



TORONTO PARKS AND TREES  
FOUNDATION

---

## HIGHLIGHTS OF ACTIVITIES 2012-2013

JULY 17<sup>TH</sup>, 2013

## **MANDATE**

“WORKING IN PARTNERSHIP WITH CORPORATIONS, FOUNDATIONS, PRIVATE DONORS, AND COMMUNITY GROUPS THE TORONTO PARKS AND TREES FOUNDATION PROVIDES A RANGE OF ENHANCEMENTS TO TORONTO’S PARKS THAT COULD NOT OTHERWISE BE ACHIEVED.”



## MESSAGE FROM THE CHAIR

Welcome to the new Toronto Parks and Trees Foundation! In 2013 the Toronto Parks and Trees Foundation underwent significant changes and the organization has never been stronger. One year ago the Foundation was at a turning point, and as a result of the tireless volunteer efforts of the Board of Directors, along with the help and support of our partners at the City of Toronto, Parks Forestry and Recreation Division, we have emerged from a year of thinking, strategy and foundation-building as a more mature, more effective organization, capable of contributing so much more to Toronto's public green spaces and urban forest. We have formalized our relationship as a charitable partner of City of Toronto's Parks Forestry and Recreation Division. We have a new home in the historic St. Matthew's Lawn Bowling Club House in Riverdale Park East, a new staff member dedicated solely to the work of the Foundation, and we have partnered with a marketing agency to expand our profile, grow our fundraising, sponsorship and grant revenue. These exciting developments position our Foundation for significant growth in the years ahead. We are poised to support improvements to Toronto's parks system and urban forest at a whole new level – a level with the potential to be on par with or exceed efforts by successful city park foundations across North America.

On behalf of the Board of Directors, I would like to extend a warm welcome to Jayne Fry, our new Office Manager who will administer the day to day activities of the Foundation. Welcome aboard Jayne! We are excited to have you with us.

On behalf of the Board of Directors, I would also like to recognize the immense contribution that Arthur Beaugard has made throughout his tenure as Executive Director of the Toronto Parks and Trees Foundation. His strong leadership and careful management of the Foundation's activities were instrumental in bringing the Foundation to where it is today. He has inspired donor confidence in the activities of the Foundation and has established a solid track record of prudent financial management. His work on the Toronto Tree Portraits Calendar and the Lung Cancer Canada Grove has endeared the Foundation to many. Thank you Arthur, you will be missed.

Finally, I would like to thank my fellow Directors who have worked so diligently on behalf of the Foundation over the past year. Their dedication and the spirit of teamwork with which they approach each and every task will serve the Foundation well in the coming years. We have a lot more work to do!

We are encouraged and excited by the generous support that we have received from our membership, and from our partners in the Parks Forestry and Recreation Division at the City of Toronto over the past year. With their support, we are confident that the Toronto Parks and Trees Foundation will grow, prosper and become a more effective contributor to Toronto's vibrant parks system and to a healthy, sustainable urban forest.

Thank you,

**CYNTHIA MACDOUGALL**

## YEAR IN REVIEW

Like the trees and flowers we've planted, the Toronto Parks and Trees Foundation is growing! Both fiscal year 2012 (ending March 31, 2012) and calendar year 2012 ended positively.

Feeding the Foundation's growth, in large part, is our partnership with community groups across the city. The directed-giving program experienced its highest ever donation year in 2012.

Notable community fundraising efforts include High Park Zoo, the rebuilding of the castle at the Jamie Bell Adventure Playground, Riverdale Farm and Shade the Wychwood Barns. Dozens of other parks and trees projects were funded through the Foundation's directed-giving program and tools. Hundreds of thousands of dollars have been raised.

## DIRECTED GIVING IS ONLY ONE PART OF THE FOUNDATION'S DIVERSE ACTIVITIES:

- The Community Grant program disbursed funds to ten groups in 2012 for green-space projects.
- The BULBS daffodil program successfully piloted a new delivery model in 2012 with GreenHere. BULBS has planted more than 300,000 daffodils over its six-year history.
- The coveted Toronto Tree Portraits Calendar 2012 edition was photographed by Adrian Holmes with scripts by urban forestry experts Todd Irvine and Bruce Day. The 2013 edition was photographed and written by Vincenzo Pietropaolo, with printing donated by CJ Graphics.
- The See the Forest for the Trees program has attracted donations in excess of \$260,000 over the past five years, all of which has been directed to tree planting and care in public parks and natural areas.
- The momentum has continued into 2013, and we hope to continue to set donation records in support of priority projects.



# LOOKING AHEAD

The Toronto Parks and Trees Foundation is on the move... literally. This year we will move into a dedicated new office for the Foundation, with new staff to respond to the Foundation's growth and pursuit of many opportunities for furthering the Foundation's mandate.

In addition, the Foundation will be improving its website and online donation system, with many enhancements already rolled out, including a new, catchy web address: [lovetorontoparks.org](http://lovetorontoparks.org).

One of the most exciting programs for 2013 is the recent launch of the innovative Donation Stations, a partnership between the Foundation, Precise ParkLink Inc., Toronto Parking Authority and the City of Toronto. Using specially programmed parking meters, Donation Stations are being piloted at the High Park Zoo, Riverdale Farm, Toronto Botanical Garden and the new Foundation offices in Riverdale Park. Donors can use cash or their credit cards to make on-the-spot donations, with the meter's voucher redeemable for a charitable tax receipt for donations over \$10. 100% of the donated funds will be contributed to the Zoo, the Farm, the Garden, or the Foundation, depending on the station's location.

The Foundation also expects growth in the successful directed-giving program, with new community groups approaching the Foundation every month to partner in fundraising campaigns for improved parks and green spaces.



# FOUNDATION ACTIVITIES

## A. FUND RAISING

Sources of revenue for The Foundation include fund-raising events, corporate and individual donations, and Provincial and Federal government grants.

Given the Foundation's mandate to provide financial support for the enhancement and preservation of Toronto's parks and urban forest, donations represent one of the more direct statements of our success.

Since 2003, we are proud to have successfully invested a remarkable 89% of net revenue in program activities – with only 6.8% of funds raised spent on administrative costs.

## B. IN-KIND CONTRIBUTIONS

The Foundation has received generous in-kind support for Maple Cottage, Market Lane Park, University Avenue, Lung Cancer Canada Grove and city wide daffodil plantings.

## C. COMMUNITY GRANTS

Our Community Grants Program is designed to support volunteer and community organizations actively involved in diverse projects that enhance Toronto's public parkland and urban forest through physical improvements and programming.

Grants are made for projects on city parkland and public open space within our five program categories: park improvements; environmental education; natural area preservation; environmental related recreation; and communications and public education.

Over the past ten years, 143 community grants have been given for a total of \$265,958.

## D. TORONTO TREE PORTRAITS CALENDAR

The 2012 edition was photographed by Adrian Holmes, with scripts by noted urban forestry experts, Todd Irvine and Bruce Day.

An award-winning stewardship piece, the annual calendar continues to fulfill the Foundation mandate for education and raising awareness of the value of urban trees, and highlights our program work.

The 2013 calendar was printed with the generous in-kind support of CJ Graphics.

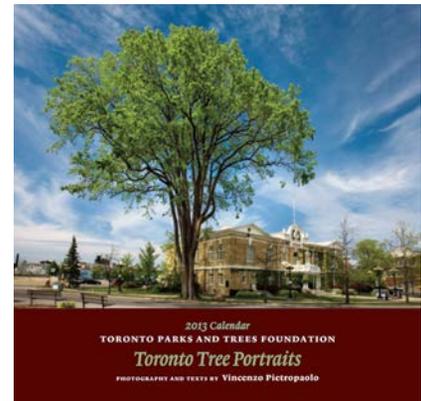
## E. BULBS PROGRAM

The benefits of the BULBS program as a community beautification project and youth development and community engagement program are significant.

BULBs continued in 2011 with over 50,000 bulbs being planted across Toronto by volunteers and with youth-leadership programs initiating planting in all of Toronto's thirteen Priority Neighbourhoods. This was accomplished by working in partnership with the City of Toronto "Take BAC 13" program.

The Toronto Clean and Beautiful City Secretariat, Toronto Community Housing Corporation, Toronto Parks, Forestry and Recreation and Evergreen participated in this partnership with the Foundation.

Over its six year history, 300,000 bulbs have been planted through BULBS. In 2011, 88 community volunteer groups and five youth groups were engaged across Toronto in September bulb planting projects.



The City of Toronto discontinued the “Take BAC 13” program in 2012, causing the Foundation to forgo the youth leadership component of the BULBs program.

In 2012, the Foundation successfully piloted a third party BULBs program delivery model with GreenHere for the community volunteer bulb planting component. Its success has established it as a sustainable program delivery method, with bulbs distribution to more groups than ever and without relying at all upon Toronto Parks, Forestry & Recreation (Toronto PF&R) support that was required in past years.

## F. SEE THE FOREST FOR THE TREES

In partnership with Toronto PF&R, the Foundation launched its “See the Forest for the Trees: Help Double Toronto’s Tree Canopy” campaign during Earth Week at the Toronto Green Living Show in 2007.

The fund has attracted donations in excess of \$260,000 over the past five years, all of which has been directed to tree planting and care in public parks and natural areas.

As well as helping to create a more beautiful and livable city, tree planting is helping to offset global warming, improve air quality, and conserve Toronto’s precious water resources.

Large tree planting projects funded by the Foundation include Humber Bay Shores Park, the L-Amoreaux Park Nature Walk (located in Scarborough, Birchmount and McNicol in the Steeles\LAmoreaux Neighborhood), the Birds Flyway Project (located in three natural areas of Toronto) and June Callwood Park.

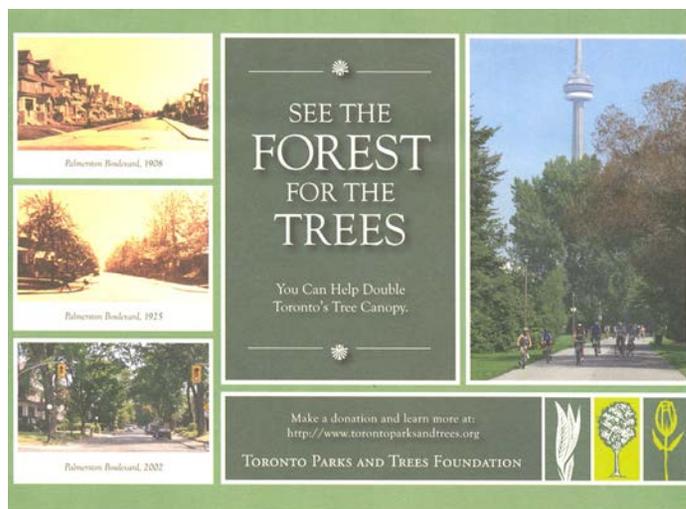
In addition, the Foundation has facilitated the planting of numerous memorial trees with individual plaques in memory of a loved one who has passed away, or in honour of an event or achievement.

## G. LUNG CANCER CANADA GROVE

In partnership with Lung Cancer Canada, a registered charity, and Toronto PF&R, Canada’s first Lung Cancer Grove was constructed in E. T. Seaton Park, located just south of Eglinton at Leslie.

With a design based on the aboriginal medicine wheel, this project was executed at no cost to the Foundation.

Foundation staff took on the overall project management role, facilitated the process with Toronto PF&R and attracted the



in-kind services of Martin Wade, Landscape Architect, landscape contractor All Weather Landscaping and supplier Soncin Construction.

Phase IV was completed in May, 2011. This unique project, creating a grove of trees set in an aboriginal-inspired design is completely funded from charitable donations and in-kind contributions!

Lung Cancer Canada continues to raise funds for tree planting, and it is expected that the Grove will continue to expand.

# FOUNDATION ACTIVITIES CONT'D

## H. DIRECTED GIVING FOR PARK PROJECTS

The Foundation accepts donations directed to specific parks, as well as tree enhancement and preservation projects.

We continue to build on our relationship with Toronto Parks, Forestry and Recreation and to foster partnerships with organizations wishing to support Toronto's parks and trees.

Past directed giving projects include the Franklin Children's Garden on Toronto Island, sports courts and landscaping at Woolner and Cornell Parks, and the future Don River Park.

### MORE RECENT PROJECTS INCLUDE:

- Thackeray Park Cricket Pitch
- Adopt-A-Bale Children's Teaching Kitchen, a demonstration environmental building. (In progress)
- Navy Marine Playground (Sir Casimir Gzowski Park)
- Shade The Barns – Tree Planting and shade structures at Wychwood Barns Park
- Rotary Peace Park Rejuvenation Committee - Rotary Peace Park Playground
- Friends of Flagstaff Park - Flagstaff Park Playground
- Embrace Martin Grove Park – Park Rejuvenation Project
- Friends of Stanley Park – Tree Planting, Bench Installation, etc.
- Wabash Building Society - Sorauren Park Rejuvenation Project
- Riverdale Farm Coalition – Help Save Riverdale Farm
- Friends of Toronto Islands – Help Save Far Enough Farm
- Help Rebuild Jamie Bell High Park Children's Adventure Playground
- Friends of High Park Zoo – Help Save High Park Zoo
- Guardian of the High Park Labyrinth – Labyrinth Upgrade Project
- Douglas B. Ford Park Playground Rejuvenation Group – Playground Rejuvenation
- Friends of Queensland Park – Park Rejuvenation
- Jack Layton Ferry Terminal Community Group – Rejuvenate Harbour Square Park

Contributions since 31 March 2012 have soared. Notable community fund raising efforts include High Park Zoo, Jamie Bell Playground, Riverdale Farm and Far Enough Farm.

Since April 1, 2012, \$270,000 has been directly contributed towards public parks and urban forest enhancement, and as of November 2012, sixteen community group fundraising campaigns are actively supported by the Foundation.

Including the Foundation's core projects - tree planting and our Toronto Tree Portraits Calendar - over \$300,000 is currently held in reserve for contribution towards public parks and urban forest enhancement and public education.

## I. NATURAL AREA RESTORATION AND TREE PLANTING ON PRIVATE PROPERTY

The Foundation has acquired and directed \$180,000 in government grants to natural area restoration in Toronto. Much of this funding has supported programs involving community stewardship and education through participation in naturalization planting and maintenance activities.



With thanks to Arthur Beauregard, Manager Tree Protection and Plan Review, City of Toronto, who assisted in the preparation of this 2012 Activity Summary.

# ABOUT THE FOUNDATION

With a population of more than 2.5 million people, Toronto's nearly 8,000 ha. of public parkland and over 1,500 named parks provide essential public space for play, sports, culture and quiet places to experience nature in the city. The Toronto Parks and Trees Foundation is committed to supporting and enhancing these resources. In an era of growing public use of parks, but declining public funds there is an urgent need to look at how we can invest in our public park system.

The Foundation is guided by a Board of Directors and we coordinate with City of Toronto Parks, Forestry & Recreation to identify areas of need. Working in partnership with corporations, foundation, private donors, and community groups the Foundation provides a range of enhancements to Toronto's parks that could not otherwise be achieved.

If you would like to know more about our work please call The Toronto Parks and Trees Foundation at (416) 397-5178.

Charitable Registration 86029 1467 RR0001

## BOARD OF DIRECTORS

### CHAIR

Cynthia MacDougall, McCarthy Tétrault

### VICE CHAIR

Andrew Sorbara, Sorbara Development Group

### TREASURER

Joseph Guzzi

### DIRECTORS

Ellen Greenwood, Greenwood & Associates

Josh Hayter, c-Seven

Hon Q. Lu, Infrastructure Ontario

Gillian Mason, ABC Life Literacy Canada/Centre for City Ecology

Kevin Maynard, Growth Path Strategic Marketing

Sandy Smith, University of Toronto





**THE NEW HOME (NICKNAMED  
“THE TREE HOUSE”) OF THE  
TORONTO PARKS AND TREES  
FOUNDATION IN RIVERDALE PARK**

---

TORONTO PARKS AND TREES FOUNDATION  
123 - 157 ADELAIDE ST. W.  
TORONTO, ON M5H 4E7

TEL 416.397.5178

FAX 416.392.3355

[INFO@TORONTOPARKSANDTREES.ORG](mailto:INFO@TORONTOPARKSANDTREES.ORG)

[LOVETORONTOPARKS.ORG](http://LOVETORONTOPARKS.ORG)