

Living  **BARRIE**
Green

2025

Annual Report



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.

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

We are incredibly privileged to live in one of the best places in the world—and at a pivotal moment in human history. I believe we're at a tipping point, but it doesn't have to be a breaking point.

Change is coming, and while it can seem frightening, it holds just as much potential for a better future as it does for a worse one. The future is not set in stone.

Our challenge is to turn away from what we can't control and focus on what we can—for our kids, our grandkids, and generations to come. Yet uncertainty is causing many to shut down just when we need people to engage, support, and take action.

We must replace negativity and fear with positivity and hope.

I believe three things will guide us forward: creativity, nature, and community.

Creativity allows us to imagine—and live into—the future we want. Resources may be limited, but creativity is boundless.

Nature reminds us to rebuild our relationship with the natural world through equitable access to greenspace, thoughtful tree planting and care, and the return of biodiversity to our city and culture.

Community is the shared belief that together, we can achieve far more than we ever could alone.

Andee

Creativity, Nature, & Community



Andee Pelan



2025 Board of Directors

CHAIR: Steve Schwarz/Judith Aubin

VICE CHAIR: Peter Tretter

SECRETARY: Deanna De Forest

TREASURER: Louise Gravelle

Deb Woods

Gita Cartwright

Mitchell Williams

Ron Grey

Tineasha Emmett



2025 Staff

Andee Pelan, Executive
Director/Arborist

Kerry Woodward, Program
Director

***Our Board of Directors
do more than direct;
they roll up their
sleeves, work events,
volunteer their time,
and get their hands
dirty!***

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

12
Actions for
Climate

At the Core of our Mission



BE HOPEFUL

J
A
N



Imagine the world you want, then be it.

INVEST IN GREEN

F
E
B



Spend and invest your \$ strategically.

REDUCE WASTE

M
A
R



Reuse, Refuse & Repurpose. Compost what you can.



NATURALIZE

A
P
R



Rethink your lawn. Consider planting helpful plants.

PLANT TREES

M
A
Y



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

TREAD LIGHTLY

J
U
N



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



ENGAGE

J
U
L



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

POWER DOWN

A
U
G



Be energy efficient in both hot and cold seasons.

EAT MORE PLANTS

S
E
P



Eat less meat. Support local farms.



PLANT BETTER TREES

O
C
T



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

BUY LESS STUFF

N
O
V



Quality over quantity. Refuse some plastic.

SHOP LOCAL

D
E
C



Support your neighbours. Skip long-distance packages.

2025 Impact

Practical, local climate action—rooted in nature and community.

We are helping to restore our Urban Forest



1,061

trees & shrubs shared through free or low-cost programs

70

different native species used for biodiversity & wildlife

1,786

more trees planted towards our goal of 10,000 TREES FOR BARRIE

We helped people make better environmental choices

6

articles published

8

public presentations & media interviews



We reduced waste & emissions

3,698 lbs

of electronic waste diverted from landfill



We activated our community

12

public education & engagement events



11

community tree planting events

1,967

volunteer hours powering local solutions

Together, we're growing a healthier, more climate-resilient city.

Impacts & Achievements

Living Green's 12 Actions for Climate provide a practical roadmap for local climate action—turning concern into meaningful, measurable change. The accomplishments demonstrate how these actions came to life in 2025, through hands-on projects that reduced emissions, restored nature, built resilience, and empowered our community to act.



FREE LUNCH & LEARN WEBINAR

LIVING GREEN & DYING GREEN

Plan a greener goodbye.
What End of Life options exist in the Barrie Area in 2025?
Introduction to Estate Planning & Legacy Giving

Speakers:

**27 FEB 2025
NOON-1:00**

Amanda Kelly, Co-Founder AWAKE
Ashes-to-Earth interments, specializing in eco-friendly scattering gardens and memorial forests.

Jackie Ramler, Portfolio Manager, Executive Wealth Advisors/ Raymond James Inc.
Responsible Investment Solutions | Financial Planning | Estate Planning | Insurance | Tax Minimization Strategies | Charitable Giving

REGISTRATION REQUIRED: WWW.LIVINGGREENBARRIE.COM



BARRIE NATIVE FRIENDSHIP CENTRE

Lunch and Learn
introduction to composting 101

with **Andee Pelan** from Living Green

- Science behind composting
- What happens to waste at landfill sites?
- Earthworms and composting
- What goes in a green bin?
- How to compost
- Relevant laws

JOIN US!
11am-1pm
WEDNESDAY
JUNE 18TH
2025

REGISTER WITH JOSIE FIEGEHEN, CULTURAL RESOURCE COORDINATOR
JOSIE.FIEGEHEN@BNFC.CA
705-733-7193

175 BAYFIELD STREET
EST 1988

Educate. Inspire. Demonstrate.

We shared our expertise through podcasts, television and radio interviews, and regular contributions to local online news outlets.

We also delivered an in-person presentation on backyard composting to members of the Barrie Native Friendship Centre.

We celebrate leadership through our Green Business Awards, shining a spotlight on local businesses that are reducing their environmental footprint.



Impacts & Achievements

Getting more trees in the ground

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. Our pop-up tree nursery allowed us to expand our reach and effectiveness to get more trees in the ground.



Living Green increases access to native trees and shrubs by removing cost as a barrier. In 2025, we launched a native tree and shrub nursery with support from the Barrie Community Foundation and land from St. George's Anglican Church.

Our annual Native Tree and Shrub Sale helped residents replace trees lost in the March ice storm. Low-cost native trees combined with free expert advice ensured equitable access to nature.



Naturalize
Plant Better Trees

Impacts & Achievements

Community tree planting events

In 2019, Living Green set a goal of planting 10,000 Trees in Barrie. At 8,461, we are on track to meet this goal in 2026.

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- 1,786 trees planted in 2025
- 70 different native species planted for diversity and wildlife
- 11 tree planting events, supported by 520 volunteer hours
- 2 Trees for Bees projects
- 2 school projects & 4 new groups
- Planting with Redwood Communities



Urban tree cover is vital to Barrie's health and resilience, supporting climate adaptation, biodiversity, and cleaner air and water. In 2025, Living Green expanded its tree planting efforts and partnerships, including a collaboration with Clean Up Barrie to plant trees and remove litter along local creeks and waterways, funded by the Great Lakes Local Action Fund.



Be Hopeful
Plant more Trees

Impacts & Achievements

Repair Cafés & Earth Day E-Waste Drive

Diverting waste from landfill—and empowering people to repair rather than discard—is a core part of Living Green’s work.

In partnership with the Barrie Public Library and BRIX, we hosted three Repair Café events, each attracting an average of 30 participants. These hands-on events helped residents extend the life of everyday items while learning valuable repair skills.



E-WASTE FOR TREES

SWAP YOUR 'E' FOR A TREE
ELECTRONIC WASTE RECYCLING DRIVE

Living Green Barrie

Barrie

Free Spruce Sapling

AYRANTO REAL ESTATE
Your key to future real estate

Barrie 360
CLASSIC ROCK, NEW ROCK, GET IT ALL.

ROCK 95
CLASSIC ROCK, NEW ROCK, GET IT ALL.

107.5 KOOLFM

www.livinggreenbarrie.com

Saturday, April 26th • 9:00 am - 3:00 pm
Quantum Recycling • 220 John St., Barrie

- Enter a draw to win a basket of Green Goodies
- Bring Food Donations for the Barrie Native Friendship Centre HUNGER TO HOPE Program
- Proceeds of the day will go towards our planting goal of **10,000 TREES FOR BARRIE**

Sponsored By:

Earth Day results:
3,698 lbs of electronic waste responsibly recycled
200+ tree seedlings distributed
A large collection of food donations for the Barrie Native Friendship Centre



12
Actions for
Climate

On Earth Day, Living Green hosted an e-waste recycling drive called “Swap Your E for a TREE.” Residents traded electronic waste for free tree seedlings to plant in its place. Despite abysmal weather, the event was heavily promoted on local radio and proved highly successful and will be repeated in 2026.

 **Reduce waste**
 **Buy less stuff**

Impacts & Achievements

In partnership with Firebird Community Cycle, Living Green hosted our second annual Bike Poker Ride. The event raised funds for both organizations while highlighting Barrie's active transportation routes, promoting bike safety, and supporting local businesses.

♥ ♠ **BARRIE BICYCLE**
 ♣ ♦ **POKER RIDE**
2025 JUNE 7

WRAP UP PARTY AT:
ONE EYED JACK
 RESTAURANT • BAR
 3-5 PM 165 Wellington Street

PRIZES FOR BEST HAND!
 Teams of 4 ride around Barrie collecting playing cards from local businesses.

Early Bird pricing
\$40/TEAM OF 4
\$60/TEAM OF 4 (after May 31)



www.livinggreenbarrie.com

Supported by:



Teams of four cycled through the city, collecting playing cards from 30 local businesses in pursuit of the best poker hand and prizes. The ride was energetic, inclusive, and celebratory—showcasing how fun, community-driven events can also advance sustainable transportation.

12
 Actions for
 Climate

-  **Tread Lightly**
-  **Shop Local**

2025 Gala in the Woods



This year's Gala was a tremendous success, raising \$27,126 for Living Green's climate and tree planting programs, while demonstrating that elegance and environmental responsibility can go hand in hand. Guests enjoyed a memorable evening in a beautiful natural setting with live music, local food and drinks, Green Business Awards, and a curated auction.

To keep the Gala fresh and engaging, Living Green introduced new elements this year, including outdoor play stations, a signature cocktail, a "green carpet" VIP photo moment, and a surprise fashion show by Embody Designs featuring upcycled creations modeled by a local roller derby team.



The entire amount of waste from this event with 130 people!



Locally produced menu from Chef Melanie Robinson.



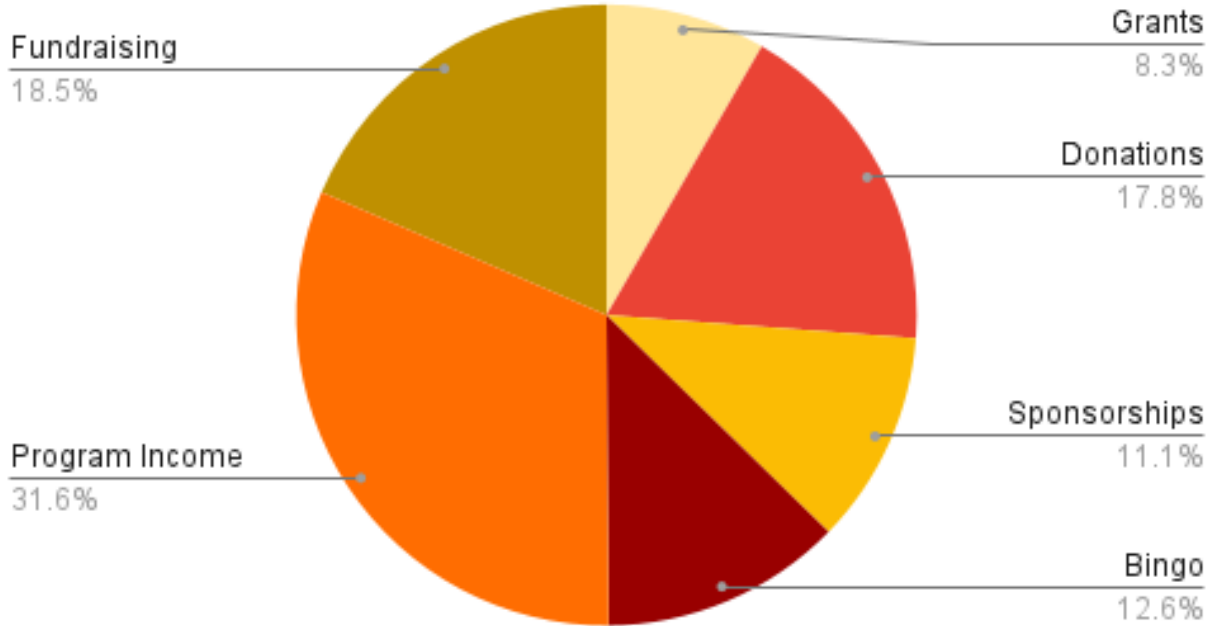
Art & Experience Auction raised \$5,115



2025 Finances

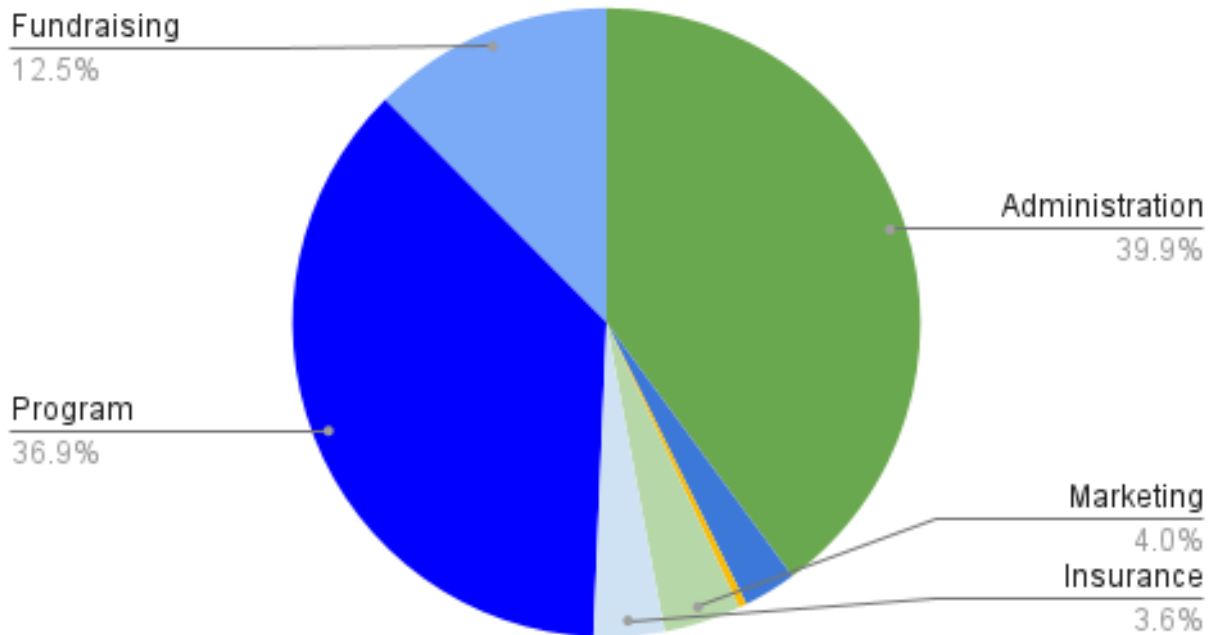
Living Green Barrie Fiscal Year Oct 1st 2024 - Sep 30th 2025

Revenue 2024-2025



Total Revenues: \$155,714.20

Expenses 2024-2025



Total Expenses: \$144,757.14

Thank you Our Community of Support

Program and Event Sponsors



MONTHLY DONORS

ALL donations are vital to our work, but our MONTHLY donors are providing us with stability. In 2025 we grew our monthly donors from 2 to 8 amazing people.

THANK YOU FOR HELPING US GROW OUR IMPACT!



2025 Donors & Supporters



Our Partners make us stronger



Lake Simcoe Region conservation authority



Special thanks to:

St. Georges Anglican Church for giving us the space to keep our trees.

All of the amazing volunteers who gave us their time and passion for making our community greener!

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

