

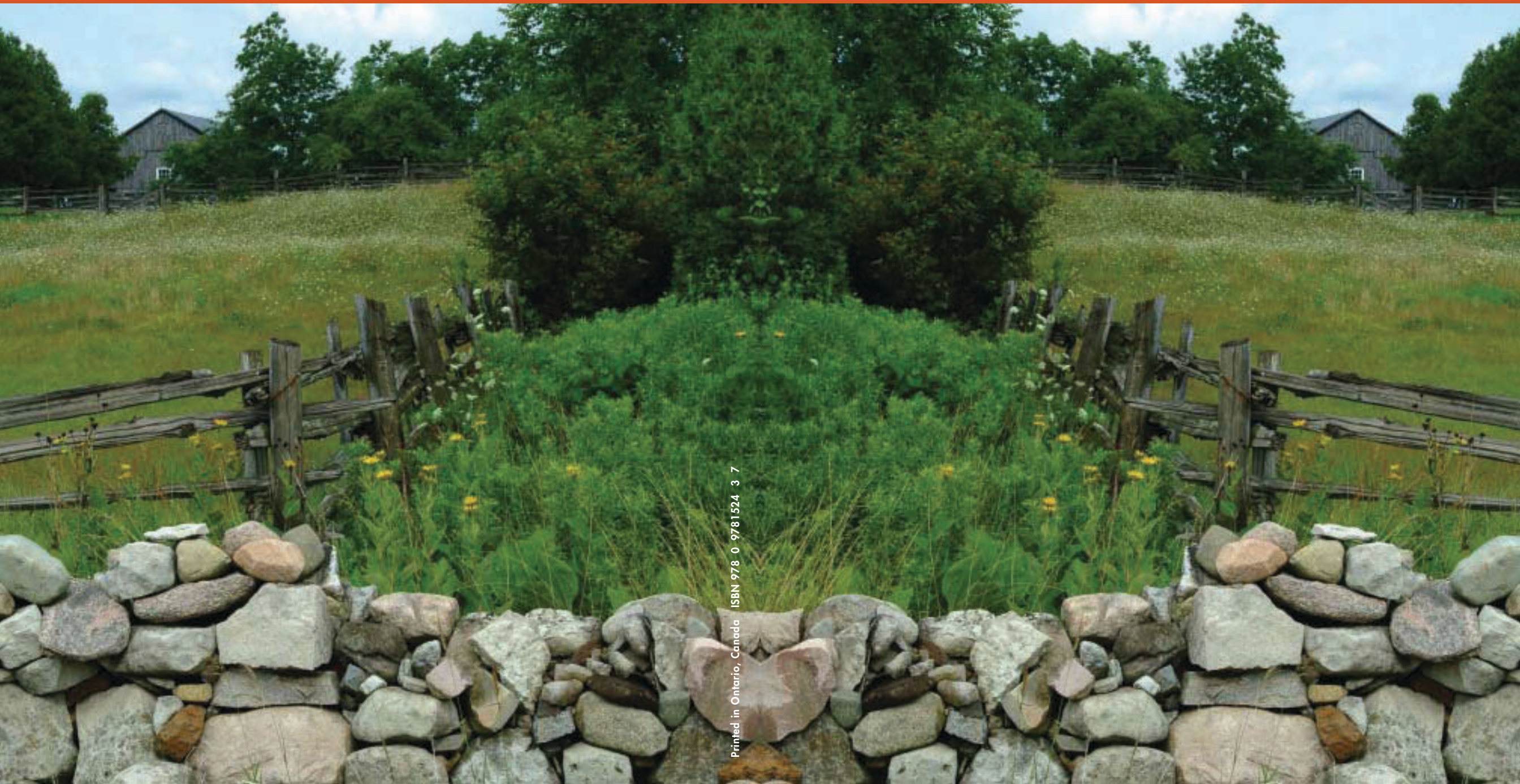
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[www.OurGreenbelt.ca](http://www.OurGreenbelt.ca)



Our living countryside

# Friends of the Greenbelt Foundation

Annual Report 2006–2007



Printed in Ontario, Canada ISBN 978 0 9781524 3 7

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**Annual Report 2006–2007**

Ontario Canada 2007



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A Peter Sibbald Brown Design  
Printed in Ontario, Canada

International Standard Book Number  
ISBN 978-0-9781524-3-7

## 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.

## Our Current Board of Directors

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Sonya DeVellis, *Executive Assistant* (Internship as of April 2007)  
Jennifer Asselin, *Communications Assistant* (Internship as of June 2007)



## Ontario's Greenbelt is Our Living Countryside

**T**he 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*



## A Message From the Chair

**T**he Greenbelt is big. It is a big idea, it is a big piece of land, and it has the potential to make big improvements to our quality of life. We at the Foundation have equally large ambitions for the Greenbelt's success. We believe that 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.

One of our challenges has been to decide where and how to direct our limited resources to best realize this vision. One concept that we think has enormous potential is local, Greenbelt-grown food. Food production and consumption is an elemental and profound aspect of human life. It involves many of our fundamental preoccupations: health, culture, community, and ecology. What we eat, where it comes from and how it is made are increasingly important to many of us. A robust local food system promises good livelihoods for farmers, sustainable agricultural practices, less stress on the environment and better, fresher, healthier produce in the hands of consumers. Most importantly, it carries the promise of connectivity: a greater bond between city and country, consumer and producer, urbanite and farmer and ultimately between human beings and nature. These sorts of connections and the values which underlie them are essential to the ongoing viability of the Greenbelt.

**O**ur emphasis on Greenbelt grown food has been deeply rewarding as we have supported the emergence and the strengthening of many innovative and dynamic initiatives. We recognize, however, that we are working in a complicated landscape. Many farmers in the Greenbelt are hard-pressed, the work is unrelenting and the rewards often scant. The current financial structures underlying much of commercial agriculture neither recognize nor reward sustainable practices. We lack a strong distribution system organized around local produce. We do little to compensate farmers for their role as stewards of the land, and as crucial producers of a range of environmental goods and services such as maintaining streambeds or preserving woodlots. To realize the many benefits inherent in a strong local food system, we will require big new thinking around incentives, production practices, distribution systems and markets.

In that direction, the Foundation has begun to build awareness of and access to Greenbelt-grown food. You will find complete descriptions of all these activities inside this report. I mention briefly three initiatives that hold particular promise and in which the Foundation played a prominent role. We made a large grant to develop farmers' markets featuring Greenbelt produce, and to assist Greenbelt farmers to take advantage of these new opportunities. These Greenbelt markets are located both inside the Greenbelt itself and in the cities and towns that surround it. We helped launch a highly

innovative new organization called Local Food Plus. It is focused on creating institutional markets for locally produced sustainably grown produce, and we have been both pleased and surprised by the degree of interest in and commitment to this undertaking. Finally, we made our largest grant to a program that provides financial incentives to Greenbelt farmers who adopt environmentally sound practices such as pesticide reduction and wildlife preservation.

There are many paths forward in realizing the potential inherent in the Greenbelt, and the Foundation will walk a number of them. This year advancing the production, distribution and awareness of local, sustainable food has been fruitful. We look forward to working with our many outstanding partners in building on this agenda in the years ahead.

The grants and activities described in this report are the result of the unstinting efforts of a remarkable group of staff, directors and advisors. My fellow directors and I are deeply appreciative of the leadership of our President, Burkhard Mausberg, and the fine work of his staff.

Sandy Houston

## A Message From the President

Change is good and facilitating change is a rewarding experience. As the Foundation enters its third year, the demand for our resources to help further significant innovations is ever increasing. Many organizations in and around the Greenbelt want change to occur; from making sure more local food reaches dinner tables in the Golden Horseshoe, to restoring land and water to ecological balance, engaging youth in environmental projects or promoting tourism to the Greenbelt, all of our applicants have change on their minds.

Measuring these types of developments is necessary to gauge whether or not we are accomplishing our goals. This past year, we developed a rigorous assessment process to evaluate the progress of our funded projects. Our focus is on providing results but we also want to learn important lessons from projects that did not meet their intended goals. These seeds of knowledge are invaluable to our development as a grant maker and to our grantees' role as authors of change.

To assist them in achieving the best possible outcome, our relationship with our funding recipients begins well before the grant has been made and continues long after. We employ various tools to share successes and opportunities with them. One valuable tool is an annual forum where grantees are invited to share lessons learned, identify areas for collaboration between organizations and map out collective theories of change and ways to effectively manifest them.

With our grantees and the general public at the forefront of our thoughts, we are mindful that our daily work is always viewed through the lens of our long-term objective—making the Greenbelt greener, permanent and valuable for southern Ontario. The passion and dedication of the many people and groups I have met give me great confidence that we are realizing these goals.

I would like to extend a sincere thanks to my staff, whose hard work and tireless enthusiasm contribute greatly to the Foundation's success.

Burkhard Mausberg



## New Funding

### Showcasing Our Greenbelt at The Royal

Royal Agricultural Winter Fair Association

[www.royalfair.org](http://www.royalfair.org)

\$600,000 over three years

■ Visitors to Canada's premier agricultural event of the year can now learn about and experience the tastes and agricultural heritage of Ontario's Greenbelt. Each year through the Royal Agricultural Fair, Greenbelt messages reach 300,000 visitors and millions of others through the media. Greenbelt outreach at the fair includes, a giant wall map showing just how vast and diverse the Greenbelt is, a farmers' market that sells Greenbelt-grown produce, a Cooking School Stage that invites celebrity Greenbelt chefs and a model environmental farm that raises awareness of the efforts farmers take to protect their land.

### Greenbelting Toronto's Governments

Toronto Environmental Alliance

[www.torontoenvironment.org](http://www.torontoenvironment.org)

\$250,000 over two years

■ A two year campaign that builds public support and political momentum to transform Toronto based government agencies into Greenbelt proponents, this project builds on the 2007 Toronto City Summit vision to establish Toronto as the Greenest City in North America. The Toronto Environmental Alliance begins this effort by promoting the consumption of local food in Toronto. Through outreach and awareness building the Alliance will assist a number of groups working towards increased consumption of local food and aim to improve the viability of local agriculture and increased farm production in the Greenbelt.

### Greenbelt Connections

Ontario Nature

[www.ontarionature.org](http://www.ontarionature.org)

\$235,000 over two years

■ Guided regional tours of environmentally significant landscapes showcase the efforts of farmers and community volunteers to steward the land and ensure that the Greenbelt's water resources, forests, and unique habitats continue to provide clean water and air,

and connect the natural areas that sustain wildlife and help increase biodiversity. Booklets published in partnership with the Ontario College of Family Physicians link rural and urban residents with the building blocks of a healthy lifestyle the Greenbelt has to offer.

### **Niagara Greenbelt Routes and Discovery Centres**

**Brock University/Tourism Niagara**

[www.tourismniagara.com](http://www.tourismniagara.com)

**\$219,000 over three years**

■ Niagara tourists will have access to the Greenbelt experience at four specially designed Greenbelt Discovery Centres located at existing Tourism Centres. Tourists can access information on Greenbelt activities by using the internet kiosks or by consulting with the trained staff. The collaborative project includes research and inventory developed by Brock University and kiosks managed by Tourism Niagara. In-kind project partners include the City of St. Catharines, Niagara-on-the-Lake Chamber of Commerce, and Twenty Valley Tourism Association.

### **Growing the Niagara Culinary Trail**

**Niagara Peninsula Community Resource Centre**

[www.niagaraculinarytrail.com](http://www.niagaraculinarytrail.com)

**\$200,000 over three years**

■ The Ontario Culinary Trail Strategy recognizes the need for financial support for local culinary trail programs. This project focuses on three main activities: increased culinary tourism, an “Eat Healthy, Eat Local” educational campaign, and a business training and marketing development program. This project engages a vibrant agricultural community in the Niagara specialty crop area of the Greenbelt, fostering a shared vision for local agriculture and encouraging mutual support between the culinary and farming communities.

### **Cootes to Escarpment Conservation and Land Management Strategy**

**Royal Botanical Gardens**

[www.rbg.ca](http://www.rbg.ca)

**\$185,000 over two years**

■ The beauty and wildlife of Cootes Paradise has attracted artists such as Robert Bateman, birdwatchers from around the world, and thousands of locals to hike its trails and paddle its waters. This community-based conservation and land management plan protects 4,000 acres of natural Greenbelt lands. The planning process includes an advisory group of local stakeholders. The project is overseen by the Royal Botanical Gardens,

### **Julian Radlein**

**Hamilton Tiger-Cat Fullback**

The power of the individual in combating global warming can not be downplayed. It's up to each and every one of us to do our part. By simply buying local foods from surrounding Greenbelt farms we each play a role in helping reduce transportation-related greenhouse gases. Support from organizations like the Friends of the Greenbelt Foundation is key to building a better environmental legacy to leave to our children.

**Hazel McCallion**  
Mayor of Mississauga

We all know how important healthy snacks are to young people for health and for learning. We also know that buying healthy food from Greenbelt farmers supports local agriculture.

I am delighted that the Friends of the Greenbelt Foundation chose EcoSource to pilot this groundbreaking program.

Hamilton and Halton Conservation Authorities, Hamilton Naturalists' Club, Hamilton Harbour Remediation Action Plan, the cities of Hamilton and Burlington and Halton Region. Their final report will recommend action by each partner group, who have committed to implementing the plan within five to seven years.

### **Niagara Escarpment Development Activity Tracking System and SOLRIS**

**Niagara Escarpment Foundation**

[www.niagaraescarpment.org](http://www.niagaraescarpment.org)

**\$178,150**

■ This project will digitalize 30 years of development permit applications and decisions, analyze development trends, and track and address enforcement and compliance. It will also seek to complete the Southern Ontario Land Resource Information System [SOLRIS], a land cover mapping tool, for Bruce and Grey Counties.

### **Little Rouge Ecological Restoration Initiative**

**Rouge Park**

[www.rougepark.com](http://www.rougepark.com)

**\$147,300**

■ Rouge Park is a reservoir of biodiversity in a heavily urbanized region. The Park is developing restoration plans for over 300 hectares of the Little Rouge River. The plan will transition the area from a mono-culture plantation to a diverse forest ecosystem and include the restoration of lost wetlands, grasslands, and meadows and the protection of archaeological sites. A seed bank will ensure future regeneration. Demonstration sites, or learning centres established by this project, engage farmers and community volunteers in the river's restoration. Interpretive signs will educate park visitors.

### **Greenbelt Farm to School Program**

**EcoSource**

[www.ecosource.ca](http://www.ecosource.ca)

**\$106,000**

■ Mississauga's Thomas Street Middle School students are rebuilding their ties with our living countryside by enjoying local food at school and visiting farms in the Greenbelt. Grade seven and eight students are experiencing spring plantings, fall harvests and family picking days, learning directly from farmers. Back in the classroom, students are learning about the Greenbelt through a Healthy Local Food workshop designed for all grades. Greenbelt Youth Ambassadors are also developing a business plan to create a Local Healthy Snack Program.

### **The Greenbelt On the Move**

Conservation Foundation of Greater Toronto

[www.trca.on.ca](http://www.trca.on.ca)

\$105,000 over three years

■ Reaching mass audiences is necessary to create awareness about Ontario's Greenbelt. Two traveling Greenbelt exhibits will be showcased at popular conservation areas and in urban centres and schools around the Greenbelt over the next three years. The exhibits will educate thousands of visitors about the Greenbelt and its value in preserving a high quality of life in the Golden Horseshoe. The exhibits will also provide information on ways that people and families can experience the riches of the Greenbelt for themselves.

### **Headwaters Tourism Program**

Hills of Headwaters Tourism Association

[www.thehillsofheadwaters.com](http://www.thehillsofheadwaters.com)

\$100,000

■ The tourism industry of the Hills of Headwaters region—the vibrant, rural communities of Caledon, Orangeville, Mono, Erin, Belfountain, Hillsburgh, Inglewood, Terra Cotta, and Alton, and others—offers visitors a memorable stay in the countryside. This project fosters collaboration among tourism operators in the area to participate in a pilot program that will enhance their “natural” marketing brand, while increasing visitors to the area and lengthening their stay.

### **Viability of the Fruit and Vegetable Industry in the Greenbelt**

Ontario Fruit and Vegetable Growers' Association

[www.ofvga.org](http://www.ofvga.org)

\$98,000

■ This economic impact study is the first of its kind, looking at the Greenbelt as an agricultural region within Ontario through an in-depth picture of the fruit and vegetable industry within this near-urban agricultural area. The study examines the viability of the industry and the impacts of recent changes in land use legislation. It also looks to future opportunities, in particular the economic significance of having eight million consumers within driving distance and how farmers might benefit from this rural-urban relationship.

### **Greenbelt Community Outreach Program**

Conservation Halton Foundation

[www.conservationhalton.on.ca](http://www.conservationhalton.on.ca)

\$75,000

■ Conservation Halton protects, restores and manages a large area of the Greenbelt, including the breathtaking Mount Nemo on the Niagara Escarpment. This project protects and restores that natural environment. Through various communications materials and signs at over thirteen conservation areas, this project builds awareness of the Greenbelt and the significant environmental features in the Halton Region to over one million people.

### **Keeping Greenbelt Farmland in Farming**

Ontario Farmland Trust

[www.farmland.uoguelph.ca](http://www.farmland.uoguelph.ca)

\$75,000

■ Much land in the Greenbelt is owned by farmers, and it is important to keep farmland active to maintain a viable working countryside. This project covers the costs of securing agricultural easements to ensure agricultural land remains in production. The goal is to secure thirteen agricultural easements, approximately 1,300 acres, in the Greenbelt over the next three years.

### **Wine Grape Replant Program**

Grape Growers of Ontario

[www.grapegrowersofontario.com](http://www.grapegrowersofontario.com)

\$50,000

■ Farmers in Niagara face an uncertain future after a local company announced an end to manufacturing grape juice. Many of these farmers want to transition to growing new products, including high quality wine grape varieties that would elevate Niagara's reputation as a world renowned wine region. This project invests in that goal.

### **Sustainable Winemaking in Ontario: An Environmental Charter for the Wine Industry**

Wine Council of Ontario  
[www.winesofontario.org](http://www.winesofontario.org)  
\$49,500 over two years

■ This project helps wineries adopt best practices for environmental stewardship by setting parameters for the usage of water, waste management, wastewater treatments, nutrient management, noise levels, and air emissions. Some 20 wineries will be engaged in the first year, and another 20 in the second year of the project.

### **Niagara Peach Celebration**

Niagara-on-the-Lake Chamber of Commerce  
[www.niagaraonthelake.com](http://www.niagaraonthelake.com)  
\$40,000

■ This event celebrates the tender fruit industry in the Greenbelt, encourages pride in the community and its agricultural roots, and promotes a successful tourism area. The Annual Niagara-on-the-Lake Peach Celebration draws thousands of visitors each year. To further build awareness of the 17th Annual Niagara-on-the-Lake Peach Celebration the Chamber of Commerce distributed thousands of peaches and brochures at Union Station in Toronto.

### **Guarding the Greenbelt in Brampton**

Sierra Legal Defence Fund  
[www.sierralegal.org](http://www.sierralegal.org)  
\$35,000

■ Continuing urban sprawl is a threat to the permanence of the Greenbelt. Recent changes to Ontario's planning regime call for urban intensification in developed areas and on greenfields. Still, it appears municipalities will test the new legislation. Residents of Brampton organized to oppose more sprawl and defend the integrity of the Greenbelt. Sierra Legal received a grant to negotiate with the Region to protect specialty crops and Greenbelt lands in the expanded area, and add rigorous smart growth principals to the urban development standards in Brampton's proposed Official Plan Amendment.





### **The World's Largest Multicultural Salad**

Shri S.S. Jain Foundation

[www.tasteoflawrence.com](http://www.tasteoflawrence.com)

\$32,500

■ Made almost entirely from locally-grown Greenbelt produce, this 200 foot-long salad incorporated seven distinct cuisines from regions around the world, reflecting Scarborough's status as Toronto's most multicultural community. A team of top chefs, including Marty Galin of Marty's Wacky Kitchen, Andrew Zimbel of Amazing Food Service Inc., and hundreds of volunteers gathered at the Taste of Lawrence Festival to create a unique dish—the world's largest multicultural salad—served free to the 15,000 people attending the Festival, and shared with the Second Harvest Food Bank.

### **Paint the Town Green through Community Mapping**

Caledon Countryside Alliance

[www.caledoncountryside.org](http://www.caledoncountryside.org)

\$30,000

■ This project develops a shared vision for the future of Caledon through a community map. Hundreds of people attended community meetings to contribute their own information. The map project engaged the community with stories, facts, and figures about Caledon's natural and cultural heritage. Copies of the map were distributed through eleven primary schools, the Town of Caledon, and partner organizations.

### **Eat Local Hamilton**

Environment Hamilton

[www.environmenthamilton.org](http://www.environmenthamilton.org)

\$25,000

■ Environment Hamilton is meeting with Greenbelt farmers in the region and area businesses and institutions to discuss increasing residents' access to local food, and ultimately create a food network that benefits local growers. While there is a heightened awareness and desire to 'buy local' among consumers, building the infrastructure to ensure that locally-grown foods are selected over imports is a challenge. The city, schools, restaurants, farmers' markets and other businesses are participating in finding solutions, such as the distribution of 30,000 maps directing people to local food vendors in and around Hamilton.

## 2007 Ontario Fruit and Vegetable Convention

Ontario Fruit and Vegetable Convention

[www.ofvc.ca](http://www.ofvc.ca)

\$25,000

■ Promoting local agriculture and supporting educational opportunities is essential to lessening consumer dependence on imported foods and improving the livelihoods of local fruit and vegetable growers. The Friends of the Greenbelt Foundation was a premier sponsor of the convention, Canada's foremost horticultural event, which drew over 1,100 attendees and some 130 exhibitors. Held in January 2007, the two day convention provided education and networking opportunities for fruit and vegetable growers.

## Promoting Farm Visits in the Greenbelt

Ontario Farm Fresh Marketing Association

[www.ontariofarmfresh.com](http://www.ontariofarmfresh.com)

\$25,000

■ The Ontario Farm Fresh Marketing Association is increasing its promotion of farm visits at 100 Greenbelt on-farm markets, roadside stands, and pick-your-own operations. These farms, open to the public from May to November, are only a 10 to 30 minute drive away for millions of families in south-central Ontario. Innovative, but low cost marketing tools will attract rural and urban families alike, including new Canadians, with fresh produce, homemade baking, apple picking, strawberry festivals, and kids activities such as corn mazes and pumpkin carvings.

## The Greenbelt at the 2007 Green Living Show

Green Living Enterprises

[www.greenlivingshow.ca](http://www.greenlivingshow.ca)

\$25,000

■ The Green Living Show brings to the public environmentally-friendly consumer products and services in the energy, home and garden, beauty and health and food sectors, to name a few. Welcoming over 20,000 visitors, this year's inaugural Show was a success. The 'Discover Ontario's Greenbelt' booth was hosted by five of our partners who preserve and promote our living countryside in their daily work: Local Food Plus, the Oak Ridges Trail Association, the Grape Growers of Ontario, the Escarpment Biosphere Conservancy and the Niagara Peninsula Conservation Authority. The interactive display invited show-goers to taste, walk, look and explore all that the Greenbelt has to offer.

**Lorenz Eppinger**

Greenbelt Farmer

I think it's great that the Greenbelt Foundation is funding a group like Local Food Plus. LFP certification provides me with access to new markets and provides value by helping to differentiate my produce, as local and sustainable, in the marketplace.

**Mark Runciman**  
Executive Director  
Royal Botanical Gardens

This funding will help the Royal Botanical Gardens meet our conservation goal to ensure the long-term ecological integrity of our sanctuary lands and the rich biodiversity that they protect.

#### **Greenbelt Youth Leaders**

Niagara College  
[www.niagaracollege.ca](http://www.niagaracollege.ca)  
\$25,000

■ Niagara College, in collaboration with Durham's Fleming College, will develop a sustainable model of student-led environmental action that can be replicated at other educational institutions. The project engages college students in environmental activities and research projects throughout the Greenbelt. These Greenbelt Youth Leaders will learn to increase public environmental awareness, assist companies and non-profit community organizations to develop and test environmental solutions to problems, and give the students experience in applied research activities.

#### **A Study of International Greenbelts**

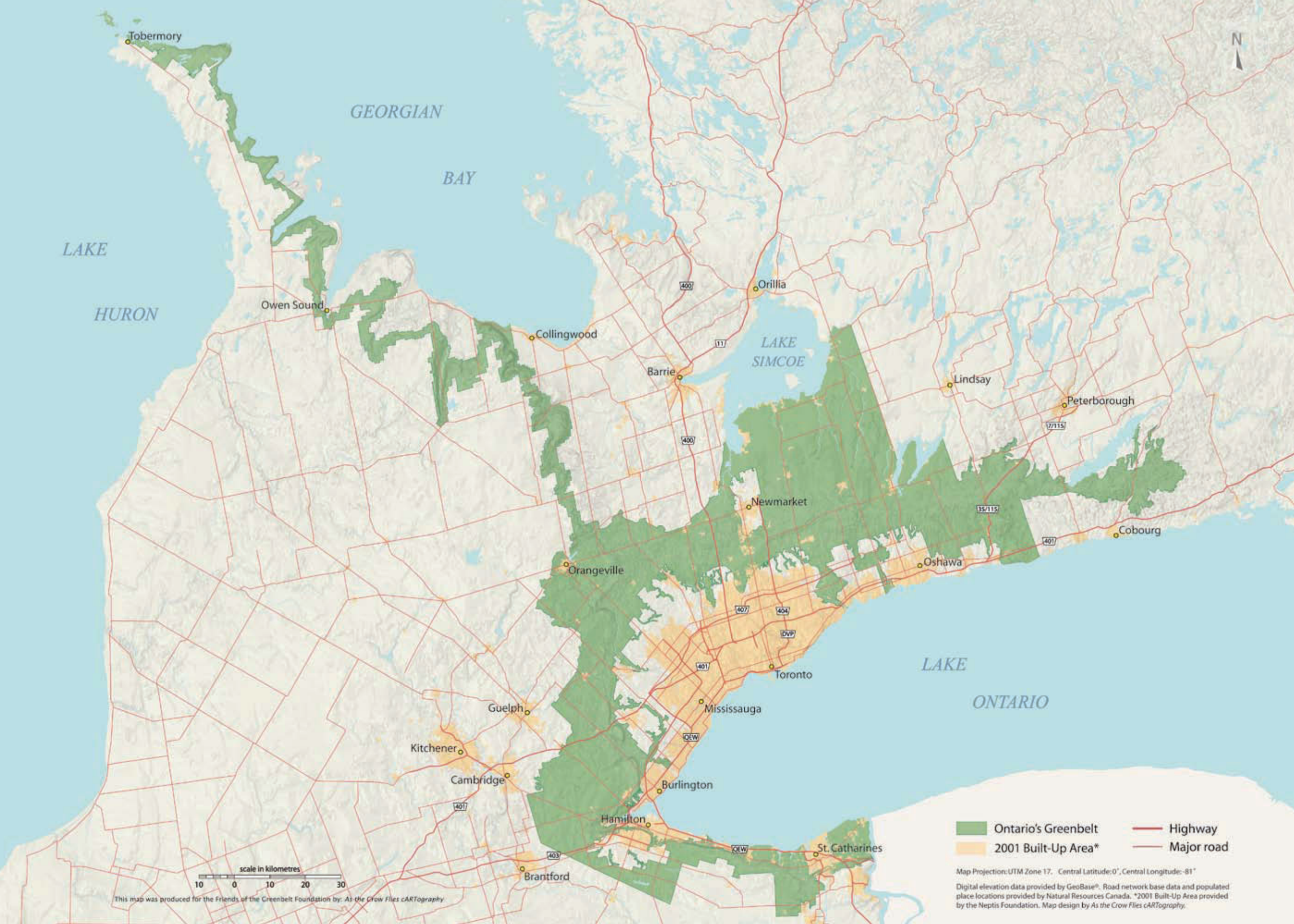
Canadian Institute for Environmental Law & Policy  
[www.cielap.org](http://www.cielap.org)  
\$15,000

■ Ontario's Greenbelt is the largest in the world, but it is not the first peri-urban landscape to be protected. This study reviews major Greenbelts around the world, their distinctive features and commonalities, the strength of the legislation behind the protection, and the opportunities and challenges in ensuring their boundaries remain permanent. The study also looks at how local residents actively engage in their Greenbelt and the impacts on rural-urban relationships.

#### **Greenbelt Public Forum: Preserving Ontario's Farmlands**

Ontario Institute of Agrologists  
[www.oia.on.ca](http://www.oia.on.ca)  
\$11,900

■ Hosted by the Niagara and Hamilton affiliates of the Ontario Institute of Agrologists, the significant role of the Greenbelt in preserving farmland was the topic of lively discussion at a Greenbelt Public Forum held in January of 2007 attended by hundreds of people.



This map was produced for the Friends of the Greenbelt Foundation by: As the Crow Flies cARTography

**Ontario's Greenbelt**  
**2001 Built-Up Area\***

**Highway**  
**Major road**

Map Projection: UTM Zone 17. Central Latitude: 0°, Central Longitude: -81°  
Digital elevation data provided by GeoBase®. Road network base data and populated place locations provided by Natural Resources Canada. \*2001 Built-Up Area provided by the Neptis Foundation. Map design by As the Crow Flies cARTography.

## Spring 2007 Clean Air & Environment Guide

Clean Air Partnership  
[www.cleanairpartnership.org](http://www.cleanairpartnership.org)  
\$10,070

■ Published once a year, the Clean Air & Environment Guide is about all things green. By presenting over 400,000 readers with information on environmentally sustainable, energy-efficient and cost-effective products and practices, it helps people make the best choices today for a better tomorrow. The spring 2007 issue featured a two-page spread on the benefits of Ontario's Greenbelt with suggestions of fun things to do in our living countryside that help to keep it beautiful, bountiful and green.

## Promoting Corporate Social Responsibility in the Greenbelt

Corporate Knights Foundation  
[www.corporateknights.ca](http://www.corporateknights.ca)  
\$10,000

■ *Corporate Knights* magazine believes "a responsible corporate culture can foster a more livable world for all." Since their inaugural issue in 2002, they have been publishing the annual Best 50 Corporate Citizens in Canada and the annual Global 100 Most Sustainable Corporations in the world. Now they are turning their attention to the Greenbelt. Corporate Knights will create opportunities to foster corporate social and environmental responsibility for the benefit of Ontario's Greenbelt and its residents.

## 2007 Port Perry Agricultural Fair

Port Perry Agricultural Society  
[www.portperryfair.com](http://www.portperryfair.com)  
\$10,000

■ This annual fair, featuring agriculture, arts and music, recently celebrated its 150th anniversary. Once a year, the community comes together to share, celebrate and foster their rural legacy with events like the Port Perry Agricultural Heritage Parade and activities like the Agricultural Heritage Tent. The Port Perry High School cheerleading team, the Port Perry Rebels, served as ambassadors for the Fair, bringing with them their youthful energy and enthusiasm. This vibrant Greenbelt community event looks forward to its next 150 years.

## Greenbelt Field to Fork Celebration

Evergreen  
[www.evergreen.ca](http://www.evergreen.ca)  
\$10,000

■ On August 25th the Greenbelt was the focus of a family fun day at Toronto's Don Valley Brick Works. Over 1,500 people celebrated the Greenbelt harvest through food and cultural programming including a farmers' market, cooking demonstrations by chefs, food preparation workshops, educational exhibits and displays, food-themed cultural performances, and a community dinner.

## 18th Annual Organic Advocates Feast of Fields

Everdale Organic Farm and Environmental Learning Centre  
[www.everdale.org](http://www.everdale.org)  
\$9,400

■ Feast of Fields is a celebration of organic and locally grown food and beverages. Guests stroll through the fields while renowned chefs from southern Ontario provide samples of culinary delights. On September 16, 2007 this successful annual awareness event will be held at the Everdale Farm, a Greenbelt organic farm and learning centre. To expand the event in 2007, Everdale will conduct farm tours and host an on-site Farmers' Market.

## Toronto-Niagara Bike Train

Niagara-on-the-Lake Chamber of Commerce and Visitor & Convention Bureau  
[www.biketrain.ca](http://www.biketrain.ca)  
\$5,000

■ The Toronto-Niagara Bike Train is a new tourism initiative that brings bike racks onboard VIA Rail Canada service between Toronto and the Niagara Region. It provides travelers with a unique and sustainable way to discover Niagara's renowned tourism and cycling opportunities. Weekend getaway and daytrip packages include options such as accommodations, restaurants, winery tours and tastings, guided bike tours, theatre tickets, parks and attraction passes. Whether a cycling enthusiast or an enthusiastic beginner, you can find a trip to suit your style.

## Telling the Greenbelt Story

Alternatives Journal  
www.alternativesjournal.ca  
\$5,000

■ The Journal, in its 35th year with a circulation of 12,000, has been working to empower individuals and communities to make sustainable choices and to raise public awareness on environmental issues. As part of *Alternatives'* recent campaign to increase the magazine's profile, the Foundation supported feature articles profiling organizations and initiatives that work towards a beautiful and bountiful Greenbelt.

## Nature Walk for Our Environment

Hamilton Naturalists' Club  
www.hamiltonnature.org  
\$5,000

■ On Saturday June 2nd, 2007 Juno Award winning singer-songwriter Sarah Harmer led a walk along Hamilton's scenic Waterfront Trail in the Greenbelt to raise funds and awareness for local environmental initiatives. The Hamilton Naturalists' Club, Iroquoia Bruce Trail Club and other local environmental groups organized this Nature Walk for Our Environment. All funds raised will support the protection of the Cartwright Nature Sanctuary and other local environmental projects.

## Summer Festivals and Events across the Greenbelt

\$2,500–\$10,000

■ The Greenbelt is alive with festivals, county fairs, antique shows and a multitude of community events during the summer and fall months. The Foundation is sponsoring over 30 events in rural and urban communities that enhance and highlight the proud character of the diverse communities within the Greenbelt. These community events, fruit and vegetable fairs, food and beverage festivals, community BBQs, music, harvest and busker festivals reflect decades of local traditions and community pride.

### May Festivals

Tulip Celebration, Royal Botanical Gardens  
Metroland Durham Region Annual 50+ Lifestyle Show  
Lilac Festival, Royal Botanical Gardens  
Niagara Folk Arts Festival  
157th Schomberg Agricultural Spring Fair  
Carassauga Festival, Mississauga

### June Festivals

Dundas Buskerfest  
Unionville Village Festival  
Windfall Ecology Festival, Newmarket  
Iris and Peony Festival, Royal Botanical Gardens  
Welland Heritage Council & Multicultural Centre International Luncheons  
Markham Village Music Festival  
Beamsville Strawberry Festival  
Kingfest Music Festival  
PoultryFest Niagara  
Rose Festival, Royal Botanical Gardens  
Whitchurch-Stouffville Strawberry Festival  
Canada Day Weekend Festival, Harbourfront Centre

### July Festivals

Markham Ribfest & Music Festival  
Paws in the Garden, Royal Botanical Gardens  
Métis Arts Festival, Black Creek Pioneer Village  
Beaches International Jazz Festival  
Christie Lake Beach Party

### August Festivals

St. Catharines Rotary Rib Fest  
Westfield Heritage Village Ice Cream Festival  
Herb Fair, Royal Botanical Gardens  
Carrot Fest, Bradford West Gwillimbury  
The Peter Gzowski Festival of Stories, Georgina Pioneer Village  
Winona Peach Festival

## Previous Funding Commitments

### Fostering Farmers' Markets in the Greenbelt

Farmers' Markets Ontario

[www.farmersmarketsontario.com](http://www.farmersmarketsontario.com)

\$1,000,000 over three years

*Year two of three*

■ 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 Food Plus

[www.localfoodplus.ca](http://www.localfoodplus.ca)

\$1,000,000 over three years

*Year two of three*

■ Local Food Plus, formerly known as 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 Food 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](http://www.environmentaldefence.ca)

\$600,000 over two years

*Year two of two*

■ 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 in the Greenbelt. It will also 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.

### Agriculture Hits the Trails

AGCare

[www.agcare.org](http://www.agcare.org)

\$180,000 over three years

*Year two of three*

■ 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.

## Summary of Activities

### Raising a Glass to a Very Good Year

*The following is an overview of activities that we engaged in throughout the past twelve months in pursuit of celebrating the beauty and bounty in our own backyard: Ontario's Greenbelt.*

### Granting & Guiding

We make it a priority to fully support grantees in addition to our funding. We aim to give the benefit of our expertise and resources to help them achieve the best outcomes for their organizations, their projects and the Greenbelt. This can include sharing communications expertise, negotiating free advertising space on their behalf, locating sources of other revenue, developing strategic and tactical approaches, or finding additional project partners. In return, we ask them to make communicating their work and furthering awareness of the Greenbelt two of their priorities.

Early in the development of our funding program, we decided to establish a Grant Advisory Committee to benefit from the knowledge and wisdom of experts in the field. The mandate of the Committee is to provide advice to the Board on funding applications, assisting them in selecting proposals that best achieve our goals, as well as to identify potential partners or issues that have not been considered, and future opportunities, projects or grantees. In selecting Members, we use criteria encompassing a regional and topical balance, as well as a mix of expertise, innovation, diversity, gender, and age.

We hosted our first Greenbelt Grantee Forum at the Royal Agricultural Winter Fair offices in Toronto. All 29 grant recipients were invited, as well as our Advisory Committee and our Board. The purpose of the Forum was to provide grantees with the opportunity to network and identify potential areas for partnerships. Nine grantees made presentations to the group, which covered a range of activities and projects that were mutually reinforcing in their scope and focus. Engaging discussions followed, resulting in immediate ideas for collaboration. We intend to host another forum early in 2008.

Our funding decisions are announced regularly through our website, press releases, press conferences and events. Both community and media response has been very positive and this brings our grantees increased support for their initiatives.

### Growing Awareness

We see all aspects of our work as opportunities to deepen public awareness and interest in the Greenbelt. Two successful ways of sharing Greenbelt information and events are our website, [www.OurGreenbelt.ca](http://www.OurGreenbelt.ca), which we refined and refocused, and our eNewsletter, Our Living Countryside, which we launched this year to a circulation of over 2,200.

**Greenbelt Signage** Autumn 2006 saw the installation of 49 provincial road signs that integrated four landscapes (the Niagara Escarpment, the Oak Ridges Moraine, Rouge Park, and the Greenbelt) into a coherent and consistent messaging tool. This year, we are installing Regional road, community and hiking signage.

**Greenbelt Stories** Following a successful 2005 series of Greenbelt stories produced with the Osprey Media Group, we collaborated on a second eight-part series in 2007, running stories on wild horses near Cobourg, WindReach Farm for those with special needs, rock climbing on the Escarpment, the Sibbald family and Sibbald Point Provincial Park, remediating quarries, the Holland Marsh, the positive effects the Greenbelt has on the climate, and the vast network of rivers found in the Greenbelt.

**Greenbelt Video** This year we produced a promotional video that was shown at the Royal Agricultural Winter Fair and can be seen on our website. If you've got three minutes, or just thirty seconds, you can sit back and enjoy the many sites, sights, and sounds of the Greenbelt.

**Greenbelt Walks** We published the *Greenbelt Walks* hiking brochure and map in which we encourage Ontarians to step out and explore our living countryside. It presents the three main trails in the Greenbelt, the Bruce, Oak Ridges and TransCanada Trails, as well as the historical Toronto Carrying Place Trail. As the brochure is intended as a starting-point from which people can grow their experience of the Greenbelt, we also provided contact information for the hiking groups, including Hike Ontario, so people can discover all the recreational walking opportunities awaiting them. The LCBO is our distribution partner for over 1 million copies of the brochure in over 200 Greenbelt LCBO stores.

**Greenbelt Festivals** This year marks our first Festival Program, sponsoring some 30 summer festivals and fairs. We designed an information booth and produced a number of promotional handout materials, including an information piece on the benefits of Ontario's Greenbelt featured in various festival brochures as well as the Eneract 2007 *Smart Living* guide and *Green Living* magazine. Most importantly, we are traveling to many festivals and fairs all around the Greenbelt, enabling us to connect with many people face-to-face. The visitors to our tent include urban and suburban dwellers, as well as farmers and other rural residents. Fall fairs and festivals will follow.

**Green Belt Prize** A unique event this year was our Green Belt Prize. In collaboration with our partners, 4-H Ontario, Citizens' Environment Watch, Gallery 1313, Save the Oak Ridges Moraine Coalition, the Toronto Environmental Alliance, the Wine Council of Ontario, and CHUM TV, we hosted this inaugural talent competition. We invited Ontario artists, performers, musicians, writers and creative people of all walks to convey the beauty, the bounty, and the fun of the Greenbelt in their chosen art form. After receiving hundreds of applications, the top ten finalists were featured on CityTV.com, where thousands of online voters selected the winner. As Promised Productions received \$10,000 for their troupe's performance of *Magic of the Mist*, 44 young dancers telling the story of a mystical ice princess and fairies living in Niagara Falls. As Promised Productions will use the \$10,000 prize to develop a new children's television series that celebrates Ontario's Greenbelt.

**Greenbelt Food** The *My Local Greenbelt: Fresh Food Guide* is a 60-page, colour booklet that profiles places to purchase Greenbelt-grown farm products and to visit agricultural attractions and culinary tourism-related destinations. The guide lists farmers' markets, pick-your-own farms, roadside markets, wineries, agricultural fairs, restaurants, B&B accommodations, and culinary tours by region in the Greenbelt, making this a great local food source for residents and visitors alike. Additional activity-based lists include Greenbelt sugarbushes, Christmas tree farms, rural festivals, conservation areas, and provincial parks. One hundred thousand copies of the guide are to be distributed at farmers' markets, rural festivals, and the Royal Winter Fair.

### Sharing & Learning

Our staff brings a wide range of expertise and knowledge to our work, however, there is always more to learn, especially for a landscape as expansive and diverse as the Greenbelt. We are committed to deepening our understanding of the Greenbelt and its communities and we take all possible opportunities to gather and share information, consider unique perspectives, and discover better approaches to long-standing challenges.

- We attend conferences and events such as the Oak Ridges Moraine Symposium, the Fruit and Vegetable Growers' Convention, and the Guelph Organic Conference.
- We do extensive outreach to all sectors of the Greenbelt: environmental and conservation groups, municipal and regional politicians, farmers, business and food retail and citizens. This outreach includes tours of Greenbelt areas like the Holland Marsh.
- Over the last year we were asked to speak about the Greenbelt and our work. For example, we made presentations at: the Sustainability Network fundraising panel, Niagara Parks Commission School of Horticulture 60th Annual Educational Conference,





The Honourable William G. Davis, recipient of The Friend of the Greenbelt Award, and his wife.

Ontario Federation of Agriculture Annual General Meeting and Convention, the A.D. Latonell Conservation Symposium, Ontario Institute of Agrologists, and the Halton Water Festival.

■ We are committed to education about the Greenbelt. To this end we publish an Occasional Papers series—research and general interest papers that explore our three program areas: viable agriculture and viticulture; vibrant rural communities; and, a restored and protected natural environment. To date, we have prepared papers on Farmers' Markets, the Holland Marsh, hiking trails and agriculture.

### Measuring Success

**W**e have begun two benchmarking and indicator programs. One is to establish a tracking and assessment process that continually measures the impact of our funding program and activities and defines how we tell these stories. This includes soliciting feedback from grantees, applicants and other partners. The second program is to begin networking with others to develop a set of sustainability indicators for the Greenbelt, in preparation for the legislative review of the Greenbelt Plan in 2015. We are defining and measuring our success within the following contexts: Making the Greenbelt Greener, Making the Greenbelt Profitable, and Telling the Greenbelt Story.

### Greenbelt Farm Stewardship Plan: \$1.4 Million in Funding

**I**n just six months, this successful program supported 400 on-farm projects, with 223 completed in the Niagara area alone, by improving environmental farming practices in the Greenbelt.

Over 15,000 trees were planted, and 2,500 acres of fruit orchards will experience a 30 percent reduction in pesticides, and thousands of acres will have improved pest management plans leading to a more controlled use of pesticides. Over 700,000 litres of greenhouse water will be recycled and reused. At 124 farms the farm chemicals, fuel, fertilizers and pesticides will be stored safely and securely. At 37 farms manure will be stored to prevent runoff and reduce the environmental risk. To be eligible for funding, farmers must complete an education program, invest in the program financially and complete a farm project. The availability of the Greenbelt Farm Stewardship incentive program has directly boosted farmer participation in the Environmental Farm Plan throughout the Greenbelt. The success of this program highlights farmers as stewards of the living countryside. Their care for the land is vital to the Greenbelt and to the quality of life of all Ontarians.

### Celebrating Leadership: The Friend of the Greenbelt Award

**W**e established The Friend of the Greenbelt Award in 2006 to recognize and celebrate those individuals who make a significant contribution to Ontario's Greenbelt. Whether through their work, their art, or their advocacy, these Friends show

an enthusiastic commitment to the values of our living countryside. Their legacies are as rich and diverse as the landscape itself. We salute their efforts in making the Greenbelt beautiful, bountiful, and vibrant.

The 2006 inaugural winner of the Award was singer-songwriter Sarah Harmer for her *I Love the Escarpment* tour to promote the protection of the Niagara Escarpment, the backdrop of her childhood home in north Burlington. The Award was presented at the November 2006 screening of Andy Keen's *Escarpment Blues* documentary about Sarah's tour, part of the Planet in Focus Environmental Film & Video Festival in Toronto.

This year, we recognized the Honourable William G. Davis (see photo page 34) for his work as an environmental visionary. In 1973, Premier Davis and the Government of Ontario took the remarkable step of enacting the *Niagara Escarpment Planning and Development Act*. This led to the establishment of the Niagara Escarpment Commission and the creation of the *Niagara Escarpment Plan*. As Canada's first environmental land-use plan, it protects this unique 725 kilometre landform stretching from Niagara Falls to the tip of the Bruce Peninsula. In recognition of its ecological significance, the Niagara Escarpment was designated a World Biosphere Reserve in 1990 by UNESCO, the United Nations Educational, Scientific and Cultural Organization. The Niagara Escarpment became a permanent part of Ontario's Greenbelt in 2005.

In Mr. Davis' honour, we will be placing Niagara Escarpment Legacy Plaques at Niagara Falls, Hamilton, Caledon, Owen Sound and in the Northern Bruce Peninsula.

### Fostering Young Talent: Our Interns

In addition to supporting the Greenbelt, another key component of the Foundation is to cultivate young talent. We developed an internship program for recent university graduates with a specific interest in the environmental and non-profit sectors. Within a one-year period, our aim is to give our interns hands-on experience in every facet of the Foundation's operations in anticipation of the bright careers that await them.

Cassandra Polyzou, *Program Assistant*



After studying Environment and Resource Studies at the University of Waterloo, Cassandra joined the Foundation in October of 2006. During her studies, she sat on the Board of Directors with the Waterloo Public Interest Research Group and coordinated the university's Women's Centre for two years.

Meredith Davis, *Program Assistant*



Meredith joined the Foundation in March of 2007 with a degree in International Development Studies and Spanish from Dalhousie University. After graduating, Meredith interned in the Western Highlands of Guatemala with a Mayan women's microfinance program.

Sonya DeVellis, *Executive Assistant*



Sonya joined the Foundation in April of 2007 after graduating from the Environmental Studies program at the University of Toronto. She has volunteered for the Save Ontario's Species campaign at Environmental Defence and was a member of the Peace Week Committee at the University of Toronto.

Jennifer Asselin, *Communications Assistant*



Jennifer came to the Foundation in June of 2007 after completing her Bachelor of Arts in English and Communications Studies at Wilfrid Laurier University and her Bachelor of Journalism at Ryerson University. During her studies she worked for the Laurier campus newspaper and completed an internship at CTV.ca.

Akiko Kawai, *Volunteer*



Akiko came to the Foundation through the Business English Diploma Program at King George International College in Toronto. She has an interest in international greenbelts and learned much during her stay with us attending festivals and doing community outreach. She has returned to Japan to pursue a career in the environmental sector.



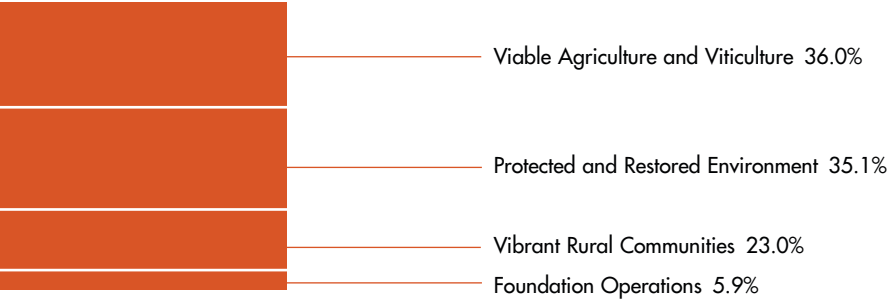
# Financial Report

The Foundation received a one-time \$25 million grant from the Province of Ontario. 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.

## Cumulative Summary of Foundation Activities

15 June 2005 to 14 June 2007

| Program Areas                      | \$ Amount<br>2005–2007 | Percentage of<br>Cumulative Spending |
|------------------------------------|------------------------|--------------------------------------|
| Viable Agriculture and Viticulture | 3,382,920              | 36.0%                                |
| Protected and Restored Environment | 3,291,850              | 35.1%                                |
| Vibrant Rural Communities          | 2,153,241              | 23.0%                                |
| Foundation Operations              | 558,384                | 5.9%                                 |
| Total                              | 9,386,395              | 100%                                 |



# Condensed Statement of Financial Position

15 June 2006 to 14 June 2007

|                             |           |
|-----------------------------|-----------|
| Income                      | \$        |
| Investments                 | 106,517   |
| Total                       | 106,517   |
| Expenses                    | \$        |
| Grants                      | 3,032,282 |
| Awareness and Education     | 550,767   |
| Human Resources             | 436,348   |
| Operating Costs             | 95,614    |
| Professional and Legal Fees | 62,125    |
| Program Expenses            | 29,625    |
| Total                       | 4,206,761 |

■ Our 2006–2007 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 and 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. 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, that 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.

In accordance with our practice of tabling this policy at least once per year, the Board adopted the September 2006 Conflict of Interest and Code of Conduct Policy in substitution for the August 2005 version. This new document is not substantively different from the August 2005 Conflict of Interest Policy, but is a reaffirmation and more thorough articulation of the Foundation’s principles.



## 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

**T**he 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

**T**he 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

**W**e 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 others' 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 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

**A**s 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](http://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

**E**ach 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

**T**he 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

**G**rants 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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Printed in Ontario by FSC-certified MPH Graphics Inc.  
under the direction of Stephen Pugh.

Designed in the Ontario Greenbelt by Peter Sibbald Brown,  
book designer and Director of the Lakewatch Society.

Set in Futura, designed by Paul Renner and issued in 1927.

Greenbelt Map p. 26-27 by Chris Brackley of As The Crow Flies Cartography.

Photography Copyright © the photographers:

Tobi Asmoucha, 38

Laura Berman, 6, 10, 19, 37, 42

Tim Hagen, covers, 4, 20, 46

Sean Wilson 40, 41

International Standard Book Number

ISBN 978-0-9781524-3-7