



## **THE CAPITAL CAMPAIGN FOR EVERGREEN BRICK WORKS**

### **- Fact Sheet -**

- Evergreen's goal is to raise \$55 million in order to build Evergreen Brick Works, a thriving, environmentally based community centre engaging visitors in diverse experiences connected to nature. To date, over \$40 million has been raised.
- All three levels of government have committed their support to the project. The Federal Government has committed \$20 million through the Canada Strategic Infrastructure Fund which supports large-scale infrastructure projects, including tourist destinations or projects that promote urban development. The Provincial Government has committed \$10 million through the Ontario Heritage Trust. To date, the City of Toronto and the Toronto Regional Conservation Authority have invested \$32 million for expropriation of the site and the creation of the Don Valley Brick Works Park.
- The fundraising goal from the private sector is \$25 million, of which over \$10 million has already been pledged. A recent corporate gift of \$500,000 from BMO Financial Group is propelling the project forward.
- Evergreen continues to seek transformational gifts and welcomes participation from visionary individuals and communities across the city and across the country who want to ensure a future of sustainable cities.
- All funds raised will be attributed to the capital project, not operations. The goal includes an endowment fund of at least \$1 million to ensure sufficient revenue to sustain operations.
- Evergreen's Capital Campaign is co-chaired by Shawn Cooper, Managing Director of Russell Reynolds Associates; Nancy McFadyen, a community volunteer; and Ken Tanenbaum, President and Managing Partner of Kilmer Brownfield Equity Fund.

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**For more information, please contact:**

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