*

*"Energy Efficiency Future program is interesting and useful. Learned today new things that I can practice at home"*

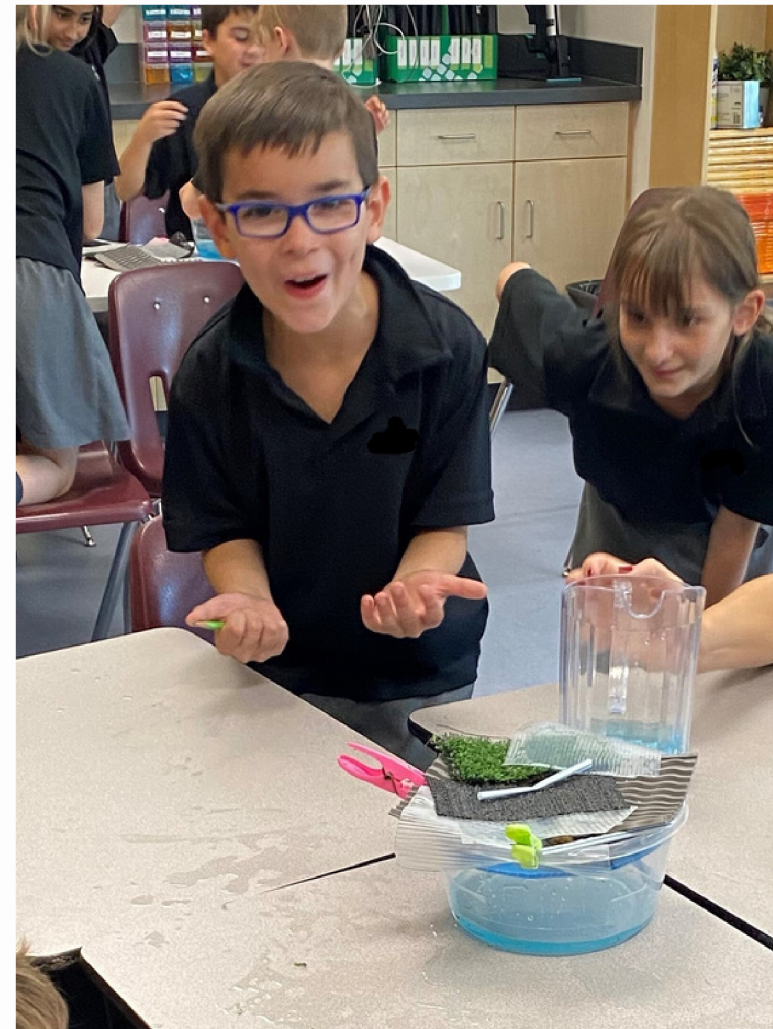


# GREEN KIDS & GENERATION GREEN

**01** We developed a new program for summer camps: a hands-on program focusing on waste reduction. Twelve (12) of these sessions were delivered in summer camps for the City of Calgary and Calgary Bridge Foundation for Youth.



**02** We delivered 153 in-school programs for 4,478 students. One hundred and eleven (111) of these programs were waste-themed.



**04** New edu-kits were developed and are now available for waste, environment, and energy themes.



**03** Two (2) online webinars were hosted for Earth day in April and Waste Reduction Week in October. These sessions were attended by 149 school groups and 4,713 students, with 172 views of the recorded sessions on YouTube.



# RAIN BARREL SALES

Over 1500 rain barrels were sold throughout 2022, marking a 25% increase over projections. We also forged new relationships with Golden Acre Home & Garden, the Calgary Horticultural Society, and the Canadian Prairie Chapter of the Irrigation Association to bring further reach of rain barrels, as well as education on rain water harvesting.

Furthermore, we were able to expand our education offerings with a strategic grant from the Land Stewardship Centre of Canada.





# COMMUNITY



## Members and Volunteers

Our membership continued to support Green Calgary's core programming and operations through the Board of Directors, volunteering, membership dues, and committee work.

Volunteers contributed 600 hours of their time to Green Calgary events in 2022. Much of this time was spent on a few large events, such as the ENMAX Lineman Rodeo and the Cross Iron Mills Stampede Breakfast, while this also supported 7 rain barrel sales. We held an appreciation event at the end of the busy season to celebrate all the help from our volunteers. Thank you to everyone who helped out over the last year! We look forward to seeing you all again soon.



# SUPPORT



## Fundraisers

We raised over \$10 000 in our GivingTuesday and year-end campaigns.

We raised \$4800 through Birdies for Kids. This included the 50/50 raffle, Growing Smiles flowers, Calgary Marathon, The Potion donation, Skip the Depot, and personal direct donations. This fundraiser has shown more growth in 2023.

## Grants

We received 7 grants last year that helped start "Spill the Beans" program, upgrade our eco-kits, and carry forward some of our existing programs.

We continued to work with the City of Calgary on partnerships for our Rain Barrel Sales and Youth Waste Education.



## Sponsors

ECCO Recycling continues to sponsor the "Waste in our World" Green Kids program.

ENMAX sponsored the "Energy Efficient Future" program and continues to support this program into 2023.

We thank all of our funders for their help and support!







electronic.recycling.association

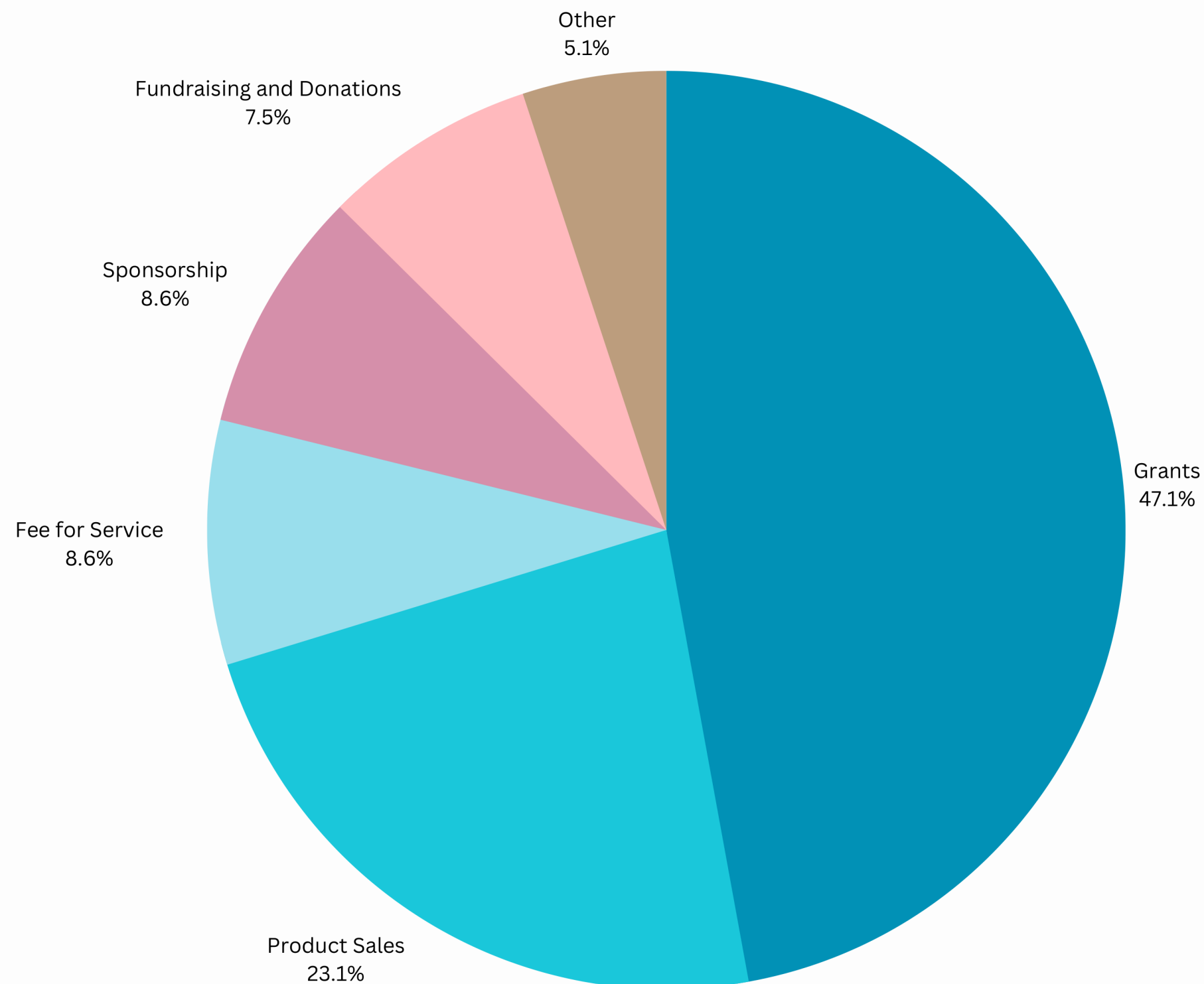


The Chawkers Foundation

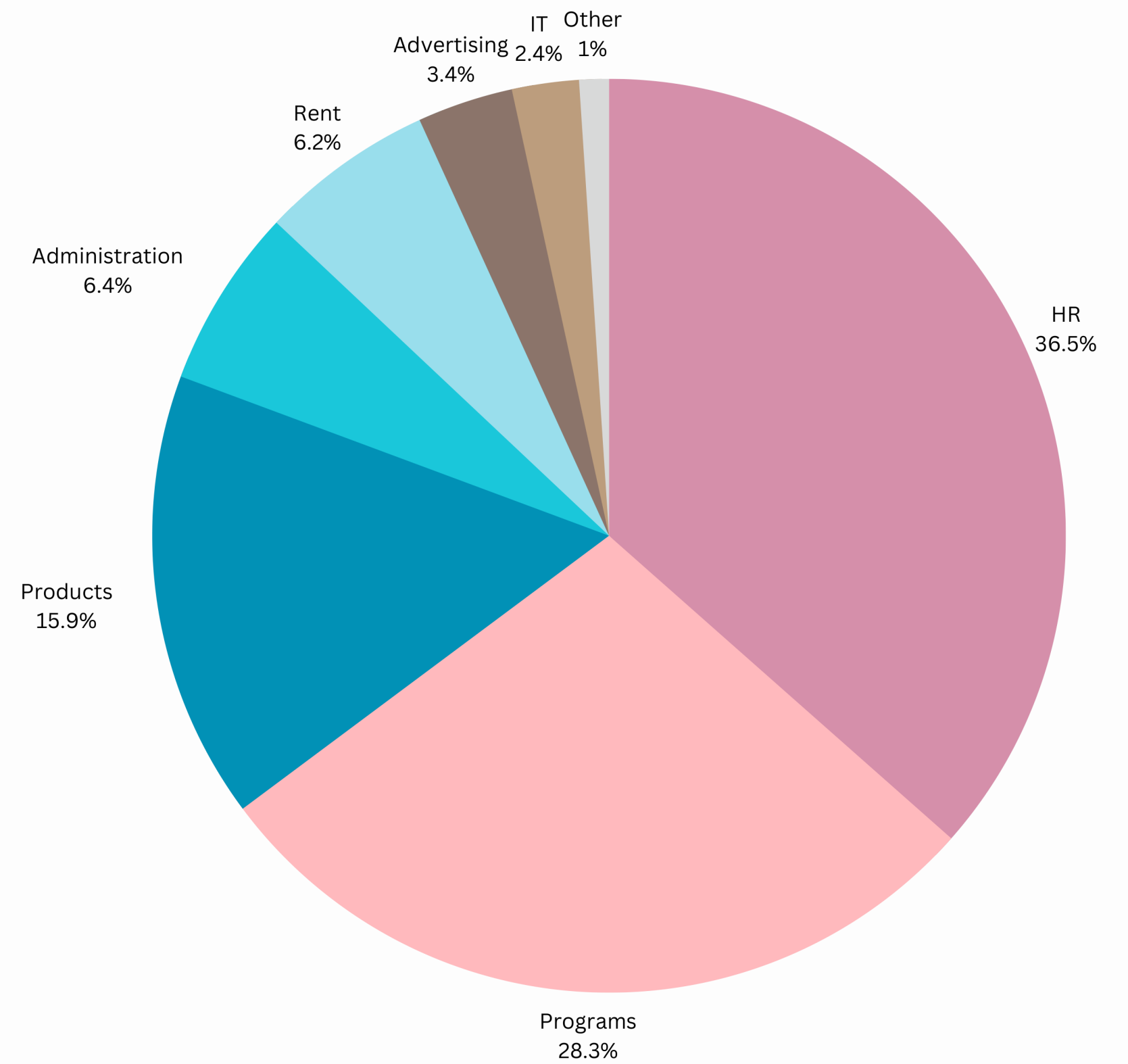


wood.





Revenue



Expenses





# THANK YOU FOR JOINING US ON OUR JOURNEY IN 2022

<b>E-mail</b>	<a href="mailto:products@greencalgary.org">products@greencalgary.org</a>
<b>Website</b>	<a href="http://www.greencalgary.com">www.greencalgary.com</a>
<b>Phone</b>	403-230-1443
<b>Address</b>	#308, 301 - 14th Street NW