



Green Venture

2011 Annual Report



Going Green Together
Shaping Healthy Neighbourhoods

Green Venture experts offer a variety of quality programming and services

EcoHouse Tours: Interactive fun for your community or school group.

Outreach: Engaging programs to help you and your business, school, or organization make change.

Consulting: Sustainability and climate change plans, resource audits, utility bill analysis, and more.

Green Venture offers a wide variety of quality programming for your group.



I did the Pet Waste workshop last week and wanted to let you know that it was great. Your staff did a really good job. My new composter is installed and in action!

Jen B. – Hamilton

Energy Auditing: Of your home, place of worship, or small retail or commercial building.

Solar Power: Turn-key services to harvest solar power for your home or business.

Dynamic Speakers: Fun presentations and workshops for your business, group, school class, or organization.

Green Home Products: Practical rain barrels, composters, composting worms, and more.



School Tour: Students learn the many benefits of green roofs, including diverting stormwater and reducing energy bills.

Be the Difference

Green Venture directly engaged nearly 13,000 residents in 2011.

Your contribution allows us to connect people with the tools and knowledge that create a healthier, more sustainable community.

Since 1995, Green Venture has been dedicated to:

- Providing services and support to those that are unable to afford them.
- Cultivating youth into the environmental leaders of tomorrow.
- Supporting clean air and healthy lifestyles.
- Protecting drinking water.
- Supporting residents, businesses, and institutions in their efforts to make positive change.

Thank you for making our work possible – your support is the difference.

To make a donation please visit greenventure.ca/be-difference or call 905-540-8787 ext 117.

Leave a Green Legacy!

Green Venture welcomes bequests (legacy gifts). Please contact Pete Wobschall - 905-540-8787 ext 117 for more information.



Green Venture Community Garden volunteers and Hamilton Katimavik volunteers help to put the garden to bed for 2011. Nearly 400 volunteer hours went into growing fresh, local food.

Message from our Chair



Velma I Grover – Chair of Green Venture's Board of Directors

As Green Venture's Chair, I am excited that our organization's growth and evolution helped us reach new pinnacles of recognition in 2011. Green Venture was honoured to receive the 2010

Environmentalist of the Year Award in 2011. In addition, we were pleased to be awarded the 2011 Hamilton Municipal Heritage Committee "Energy Conservation in Heritage" Award for our installation of a rooftop solar photovoltaic (PV) system on EcoHouse (aka Glen Manor – The Veevers Estate).

2011 was very busy for Green Venture and offered us an opportunity to explore new initiatives.

We signed the Hamilton Climate Change Charter and we ventured into a unique niche by developing "pet waste" workshops assisting residents in protecting our drinking water by dealing deal with pet waste in a sustainable manner.

On the renewable energy front, we installed 12 solar PV systems with a combined gross capacity of 93 kW of production. These systems will produce 2,000,000 kWh over the next 20 years and translates into an incredible 220 tonnes of carbon reduction.

*Nothing ventured...
nothing gained.*



Green Venture Board members lead strategic planning at 2011 annual retreat.

2011 also saw the introduction of Green Venture's partnership with the Hamilton Community Garden Network and began to provide essential support to community-based garden projects. Our "My Green Adventures" program engaged residents in new and innovative ways at EcoHouse including addressing language barriers with Riverdale residents. In addition, our coordination of Smart Commute Hamilton's "Transportation and Healthy Living Fairs" were a huge success in targeting a new audience with tools they could use to take action on choosing healthy commuting options.

As new programs and initiatives were launched, our participation in the Federal ecoENERGY Retrofit – Homes began to wind down. Since 2007, Green Venture has helped over 2,400 homeowners access over \$5.7 million in government grants, and reduce their home heating costs by 30%, representing

a reduction of over 2.5 tonnes of greenhouse gas emissions every year.

On behalf of the Board or Directors, I would like to thank Green Venture staff and volunteers for their dedication towards achieving and upholding Green Venture's mission and values. Because of their dedication and passion, Green Venture won recognition and awards and was successful in procuring funding to continue our tireless pursuits of sustainability within the community and beyond!

As the Chair of the Board, I would also like to acknowledge my fellow Board members who have selflessly volunteered their time and energy to see the organization grow.

Most importantly we thank you, our donors. Your generous support makes our contribution to the community possible.

Velma I Grover

Air Quality



Value: Respect

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

Totally Transit (2007- 2011)

Totally Transit is a bus education program that teaches Hamilton elementary school-aged students how to properly use public transit. It also helps them make the link between air quality, climate change and transportation.

Totally Transit reached more than 850 Grade 5-8 students from twenty-five Hamilton area schools.

This one-of-a-kind program has empowered

2,700 students through hands-on bus riding. Students feel confident about choosing the bus and other forms of green active transportation.

EcoDriver (2007- 2011)

EcoDriver gets drivers to reduce vehicle trips and choose sustainable transportation modes as often as possible. Since people will continue to drive, it is vital that drivers learn and practice behaviours that will reduce their fuel usage.

Education can help reduce their vehicles' emissions and impacts on local air quality and global climate change.

Fuel efficient driving tips reached more than 800 drivers. A total of 269 drivers were also given tools and training to properly maintain their tires for fuel savings.

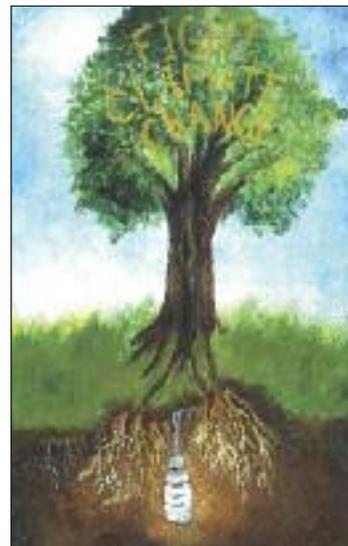
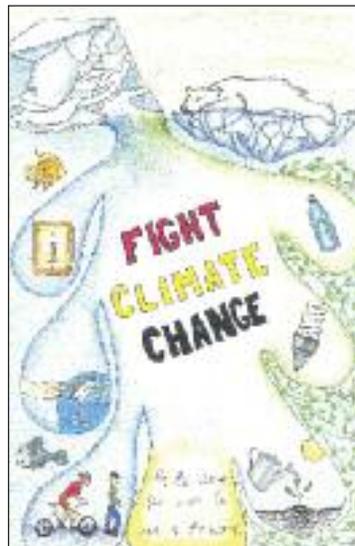
In August Green Venture teamed up with Collingwood's Environment Network and GCC to train City of Calgary driver trainers and senior management about EcoDriving.

Hamilton High School Heroes (2010, 2011)

Youth turn messaging about air emissions into action through the Hamilton High School Heroes program.

Over 200 students were engaged at student forums and through the "Air Quality-What You Can Do" presentation series. Tire pressure clinics and tree plantings for cleaner air are scheduled with these students in 2012.

The 2nd annual "Fighting Climate Change" poster contest received inspiring entries depicting actions to fight climate change from 45 high school artists. These entries continue to be exhibited through our community to inspire others.



Scanned Posters: These entries brought home 1st, 2nd, and 3rd place out of 45 submissions from creative Hamilton high school students in the Fighting Climate Change poster contest.

Stepping It Up (2010-2011)

Stepping It Up promotes walkable environments in and around schools. Green Venture recruited and trained over 15 volunteers to complete the second series of four modal surveys. These took place at five area elementary schools in the Hamilton-Wentworth District School Board and Hamilton-Wentworth Catholic District School Board.

Clean Air is A Yard Away (2010-)

Many small engines are used by homeowners to power yard care equipment and more. These gas engines have a significant and negative impact on local air quality. We raised awareness in the media and at local events. The public is connected to unbiased consumer resources and information about choosing cleaner yard care equipment.

Smart Commute Hamilton Events (2011-)

Green Venture partners with Smart CommuteHamilton (SCH) to increase the use of sustainable and active transportation.

Thousands were engaged in public events organized by Green Venture on behalf of SCH. There was substantial media attention surrounding two Bike to Work Days, two Transportation and Healthy Living Fairs and three Wear Yellow for Active Transportation to School days.



Wear Yellow: Immaculate Conception School won first prize in the fall Wear Yellow Day.

Bike to Work Days:

Bike to Work Days were held in the spring and fall. These morning events each had over 300 registered riders bike to work city wide. Green Venture hosted more than 100 riders on organized group cycling rides and morning receptions at Gore Park complete with healthy snacks, speakers and prizes.

Transportation and Healthy Living Fairs:

One spring and one fall fair event each had 800 attendees. Participants were eager to meet 35 organizations. They discovered services and products that support healthy, active and green commutes.

Wear Yellow Days:

On Wear Yellow Day students and staff of Hamilton schools wear yellow clothing and use active transportation to get to school. Three times per year, these days raise awareness about active school transportation. This friendly inter-school competition engages parents, students and staff. Thirty schools submitted participation rates along with creative group photos. Entries were judged to determine the winner of new sports equipment. When we walk and roll to school everyone wins.

EcoHouse



Glen Manor dairy barn, c.1955. Photo courtesy Eric Bawden

EcoHouse (2004-)

EcoHouse is a unique demonstration space. It links environmental awareness with community-building and heritage. The former Glen Manor, a 150-year old farmhouse and nearly two acres of property, is retrofitted annually with practical green technology, sustainable living products, and exhibits.

An on-site community garden is cared for by volunteers who learn green gardening practices to grow pesticide-free produce.

A rain garden and a permeable paver driveway were installed on the EcoHouse grounds. These items help to educate the public on stormwater management and on urban water pollution.

Nearly 3,000 visitors experienced greener living at EcoHouse in 2011.

EcoHouse Group Tours

Green Venture offers topic and curriculum-based school group tours. Tours are offered to schools, faith groups and other special interest groups. Topics include Wise Water Use, Waste Watch, Renewable Energy, Energy Conservation, Soil, and more.

Green Venture delivered 59 funded tours to area school classes engaging 1,463 in EcoHouse demonstrations and activities.

Building Environmental Champions (2011-)

Green Venture staff developed education programs and activities for five grade levels (1, 3, 5, 8, and 9). An EcoHouse Programming Guide was developed and sent to local schools, showcasing available curriculum-based programs and community presentations.

My Green Adventures! (2011-)

My Green Adventures! are special open house weekends at EcoHouse. During the summer, EcoHouse was open to the public during the 2nd weekend of each month. We featured new crafts, activities, and informational displays. Each month highlighted a new environmental theme (water, energy, air), and focused on empowering residents and celebrating positive change.



Waste

Waste Race Community Presentations

Green Venture provides community presentations for all groups and ages. Participants learn what goes into the Blue Boxes, Green Cart, and garbage, and how to reduce, reuse and recycle.

GV also delivers a hands-on activity called “waste race” which promotes waste diversion.



Area youth have fun learning how to properly separate waste playing the Waste Race at EcoHouse.

Energy

Value: Innovation

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

Energy Home Evaluations (EnerGuide 1997-2007, ecoENERGY 2007-)

In 2011, Green Venture conducted 65 new home energy audits under the 2007- April 2011 ecoENERGY program. And we carried out an additional 142 new home energy audits under a revived ecoENERGY program from July to December 2011. Since 2007, Green Venture has facilitated nearly \$3 million in federal renovation grants through ecoENERGY. This is based on nearly \$20 million in retrofits done by over 8,000 homeowners.

Enbridge Home Weatherization Retrofit Program (2009-)

We helped income-eligible residents in the Niagara area to reduce energy bills, cut natural gas use, and generally improve the efficiency of the home. Services were provided at no cost to participants.

Green Venture worked with 111 clients on draft proofing and insulation. This was more than twice our 2010 numbers.

Commercial and Institutional Resource Assessments (2008-)

An extension of our ecoENERGY and Climate Change Champions programs, this service provides solutions to reduce resource use and access government grants. Resource assessments are completed on buildings and an analysis of energy and water use, and waste and transportation practices is presented to clients.

Solar PV (Assessments & Installations) (2011)

Green Venture installed 11 microFIT solar PV generation systems in 2011. This supplies a total of 85 kWh of renewable power generation capacity to the grid. Our systems have contributed over 75 mWh of clean energy since June 2011. That is enough green clean energy to sustain 100 homes for around two months.



I am so grateful to benefit from this program. The savings are unbelievable. Thank you Green Venture.

Gina, Niagara Falls.



Green Venture initiated 12 solar PV system installations in 2011 accounting for a combined gross capacity of 93 kW of production. These systems will produce 2 Million kWh over the next 20 years.

Lawn and Garden

Riverdale Community Garden Project (2009-)

Green Venture staff led children's vermicompost, and adult backyard and balcony garden workshops, with over 90 Riverdale residents. These were held at the Riverdale Community Centre and Red Hill Public Library.

We worked with Grade 3 students and school staff to help establish a teaching garden in the Lake Avenue School courtyard. Students started seeds indoors, transplanted seedlings, and



Green Venture supports members of our community from all social, ethnic and economic backgrounds.

created three larger container gardens (the Three Sisters including beans, corn and squash). The school received a teacher resource toolkit with garden activities and lesson plans, and a field trip to EcoHouse for 74 Lake Avenue School students.

25 residents from the Riverdale community visited EcoHouse for free tours and activities. This was made possible by support from the HSR.

CATCH Children's Garden Project (2007-)

Green Venture has partnered with Community Access to Children's Health (CATCH) since 2007. We provided multicultural families with hands on garden programs in the EcoHouse Community Garden. This program reached 139 participants in 2011. It included seven weekly garden programs, two special events (Fall Harvest & Halloween Pumpkin Carving) and a field trip to Dundurn Castle's kitchen garden.

Green Venture Community Garden (2004-)

Volunteers plant, maintain and harvest from the 4,500 square foot on site community garden. They grow pesticide-free fruit, vegetable, and herb garden. 15 volunteers contributed nearly 400 hours in 2011. Volunteers shared produce, led hands on workshops, and mentored one another.

Oliver's Garden Project (2011-)

In 2011, six-year-old Oliver Allen-Cillis grew and sold produce from his backyard and donated the proceeds to help kids in need. In fall 2011, Green Venture paired up with the Allen-Cillis family to secure the Nature's Path Garden for Good contest award. These funds will empower kids to grow, eat, and share with their community. The project started with cleaning up the Parkview Secondary greenhouse to be used to grow vegetable seedlings in 2012.

Hamilton Community Garden Network (HCGN) (2007-)

Green Venture is a member of HCGN and manages their projects from EcoHouse. The HCGN brings community garden leaders, gardeners, and supporters together to promote community gardening. We offer outreach and education, networking, tool sharing, and training aimed to improve food security and increase community action in growing local, healthy produce.

In 2011 the HCGN started 18 new community gardens. They worked with almost 90 volunteers who gave over 600 hours of service. The HCGN also hosted events like Seedy Saturday and garden coordinator workshops. These events drew over 300 people.



Wise Water Use



Value: Practicality

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

RAIN: An Ecological Approach to Stormwater Management (2011-)

RAIN motivated behaviour and physical changes in our community. Partners, professionals, stakeholders, and homeowners helped reduced the amount of pollution reaching our lakes and rivers.

Green Venture planted 171 trees at 57 schools. We also built a rain garden and installed permeable pavement at EcoHouse. These actions led to an annual diversion of 710 cubic metres of stormwater.

Waterfront Kiosk (2011-)

In March of 2011, the Ontario Trillium Foundation awarded funding to the Bay Area Restoration Council (BARC) and Green Venture. It was used to set up an easy to access centre focused on engaging the public on Hamilton Harbour Watershed issues.

The waterfront kiosk at Bayfront Park was open for 50 days between June and September. Green Venture and BARC staff discussed harbour-related water issues with 746 action-oriented residents.



Through companion planting and native species Green Venture's demonstration gardens support biodiversity and beneficial insects.



As a result of two pet waste composting workshops (and 21 composters made), 2560 pounds of pet waste will be kept out of landfills and waterways every year.

Involved in the Community

Value: Partnership

Progress happens when people and groups work together and grow together. Green Venture partners with large and small businesses, governments, community-based groups and individuals to support and inspire change.

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

- Active and Safe Routes to School (ASRTS) Committee
- Children's Water Festival Organizing Committee
- Conserver Society of Hamilton and District
- Chamber of Commerce (Hamilton and Stoney Creek)
- Transportation Sub-Committee
- Energy & Environment Sub-Committee
- Clean Air Hamilton
- Climate Action Group
- Doors Open Hamilton
- Gore Park Master Plan Stakeholders Committee
- Hamilton Administrators of Volunteers
- Hamilton Air Pollutant and GHG Inventory Advisory Committee
- Hamilton Area Food Network Planning Committee
- Hamilton Climate Change Action Group
- Hamilton Community Food Security Stakeholder Committee
- Hamilton Community Garden Network (HCGN)
- Hamilton Conservation Authority Waterfalls Project Advisory Team
- Hamilton Cycling Committee
- Hamilton Halton Energy Awareness Team
- Hamilton Harbour Remedial Action Stakeholder Forum
- Hamilton-Wentworth Heritage Association
- Healthy Hamilton Watershed Implementation Team
- Ontario Sustainable Energy Association
- Open Streets Hamilton
- Optimist Club of Stoney Creek
- Partners for Healthy Weights – Policy Sub-Committee
- Planning Team for the Community Access to Child Health (CATCH)
- Riverdale Community Planning Team
- Sustainable Hamilton Reporting Committee
- Upwind Downwind Working Group



Tire Pressure Clinic - Green Venture Clean Air Ambassadors teach how to maintain tire pressures for best fuel efficiency at Tire Pressure Clinics.

Collaboration

Organizational Memberships

Collaboration is vital to Green Venture's success. We are an active member of the following organizations:

- Canadian Solar Industry Association
- Volunteer Hamilton
- Clean Air Hamilton
- Open Streets Hamilton
- Green Communities Canada (founding member)
- Hamilton and Area EcoNet (founding member)
- Hamilton CarShare
- Hamilton Chamber of Commerce
- Smart Commute Hamilton Transportation Management Association
- Stoney Creek Chamber of Commerce
- Environment Hamilton
- Conserver Society of Hamilton and District
- Ontario Environmental Network
- Hamilton Coalition on Pesticide Issues
- Hamilton Administrators of Volunteers
- Volunteer Hamilton

Funders

The generous support of our funders enables Green Venture to have a positive impact on our community:

- ArcelorMittal Dofasco
- Backyard Harvest
- CHML/Y108 Children's Fund
- City of Hamilton: Public Health, Public Works, Planning & Economic Development, Culture, Clean Air Hamilton, HSR (Hamilton Street Railway)
- Conserver Society of Hamilton and District
- Enbridge Gas Distribution Ltd.
- Government of Canada: Natural Resources Canada, Summer Jobs (HRSDC)
- Government of Ontario: Healthy Communities Fund (Ministry of Health)
- Green Communities Canada
- Hamilton Community Foundation
- Hamilton Port Authority
- Nature's Path Garden for Garden
- Ontario Trillium Foundation
- RBC Blue Water Project
- Smart Commute Hamilton

Partners

Partnering with the following organizations and individuals helps Green Venture reach wider audiences and facilitate efficient and quality programming:

- Backyard Harvest
- Bay Area Restoration Council
- Blue Oak Native Landscapes
- Cable 14
- Canadian Tire Stores of Hamilton
- Community Access to Children's Health (CATCH)
- Conserver Society of Hamilton and District
- DiCenzo Construction Co. LTD
- EcoPerth
- Elizabeth Fry Society- Community Service Ontario (CSO)
- Environment Hamilton
- Girl Guides of Canada
- Grant Thornton
- Green Communities Canada
- Hamilton Chapter of the Canadian Organic Growers (COG) and COG National
- Hamilton Community Garden Network (HCGN)
- Hamilton Victory Gardens
- Hamilton-Wentworth District School Board - Cooperative Education Programs
- Hamilton-Wentworth Catholic District School Board
- Josh Gordon Creative
- Katimavik
- McMaster University: OPIRG, Student Success Centre, MacServe, MacGreen
- Milk Crate Creative
- Neighbour to Neighbour Centre
- North Hamilton Community Health Centre (NHCHC)
- Ministry of Community and Social Services (ODSP offices - Niagara + Ontario Works in Hamilton and Niagara) - Ontario
- Oliver's Garden Project
- Ontario Sustainable Energy Association (OSEA)
- Parkview Secondary School
- Port Cares
- Project Share
- Red Leaf
- Riverdale Community Planning Team
- RONA Stores of Hamilton
- Salvation Army - Fort Erie
- Start Me Up Niagara
- The Hope Centre
- Volunteer Hamilton
- Wesley Urban Ministries

Our Team

Value: People

Volunteers, staff, Board Members, funders, partners, community leaders and the public all play a vital role in fulfilling Green Venture's mission. We work hard, always encourage and support one another, have fun, and celebrate our achievements.

Green Venture is proud to have played an important part of the following awards:

- Kirstin Silvera (Program Coordinator) – The Starfish Top 25 Environmentalists Under 25
- Healthy Hamilton Watersheds Action Plan – Minister of the Environment's Award for Environmental Excellence

I have an educational background in environmental issues, so working with Green Venture has allowed me to put that background into practice, and it has helped me to demonstrate environmental stewardship to others.”

Diane, Green Venture Volunteer

Staff

Executive Director

Pete Wobschall

Operations Manager - EcoHouse & Energy Services

Michael Gemmell

Certified Energy Advisors

Ken Baigent

Will Klassen

Dean Anderson

Mike Masney

Ronald Flook

Program Coordinators

Paul Barrett – Air Quality & Transportation

Kathryn Gold – Wise Water Use

Jordan Fysh – Climate Change

Virginia Stonehouse – Educational Programming

Clare Wagner – Green Gardening

Program Support Staff

Muriel Clemens

Elley Newman

Juby Lee

Kim Dunlop

Matt Sweet

EcoHouse Maintenance Support

Tom Dusome

Administrative Support

Sapphire Singh

Bookkeeper

Lynn Ryerson

Green Job Experience

In 2011, Green Venture provided green jobs and green work experience to:

- 9 full-time positions
- 12 part-time positions
- 5 seasonal full-time jobs (students referenced below)
- Over 1,093 hours of green job experience in the non-profit sector to interns, co-ops and volunteer work groups (valued at \$16,395 of in-kind labour)

HRDC Summer Students

Daniel Radoslav

Tim Donison

Kirstin Falkenberger

Evan Gravely

Lindsay Toth

YMCA – Youth Eco Internship Program

Virginia Stonehouse

Katimavik – Canada's Youth Volunteer Service Program

Sunny Rodericks

Julie Rozon

Secondary School COOP students

Antonia Dimatteo

Max Koomen

Ontario Works

Tom Dusome

Board of Directors

Chair

Velma I. Grover

Vice Chair

Stephanie Holko

Treasurer/Secretary

Mark Stirrup

Directors

Brian Charlton – Past Chair

Kevin Hunt

Robert Korol

Romeo Palembello

Kayla Jonas

Sheila O’Neal

Legal Advisor

Christine Lewis

Volunteering with Green Venture has motivated and inspired me to be a better environmental citizen and to encourage others to do so. I have joined a Sustainability Committee at work, purchased a rain barrel, started to grow my own vegetables and generally be more aware of my carbon footprint. Thank you Green Venture for the opportunity to learn and participate in your events!

Andrew, Green Venture Volunteer

Volunteers

Volunteers are a vital part of our team and greatly increase Green Venture’s ability to make change in our community.

In 2011, 147 volunteers contributed over 1,284 hours to Green Venture programs and services.

Green Venture has a strong volunteer program. We connect diverse communities with meaningful action. Volunteers share skills, energy and passion as tour guides, community gardeners, grounds maintenance crews, outreach support at special events, office administration, mentors and much more.

Our volunteers give back to the community, build self confidence, and gain valuable work experience.



Green Venture volunteers helped install two outdoor demonstrations – Rain Garden and Permeable Pavement – making a positive and lasting impact on EcoHouse’s annual stormwater diversion.

Financials

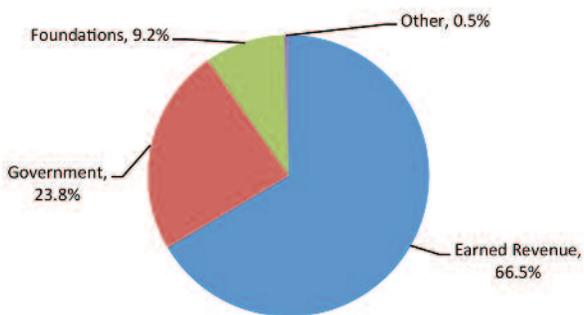
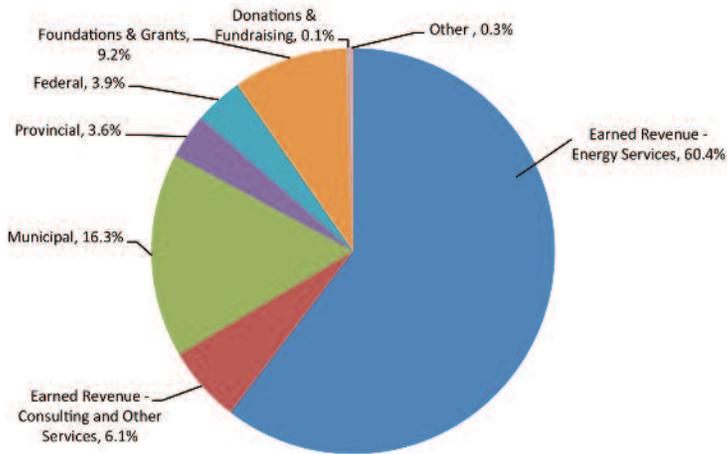
Value: Quality

Green Venture cares and takes a professional approach to everything we do. We are committed to delivering valuable programs and services with integrity and strong financial accountability.

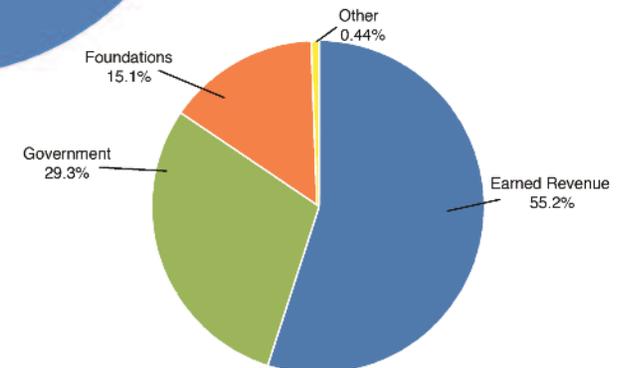
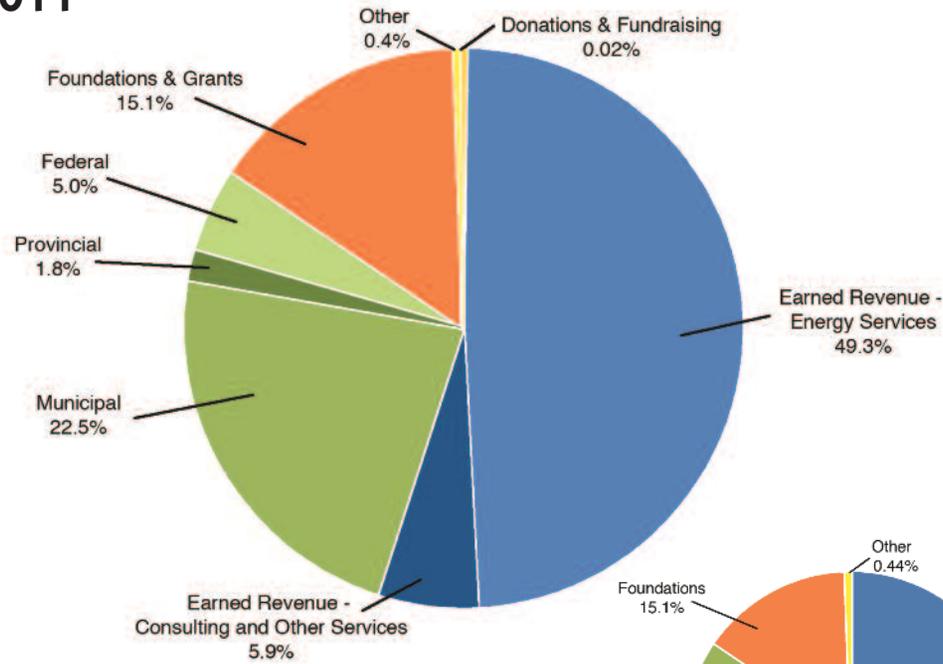
	Audited 2010	Audited 2011	Budgeted 2012
Revenue	931,382	762,088	670,822
Expenses	896,075	802,894	670,335
Balance	35,307	(40,806)*	487

*Please note: Green Venture invested in a new solar PV installation service in 2011. The initial investment was financed by a small business loan to cover capital equipment, labour and supplies. This initial investment was the primary cause of the deficit in 2011. As the service progresses, it is expected to generate positive cash flows.

2010



2011



Green Venture

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