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Highlight Of Activities 2013/2014 Building Organizational Capacity

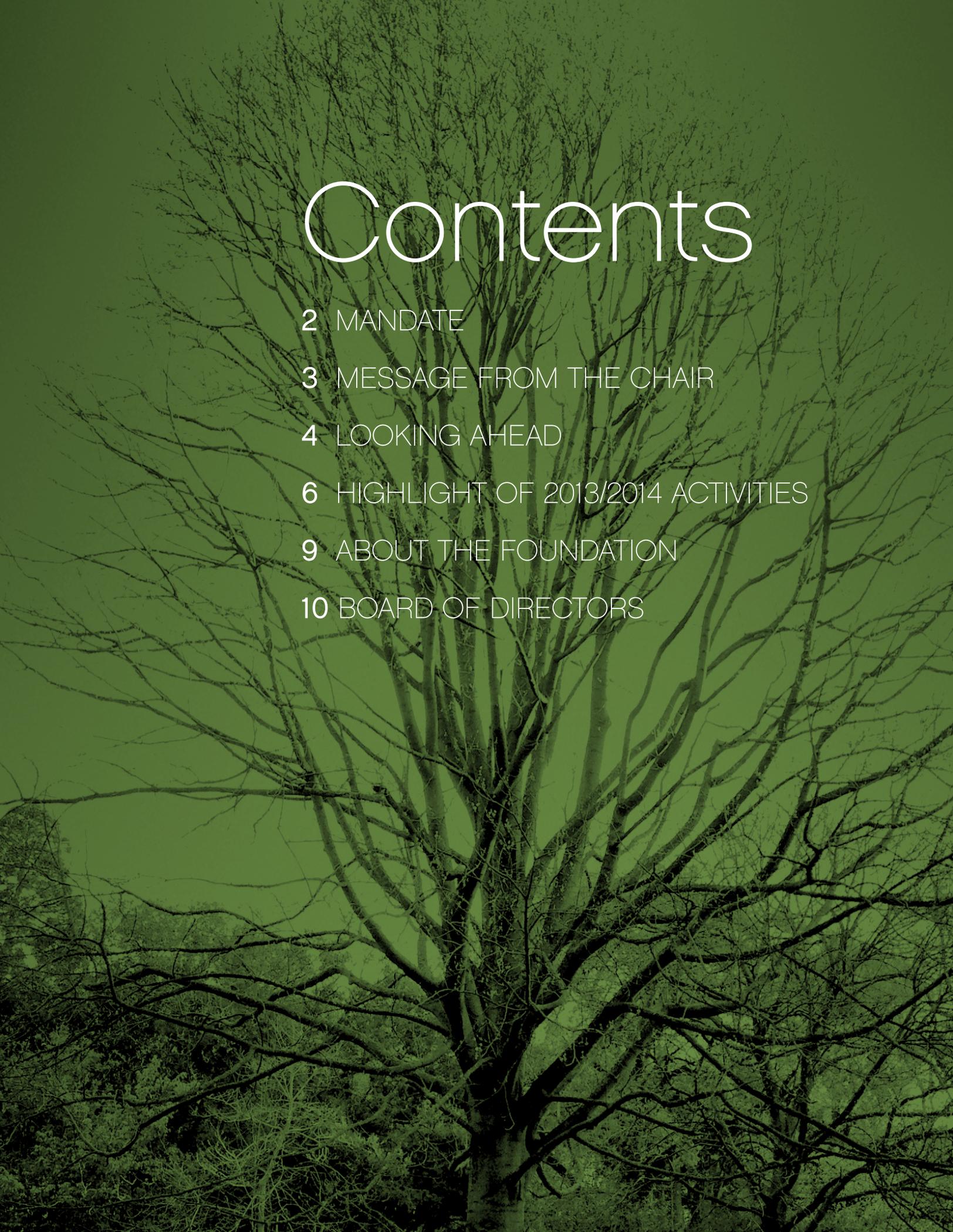
SEPTEMBER 17, 2014



TORONTO PARKS AND TREES
FOUNDATION



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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

Several years ago the Toronto Parks and Trees Foundation embarked on an ambitious program to create a more robust, independent, and self-sustaining organization, capable of funding dramatic improvements to Toronto’s parks system, and advocating in a meaningful way on behalf of Toronto’s urban forest, emphasizing the message of resilience in the face of an increasingly volatile climate. Our goal was to guide the organization through key structural changes that would allow it to support improvements to Toronto’s parks system and urban forest at a whole new level – on par with the most successful city parks foundations in North America.

It is my great pleasure to be able to confirm to you today, that our progress over the past year has indeed been substantial. Our focus has been twofold, to both build organizational capacity, so that moving forward we are properly equipped to confidently and responsibly engage major new donors and other strategic partners, and secondly, to boost the profile of the organization. This work is ongoing. To date a new communications strategy has been developed to clarify our messaging. This was followed by a major rebranding exercise to develop a more iconic visual identity for the Foundation. We will launch a much more dynamic, current and effective website this fall, the goal of which is to increase the number and variety of fundraising tools at the Foundation’s disposal. As a Board, we have also been defining the Toronto Parks and Trees Foundation’s intentions much more assertively to the wider community of organizations and individuals engaged in green initiatives across the city.

We are very pleased to announce that our management team is expanding. It will soon include a new Executive Director with a proven fundraising track record, strong management skills and a demonstrated ability to strategically guide organizations like ours through periods of substantial growth and change. We are also very pleased to welcome two new Directors

to our Board, both of whom broaden our reach and expand our skill set. Moving forward we will continue to strategically grow by bringing dedicated individuals to the table with a capacity to contribute to the work that we do in a meaningful way.

On behalf of the Board, I would like to take a moment to recognize the Directors of the Parks, Forestry and Recreation Division at the City of Toronto for their support over the past year. They are our key strategic partners, and we are very pleased to be collaborating so effectively with them. As partners, we recognize the immense value that this collaboration creates in terms of more effectively engaging the private sector in support of park improvements and urban forestry initiatives citywide.

I would like to thank my fellow Directors, who have worked so diligently over the past year. We are a hard working Board! Their dedication and the spirit of teamwork with which they approach each and every task has served the Foundation well over the past year, and will continue to do so in the years to come. We have also benefitted from the extraordinary commitment of Jayne Fry, our Manager of Operations, who, along with her administrative team, has overseen all aspects of the day-to-day management of the Foundation. Thank you Jayne. We look forward to the many successful years ahead.

The future promises to be exciting. We are encouraged by the progress that we have made over the past year. Building on this progress, the Toronto Parks and Trees Foundation is set to grow, prosper and become a much more effective contributor to Toronto’s parks system and a healthy, sustainable urban forest.

Thank you,
ANDREW SORBARA



LOOKING AHEAD

The future of the Toronto Parks and Trees Foundation is very promising. Our active Board has strategically repositioned the organization, so that moving forward, it will more robustly benefit from the groundswell of public interest in support of parks and urban forest related improvements citywide. Now we can shift our focus to fundraising and profile building. Over the past year we have successfully mobilized political support for the Toronto Parks and Trees Foundation at City Hall. A steering committee composed of the Directors and General Manager of the Parks Forestry and Recreation Division, and our Board's Executive, has been formalized and will help to guide the growth of the Foundation moving forward. Our Board has also been active in terms of cultivating key partnerships with other green organizations in order to open up the lines of communication so that priorities can be aligned and unnecessary overlap reduced. We have worked to re-engage key former Board members, some of whom

have moved on to establish partner organizations with which the Toronto Parks and Trees Foundation will continue to work, such as Trees for Life. We will continue this work moving forward, developing an Advisory Board and project specific committees, so that those interested in helping will be able to do so in a more focused way. It will enable us to tailor volunteer involvement, aligning it with our volunteers' specific interests.

Soon we will see the wide variety of new project and program ideas that have been developed over the past few years become realities. I am very pleased to announce that we are working with our partners at the City of Toronto to develop a strategy to address issues facing Toronto's ailing street trees. This is a critical element of the public realm for which the Toronto Parks and Trees Foundation has pledged its support. Our 'Recover the Canopy' initiative, launched in January 2014 in an effort to address damage from

last winter's devastating ice storm, will be put into action in 2015, coming out of our ongoing research conducted in partnership with the University of Toronto's Faculty of Forestry. Our partnership with the University of Toronto Faculty of Forestry has allowed us to support a variety of vital research projects in support of a more resilient urban forest, and we look forward to continuing and expanding upon this work. Our work in support of community based initiatives like the High Park Cherry Blossom Festival and citywide initiatives like the NXT City design competition will also continue, and the Foundation will be present at key upcoming conferences that celebrate Toronto's public green spaces.

Critically however, the Toronto Parks and Trees Foundation will have the capacity to deliver. This will be due in large part to the work of our new Executive Director. We are extraordinarily pleased with the caliber of candidates that have come forward, and

we are in the process of finalizing our selection from a short list of talented, entrepreneurial and enthusiastic professionals, all with the proven capacity to do significant fundraising. We expect to make our announcement within the next few weeks, and then the real work will start! Next year will be an exciting one. We look forward to making all of those who have supported us over the years very proud!



HIGHLIGHT OF 2013/2014 ACTIVITIES

CELEBRATING OUR TORONTO TREE PORTRAITS CALENDAR

Our 2014 edition marks the 10th anniversary of this much-loved publication for all seasons. This year's calendar was photographed by veteran artist Gerald Dillon, with scripts by esteemed author and advocate Lorraine Johnson, and foreword by Vincenzo Pietropaolo.

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

INVESTING IN RESEARCH FOR 'RECOVER THE CANOPY'

After the devastating winter 2013 ice storm, TPTF invested in research to assess tree health: "Through its 'Recover the Canopy' campaign, the Toronto Parks and Trees Foundation has provided funding for an internship for a graduate student from the Faculty of Forestry at the University of Toronto to consider the impact of the 2013 ice storm on Toronto's tree canopy. Working with City of Toronto's Urban Forestry staff, this graduate student will analyze the data obtained from ongoing tree assessments to determine how the extreme weather

event has affected tree health and to identify any emerging trends regarding species resiliency."

*Kim Statham B.Sc. (Env.), MES
Program Standards & Development Officer
Forest Policy and Planning
Urban Forestry
Parks, Forestry and Recreation
City of Toronto*

FUNDING HIGH PARK NATURE CENTRE'S 2014 CHERRY BLOSSOM WATCH

The Foundation was delighted to support one of Toronto's spring rituals, the High Park Cherry Blossom Watch:

"Thanks to the support from the Toronto Parks and Trees Foundation, the 2014 Cherry Blossom Watch and tours were a huge success! Posts chronicled the cherry blossoms from tiny buds in April, through the rain, sleet and snow (yes, snow) and finally to their peak bloom in May. The watch was extremely popular with between 1,500 and 6,500 likes on Facebook and multiple shares for popular posts. The dramatic season even inspired our "Rocky Road

to Bloom" blog post. Even through some rainy weather we were able to run 18 tours for a total of 391 participants during peak bloom! The results of our efforts to share a healthy respect for the Sakura were evident in the park. Even when there were large crowds, the park remained clean and the trees were left in a healthy state."

*Natalie Harder
Executive Director
High Park Nature Centre*

HOSTING 'GREEN TIE' IN A NEW HOME

This June, the Foundation hosted the 7th Annual Green Tie event – an evening of celebration, delicious food and entertainment "in the park" – at our new home, St. Matthew's Clubhouse in Riverdale Park East. All event proceeds supported the Toronto Parks and Trees 'Recover the Canopy' campaign.

Headlining the gala was 2013 Canadian Music Awards Juno Nominee, Shakura S'Aida, and the Foundation was honoured to receive a commendation from one of our special guests, Deputy Mayor Norm Kelly.

NXT CITY PRIZE – RE-IMAGINING PUBLIC SPACES

Over the summer months, the Foundation sponsored the NXT City Competition, an exciting project inviting young people to re-imagine our city's public spaces: "The support of the Toronto Parks and Trees Foundation was instrumental in bringing the 2014 NXT City Prize to life. In its inaugural year, we received over 120 submissions from young people across Ontario. They presented optimistic, well-resolved and exciting projects, and we were inspired by the range of submissions. Many of them included innovative improvements to city parks, which demonstrated to us the pride and ownership young people take in their park system.

The Foundation's mandate and vision to enhance Toronto's park spaces aligns perfectly with the objectives of NXT City Prize and we look forward to partnering with them in the future. We are extremely pleased that Andrew Sorbara will also sit on the NXT City Prize professional working group, which has been formed to support, lend expertise, and guide the winning vision through implementation."

*Christine Caruso
NXT City Founder*



HIGHLIGHT OF 2013/2014 ACTIVITIES

THE TRIADVENTURE

"The TriAdventure is an annual fundraising event where 52 athletes run 15 km, swim 3 km, canoe 15 km and ride 145 km from the shores of Lake Simcoe to Toronto. For the last 3 years, our arrival has been at St Matthew's Clubhouse. It's always amazing for our group to arrive riding south on Broadview Avenue.

The setting is spectacular and the refurbished clubhouse is ideal for our group's arrival. The support staff at St. Matthew's has always been so helpful. Being able to have our friends, family, and all the crew congregate at the site is a very meaningful way to wrap up our weekend of fundraising for the Nikibasika Development Program. Thanks so much and see you next year!"

Chris Dunn
Event Chair TriAdventure 2014

BRINGING A HERITAGE BUILDING TO LIFE

In October 2013, the Foundation's office moved to the historic St. Matthew's Clubhouse in its new location in Riverdale Park East. Once the home of the St. Matthew's Lawn Bowling Club, over the past year St. Matthews has hosted workshops, retreats, community meetings, summer camps, recitals, art shows and family celebrations.

We would be delighted to host your event.
Please call 416-465-7555 to learn more.

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 the City of Toronto Parks, Forestry & Recreation to identify areas of need. Working in partnership with corporations, foundations, 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) 465-7555.

Charitable Registration 86029 1467 RR0001



BOARD OF DIRECTORS

CHAIR

Andrew Sorbara, Sorbara Development Group

DIRECTORS

Ellen Greenwood, Greenwood & Associates

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Hon Q. Lu, Infrastructure Ontario

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Centre for City Ecology

Kevin Maynard, GrowthPath Strategic Marketing

Sandy Smith, University of Toronto

ST. MATTHEW'S CLUBHOUSE

ST. MATTHEW'S CLUBHOUSE, THE NEW HOME OF THE TORONTO PARKS AND TREES FOUNDATION IN RIVERDALE PARK. VISIT US AT 450 BROADVIEW AVENUE.