

YORKLANDS GREEN HUB
Opening green doors to the future.



**YORKLANDS
ANNUAL
REPORT
2019**

DEAR MEMBERS AND FRIENDS,

The year, 2019 was busy and full of ups and downs. We said farewell to our first Executive Director, Dave Roewade, who had completed our business plan in the latter half of 2018 and collaborated with a Kitchener-based consultant, Scaled Purpose on a SEED grant proposal to the Ontario Trillium Foundation (OTF). That proposal was a great success. We were one of over 100 organizations in Ontario to receive the grant. This was the highlight of the year.

We have also been working diligently in the last year on several fronts, including:

- Hosting two Enviro Series this past year, including one in March on “Our Food Future” with presenters from The Working Centre in Kitchener, Seeds of Diversity and Bee Cities. In October, our Board Member, Alex Smith and former OR employees and community members presented “Heritage of the Ontario Reformatory” and its culture of reskilling and food production and education.
- Embarking on another University of Guelph partnership for research with students from the Applied Human Geography department. The research examined community opportunities for building urban food security and phyto-remediation of contaminated soil in a conservation stewardship site. An additional partnership with the University of Guelph John F Wood School of Business students was launched in the Fall, for research on which local corporations and businesses would be good connections for our operational support.
- Yorklands also partnered with the 2rivers Festival to discover biodiversity through the event called “Natures Bounty in the City” in June.
- Two separate community events were held at the East End Public Library related to the goals of YGH. “Make your own Bees Wax Food Wraps” and “Art Appreciation presented by YGH artist, Sharyn Seibert”



- Our summer outdoor program for families with young children called “Noticing Nature” was offered with the assistance of a donation from Ceramic Décor. The children and their parents had the opportunity in half day workshops to observe, at the Yorklands site, varied aspects of ecosystem inhabitants in the meadows and pond edge and record their observations in journals or create art using a variety of materials with that focus. Eight separate sessions ran with nature teacher/facilitator Marta Orlowska in July and August.
 - We also were successful in delivering our unique Ten Tall Trees program in the Fall, in two elementary schools that meets grade 5/6 curriculum guidelines. The program focuses on the importance of biodiversity and habitat protection in urban settings including home and school yards. The students learned to identify specific trees for pollinator support, with guest horticulturalist Moritz Sanio from Trees for Guelph.
 - ‘Art in Nature in the City’ - Plein Air events were held in September for local artists and the public to celebrate the outdoor attributes at the Yorklands site.
 - Our third annual Artspiration Show and Sale took place in November which included young artists showing for the first time.
 - We participated in the Resilience Festival as well the Guelph Organics Conference to engage the public on the conservation, stewardship and research possibilities at the Yorklands site and connect with other organizations with similar interests.
 - Every Saturday morning, we have continued to make connections with the public at the Guelph Farmers Market while at the same time promoting the organization and its activities. And as always, we continue to host our monthly Second Sunday walks.
 - We also published three Green Door newsletters
- Finally, after successfully being awarded the OTF grant, in November, we hired a Manager of Operations, Outreach and Engagement, Amy Barnes. 2020 will be a full year as well, with our usual activities but also focusing more on the results of the OTF funded feasibility Study, stakeholder engagement as well as refining our mission, vision and values.

GREETINGS FROM AMY BARNES, MANAGER OF OPERATION, OUTREACH AND ENGAGEMENT

In August of 2019, Yorklands Green Hub was delighted to be successful in obtaining a SEED grant from the Ontario Trillium Foundation (OTF) to hire a consultant (Scaled Purpose Inc.) and myself to lead and facilitate stakeholder engagement activities, and complete a feasibility study on the best strategy for collaborating with key organizational partners and community members to preserve this parcel of land, gain full access to it and operate an educational green hub.

I was thrilled to be hired in November of 2019, to help with building the operational capacity of Yorklands Green Hub (YGH), and coordinating the work of the consultant's, Scaled Purpose Inc. Since November, I have worked on strengthening internal and external relations and strategic planning for the future. I have had the pleasure of working on numerous initiatives with board members, committee members, and our talented volunteers. Some of these initiatives include: creating a stronger and consistent community presence, communicating with the public, recruiting new committee members, engaging with potential new board members, updating our website and strategic messaging, developing fundraising strategies, applying for grants, building sponsorship partnerships, creating promotional materials, educating the public about YGH, and expanding our programming and outreach.

With regards to strategic planning for the future, there are various pathways YGH could pursue. YGH is embarking on a thorough exploration of options to determine which approach is best or which approach will position YGH for a successful outcome. Working with Scaled Purpose Inc., a consulting company in Kitchener, YGH is hosting a series of workshops in order to develop a shared vision and actionable strategy for the acquisition of the land. The goals of the workshops are to:

- (1) Establish a shared vision and priority outcomes for the former GCC site that are rooted in the social and environmental needs of Guelph,
- (2) Compare acquisition and governance strategies to maximize outcomes, and
- (3) Develop an action plan and governance structure that will secure the long-term viability of YGH.

A compelling cross section of expertise and disciplines are being engaged and are contributing to this process. Workshop participants have so far, included community leaders, land trust experts, indigenous voices, academics, heritage experts, and community stakeholders. The OTF grant is allowing us to explore the strengths and challenges presented by various ownership models. A feasibility study evaluating the various ownership and governance models is being discussed during the workshops and will be presented by Scaled Purpose Inc. in June 2020. This results report will better prepare YGH and community stakeholders for the potential acquisition of the site, and outline a potential strategy for working together to offer mission-aligned programming.

In addition to the workshops, numerous one-on-one conversations with various experts in the community, and representatives of the provincial government are providing a better understanding of the provincial sales process, legal requirements for charitable status, heritage conservation obligations, and the role of existing municipal policies. All these conversations help YGH move from vision to strategic plan. It's an exciting time and I look forward to seeing where YGH goes from here!





PROGRAMS, EVENTS, AND PROMOTIONS COMMITTEE REPORT



To Date

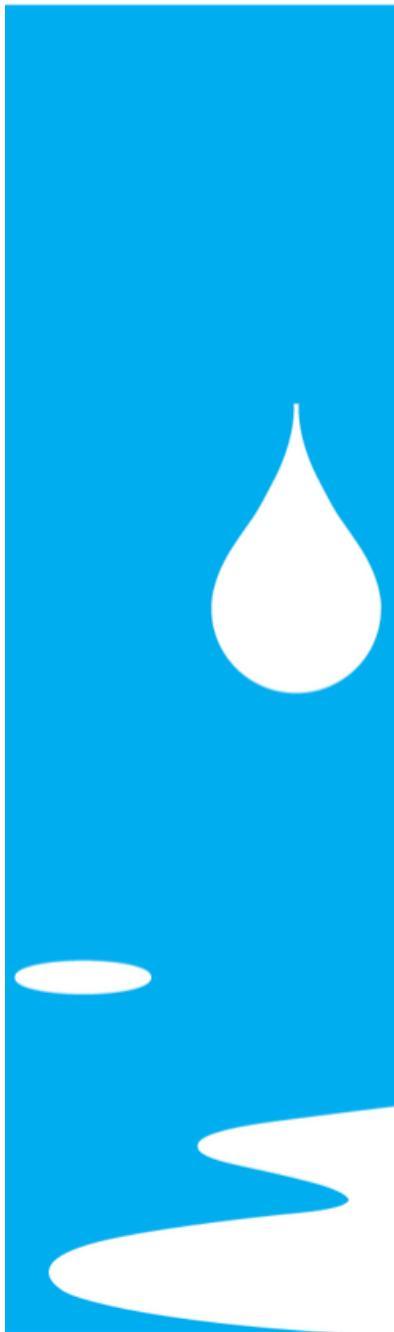
- Terms of reference for PEP completed and committee working structure organized/implemented
- Volunteer coordinator job description completed and recruited
- Program evaluations reports completed
- 2020 events calendar completed and updated regularly
- Continued to develop the “right message” materials for outreach through the Green Door newsletter, information tables at events and partnership support
- Continued to develop and facilitate experiential learning programming (Plein Air, Ten Tall Trees, Beeswax wraps, Noticing Nature summer programs, Walks and Talks)
- Recruited new members for PEP Promotions working group
- Expanded Social Media outreach to include twitter and Instagram

Next Steps

- Continue to develop “working groups” under the committee to coordinate events/programs with an emphasis on the promotions working group
- Draft a marketing plan for 2020/21
- Expand and update orientation materials for volunteers in promotional outreach
- Develop new promotional materials
- Continue to update and gather data from evaluations completed by program/events participants
- Develop long range budget planning with finance
- Update/modify website to facilitate easy access to information



GOVERNANCE COMMITTEE REPORT



To Date

- Renewed membership in the Ontario Nonprofit Network and the Volunteer Centre of Guelph Wellington, now called P.I.N.
- Renewed insurance
- Reviewed and as appropriate modified the Terms of Reference for Finance, Promotions, Events and Programming (PEP), Governance committees
- Reviewed and revised Roles & Responsibilities of the Board policy
- Collaborated with the P.E.P. committee in the creation of guidance documents for the PEP committee, (ie. How-to guide for event planning)
- Creation of Event Planning and Program Evaluation Report Template for P.E.P. committee
- Ongoing recruitment of new and more board members,
- Assisting with the writing of the Ontario Trillium Foundation (OTF) grant proposal
- Obtaining the OTF grant and setting up systems to implement the project under the OTF grant contract conditions
- Development and approval of a partnership agreement with Scaled Purpose, the consultants working on the OTF feasibility study
- Recruitment and hiring of Outreach and Engagement Coordinator/Director of Operations
- Recruitment of a volunteer coordinator

Next Steps for 2020

- Recruitment of new and more Board members
- Create the Terms of Reference for the Land Acquisition committee
- Develop a privacy and confidentiality policy and any other policy requested by the Board
- Ensure that volunteer policies and procedures are developed and review them for approval by the Board
- Review of letters patent and ensure they are up to date with current organization vision and mission
- Review of OTF Feasibility Study recommendations and ensure any governance related recommendations are implemented as appropriate
- Continue to work on formalizing community partnerships



FINANCIAL COMMITTEE REPORT



To Date

- Developed efficient system of monthly financial reports
- Registered with the Ontario Trillium Foundation in preparation for SEED grant application
- Treasurer coordinated management of Ontario Trillium grant of \$67,000.00
- Treasurer prepared and submitted 2017- 2019 tax returns
- Provided In-service to volunteer member as bookkeeper
- Advised Board to seek corporate sponsorship for events such as Noticing Nature - Ceramic Decor sponsored funding of \$1500.00
- Prepared 2020 operating budget

Next Steps for 2020

- Recruit additional volunteers with financial/accounting experience for committee
- Develop strategy around additional fundraising and grant opportunities
- Search out further financial sponsorships

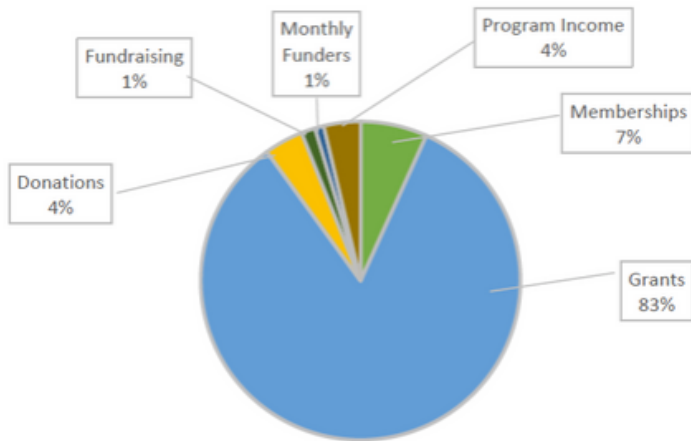
THANK YOU

Thank you to all of our volunteers, supporters and donors. We are so grateful for all of your efforts, whether it be through sharing your skills, expertise or funds that enable us to achieve our mission and vision.

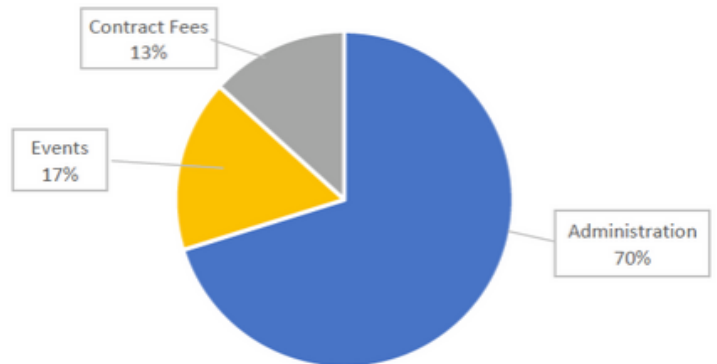
Some of the skills shared include: bookkeeping, art, planning and promotion of all of our events and educational opportunities, developing the Green Door newsletters, research, guest speaking, participating in workshops, planning and organizing fundraisers, spreading the word at the information table at various venues, maintaining the website, posting on social media, talking to the public, and so on and so on. To those who have donated to our organization, we are so grateful as we have been able to hire part-time staff and keep a presence in the community at 10C. We could not achieve any of this without your support, so thank you.

FINANCIAL HIGHLIGHTS

Statement of Revenue



Statement of Expenses



Revenue

Memberships	\$5,265
Grants	\$64,900
Donations	\$3,080
Fundraising	\$1,100
Monthly Funders	\$698
Program Income	\$2,896

Expenses

Administration (including salary)	\$12,638
Events	\$2,983
Contract Fees	\$2,388
	\$18,009
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Excess of Revenue over expenses	\$59,930
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Bank Balance December 31, 2019	\$71,283