



Green Venture

2009 Annual Report



nothing ventured, nothing gained

Mission, Vision, Values

Vision

A community where individual and collective actions protect future generations by balancing our environmental, social, and economic needs.

Mission

Connecting ideas and people to facilitate sustainable living and realize a cleaner, healthier community.

Green Venture Believes In...

Practicality

We meet people where they live, work, and play. We design our programs and services to provide positive, measurable benefits to them and our community.

Respect

A gracious, optimistic approach to personal engagement helps us foster behavioural change. We are honest and acknowledge differing viewpoints without judgement.

Partnership

Progress happens when individuals and organizations collaborate and learn together. We work with large and small businesses, governments, community-based groups and individuals to support and encourage change.

Innovation

We continually learn how to best engage our community. We welcome and promote new ideas, technologies, and willingness to change.

Quality

We care about our work and take a professional approach to everything we do. We are committed to delivering valuable programs and services with integrity and strong financial accountability.

People

Volunteers, staff, Board members, funders, partners, community leaders and the public each play a vital role in fulfilling our mission. We work hard, always encourage one another, have fun, and celebrate our achievements.

Equality

We support members of our community from all social, ethnic and economic backgrounds.



Community leaders support the EcoDriver program at the Hamilton CarShare launch. Green Venture was instrumental in organizing the community to facilitate the launch of Hamilton Car Share. Left to Right: Councillor Brian McHattie, Mayor Fred Eisenberger, Jason Hammond (Hamilton CarShare), and Councillor Bob Bratina.

Message from the Chair

I am honoured to write this message as Chair of Green Venture for 2009. Writing this message takes me back to 1997 when I returned to Canada after a long international journey. This is when I first met Heather Donison, then Executive Director of Green Venture. Heather supported my volunteering and professional development as I began my journey with the organization. Both staff and Board (in particular Romeo Palombello) have been part of my professional development and growth. I can say from personal experiences that Green Venture is indeed serving the community. Throughout my time as a Board member, and now Chair, I have been able to grow in the community where I live, and gain insights for my work on international development.

Even with a major global financial crisis in our midst, 2009 has been another successful year for Green Venture. Under the leadership of Pete Wobschall, current Executive Director, we almost doubled our home energy services. We extended these services to include faith-based buildings and small businesses, and we welcomed two new Certified Energy Advisors, Dean Anderson and Ron Flook. Additionally, with generous funding from the Ontario Trillium Foundation, we continued to build our internal capacity by working on a Health and Safety program, as well as organizational policies and procedures.

As Green Venture grows, we strive to comple-

ment our existing expertise by expanding our Board. We look forward to welcoming new Board members in 2010. We were, however, sad to see Tom Behroozi resign in 2009 after serving as a faithful Board member for over 11 years. Tom served as our previous Chair and was instrumental in securing EcoHouse through a close working relationship with Fred Eisenberger (now Mayor of Hamilton). Through this transition, we have benefited greatly from the guidance of past Chair, Brian Charlton.

It has been a real pleasure working with the Green Venture team. The Board would like to express thanks to the team for their dedication to the mission of the organization, and for providing their valuable skills and expertise in the accomplishment of the ambitious work plan for the year. I would also like to recognize Sapphire Singh and Muriel Clemens for their hard work to further develop a comprehensive volunteer program; our number of volunteers has almost doubled, and they have reported a remarkable increase in satisfaction. The Board would like to thank the efforts of all volunteers, who are an integral part of the organization. We could not have achieved the growth and success we have experienced without their contributions.

As the Chair of the Board I would like to thank my fellow Board members, including long-standing members Brian Charlton, Mark Stirrup,

Romeo Palembello and Bob Korol, and our newest member Kathy Menyes, who have selflessly volunteered their time and energy to see our organization grow. In the end we would also like to acknowledge the donors; without their generous support we would not have been able to achieve such success and affect positive change. Many thanks also go to the authorities and officials of the City of Hamilton, whose support makes us stronger and able to facilitate a wider reach.

In my 13 years of association with GV I have seen it grow from a small store front in Jackson Square, to EcoHouse, an educational showpiece where residents experience greener living. Green Venture continues to enhance our community partnerships, strengthening our collective contribution to the communities we serve.

The year 2010 is our 15th anniversary and we are all very proud of actively contributing to the betterment of our community during that time. We will be celebrating our success with a public event in the fall of 2010. Indeed, I look forward to many more years of successfully working to achieve our vision of a community in which individual and collective actions protect future generations by balancing our environmental, social and economic needs.

Velma Grover - Chair, Board of Directors

Financials

Audited statements for 2007-2008 and 2008-2009 and projected budget for 2009-2010.

	Audited 2007-2008	Audited 2008-2009	Budget 2009-2010
Programs Revenue	531,421	600,859	726,750
Programs Expenses	530,924	627,314	724,906
Programs Balance	497	(26,455)	1,844
Other Revenue	64,047	85,466	113,000
Administrative Expenses	68,859	79,014	108,161
Overall Balance	(4,315)	(20,003)	6,684

Please note: Green Venture's fiscal year is from June 1st, 2008 to May 31st, 2009.

Trusted by the Community

Green Venture directly engaged 20,664 residents of the Greater-Hamilton Area during 2009.



Summer students Adeel Siddiqui, Andrew Cruickshank and Alex Donison provide fuel saving EcoDriver tips during a Tire Pressure Clinic partnership with Canadian Tire Centre Mall. Green Venture student employees and volunteers were invaluable in reaching more community members with sustainable living messages.

Total Direct Engagement

	2008	2009
GV e-newsletter Subscribers	400	600
Public Inquiries	1,003	506
ecoENERGY Home Evaluations (First Visits)	788	1,222
EcoHouse Visitors	4,400	3,855
Workshops	1,053	159
Presentations	4,989	10,873
Volunteers	93	210
Community Events	1,695	3,239
Sub Total	12,871	20,664
Website	68,113	72,495
Total	80,984	93,159

Outreach Statistics

	2008	2009
Radio	3	9
TV	5	5
Print Media	15	26
Workshops	41	12
Presentations	103	138
Static Display (unstaffed displays)	N/A	5
EcoHouse Tours	80	132
Initial Audit – ecoENERGY Home Energy Audit	788	1,222
Follow Up Audit – ecoENERGY Home Energy Audit	210	599

Website Stats

Compiled with Google Analytics

Absolute Unique Visitors

Program	2008	2009
www.greenventure.ca (main site)	31,262	25,930
EcoHouse	10,895	10,151
Energy	2,684	11,291
Wise Water Use	12,117	12,870
Waste Watch	2,595	3,030
Air Quality	1,428	1,735
Naturally Hamilton	4,834	7,345
kids.greenventure.ca	64	143
Total	65,879	72,495

Measurable Benefits



In 2009, Green Venture's Certified Energy Advisors helped 1,821 homeowners access \$3,594,000 in government funding and help reduce greenhouse gas (GHG) emissions by almost 1,800 tonnes!

Program	Item/Activity	Benefit
Climate Change Champions	Total Greenhouse Gas (GHG) emission reduction from Champions' actions, individual resident actions, and Union Gas energy kit distribution.	372,800 kgs
ecoENERGY	GHG reductions from homeowner energy retrofits	1,797,000 kgs
Downspout Disconnection	Disconnection of downspouts from sewer system resulting in run-off reductions.	450,000 litres

Board of Directors



Velma Grover, Ph.D., MCIWEM, MCIWM
Chair
United Nations University



Brian Charlton,
Past Chair
Former MPP and Ontario
Cabinet Minister



Robert Korol, Ph.D., P.Eng
Professor of Civil Engineering,
McMaster University



Romeo Palembello, P.Eng
Pal-tech Consulting



Katherine J. Menyes
Director, Watershed Planning &
Engineering, Hamilton Conservation
Authority



Mark Stirrup, M.Eng., P.Eng.
Treasurer/Secretary,
Associate Hatch Mott MacDonald

John Lewis
Legal Advisor

Staff



Pete Wobschall, EnvTech
Executive Director



Michael Gemmell, M.A.
EcoHouse & Energy Services Manager



Ken Baigent
Certified Home Energy Advisor



Will Klassen
Certified Home Energy Advisor



Mike Masney
Certified Home Energy Advisor



Paul Barrett, B.Comm.
Air Quality Coordinator



Jordan Fysh, B.Sc.
Energy Coordinator



Sapphire Singh, B.A.
Garden Coordinator



Muriel Clemens (Volunteer Coordinator) and Pete Wobschall (Executive Director) accept the United Way's Business Partner of the Year Award for work with Goodwill's Job Creation Partnership Program. In addition to providing valuable "green" work experience for 13 individuals who contributed over 5,200 hours to the organization, Green Venture provides employment to 16 staff.

Staff Continued



Kathryn Gold, B.A., M.E.S.
Water Coordinator



Muriel Clemens
Volunteer Coordinator



Lynn Ryerson
Bookkeeper

Moved On - We'll Miss You!

Gerald Field
Certified Home Energy Advisor

Welcomed Additions



Dean Anderson, P. Eng.
Certified Home Energy Advisor



Ron Flook, P. Eng.
Certified Home Energy Advisor



Virginia Stonehouse, B.Ed., B.F.A.
Education Coordinator



Laura Menard, EOA
Administrative Assistant



Kathryn Gold (Water Coordinator) attended Splash Day at Mountsberg Conservation Area in June 2009. Over 1,200 residents were in attendance to learn about water conservation in the home with Green Venture's interactive Royal Flush display.



Paul Barrett introduces students to city transit and the HSR bike racks. Green Venture's Totally Transit program made the link between clean air and positive transportation choices with over 1,400 Hamilton students.

Staff Continued



The 21st Hamilton Brownies volunteered their time to help plant cherry trees and raspberry bushes at EcoHouse. In 2009, 210 volunteers contributed over 820 hours to Green Venture programs and services!



The 21st Hamilton Brownies volunteers.

Green Jobs

In 2009, Green Venture provided green jobs and green work experience in the Greater-Hamilton Area:

- 10 full-time positions
- 6 part-time positions
- Over 5,220 hours of green job experience to interns and summer students (2.9 full-time equivalent)

Interns

Lori Olejnik
Mustaqueem Minas

Katimavik – Canada's Youth Volunteer-Service Program

Hilary Black
Lexi Fisher
Jesse Colanti

High School Coops

Christine Head
Waterdown District High School

YMCA Youth Internship Program



Leah Serafini

Volunteers

Volunteers are an essential part of our team. You greatly increase our capacity to make change in our community.

In 2009, 210 volunteers contributed over 820 hours to Green Venture programs and services!

Green Venture has a vibrant volunteer program that engages citizens in a diversity of meaningful activities. Volunteers provide valued support as EcoHouse Interpreter Tour Guides, Community Gardeners, Grounds Maintenance Crews, Special Events staff, office administration, mentors and much more. Our volunteers help the community, build self confidence, and gain valuable work experience.

Green Venture would like to thank all our wonderful volunteers. We couldn't do it without you!

Programs



Jordan Fysh (Climate Change Coordinator) demonstrates the use of HSR bike racks during the Commuter Challenge.

Green Zone Business

Green Venture began developing a program to help small businesses become more environmentally sustainable. Businesses can become 'Green Zone Certified' upon implementing a specified number of environmentally friendly actions.

Wood Burning 101

Wood smoke is made up of a complex mixture of unhealthy chemicals. For those who choose to legally burn wood, Wood Burning 101 is a resource on best practices for fuel efficiency and reducing harmful indoor and outdoor air emissions.

Car Share

Green Venture got the wheels turning on bringing a car share to Hamilton by facilitating public workshops and promotions. Then, full ownership of the program was taken by a strong community organizing group who established the Hamilton CarShare Cooperative, which now serves Downtown and Westside residents.

Totally Transit

What modes of travel will the next generation of Hamiltonians embrace? Totally Transit's goals are to reach elementary students and educate them about the importance of public transit.

EcoDriver

EcoDriver presentations, public outreach, workshops and materials provide entertaining tips from drivers to help drivers increase the distance they can travel on a tank of gas. The program also encourages people to leave the car at home and opt for active and sustainable transportation on a regular basis.

Liveable Cities

Through our Liveable Cities presentation series the public is exposed to the great things that intensification must include.



Sapphire Singh (Garden Coordinator) took families from the Children's Community Garden program to the Ottawa Street Farmer's Market. Parents, children, toddlers and CATCH staff went on a guided market tour, purchased fresh local produce for home and picked out fruits and vegetables for the CATCH kitchen.

EcoHouse

EcoHouse is Green Venture's demonstration building combining environmental awareness with community-building and heritage. The former Glen Manor, a 150-year old farm house has been retrofitted with green technology and sustainable living products like composters, energy-efficient appliances, rain barrels, etc. The grounds feature native species gardens, natural landscaping, and renewable energy generation.

Building Environmental Champions

A partnership with the Hamilton-Wentworth Catholic District School Board: this program provides EcoHouse tours for all Grade 2 and 6 students within the HWCDSB. Grade 2 students learn about the water cycle and global water concerns. Grade 6 students learn about biodiversity and the impacts humans can have on our environment.

EcoHouse Group Tours

We offer: curriculum-based school group tours and activities, Girl Guides and Boy Scouts badge-related tours and activities, church groups and other special interest group tours and activities. Select from a variety of topics including Wise Water Use, Waste Watch, Renewable Energy, Energy Conservation, and more.



hamilton.reuses.com

hamilton.reuses.com is a new web-based program to encourage residents in Hamilton and surrounding area to offer usable items to others for free or for minimal cost.

Waste Race Community Presentations

Green Venture provides community presentations for all groups and ages where participants learn what goes into Blue Boxes, Green Cart, and the garbage.



Commercial & Sacred Spaces Resource Assessments (including Energy Audits)

Green Venture conducts resource assessments on a variety of building types: analyzing energy and water consumption, waste and transportation practices. A report is generated providing historical energy use and associated greenhouse gas emissions. Solutions are provided within the report to reduce your carbon footprint and utility bills. A resource assessment often serves the institutional or commercial client as a prerequisite for a government rebate or grant application.

ecoENERGY

Operating under the name of EnerGuide for Houses Program from 1995-2007, Green Venture's energy program is now known as ecoENERGY, which is based on a home retrofit incentive program of the federal government. GV continues to earn the respect of local residents from the high quality of our Energy Services team, and the detailed home energy assessments that our Advisors provide - we are honoured by the number of customer referrals that we receive.

Climate Change Champions

The objective of this pilot partnership program with Environment Hamilton is to engage businesses, community organizations, schools and institutions in Hamilton-Wentworth in activities to reduce their GHG emissions and adapt to the impacts of climate change.

Enbridge Home Weatherization Retrofit Program

This program assists income eligible residents in the Niagara area in lowering their gas bills. Green Venture provides a professional home audit, and if the home is accepted into the program, arranges for insulation and/or draft proofing to be completed in the home. All renovations are performed at no cost to the resident. In 2009, 33 homes were retrofitted.



Mayor Fred Eisenberger speaks at the Climate Change Champions Summit in October. Green Venture partnered with Environment Hamilton to assist 24 local organizations develop Greenhouse Gas Action Plans.



Our community garden is managed without pesticides or chemical additives. Our community garden volunteers learn how to use intercropping, companion planting and permaculture principals to protect and manage the garden. By using the natural relationships between animals, plants, insects and the soil, food gardening in any space big or small can be easy and rewarding.

Community Garden

Green Venture's Community Garden program offers volunteers hands-on experience planning, maintaining and harvesting an edible organic garden. It also provides leadership opportunities through volunteer community garden management and coordination. Green Venture's Community Garden is also the site of children's garden programming in collaboration with Community Access to Child Health (CATCH).

Riverdale Community Garden Project

Green Venture in collaboration with CATCH, the Riverdale Hub, and residents of the Riverdale neighbourhood are establishing the area's first Community Garden, delivering children's garden programming and teaching adults about growing food. The support of the Canadian Government is acknowledged.

Hamilton Community Garden Network

The HCGN works collaboratively to support and promote individuals and communities in developing and maintaining community gardens in Hamilton from the perspective of improving food security and increasing community involvement. Green Venture is a member of the HCGN.

Naturally Hamilton

Naturally Hamilton is an education program created out of collaboration between the City of Hamilton and Green Venture that offers citizens practical information and resources to help them reduce or eliminate the cosmetic use of pesticides on lawns and gardens.

Organizational Memberships

Green Venture is a proud member of the following organizations:

- Conserver Society of Hamilton and District
- Environment Hamilton
- Green Communities Canada (founding member)
- Hamilton Administrators of Volunteers
- Hamilton and Area EcoNet (founding member)
- Hamilton Chamber of Commerce
- Hamilton Coalition on Pesticide Issues
- Hamilton-Halton Home Builders' Association
- Ontario Environmental Network
- Seeds of Diversity
- Stoney Creek Chamber of Commerce
- Volunteer Hamilton



The Stormwater Management Stakeholder Group looked at ways to minimize impacts of stormwater in the community. This is the site of the Red Hill Valley Parkway flood in July 2009.

RiverSides Stormwater Management

This program built capacity to improve urban stormwater management throughout Ontario. Green Venture attended several community events to help educate residents and minimize the impacts of stormwater run-off on our Great Lakes. Green Venture also brought together partners in the Hamilton area to begin a collaborative effort for this cause.

Wise Water Use

Established in October 2000, the goal of this program is to help residents use water wisely in order to preserve our most precious natural resource.

Water Community Presentations

Offering a variety of water-related topics to select from, Green Venture will come to your location and will provide community presentations for all ages and all group types.

Community Committees and Stakeholder Groups

Green Venture staff are active in the community and are represented on the following committees and stakeholder groups.

- Active and Safe Routes to School (ASRTS) Committee
- Children's Water Festival Organizing Committee
- Clean Air Hamilton
- Community Energy Collaborative
- Community Food Security Stakeholder Committee (CFSSC)
- Conservation Authority Committees / Working Groups
- Creating a Great Durand Community
- Doors Open Hamilton
- Earth Day Hamilton-Burlington
- Gore Park Master Plan Stakeholders Committee
- Hamilton Administrators of Volunteers
- Hamilton Air Pollutant and GHG Inventory Advisory Committee
- Hamilton and District Conserver Society
- Hamilton Branch of the Canadian Organic Growers
- Hamilton Chamber of Commerce - Transportation Committee
- Hamilton Coalition on Pesticide Issues
- Hamilton Community Foundation (HCF) Hub
- Hamilton Community Garden Network (HCGN)
- Hamilton Cycling Committee
- Hamilton-Wentworth Heritage Association
- Head of the Lake Historical Society
- Healthy Living Hamilton Steering Committee
- MACgreen, McMaster University Students' Union
- Nature Walk-A-Thon
- North Central Community Centre
- Partners for Healthy Weights – Policy Sub-Committee
- Revolution Wear / RevWear Fashion Show
- Slow Food Hamilton
- Stoney Creek Canada Flag Day
- Stoney Creek Optimist Club
- Tree Symposium
- Waste Reduction Task Force

Partners and Funders

In 2009, Green Venture partnered with, and / or was funded by the following:

City of Hamilton

- Clean Air Hamilton
- Community Services
- Culture and Recreation
- Dundurn Castle
- Hamilton Museum of Steam and Technology
- Planning and Economic Development
- Public Health
- Public Works
- Water & Wastewater Division

Utilities

- Enbridge Gas Distribution Inc
- Horizon Utilities

Foundations

- Hamilton Community Foundation (HCF)
- Ontario Trillium Foundation
- Riverdale Planning Team (HCF HUB)

Government

- Hamilton Conservation Authority
- Natural Resources Canada
- Ontario Ministry of the Environment

National Associations

- Compost Council of Canada
- Conserver Society of Hamilton and District
- Green Communities Canada

Community Organizations

- Canadian Organic Growers
- Community Access to Child Health (CATCH)
- Environment Hamilton
- Hamilton Community Garden Network (HCGN)
- OPIRG (Ontario Public Interest Research Group)
- Plant A Row Grow A Row
- RiverSides
- Wesley Urban Ministries

School Boards

- Hamilton-Wentworth Catholic District School Board

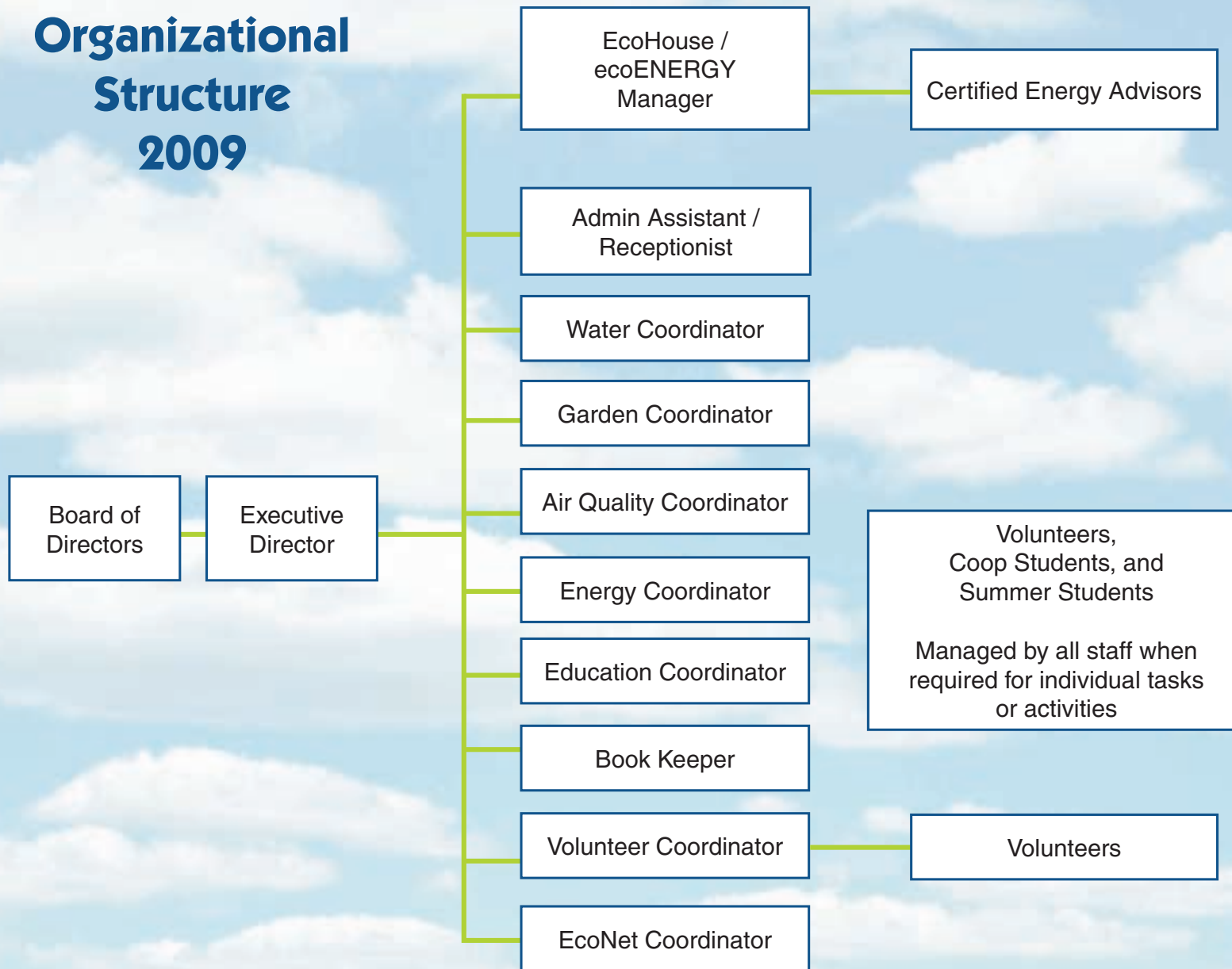
Industrial, Commercial & Institutional (ICI)

- Cafe Limencello
- Goodness Me
- Hamilton Industrial Environmental Association (HIEA)
- MacGillivray Chartered Accountants & Business Advisors
- Ottawa Street Farmers Market
- Waterdown High School



Green Venture held a partner stakeholder meeting for the RiverSides Stormwater Management program. In this photo you can see partners at Hamilton's Water Treatment Facilities on a tour to learn about the impacts of stormwater run-off.

Organizational Structure 2009



Green Venture

22 Veevers Drive

Hamilton, Ontario L8K 5P5

Tel: (905) 540-8787

Fax: (905) 540-8882

www.greenventure.ca

