



2020 Gratitude Report



Credit Valley
Conservation
FOUNDATION

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Welcome

2020 was one of the most difficult years for charities everywhere and Credit Valley Conservation Foundation was no exception. The pandemic impacted our ability to raise funds through our signature events, which unfortunately had to be rescheduled or adapted.

Many aspects of regular life had to stop to contain the pandemic, but the critical need to protect and restore our local environment remained. While we shifted to virtual formats to adapt to the new normal, it was the profound generosity of our donors, funders and supporters that ensured important projects of Credit Valley Conservation (CVC) would continue to be funded.

After our 15th Annual Conservation Gala was rescheduled to 2021, many of our Gala sponsors generously converted their sponsorships to in-year donations. With our fan-favourite Gala auction no longer possible, our supporters helped us transition to our first online Conservation Auction. To close out the year, our donor community supported our expanded Holiday Giving Campaign. We're grateful for our generous donors, funders and supporters who enable our partner, Credit Valley Conservation (CVC), to protect, connect and sustain our local environment.

We're excited to present our 2020 Gratitude Report, outlining how your contributions impacted our community and environment. 2020 concludes the fifth and final year of our \$5 million Protect, Connect, Sustain Campaign. We're thrilled to report that as of December 31, 2020, your generosity raised \$6.3 million, exceeding our campaign goal.

Thanks to you, we raised \$926,234 and made a \$793,497 contribution to CVC programs and projects in 2020. Additionally, as of December 31, 2020, we held \$743,893 in trust for future contributions for critical environmental restoration projects, land acquisition and more.

With the support of our donors, funders, supporters, Board and volunteers, we are ready for the challenges that lay ahead in the years to come. As always, our thanks and gratitude to you.

With warm regards,

Handwritten signatures of Karen Ras and Jon MacMull in blue ink.

Karen Ras, *Chair*



Jon MacMull,
*Acting Executive
Director*

Our Watershed

Situated within one of the most-densely populated regions of Canada, the Credit River Watershed contains some of the most diverse landscapes in southern Ontario. In this area, the Carolinian Forest zone meets the Deciduous Forest zone, both of which contain unique species not found in other zones.

The Niagara Escarpment and the Oak Ridges Moraine also run through the watershed, further increasing the number and diversity of plants, animals and communities. The Credit River is almost 90 kilometres long and meanders south-east from its headwaters in Orangeville, Erin and Mono, through nine municipalities, eventually draining into Lake Ontario at Port Credit, Mississauga.

The Credit River is home to a wide range of wildlife including 244 bird species, 64 fish species, 41 species of mammals, five species of turtles, eight kinds of snakes, 17 amphibians (frogs, toads, salamanders and newts) and 1,330 plant species. The Credit River is the most diverse cold-water fishery in Ontario, if not eastern North America.



As we work to further our mission we acknowledge the rich history and enduring presence of Indigenous peoples as stewards of the land and water of the Credit River Watershed.

We acknowledge that the Credit River Watershed is part of the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. The Credit River Watershed is also part of the traditional territory of the Huron-Wendat and Haudenosaunee, and home to many First Nations, Métis, and Inuit Peoples today.

Treaties made with Indigenous Peoples are enduring and include responsibilities for both parties. We affirm that this land and water is our common source of life and we must all share responsibility for its care and stewardship for now and future generations.

Who We Are

Credit Valley Conservation Foundation is a registered environmental charity.

Our Mission

To raise funds and awareness in support of the conservation projects carried out by our partner, Credit Valley Conservation, that protect, connect and sustain the health and well-being of the watershed and its communities.

Our 2020 Board of Directors

- Karen Ras. *Chair*
- Ed Arundell. *Vice-Chair*
- Jim Muscat, *Past Chair*
- Deborah Martin-Downs
Secretary-Treasurer
- Bob Atkinson
- Brad Fauteux
- Dave Dyce
- Ellen McGregor
- Jean Williams
- Johanna Downey
- Lance Secretan

Our Staff

- Jon MacMull
Acting Executive Director
- Maggie Janik
Grants Coordinator
- Sharlene Hardwar
Acting Philanthropy Specialist

We are generously supported by



33

Corporate
Partners



301

Individuals
& Families



22

Community
Organizations



3

Government
Partners



35

In-kind
Donors



115

Event
Guests

Protect, Connect, Sustain

Celebrating Five Years of Environmental Action

In 2016, we set our sights high with the goal of raising \$5 Million dollars in 5 years (2016-2020) through our Protect, Connect, Sustain Campaign in support of CVC's vision of a thriving environment that protects, connects and sustains us. We are thrilled to report that as of December 31, 2020, your generosity **raised over \$6.3 million**, exceeding our campaign goal!

We made a **contribution of \$4.69 million** to CVC programs and projects over that same period and **held \$743,893 in trust** for future contributions to critical conservation projects. As we look to the future, we're inspired by the continual need to do more for our environment and the communities we serve.

Campaign Contributions to Credit Valley Conservation (2016-2020)

\$513,526



Parks & Conservation Areas

\$68,722 in 2020

\$707,595



Credit Valley Trail

\$27,570 in 2020

\$1,094,150



Environmental Education

\$171,189 in 2020

\$1,219,915



Environmental Restoration

\$2,128 in 2020

\$1,155,049



Climate Change / Low Impact Development

\$372,768 in 2020



CREDIT VALLEY
TRAIL

Connecting the Credit Valley Trail

CVC is working with community partners to create the Credit Valley Trail, a beautiful 100-kilometre river valley trail from the hills of the headwaters near Orangeville to Lake Ontario in Mississauga.

The trail will connect communities to the beauty of nature, Indigenous heritage and values, rich cultural experiences and the sacred sustaining waters of the Credit River. Each new kilometre is a step toward a more connected future where the Credit River and our natural environment take a central role in our well-being.

The need for protected green spaces and outdoor recreational opportunities is more important now than ever. The pandemic has shown that access to natural spaces play a critical role in maintaining health and wellness. The Credit Valley Trail is a legacy project led by CVC in partnership with City of Brampton, Town of Caledon, CVC Foundation, Town of Halton Hills, City of

Mississauga, Mississaugas of the Credit First Nation, Town of Orangeville and Region of Peel. To date, funding for the project has been generously received from the individual donors, The Government of Ontario, the Greenbelt Foundation and 407 ETR.

We've connected 32 kilometers of trail and have 68 left to go. In November 2020, we launched our largest fundraising campaign to date. We hope to inspire generous individuals and organizations to help us raise \$10 million to connect the rest of the Credit Valley Trail.

Generous donations of all sizes will help fund important aspects of the trail, including securing new land for the trail route, building the trail surface and creating stops along the way where people can connect with the Credit River's natural and cultural heritage. Together, we can realize our vision of a protected river, connected communities and sustainable future. Learn more at creditvalleytrail.ca.

2020 Donor Impact Showcase



Enhancing Rattray Marsh Conservation Area

Rattray Marsh is an environmental gem located in a unique natural setting within the City of Mississauga. It's a vital protected space for close to 300 wildlife species. It's also a treasured recreational and educational landmark for the community. The area's Turtle Creek entrance is the busiest access point in CVC's conservation area system, welcoming over 300,000 visitors every year.

In March 2020, thanks to a generous donation from HollyFrontier (Petro-Canada Lubricants), CVC raised the Turtle Creek bridge to a safe level above lake flooding and created a new elevated boardwalk, using stone to protect it from erosion. The new structure is accessible and offers visitors a safe and attractive welcome to Rattray Marsh.





Expanding Access to Nature

The pandemic has been a stressful time for individuals and families. With limited recreation opportunities available, people have rekindled their love for nature and outdoor recreation.

Through the donor-supported Conservation Areas Library Program, CVC provided free access to conservation areas, encouraging healthy and positive experiences in nature. Additional conservation area membership cards were sent to the library systems in Mississauga, Brampton and Caledon, which can be accessed by residents free of charge.

Thank you to The Community Foundation of Mississauga and Community Foundations of Canada for their forward-thinking investment. Their support helped more than 1,300 people reconnect with nature.





Smart Blue Roof Pilot Project

In November, Intact Financial Corporation provided CVC with over \$280,000 as an Intact Adaptation Action Grant. The grant will fund a smart blue roof system planned for CVC's administrative office building.

Smart blue roofs are a new way for flat-roofed buildings to manage rainwater. They use real-time weather data to decide whether to let the water evaporate on the roof, store it, or release it into the stormwater system. This generous grant will help CVC install and evaluate the high-tech roof and understand how to scale this technology to other sites. It will also help other organizations locally and across Canada to assess this technology. Thank you to Intact Financial Corporation for providing this innovative grant.





Environmental Education & Outreach

In 2020, through CVC's suite of youth programs, 31 events were organized engaging with and providing environmental education to 305 youth.

As a result, a total of 97 native trees and shrubs were planted within the Credit River Watershed, restoring 13m² of land including the removal of 100 lbs of litter.



2020 Events & Activities

Life's a Beach Charity Bonspiel



In January, CVC staff organized their 4th Annual Charity Bonspiel, sponsored by IG Wealth Management, Therrien Accounting and other generous supporters.

Twelve teams gathered at the Acton Curling Club for a fun day on the ice. Themed “Life’s a Beach”, festivities included a bucket auction, trivia contest festivities also included a bucket auction, trivia contest, Plinko and toonie-toss. The photo booth gave teams the chance to model their winter beachwear for posterity.

Thank you to all our generous sponsors, everyone who came out to curl, and especially to all those who helped organize and run the event!



Family Day at Island Lake

On Family Day (February 17), the Friends of Island Lake, one of our volunteer fundraising committees, hosted their annual Family Day Event at the Island Lake Conservation Area. A total of 17 volunteers braved the frosty February weather to lead the day's fun activities, assist visitors, direct parking and deal with any emergencies.

A total of 978 visitors took part in the event. Activities included ice fishing demonstrations, skating, snowshoeing, giant games,

a warming station and a fire pit serving smores and hot dogs. Many participants also took part in the ever-popular crokicurl (an icy, outdoor take on the traditional Canadian board game crokinole, combined with curling.)

The Friends of Island Lake work to improve and expand the existing trail systems and trail and park amenities at Island Lake Conservation Area. They also support CVC in promoting awareness of the conservation area.

Island Lake Natural Playground



On April 6 2020, CVC officially opened the Island Lake Natural Playground. The playground features a 1.17-acre nature-inspired play area combining natural elements like plants, water, logs, boulders and terrain. Built structures, including climbing facilities, an obstacle course and outdoor musical instruments also contribute to the play experience.

The Credit River Métis Council partnered with us to incorporate Indigenous design elements. In winter, the 2.5-metre-wide trail around the playground is groomed and flooded for skating and skiing.

Thank you to the Friends of Island Lake, who led the project, and to Orangeville Lion's Club, Rotary Club of Orangeville, Dods & McNair Funeral Home, Dufferin County and Jackman Foundation for their support.



Rattray Marsh Donation Days

In October, CVC Foundation staff and board members joined Rattray Marsh Protection Association volunteers to host two Park Donation Days at Rattray Marsh Conservation Area. The goal was to get “boots on the ground” to re-establish in-person contact with trail users. Along with soliciting donations, the Donation Days were an opportunity to educate and inform visitors about CVC Foundation.

While strictly following all COVID-19 social distancing requirements, participants engaged more than 160 individual trail users. The Donation Days were a pilot project for expanding the park donation day model to other CVC properties in future years. Thank you to the volunteers, Board members and staff who participated. Thank you to Rattray Marsh Protection Association for helping to ensure that the local community and visitors enjoy meaningful educational, interpretive and stewardship experiences at Rattray Marsh.



Credit Valley Trail Campaign Launch



The Credit Valley Trail gained its first stake in the ground on November 3, as project partners officially unveiled the trail's first wayfinding signage at Upper Credit Conservation Area and marked the opening of the first section of the Credit Valley Trail.

This was a milestone day for the trail, as the sign unveiling and ribbon cutting took the bold vision of this legacy trail from strategy to reality.

In attendance were representatives from the Credit Valley Trail Leadership Council, CVC Board of Directors, CVC Foundation Board of Directors, Mississaugas of the Credit First Nation Community, Greenbelt Foundation and 407 ETR.





Online Conservation Auction

In November, we hosted a web event providing three ways to contribute. We put over 75 generously donated items up for bid on our online Conservation Auction. We potted trees from CVC's nursery and sold them online as Living Christmas Trees. Lastly, we held a Fund-A-Need campaign for the Credit Valley Trail Connection.

The Conservation Auction raised \$14,227. Fifty-four Living Christmas Trees were sold raising \$1,350 and our Fund-A-Need campaign added \$3,027.

Despite rescheduling the gala, we raised a total of \$18,604 for the critical conservation projects in the Credit River Watershed. Thank you to the many generous donors and dedicated volunteers for getting creative in this unprecedented year.



Expanded Holiday Giving Campaign



DEC

Our expanded 2020 Holiday Giving campaign was launched in support of the Credit Valley Trail, to connect the remaining 68 kilometres of trail.

The year-end campaign inspired an exceptional level of support. We received \$20,000 from generous individual donors. Our presenting sponsor, Imperial Oil, and our matching sponsor,

Canon Canada, each committed to doubling public donations up to \$10,000. As a result, the campaign raised \$40,000.

Thank you to our kind-hearted individual donors, generous corporate sponsors, and hard-working volunteers for ending 2020 on such a high note.

Thank You to Our Generous Supporters

\$100,000+

- Intact Foundation
- The Neptis Foundation

\$50,000 – \$99,999

- Government of Canada
- United Parcel Service Foundation

\$25,000 – \$49,999

- Toronto Zoo
- TD Friends of the Environment Foundation

\$10,000 – \$24,999

- | | | | |
|---|---|--|---|
| <ul style="list-style-type: none">• Jim & Micheline Muscat• 407 ETR Concession Company Ltd.• Alectra Utilities• Canon Canada | <ul style="list-style-type: none">• The Community Foundation of Mississauga• Imperial Oil Limited• Lakeview Community Partners Ltd. | <ul style="list-style-type: none">• Martin Rudd• Orangeville Lion's Club• PCLI Community Connect• Port Credit West Village Partners | <ul style="list-style-type: none">• Rotary Club of Orangeville• TAKLA Foundation• Community Foundations of Canada |
|---|---|--|---|

\$5,000 – \$9,999

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">• American Eagle Outfitters Foundation• C.F. Crozier & Associates Consulting Engineers• Fieldgate Developments | <ul style="list-style-type: none">• The Greenbelt Foundation• Mattamy Homes• Nando Iannicca• Paradise Developments | <ul style="list-style-type: none">Limited• HollyFrontier Lubricants & Specialists (Petro Canada Lubricants Inc.)• Shoreplan Engineering | <ul style="list-style-type: none">• TFP Clockwork Developments Inc.• The McLean Foundation |
|--|---|---|---|

\$1,000 – \$4,999

- B. Mcphee
- Canada Lands Company
- Cedar City Developments & Yorkwood Homes
- David Schaeffer Engineering Ltd.
- Deborah Martin-Downs
- Dods & McNair Funeral Home & Chapel
- Ed Arundell
- Erin Mills Development Corporation
- Friends of Island Lake
- G. Gowland
- Glen Schnarr & Associates Inc.
- Greater Toronto Sewer and Watermain Contractors Association
- Hutchinson Environmental Sciences Ltd.
- Jean & Derek Williams
- Karen Ras
- Logan Armstrong
- M. Lindsey
- Marsh Canada
- Mayfield McLaughlin Developments Inc.
- Melrose Investments
- R&M Construction
- R.J. Burnside & Associates
- Service Master
- Suncor Energy
- Susan Thomson
- The Erin Mills Development Corporation
- The Municipal Infrastructure Group
- Town of Caledon

\$500 – \$999

- A. Horwood
- Brenda Mullan
- David Vincent
- IG Wealth Management
- Jean Bowman
- Johanna Downey
- Jose Perez
- M. Cruickshanks
- M. Mahoney
- Michael Braun
- Mike Puddister
- Pat Mullin
- Robert Burnside
- Sheila Goldman
- Vicki Barron
- William Dunlop

In-kind donations valued at \$500+

- Art Gallery of Ontario
- Brampton Flight Centre
- Canada Lands Company
- Desjardins Insurance
- Flat Rock Cellars
- Giddy Yoyo
- GoodLot Farm and Farmstead Brewing Co.
- Greystone Books
- Gro-Bark
- HP Canada
- Mount Alerno Luxery Resorts
- Patagonia Toronto
- Pelee Island Winery & Vineyard
- Shawn & Ed Brewing Co.
- Starbucks
- The Waterside Inn
- Xanadu Homes Ltd.

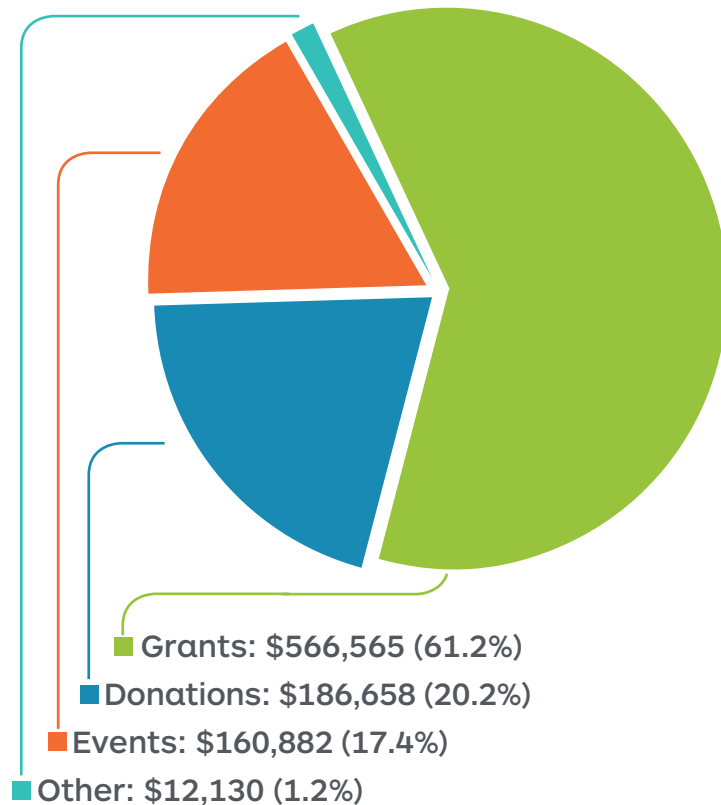
2020 Financial Statements

Financial highlights for the year ended December 31, 2020.

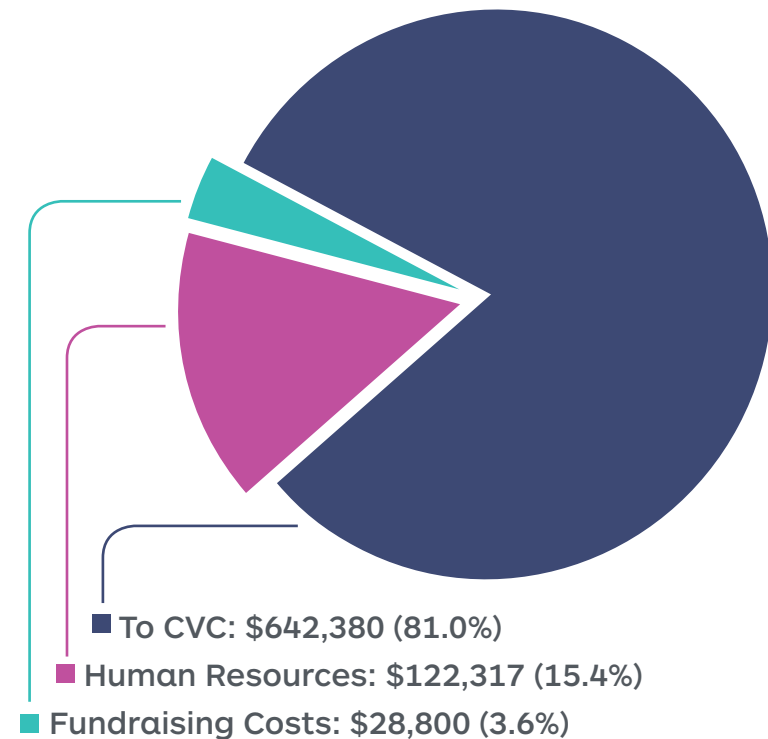
CVC Foundation is committed to the highest standards of accountability and transparency.

To view the audited financial statements, please visit: cvcfoundation.ca/publications

Total Revenue: \$926,234



Total Expenditures: \$793,497



Credit Valley Conservation Foundation

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Web: cvcfoundation.ca

Charitable Registration #118879048RR0001



**Credit Valley
Conservation
FOUNDATION**