



# 2002 ANNUAL REPORT

August 1, 2001 - July 31, 2002



**EVERGREEN**

*Bring Nature Back to Your City*

## MESSAGE FROM THE CHAIR OF THE BOARD AND THE EXECUTIVE DIRECTOR

With 86 percent of Canada's population living in cities that are choking on pollution, traffic and concrete, Evergreen's role in the preservation, protection and restoration of urban green space is more critical than ever. In this, our 11th year of operation, Evergreen continues to dedicate its resources to ensure that cities provide ample green spaces that we can all use and enjoy, that schools offer students natural outdoor classrooms, and that people are gardening without harmful chemicals and artificial fertilizers.

Evergreen's 2002 fiscal year marked the exact middle point of our three-year millennium project - the Evergreen Canada Initiative (ECI). ECI made Evergreen truly national and saw us conduct a series of projects across the country to help all Canadians restore and enhance the natural environment where they live. This program represented a significant growth period for Evergreen, made possible with \$2.85 million in funding from the Millennium Bureau of Canada and significant contributions from numerous other funders including Toyota Canada Inc., Suncor Energy Foundation, The Globe and Mail, and the Alliance Atlantis network.

As always we are thankful for the support and encouragement of our financial partners, which help us to reach more and more Canadians every day. We also wish to extend a heartfelt thanks to the thousands of volunteers who work with us to deliver our programs from coast to coast.

Evergreen continues to influence more Canadians, inspire more action, and facilitate more activities in an effort to help people bring nature back to their cities. Along with a five-fold increase in revenue thanks to the Evergreen Canada Initiative, Evergreen's expenses grew proportionately, particularly in the latter half of fiscal 2001 and throughout fiscal 2002. The amount of bilingual video, print and on-line resources, workshops, conferences and planting events delivered in fiscal 2002 is

nothing short of remarkable. Evergreen's interactive Web site became fully bilingual and earned a 170 percent increase in page requests from the previous year alone. A powerful new national media campaign was launched with almost weekly ads in The Globe and Mail, plus ads in Canadian Gardening Magazine, Montréal's La Presse and on Home and Garden Television. All this was achieved with the hard work and dedication of Evergreen's team of professionals, thousands of volunteers and the generosity of our funding partners.

This year, Evergreen also took a bold step and introduced the Common Grounds Land Trust, Canada's first national urban land trust. This new program offers Canadians creative planning solutions for the protection of our urban natural and cultural heritage.

From a funding point of view, Evergreen's position remained strong in fiscal 2002. While funds from government sources declined, revenue from corporations and foundations have increased considerably. In this fiscal, Evergreen also launched *City Stewards*, our first national Membership Program, which is enabling Evergreen to develop an individual donor base among Canadians. Our financial position remains strong and we will continue to invest in and grow our core programming activities as well as develop new exciting initiatives.

As we embark on our second decade of operations, we are looking forward to an exciting and challenging new era in the history of Evergreen that builds on the success of the Evergreen Canada Initiative. We hope you will join us in our plans and be part of the team that is working to keep Canada's cities healthy, vibrant and clean.

Finally, we would like to sincerely thank Krista Kerr for her services as chair of our board for the past 11 years. Her guidance, professionalism and personal advice have played a core role in forming what Evergreen is today. Thank you Krista.



Leith Moore  
*Chair, Board of Directors*

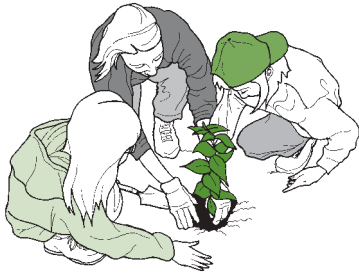


Geoff Cape  
*Executive Director*



Evergreen is a national non-profit environmental organization with a mandate to bring nature to our cities through naturalization projects. Evergreen motivates people to create and sustain healthy, natural outdoor spaces and gives them the practical tools to be successful through its three core programs: Learning Grounds (transforming school grounds), Common Grounds (protecting and restoring public open spaces) and Home Grounds (for the home landscape). We believe that local stewardship creates vibrant neighbourhoods, a healthy natural environment and a sustainable society for all.

## EVERGREEN COMMON GROUNDS



Common Grounds is a national service that conserves natural and cultural landscapes, restores degraded environments, and protects open spaces for recreation, education and enjoyment in urban, suburban and urbanizing areas. The Common Grounds program works to ensure Canada's urban common grounds grow sustainably and prosper through the 21st century and beyond.

## TOYOTA EVERGREEN LEARNING GROUNDS



Toyota Evergreen Learning Grounds brings teachers, students and neighbours together to transform traditionally barren asphalt and turf school grounds into natural outdoor classrooms. By planting trees, shrubs and wildflowers, planning meadows or ponds, and creating murals, sculptures, vegetable gardens and other theme areas, the learning opportunities literally come alive. These outdoor classrooms provide students with a healthy and safe place to play, learn and develop a genuine respect for nature and each other.



## EVERGREEN HOME GROUNDS

Home Grounds teaches Canadians to restore and enhance the natural environment where they live by encouraging people to practice environmentally friendly gardening techniques. Evergreen's goal is to teach people to garden without chemical pesticides and artificial fertilizers, to plant with native species that require little maintenance and water, and to grow naturalized gardens on under-utilized space such as rooftops and balconies.

## EVERGREEN'S MISSION

Evergreen's mission is to bring communities and nature together for the benefit of both. We engage people in creating and sustaining healthy, dynamic outdoor spaces - in our schools, our communities and our homes. We believe that local stewardship creates vibrant neighbourhoods, a healthy natural environment and a sustainable society for all.

## EVERGREEN'S VISION

Evergreen envisions a sustainable society where individuals live in harmony with and contribute meaningfully to their local environment. Evergreen will be at the forefront of the movement to create this society, by empowering communities, by creating innovative resources and by transforming educational values.

# www.evergreen.ca

355 Adelaide St. West, 5th Floor,  
Toronto, ON M5V 1S2

#404-134 Abbott St.,  
Vancouver, BC V6B 2K4

Tel: 416-596-1495 Fax: 416-596-1443 Tel: 604-689-0766 Fax: 604-669-6222

E-mail: [info@evergreen.ca](mailto:info@evergreen.ca)

1-888-426-3138 toll free in Canada - outside Toronto and Vancouver

Evergreen adheres to the Ethical Fundraising and Financial Accountability Code  
of the Canadian Centre for Philanthropy.

Donations are tax deductible. Charitable Registration Number: 131815763RR0001

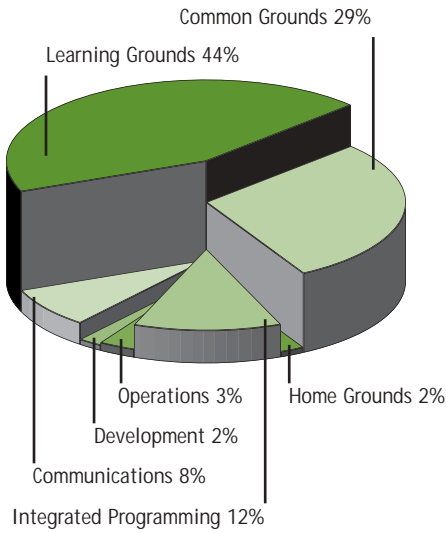
# FINANCIAL HIGHLIGHTS

## INTRODUCTION:

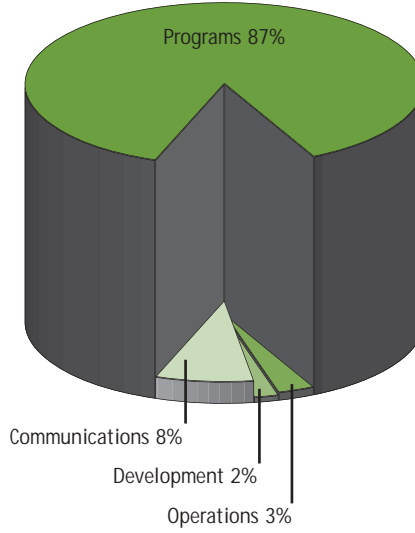
In fiscal 2002, 91.3% of every dollar raised by Evergreen was spent helping to bring nature back to cities across Canada. Charity watchdog groups suggest at least 66% of a charity's expenditures should go to "good works". This is calculated from the annual charity returns filed

with the Canada Customs and Revenue Agency. Organizational funders and individual donors can be confident that their dollars are being used wisely by Evergreen in working toward greener and healthier cities across Canada.

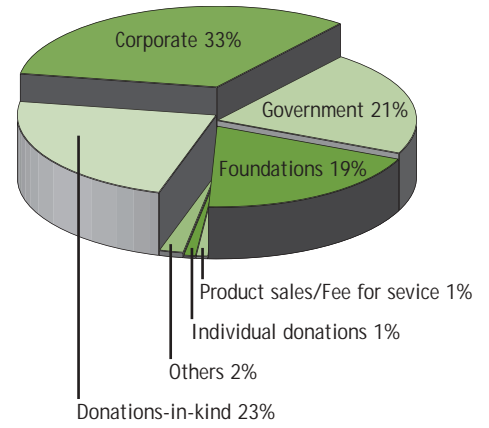
**Breakdown of Total Expenditures in 2001/02**



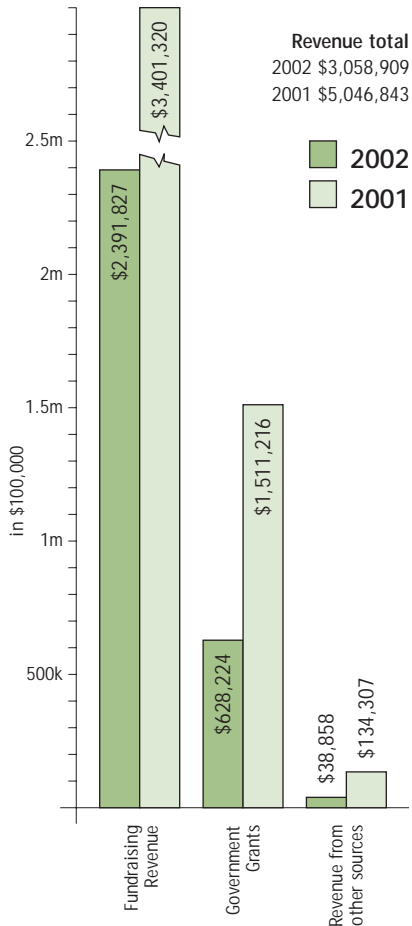
**Expenditures by Department in 2001/02**



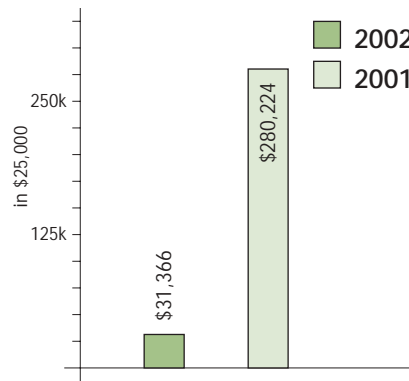
**Source of Financial Support for Operations in 2001/02**



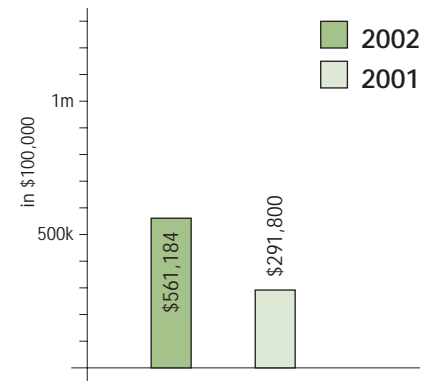
**Total Amount of Fundraising Revenue 2002**



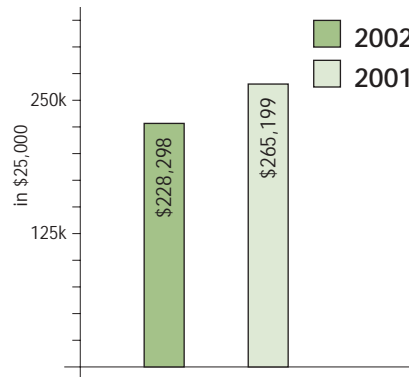
**Total Amount of Fundraising Expenses**



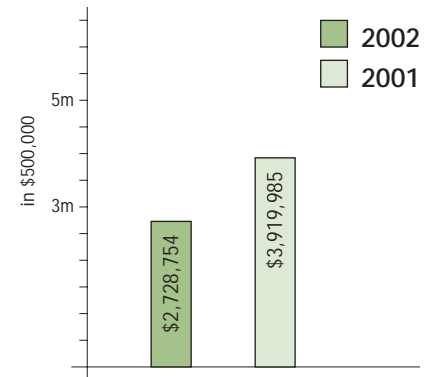
**Total amount of donations that are received for income tax purposes 2002**



**Total amount of management and administrative expenses**



**Total amount of expenditures on charitable activities**



# AUDITORS' REPORT

To the Directors of  
Evergreen

**Deloitte  
& Touche**

We have audited the statement of financial position of Evergreen as at July 31, 2002 and the statements of operations, changes in net assets and cash flows for the year then ended. These financial statements are the responsibility of Evergreen's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We concluded our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with other charitable organizations, Evergreen derives revenue from the

general public in the form of donations, fundraising events, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of revenue from these sources was limited to the amounts recorded in the accounts of Evergreen and we were unable to determine whether any adjustment might be necessary to revenue, excess of revenue over expenses, assets and net assets.

In our opinion, except for adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the donation and fundraising events revenue referred to in the above paragraph, these financial statements present fairly, in all material respects, the financial position of Evergreen as at July 31, 2003 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

The 2001 comparative amounts were audited by another firm of chartered accountants.

**Deloitte  
Touche  
Tohmatsu**

*Deloitte & Touche LLP*

Chartered Accountants

Toronto, Ontario  
December 17, 2002

## EVERGREEN

### STATEMENT OF FINANCIAL POSITION

As at July 31st

	2002	2001
	\$	\$
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	119,923	473,831
Short term investment	507,125	704,101
Accounts receivable	221,099	111,558
Prepaid expenses	41,574	110,621
	889,721	1,400,111
<b>CAPITAL ASSETS</b>	<b>50,763</b>	<b>63,097</b>
	<b>940,484</b>	<b>1,463,208</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued liabilities	140,695	77,958
Deferred revenue	291,459	947,411
	432,154	1,025,369
<b>NET ASSETS</b>		
Invested in capital assets	50,763	63,097
General	457,567	374,742
	508,330	437,839
	940,484	1,463,208

On behalf of the Board:



Leith Moore

Chair, Board of Directors



Geoffrey J. Cape

Executive Director

## EVERGREEN

### STATEMENT OF OPERATIONS

YEAR ENDED JULY 31

	2002	2001
	\$	\$
<b>REVENUE</b>		
Corporate	1,028,962	860,534
Government	628,224	1,511,216
Foundations	575,944	208,401
Donations-in-kind	695,686	2,315,558
Service fees	38,858	109,582
Individual donations and other	91,235	41,552
	<b>3,058,909</b>	<b>5,046,843</b>
<b>EXPENSES</b>		
Salaries and fees	1,099,653	1,002,114
Program	1,090,329	2,645,159
Events	217,400	272,712
Travel and transportation	52,864	36,865
Administration		
General, administrative and office supplies	136,383	134,387
Occupancy	74,403	72,212
Professional and consulting fees	299,874	280,224
Depreciation	17,512	21,735
	<b>2,988,418</b>	<b>4,465,408</b>
Excess of revenue over expenses	<b>70,491</b>	<b>581,435</b>

## EVERGREEN

### STATEMENT OF CHANGES IN NET ASSETS

YEAR ENDED JULY 31

	2002		2001
	Invested in	General	Total
	Capital Assets		Total
	\$	\$	\$
Balance, beginning of year	63,097	374,742	437,839
Excess of revenue over expenses	(17,512)	88,003	70,491
Additions to capital assets	5,178	(5,178)	-
Balance, end of year	50,763	457,567	508,330

# BOARD OF DIRECTORS

## CURRENT BOARD MEMBERS (August 2002 - July 2003)

### Hon. David Crombie

Honorary Chair

*President and CEO, Canadian Urban Institute*

### Leith Moore

Chair

*Vice President, The Sorbara Group*

### Cameron Charlebois

Director

*Assistant General Manager, City of Montréal*

### Lawrence Cobb

Director

*Partner, Stikeman Elliott LLP*

### George Dark

Director

*Partner, Urban Strategies Inc.*

### Krista Kerr \*\*

Director

*Vice President, Kerr Financial Corporation*

### Dr. Richard Kool

Director

*Program Manager, Master of Arts in Environmental Education and Communication, Royal Roads University*

### Jennifer Martin

Director

*Director, Visitor Experience, Ontario Science Centre*

### Kevin McLaughlin

Director

*President, AutoShare - Car Sharing Network Inc.*

### Craig Strong

Director

*Management Director, J. Walter Thompson Company Ltd.*

## PAST BOARD MEMBERS (August 2000 - July 2002)

### James Harbell

Secretary

*Partner, Stikeman Elliott LLP*

### Bonnie Hillman

Director

*Senior Vice President, Arts and Communications*

### Doug Heighington

Director

*Senior Vice President Marketing and Sales, Mackenzie Financial Services Inc.*

### Mark Wilson

Director

*Client Solutions Executive, IBM Canada Ltd.*

\*\* During fiscals 1991 – 2002, Krista Kerr was Chair of the Board.



photo: Evergreen



## FRIENDS OF EVERGREEN

Evergreen's work is made possible with support from corporations, foundations, government agencies and hundreds of individual Canadians. We gratefully acknowledge the following funders:

### 2001-2002\*

#### LEAD PARTNERS

Toyota Canada Inc. and Its Dealerships  
Alliance Atlantis Communications Inc.  
City of Toronto, Parks and Recreation  
Millennium Bureau of Canada  
Suncor Energy Foundation  
The Globe and Mail  
The Ontario Trillium Foundation

#### MAJOR PARTNERS

Canadian International Development Agency  
Environment Canada, Eco Action  
The J.W. McConnell Family Foundation  
The Richard Ivey Foundation  
Vancouver Foundation

#### PARTNERS

Avid Media Inc.  
CIBC  
Fidelity Foundation  
George Cedric Metcalf Charitable Foundation  
TENZING  
The Schad Foundation  
Vancouver City Savings Credit Union  
W. Garfield Weston Foundation

#### MAJOR SUPPORTERS

Canadian Council for Human Resources in the Environmental Industry (CCHREI)  
Catherine & Maxwell Meighen Foundation  
Government of British Columbia  
La Presse  
ON-SITE Toronto  
Starbucks Coffee Company  
Supported by the Helen McCrea Peacock Foundation, administered by the Toronto Community Foundation  
TD Friends of the Environment Foundation

The Citadel Assurance  
The Northpine Foundation  
Tides Canada Foundation-Footprint Fund  
Toronto Community Foundation  
Vancouver Board of Parks and Recreation

#### SUPPORTERS

Acapella Foundation  
BC Gas  
BC Parents News Magazine  
Canadian Heritage  
Central Okanagan Foundation  
Columbus (B.C.) Charity Foundation  
Credit Union Central of British Columbia  
dmg world media  
Geoffrey B. Scott Memorial Flowthrough Fund, part of the portfolio of the Toronto Community Foundation  
Happy Planet Foods Inc.  
Human Resources Development Canada (HRDC)  
John and Marian Taylor Fund, part of the portfolio of the Toronto Community Foundation  
Manitoba Hydro  
Mountain Equipment Co-op  
R. Howard Webster Foundation  
RBC Foundation  
Sears Young Futures Fund  
Tayfam Investments Inc.  
TD Bank Financial Group  
The 1988 Foundation  
The Burton Charitable Foundation  
The Hamber Foundation  
The Henry White Kinnear Foundation  
The Laidlaw Foundation  
The Richmond Foundation  
The Surrey Foundation  
Wrigley Canada Inc.

\* Institutional donors – August 1, 2001 – July 31, 2002.

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