2024

Annual Report



Living Green Barrie

We Will Honour the Land & Respect the People.



Living Green Barrie is committed to honoring and respecting the lands that we occupy. Barrie is situated on the traditional lands of the Anishinaabeg people, which include the Odawa, Ojibwe, and Pottawatomi Nations collectively known as the Three Fires Confederacy.

These lands are the home of many First Nations, Métis and Inuit people who care for them. Living Green will work humbly alongside Indigenous peoples, seeking guidance and respecting cultures and traditions so that we might help repair some of the ongoing impacts of colonialism on this land and its people.

We thank the trees for giving us breath.

We are grateful to water for giving us life.

We appreciate the sun for giving us light.

We thank and respect Indigenous peoples for sharing their teachings.

We will honour these lands and the people, will acknowledge uncomfortable truths of history, and will strive to do better.

Living Green Barrie

Mission

Living Green empowers individuals to make sustainable choices in response to the climate crisis. We focus on positive solutions, fostering a community of hopeful, action-oriented people committed to reducing their carbon footprint.



Vision

Our vision is to create a vibrant, sustainable community where individuals and organizations work together to reduce their environmental impact, embrace green practices, and inspire lasting positive change for a healthier planet.

Message from our Executive Director



Since its founding in 1991, Living Green Barrie has been dedicated to making our city cleaner and greener. I joined the organization in 2019, and with the support of our Board of Directors, we've focused on sustainable growth and building a strong environmental presence to serve Barrie residents.

Barrie's population has grown from 62,728 in 1991 to nearly 160,000 today. In 2019, City Council declared a climate emergency, highlighting the urgent need for action. Forgive the tired cliché, but "now, more than ever," we need a powerful environmental voice.

This 2024 Annual Report highlights our progress over the past five years. We've achieved much with limited resources, but this is just the beginning.

Despite not having a physical location, we've delivered impactful educational programs. Without core funding or specialized staff, we've rebuilt from the ground up. And though we lack a planting truck or tree nursery, we've already planted 5,560 native trees and shrubs toward our 10,000 Trees for Barrie goal. What we lack in resources, we make up for in creativity and an optimistic belief in what should and could be!

Our success is due to amazing volunteers, passionate Board Members, and the dedication of hardworking staff - Sarah (currently home with baby Grace) and Kerry.

I'm excited about our future and confident that, with the continued support of our community, businesses and individuals, we can achieve even greater impact.

Thank you to all our supporters for believing in Living Green's potential.

Andee Pelan



2024 Board of Directors





CHAIR: Steve Schwarz
VICE CHAIR: Peter Tretter
SECRETARY: Deanna De Forest
TREASURER: Louise Gravelle
Deb Woods
Gita Cartwright
Meg Whitton
Peter Bursztyn
Mitchell Williams
Kelly Patterson-McGrath (Pollinate Barrie)





SCIENCE & ENERGY ADVISOR: Peter Bursztyn
GREEN INVESTMENT ADVISOR: Jackie Ramler





2024 Staff



Andee Pelan, Executive Director/Arborist
Kerry Woodward, Program Director



Impacts & Achievements

TREES PLANTED: 6,258

TREE PLANTING

In 2019, Living Green set a goal of planting 10,000 Trees in Barrie. In 2024, we are more than halfway to reaching that goal. In urban areas trees require extra time and effort to get the right tree, planted the right way in the right location. More than just planting trees, LG has been building programs and events that teach people how to help trees thrive in our city.







2 Large Community planting events

5 Corporate “Team building” planting events

Native tree sale and pollinator plant exchange

Residential Tree Planting Pilot project

Live Christmas tree sale

2024: 961 MORE TREES PLANTED

Volunteer hours: 488

Volunteers : 225

Impacts & Achievements

12 ACTIONS FOR CLIMATE

At the core of our mission is inspiring people to make responsible environmental choices to reduce their carbon footprint. We do this through a creative monthly plan of online and in person events. Successful initiatives will be improved upon and repeated every year.











Highlights

Healthy & Sustainable Yards Workshop

Youth Presentation on Climate Hope

Third Age Barrie (seniors) Presentation

Bike poker ride

2 Repair Cafes

EV ICEbreaker

Solar 101

2024: 9 EDUCATION EVENTS

539 people engaged

265 registered participants

12 Actions for Climate

At the Core of our Mission



JAN — BE HOPEFUL

Imagine the world you want, then be it.

FEB — INVEST IN GREEN

Spend and invest your $ strategically.

MAR — REDUCE WASTE

Reuse, Refuse & Repurpose. Compost what you can.



APR — NATURALIZE

Rethink your lawn. Consider planting helpful plants.

MAY — PLANT TREES

In your yard, at school or at work. Join a planting event.

JUN — TREAD LIGHTLY

Bus, bike, walk, carpool. Switch to Electric.



JUL — ENGAGE

Vote, protest, learn and let leaders know you care.

AUG — POWER DOWN

Be energy efficient in both hot and cold seasons.

SEP — EAT MORE PLANTS

Eat less meat. Support local farms.



OCT — PLANT BETTER TREES

Plant the right tree in the right location, the right way.

NOV — BUY LESS STUFF

Quality over quantity. Refuse some plastic.

DEC — SHOP LOCAL

Support your neighbours. Skip long-distance packages.

Impacts & Achievements

PARTNERS & COLLABORATORS

In 2024 Living Green struck a formal partnership with Pollinate Barrie. This community-led group aims to help create and sustain native pollinator habitat in our City.

14 Community Partners in 2024

Red Quills Consulting lead us through cultural sensitivity training. LG invited members from other local not-for-profits (Nature Barrie, Garden Club, Clean Up Barrie, etc.)

An Indigenous stewardship approach to coexisting on the land.

2024 Living Green Business Awards

2024 Best Green Improvement::

For a business or service regardless of revenue source.

2024 Green Business of the Year:

For a business making a positive environmental impact through its services or products.

Impacts & Achievements

FUNDRAISING EVENTS

Living Green held 2 very different, highly successful fundraising events in 2024. Both were sold-out, NET-ZERO Carbon events that featured local food and generated virtually no waste.

TACOS & TRIVIA

"This was one of most fun and entertaining nights I've had. What a joyful evening!"





Funds raised $5K:
Attendees: 125
Achievement: An affordable night of fun and celebration helping to build LG's brand of hopeful engagement.

GALA IN THE WOODS

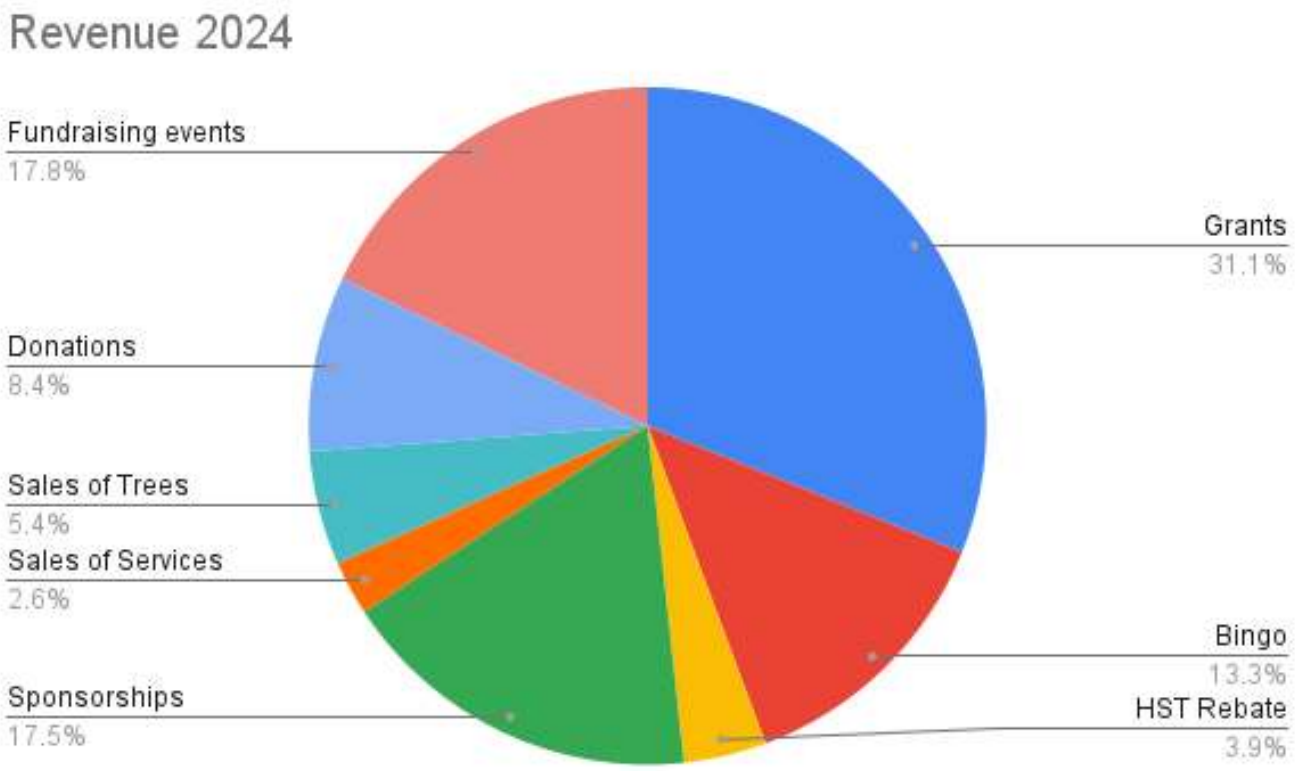
"We are very impressed with the work of Living Green Barrie and this event rings true to their mission of inspiring people to make responsible environmental choices. Well done!"

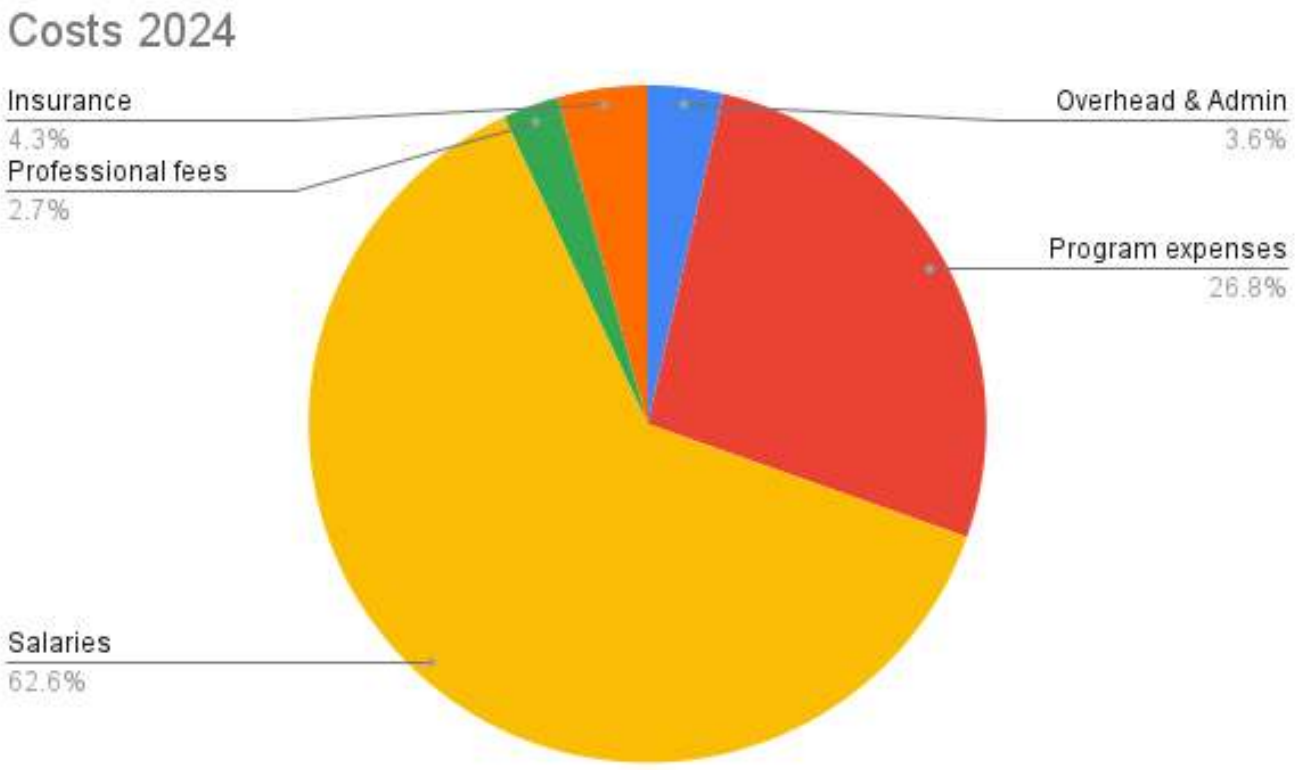




Funds raised $18K:
Attendees: 96
Achievement: Raising profile of LG with businesses and donors through a creative and unique Gala.

Financial Overview





Financial Overview

5 Year comparable

FISCAL YEAR	OPENING BALANCE	REVENUE	EXPENSE	GAIN/LOSS
2019-2020	$39,287.66	$23,014.28	-$36,095.90	-$13,081.62
2020-2021	$15,888.78	$43,047.31	-$54,335.54	-$10,531.93
2021-2022	$20,301.15	$92,062.14	-$76,126.94	$15,935.30
2022-2023	$89,017.59	$175,570.26	-$124,339.63	$51,230.63
2023-2024	$90,030.74	$153,180.00	-$144,462.00	$8,718.00

What does this mean?

Living Green Barrie is on a significant upward trajectory. Over the past 5 years, we have done a great deal with very little resources. Living Green has no consistent source of base-level funding but has increased fundraising efforts and social enterprise initiatives. Two significant grants (2023, 2024) changed our pathway and offered hope that this charity will continue to fulfil its mission. These grants, which ended in June 2024, comprised over 30% of annual revenue and allowed staff to be retained. Staff do the vast majority of program work. Without new investments and grants, Living Green may not continue to staff our programs.

However, Living Green has persisted in some form for over 3 decades. This beloved organization has credibility, longevity, and is Barrie's only registered environmental charity. Further, it has received significant support recently from individuals and businesses who believe in this plucky, creative underdog.

Thank You to our 2024 Funders

Executive Wealth Advisors | RAYMOND JAMES®



Jackie Ramler



Funded by the Government of Canada's Community Services Recovery Fund | Canada

Program and Event Sponsors

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Pine Tree REAL ESTATE BROKERAGE INC. INDEPENDENTLY OWNED & OPERATED

Meridian™ Around here, banking is different.

WSI

WLHC EST. 2022 WOODSLAKE HOME CARE

BILL GOSLING OUTSOURCING

M

Barrie

BAYFIELD Ford BARRIE'S FORD DEALERSHIP

Thank You to our 2024 Donors & Supporters

ENGINEERING

GreenWell PLASTICS

SOJOURN



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Grant Rudachyk
Donna Thomson
Ann Truyens
Linda Wait
Teresa Wasilewski
Mitch Williams
Meg Whitton
Deborah Woods
Kerry Woodward
Janet Wright

Get a Hold of Us!

Let's see if we can make the world better together.



www.livinggreenbarrie.com
173-65 Cedar Pointe Dr, Barrie ON L4N 9R3
705-715-2255
Inquiries: Info@livinggreen.info