

Annual Report

2018 - 2019



A word from our Executive Director



The past year has proven to be a time of growth and development for A Greener Future. We continued our forward momentum and welcomed new employees and volunteers into the mix. We picked up more litter than ever before and spread our reach to new communities. We launched new programs and took part in new events.

What I've learned most over the past year is that together we can make a big impact. A Greener Future started out as a one-woman organization and it has blossomed into a community. With more people involved there is a greater opportunity for new ideas, solutions, and positive impact.

Thank you so much for your support over the past year. A Greener Future is becoming a recognized leader in waste awareness. I am so proud of the impact we're making together.



A handwritten signature in black ink that reads "R. Byrne".

Rochelle Byrne
AGF Founder & Executive Director

A year in review

424,415 Pieces of litter picked up

877 Volunteers

224 Litter cleanups

53 Communities involved

\$4,420 Raised in donations

\$19,550 Raised in sales

\$48,190 Raised in sponsorship

2,921 Instagram followers

3,803 Facebook followers

Our Impact



Totals by year

2014

17,297
pieces of litter

2015

144,516
pieces of litter

2016

210,740
pieces of litter

2017

329,455
pieces of litter

2018

329,455
pieces of litter

2019

424,415
pieces of litter

Total

1,446,709

Pieces of Litter

The Butt Blitz



Raising awareness about cigarette butt litter

Each year, we run the Butt Blitz in locations across Canada to raise awareness about cigarette butt litter. Unfortunately, when it comes to cigarette butts, many people just don't consider them to be litter. Many people don't realize that cigarette butts contain plastic filters that will not decompose, like the paper and leftover tobacco eventually will.

When cigarette butts end up in Lake Ontario, they break down into microplastics and leach toxins into the environment. Our goal is to spread awareness and educate people about this issue, in order to reduce the number of butts that end up in the Lake. By recruiting volunteers to help us clean up, we can show them firsthand the impact cigarette litter is having on our environment.



The Arnott Family picked up 1,963 cigarette butts during the 2019 Butt Blitz

With your help, we picked up

285,072

cigarette butts during the 2019 Butt Blitz

A collaboration of 39 communities across Canada

In past years of the Butt Blitz, we've coordinated events in specific locations across Canada. This year, we did things a little bit differently. The 2019 Butt Blitz extended over the entire month of April. Volunteers had the opportunity to pick up cigarette butts in their own neighbourhoods. After collecting them, volunteers were asked to count the butts and submit their data to us online. Local coordinators collected the butts from individual volunteers to be sent to Terracycle for recycling. By doing this, we were able to accommodate more volunteers from more communities across Canada. In 2019, we had **323 volunteers** participate in the Butt Blitz. A huge thank you to everyone that participated. You made it the best year yet!



A Greener Future staff and volunteers at the 2019 Butt Blitz finale in Hamilton, Ontario.

From cigarette butts to park benches

We are proud to partner with Terracycle Canada for the Butt Blitz. All cigarette butts collected from any of our litter cleanups (including those done during Love Your Lake) are sent to Terracycle to be recycled.

Terracycle recycles the plastic filters left in the cigarette butts and turns them into plastic park benches, industrial pallets and other items. The remaining paper and tobacco are composted.



Love Your Lake





Cleaning up the lake we love

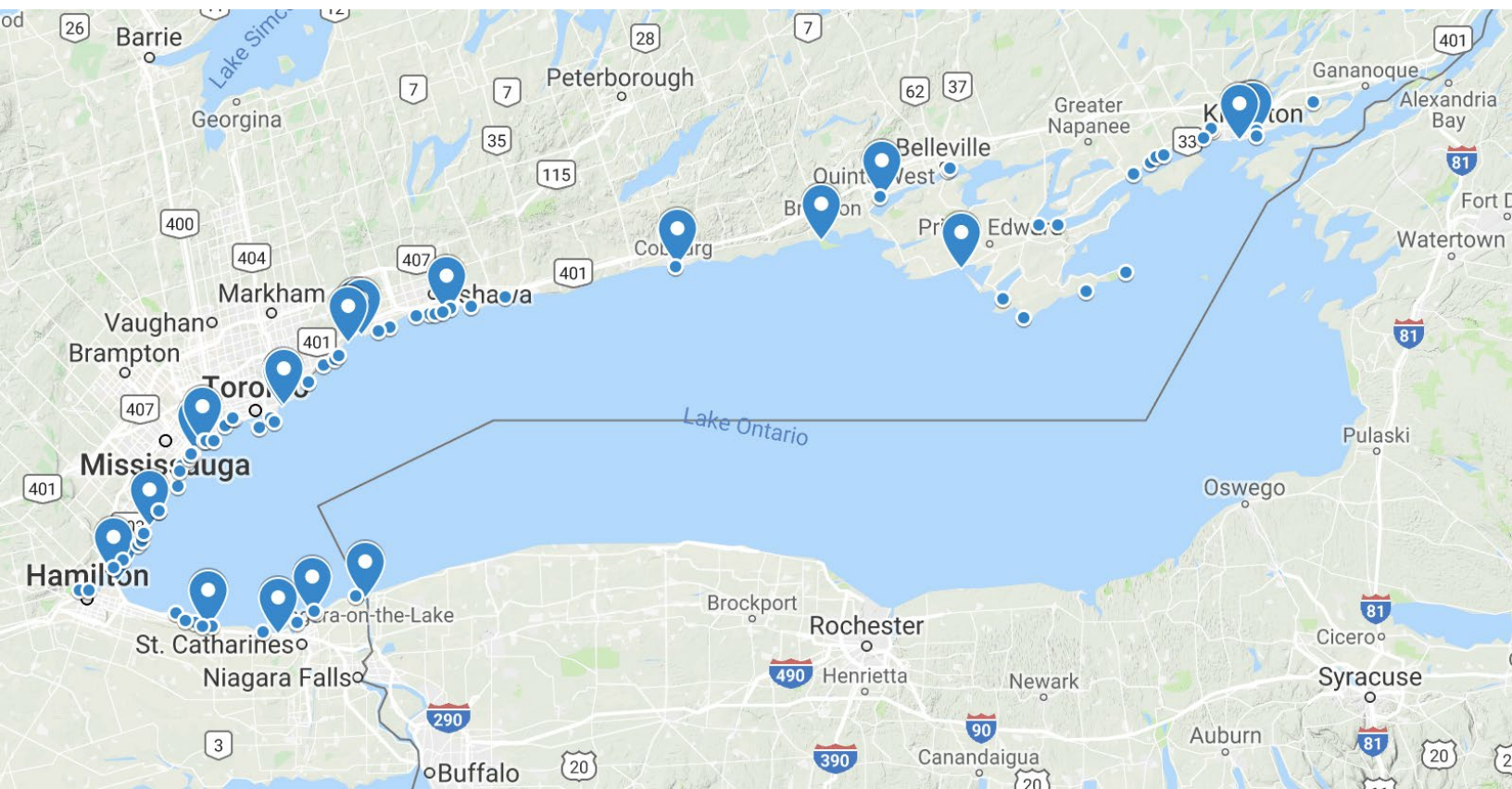
Each spring, we embark on a two month long journey along the shores of Lake Ontario. During our *Love Your Lake* campaign, we do 100 litter cleanups along the shoreline between Niagara-on-the-Lake and Kingston, Ontario. We have two main focuses: to remove as much litter as we can from around the Lake, and to raise awareness about waste and plastic pollution in Lake Ontario.

We had **406 volunteers** join us from around the province. Many of our cleanups were open to the public and, at others, we invited corporate teams, school groups and community groups to join us.

With all of this help, we were able to pick up more litter during Love Your Lake 2019 than we had in any previous year!

Our most dedicated volunteer, Linden, with litter picked up at Frenchman's Bay in Pickering.

Litter cleanups in 100 locations along the shores of Lake Ontario





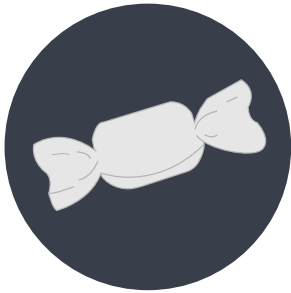
Things we find

Data collection is a huge part of what we do. At our cleanups, we collect data on every piece of litter we find. This way, we are able to see how much litter we're picking up at each location. We can also see the composition of the litter we pick up, so we can learn what the "problem items" are.

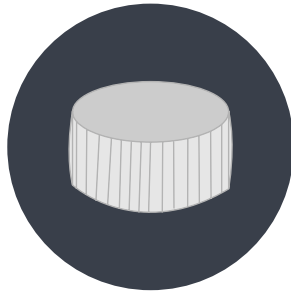
At our cleanups, we find a lot of things you'd expect us to find like cigarette butts, takeout food packaging, straws; things that people tend to leave behind and litter. However, we also find lots of things that we don't often consider when we think of litter. For example, styrofoam, plastic fragments, hygiene items like tampon applicators and cotton buds; we find these all the time.

If there's one thing we've learned from doing Love Your Lake over the last four years, it's that **the source of our waste problem is overconsumption**. For this reason, we try to teach our cleanup volunteers about how they can limit the amount of waste they produce in their own lives. We also like to teach volunteers about proper waste disposal. This way, we are providing participants will tangible solutions to the issues we teach them about.

2019 Top Finds



7,510
Food Wrappers



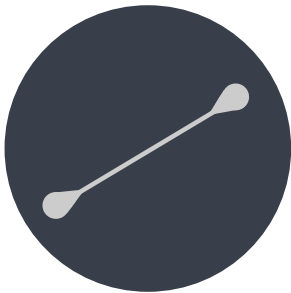
7,525
Plastic Bottle Caps



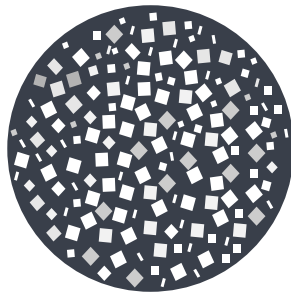
2,859
Straws



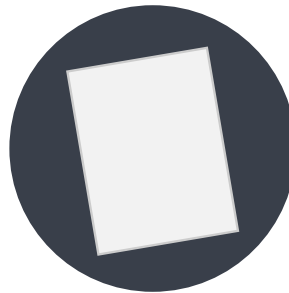
19,713
Cigarette Butts



1,779
Hygiene Items



26,166
Misc. Plastic Pieces



3,534
Paper Pieces



27,883
Foam Pieces

In total, we cleaned up
108,069
pieces of litter during LYL 2019

We couldn't do this without you

We'd just like to extend a huge thank you to everyone who supported us throughout Love Your Lake 2019. Thank you to our sponsors, our volunteers, and everyone who followed our journey over social media. Your support means the world to us!

Zero Waste Services

We have new things to offer

2019 has been an exciting year! We've been working hard to offer some new services, which will have a double impact. Primarily, these services will help people learn about waste reduction, but they will also help us raise money for our programs like the Butt Blitz and Love Your Lake.

Our Services

Commercial Waste Audits

Speaking Engagements

Zero Waste Consulting

Home Waste Audits

Lunch n' Learns

Zero Waste Home Tours

How We're Different

We're an Environmental Non-Profit, not a business.

100% of the money raised through our services will go back into our programming, so we can continue to clean up the shores of Lake Ontario.

We work under a waste reduction framework.

We know that the majority of people we work with have great intentions, and may already be recycling and composting to reduce their environmental footprint. However, the unfortunate truth is that only 9% of the plastics¹ we put in our recycling bins is actually recycled. We focus on reducing waste through responsible consumption, and will teach you how to avoid things like plastic in the first place.

¹CBC Radio. April 18, 2019. "Why your recycling may not actually get recycled."

<https://www.cbc.ca/radio/thesundayedition/the-sunday-edition-for-april-21-2019-1.5099057/why-your-recycling-may-not-actually-get-recycled-1.5099103>

Media

Public Relations

Over 4,000 pieces of trash recovered from NOTL shorelines

Over 4,000 pieces of trash were recovered from NOTL's shorelines, and there's much more that remains

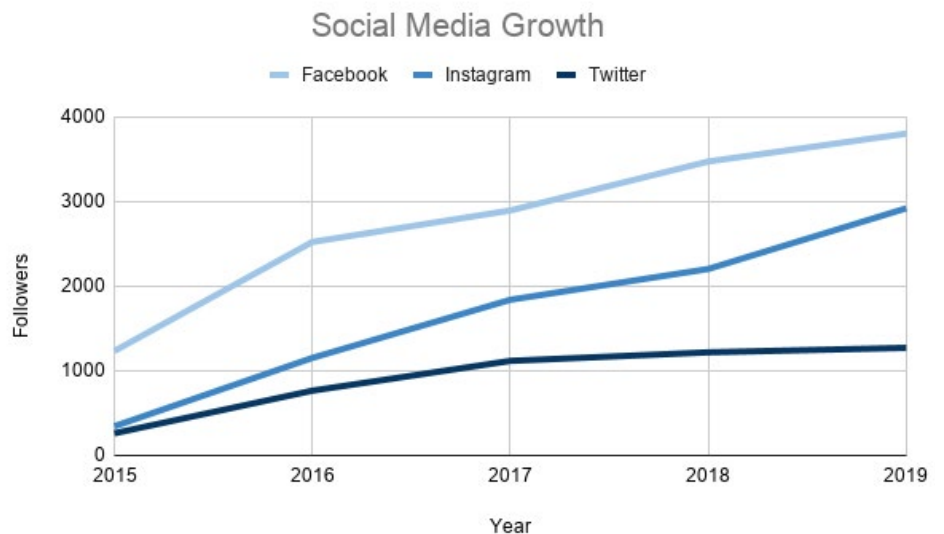
Local News

Getting the bad out of Lake Ontario

Ontario Lieutenant Governor participates in cleanup at Wellington Rotary Beach

Social Media

Social media is a key way that we communicate with our supporters. Throughout the year we make educational posts related to litter and waste in general. During our Butt Blitz and Love Your Lake campaigns we are very active on social media and use it as a tool to raise awareness about the amount of litter we find.



The People Behind AGF

Without you, none of this would be possible

A Greener Future is almost entirely volunteer-driven. Over the past five years, we have fostered an incredible community of people dedicated to the preservation of our environment. It might sound cliché, but without our team of staff, board members, volunteers and donors, we truly would not have been able to achieve all of the great things we've been able to.

Thank you for your continued support and inspiration.



Our Staff



Rochelle Byrne,
Executive Director

In 2014, Rochelle started A Greener Future after recognizing a need to cleanup the shores of Lake Ontario. Rochelle has established and continues to run A Greener Future's two biggest programs: the Butt Blitz and Love Your Lake. She has hosted hundreds of litter cleanups with A Greener Future, which has resulted in over 1.4 million pieces of litter being removed from the environment.

Chelsea Brash,
Communications Coordinator

Beginning in January 2019 as an intern, Chelsea has since become a permanent member of staff. She is the voice behind A Greener Future's newsletter and social media. She is also responsible for the organization's visual content, including photos, videos, graphic design and illustration. Her first litter cleanup was with A Greener Future in 2019, and has since completed approximately 100.



Our Board Members

Our board members are engaged members of the A Greener Future team. They generously give their time and energy to support the organization.

Thank you to our board members who served between 2018 and 2019:

**Ariel Archibald
Julie Taylor
Connor Brown
Nicole Gilkes
Denisa Mertiri
Jessie Black**



Waste Warriors

In 2019, A Greener Future launched its “Waste Warrior” program. Waste Warriors are dedicated supporters of A Greener Future who pledge \$10 (or more) per month to helping us clean up the shores of Lake Ontario and educate the public on the issues surrounding waste and the environment.

A special thank you to our Waste Warriors...

**Michael Byrne
Gurleen Singh
Laura Wood
Ernestine Vallee**



Our Donors

Thank you to all of our donors...

**Meagan Tuck
Elaine Asselin
John Brebner
Janice Lamb
Patti & Michael Byrne
Paul Whitaker
Terri Leung**

**Catherine Cuquejo
Nadia Bucci
PROBUS
Splend
Supporters who donated at
our booth at farmers markets
and fairs**

Our Partnerships

Thank you to all of our sponsors and partners...



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PARKS



TERRACYCLE



Ontario
Ministry of the Environment
and Climate Change



The Edward

– Bed & Breakfast –

Deloitte.

Financials

Revenue	
Grants	\$49,527
Sales	\$19,553
Gifts in Kind	\$10,000
Donations	\$4,422
Total Income	\$83,502

Expenses	
Salaries	\$35,322
Programs	\$34,110
Marketing	\$5,720
Overhead	\$9,655
Training	\$3,637
Total Expenses	\$88,444

Money Left Over	
Deficiency of review over other expenses	-\$4,942