



Friends of the Greenbelt Foundation

Annual Report 2005–2006

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Ontario Canada 2006



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Friends of the Greenbelt Foundation

The Friends of the Greenbelt Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario. The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, a strong and successful rural countryside, a robust agricultural sector, and with a pattern of urban settlement that supports the Greenbelt.

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Burkhard Mausberg, *Executive Director*

Susan Lloyd Swail, *Program Manager*

Shelley Petrie, *Program Manager*

Danielle Pignataro, *Office Manager and Executive Assistant*

Jessica Bartram, *Program Assistant (as of May 2006)*



Ontario's Greenbelt is home to a stunning variety of landscapes comprising thousands of acres stretching from Tobermory to Peterborough.

Ontario's Greenbelt is Our Living Countryside

The Ontario Greenbelt is an area of protected greenspace, farmland, vibrant communities, forests, wetlands and watersheds. It surrounds the province's Golden Horseshoe—the most populated area of Canada—and is vital to the quality of life in southern Ontario.

The Greenbelt was created by legislation in February of 2005 to protect key environmentally sensitive land and farmlands from urban development and sprawl. It covers more than 1.8 million acres—an area larger than Prince Edward Island—and includes the Niagara Escarpment, the Oak Ridges Moraine and Rouge Park, providing an abundance of outdoor activities like hiking, birdwatching, cycling, fruit picking, weekend getaways and skiing.

The Greenbelt preserves some of the best agricultural land in Canada, which in turn provides fresh fruits and vegetables, dairy, beef, pork and poultry products and grapes for prize-winning wines. Essential for providing clean air and water, its trees act as “lungs” for the area, and filter air pollution, while rivers and streams feed sources of drinking water for millions of people.

Beginning in June of 2005, the Friends of the Greenbelt Foundation began its work to keep the Greenbelt beautiful, bountiful, and vibrant.



J. Alexander (Sandy) Houston, *Chair*



William M. Duron, *Treasurer*



Richard J. Smith, *Secretary*



The Greenbelt allows us to create a new balance
between development and preservation
a balance which reflects the best of our
urban, rural and natural states.

A Message From the Chair

Greenspace. For most of our history we have struggled to impose ourselves on nature, to carve out room for our fields and villages. Our society consisted of islands of settlements and clearings scattered across a vast green sea. No longer. Now the green places in southern Ontario are precious, they are becoming rare and fragmented as our increasing population pushes steadily outwards. We have less of our best farmland each year. Our watersheds and forests are stressed. We have reached the point where we must consciously preserve and enhance what once we took for granted.

With the recent creation of the Greenbelt has come an enormous opportunity for us all. We have a chance to realize a new vision for ourselves. To imagine how a highly urban region can sustain a successful agricultural sector, maintain vibrant rural communities, and preserve our beautiful landscape. We have an opportunity to strengthen and redefine the relationship between our urban centres and rural communities, between city dwellers and natural areas, which if achieved will augment the quality of life for all of us.

The timing is auspicious. We are all becoming concerned about the relentless pressure we are exerting on our natural systems and the resulting deterioration in the quality of our water, air and biodiversity. Equally, there is increasing interest in arriving at a better relationship with our natural surroundings—whether through eating locally grown food or achieving the peace and serenity which comes from a walk in the woods. The Greenbelt allows us to create a new balance between development and preservation—a balance which reflects the best of our urban, rural and natural states. With a strong and permanent Greenbelt comes a Southern Ontario which maintains the best of its history, diversity, agricultural bounty and extraordinary beauty within a dynamic urban region.

Inevitably with opportunity comes challenge. The challenges facing our Greenbelt are not insignificant. The population of the greater Golden Horseshoe grew by approximately 68 percent in the last thirty years and is projected to grow another 40 percent in the next thirty years. Such massive demographic change will create enormous pressure on the land. Maintaining the Greenbelt in the face of forces of this scale will require nothing short of our collective conviction as citizens that its ongoing existence is fundamental to our vision of ourselves.

The Friends of the Greenbelt Foundation has just begun its work. We have much to do. I want to thank Burkhard Mausberg, our Executive Director, and the Foundation's staff for all of their exemplary work this year in building the Foundation's programs from

the ground up. They have spent a great deal of time in the Greenbelt listening to the people who live and work there, and we have carefully reflected what we heard in shaping the focus of our grant-making. I also want to thank my fellow directors for their commitment to the Foundation's work, for their generous gifts of both their time and their skills, and for the many thoughtful contributions they have made to our development.

Ontario has been given the gift of greenspace. The Greenbelt is our gift to each other, our living countryside.

Sandy Houston

A Message From the Executive Director

 ur universe is a marvel of systems and cycles in delicate balance: planets orbiting the sun, seasons changing, the kinship of atoms. Elements and energies in an ebb and flow, towards a single purpose greater than the sum of any of their parts: life.

The Greenbelt, too, is the result of a dynamic arrangement, a mix of organic form and human design. Its environmental, rural, agricultural and economic systems are enlivened by the spanning networks of people who sustain them. For years, the Niagara Escarpment Commission, the Rouge Park Alliance, the Oak Ridges Moraine Foundation and many others have supported the unique landscapes and communities of southern Ontario. It is upon their foundation that we now build our work.

I am honoured to be the inaugural Director of the Friends of the Greenbelt Foundation. The Foundation has three overarching responsibilities to the Greenbelt:

- *funding projects that support and nurture it;*
- *connecting organizations and communities within it; and,*
- *raising public awareness about its significance.*

Our funding guidelines were greatly informed by extensive consultations with Greenbelt partners, infusing the program with a collaborative philosophy. The Foundation strives to encourage projects that incorporate all three of our program areas:

- *a viable agriculture and viticulture;*
- *vibrant rural communities; and,*
- *a protected and restored environment.*

The creative and innovative proposals we received were and continue to be outstanding. We have the envious task of selecting from the best people and ideas in southern Ontario.

We recently awarded our first round of grants, the details of which can be found in the body of this report. While all of them are important, I note here four in particular, to illustrate how the Greenbelt's diversity is mirrored in our funding. Farmers' Markets Ontario aims to increase the viability of farmers' markets in and around the Greenbelt; the building of a new Visitor Centre at Ball's Falls, Niagara, will showcase the area's rich cultural history; the Green Power project encourages the building of locally-owned renewable power generators; and, the Uxbridge Trails in the Valley Festival celebrates the local heritage of that area in the Greenbelt.

For these efforts to have a lasting impact, our work must become Ontario's work. The Greenbelt's roaming spaces must become our personal places. In the autumn of 2005 we ran a successful campaign to raise awareness among Ontarians about the Greenbelt's significance and value. The result was 92 percent support for the Greenbelt. A good start, indeed.

This past year has brought a huge sense of accomplishment. I am indebted to the tremendous guidance of the Board in getting the Foundation off the ground and to their unwavering vision. We have also gathered a terrific staff who contribute daily to the Foundation's success: Danielle Pignataro, Office Manager and Executive Assistant and Shelley Petrie and Susan Lloyd Swail, our Program Managers.

I look forward to working towards our shared purpose: a vibrant and healthy Greenbelt now and in the years to come.

Burkhard Mausberg



The Foundation encourages projects that incorporate all three of its program areas: a viable agriculture and viticulture, vibrant rural communities and a protected and restored environment.



With their own unique character, the rural regions within the Greenbelt offer a multiplicity of experiences, from art galleries to rock climbing to delicious dining.

Grants

Assisting Farmers with Environmentally-Friendly Farm Stewardship

Lake Simcoe Region Conservation Authority

www.lsrca.on.ca

Greenbelt-wide \$1,400,000

■ Since 1993, Environmental Farm Plans have provided farmers financial and educational assistance to manage their lands and operations in an environmentally sustainable manner, standing as one of the best programs of its kind worldwide. This grant supports the Environmental Farm Plan and encourages Greenbelt farmers to share in the protection of the environment, ensuring their farmland, the surrounding Greenbelt countryside and area residents continue to thrive. Led by farmers for farmers, the Plan includes management practices to create energy and water efficiency, protect wetlands, help with proper soil management, correct disposal of farm wastes and improve handling and storage of pesticides as well as a variety of other stewardship activities. These improvements will benefit the Greenbelt by enhancing sustainability.

Fostering Farmers' Markets in the Greenbelt

Farmers' Markets Ontario

www.farmersmarketsontario.com

Greenbelt-wide \$1,000,000 over three years

■ Farmers' markets provide us with fresh, local food and a meeting place to enjoy it. To enhance their visibility and viability, Farmers' Markets Ontario will foster the markets that lie in and around the Greenbelt in two ways: by working with the farmers themselves, offering workshops on topics from business management to food safety, and by promoting the markets to larger audiences, allowing them to attract new farmers and new customers, strengthening the connection between urban cities and the farmers that feed them.

Promoting New Markets for Greenbelt Farmers

Local Flavour Plus

www.localflavourplus.ca

Greenbelt-wide \$1,000,000 over three years

■ Local Flavour Plus is creating a sustainable food economy for Greenbelt farmers and their produce. This project will promote awareness about the importance of food from the

Greenbelt and link farmers to institutional buyers such as universities and hospitals. To participate in this program, involved farms must demonstrate operations and labour practices that are environmentally and socially responsible. In the United States, a similar organization is currently moving approximately \$50 million of food a year in the region around Portland, Oregon, an area with less than 10 percent of the Greenbelt's population. Mirroring this success, Local Flavour Plus projects the annual gross revenues for certified Greenbelt farmers will exceed \$20 million within three years, improving the health of Ontario's agricultural economy.

Growing the Ontario Greenbelt Alliance

Environmental Defence Canada

www.environmentaldefence.ca

Greenbelt-wide \$600,000 over two years

■ Environmental Defence Canada is the coordinating organization for the Ontario Greenbelt Alliance: a coalition of groups who share a common vision for improving Ontarians' quality of life and protecting valuable agricultural and environmental lands. Building upon the success of the Alliance, Environmental Defence will create a Greenbelt-wide network that draws on the collective expertise of Alliance members, municipal leaders, farmers and other professionals. This vibrant collaboration will work to increase the amount of protected area, foster municipal compliance and implementation of the Greenbelt Plan through innovative community planning, and focus on the creation of productive connections between urban and rural organizations, ensuring the integrity of the Greenbelt, now and into the future.

Revitalizing the Ball's Falls Conservation Area

Niagara Peninsula Conservation Foundation

www.conservation-niagara.on.ca

Niagara Region \$200,000

■ The Ball's Falls area, on the edge of the Niagara Escarpment, is just one of the rich natural and cultural areas of the Greenbelt. The construction of an interactive Visitor's Centre will bring its history to light. With the creation of Greenbelt interpretive displays and educational programming, the Centre intends to double attendance to the conservation area, receiving some 80,000 visitors per year. The importance of this region as a link between agricultural operations and the Niagara wine route, as well as the historical significance of the archeological finds discovered there, makes it an ideal place for the Greenbelt story to be told.

Agriculture Hits the Trails

AGCare

www.agcare.org

Greenbelt-wide \$180,000 over three years

■ Increasing public awareness about farmers' contributions to the environment and their importance to our living countryside will lead to greater support for agriculture and new partnerships in conservation and restoration. This grant allows AGCare, a group providing science and policy research on environmental and agricultural issues in Ontario for nearly twenty years, to build a collaborative relationship between the farming and trail communities, focusing on environmental stewardship by farmers. This project will place interpretative signs and kiosks on farmlands bordering recreational trails, providing the public with information on the vital bond between agriculture and the environment.

Supporting New Farmers in the Greenbelt

Centre for Land and Water Stewardship at the University of Guelph

www.uoguelph.ca

Greenbelt-wide \$62,000

■ Through the appraisal of existing programs and the building of partnerships throughout the Greenbelt's agricultural sector, this project will determine the best ways to train and support new farmers, including recent immigrants and graduates of agricultural programs. Approximately half of all newcomers to Canada settle in the Golden Horseshoe, bringing with them their skills, energy, cultures and often, farming experience. By exploring opportunities such as the farming of currently leased lands, development of a farm training centre and the creation of new ethnic food markets, this project will inject new life and perspectives into Greenbelt agriculture.

Green Power in the Greenbelt

Ontario Sustainable Energy Association

www.ontario-sea.org

Greenbelt-wide \$50,000

■ This project will pave the way for ten renewable power projects in the Greenbelt, generating 100 megawatts of electricity. The Ontario Sustainable Energy Association will lead Greenbelt stakeholders, including farmers, farming associations, municipalities and rural cooperatives, in consultations and forward recommendations that provide incentives to entice these generators to build locally-owned green power facilities and sell their excess energy capacity to the grid. The Association will also conduct a Greenbelt-wide public awareness campaign in support of this effort.

Securing a Farming Future for the Eastern Greenbelt

Kawartha Heritage Conservancy

www.kawarthaheritage.org

Eastern Greenbelt \$45,000

■ This project seeks a greater understanding of the distinct rural character of eastern Greenbelt agriculture in order to better support its farmers. The Kawartha Heritage Conservancy wishes to foster an active dialogue between the agricultural, environmental, rural and urban communities within this area of the Greenbelt, resulting in creative solutions to conserving its natural and cultural features and agricultural lands, benefiting the farming community and those who rely on its produce.

Linking a Clean Lake Simcoe to a Healthy Greenbelt

Rescue Lake Simcoe Charitable Foundation

www.rescuelakesimcoe.org

Simcoe County \$40,000

■ The Greenbelt is connected to wetlands and waterways which provide clean, fresh water for about 7.5 million Ontarians. The Rescue Lake Simcoe Charitable Foundation is working to protect one of them. This young grassroots environmental organization has seen success over the past three years with campaigns such as the popular 2005 Ladies of the Lake calendar, which brought awareness to the unique challenges facing Lake Simcoe. With this grant, the group will be able to continue its growth and educate Ontarians about the ways the Lake can be saved using the Greenbelt as a forum for change.

Savour Durham Tour: From Farm to Fare

Durham Farm Fresh Marketing Association

www.durhamfarmfresh.ca

Durham Region \$36,500

■ A one-day culinary tour hosted by Durham's agricultural and food associations, this project will give visitors the opportunity to exercise their legs and taste buds at the same time. Kicking off at two Durham farmers' markets, tour goers will purchase a map and passport for two "culinary circuits" that feature twelve farms and six restaurants, each one offering local fare prepared by a talented chef. Interactive farm tours give visitors a chance to learn about the Durham-area farming industry, food production and the value of agriculture in the Greenbelt.

Trails in the Valley Festival

Uxbridge Chamber of Commerce

www.uxcc.info

Durham Region \$30,000

■ For two days in July, the town of Uxbridge will travel 100 years into the past. The Trails in the Valley Festival offers a variety of attractions, including beard growing contests, live bands, an antique car show, horse rides, a farmers' market, and an original drama acted by the local theatre company, bringing Uxbridge history to life and giving guests an enlivened experience of this town.

Promoting Grape Growers through the Niagara Wine Festival

Grape Growers of Ontario

www.grapegrowersofontario.com

Niagara Region \$15,000

■ Each September, the Grape Growers of Ontario further viticultural awareness through the Niagara Wine Festival, combining local food and wines to celebrate the Niagara Peninsula's 100,000 protected acres of tender fruit and grape crops and the people that tend them. With this funding, the Growers will produce the Festival Kick-Off Luncheon and distribute educational materials, including 2,000 brochures, to inform visitors about this abundant area of the Greenbelt.

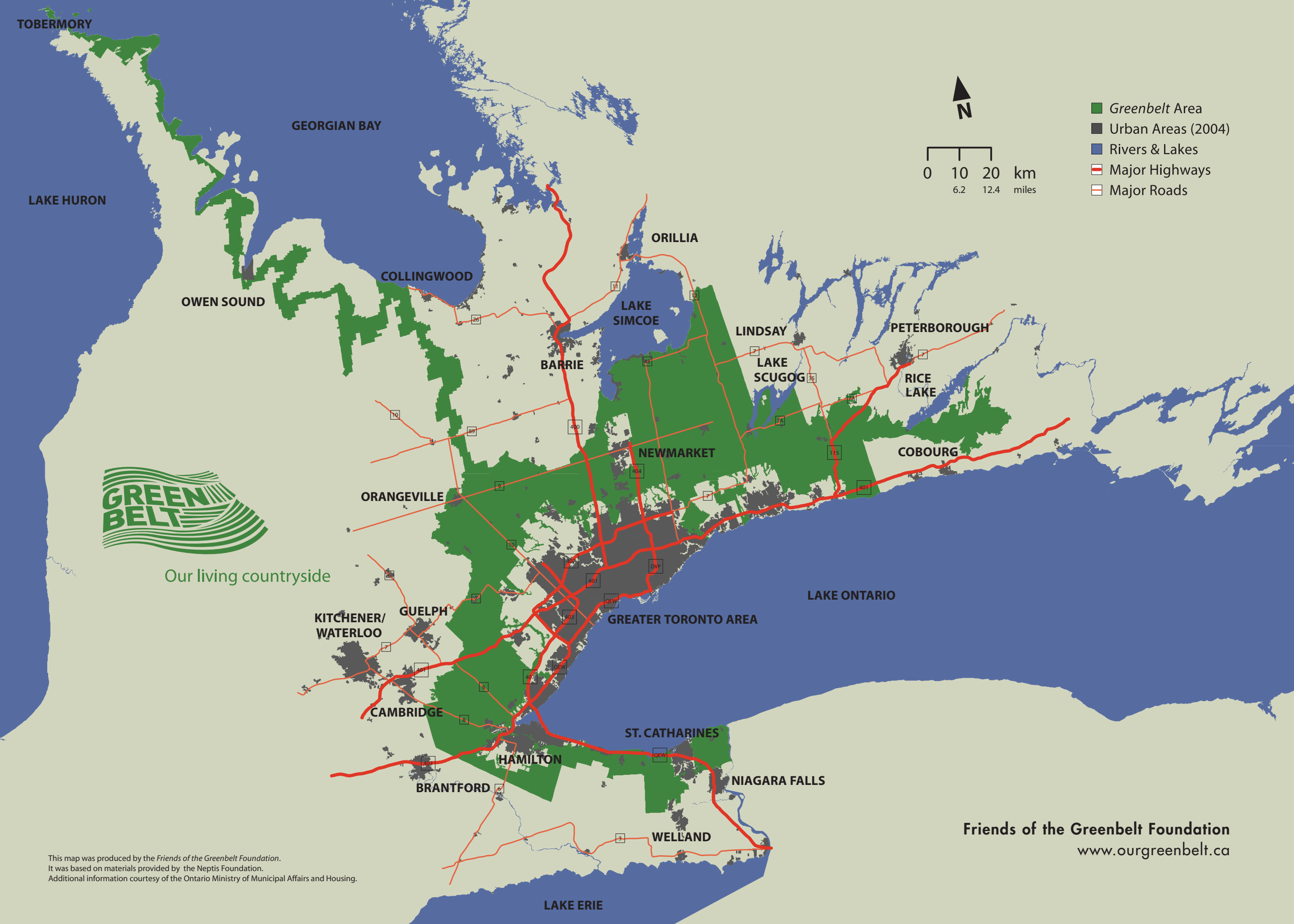
Raising Awareness of Conservation among Rural Landowners

Hamilton Naturalists' Club

www.hamiltonnature.org

Hamilton \$12,550

■ The Hamilton Naturalists' Club is working with landowners to ensure their land retains its environmental integrity. Through a series of brochures and a number of presentations, the Club will educate rural landowners on the benefits and techniques of land conservation with the aim of preserving more than 500 privately owned acres.



TOBERMORY

GEORGIAN BAY

LAKE HURON

OWEN SOUND

COLLINGWOOD

ORILLIA

LAKE SIMCOE

LINDSAY

PETERBOROUGH

LAKE SCUGOG

RICE LAKE

COBOURG

BARRIE

NEWMARKET

ORANGEVILLE

KITCHENER/
WATERLOO

GUELPH

GREATER TORONTO AREA

LAKE ONTARIO

CAMBRIDGE

ST. CATHARINES

NIAGARA FALLS

HAMILTON

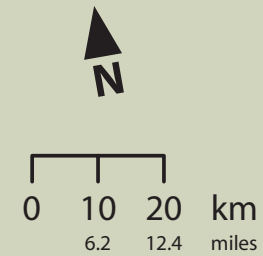
BRANTFORD

WELLAND

LAKE ERIE



Our living countryside



- Greenbelt Area
- Urban Areas (2004)
- Rivers & Lakes
- Major Highways
- Major Roads

This map was produced by the *Friends of the Greenbelt Foundation*.
It was based on materials provided by the Neptis Foundation.
Additional information courtesy of the Ontario Ministry of Municipal Affairs and Housing.

Friends of the Greenbelt Foundation
www.ourgreenbelt.ca



The Greenbelt contains some of the best agricultural land
in one of the best growing climates in Canada
an irreplaceable resource.

Summary of Program Activities

Beginning

Over the past year we laid the groundwork for the Foundation, busy with the myriad details and tasks that go into creating an organization from scratch, forming its philosophical and physical realities.

- We articulated the Foundation's Vision and Goals, our framework and guide.
- We moved from an interim to a permanent Board, selecting each member for their calibre and role within the Greenbelt.
- We worked with a variety of external advisors in the development of the Foundation and implementation of our Vision: asset management, accounting, audit, branding, communications, computer and website support.
- We retained expert legal counsel in the areas of Corporate and Charity law.
- We hired excellent staff.
- We established our offices, one situated in the bustle of Toronto, the other in the calm of Nobleton, and all that entails: searched out affordable rental space, set up efficient phone, computer and filing systems, acquired used and new furniture, developed and printed stationary and so on.
- We researched and ratified the Conflict of Interest /Code of Conduct and Personnel Policies.
- We applied for and received charitable status.
- We selected our first round of grants.

With our daily operations underway, we embarked on our primary grant-making role and other activities to round out our work in support of a healthy and vital Greenbelt.

The following is an overview of those activities.

Informing

- Raising public awareness about the Greenbelt is one of our main roles. With our 2005 campaign on radio, in print and outdoors, we celebrated what the Greenbelt has to offer. The more Ontarians know about it, the more Ontarians will appreciate it.
- We developed our website, www.ourgreenbelt.ca, an important vehicle in sharing Greenbelt information.
- The 2006–2007 Ontario Road Map highlights the Greenbelt area, making it easier for Ontarians to find themselves in it.
- We wrote a Greenbelt Guide and Brochure to be published this summer.
- Greenbelt-grown food was showcased in the spring 2006 *Green Living Magazine* and its Healthy Home edition that reached 400,000 readers in the Golden Horseshoe.
- Rural tourism was the focus and the Greenbelt was the editorial feature of the Hills of Headwaters spring 2006 Visitor's Guide and Map. Over 250,000 copies were distributed in southern Ontario.

Learning

- The Foundation initiated various research and mapping projects to identify the character of rural, agricultural, recreational and municipal sectors in greater detail to guide our support to the areas that need it most.
- Through our website we collect and share events, festivals and other recreational and agricultural information, such as pick-your-own farms, that encourage people to spend time in the Greenbelt.
- As part of our continuing education about the varied sectors in the Greenbelt, we participate in events and conferences, for example, on rural development and food retail markets.

Connecting

- In December of 2005 we sat down with key stakeholders to seek input on our grant guidelines. Their experience and knowledge greatly informed our funding program.
- We selected our Advisory Committee who provide a wide range of representation from the Greenbelt. The Committee evaluates projects based on a balance between and integration of our program areas.
- Foundation staff make regular trips to meet with our partners throughout the Greenbelt to learn, to discuss, to update each other, or to seek out potential collaborations.

Supporting

- We sponsored two major events this year. The Leading Edge Conference, the Niagara Escarpment Commission's conference on sustainability, healthy communities and biosphere research will take place in October 2006 and the Ontario Fruit and Vegetable Convention, hosted at Brock University, St. Catharines welcomed around 1,200 people in February 2006.



A wonder to explore, the Greenbelt contains Canada's
largest network of hiking trails and
125,000 acres of parkland.

Financial Report

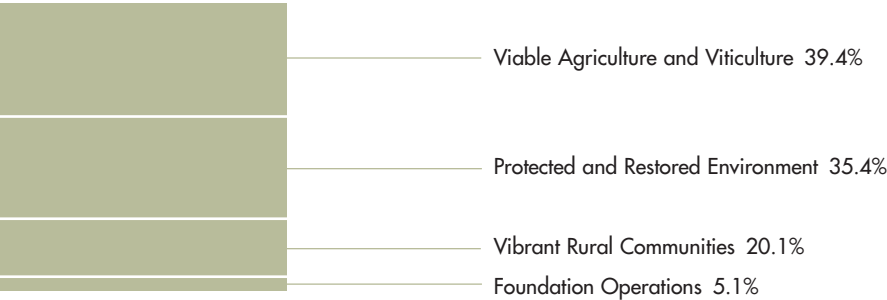
The Foundation is an Ontario corporation and a registered charity. We received a one-time \$25 million grant from the Province of Ontario to support grant-making and operational activities. The money has been invested in a conservative income portfolio with asset managers, McLean Budden Limited.

The Board of Directors recognized that the scope of our work is vast. The physical area of the Greenbelt is enormous and the challenges in pursuing our mission are significant. As such, the Board decided to gift the \$25 million grant over a period of five years.

Summary of Foundation Activities

15 June 2005 to 14 June 2006

Program Areas	\$ Amount	Percentage of Annual Spending
Viable Agriculture and Viticulture	2,038,604	39.4%
Protected and Restored Environment	1,834,132	35.4%
Vibrant Rural Communities	1,042,512	20.1%
Foundation Operations	264,387	5.1%
Total	5,179,634	100%



Condensed Statement of Financial Position

15 June 2005 to 14 June 2006

Income	\$
Investments	579,541
Total	579,541

Expenses	\$
Grants	2,931,050
Awareness and Education	1,810,183
Human Resources	196,229
Program Expenses	80,261
Operating Costs	71,543
Investment Management Fees	53,328
Legal and Accounting Fees	37,040
Total	5,179,634

■ Our 2005–2006 financial statements were audited by KPMG LLP and are available by request.

Our Conflict of Interest Policy

 Our partners in the Greenbelt are one of our most valuable assets. To ensure a healthy cross-section of Greenbelt representation in our Foundation work, we seek out Board members, Advisory Committee members, staff and associates who represent the Greenbelt geographically, have experience and knowledge in at least one of our three program areas, are a mix of age, gender and diversity, understand the opportunities and challenges for the Foundation, and are well respected within their constituencies.

Our members, staff and associates are active in their communities, so from time to time, conflicts of interest, or the appearance of such conflicts, may arise. All members, staff and associates are asked to sign the Conflict of Interest and Code of Conduct Policy. At least once per year, the Chair will table this policy at a Foundation meeting to heighten members' and staff awareness of its importance and contents.

It is the responsibility of all individuals associated with the Foundation to identify when a real or potential conflict may exist, and to inform the Board of such situations when they arise. The Board will assess declared real and potential conflicts. When it is confirmed that there is in fact a conflict, the related member, staff or associate will excuse themselves from any discussions and decisions related to the item in question.

All declarations of conflicts of interest, and the subsequent treatment of such declarations, are recorded in the Minutes of the Foundation meetings. The Board will periodically review this record to ensure conflicts have been dealt with effectively.



The 100,000 protected acres of tender fruit and grape crops in Ontario produce the world's best ice wines and other award winning, VQA-certified wine.

Grant Program Guidelines

The Friends of the Greenbelt Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario.

Our Vision

The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, with a strong and successful rural countryside, with a robust agricultural sector, and, with a pattern of urban settlement that supports the Greenbelt.

Our Goal

The goal of the Friends of the Greenbelt Foundation is to nurture and support activities that preserve and enhance the Greenbelt's agricultural, rural and ecological integrity. Our vision can be realized by:

- *supporting a viable agricultural and viticultural sector;*
- *promoting vibrant rural communities and working landscapes; and,*
- *protecting, restoring and enhancing the natural environment.*

Our Approach

We recognize that the scope of this work is vast. The physical area of the Greenbelt is enormous and the challenges inherent in pursuing our mission are significant. As such, we need to concentrate our resources over a short time period in order to achieve our ambitious goals and we intend to gift the \$25 million endowment over a period of five years.

- *We will seek to facilitate and convene.* We will encourage and foster relationships among many different organizations with an interest in Greenbelt activities. By bringing together not-for-profit organizations, other foundations, governments and corporations, we hope to cultivate collaborative partnerships, learn from other's expertise, and catalyze activities that support the Greenbelt as a whole.
- *We will promote mutually supportive relationships between the Greenbelt and the urban areas adjacent to it.* By coordinating diverse initiatives we will

foster urban/rural connections that highlight the important relationship between cities and rural communities.

- *We will track and report on accountability at three levels:* the Foundation's accountability to the public with respect to the responsible and effective use of its resources; organizational accountability of grantees to the Foundation regarding efforts to achieve stated goals; and government accountability to the public regarding the fulfillment of commitments and obligations.
- *We will support organizations whose efforts are realizing our vision* of the Greenbelt. Organizations working on the ground are critical to our success, and these groups are often in the best position to identify opportunities, build broader public involvement, and act as a powerful force for change.
- *We will support a variety of means to increase public awareness* of the Greenbelt and its many benefits. Widespread knowledge of the Greenbelt, its geography and contribution to our health and well-being is essential to sustaining it as a beneficial, valuable and permanent feature.
- Equally essential is that residents are given opportunities to engage with, and fully appreciate, the Greenbelt. *We will promote public engagement* with the Greenbelt by encouraging Ontarians to buy fresh food grown by its farmers, visit its communities, hike its trails, relax in its parks, enjoy its arts and culture, help to clean up its shorelines, and participate in making decisions about its future.

Our Grant Making

The Friends of the Greenbelt Foundation is interested in funding activities that promote and sustain the Greenbelt as a beneficial, valuable and permanent feature, enhancing the life of all Ontarians. We will support a variety of activities in the following three program areas: supporting a viable agricultural and viticultural sector; promoting vibrant rural communities; and protecting, restoring and enhancing the natural environment.

The Foundation is interested in being a positive force for creating new relationships and connections across the Greenbelt. *We encourage proposals that integrate the three program areas and seek outcomes that are beneficial to each of our agricultural, rural and environmental goals.* We also encourage applicants to consider including public awareness and engagement activities in their proposals or to conduct specific public awareness efforts geared to targeted audiences with focused messages and benchmarks for success.

Supporting a viable agricultural and viticultural sector

The Greenbelt contains almost one million acres of farmland used to produce a wide variety of food and related products: from fruits and vegetables, dairy and livestock, to flowers and wine. But the viability of agriculture in Ontario has become an important concern. Protecting local agricultural land is critical as it provides fresh and nutritious food, lessens our dependence on imported foods, shrinks transportation costs, and reduces transportation related pollution such as smog and greenhouse gases. At the same time, farmers need economic and market conditions that allow them to make a good living growing our food.

While international forces affect agriculture in multifaceted ways, and our financial resources cannot possibly affect such forces, we believe that by building solid working relationships with farmers and their organizations, we can promote viable agriculture in the Greenbelt. We anticipate building direct relationships between the consumer and the producer, rewarding farmers for their land stewardship efforts, and finding ways to generate additional land-based incomes for farm families.

As such, the Foundation seeks ways to promote and encourage an agriculturally productive countryside in the Greenbelt. We will fund activities that support agriculture and viticulture in the Greenbelt and improve the viability of farming. These may include projects that: promote and find new markets for local produce from the Greenbelt; provide renewable power and energy conservation support to farmers; support education and learning experiences for students and youth in agriculture; enhance farmers' ability to participate in Environmental Farm Plans; or provide capacity for agricultural groups to deliver programs that provide economic opportunities for Greenbelt farmers.

Promoting vibrant rural communities

The rural communities of the Greenbelt are home to many small businesses, from artist studios and kids' camps, to furniture makers and tourist attractions. Their continued success is important to the goals of the Foundation. While we cannot provide direct support to private interests, we can support the activities of organizations promoting vibrant rural communities and working rural landscapes.

The Foundation will fund activities that protect and enhance the rural character and integrity of the Greenbelt. To this end, the Foundation is interested in supporting cultural activities, promoting tourism opportunities, and encouraging the appreciation of the rural countryside. We will consider proposals that: promote events and activities taking place in rural communities in the Greenbelt; help rural communities market their Greenbelt identity; support trail initiatives; develop land use plans that enhance community livability; or support the local economy by encouraging partnerships between local businesses and tourism or related activities.

Protecting, restoring and enhancing the natural environment

The Foundation is seeking ways to protect, restore and enhance the Greenbelt's lands, waterways, wetlands, and the habitat for flora and fauna, particularly species at risk. Some areas of the Greenbelt are among the most biologically diverse areas in the country, providing protected habitat for more than one fifth of the species of Canada's plant diversity.

Conservation can take many forms and we are looking for activities that have multiple benefits and that link ecological enhancements with economic, educational or cultural components. We are interested in initiatives that: collect scientific, economic or cultural information to establish baseline information for the Greenbelt; support environmental stewardship of private or public lands across the Greenbelt; link Greenbelt protection to other environmental initiatives such as source water protection or planning policies; identify new areas of provincial significance; or build partnerships that enhance the natural environment for long-term conservation.

Our Application Process and Due Dates

As a first step, we request that potential applicants submit a letter of inquiry. If the project falls within the Foundation's goals and program areas, the applicant may be asked to provide a full proposal and may also be invited for an interview to discuss the project in person. Please contact Foundation staff or www.ourgreenbelt.ca/grants for further details and due dates. We regret that letters of inquiry or full proposals that do not follow our instructions cannot be considered for funding by the Foundation.

Application Review

Each full proposal will be reviewed by Foundation staff, by an external Advisory Committee and by the Board of Directors. The Foundation is committed to achieving its primary goals and thus reviews applications with an eye towards specific outcomes. Applications will be reviewed with the following criteria:

- how the outcome(s) sought support the Foundation's vision and goals;
- whether the proposed activities will lead to the outcome(s) sought;
- the likelihood of success;
- the integration of the Foundation's public awareness and engagement goals;
- the engagement of stakeholders and level of collaboration;
- cost efficiency; and,
- the organization's history and track record.

Budget

The annual program budget to meet our goals is \$5 million. Grants will generally not exceed \$500,000 nor be less than \$10,000, and the Foundation accepts multi-year applications. Grants cannot be made to individuals and are only made to registered charities or other qualified donees. If you have an idea that meets our guidelines but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways.

Applicants are encouraged to apply for the resources they deem necessary to accomplish the goals and outcomes they seek. Where appropriate, we will consider general or operational support to strengthen the capacity of organizations critical to meeting our mission.

The Friends of the Greenbelt Foundation realizes that strategic opportunities may arise from time to time. These opportunities may relate to any of the three program areas and preference is given to projects that address timely issues, reflect a short-term need, and/or explore exciting opportunities. Strategic grants will range in size from \$5,000 to \$50,000.

While there are no deadlines for this grant-making area, we request that you contact the Foundation before submitting a letter of inquiry. The Friends of the Greenbelt Foundation is a charitable organization, independent from the Province.

Eligibility and Program Limitations

Grants cannot be made to individuals and are only made to registered charities or other qualified donees. If you have an idea that meets our guidelines but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways. The Foundation reserves the right to support any appropriate initiative that it deems to be relevant to its mission.

The following activities will generally not be supported:

- land claim disputes
- basic research
- capital campaigns
- endowments
- deficit financing
- projects or organizations outside Ontario



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