



Sustainable Orillia

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Welcome to Sustainable Orillia's first Annual General Meeting and thank you for being a valued contributor and Friend to the sustainability movement here in Orillia. As an incorporated not-for-profit organization, Sustainable Orillia is required to host a general meeting for all members in good standing, annually. We do so enthusiastically and look forward to reporting out on our activities, expenditures and accomplishments since incorporation in October 2019.

This document is designed as an addendum to Sustainable Orillia's First Anniversary Report; originally published in June of 2020. A copy of the First Anniversary Report is included with this e-mail. This addendum provides an update on Sustainable Orillia activities since June 2020, our financial statements and a summary of Sustainable Orillia's 2021 Strategic Focus and Priorities.

PRESIDENT'S WELCOME - "THERE IS NO VACCINE FOR CLIMATE CHANGE"

Remember back about a year ago when COVID was heard about but not yet really seen. Well here we are in Feb of 2021 and COVID is still very much a factor in our lives and threatening us with new variants.



The promise of vaccination has us all thinking about what “normal” will be.

Early on in this crisis, there was fairly broad recognition that returning to the old “normal” was not likely, nor desirable. As early as June of 2020, Klaus Schwab, President of the World Economic Forum stated in his book “The Great Reset”:



“To achieve a better outcome, the world must act jointly and swiftly to revamp all aspects of our societies and economies, from education to social contracts and working conditions. Every country, from the United States to China, must participate, and every industry, from oil and gas to tech, must be transformed. In short, we need a “Great Reset” of capitalism.”

Schwab was speaking about a “green and just” recovery.

Such a recovery is possible but is time sensitive. All the evidence points to even more urgent action being necessary than was believed when the Paris Accord was signed just a few years ago. And unlike our hopes for the COVID vaccine - Quite simply, **THERE IS NO VACCINE FOR CLIMATE CHANGE!**



So, I am looking for you, our Friends of Sustainable Orillia to inject your energy, ideas and enthusiasm into the “Movement” that we are trying to create in our community. A movement which recognizes that we must pivot and redirect our behaviours and decisions to create that Green, Just and Sustainable Orillia for now and for the future, that we all know in our hearts that we need. Welcome to the AGM – “Building the Movement”

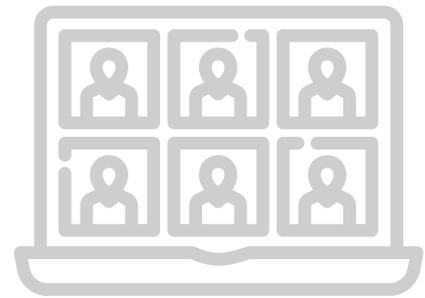
Stan Mathewson
President



Recap from 2020

Like virtually every organization, business, family and individual in 2020, Sustainable Orillia was challenged to adapt and carry on throughout the ongoing COVID-19 public health crisis. We are grateful that our local infection rate stayed relatively low throughout the year, however like you, we have been genuinely saddened by the toll it has taken, both economic and individually. There is however one silver lining, as this past year has compelled us to make adjustments in our day-to-day lives that can help set the stage for more sustainable life styles in the years ahead. It continues to teach us that as a community we are capable of significant behavior change. This is a requisite survival skill as we take on our next existential challenge - the global climate crisis. Unfortunately - there is no vaccine for climate change!

Although we missed being able to meet in person, your Board of Directors and the majority of the Sector Committees met regularly throughout the year. As an organization of volunteers, it was challenging at times to maintain momentum, particularly as we were unable to implement the majority of our plans first-hand. Instead we used this period to stay in touch with all our stakeholders and to stay on top of the opportunities and developments that presented themselves during the year. It was different, but it was a busy year nonetheless.



Sustainable Orillia's Sector Committees are the true DNA of the organization. Their membership brings expertise and commitment to focused plans and actions that make a tangible difference in the community. They continue to build upon their original portfolio of initiatives "Fifty Shades of Green" and in April the original nine sector teams merged into six: a move that allowed the teams to streamline communications, planning and implementation of their key programs. Sustainable Orillia's Sector Committees are:



The sectors played key roles in communications throughout the year and particularly during October, when several sector teams hosted webinars during Sustainable Orillia Month. The sectors were also active in grant applications and strategic planning. In one case, the Energy sub-sector succeeded in obtaining a grant to develop an Electric Vehicle Information Portal (E-VIP) for the Sustainable Orillia website and hosted two Electric Vehicle Demo's during Patio Friday's in downtown Orillia. The E-VIP project is currently underway and the portal is being designed as a destination for anyone wanting to know about buying and operating an electric vehicle.



The City declared October 2020 as Sustainable Orillia Month and, as referenced above, working with the sectors, Sustainable Orillia hosted a weekly slate of relevant webinars, for a total of nine. Our partnership with the City of Orillia continued to evolve during the year. A highpoint was confirming a Memo of Understanding (MOU) between Sustainable Orillia and the City of Orillia in August. This MOU outlines the working relationship between the two entities and provides an articulated foundation for Sustainable Orillia's operations and involvement in future City initiatives.



Increasingly Sustainable Orillia has been consulted by Council and City Officials on relevant matters. After successful outreach to over fifty community leaders as endorsers of Sustainable Orillia's statement of commitments, one council member reached out to explore what Council can specifically do to further sustainability. Sustainable Orillia responded with a fulsome report of recommendations, further opening the door for continuing dialogue on these critical considerations. Sustainable Orillia has been consulted more frequently of late, by Council, City Officials and other stakeholders, looking for input on sustainability matters. This is a testimony to our increasing voice for sustainability across the community. As part of their annual budgeting process in December, the City renewed its financial support for the organization.



We are grateful for the City of Orillia's continuing support and in particular their ongoing engagement with Sustainable Orillia's Board through Councillor David Campbell and Renée Recoskie, Orillia's Manager for Property and Environmental Sustainability. His Worship Mayor Steve Clarke met regularly with our President and other board members in his continuing role as Honourary Chair for Sustainable Orillia. Sustainable Orillia has benefited greatly from the wisdom, support and time they continue to invest in the sustainability movement.

Sustainable Orillia's Youth Council stayed the course despite ongoing interruptions in their 2020 school year. A key 2020 deliverable was a 40-minute webinar, produced entirely by members of the Council. It was presented to hundreds of elementary school students across the City during the fall. Titled "Sustainable Leaders of the Future" the session featured creative videos on local tree identification, pollinators and sustainable craft activities. Feedback from teachers and students was positive and readers are invited to view the webinar on Sustainable Orillia's YouTube site. The Youth Council's membership continued to grow throughout the year and no group is more passionate about reaching net-zero. Supporting this cohort of high-energy advocates with their plans and communications is a Sustainable Orillia priority for 2021.

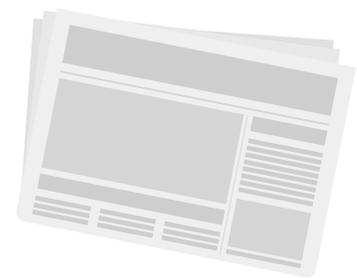


Volunteers are a critical element of Sustainable Orillia’s ability to engage with citizens. All Board and Sector members are volunteers and we are fortunate to have a base of fifty to sixty volunteers who have remained in touch and available for projects throughout the slowdown in activities brought on by the pandemic. In October, we thanked our volunteers with a small, but personalized token of our appreciation.



We continue to grow our slate of partners within the community and across the province. Over the past year, among others, Sustainable Orillia collaborated with the Couchiching Conservancy on the need to protect Sundial Creek, added our voice to Rescue Lake Simcoe Coalition’s initiatives, joined with the Ontario Sustainable Energy Association and launched a working relationship with the Orillia & District Arts Council. We will continue to seek out synergistic, like-minded partners. – partners we can join forces with, thereby building greater momentum and visibility for sustainable causes.

Readers will not be surprised that Sustainable Orillia prioritized communications and planning throughout the back-half of the year. Once it became clear that the public health restrictions would remain in place for the balance of 2020 and beyond, the Board reconsidered how best to invest our energy and resources during this period: and will hit the ground running when we can all operate in person once again. Our local media partners were very supportive throughout the year and we maintained a weekly flow of Tips and features for their respective news platforms. Sustainable Orillia also produced five newsletters in the course of the year. As the year wound down, two projects were launched to strengthen both Sustainable Orillia’s website and its presence on social media in 2021. These projects are currently underway.



Strategic planning both at the board and sector levels was completed at year-end and a high-level summary of Sustainable Orillia’s 2021 strategic priorities is included with this recap. More details on these strategies and all our plans for 2021 are available, particularly for sector-level activities, on our website at sustainableorillia.ca

In summary, Sustainable Orillia used the extraordinary circumstances of 2020 to strengthen our resolve and ready ourselves for renewed momentum in the months and year ahead. Thank you for being part of this journey. We are gaining momentum and support, but it will take all of us to reverse the effects of climate change and protect our planet and way of life for generations to come.



2021 – Building a Movement

Our Mission is to engage the community in actions that build more rewarding and healthy lives for the people of Orillia, our children and our grandchildren.

2021 Strategic Focus and Priorities

Build and strengthen relationships that will support and advance our mission.

- Expand our network – build on our base of Friends, Advisors, Sponsors & Sectors.
- Build and leverage partnerships – find synergies and join forces.
- Influence & support municipal and regional decision-making/priorities.

Plan & implement focused programs and projects that will reduce GHG emissions, reduce waste and conserve or enhance our threatened natural world.

- Develop first phase of Orillia Community Climate Change Action Plan.
- Support and promote sector-led actions to enhance sustainable behaviors that will enable a more sustainable environment and economy.
- Support and promote youth-led projects.
- Leverage and promote the role of local arts and culture to inspire further personal sustainable behaviour.

Plan & implement public events, seminars/webinars and publications that will educate, promote sustainability and engage citizens in sustainable behaviours.

- Improve, intensify Sustainable Orillia communications.
- Be present – participate in and produce a number of impactful public events.

Build and maintain a vibrant, stable, relevant, effective and well-governed organization.

- Increase membership (Friends of Sustainable Orillia)
- Ensure appropriate governance structure in place.
- Diversify funding channels.
- Expand volunteer network.
- Provide Youth Council members with Board and leadership experience.