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# Annual Report 2014/2015

## A Greener Future

Prepared By: Rochelle Archibald, Executive Director - September 3, 2015

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# About Us



Our Mission  
Contact Information  
Letter from the ED  
Our Management Team  
Nurdle the Turtle



## 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.

## CONTACT INFO

**Mailing Address:** A Greener Future  
1946 County Road 8  
Bobcaygeon, Ontario  
K0M 1A0

**Website:** [www.agreenerfuture.ca](http://www.agreenerfuture.ca)

**Email:** [agreenerfuturecanada@gmail.com](mailto:agreenerfuturecanada@gmail.com)

**Phone:** (705) 791-5358



# A Greener Future

## Founded: September 3, 2014



## SOCIAL MEDIA



[www.facebook.com/agreenerteam](http://www.facebook.com/agreenerteam)



[@aGreenerTeam](https://twitter.com/aGreenerTeam)



[@agreenerfuture](https://www.instagram.com/agreenerfuture)



## Letter from the Executive Director

September 3, 2015

Dear Friends,

As I reflect on the past year I can't believe the progress and impact that has been made through A Greener Future. I had no idea how far this organization would reach in one short year. The experiences we've had and the connections we've made have been phenomenal. What's even more wonderful is that we're still new and have the opportunity to grow and create positive change for many years to come.

Some of you might be wondering how A Greener Future came to be, here's the short story. I had been the Site Coordinator for The Great Canadian Shoreline Cleanup in Bobcaygeon, Ontario for three years in a row. I generally had about 10-15 people show up to each event but found that the most reliable participants were my friends who were not necessarily from the local community. The reason for this was related to the demographic of Bobcaygeon, it is a retirement community and many of the citizens aren't physically able to participate. So on the third year I decided to try something different. In order to get residents involved I would ask for sponsorship and pick up litter on their behalf. I planned to pick up 10 pieces of litter per dollar donated and use the money to purchase cleanup supplies. This plan worked well! In the first week I picked up 3,483 pieces of litter! Because of the great response I received I decided to keep going and eventually came to the realization that this could be a potential opportunity to start an environmental non-profit, a dream that I had but didn't think would materialize so soon.

Thank you to all of our supporters! Whether you've donated, joined us through social media, or met us through an event we appreciate every one of you and hope to keep you within our community. The first year has been a fantastic experience and I can't wait to see what we can accomplish in the years to come. Where will we be in 20 years? We welcome you to join us on this journey! With your help we can work towards a greener future for everyone!

Sincerely yours,

A handwritten signature in cursive script that reads "R. Archibald".

Rochelle Archibald  
Executive Director

# Management Team



**Michael Byrne**  
Director of Public Relations

"When I joined the Greener Future team in November, I had no idea how much it would change my life. The ability to work with an organization that has created so much positive change in so many communities around the globe has been a truly humbling experience. Whether it was the show of patriotism that came from the Canada-wide Butt Blitz event, or the success of the "5 pieces" challenges in Canada, Portugal, and the Bahamas, A Greener Future has been able to create nothing but positive change in its first year of existence. Looking forward to the year ahead, with so many exciting events already in the works, I have no doubt that our "Greener Team" will continue to create positive change and continue to meet our goal of creating a clean, healthy environment that can be sustained for generations."

**Robert Archibald**  
Director of Operations

"First off, thank you sponsors and volunteers! I am very proud of the accomplishments achieved by A Greener Future and it's supporters in such a short time. I enjoy going out to do beach clean ups, you never know what you're going to find! I have changed my lifestyle since becoming a part of A Greener Future, I no longer buy bottled water and I also quit smoking. I look forward to continually learning new things about the environment and watching A Greener Future grow."



**Ariel Archibald**  
Director of Community Connections

"Being a part of A Greener Future for the past year has been a very eye opening experience. I never truly realized how much litter I saw on a daily basis until I had taken the time to clean up hundreds of pieces of garbage left behind by others. Doing a clean up makes you want to protect the earth, and prevent it from being disrespected and harmed once again. Not only do you gain a sense of wanting to preserve the environment you just cleaned up, you spread awareness just by doing it, as so many people tend to think twice about littering after seeing a group of people dedicating their time to cleaning up an area. I am so glad to be a part of an organization that makes such a direct difference while spreading a strong social message."



# Year in Review



Operations  
Significant Events  
Analysis and Trends



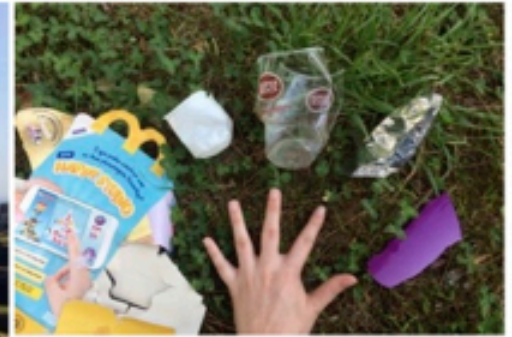
# Operations





# Litter Cleanups

## The 5 W's



### Why:

The most important question, why we pick up litter. We want to help make the world a cleaner, healthier place to live for everyone! By cleaning up and educating those around us we move closer to our goal of a healthy, sustainable future for our ourselves and our planet.

### Who:

The Greener Future cleanup team is composed of a management team and our volunteers who participate as regularly as they like.

### What:

We do litter cleanups of all sizes. Whether its a few pieces we notice on the sidewalk, or a big planned event our team is always on the hunt for litter!

### Where:

Our team does litter cleanups wherever we happen to travel to as well as in planned locations that need special attention. Most of our litter cleanups have occurred in Canada but we have also cleaned up in The US, The Bahamas, Portugal, and Spain. Volunteers have cleaned up for us in Mexico and the Dominican Republic.

### When:

We do litter cleanups year round although in Canada this can be difficult throughout the winter, but not impossible. We do our best to find unique locations to schedule cleanup events throughout the year and encourage volunteers to pick up globally anytime they can.

# Our Volunteers

## We Couldn't Do it Without You!



Our volunteers mean everything to us! A Greener Future is a growing community of active participants. Whether you come out to events, pick up litter on your own, or follow along with us through social media we appreciate all the support we get! It certainly wouldn't be the same without you!



### 5 Pieces Challenge

In 2015 we challenged everyone to pick up 5 pieces of litter per day for the year as a New Years resolution. So far this year those who took the challenge have picked up 5,486 pieces of litter collectively!

### Thank You!

Jess Johnson	Mike Byrne	Gillian Holmes
Karen Frank	Audrey Gallagher	Nicole Morin
Jonathan Paynter	Emily Johnston	Laura Myers
Josh Feltham	Ariel Archibald	Brenda Thorne
Kate Powell	Arda van Dongen	Jason Picard
Jordan Oelke		

# OUR SPONSORS



Jean Archibald, Bobcaygeon, Ontario  
 Instagram Follower, Unknown Location  
 Bob Malcolm, Bobcaygeon, Ontario  
 Gillian Holmes, Courtice, Ontario  
 Aaron Wood, Peterborough, Ontario  
 Sandra Berry, Bobcaygeon, Ontario  
 Susan Campbell, Bobcaygeon, Ontario  
 Nikki Davidson, Peterborough, Ontario  
 Pet Value, Bobcaygeon, Ontario  
 Foodland, Bobcaygeon, Ontario  
 Ariel Archibald, Barrie, Ontario  
 Don & Jo Masters, Buckhorn, Ontario  
 Sir Shark, Deep Ocean  
 Lauren Tulk, Vancouver, British Columbia  
 Shannon Farmer, Hudson, Texas  
 Belinda Archibald, Barrie, Ontario  
 Steve Caine, Calgary, Alberta  
 Bam, Bobcaygeon, Ontario  
 Peggy Archibald, Barrie, Ontario  
 Corey Turnbull, Ottawa, Ontario  
 Alex Flint, Toronto, Ontario  
 Nicole Dewar, Barrie, Ontario  
 Zach Doucette, Barrie, Ontario  
 Ashley Dolan, Peterborough, Ontario  
 The Kawartha Dairy, Bobcaygeon, Ontario  
 Arling Wall, Bobcaygeon, Ontario  
 Lyndsay Shular, Southampton, Ontario  
 Dick Bell Park, Ottawa, Ontario  
 Matt MacGregor, Bobcaygeon, Ontario  
 Macdoo's Restaurant, Bobcaygeon, Ontario  
 Martine Lachance, Sturgeon Falls, Ontario  
 Dave Soucie, Peterborough, Ontario

Jack McCallum, Bobcaygeon, Ontario  
 Sharon Rattray, Harrowsmith, Ontario  
 Odd Fellows & Rebekah's, Harrowsmith, Ontario  
 Jon Strevett, Trenton, Ontario  
 Courtney Clark, Kingsville, Ontario  
 Trevor Pitts, Peterborough, Ontario  
 Janet Holmes, Courtice, Ontario  
 Robert Archibald, Barrie, Ontario  
 Anthony Carone, Mississauga, Ontario  
 Andrea Roberts, Barrie, Ontario  
 Jessie Black, Grimsby, Ontario  
 Mike Byrne, Toronto, Ontario  
 Emily Johnston, Lindsay, Ontario  
 The Francis Report, Peterborough, Ontario  
 Randy Roffey, Chelsea, Quebec  
 Steven Cartwright, Nassau, Bahamas  
 Mike Mahon, Toronto, Ontario  
 Sam Rodriguez, Toronto, Ontario  
 Ken Wong, Toronto, Ontario  
 Jess Johnson, Lindsay, Ontario  
 Colin Herbener, Huntsville, Ontario  
 Kaylie Hutchison, Victoria, British Columbia  
 Tyler Dawson, Whitby, Ontario  
 Dale Moore, Barrie, Ontario  
 Mike Saramaki, Toronto, Ontario  
 Debbie Hackett, Toronto, Ontario  
 Kanan Halawani, Toronto, Ontario  
 Ben Yahamin, Toronto, Ontario  
 Adam Medoro, Toronto, Ontario  
 Sabrina Baptist, Innisfil, Ontario  
 Dan Choate, Peterborough, Ontario  
 Eva Byrne, The Woodlands, Texas  
 Faith Byrne, The Woodlands, Texas

# GLAD®



3,840  
BAGS!

Thank you Glad Canada for sending us a HUGE supply of garbage bags! We use them for all our cleanups and there's still no end in sight!

# The Bahamas

January 8th - January 16th 2015



So many awesome things happened in The Bahamas! I was lucky enough to be introduced to several inspiring people working to make a difference on the islands. I started off helping with a BIG beach cleanup with some elementary school students. I was invited to do a radio interview on Guardian Radio with Chrissy Love. I was able to do litter cleanups at a number of different beaches around the island. I spent the day at the Bahamas National Trust. And at the end of the trip we hosted a 5 Pieces Challenge in Nassau where each participant picked up 5 pieces of litter and posted a picture to the event page. In total we picked up 1,366 pieces!!



Special Thanks to Steven Cartwright and Linzi Knowles-Belton for all their help with arranging accommodation and events. The trip wouldn't have been as amazing without the two of you!

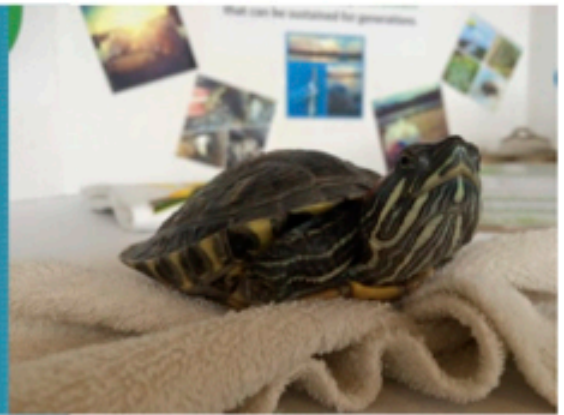




# Changing Climate, Changing Communities EM Conference

March 21, 2015

Nurdle was honoured to be invited to this wonderful conference. So many great people to network with!



# Frost 5!



April 8, 2015

Karen Rosborough



Plant Health Care Class



The Frost Campus picked up 1,547 pieces of litter during their 5 Pieces Challenge. A little goes a long way when we all work together! Great work Frost Students!

Tyler Mulhall



Meagan Adams, Heather Gough, Tarissa Holmes





# BOON BURGER CLEANUP

## April 18, 2015



### The Boon Burger Team Made a Big Impact!

Boon Burger Barrie collected donations for A Greener Future over the winter with staff making the promise of picking up 10 pieces of litter for every dollar donated. They raised just over \$100 and went above and beyond picking up **2,765** pieces of litter along Barrie's waterfront! It was a windy day but they persevered. The 2000 cigarette butts collected were sent in to TerraCycle for recycling. Thank you Boon Burger and everyone who donated!



### Thank You!

Michael Valiant  
Tina Valiant  
Nick Sharma  
Ariel Archibald  
Lindsay Hunter  
Veronique Gervais  
Tazmin Nawaz  
Cameron Tooth

# THE BUTT BLITZ

| Across Canada |

## Supporters



## Coordinators

Ariel Archibald, Barrie, ON  
 Deanna McIntosh, Bobcaygeon, ON  
 Julia Taylor, Dunsford, ON  
 Jaimie Ellis, Georgina, ON  
 Nadine Briere, Pembroke, ON  
 Gillian Holmes, Peterborough, ON  
 Jessica Johnson, Southampton, ON  
 Shannon Costigan, Thunder Bay, ON  
 Ashley Prince, Timmins, ON  
 Michael Byrne, Toronto, ON  
 Leona Abbott, Brooks, AB  
 Leila Stafford, Edmonton, AB  
 Viki Slominski, Calgary, AB  
 Kaylie Hutchison, Victoria, BC  
 Cheryl Sobie, Halifax, NS  
 Patti Johnson, Fredericton, NB



Ariel, Peggy, and Belle at the Barrie Event.

## 87,015 Butts Collected

The inaugural Butt Blitz event was a huge success! With 19 submissions from locations across Canada our Coordinators and Volunteers picked up a total of 87,015 cigarette butts that will be submitted to TerraCycle for recycling. As this was a first time event we are very happy with the results and already looking forward to next year. Through this event we were able to raise awareness about the dangers of cigarette butt litter in our ecosystems by educating coordinators who could pass on information to volunteers and passersby as well as by spreading the word through social media. We also gave out 500 pocket ashtrays which were donated by Envirocana Inc. to give smokers an alternative to dropping their butt on the ground.



\*More documentation in the Appendix



# The Great Camino Cleanup

## 5,904 Pieces of Litter Collected



**We hiked the 650 kilometre Camino Portugués and picked up litter all along the way!**

We started our project in Lisbon, Portugal and finished in Santiago de Compostela, Spain stopping at several towns and cities along the route. Our goal was to raise awareness of the negative impacts of litter especially in historical areas including landmarks along the route and the camino itself. We were sponsored by [CaminoWays.com](http://CaminoWays.com) who supported us and shared our story and pictures throughout the entire project. In the end the project was a great success, we picked up 5,904 pieces of litter, had several meaningful conversations with hikers and residents, and had a great time exploring Portugal and Spain!

**CAMINO  
WAYS.COM**





NITEOWL CREATIVE



SILVER BEAN CAFE



MITSUBISHI



MOKSHA YOGA

# Pick It Up Peterborough!

## Removing Litter One Piece at a Time

July 20th - 31st 2015



## 5,546 Pieces of Litter Picked Up!

We collected 5,546 pieces of litter during our Pick It Up Peterborough project! Peterborough is a little cleaner and healthier! Thank you to all our amazing supporters within the Peterborough community!

### Resident Sponsors:

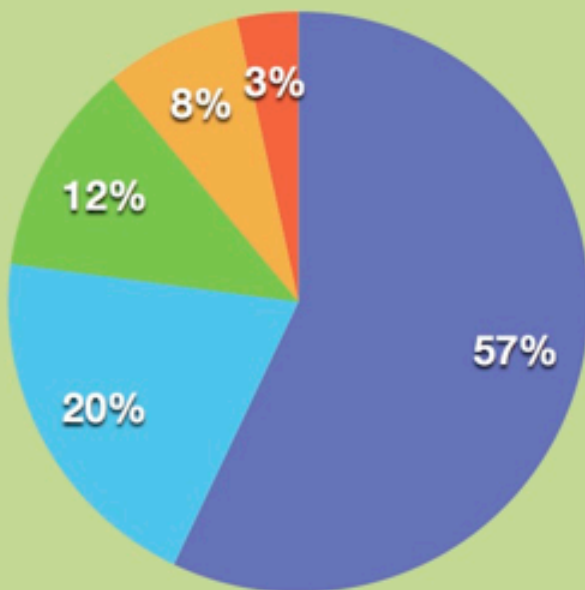
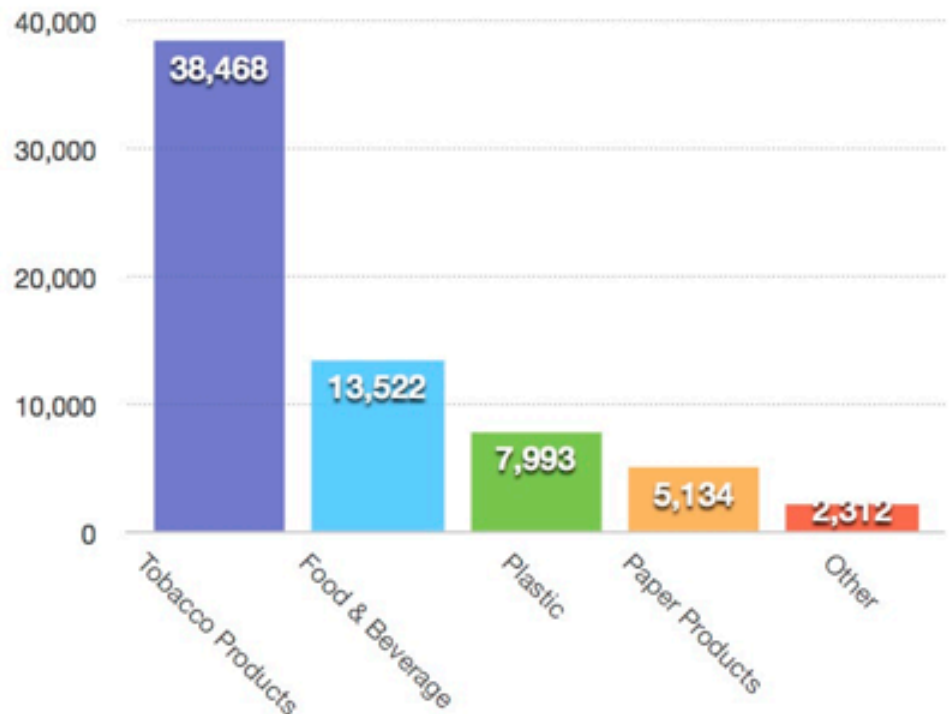
Nikki Davidson

Ashley Dolan

# 154,444

## Pieces of Litter Collected

We classify each item we pick up to the best of our ability. This allows us to track everything and observe the trends in our data. As you can see the category we collect the most of is tobacco products. The total of 38,468 is broken down into 79 cigarette lighters, 1,095 pieces of tobacco packaging and 37,294 cigarette butts. This does not include the butts collected through our Butt Blitz event because it was a specialized event that only acquired one type of litter. Food and beverage items are the second largest category which is not surprising. Tim Horton's cups lead the way as the most recognized branded item collected.



- Tobacco Products
- Food & Beverage
- Plastic
- Paper Products
- Other

Category	Items
<b>Tobacco Products</b>	cigarette butts, tobacco packaging, lighters
<b>Food &amp; Beverage</b>	food wrappers, beverage containers, bottle caps, lids, cups, plates, utensils, straws
<b>Plastic</b>	bags, packaging, unidentifiable pieces, foam
<b>Paper Products</b>	bags, receipts, newsprint, napkins, papers
<b>Other</b>	diapers, personal hygiene, syringes, clothing, rope, construction materials, fishing line & lures, glass, metal

# Social Media



**FB.com/thegreenerteam**

Started: September 2014

Page Likes: 1,234

Posts: 527

Page Visits: 4,500

Impressions: 319,690



**@aGreenerTeam**

Started: December 2014

Followers: 262

Tweets: 452

Profile Visits: 4,122

Impressions: 64,000 +



**@agreenerfuture**

Started: November 2014

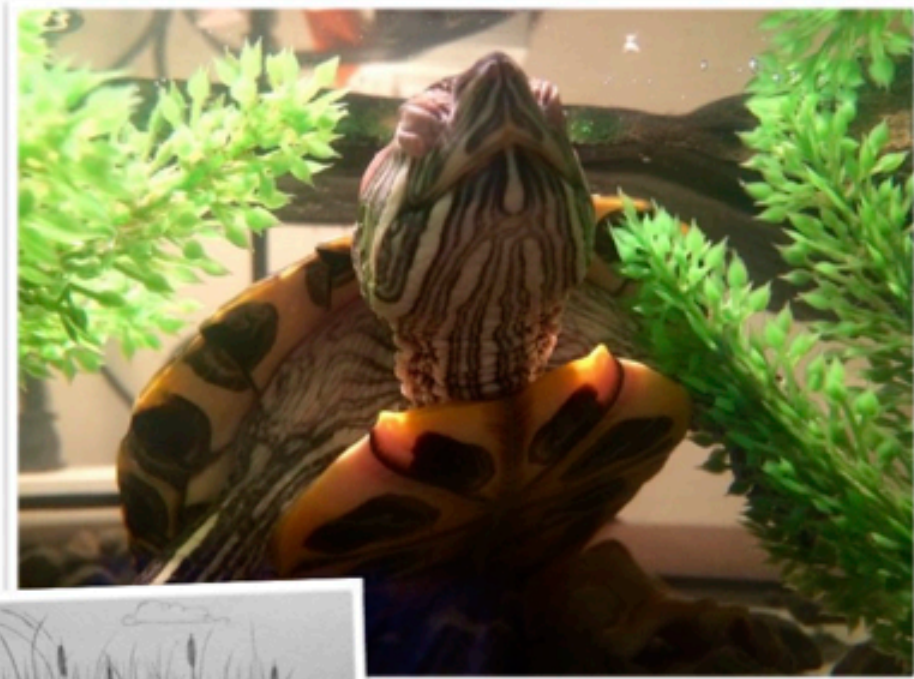
Followers: 345

Posts: 160

Likes: 2,124

Comments: 172

# Looking Forward



2015/2016 Plans  
Longterm Plans  
New Initiatives



# FUTURE PLANS

So what do we have in store for the year ahead? We have so many projects planned and we want you to be a part of them! Here are a few of the events we have lined up so far, but there are still several more to be added. Do you have any great event or project ideas? We would love to collaborate!

## Upcoming Events

September 20th, 2015, Peterborough Mitsubishi Cleanup

October 4th, 2015, T-Rex Sized Cleanup in Chicago

December 1st, 2015, Giving Tuesday

April 24th, 2016, Team CN Tower Stair Climb

May 7th, 2016, The 2nd Annual Butt Blitz

June 1st- Sept 30th 2016, Lake Ontario Project

July 2nd, 2016, Pick up 5 Canada!

July 24th-29th, 2016, Envirothon

September 3rd, 2016, 2nd Anniversary Gala

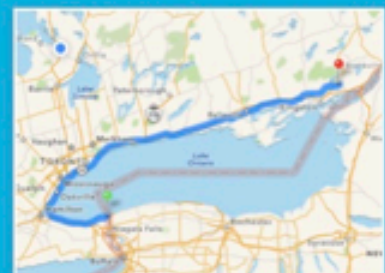
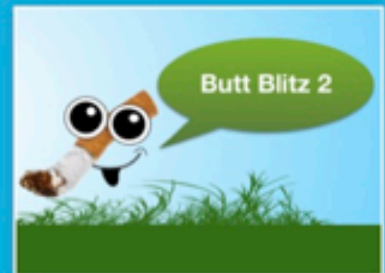
## Ongoing Projects

Five Pieces a Day Challenge

Development of Educational Programming

Production of Nurdle the Turtle Book series

*We can't wait to see what the next year unfolds!*



# Financial Statements



Income Statement  
Balance Sheet

**A Greener Future**  
**Income Statement**  
September 3, 2014 - September 2, 2015

<b>Income</b>	
Sales	\$551.04
Sponsorship	\$3,064.39
<b>Total Income</b>	<b>\$3,615.43</b>
<b>Expenses</b>	
Advertising	\$318.95
Bank Charges	\$56.58
Business Licenses/Permits	\$221.47
Equipment	\$427.21
Fundraising/Events	\$1,050.62
HST Paid	\$275.10
Meals	\$29.69
Nurdle	\$224.76
Office Supplies	\$298.36
Postage/Shipping	\$46.16
Travel	\$1,694.80
Website Fees	\$362.21
<b>Total Expenses</b>	<b>\$5,005.91</b>
<b>Net Income</b>	<b>(\$1,390.48)</b>



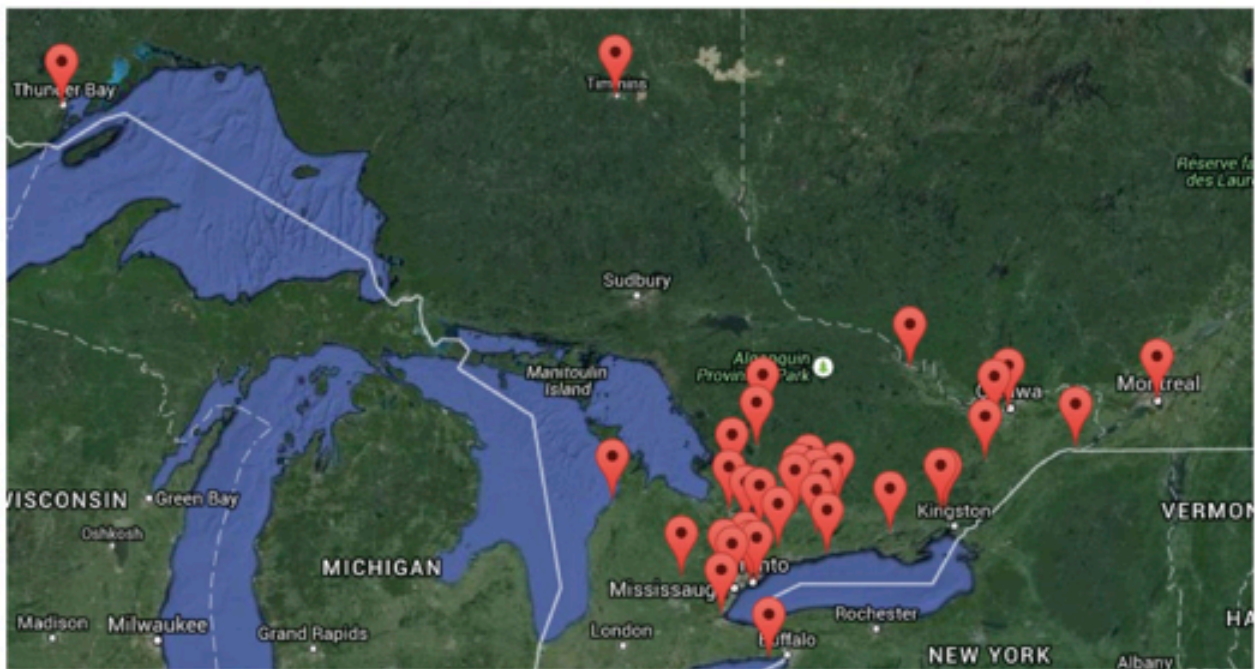
# Appendix



# Cleanup Locations Across the Globe



## Ontario Cleanup Locations





Use this tally sheet to keep track of all the items you collect during your cleanup. Once you've finished submit your data to [www.agreenerfuture.ca](http://www.agreenerfuture.ca).

### Tobacco Products

Cigarette Butts	
Tobacco Packaging	
Cigarette Lighters	

### Common Items

Food Wrappers			
Plastic Beverage Bottles			
Plastic Bottle Caps		Plastic Grocery Bags	
		Other Plastic Bags	
Plastic Lids		Paper Bags	
Plastic Cups/Plates		Plastic/Foam Packaging	
Paper Cups/Plates		Diapers	
		Personal Hygiene	
Metal Bottle Caps		Shoes/Clothing	
Beverage Cans		Rope	
Glass Beverage Bottles		Construction Materials	
Straws/Stirrers		Fishing Line/Lures	
Utensils		Other	

### Small Unidentified Items

Plastic Pieces	
Foam Pieces	
Glass Pieces	
Paper Items	

Write down strange items as well as any dead/injured animals you find

Strange Items	
Dead/Injured Animals	

If you find a syringe and you are under 18 please **DO NOT** touch it. Tell an adult it's location and ask them to take it to the local pharmacy.

# The Cigarette Butt Cycle

by A Greener Future



they don't just go away



**When you toss your butts**  
they contaminate our  
local water system



**"4.5 Trillion butts are  
littered each year"**

They end up in  
our lakes and  
rivers where fish  
can mistake  
them for food

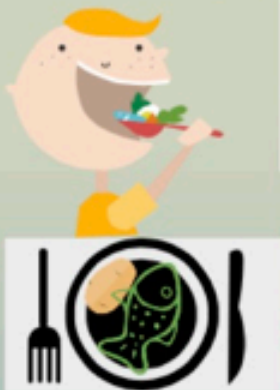
Over time  
these toxins  
affect human  
health



If the fish survive  
the toxins can  
build up in the  
fish's body



**"1 butt per litre of  
water can KILL the fish  
in a stream"**



**Think twice before tossing your butt on the ground**



# THE BUTT BLITZ

On May 2nd 2015, our goal is to remove 1 million cigarette butts from Canadian ecosystems

On Saturday May 2nd 2015, A Greener Future will be hosting cigarette butt clean up events across Canada. Coordinators from cities across the country will be organizing their own clean ups to remove littered cigarettes from Canadian ecosystems. Collected cigarette butts will then be shipped to TerraCycle Canada through the Cigarette Waste Brigade to be recycled. TerraCycle is an upcycling and recycling company that collects difficult-to-recycle packaging and products and repurposes the material into new and innovative products.

## THE PROBLEM

"1 cigarette butt can contaminate 1 litre of water"  
- Jacob, Gina. "Cigarette Butts Toxic to Marine Life." San Diego State University (May 1st, 2009)

"Only 10% of cigarette butts are disposed of in ash receptacles."  
- iQ Research & Consulting, Keep America Beautiful Pocket Ashtray Study (January 2008)

"1.69 billion pounds of cigarette butts wind up as litter worldwide per year."  
- Carlozo LR. "Cigarettes: 1.7 billion pounds of trash." Chicago Tribune. (June 18th, 2008)

"1 in 3 cigarettes end up as litter."  
- preventcigarettelitter.org

## THE SOLUTION



1. Cigarette Butts are shipped to TerraCycle\*



2. Filters are sterilized using gamma radiation followed by testing for bio-burden (# of bacteria living on surface)



3. Filters are shredded



4. The tobacco is separated from the shredded filters



5. Tobacco goes to non-food composting



6. The shredded filters are blended with other recycled material and then pelletized to be used for injection molding or extrusion

For every pound of cigarette waste sent in to TerraCycle from the Butt Blitz events, \$1 will be donated to A Greener Future. You can request a shipping label from a Greener Future at the end of the event and a shipping label will be emailed to you. The money raised through the event will be used to fund programming related to the prevention of cigarette butt litter.

**Thank you for participating in the 2015 Butt Blitz!**

[www.agreenerfuture.ca](http://www.agreenerfuture.ca)

Facebook: "Butt Blitz 2015"