



Possibility grows here.

Annual Report 2018/19



THE GREENBELT FOUNDATION

ANNUAL REPORT 2018/19

**WE INVEST IN NATURAL INFRASTRUCTURE.
WE SUPPORT RURAL ECONOMIES.
WE MAKE THE GREENBELT WORK FOR ONTARIO.**

The Greenbelt Foundation is dedicated to ensuring the Greenbelt remains permanent, protected and prosperous.

We seek to make the right investments in its interconnected natural, agricultural and economic systems to ensure a working, thriving Greenbelt for Ontario.

Ontario's Greenbelt is the world's largest, with over 2 million acres of farmland, forests, wetlands and rivers, working together to provide clean air, fresh water and a reliable, local food source. Permanent protection of the Greenbelt is crucial to preparing the Greater Golden Horseshoe for the impacts of climate change.

IN 2018/19 THE GREENBELT FOUNDATION:

Improved southern Ontario's resilience to climate change by investing in natural infrastructure

Engaged underserved communities by funding trips into the Greenbelt

Supported strong collaborations with Indigenous partners on land-use and conservation issues

Assisted in the development of best practices for local agriculture

Invested in partners that build Ontario's food security

SINCE 2005, THE GREENBELT FOUNDATION HAS:

Invested and leveraged over \$45 million into strategic projects and partnerships.

Awarded grants to more than 300 organizations.

Funded projects and partnerships geared to creating a resilient Greenbelt environment with a prosperous working landscape.

THE GREENBELT:

Generates \$9.1 billion annually in economic activity through farming, recreation, tourism, and more, resulting directly from its protected status.

Provides \$3.2 billion in ecosystem services direct to Ontario families, through flood protection, water purification and stormwater management.

Creates 161,000 local full-time equivalent jobs, which reduce commute times, and support rural economic activity and community vitality.

A MESSAGE FROM OUR CEO

The past year has been one of great energy and activity at the Greenbelt Foundation. We took bold action on climate change, worked to engage underserved communities, supported strong collaborations with Indigenous partners on education and local engagement efforts, piloted innovative research on soil health and on growing Ontario's fruits and vegetables sector, and invested in programs that help municipalities enhance their natural assets for the benefit of their communities.

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ANNUAL HIGHLIGHTS

RESILIENT GREENBELT



INVESTING IN NATURAL INFRASTRUCTURE

The Greenbelt includes a range of unique ecosystems or “natural assets” that provide infrastructural services to Ontario communities.

The Greenbelt Foundation partners with organizations that support Ontario municipalities and developers who want to invest in and develop natural assets as solutions to pressing infrastructural problems, especially those posed by climate change.

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PERSONALIZING CLIMATE CHANGE

The effects of climate change can already be seen in Ontario and yet, the majority of us don't understand the risks, or how we might take action, including what community-based and regional solutions might be out there.

The Greenbelt Foundation has taken strides to educate the public on this important issue. Through our *In a Changing Climate* series, we communicated how climate change will affect the daily lives of Ontarians in a range of ways – from undermining simple pleasures like playing outdoor ice hockey, to creating more complex problems like a loss of local biodiversity. These reports shared insights from partners and researchers while providing everyday solutions that each person can use to mitigate the impact of climate change in their life.

READ MORE

ENHANCING OUR URBAN RIVER VALLEYS

Healthy river valleys provide Ontario communities with clean drinking water and cool oases during hot summer months, minimize flood risks, and provide critical habitat for southern Ontario's 78 species at risk.

In 2017, the Greenbelt Foundation was instrumental in having 21 Urban River Valleys designated as Greenbelt-protected waterways, ensuring the Greater Golden Horseshoe's most important sources of fresh water remain protected. But the ongoing sustainability of these ecosystems relies on the dedicated stewardship of community groups and volunteers. So, in March 2018, the Foundation partnered with Park People to create the Greenbelt River Valley Connector Program in order to engage Ontario residents and add value to their local river valleys.

[READ MORE](#)

ENGAGING UNDERSERVED COMMUNITIES

For many Ontarians, it can be challenging to get outside of urban areas and into green spaces.

In 2018, the Greenbelt Foundation launched Into the Greenbelt, a program run in partnership with Park People, Boys and Girls Club of Canada, Conservation Authorities and local Greenbelt farms. The program brings Ontario's newcomers, underserved youth and other underserved groups into the Greenbelt for impactful, educational daytrips. The trips go to farms, conservation areas and wildlife centres, giving participants a chance to experience a part of Ontario they may have previously never encountered.

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SUPPORTING INDIGENOUS RECONCILIATION

Indigenous communities have strong ties to the Greenbelt land.

The Greenbelt Foundation is working to build relationships with Indigenous communities from across the region, opening dialogue and coming to better understand their perspectives, needs and interests. This year, the Foundation helped to launch two key projects aimed at Reconciliation: the Moccasin Identifier Project and the Indigenous-Municipal Engagement Program.

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WORKING LANDSCAPE



INVESTING IN SUSTAINABLE FOOD SYSTEMS

As a working landscape, the Greenbelt plays a unique role in Ontario's food system and is vital to Ontario's long-term sustainability and prosperity.

With the support of the Greenbelt Foundation and through its protected status, Ontario's Greenbelt preserves 750,000 acres of some of Canada's most fertile farmland within one of its most favourable growing climates. Greenbelt farmland is in close proximity to Canada's most densely populated region, making it a critical resource for advancing local food initiatives.

The Greenbelt is a working landscape that:

Has two specialty crop areas: the Niagara Peninsula Tender Fruit and Grape Lands & the

Includes just 6.1% of Ontario's farmland but is home to 4,783 farms,

In 2016 was close to 40% comprised of agricultural land.

**Holland Marsh, a
key growing region
for Ontario's
vegetables.**

**representing 9.6%
of all Ontario
farms.**

**Is home to farms
that are 39%
smaller than farms
in the rest of
Ontario, but
produce 68% more
revenue per acre.**

**Produced 10.7% of
Ontario's veg crop
in 2016.**

**Produced 52.6% of
all Ontario's fruit
crop in 2016.**

The Greenbelt Foundation is supporting Ontario's Greenbelt in becoming one of the world's most sustainable food-producing regions. We achieve this by focusing on:

Increasing production and access to local food

Researching climate adaptation strategies

Improving soil health

Building complete rural communities

Developing opportunities for environmental stewardship

Convening and partnership building

*The Greenbelt Foundation is supporting Ontario's
Greenbelt in becoming one of the world's most
sustainable food-producing regions*

SHARING KNOWLEDGE, BOOSTING RURAL PROSPERITY

Building and enhancing local food systems is crucial to Ontario's rural economic prosperity and sustainability.

The Greenbelt Foundation recognizes the importance of knowledge-sharing to the local agricultural sector and so, in 2018 we launched a series of research projects culminating in knowledge-sharing workshops. These projects were geared to educating municipal planners and economic development staff about best practices for supporting local agricultural producers.

[READ MORE](#)

CHAMPIONING SOIL HEALTH

Soil Health is critical to the sustainability of agriculture in Ontario. It also plays a significant role in mitigating climate change, as healthy soil is more able to absorb and store atmospheric carbon than degraded soil.

In 2018, the Greenbelt Foundation supported the launch of a pilot project known as the Erin Soil Health Coalition.

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DRIVING TOURISM AND RECREATION

Ontario's Greenbelt includes unique landforms like the Oak Ridges Moraine, awe-inspiring conservation areas like Bruce Peninsula National Park, and thriving, dynamic communities made up of working farmers, small business owners, food entrepreneurs, microbrewers and more. With its diverse range of attractions, the Greenbelt region has become a major site of tourism and recreation in Ontario.

In 2018/19, the Greenbelt Foundation supported this important source of revenue for rural economies by investing in projects that encourage tourism and recreation in the Greenbelt.

[READ MORE](#)

OUR PARTNERS

The Greenbelt Foundation's achievements would be impossible without the ongoing support of its partners, donors and the dedicated governance of its Board of Directors. Our partners include a range of organizations with whom we collaborate to fund key projects and support important research initiatives. We thank all of you for your support and commitment.

The Greenbelt Foundation would like to pay special thanks to the Government of Ontario for their ongoing, committed support of our work.



Boys & Girls Clubs
of Canada



Conserving
Canada's
Wetlands



EcoHealth
ONTARIO



eco
spark
discover · act · change



environmental
defence

Soil
Health
Coalition



FINANCIALS

In 2018/19, the Greenbelt Foundation invested in a range of key partnerships, educational initiatives, research and policy work and community programs.

Year ended March 31st, 2019 / Our charitable ratio: 85%



EXPENDITURES



PROGRAM ACTIVITIES



GRANTS

\$1,478,061

AWARENESS & EDUCATION

\$979,524

RESEARCH & POLICY

\$703,262

COMMUNITY PROGRAMS

\$606,621

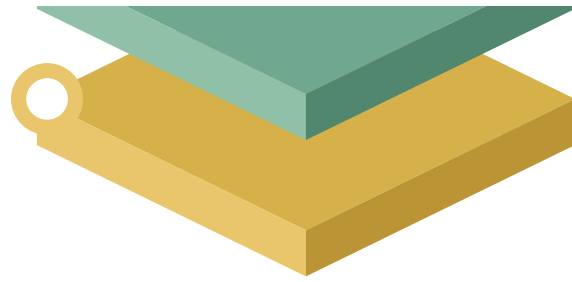
SUPPORTING ACTIVITIES

MANAGEMENT & GENERAL

\$552,913



**FUNDRAISING,
BUSINESS DEVELOPMENT**
\$129,167



*Each year, KPMG audits our financial records. Our full financial audit can be found online at [greenbelt.ca](https://www.greenbelt.ca)

THANK YOU

From the entire team at the Greenbelt Foundation, thank you for taking the time to learn more about us!

As an organization, we care deeply about the landscape, ecology and communities of Ontario and Canada. Through careful investments, we add value to the economy, protect southern Ontario against climate change and ensure proactive stewardship of our land. We would not be able to accomplish this

without the dedicated support of our funders and partners. Thank you for your continued support.

Additional photo credits: Doug Worall for hero image, Kira Jordun for boardwalk, Katerina Kondratieva for trilliums, Jeff Dickie for winter hike.

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