

Making Hamilton Greener Since 1995



2014-2015 Annual Report



About Green Venture



At Green Venture, we believe in bringing Hamilton and area together to create healthier communities through positive, impactful environmental change.

Throughout this Annual Report, you will read about many of the new, but impactful opportunities siezed by Green Venture that have not only changed the organization, but positioned it for future growth driven by its volunteers, partners and supporters- like you.

2014 was a time of change. On the following pages, you'll note statistics that reflect these changes; a significant increase to program participation, as well as a dedicated focus to organizational infrastructure that is yielding positive results. We hope that these facts and figures show you how your support made a lasting impact in 2014.

Our Vision

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

Our Mission

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



In the 2014 fiscal year, Green Venture
directly engaged **26,919** residents*.

2014-2015 Programs

Clean Air for Kids

Climate Change Hamilton

Davis Creek Awareness

DePave Paradise

EcoDriver

EcoHouse - Community Garden

EcoHouse- Drought Tolerant Garden

EcoHouse- Products

Education- EcoHouse Tours

Education- In School Presentations

Enbridge Home Weatherization

Retrofit Program

EnerGuide Energy Auditing Services

GALA Alleyways

Hamilton Community Garden Network

Mobile Air Monitoring

RAIN Home Visits

RAIN: An Ecological Approach to
Stormwater Management

Riverdale Salad Bowl

Residential Energy Audits

Seedy Saturday 2014

Seedy Saturday 2015

Smart Commute

Tastebuds Edible Education Guide

Totally Transit for Kids and Older Adults

** To align fiscal and reporting years, the 2014 reporting year and related statistics covers the time period from January 2014 to May 2015.*

Message from the Chair

If there was one word to describe Green Venture in 2014, it would be “inspiring.”

Our past inspires us through the good work and community education we have provided over the past two decades. From the idea of a few instrumental people, Green Venture has grown into a vital member of the community known and loved by many. We are also inspired to look into our future as we continue to make this community’s future sustainable.

Inspiration becomes a reality when you see portions of school yards “depaved” and returned to their natural state as a sustainable ecosystem. We are planning to celebrate our many successes at our 20th Anniversary Celebration, which is on the horizon in 2015!

Education has always been a core focus area for Green Venture and we are inspired

to continue this over the next twenty years. EcoHouse will continue to act as the community heritage site to showcase our nine core areas of programming: clean air, wise water use, climate change, waste reduction, green gardening, sustainable transportation, energy conservation, renewable energy and local heritage (adaptive reuse). In turn, EcoHouse provides inspiration to our staff, and the community, every single day.



Our focus this year has been on making Green Venture a more resilient, sustainable organization to serve our community for another 20 years. Part of this resilience is based on creating a core funding base to sustain Green Venture as it is becoming more challenging to obtain funding for programs through individual funding applications.

Take some time to look at our updated website. The greatest change is the addition of a tab with the word "donate" in capital letters. It will be through *your* thoughtful and appreciated donation that Green Venture will become more resilient. Such donations will sustain our current inspiring programs and will allow us to create new programs for continued sustainability in our community.

On behalf of the board, we would like to thank all the staff and volunteers for our many successes in 2014. The enthusiasm, time, and effort of volunteers and fellow board members continue to complement the work of staff to make Green Venture a truly meaningful

and impactful community organization. We are focused on sustaining current programs while continuing to transition and grow the organization.

Finally, we thank our funding agencies for continuing to show confidence in Green Venture. Funding trends are changing in the community and the board is responding with a new long term fundraising plan focused on individual and corporate donations. We are excited to implement this plan in 2015 as we begin our third decade in existence. Join us as we celebrate the last 20 years and be inspired for yourself as we look forward to the future of a greener community.



Kevin Hunt

Kevin Hunt
Chair, Board of Directors

Board of Directors

Kevin Hunt, Chair
Velma Grover, Vice-Chair
Kayla Jonas Galvin, Secretary
Sheila O'Neal, Treasurer
Brian Charlton, Past Chair
Robert Korol, Member-at-Large
Liz Enriquez, Member-at-Large
Mark Stirrup, Member-at-Large
Romeo Palombella, Member-at-Large

Staff

Kathryn Enders (Gold), Executive Director
Michael Gemmell, Operations Manager
Virginia Stonehouse, Education Manager
Deirdre Connell, Program Manager
Vanessa Mestre, Program Coordinator
Dawn Cattapan, Communications Specialist
Michael Albanese, Program Support Staff
Victoria Bick, Program Support Staff
Kim Boudreau, Program Support Staff

1,936

RESIDENTS ENGAGED IN NEIGHBOURHOOD-SPECIFIC PROGRAMS IN 2014

15,263

STUDENTS ENGAGED IN EDUCATION PROGRAMS IN 2014

Kimberly Dunlop, Program Support Staff
Liz Enriquez, Program Support Staff
Juby Lee, Program Support Staff
Elley Newman, Program Support Staff
Sarah Salise, Program Support Staff
Julia Shulist, Program Support Staff
Sapphire Singh, Program Support Staff
Katie Stiel, Program Support Staff
Alex Cuberovic, Maintenance Staff

Brent Cooper, Certified Energy Advisor
Emmery Neuperger, Certified Energy Advisor
Mike Masney, Certified Energy Advisor
Stacey Almas, Summer Student
Jotthi Bansal, Summer Student
Brittney Massey, Summer Student
Joseph Primeau, Summer Student
Christine Vanbeest, Summer Student

421,226

INDIVIDUALS REACHED THROUGH
PROGRAMS AND SERVICES IN 2014



Twenty Years of Green Venture: Our Accomplishments

1994 Green Venture is founded as part of a provincial “Green Communities Program” under the direction of the Region of Hamilton-Wentworth.



1995 A Jackson Square storefront becomes Green Venture’s first office space.

1996 Following the cancellation of the “Green Communities” program, Green Venture becomes an independent not-for-profit organization, hiring Heather Donison as its new Executive Director.

2000 In partnership with the Hamilton Air Quality Improvement Committee, Green Venture launches the Region’s first annual Commuter Challenge.



2003 Green Venture secures the use of the Veevers Estate in Hamilton’s East End and begins renovations to transform the space into an environmental education and demonstration centre.

2005 The EcoHouse Community Garden is established as a prototype garden for the region. Its popularity encourages over 70 other gardens to be created city-wide over the next several years.



2007 After six years as a staff member, Pete Wobschall becomes Green Venture’s Executive Director. During his tenure, he guides the organization through the development of a revised mission, vision and values.





2008 Solar panels and a wind turbine are installed onsite at EcoHouse, allowing visitors to explore the pros and cons of installing alternative energy at their own home.



2009 The Enbridge Home Weatherization Retrofit Program is launched. With a goal of assisting residents in reducing their energy bills while improving the efficiency of their home, it quickly becomes one of Green Venture's most in-demand programs.



2010 The first Seedy Saturday event is launched. Today, the event, co-hosted by Green Venture and the Hamilton Community Garden Network, attracts hundreds of eager gardeners.

2011 With assistance from the Ontario Trillium Foundation, the Bay Area Restoration Council and Green Venture create an easy-to-access education centre focusing on Hamilton Harbour Watershed issues.



2013 Kathryn Enders is hired as Green Venture's Executive Director. In the same year, she travels to Mexico on behalf of Green Communities Canada to present at the Commission for Environmental Co-operation about the success of the Depave program.



2014 EcoHouse Educational Tours increase by 19% from the previous year, solidifying Green Venture's place as the region's premiere environmental demonstration and education facility.

2015 Green Venture completes their participation in the Good To Great program, leading to a renewed emphasis on revenue diversification, including the launch of special fundraising events and donor campaigns.

Depave Paradise

Learning Outside the Classroom



On a bright sunny morning, Green Venture staff met 105 volunteers from the St. Margaret Mary school community in Hamilton's east end with a single purpose in mind. The dream was to create a little greenspace for students who lived in an urban setting, and whose schoolyard was pavement-filled.

When we depave a school, we don't just beautify a community; we foster a community identity and increase community ownership. Students integrate nature and the environment into their education while greening their school and restoring the natural water cycle to the area by removing unwanted pavement. Depave Paradise brings permanent positive change to the communities where these projects take place.

– Deirdre Connell, Program Manager

In a 2003 study published in the Journal of Environment and Behaviour, children with nature nearby their homes are more resistant to stress, have lower incidence of behavioural disorders, anxiety and depression, and have a higher measure of self-worth.

Witnessing a community of volunteers, family, school staff and friends working on such an awesome project teaches our children that with teamwork and effort, great work can be accomplished. Organizing such environmental stewardship community projects like this one definitely makes a community come together to celebrate a 'green venture' with pride and ownership.

– Lucy Hunt, Parent

In addition to providing students with the hands-on opportunity of beautifying their neighbourhood, the school was provided with a physical gathering and teaching space. The garden quickly became a popular meeting location for students outside of school hours, further animating the neighbourhood. During school holidays, students voluntarily take responsibility as guardians for the garden, incorporating daily checks and visits to ensure the health and safety of the plants into their day-to-day activities.

By ripping up asphalt, the Depave team also provided methods to improve water quality by increasing the infiltration rate of the neighbourhood, recharging groundwater supply and providing a natural cooling system to the neighbourhood. These actions will reduce and filter dangerous stormwater runoff and flooding to lower impacts on local sewers, improving Hamilton's water supply and restoring the natural hydrologic cycle.

*Students and families come together to build something that will have an enduring impact...
The Depave project will be a lasting and living legacy for many generations to come.*

*– John Coons, Principal
St. Margaret Mary Catholic Elementary School*

118,125

LITRES OF STORMWATER DIVERTED ANNUALLY

1,412.76

SQUARE FEET DEPAVED

500

NATIVE SPECIES FLOWERS PLANTED

Good to Great

Improving Organizational Impact



Green Venture provides Hamilton and area with long lasting, positive and practical ways to make its community the most environmentally-friendly place to be every single day. Although the organization is successful in delivering programs, it had never before taken a critical look at the infrastructure and strategies needed to grow its impact in order to reach new heights.

It is with this mentality that Green Venture entered the Good To Great Program, led by the Sustainability Network. Through this 18-month program, Green Venture placed an extensive focus on diversifying its funding strategy, culminating in a collaboration with renowned consultant Kimberley MacKenzie that resulted in the creation of donation campaigns, formal fundraising programs and related infrastructure.

As a board member, it is rare to be in a setting that allows for networking and resource sharing with other boards. Good to Great provided that opportunity, allowing us to take a critical look at what Green Venture did best, and what we could improve on. Through this process, we were given the time to take action and create results, making improvements that will impact Green Venture for years to come.

*– Kayla Jonas Galvin
Green Venture Board Member and
Good to Great participant*

Since the conclusion of this program, Green Venture has executed two successful fundraising campaigns, leading to a significant increase in the number of individual donors to the organization. The improved infrastructure

and formal procedures that are now in place also means that Green Venture can better track and maintain its relationships with valued stakeholders, leading to more meaningful interactions in the day-to-day operations of the organization. This type of work will ensure Green Venture's longevity into the future, and allow us to focus on what we do best- helping residents be more sustainable wherever they may live, work and play.

9

DAYS

6

ORGANIZATIONS

2

CAMPAIGNS EXECUTED



A Focus on Education

Creating Tomorrow's Environmental Leaders



With a 19% increase in tours in 2014, and a goal of increasing EcoHouse tours by 10% per year over the next three years, Green Venture is quickly becoming known for their innovative and interactive execution of environmental education programs.

Dedicated to keeping each tour affordable, schools are only charged \$6 per student per tour. The true cost is considered to be much higher, at approximately \$15 per child. This amount includes tour preparation, curriculum linked activity development, staff training and more. However, the impact of an EcoHouse tour experience on students and teachers is invaluable and can have a lasting impression on participants, leading to results that last for years and years. This further supports Green

Venture's goal of ensuring that every child in Hamilton and the surrounding area have the opportunity to visit EcoHouse.

The students had a great time and learned a lot. They're still talking about it!

– Anonymous Teacher Participant, Hamilton

In addition to programs in-school and at EcoHouse, Green Venture also serves as an environmental education consultant and facilitator to like-minded groups, such as Tastebuds. The Hamilton-focused student nutrition consortium collaborated with Green Venture to create an "Edible Education Guide." With resources including field trip options, available subsidies and curriculum connections, the Edible Education Guide has become

invaluable to educators looking to integrate food literacy options into their teaching. As a result, students are able to learn about the food they consume; where it comes from and how it is produced, ultimately leading to healthier, more sustainable choices.

Thank you so much for inspiring such great knowledge into our students and creating positive change in the world.

*– Teacher feedback
Bennetto School, Hamilton*



15,263

STUDENTS DIRECTLY ENGAGED

244

TOURS OF ECOHOUSE

74

OFFSITE PRESENTATIONS

19

CUSTOMIZABLE PRESENTATIONS

RAIN Home Visits

Maximizing nature to reduce pollution



Recent articles in the Hamilton Spectator have called storm flooding “inevitable.” When it rains in Hamilton, stormwater picks up debris, chemicals and other pollutants on its way to nearby waterways, and ultimately ends up in Hamilton Harbour. Although water damage has exceeded fire as the largest cost for property insurers, there are many things homeowners can do to protect their homes from flooding and water damage while simultaneously minimizing the amount of stormwater that makes its way into the Harbour.

The only program of its type in Hamilton, RAIN Home Visits work one-on-one with homeowners to recognize drainage issues on their property and identify environmentally-friendly solutions. The program continues

to grow in impact and importance as water damage has exceeded fire as the largest cost for property insurers.

During one such home visit, Green Venture staff met with an anonymous property owner who was clearly conscious of the drainage situation around their home and the damage it was causing. However, they were unable to independently determine the specific cause and complete effects of the drainage around their property. Green Venture staff member Michael Albanese quickly identified a moist basement as having the greatest damage and worked from there to identify improper landscape grading and connected downspouts as the culprits responsible for the damage. Following the visit, Michael was able to provide a report on behalf of Green Venture’s RAIN program to

clearly identify the actionable steps that could be implemented and their potential impact to address the problems.

During each and every visit, both myself and the homeowners learn something new.

– Michael Albanese, Program Support Staff



215

PEOPLE IMPACTED

22

HOME VISITS COMPLETED

3

COMMUNITY LEARNING EVENTS

Volunteers and Green Job Experience



Just as ripples spread out when a single pebble is dropped into water, the actions of Green Venture volunteers and staff can have far-reaching effects.

Green Venture volunteers and staff helped to reach over 400,000 individuals through its programs and services during the 2014 fiscal year. They brought inspiration, energy and vital practical skills to help achieve the goals of the organization- exemplifying greener living, enhancing environmental education and an increased community presence.

Each day, the volunteers and staff at Green Venture make a profound impact on students, community members and homeowners with small acts of green, providing educational tools, patiently teaching others, leading by example, or by assisting Green Venture in its projects. It is

these acts that create a ripple which makes our community a greener, better place to be every day. Thank you to our volunteers and our staff, each of whom goes above and beyond to make Green Venture a great place to work.



\$65,016

VALUE OF VOLUNTEER SERVICE

2,709

VOLUNTEER HOURS

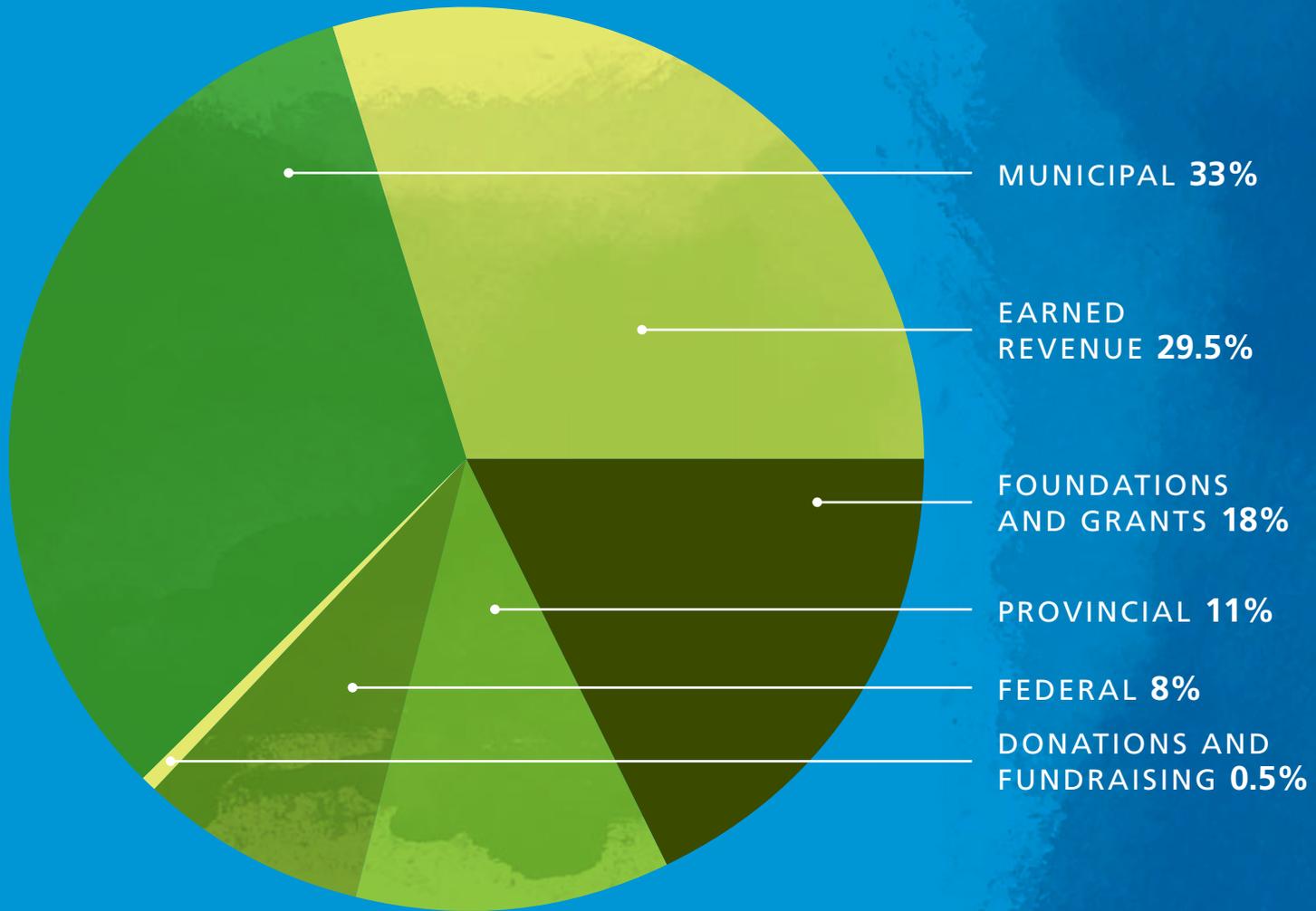
238

VOLUNTEERS



Financials

	Audited 2014/2015	Audited 2013/2014
Revenue	\$514,997	\$491,138
Expense	\$502,374	\$496,793
Balance	\$12,623	(\$5,655)



Our Supporters

Green Venture graciously thanks the following funders and donors for their support during the 2014 reporting period:

Darren Barlow
City of Hamilton
Clean Air Hamilton
CN EcoConnexions
Corr Research 2014
Edith Turner
Enbridge Gas Distribution Inc.
Kayla Jonas Galvin
Girl Guides of Canada
Government of Canada- Canada Summer
Jobs Program
Green Communities Canada
Hamilton Community Foundation
Daniel Hatton
Rebecca Jahns

Natural Resources Canada Science &
Technology Internship Program
Sheila O'Neal
Ontario Trillium Foundation
Romeo & Carol Ann Palombella
RBC Blue Water Project Fund
Shell Fuelling Change
Social Planning & Research Council
of Hamilton
TD Friends of the Environment



As our region's growth rate gets international attention and more people than ever draw on our natural resources, Green Venture continues to need your support now and in the future. Demand for our programs and services continually intensifies.

Join us as we
create a greener
community
together.

Green Venture

22 Veevers Drive, Hamilton, Ontario L8K 5P5

Tel: 905-540-8787 | Fax: 905-540-8882 | www.greenventure.ca



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