A MESSAGE FROM THE CEO

We are making leaps and bounds towards our mission to make cities flourish. This year marked a turning point for Evergreen, as we honed in on what makes our organization great – bringing people together as a connector, continuing to work towards a better future for our cities and for the people who call them home.

Much of this work was rooted in the importance of place – of creating active and thriving spaces where all feel welcome. The success of Evergreen Brick Works has allowed us to test new ideas and prototypes to scale in communities across the country. The Children’s Garden has sparked the transformation of outdoor spaces for play and connection in Kitchener and Vaughan. The redevelopment of the kiln building on site is setting a new standard of sustainable construction as we continue to strive for a carbon-neutral campus.

These projects would not be possible without our networks of collaborators, innovators, and stakeholders working with us to make their communities thrive. That’s why we launched Future Cities Canada, a collaborative platform, to focus on the innovation happening at the
local level and accelerate into action across the country. This past year also brought the inaugural Future Cities Canada Summit. You’ll learn more about both the collaborative and the Summit on pages 9–10 in this report.

I look forward to what is to come for Evergreen as we begin to use our new Strategic Plan to help guide our work for the next three years.

All this wouldn’t be possible without the thousands of partners, volunteers, staff, board members and supporters we are lucky to have on the Evergreen team — city builders who share our passion for making our communities better places to live, work, play and thrive. Thank you for the last year and thank you for your continued work to make our cities flourish.

Geoff Cape
Chief Executive Officer

Senior Team

Geoff Cape
Chief Executive Officer
Sarah Heynen
Chief Operating Officer
Kathleen Buzek
Chief Financial Officer
William Scott
Chief Development Officer

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Evergreen Brick Works is our hallmark placemaking project. Once a neglected heritage site, we have transformed it into a thriving, inclusive hub of activity, learning and connection.

Though we opened its doors more than eight years ago, the site continues to transform and evolve. Our programming and social enterprise model has grown to take on new shapes and fill more needs in the community, and our physical space has evolved to become a leading example of green design and a hub for innovation and city building.

Our Children’s Garden continues to evolve, welcoming new students and educators into its space each year to learn from one another and connect to nature. The TD Future Cities Centre is on its way to becoming the demonstration hub our country needs. Our thriving social enterprise model allows us to do all this and more.
Summer Wednesdays
An expression of community, fun and local food, 2018 marked the most successful year yet of Summer Wednesdays’ four years run! We were joined by hundreds of visitors each week over the summer season to enjoy local food from the wood-fired oven, food trucks, cold drinks and fun activities.

Social Enterprise
Our social enterprise model allows us to use revenue from activities at Evergreen Brick Works, from parking to event space rental, to fund community programming across the country and bursary spots for campers at Evergreen Adventure Camp.

Children’s Garden
After years of play and exploration, our Children’s Garden needed an update. Inspired by edible landscapes, animal allies and beaver architecture, the new capital improvements were influenced and developed in coordination with the people who use the space the most – children themselves! Just like its existing features, the new play elements will be tested.

“Our son has made new friends, learned new skills and more importantly, grown to appreciate and respect his environment. He often feels alienated in school because he cannot do everything his friends can do, but at Evergreen Adventure Camp he feels part of a group and capable of anything. It is hands down his favourite place!”

- Mom to camper Bug

“As I have said in many venues, the urbanising landscape of the Anthropocene will be the only landscapes our children may ever know. For this reason, we need Evergreen’s leadership more than ever in convening innovative strategies for planning, designing, and making healthy, legible, beautiful, biophilic urban places that are grounded in resilient ecology.”

- Nina-Marie Lister, Evergreen supporter
Building Community with Partners across the Country

Evergreen is working to create connections across Canada to make cities better for everyone. We’re taking the expertise honed and developed through our placemaking initiatives at Evergreen Brick Works to build community in public spaces across the country. But we aren’t able to do it alone. We are joined by valued partners who help us transform spaces into places of community and connection.

**KITCHENER: Neighbourhood Nature Play**
In 2018 we celebrated the opening of two parks in Kitchener through our Neighbourhood Nature Play program with the City of Kitchener. New play features and loose parts containers at both Gzowski and Kingsdale Parks encourage children to think creatively. Park animators help guide participants and their families through nature-based play and learning.

**TORONTO: Don River Valley Park Art Program**
Opened in September, Will Kwan’s *A Park for All* text installation along the wall of the Don River explores the power of naming in urban development, and provokes critical thinking around what parks mean to individuals and communities. This and other works of art in the Park are made possible through our partnerships with the City of Toronto, Toronto and Region Conservation Authority, and through support from Toronto Arts Council, Canada Council for the Arts, and many other wonderful donors. We are also indebted to the Evergreen Art & Design Committee members, chaired by Michelle Koerner.

**Placemaking**
The process of working together to shape and create public spaces. Placemaking brings together diverse people to plan, design, manage and program shared-use spaces.
VANCOUVER: Green Bloc Neighbourhoods
We celebrated five years of Green Bloc Neighbourhoods in Vancouver this year. While leading food waste workshops, ecological footprint measuring and bee habitat building, we’ve learned that thriving community spaces are key to building relationships among neighbours to increase their collective impact. Take Dunbar-Southlands. Public space transformation is just a bike ride away thanks to funding from Viva Vancouver. The neighbourhood created a mobile placemaking kit featuring games, toys and basic infrastructure needed to hold a block party or street activation, all held on a bike trailer.

VAUGHAN: North Maple Regional Park
This year we joined the City of Vaughan’s Parks Development Department to consult on the vision and operating model for the city’s North Maple Regional Park, which is set to become a 900-acre park situated on two former landfills. Through this partnership with the City, the Vaughan Soccer Club and Vaughan Cares, we led a community engagement process focused on nature play to gather public feedback, and explore new ideas for the park’s future design and programming.

NATIONAL: Social Innovations
In 2018, Evergreen and Future Cities Canada powered social innovations to transform public spaces in Canadian cities. Residents, community groups, academic institutions and businesses drove change in the areas of housing, transportation, sustainability, and inclusion. Initiatives such as 100in1DayCanada demonstrated how small resident-led ideas can transform into longstanding projects, while helping participants build new skills and capacity through workshops and implementation of urban interventions.

“The creation of the Don River Valley Park campaign to revitalize this beautiful natural space has been a very exciting and rewarding project to support. We are delighted to see so much activity happening, and encourage everyone to explore the ravines, truly Toronto’s backyard.”

– Frances & Tim Price, philanthropists and Evergreen supporters

“A flourishing city is one where all ages, abilities and cultures feel included, and that the city belongs to them and will continue to belong to the generations that follow.”

– Andrea M. Sara, Green Bloc Champion for the Dunbar Neighbourhood
This year brought about the next chapter for Evergreen with the public launch of our Future Cities Canada collaborative. Together with our founding partners the McConnell Foundation, TD Bank Group, Maison de l’innovation sociale and Community Foundations of Canada, Future Cities Canada creates the connections and supports required to accelerate innovation happening at the local level.

We cannot create flourishing cities alone. Future Cities Canada brings together partners across sectors to reimagine our cities and communities. In the last year, we’ve made strides towards realizing our vision of equitable, regenerative and prosperous cities for all.

**Inclusive Innovation**

People of diverse experiences and backgrounds working collectively to find new ways to solve complex urban challenges that make cities a better place for all.
“I think the biggest issue facing Canadian cities now is to effectively create the space for transition to a low-carbon economy, to inclusive growth, to institutional adaptation. We require a lot of flexibility in our cities. Our regulatory regimes are not yet adapted to allow change at the speed or scale we require them.”

- Stephan Huddart, McConnell Foundation

“My vision for a city in 50 years is one that is inclusive, one that is co-created, and one that is accessible for all. Co-created means having residents have a hand in the way cities are designed, the way programming is built in the city.”

- Alfred Burgesson, City Lead for Future City Builders Halifax.
On November 8 and 9 in Toronto, we convened 850 city builders from across the world at our inaugural Future Cities Canada Summit.

We heard from more than 120 leaders about creating real solutions to the challenges our cities are facing. But we didn’t just listen, we took action. From residents and organizations to practitioners and city officials, attendees made real connections and gained the support and resources needed to make a positive impact in their own cities. We came together to be inspired by top leaders in transformative city building, whether it be through thought-provoking opening sessions or at the TD Future Cities Speaker Series.

The Summit was inspiring. Not just because of the lessons, tools and stories shared from around the world, but also what it represented for us at Evergreen. As the first event held in the TD Future Cities Centre, the Summit marked the kiln building at Evergreen Brick Works’ transition from underused historical building to thriving showcase for sustainable city building.

**Capacity Building**
Providing the support and resources, such as workshops, mentorship and research, needed for people to make a positive impact on their cities, from residents and organizations to practitioners and city officials.
Together with our attendees, our partners, our collaborators, our supporters, we look forward to doing it all again, year after year.

850 Attendees from across 10 sectors joined us at the summit.

121 Speakers led 40 unique sessions on different city building topics.

60 Volunteers helped us put it all together.

“Cities like New York and Toronto need to be the beacons, not just for our own citizens but for the hundreds of thousands of people who want to come to our cities.”

– Alicia Glen, Former Deputy Mayor of New York City

“I think the biggest thing that makes cities flourish is having public space that is accessible, and inclusive, and safe, where people can come regardless of age or ability.”

– Andrea Barrack, Global Head, Sustainability & Corporate Citizenship, at TD Bank Group
contributed to local economy through Evergreen Brick Works’ public markets, to date.

175,000 residents were engaged on top issues and policies influencing Canadian cities.

$4,900,000

young people received land-based leadership development.

200,000
FINANCIAL SUMMARY

Revenue

- **51%** Social Enterprise
- **49%** Fundraising

Expenses

- **24%** Salaries
- **15%** Cost of Program Delivery
- **23%** Cost of Sales & Services
- **16%** Funded Amortization
- **8%** Administration
- **3%** Fundraising
- **4%** Marketing & Communications
- **6%** Evergreen Brick Works Operations
- **1%** Interest
THANK YOU TO OUR DONORS!

Evergreen’s national impact is made possible thanks to the generous support of public and private funders. We are proud to acknowledge the following individuals, organizations, and partners whose contributions totaled to $1,000 or more from January 1 to December 31, 2018.

$1,000,000 +
Government of Canada
Government of Ontario
TD Bank Group

$500,000 – $999,999
The J. W. McConnell Foundation
Ontario Trillium Foundation

$100,000 – $499,999
Anonymous
Bank of America Merrill Lynch
Brickworks Ciderhouse
The Koerner Foundation
The Michael Young Family Foundation
Tim & Frances Price
RBC Foundation (RBC Future Launch)
The Salamander Foundation
Suncor Energy Foundation
T. R. Meighen Family Foundation

$50,000 – $99,999
Suzy & Hans Brenninkmeyer
Canada Council for the Arts
Echo Foundation
Hain Celestial Canada
J. Armand Bombardier Foundation
Mars Canada Inc.
The Jim Meekison & Carolyn Keystone Foundation
PortsToronto
The Young Fund through Hamilton Community Foundation

$25,000 – $49,999
Anonymous (2)
Bullfrog Power Inc.
Alan Dean and Colleagues at Brookfield Partners Foundation
City of Hamilton’s City Enrichment Fund
Community Foundations of Canada
G&L Group
The Michelle Koerner Family Foundation
Muskoka Brewery Inc.
Natural Sciences and Engineering Research Council of Canada
Martha Rogers
The Sitka Foundation
TELUS Communications Company
Tricon Capital Group
United Nations Association in Canada
Vancity

$10,000 – $24,999
Anonymous
Ainsworth Inc.
The Atmospheric Fund
The Christina Mary Hendrie Trust
City of Toronto
FortisBC Energy Inc.
Greater Toronto Airports Authority
Helen McCrea Peacock Foundation at Toronto Foundation
HelloFresh Canada
The Joan and Clifford Hatch Foundation
The McColl-Early Foundation
Miziwe Biik Aboriginal Employment and Training
Mulmer Services Ltd.
The Printing House
Tippet Foundation
Stephen Young & Rosanne Berry

$1,000 – $9,999
Anonymous (2)
Cathy Bateman
Paul & Kaye Beeston
Helen Burstyn
Kathleen Buzek
C2 International
Bev & Christopher Cape
Geoff Cape & Valerie Laflamme
Cameron Charlebois
Clayton Gyotoku Fund at Toronto Foundation
Collombin Family Fund at the Toronto Foundation
Cossette Media
Alan V. Dean & Kathy Kinnear
Saleem Dedhar
Downtown Vancouver Business Improvement Association
Andrew Simpson & Ecotone Software Consulting Inc.
Peter & Kim Enns through Goldman Sachs Gives
Eileen Farrow
Grad Family Foundation
Groupe Samson-Doel Limitée
Jeremy Guth & Nina-Marie Lister
HUB International Ontario Limited
Brooke Hunter & Andrew Spence
Seana Irvine & Andrew Gray
J. Crew
Kristin Jenkins
Langar Foundation
MacFeeters Family Fund
Nancy & John McFadyen
Mid-Range Computer Group Inc.
Kelly L. Moffatt
Naghibi Family – In loving memory
  of Safidokht Safipour Naghibi
Ontario Arts Council
Ontario Gaming GTA LP
Ontario Home Builders Association
Park’N Fly
Pop Up Chapel
Porsche Cars Canada, Ltd.
The Real Estate Foundation of British Columbia
Scotiabank
William Scott & Stephan Jost
Peter & Katherine Seybold
Shum Vourkoutiotis Fund at the Toronto Foundation
St. Stephen’s Community House
Stantec Consulting Ltd.
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