



# 2021 Gratitude Report

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# Welcome

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**Karen Ras, Chair**

2021 marked the second year of the global pandemic and while we continued to adjust to our new normal, Credit Valley Conservation Foundation (CVCF) remained committed to raise funds and awareness in support of critical conservation efforts.

The last two years has taught us how important green spaces are for our physical and mental health. The need to protect and restore our local environment is more pressing than ever before. Through the generosity of our donors, funders and supporters, we are ensuring the critical work of Credit Valley Conservation (CVC) moves forward. Together, we're building sustainable communities in the Credit River Watershed.

In the fall, we had the privilege of welcoming guests back to our 15th Anniversary Conservation Gala. Proceeds from the event support important environmental initiatives, including land acquisition for environmental protection, enhancing CVC's much-loved conservation areas and connecting the Credit Valley Trail (CVT). We're grateful for our donors, funders and supporters who enable our partner, CVC, to protect, restore and manage the natural resources in the watershed.

We are well on our way to fundraising for CVCF's largest fundraising campaign to-date, a \$10 million campaign to help connect the remaining 68 kilometres of the CVT. Once complete,

the trail will be a 100-kilometre pathway following the banks of the Credit River, from the headwaters in Orangeville to Lake Ontario in Port Credit. It will connect people to the beauty of nature, rich cultural experiences, Indigenous heritage and values and the sustaining waters of the Credit River.

We're excited to present our 2021 Gratitude Report, outlining how your contributions impact our community and environment. Thanks to you, we raised \$1,954,891 and made a \$1,580,229 contribution to CVC programs and projects in 2021. Additionally, as of December 31, 2021, we held \$967,866 in trust for future contributions for critical environmental restoration projects, land acquisition and more.

With the support of our donors, funders, Board and volunteers, we are excited for the challenges that lie ahead of us in 2022! As always, our thanks and gratitude to you.

With warm regards,

*Karen Ras*



# 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 2021 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

## Our 2021 Staff

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

## We are generously supported by:



31

Corporate  
Partners



12

Foundations



55

Individuals &  
Families



10

Community  
Organizations



4

Government  
Partners



15

In-kind  
Donors



224

Event  
Guests



# Credit Valley Trail

Credit Valley Conservation (CVC) is working with community partners to create and connect the Credit Valley Trail (CVT), a continuous 100-kilometre river valley trail from the hills of the headwaters in Orangeville to Lake Ontario in Mississauga.

The CVT will create countless recreational opportunities and establish space to explore the rich history and natural diversity of the Credit River and surrounding valleylands. Each new kilometre is a step towards a more connected future, ensuring our natural environment takes a central role in our collective well-being.

Supporting and empowering Indigenous communities is central to the CVT vision. Through collaboration, project partners are creating dedicated space along the trail to recognize and honour Indigenous knowledge, history and present-day culture. The entire CVT route weaves through the traditional territory and treaty lands of the Mississaugas of the Credit First Nation (MCFN).

CVC is working closely with representatives from the MCFN and the CVT Indigenous Roundtable to create Indigenous experiences and programming along the route. Formed in the

early stages of the project, the projects' Indigenous Roundtable leads this planning, collaborating with CVT partners to create placemaking along the route, including installing interpretive signage, and building public art installations to develop cultural features and gathering spaces.

The first step on our journey begins with the construction of the Crane Gathering Space – an Indigenous cultural feature that will be located at Island Lake Conservation Area, the northern trailhead of the CVT.

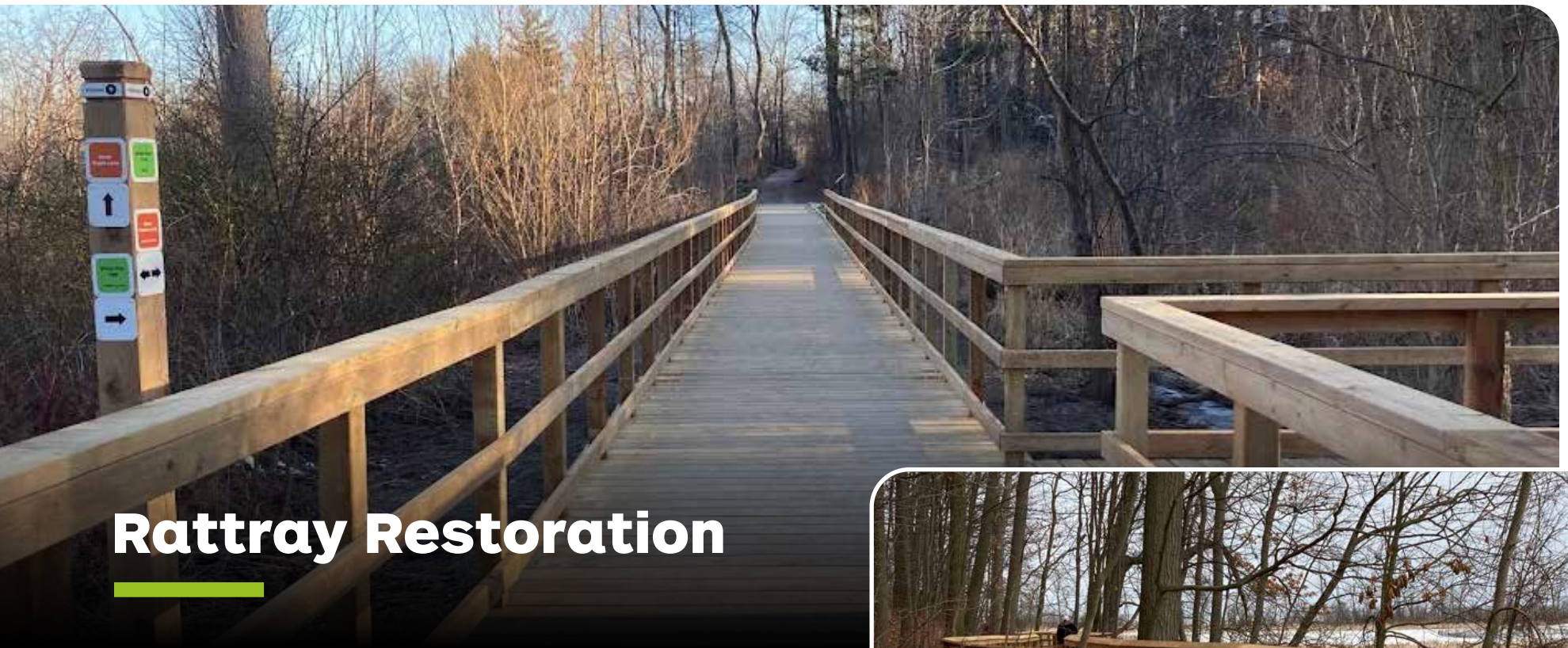
The CVT is a legacy project in partnership with CVC, City of Brampton, Town of Caledon, CVC Foundation, Town of Halton Hills, City of Mississauga, MCFN, Town of Orangeville, Region of Peel and several community partners. To date, funding for the project has been generously received from individual donors, the Government of Ontario, the Greenbelt Foundation and 407 ETR.

Generous donations of all sizes will help fund these important aspects of the trail where people can connect with the Credit River's natural and cultural heritage. Learn more at [creditvalleytrail.ca](https://creditvalleytrail.ca).

# **2021 Donor Impact Stories**

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## Rattray Restoration

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. In 2021, Credit Valley Conservation completed two significant trail upgrades. Construction began in July for the Knoll Trail and Silver Maple Lane at the Upper Sheridan Creek Bridge. Both projects were completed and open to the public by December. The work involved the reconstruction and extension of boardwalks where the existing structures had reached the end of their usable life. This work was necessary to provide safe and accessible trails to our visitors.





# Credit Valley Trail Wayfinding Signage

In November 2021, Credit Valley Conservation (CVC) installed the second official wayfinding signs along the trail! Located in Caledon at CVC's Ken Whillans Resource Management Area, this section of the trail spans close to 1.6 kilometres.

CVC staff are working to develop a set of Credit Valley Trail (CVT) signage guidelines that will guide, inform and assist our municipalities and other trail management partners in how to best co-brand existing sections of the trail with the CVT signage. This work will be completed in 2022.





# Planting Events

In 2021, through Credit Valley Conservation's youth programs, 87 events were organized to engage and educate 1,378 youth about the importance of environmental awareness. As a result, 26 sites were restored, totalling 4.9 hectares of land and 35 metres of stream. This included planting 1,998 native trees and shrubs and 189 native wildflowers and removing 34,308 square metres of invasive species across the Credit River Watershed.





# Covered Bridge

Completed in 2021, the new Island Lake Conservation Area covered bridge was designed and constructed entirely in-house by Credit Valley Conservation (CVC) staff and members of the Friends of Island Lake throughout the COVID-19 pandemic. The CVC Capital Projects crew constructed the 25-metre-long structure atop 16 helical pile piers and used an all-timber beam support system. The scissor trusses and durable steel roof (fabricated to resemble cedar shakes) protects the structure and with the interior cedar cladding provides an airy and beautiful gateway for trail users crossing over the wetland. The style of the structure pays homage to the rural character of the area and other covered bridges which existed in rural headwater communities in the late 19th century.





## **2021 Grants Stories**

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# Indigenous Placemaking along the Credit Valley Trail in Caledon

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With generous funding from the Brampton and Caledon Community Foundation, Credit Valley Conservation (CVC) collaborated with our Indigenous partners on the Credit Valley Trail (CVT) to bring rightful attention to the territories, traditional knowledge and Indigenous culture more generally.

In 2021, CVC staff conducted background research, working with the two Elders from the Mississaugas of the Credit First Nation (MCFN) to better our understanding of the Anishinaabe culture, Fish Doodem and history of Indigenous people in the Caledon area. Once the background work was

complete, CVC met with the Elders on site to film content of these themes to highlight Indigenous placemaking along the CVT.

The programmatic content for the 'Fish Site', showcases stories as told by MCFN Elders to convey important lessons through their grandfather teachings regarding the environmental and spiritual significance of the Credit River, the surrounding habitat and local species and the rich natural and cultural heritage of the river valleylands.





# Building Capacity to Reduce Community Heat Vulnerability in Brampton

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Thanks to funding from the Government of Canada's Climate Action and Awareness Fund, Credit Valley Conservation's (CVC) Community Tree Project helped residents in a heat vulnerable neighbourhood in Brampton increase the urban tree canopy and act on climate change. This project was accomplished in partnership with the City of Brampton.

Through the efforts of local volunteers, staff and residents, 2,878 native trees were planted in parks and open spaces, private yards and on corporate and institutional properties which will sequester 28 tonnes of carbon per year, reducing greenhouse gas emissions globally.

The project built knowledge about the impacts of climate change, heat vulnerability and the importance of native trees and the urban canopy. In total, 17,483 residents were reached through the project's campaign. Climate-related educational programming engaged over 1,800 local students and their teachers, as well as 700 adult learners, newcomers and community group members. Skills development workshops and webinars were delivered to 360 homeowners to help build their capacity to plant native trees and take climate action. Large-scale sustainable landscaping projects were also designed and implemented on three corporate and institutional properties.





# Risk and Return on Investment Tool (RROIT)

Flooding is the leading cause of disaster relief funding and insurance claims in Canada. It has been identified as the most significant climate-related risk facing municipalities within Credit Valley Conservation's (CVC) jurisdiction.

To reduce the complexity of managing climate-related risks, CVC has developed the Risk and Return on Investment Tool (RROIT) in partnership with the federal government, municipalities, private sector and academia. The RROIT performs scenario analysis and displays geo-spatial information to identify properties and critical infrastructure at risk of flooding or failure due to extreme rainfall. The RROIT allows municipalities, property owners and investors (users of the tool) to compare solutions and ensure the greatest return on investment.

The government recognizes that vulnerable populations may be at a higher risk than the average population within a community, therefore requiring more social services support during or after a flood event. They may have less means to repair, relocate or may be more likely to require health care services, and therefore municipalities must consider socially vulnerable populations when applying for federal infrastructure or disaster mitigation funding.

With RBC funding, CVC has enhanced the RROIT to allow users to map socially vulnerable populations to help prioritize investment in infrastructure, policy, emergency services and social services. RROIT is the only flood risk tool available in Canada to provide spatial analysis identifying priority areas for social services to target support to vulnerable populations.





## Hungry Hollow Sustainable Neighbourhood Action Plan (SNAP)

The Hungry Hollow Sustainable Neighbourhood Action Plan (SNAP) focus area covers 580 hectares of land within the Silver Creek and Black Creek subwatersheds. It contains both the Delrex neighbourhood of Georgetown and part of the Hungry Hollow ravine.

The vision for Hungry Hollow SNAP is to create a healthy, climate-resilient neighbourhood, with biodiverse natural spaces and green infrastructure championed by caring,

connected residents and community members. As a component of the SNAP Action Plan, over the next several years, CVC's Community Stewardship Project will connect community groups and engage the public in restoration efforts on both public and private lands. These efforts aim to accelerate natural regeneration, connect habitats, and improve ecosystem function, diversity and health. Restoration efforts will include planting trees on public lands, removing invasive species and engaging the community.

## **2021 Events**

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# Trail Donation Days at Our Conservation Areas



On July 31, Credit Valley Conservation Foundation Board members joined our staff and Credit Valley Conservation's Conservation Interpreters at the Limehouse Conservation Area Donation Day to engage with the public and collect donations onsite. A total of \$300 was raised towards general donations for the foundation.

The Friends of Island Lake hosted their first onsite fundraiser since the start of the pandemic on Saturday,

September 11. Members of the committee gathered at Island Lake Conservation Area from 8 a.m. until 4 p.m. for their Fall Trail Donation Day. There were two donation booths set up at two of the busiest park entrances: the Hockley Road entrance and the 4th Avenue entrance. The day proved to be a great success with many positive engagements with community members and regular Island Lake visitors. The Fall Trail Donation Day raised over \$2,000 in donations onsite.

# Online Auction

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Our Online Conservation Auction ran June 10 to 17, just in time for Father's Day, and featured a wide array of items. Funds raised through this auction were undesignated except for the Fund-A-Need donations which were directed toward the Credit Valley Trail (CVT) campaign.

We had a total of 60 packages to bid on, which included eight levels of CVT Fund-A-Need donation options. Through the online auction we engaged 143 registered participants, collected 26 Fund-A-Need donations and raised \$14,000.





# Morphology

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Morphology is an evolving photography exhibit, documenting the construction of the Jim Tovey Lakeview Conservation Area, a 26-hectare conservation area on the Lake Ontario shoreline. Morphology was the vision of the late City of Mississauga Councillor, Jim Tovey.

The 2021 Morphology Exhibit, presented by Lakeview Community Partners, ran from October 15 to 30, and was held at the Small Arms Inspection Building in Mississauga. The exhibit was free to the public thanks to the generous funding support provided by Lakeview Community Partners who contributed \$20,000, Edenshaw Developments who gave \$5,000 and Mother Parkers Tea and Coffee who also gave \$5,000.



# 15th Anniversary Conservation Gala



The 15th Anniversary Conservation Gala was a huge success! Held at the Mississauga Convention Centre, Credit Valley Conservation Foundation (CVCF) welcomed 224 fully vaccinated guests who came together in support of environmental initiatives and raised over \$260,000.

This year's gala featured a cocktail reception with a popular Birds of Prey display. Guests were welcomed to the dining room by CVCF's special guest host, media personality Anwar Knight. An inspiring opening address was delivered by Chief

R. Stacey LaForme of the Mississaugas of the Credit First Nation. Dinner included a four-course meal and live musical entertainment was provided by the Jay Boehmer Jazz Trio. Fundraising elements throughout the evening included our Heads or Tails game, bucket raffle, silent and live auctions and Fund-A-Need auction. In total, CVCF received sponsorship support from 31 organizations and relied on the help of 24 volunteers to assist with daytime set up and evening production.



# End of Year Giving Campaign

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From November 29 to December 31, we ran our annual end of year giving campaign. The campaign aligned with Giving Tuesday on November 30 and focused on “Connecting the Credit Valley Trail” through donations in support of land

securement. The campaign ran digitally and appealed to a broad donor base which resulted in an incredible \$57,590 raised!

# Thank You to Our Generous Supporters

## \$100,000+

- Government of Canada
- Metrolinx

## \$50,000 – \$99,999

- Federation of Canadian Municipalities
- Greenbelt Foundation
- Intact Foundation
- Lakeview Community Partners Ltd.
- RBC Foundation
- Swim Drink Fish Canada
- WWF Canada

## \$25,000 – \$49,999

- Government of Ontario
- Jim & Micheline Muscat
- Sheila Goldman

## \$10,000 – \$24,999

- 407 ETR Concession Company Ltd.
- Canon Canada
- City Parks Home Management
- Dods & McNair Funeral Home & Chapel
- Guelph Community Foundation
- Mother Parkers Coffee and Tea
- Petro Canada Lubricants Inc.
- R&M Construction
- TD Bank
- TFP Clockwork Developments Inc.
- Toronto Zoo
- Tree Canada
- United Parcel Service Foundation

## \$5,000 – \$9,999

- DG Group
- Edenshaw Ann Developments Ltd.
- Fieldgate Developments
- Jackman Foundation
- John Spina
- Leighton-Zec Inc.
- Mattamy Homes
- Mayfield McLaughlin Developments Inc.
- National Public Relations
- R.J. Burnside & Associates
- Shoreplan Engineering
- TD Friends of the Environment Foundation
- Timber Specialties Ltd.



## \$1,000 – \$4,999

- Alectra Utilities
- Arundell Solutions Inc.
- Beacon Environmental
- Bob Atkinson
- Brampton and Caledon Community Foundation
- Brook McIlroy
- C. Mason
- Canada Lands Company
- Canadian Wildlife Federation
- Chris Fonseca
- Christopher Zeppa
- City of Mississauga (The)
- Community Foundation of Mississauga (The)
- Country Trades
- Crozier & Associates
- Deborah Martin-Downs
- Ecospark
- Ellen McGregor & Family
- Erin Mills Development Corporation
- Fielding Environmental
- Frank Giannone
- Greater Toronto Sewer and Watermain Contractors Association
- Halton/Peel Woodlands & Wildlife Stewardship
- Harpreet Singh
- Ian MacLeod
- Jean & Derek Williams
- Jeff Danielson
- Johanna Downey
- John Torchia
- Karen Ras
- Kathleen Salerno
- Linda Robertson
- M. Hogben
- M. Lindsey
- Macleod Green Family Foundation
- Mark De Gasperis
- Michael Demone
- P. Codorin
- Peel District School Board
- Rhonda Evans
- Ron Starr
- Source 44 Security
- Terry & Wendy Carter
- Twinkle Mehra

## \$500 – \$999

- Alexandra Degasperis
- Andrea Stewart
- B. Mullan
- Baffinland
- Belinda Cunha
- Bobby Bhoola
- Brian Sutherland
- Bruce Forth
- D. Howard
- D. Humphrey
- David Dyce
- David Vincent
- Debbie Moffatt
- Ed Arundell
- Fred Serrafero
- Friends of Island Lake
- Henna Mazzocco
- James Reed
- Janet Atkinson
- Jean Bowman
- Leeanne Downey
- Lydia Iacovou
- M. Mahoney
- McGregor - Fielding Fund at the Community Foundation of Mississauga
- Neil Hutchinson
- S + J Sriver
- Terri LeRoux
- Town of Caledon
- Vicki Barron

**Thank you to the following businesses that made in-kind donations in support of our signature fundraising events:**

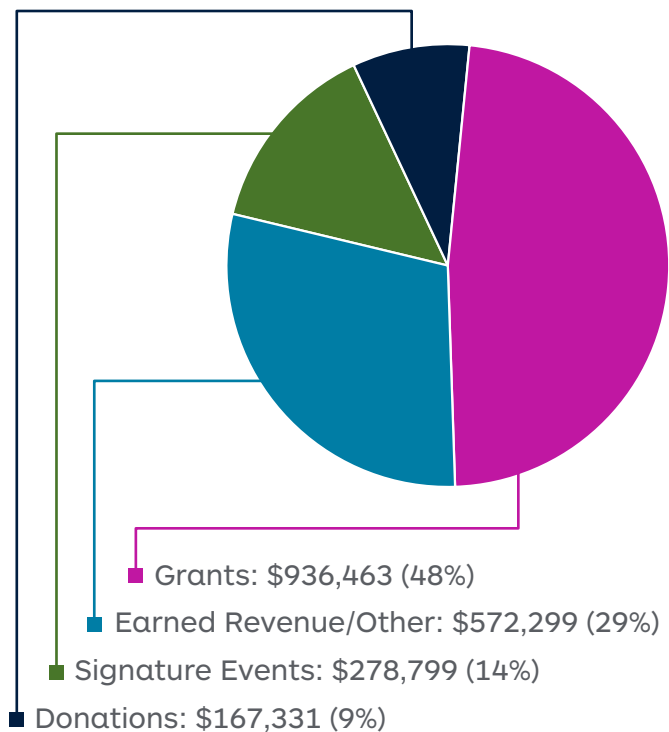
- GoodLot Farm and Farmstead Brewing Co.
- Timber Specialties Limited

# 2021 Financial Statements

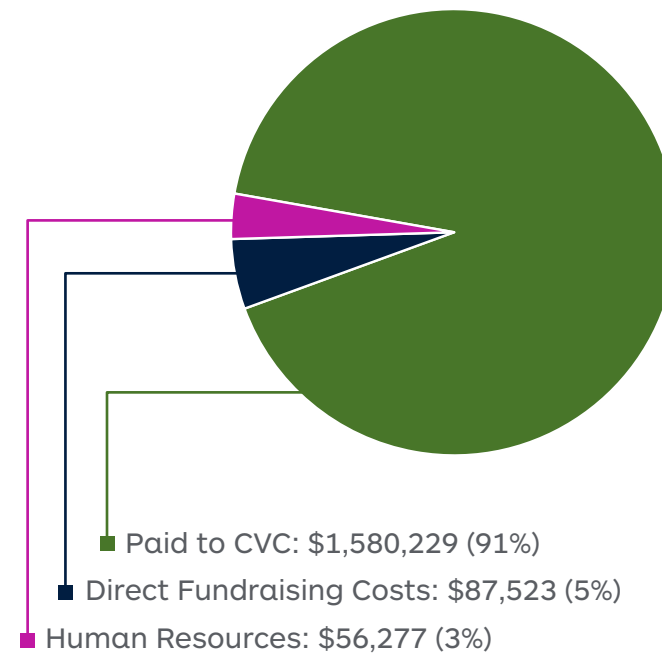
Financial highlights for the year ended December 31, 2021.

Credit Valley Conservation Foundation (CVCF) is committed to the highest standards of accountability and transparency. To view the audited financial statements, please visit the [CVCF Publications page](#).

## Total Revenue: \$1,954,892



## Total Expenditures: \$1,730,918





**Credit Valley Conservation Foundation**

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Charitable Registration #118879048RR0001

