



2014 ANNUAL REPORT

Toronto Environmental Alliance



EXECUTIVE SUMMARY

A Message from Dr. Franz Hartmann, Executive Director.



2014 had two moments that stand out for me and nicely show what type of year we had at TEA.

The first was on a beautiful sunny Sunday afternoon in September. While hundreds of thousands of people marched through the streets of New York City demanding action on climate change, I was on a stage at Nathan Phillips Square speaking to over 3,000 Torontonians who had gathered to show Canadian politicians we expected action on climate change.

It's a humbling experience talking to a crowd that large about TEA and the work we do - but, it was also inspiring. It made me realize that our work at City Hall in early 2014 linking the July 2013 flood and the December 2013 ice storm to the changing climate was part of a growing global movement of people demanding action on climate change.

Another legacy of that great day was the impact it had on TEA. A few weeks after the event, a number of new volunteers showed up at our office. They told us they had been inspired by what they heard about TEA and wanted to help. We also had a number of

people become supporters of TEA and subsequently donate to us.

I mention this because it shows what happens when TEA is out in the community: people become inspired and want to help. In 2014, TEA participated in well over 150 community events across the city. We were in the community talking with people and listening to their concerns. TEA works at connecting our issues with Toronto residents' concerns. This is what our frontline canvassers do every day when they knock on doors across the city. In 2014, we knocked on over 88,000 doors and increased our supporter base to over 55,000. We inspired people to get engaged.

Which gets me to the second moment in 2014 that stands out for me. It was a Thursday evening at the Trinity St. Paul's United Church. I was about to go on stage and introduce Olivia Chow and John Tory who had come to participate in TEA's Mayoral Debate on the environment. The church was packed with people eager to find out which candidate was greener.

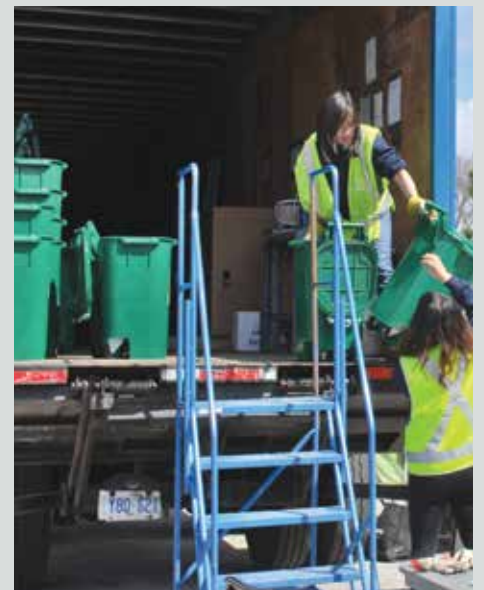
I was not concerned who would win the debate because I noticed each candidate

had a well-worn copy of our Green Action Agenda. We had released that document in June, setting out the actions we wanted the new Mayor and Council to take. It became clear as the debate proceeded that both candidates knew about our Green Action Agenda and were speaking in support of many of its action items.

I realized that regardless of which candidate was elected, the environment had won. TEA, with the support of our, over 55,000, members had convinced Mr. Tory and Ms. Chow that improving the environment was a political priority.

Making the environment a political priority didn't happen by accident. It happened because we worked very hard this year, as this Annual Report shows. And by "we" I mean our fantastic volunteers and staff, along with our tens of thousands of donors and over 55,000 supporters who helped us convince decision makers to take actions that will help build **A Greener City for All.**

To all of you, a very big thank you and get ready as we're poised to accomplish even more in 2015!



CAMPAIGN UPDATES

A Year In Review



Climate Change

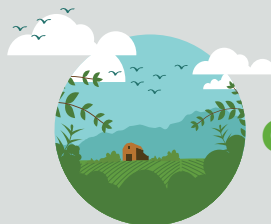
In 2014, City Council finally took climate change seriously. Just days into the new year, City Council met to deal with the aftermath of the devastating ice storm that hit the city in late December. TEA was there and made it clear to Councillors and the media that this was what climate change would bring in the future and that it was time to invest in getting the city ready. We proposed a number of actions the City Government needed to take to get Toronto ready for the changing climate. We identified best practices from other cities and how they got them implemented. Thankfully, Council agreed.

In July, TEA was once again at City Council in support of a city report outlining important next steps for the city's climate change mitigation and adaptation actions. One of these actions involved setting up a high level multi-stakeholder advisory body that TEA was invited to join. TEA was asked to provide ongoing advice to city staff.

In October, TEA released its election survey results that included questions on

whether candidates would support four specific climate change actions. Then candidate, John Tory, answered yes to all four.

This means we now have a Mayor and City Council that is poised to take serious action on climate change.



Greenbelt

In 2014, City Council took major steps to grow the Greenbelt into Toronto's urban river valleys - specifically the Humber and Don Rivers and Etobicoke Creek.

This was the result of a two-part campaign.

Part 1 involved talking to Torontonians about the importance of growing the Greenbelt. Through mostly one-on-one conversations, over 3,500 people signed letters addressed to Toronto City Councillors in support of growing the Greenbelt into public lands in our urban river valleys.

Part 2 involved talking to decision-makers who controlled the affected lands: City Councillors and Board

members of the Toronto and Region Conservation Authority (TRCA). In January TEA made a presentation to the TRCA Board Executive requesting TRCA support for growing the Greenbelt into Toronto. In May, the Board Executive agreed. In February, TEA worked with Councillors Maria Augimeri and Glenn DeBaeremaeker and persuaded City Council to adopt a motion asking for a staff report on growing the Greenbelt into Toronto. In July, Council directed staff to report back in February 2015 with a detailed plan on how to grow the Greenbelt onto City lands.

If all goes as planned, City Council will take the final step required in early 2015 to add public lands in our urban river valleys to the Greenbelt.



Toxics

Now that we have the right to know about toxic chemicals in our city we have the obligation to act. TEA spent 2014 building public demand and political support for various toxics reduction strategies that will clean up Toronto's air and water.



In 2014, the City of Toronto reconfirmed air pollution as the leading cause of premature death in our city and identified specific toxins that are increasing the risk of cancer in certain neighbourhoods. TEA drew significant media attention to these issues and won a number of votes at City Hall that spurred the city into action. The City of Toronto agreed to lead an expert roundtable to develop an air quality strategy for Toronto and develop an action plan to reduce the top 8 toxic chemicals in 2015. We also introduced a new 'citizen science' tool for monitoring air pollution that will inform solutions at the municipal level.

On the ground, our DeTOx Toronto campaign focused on teaching Community Health Centre staff about ChemTRAC, distributing ward-specific DeTOx Toronto campaign tools, and promoting local solutions to reduce exposure to priority chemicals such as mercury. TEA worked with communities across Toronto on the two biggest sources of mercury emissions, crematoriums and sewage incineration, and helped to push for toxic-free solutions.

TEA has also been working hard to protect Lake Ontario, Toronto's drinking water source, from toxic chemicals entering our sewer system. We put toxic chemicals of concern to the Great Lakes on the municipal election agenda.



We've consulted with Toronto Water on strengthening their water pollution prevention efforts, including the need to start monitoring emerging chemicals of concern found in Lake Ontario. TEA is increasing our coalition work with organizations across the Great Lakes region and we are a signatory on the recent letter to Environment Canada demanding a ban on triclosan from consumer products.



Transit

In 2014 after four years of nurturing TTCriders (Toronto's voice for transit riders), TTCriders finally became a fully independent organization that took the lead in advocating for transit at City Hall. This is what we had hoped for back in 2010 when TEA and other organizations formed TTCriders. We realized Toronto needed an organization completely dedicated to transit advocacy.

Thankfully, TTCriders has been very successful (visit them at tccriders.ca) and TEA can take some credit for their success.

TEA continues playing an active role in transit. In June, we worked with



the Toronto Coalition for Active Transportation, Cycle Toronto and Walk Toronto to produce Building a Toronto that Moves, a 12 point action plan to improve public transit, cycling and walking in Toronto. TEA played a key role in making sure transit actions were front and centre. The plan was presented to candidates running for Mayor and City Council as a blueprint for how the new City Council could get Toronto moving again.

TEA also participated in MovetheGTHA, a collaboration of groups from across the Greater Toronto and Hamilton Area, pushing for action on building regional transit. TEA played a pivotal role in making sure MoveTheGHTA was also advocating for provincial funding for the daily operation of existing transit and not just building new lines.



Waste

Last year, TEA launched its first ever Waste Free Toronto Challenge that engaged our members and the public in an entirely new way. We used new website tools and our well-tested on-the-ground outreach capacity to start conversations with thousands of Toronto



residents about how we can build a Waste Free future for Toronto.

At City Hall, TEA participated in the Advisory Group to develop a Long Term Waste Strategy for Toronto's waste over the next 50 years. TEA was the only community based, environmental group in the Advisory Group. TEA's deputations and presence at Committee meetings helped ensure that waste diversion, not disposal, was the top priority in the Long Term Strategy outline.

Provincially, TEA worked with community-based, provincial and national environmental groups to advocate for good waste policy. Thanks to TEA's leadership, a coalition of 12 environmental groups pushed Waste Diversion Ontario and the new Minister of the Environment & Climate Change to protect good, local battery recycling programs and to reject a proposal to allow incinerator slag to count as 'recycling'.

2014 Municipal Election

In October, Torontonians elected a new Mayor and Council. TEA made sure Torontonians had the information they needed to determine where the candidates stood on key environmental issues. TEA also made sure the new Council knew what our supporters and the public expected them to do over the next 4 years to help build A Greener City for All. Below is a summary of our actions:

Late June: TEA released our Council Report Card on the Environment evaluating how the Mayor and Councillors voted on 31 key environmental votes between 2010-14.

Late June: TEA released our Green Action Agenda (GAA) that included 15 actions on 5 key areas:

- preparing for severe weather and climate change
- improving air quality
- improving the TTC
- reducing waste
- detoxing Toronto

Early August: TEA released an election survey, based on our Green Action Agenda, and contacted candidates running for City Council urging them to fill out our survey.

July to October: TEA volunteers attended all-candidates meetings across the city where they distributed our GAA flyer and spoke to thousands of Torontonians about our Agenda.

Late September: TEA hosted the only mayoral debate on the environment. Over 350 people attended while thousands watched on Rogers Cable 10 and online as Olivia Chow and John Tory addressed a wide range of environmental issues.

Early October: TEA released the candidate survey results so that voters knew which candidates supported TEA's Green Action Agenda.

OUTREACH

Engage, Inspire, Act.



What sets TEA apart from other environmental groups is that TEA dedicates much of its time speaking directly with the public. Last year we engaged with all four corners of the city and knocked on over 88,000 doors. We spoke to Torontonians about issues that directly affect them. These conversations led to people becoming TEA supporters, signing letters to their councillors, and donating to our campaign driven work.

TEA educated thousands of individuals on how to easily connect with their City Councillor. We helped people understand the deputation process and encouraged them to depute on a variety of environmental issues. In short, we inspired people to take action on local issues. TEA had over 4,000 amazing Torontonians write letters to their elected officials.

In addition to knocking on doors, TEA made its presence felt at events across the city. TEA and its volunteers attended over 150 events talking to people about our work at City Hall and connecting that work to their neighbourhood.





ENGAGE.



80,000+
Doors we knock on every year.

5,000+
People TEA connected with through
103
different events in the past 12 months

Attended events in
70%
of all wards in the City of Toronto



INSPIRE.

54,620
TEA members
(5,000 members in 2010)



24,000+
On-line subscribers to Council Watch, our bi-weekly e-newsletter

AS OF JULY 2014
7,700+
Twitter followers

2,200
Facebook likes



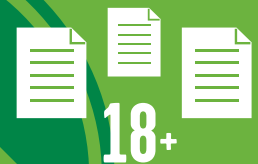
ACT.

1,295
People who have signed up to volunteer at TEA



2,709
Hours volunteers have contributed to TEA in 2013

3,477
Letters and petitions signed in 2013



18+
Recommendations adopted by City Council between 2013-14 directly influenced by TEA.

KEY ACHIEVEMENTS

TEA in 2014



JANUARY 2014

GREENBELT

CITY COUNCIL TAKES TWO IMPORTANT STEPS TOWARDS GROWING THE GREENBELT INTO TORONTO URBAN RIVER VALLEYS, THANKS TO THE WORK DONE BY TEA

CLIMATE CHANGE

CITY COUNCIL ADOPTS TEA RECOMMENDATIONS FOR GETTING THE CITY READY FOR CLIMATE CHANGE

WASTE

TEA LAUNCHES FIRST EVER WASTE FREE CHALLENGE. THOUSANDS OF RESIDENTS SHARED IDEAS ABOUT BUILDING A WASTE FREE CITY

TOXICS

TORONTO PUBLIC HEALTH AGREED TO DEVELOP AN AIR QUALITY STRATEGY FOR TORONTO AND A TOXICS REDUCTION PLAN FOR THE 8 CHEMICALS OF HIGHEST CONCERN

GREENBELT

TEA COLLECTS OVER 3,500 LETTERS FROM TORONTONIANS SUPPORTING GROWING THE GREENBELT INTO TORONTO

CLIMATE CHANGE

TEA ASKED TO SIT ON CITY MULTI-STAKE HOLDER ADVISORY COMMITTEE ON BUILDING A RESILIENT CITY

TOXICS

COMMITMENT FROM NEW MAYOR TO REDUCE TOXIC CHEMICAL RISKS BY EMBRACING POLLUTER PAYS, AND STRENGTHENING BY-LAWS TO PROTECT OUR AIR AND WATER QUALITY

TRANSIT

WITH OTHER TRANSIT ADVOCATES, TEA MEETS WITH THE PREMIER URGING HER TO INVEST IN TTC OPERATIONS

TOXICS

DETOX TORONTO TRAINING FOR COMMUNITY HEALTH CENTRE WORKERS

WASTE

TEA LEADS COALITION OF NGOS TO PROTECT THE GOOD, LOCAL RECYCLING OF BATTERIES, REJECTING A PROPOSAL TO ALLOW INCINERATOR SLAG TO COUNT AS 'RECYCLING'

DECEMBER 2014

TORONTO ENVIRONMENTAL ALLIANCE

Statement of Operations - Year Ending March 31



	2014	2013
	\$	\$
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REVENUE		
Fundraising		
Canvass	242,140	251,305
Donations	104,892	86,540
Events	38,040	29,182
Grants and contracts	301,862	239,958
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	686,934	606,985
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EXPENSES		
Fundraising	70,423	68,131
Occupancy costs	23,511	22,018
Office and general	10,402	9,979
Outreach	245,142	249,244
Salaries and benefits	44,672	44,175
Grants and contracts	291,265	239,711
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	685,415	633,258
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EXCESS OF REVENUE OVER EXPENSES	1,519	(26,273)
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TORONTO ENVIRONMENTAL ALLIANCE

Donors, 2014



FOUNDATION GRANTS

Echo Foundation
Friends of the Greenbelt Foundation
Live Green Toronto
Metcalf Foundation
Ontario Trillium Foundation
Salamander Foundation

BUSINESS DONORS

Canadian Union of Public Employees,
National Office
Iler Campbell LLP
North on Sixty
Toronto Civic Employees Union,
Local 416
United Steelworkers of Canada
UNIFOR

INDIVIDUAL DONORS

Jeannie Baxter
Cheryl Buchwald
Steven Campbell
Wendy Southall
Michael Brigham
Diana Thomson
Yuill McGregor and Sylvie Turbide
Nancy Sprott
Franz Hartmann and Karen Craine
Robin Pacific
Jan Doherty



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