Annual Report

2017-2018

Our Mission

A Greener Future works hand-in-hand with local communities to promote environmental preservation through organized litter cleanups, educational programs, and events. Our expanding family of volunteers are committed to creating a clean, healthy environment that can be sustained for generations.

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Letter from Rochelle

Dear Friends of A Greener Future,

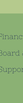
I am so happy with the achievements, growth, and learning experiences that have come out of the past year. There were definitely many challenges, but together we made it through. One big lesson that came to us this year was that our funding needs to be more diversified. We mainly rely on grants but learned that even grants can change or go in different directions. Due to the changes in provincial government during our fiscal year, we were a little worried about our funding for the upcoming year. We had to carry on with our plans despite the limited cash on hand. We were quick thinking we were able to attend several Farmers Markets and set zero-waste items to raise the funding needed to continue on our journey. While we are still waiting for the government funding to confirm (we were told it'll coming), the funding from our zero waste sales has allowed us to continue to operate and we are so grateful for that! We will continue to be creative and resourceful in our fundraising efforts and we are very confident that we will find other unforeseeable circumstances in the future. Thank you for supporting us at Farmers Markets and through our online shop!

The best news coming out of 2018- we picked up over 1 millionth piece of litter, at the grand finale Love Your Lake cleanup in Kingston no less! This is the achievement I had been looking forward to since A Greener Future began. It was a very special moment and I was honoured to pick up a million pieces in the first year of operating. Let me tell you, after walking four years for this achievement, the sense of accomplishment makes it much more exciting! Onto the next million!

All I can say is THANK YOU! Thank you to our volunteers, supporters, and partners. Without you, we all we wouldn't have picked up so much litter, raised as much awareness, or made the world a better place.

Warmest Regards,

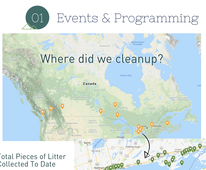
Rochelle Byrne, Executive Director



Rochelle Byrne at the Montlake Farmers Market

01 Events & Programming

Where did we cleanup?



Total Pieces of Litter Collected To Date

1,021,998

March 1, 2018
We attended the Sustainable Neighbourhoods event hosted by the City of Pickering and received the Environmental award from the Hon. Lieutenant Governor Elizabeth Dowdeswell.

April 22, 2018
We celebrated Earth Day along with the Beavers in Peterborough by cleaning up a local park and learning about the importance of wildlife by meeting Nurdle the turtle and hearing her story.

June 14, 2018
Rochelle and Nurdle attended the Great Lakes and St. Lawrence Cities Initiative Annual Meeting in Toronto, where professionals meet to develop inspirational ideas to protect our water sources.

Zero Waste 101

Our Zero Waste 101 program has evolved over the past year. We started out with a video series and have gone on to set up booths at Farmers Markets. At our booth, we have a variety of zero waste items and we educate market patrons about waste while also raising funding for our programs. The best part is that we have the opportunity to share our zero waste information and tools that make waste reduction easier.
Less waste created = less waste on the ground!

Love Your Lake

Love Your Lake is our flagship cleanup. We completed all 100 litter cleanups picking up 85,163 pieces of litter. The program can longer than usual through the summer of 2018, and while the weather was great it was definitely more challenging to draw out volunteers on the days that were hot and humid and there were no warnings. We've learned from this and will go back to the spring Love Your Lake schedule for 2019.

The Butt Blitz

A total of 239,339 cigarette butts were picked up off the ground during the Butt Blitz. This was a collaboration with 17 TD volunteers in 20 locations across Canada. All the butts were sent off to TerraCycle to be recycled. Cigarette butts are the most littered item in Canada and also one of the most environmentally harmful. The only way to reduce the number of butts on the ground is to get smokers to stop littering them. It's a tall order.

02 Media

Social Media Growth

We've come to love Instagram best when it comes to social media and it definitely shows in our growth this year!

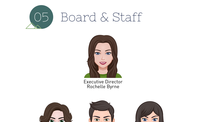
Thank you for following along with our journey!

03 Data Results

This chart shows all the pieces of waste we've picked up since 2014. As you can see, we pick up plastic pieces most often, followed by foam which is also a type of plastic. What's the best solution? Reduce plastic use! It is the only way to stop this steady stream of plastic from ending up in the environment.

NOTE: Cigarette butts are not included in this chart because they skew the data due to their volume.

Interesting Finds



Shot Tampon Applicator has been used quite frequently and counting

We are so happy to announce that the Ontario Trillium Foundation has provided us with a grant that will allow us to dig deeper into our data. In 2019 we hope to use our data to better understand waste and come up with the most effective waste reduction solutions.

Ontario Trillium Foundation | Fondation Trillium de l'Ontario
A agency of the Government of Ontario
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04 Financial Statements

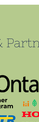
Income Statement

Revenue - Year Ended November 18	2018
Grants	$48,867
Sales	$10,545
Donations	$1,150
Total Revenues	$60,562
Program Expenses	
Program Supplies	$16,755
Program Insurance	$611
Marketing	$3,394
Postage	$996
Salaries	$23,075
Travel	$1,860
Total Program Expenses	$46,439
Administrative Expenses	
Bank Accounting Fees	$1,224
Hosting	$3,411
Office Supplies	$2,909
Operational Costs	$1,000
Telephone	$868
Total Administrative Expenses	$9,899
Total Expenses	$56,338
Revenue	$4,224

Expense Breakdown

This year 16% of our income went towards administrative expenses. This is higher than last year for one reason: we happily received a grant from the Ontario Trillium Foundation that allowed us to purchase a new computer and take some training programs to enhance our skills.

All income from donations and sales goes directly towards our programming!



05 Board & Staff

Executive Director
Rochelle Byrne

Jesse Black

Michael Byrne

Ariel Archibald

Nicole Gikas

Julie Taylor

Connor Brown

06 Supporters & Partners

Where you can find our book "Nurdle the Turtle: Lessons in Litter"

- Riverview Park & Zoo, Peterborough
- The Growth Store, Peterborough
- Scales Nature Park, Orillia
- Mrs. Greenway, Grimsby & Burlington
- At the Farmers Markets we attend

Ontario
Ontario Summer Experience Program
407 ETR
HONDA
HONDA CANADA FOUNDATION
TERRACYCLE
PEPSICO
The Edward Chapman Foundation
Voltaic
Holding Inn
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A Greener Future
119-2500 Hill Rise Court
Oshawa, Ontario
L1L 0A6

www.agreenerfuture.ca