



EVERGREEN

BUILDING THE CITIES OF THE FUTURE

Annual Report 2017





EVERGREEN – MAKING CITIES FLOURISH.

Cities that are low carbon, inclusive to all and sustainable at their core.



A MESSAGE FROM THE CEO



Since Evergreen was founded in 1991, we've worked in partnership with others to build green, sustainable cities. Partnerships have been an essential part of our success. This year, we took that commitment one step farther with the creation of Future Cities Canada. Together with McConnell Foundation, Community Foundations of Canada, and Maison de l'innovation sociale, we launched Future Cities Canada to address two of our most pressing challenges – inequality and climate change.

On a related note, we are in construction again at Evergreen Brick Works – building out new program space in the huge Kiln Building to create a unique, zero-carbon facility. We promise to offer more details soon, and some exciting announcements.

In this report you will read about some of the projects Evergreen has been leading across Canada – focused on mid-sized cities, green schools, laneway houses, urban mobility solutions, and the revitalization of Toronto's remarkable ravine system, among others. It has been another exciting year.

Evergreen couldn't exist without the time, energy, and resources that thousands of staff, board members, supporters, and volunteers devote every year. I'm thrilled so many people share our passion and vision for vibrant and sustainable cities. Each year, your work brings us a little closer to our goal. Thank you very much.

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Chief Executive Officer

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TRANSFORMING PUBLIC SPACES

BRINGING PUBLIC ART TO TORONTO'S RAVINES

This year, we launched the **Don River Valley Park Art Program**, bringing culture and creativity to the river's banks. The art program is a key component of Evergreen's strategy to revitalize the Valley, supporting our plan to build more trails and connections to nearby neighbourhoods, and restore the area's ecological health.

Three major public artworks drew visitors to the Valley.



New York-based choreographer Maria Hassabi performed her world-renowned work, **STAGING – undressed**, at the Lower Don Landing. This slow-motion dance work surprised and delighted its audience, turning a place typically used as a commuting path, walking trail, and park space into an outdoor theatre.



The unveiling of artist Duane Linklater's **Monsters for Beauty, Permanence, and Individuality** placed 14 cast concrete gargoyles along the Lower Don Trail, exploring the trajectory of Toronto's history and the changes to the natural environment with the development of cities in settler societies and creating a new space for inspiration and reflection.



Over the course of multiple weekends, art duo Life of a Craphead sent a replica of one of Toronto's most infamous statues adrift down the Don River as part of their performance **King Edward VII Equestrian Statue Floating Down the Don**.

These interesting and provocative artworks drew attention to the Don River Valley Park from across Canada and the world. Every season, more and more people are coming to explore the Don Valley's trails to see the art it has in store.



OUR PEOPLE: Michelle Koerner

Provocative, interesting, and context-sensitive works are now available in Toronto's Lower Don. The driving force behind these works is Michelle Koerner, chair of the Don River Valley Park's Art and Design Committee, a group of passionate supporters, ideators and art patrons.

Michelle has a long history with the Toronto art scene, having held positions at the Art Gallery of Ontario, TIFF, TVOntario, and more. Her philanthropic commitment, expertise, and passion are helping make our art program a success.

Michelle began working with Evergreen in 2010, collaborating with our team and the City of Toronto to create a comprehensive strategy for the health and preservation of the city's ravines. When she learned about their importance and potential, Michelle became an avid supporter of the Don River Valley Park.

"Toronto's ravine system is a valuable but underused city asset," says Michelle. "The ravines are the city's backyard and while they're now being rehabilitated they have a lot of room to grow."

The desire to restore the ravine's health and draw more visitors drives Michelle to transform the Valley. Along with new trails, access points and ecology revitalization, Michelle strives to enrich the Valley through artwork.

"Public art, when done well, is aesthetic, provocative and educational, and can change how one experiences a place," she says. "As commuters, walkers, and cyclists wind their way along the trails, coming across Duane Linklater's gargoyles creates an element of surprise. As we put more art on the trail, there will be more such experiences."



250,000 Toronto residents have the Don River Valley Park as their backyard.



The Don River Valley Park is a wildlife highway for migratory birds such as hawks, hummingbirds, waterfowl and warblers.

CREATING CITIES FOR CHILDREN

2017 marked the final year of Toyota's 17-year commitment to **Learning Grounds**, Evergreen's national program to transform Canada's school grounds. In that time, the program supported 6,671 schools through community engagement, landscape design, teacher training, and project grants, impacting more than 1.3 million children. Learning Grounds became an internationally-recognized program, driving forward the conversation about how to best support the growth and well-being of our children.

In 2017, we provided expert support and site visits to 551 schools. Nearly 40,000 students were directly involved with a Learning Grounds school project and more than 3,700 teachers, principals, administrators, and maintenance staff were trained and impacted.

In Kitchener-Waterloo, funding from the Lyle S. Hallman Foundation allowed Evergreen to work with the local community to transform two parks into nature play spaces. Evergreen consulted and heard from over 1,700 children, youth, and adults on the plans to revitalize and animate Kingsdale and Gzowski Parks, making them community-responsive and developmentally appropriate.

Through the **Neighborhood Nature Play** program, local communities were empowered to take an active role in the planning, design, implementation, programming and stewardship of their neighbourhood spaces. Now trained staff regularly animate the parks and teach children about outdoor games and activities they can play with nothing but the resources around them.



We provided expert support and site visits to 551 schools.



Nearly 40,000 students were involved in a Learning Grounds school project.



More than 3,700 teachers, principals and staff were trained and impacted through Learning Grounds.

"What a great opportunity! I took the girls (age 9) for the first time today and at the end of two hours of building forts and hunting for bugs they didn't want to go home and begged to come back soon."

– KITCHENER/WATERLOO PARENT ABOUT NEIGHBOURHOOD NATURE PLAY



Photo: Mike Derblich

BUILDING ENGAGED COMMUNITIES

EMPOWERING CITIZEN SCIENTISTS

Our cities thrive when people have a direct say, and a direct hand, in their health and well-being. Through our **citizen scientist programs**, Evergreen has been creating opportunities for communities to care for and restore the health of their green spaces.

While we work with communities in cities across Canada, such as Montreal, Calgary, and Toronto, Evergreen had an especially busy year in Vancouver. Thanks to support from HSBC, Evergreen's Vancouver office organized hundreds of people to care for their local parks and waterways.

Working at Jericho Beach Park, we ran monthly events to remove invasive plants, and install native species that restore biodiversity. At Tynehead Park in Surrey, local high schools, youth groups, and corporate teams came out to remove invasive plants and monitor the health of the nearby creek. One special day at the park saw a volunteer group of 80 international visitors in British Columbia for Canada150 remove hundreds of invasive plants while learning about local ecology.

In Vancouver's East Side, nearly 200 citizen scientists worked at Renfrew Ravine to monitor and care for their local waterways.



Photo: Kellan Higgins

“Before I volunteered with Evergreen, I had heard of invasive species, but I had no idea they were such a problem in our parks. I didn’t realize so much of the landscape was overrun with plants that do not belong here. Through Evergreen, I developed an awareness of why biodiversity is so greatly needed. This in turn helped contextualize the massive loss of biodiversity around our world each year and helped me better understand its significance. Evergreen has not only made me a better citizen of Vancouver, but also a better global citizen.”

– RICHARD, JERICO PARK VOLUNTEER

CHANGING CITIES, ONE DAY AT A TIME



Each June, through **100In1Day Canada**, thousands of residents in cities across the country test their ideas for smart growth, intensification, and how to make their communities more vibrant.

Interventions come in all shapes and sizes, often low-cost community projects or actions that are free, open to anyone, and designed to create positive change. 100in1Day

Canada supports emerging leaders in generating, developing and testing their ideas to create a more sustainable and inclusive city.

This year, Evergreen's **Community Hub** in Hamilton helped support and enable 147 different interventions across the city. More than 1,000 volunteers from local communities, businesses, and organizations helped make them happen. Over 18,000 people took part in activities that included parking space parties, art installations, neighbourhood cleanups and more.



OUR PEOPLE: **Joanne Quinn**

It takes many great people to build a great public space. Evergreen depends on passionate volunteers such as Joanne Quinn to help revitalize the Don River Valley Park.

Joanne has been volunteering with Evergreen for more than three years. As a Don River Valley Park Advocate, she educates and informs the community about the Park and its programming, and helps to run events.

Joanne's enthusiasm for the project is rooted in childhood. Growing up in Toronto's east end, Joanne spent much of her youth playing in its trails, woods, and gullies. Her love for the ravines is one of the major factors that drives her to volunteer.

"Spreading the word on the amazingly huge area that city dwellers can use is very rewarding to me," says Joanne "When you walk down it's as if you're in another world."

"Being a Park Advocate is specific to my interests, so the people I'm meeting are becoming good friends," Joanne continues. "It's a wonderful way to contribute and be part of a community. There's lots of work to do, and if everyone plays a bit of a role it forwards the cause of an organization such as Evergreen."

Each year, more than 6,000 people like Joanne help support Evergreen. Together, we are working towards our shared vision of building flourishing cities.

EVERGREEN BRICK WORKS

SUSTAINABLE, RESPONSIBLE BUSINESS

When **Evergreen Brick Works** opened in 2010, we had an ambitious goal. Along with setting a new environmental standard, we wanted the site to generate revenue to support itself and its operations.

To meet this goal, we operate several social enterprise businesses at Evergreen Brick Works that generate revenue to support the site's programming. Each business is devoted to sustainable and ethical business practices: we use local goods, services, and vendors who share our commitment to environmental sustainability. And we make sure our operations support the greater social and environmental good, while still remaining profitable.

In 2017, our social enterprises, including our events and hospitality business, the Evergreen Garden Market, and the Sipping Container, generated more revenue than ever before, proving that sustainable business is good business.

SETTING A NEW STANDARD FOR GREEN DESIGN

We need to build our cities greener, using less energy, creating less carbon, and adapting to our changing weather and climate. At Evergreen Brick Works, we're showing how it can be done with the redevelopment of the 53,000 square foot historic **Kiln Building**.

The design of the revived heritage building offers new possibilities for developing sustainable cities and ensures historic features and artifacts are preserved for future generations. Together, our green tech features will reduce the building's greenhouse gas emissions by 95% and its energy consumption by 75% compared to a traditional build.

Construction began with a unique raised cavity floor system (see photo below). It works in combination with low impact landscape design strategies that help heat

the space and manage flood and storm waters.

The building uses a high-tech glaze on its windows to help seal in heat, with powerful fans and adjustable ceiling components to manage temperature. Across the rooftop, long banks of solar panels will heat the building and generate electricity to power its most innovative feature – geosolar. Through the solar panels, the sun's rays will run the pump for the building's high efficiency geothermal heating system. This system will pull heat from the bedrock deep beneath the earth in the winter, radiating it along the floor. In the summer, this same system will pull heat out of the air, cooling the building and returning the heat to the bedrock where it will be stored for use in the winter. This marks a big step forward for sustainable construction.





OUR PEOPLE: Andrew Bowerbank

When Evergreen began the redevelopment of the Kiln Building, we had big ambitions. Working with our lead construction partner, EllisDon, the project became a test site for more sustainable construction design and practices.

“For the first time ever, we are looking at how to take into account the greenhouse gas emissions produced during the construction, operation, and decommissioning of a building, as well as the emissions generated from the manufacturing of materials,” says Andrew Bowerbank, EllisDon’s Global Director of Sustainable Building Services.

This means every truck carrying supplies to the build site is tracked from point A to point B so we can calculate the gas

it burned, and account for the carbon impact of every window pane, from factory floor to installation.

“The end goal is the entire Brick Works site will have no net climate impact from carbon or other greenhouse gases,” Andrew says. “The process to analyze the full life-cycle of the project is difficult and time consuming but the outcome can be groundbreaking in setting a new standard for future buildings.”

Setting a new standard is a challenge, but Andrew, EllisDon, and the whole construction team are driving to make it happen.

“We have a real opportunity to make a transformation in the market by demanding unconventional materials and processes, and therefore supporting sustainable innovators as opposed to the status quo.”

PUBLIC MARKETS: A STEPPING STONE FOR SMALL BUSINESS

2017 marked the 10th anniversary of the **Saturday Farmers Market** at Evergreen Brick Works. The market has been a place for small businesses to experiment, evolve, and grow.

Seema Pabari worked for years in consumer goods marketing, but dreamed of having her own food business. She began selling prepackaged curry sauces as Tiffinday at the Farmers Market. Each week, she applied her marketing expertise to the venture and rather than tweak her recipes, she tweaked her story.

“People wanted to know the food was vegan, healthy, and homemade, but as I tried different pitches and packaging, I realized what really motivated people was convenience,” Seema says. “There are some nights where you’re rushing to get the kids fed and off to practice, and you want to make a quality dinner fast. I was able to learn that through testing at the Saturday Farmers Market.”

Eventually, Seema’s business outgrew the Saturday Farmers Market. She now sells her curries at select grocery stores across Ontario. Time at the Farmers Market helped her test, adopt, and grow her business. Now new businesses have taken her place, hoping to do the same.



FUTURE CITIES CANADA

STARTING A MOVEMENT TO REALIZE THE POTENTIAL OF CITIES

In 2017, Evergreen co-founded **Future Cities Canada**. This initiative will bring together city builders across the country to accelerate innovation, transforming cities into the ones we want and need. Future Cities Canada will address the challenges facing cities and their residents including two of the most pressing issues of our time: inequality and climate change.

Despite the gravity of these challenges, we don't yet have the tools to effectively face them. Across the country and the globe, we lack the collaborative infrastructure needed for transformative change. Future Cities Canada will create the platform and space to make this change happen.

The groundwork for Future Cities Canada began three years ago when Evergreen and Cities for People developed the We Are Cities campaign. Thousands of citizens were asked to imagine an agenda for the future of our cities.

As Evergreen reflected on the lessons learned from this campaign, we realized our framing of the problem was too narrow. What we needed was a collaborative infrastructure to catalyze inclusive urban innovation for our cities. What we needed was Future Cities Canada.

To realize this vision, Evergreen came together with three other founding partners: McConnell Foundation, Community Foundations of Canada and Maison de l'innovation sociale. This collaboration will provide the required infrastructure for Future Cities Canada to collectively imagine our future, focusing on four areas of urban innovation: capital, infrastructure, governance and participation.



Future Cities Canada is dedicated to transforming cities for the benefit of all.

Now is the time to realize the potential of cities, but we can't do it alone. Together we must step forward to ensure Canada continues to be a leader in building and shaping thriving cities of tomorrow – cities that are equitable, regenerative and prosperous for all.

Future Cities Canada officially launches in 2018 and will begin finding new ways to accelerate innovation to transform cities for the benefit of us all.



OUR PEOPLE: Jayne Engle

Dr. Jayne Engle thinks deeply about the future of cities. She's been working with Evergreen since 2014 on the We are Cities project, and is now one of the driving forces behind Future Cities Canada. Representing Cities for People and the McConnell Foundation, Jayne is providing leadership to Future Cities Canada to ensure its strategic direction and vision are truly future-focused.

Jayne has worked around the globe at the intersections of city planning and revitalization, urban policy innovation, collaborative governance, and social change, with experience that spans urban development in U.S. cities to participatory research in post-earthquake Haiti.

She is passionate about bridging innovative community action on the ground with policy and systems change, particularly in ways that foster freedom and the right to human flourishing. Jayne is motivated by her desire to make people's lives better.

"The living conditions of people are what matter most and the way in which we think and build cities plays a crucial role in how we meet the needs of society,"

she says. "I saw there was a critical role for civic assets – and what we're now calling the 'urban commons' – to play in rethinking cities of tomorrow."

Making people's lives better can be tricky though, and while Jayne is optimistic about the future of Canada's cities, she's aware we need to be careful.

"Research has shown that more technologically innovative cities are also more unequal cities. It's more important than ever to look at how cities can be more innovative and increasingly equal at the same time," she says. "Addressing this challenge is at the core of Cities for People and Future Cities Canada's work. There is a great need to rapidly scale the culture of innovation in cities, and social

innovation has to be foundational to that or inequality will continue to increase."

Jayne feels the key to making cities more equal is to get more people engaged in city building conversations. "On the ground, we have an opportunity to provide enabling environments in which people can make their cities together, and 100In1Day – happening in cities across Canada this June – can become a platform for how we collectively recreate our cities over time," says Jayne. "I think it's an excellent way for cities to experiment and make ideas and possibilities more visible in tangible ways so we can create new narratives about what cities can be."

FOUR YEARS OF CITYWORKS

2017 marked the conclusion of Evergreen's four-year **CityWorks** program, which was funded by the Government of Ontario. CityWorks linked new city-focused research with on-the-ground prototyping and civic engagement to advance and enable complete communities and sustainable and resilient cities.

CityWorks is now integrated into Evergreen's core operations and continues advancing projects such as:



Evergreen engaged more than 174,000 residents on city building issues affecting their communities over the four years of CityWorks.

Mid-Sized Cities: Working with leadership in cities such as Hamilton, London, Peterborough, and Sudbury and an academic network of more than a dozen Ontario post-secondary institutions, we're striving to build the capacity of mid-sized cities to implement local solutions to growth and economic development challenges.

GTA Housing Action Lab: This project supports alignment of policies and programs across governments and stakeholders to increase housing affordability and diversity in built form across the region, creating a lasting legacy of alignment and shared action strategies.

Tower Renewal Partnership: We're working to transform southern Ontario's postwar apartment towers into complete communities fully integrated into our growing cities. The Partnership is now identifying pilot locations for tower renewal.

Mobility Labs: Through the Move the GTHA and Hamilton Mobility Labs, we're raising awareness and support for investment in an integrated local and regional transportation system that supports complete communities.



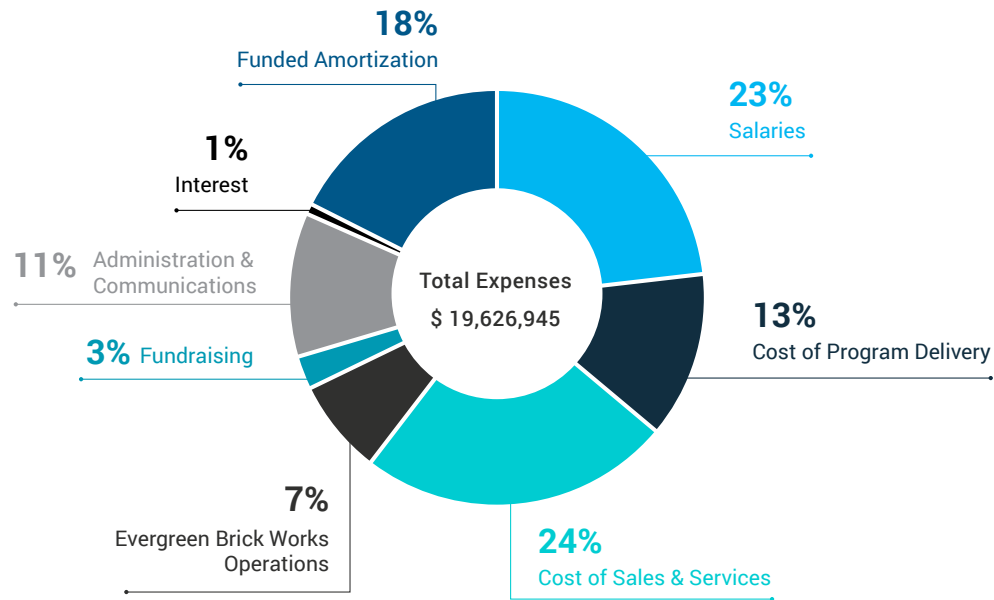
Mid-Sized Cities Roundtable, Hamilton, May 2017



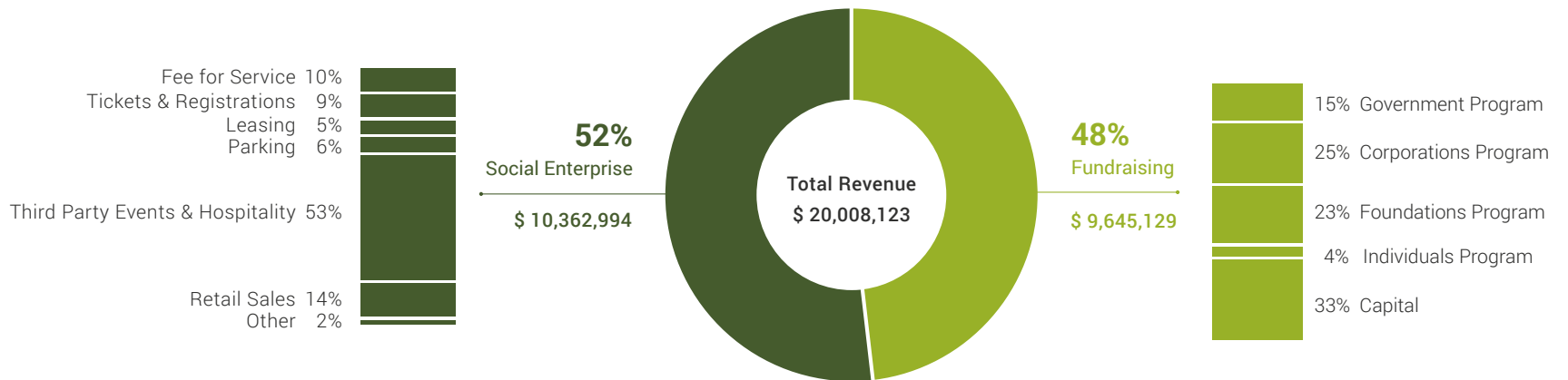
Future Cities Planning Retreat, Evergreen Brick Works, Toronto, September 2017

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National Office

Evergreen Brick Works
550 Bayview Ave, Suite 300
Toronto, ON M4W 3X8

Tel: 416-596-1495
Fax 416-596-1443

Toll free in Canada: 1-888-426-3138

info@evergreen.ca

evergreen.ca

British Columbia Office

#90-425 Carrall St
Vancouver, BC V6B 6E3

Tel: 604-689-0766
Fax: 604-669-6222

Hamilton Office

294 James St N
Hamilton, ON L8R 2L3

Tel: 289-639-2697

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