



Sustainable Orillia

2021 ANNUAL REPORT



On the Path to Net-Zero



A MESSAGE FROM THE President And Chair Of Sustainable Orillia

We have all heard the clichéd comment, “We live in interesting times.” 2021 certainly met that description.

We began our work in 2019 with a strong program to get us off the ground, only to begin 2020 with COVID restrictions that caused a lot of pivoting and restructuring. In spite of this setback, we generally experienced more success than might have been anticipated.

At the outset of 2021, I saw an enthused and eager Board of Directors bolstered by several new members and a group of strong Sector volunteers, members, supporters, a small group of partners, sponsors and the Orillia Mayor, Council and Staff - all anxious to help move our community closer to sustainability. Armed with a fresh Strategic Plan and with our first AGM under our belt, we transformed exuberance, enthusiasm and a bit of naiveté into a list of accomplishments that I am so proud of.

Reviewing the highlights of 2021 as listed in the Annual Report makes me wonder how it was all accomplished. It also makes me wonder what the effect of this work has been on our community. Results are often hard to measure, but I feel that we have gained a measure of respect across the community and a sense that we have influence and are increasingly seen as a central repository of credible sustainability information and expertise. I have watched as the numbers of supporters and members have grown and as partnerships across a wide range of projects continue to expand. Having others investing in

“ I sponsor because I can easily get behind sponsoring events where the message is about positive change for the community's future.”

— JACKIE RAMLER

a relationship with Sustainable Orillia is an endorsement of the quality of our people, our thinking and our programs.

As we celebrate our third full year and second AGM, I can safely say that Sustainable Orillia still has the youthful exuberance and enthusiasm of 2021, and a remarkable blend of both charming naiveté and emerging maturity that gives us strength, energy and endurance for the long journey to a more sustainable community.

I want to thank all our volunteers, whether on the Board or our all-important Sectors, our one Staff member (Jessica Kearney), our members, supporters, partners, sponsors and the City of Orillia Mayor, Council and Staff for being part of, and contributing to, what is emerging as a powerful movement to make our community more sustainable.

Thank you.

Stan Mathewson

President

Our 2022 Sustainable Orillia Membership program is underway. We hope you will consider a membership to show your support for our organization and for the vision of a sustainable Orillia community in our future. Check our website and keep an eye on local media for details.

Highlights from Sustainable Orillia's Activities in 2021

2021
ACHIEVEMENTS

BUILT ON ITS GOOD RELATIONSHIPS TO SUPPORT AND ADVANCE ITS MISSION:

- Reported to the City on Single Use Plastics, the City's Anti-idling Bylaw, the proposed waterfront development, waste minimization, becoming a hydrogen hub urging hydrogen optimization and production in Orillia, the circular economy and sustainable purchasing, and made recommendations to the City's Active Transportation (AT) Committee.
- Participated in the citizens' forum on the Community Climate Change Action Plan (CCCAP).
- Participated in the Orillia Change Adaptation Working Group and joined with the Orillia Rotary Club on a proposed City greenhouse project at the Rec Centre, featuring social entrepreneurship, youth training and Indigenous involvement.
- Partnered with the Orillia Chamber of Commerce to develop a business-focused webinar series, "The Path to Net-Zero".

"I volunteer because I feel I owe generations to come. In spite of our progress, we have messed up this planet—our home."

— FRED LARSEN, age 79

PLANNED AND IMPLEMENTED PROGRAMS AND PROJECTS TO REDUCE GHG EMISSIONS AND WASTE, AND TO CONSERVE OR ENHANCE OUR THREATENED NATURAL WORLD:

- Engaged with the National Climate League and the City of Orillia to report on local sustainability measures that will be measured each year into the future.
- Supported SO's Youth Council's plans for a May 2022 Sustainable Simcoe Youth Conference .
- Hosted an SO booth at the ODAS fall fair, focused on sustainable agriculture.
- Held a contest (with an honorarium) on art that contributes to Orillia's sustainable movement.
- Launched an Electric Vehicle Information Portal (EVIP) on the SO website.
- Held an "EV Weekend" demonstration at Orillia Square Mall during Sustainable Orillia Month (September) including week-long (Sept. 11-18) indoor store-front presentations and exhibits.

"I volunteer because making the world better for all living things is important work."

— BLYTHE WIECLAWEK, age 17

PLANNED AND IMPLEMENTED PUBLIC EVENTS, WEBINARS AND PUBLICATIONS THAT PROMOTED SUSTAINABILITY AND ENGAGED CITIZENS IN SUSTAINABLE BEHAVIOURS:

- Convened a series of sustainability-related webinars and seminars during Sustainable Orillia Month.
- Updated SO's website at <https://sustainableorillia.ca>.
- Hosted a virtual event, "The Power of Money: Does Your Wallet Have a Conscience?" on April 22nd (Earth Day), focused on sustainable investing.
- Highlighted local "sustainability heroes" in media releases.
- Promoted quarterly SO themes such as "renewal," "trees," and "housing retrofits" through multiple media releases and articles.
- Organized "Sustainable Orillia Month" (Sept.12-Oct.17)—a series of webinars, an electric vehicle exhibit and demonstration, an SO art gallery and a "Repair Café".

"I volunteer because I want a better future for the youth of our world."

— WEIQI XU, age 17

BUILT AND MAINTAINED A VIBRANT, STABLE, RELEVANT, EFFECTIVE AND WELL-GOVERNED ORGANIZATION:

- Increased SO membership ("Friends of Sustainable Orillia") to more than 50, expanded the SO email list to more than 500 subscribers, and built a Facebook following of more than 400.
- Welcomed three new members to the SO board: Rosanna Shillolo, owner and operator of Sunrise Yoga Studio, Kirk McLean, partner in Home Hardware Orillia, and Jessica Bentley-Jacobs, Hydro One's Sustainability Director.
- Welcomed Jessica Kearney, student intern, as Data and Project Coordinator (funded in part by ECOCan).
- Diversified and expanded funding through sponsorships and public donations (\$3,500).
- Successfully negotiated a 2022 grant renewal (\$11,000) from the City of Orillia.
- Expanded SO's volunteer network to include expertise in health and wellness, sustainable and regenerative agriculture and food security, urban planning, sustainable business practices and social media communications.

REVENUES (TOTAL: \$22,000):

The City of Orillia, again in 2021, provided Sustainable Orillia with foundational funding of \$10,000. Appeals to sponsors—especially for the EV Demo weekend on the first weekend of Sustainable Orillia Month in September of 2021—resulted in a total of \$1,500 from Jim Wilson GMC, 1304034 Ontario, and Jackie Ramler of Raymond James Ltd., Barrie. To assist with the EV Information Portal that was added to our website in 2021, the Orillia CDC sponsored us with \$1,000. In addition, Sustainable Orillia was able to procure an ECOCan subsidy of over \$5,000 (a 50% subsidy) to hire an student intern to work with our organization, a tremendous help to us as a volunteer group. Finally—and definitely appreciated—almost \$3,000 came from donors who support what Sustainable Orillia is doing in and for Orillia.

EXPENDITURES (TOTAL: \$20,550)

Expenses for 2021 essentially went into six areas: our intern salary (and CRA remittances) (\$8,300), our website and the addition of the EV Portal (\$5,200), Sustainable Orillia Month (\$3,000), other promotional materials (\$1,600), insurance costs (\$2,200), and a small amount for operations and miscellaneous materials (\$250).*

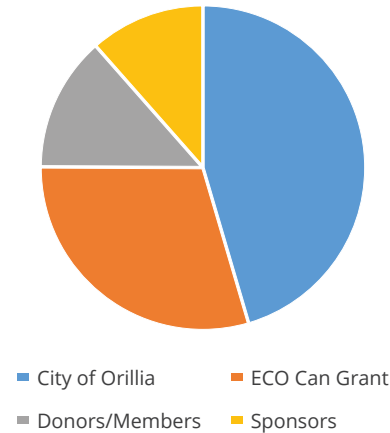
*Expenditure totals rounded off for chart.

We are grateful to the City of Orillia, our sponsors and donor supporters, and the ECOCan program for their financial assistance for Sustainable Orillia in 2021.

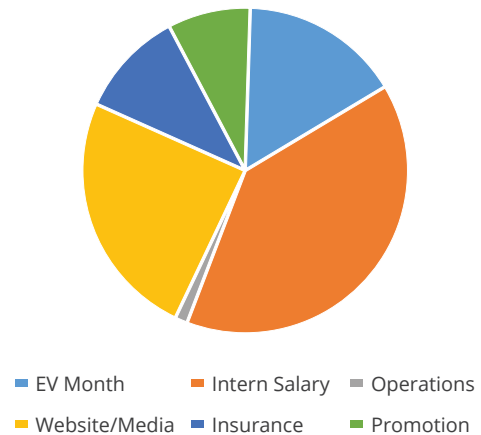


Fred Larsen, Treasurer, Sustainable Orillia

2021 Revenues



2021 Expenditures



Beating back the climate crisis won't happen randomly. It will take progressive, achievable strategies that focus on reducing carbon emissions and building long-term sustainability. Strategies that everyone can get behind. Here in Orillia one of Sustainable Orillia's top priorities is to continue influencing and supporting the recommended actions that come from the City's

'Orillia's Climate Future' initiative – our own community-specific climate action plan.

Sustainable Orillia's 2022 priorities were approved by the Board of Directors earlier this year and they are anchored on four strategic directions: Advocate, Educate, Motivate and Participate. Here is a high-level summary of our 2022 plans.

ADVOCATE

SO* will advocate for decisions and actions that move our community towards a more sustainable future.

EDUCATE

SO will create and seek out opportunities to increase climate literacy across the community.

MOTIVATE

SO will produce programs and events that will motivate community members to support and join the sustainable movement.

PARTICIPATE

SO will collaborate with partners to develop and implement programs and projects aimed at achieving long-term sustainability and net-zero emissions by 2050.

*SO = SUSTAINABLE ORILLIA

ACTION PLANS INCLUDE ADVOCATING FOR:

- Local municipalities to develop long-term (30 year) sustainability visions, goals and plans.
- Local municipalities to make sustainability their priority.
- Net-zero developments.
- Candidates for elected office (at all levels) who prioritize sustainability.

ACTION PLANS INCLUDE:

- Provide learning opportunities (webinars, speaker series, EV demos, etc.).
- Provide expert information and advice fostering discussion and understanding of Sustainability issues (includes deputations to Council).
- Promote/disseminate relevant research and recommendations.
- Develop a Sustainable Orillia Science Award.

ACTION PLANS INCLUDE:

- Reach more people through community outreach strategies.
- Deploy multi-media strategies, including social media platforms.
- Recognize positive sustainable initiatives in the community.
- Provide an online site to share information, suggestions and experiences on climate change and sustainability.

ACTION PLANS INCLUDE:

- Proactively building a network of like-minded collaborative partners (Chamber of Commerce, etc.).
- Expand our volunteer and subscriber base.
- Participate with the City in implementation of approved action plans arising from Orillia's Climate Future.

For more information on the above, go to www.sustainableorillia.ca.

Please share and spread the word. Follow Sustainable Orillia on:

- Facebook @SustainableOrillia
- Instagram @SustainableOrillia

Sustainable Orillia believes that 2022 will be a pivotal year in the movement to reduce greenhouse gas (GhG) emissions. Our vision is nothing less than our community achieving long-term sustainability and net-zero emissions by 2050, and we are pleased to have you as a partner and active participant on the 'Path to Net Zero.'

LET'S GET STARTED.

DONORS:

Over the course of 2021, we welcomed a number of donations from local supporters of our work. Those who made donations to Sustainable Orillia also have the opportunity, if they so choose, to participate in our organization as well as in our Annual General Meeting—introducing policy, nominating candidates to the Board, and voting on all decisions made there.

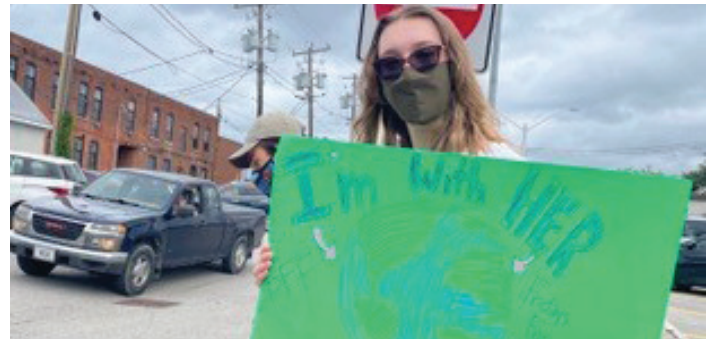
As one of our goals for 2022, we are hoping to build our donor/member list as we engage more people throughout our community in the movement toward greater sustainability practices, practices that move us along **the path to net-zero**.

SPONSORS:

Throughout 2021 we welcomed some local business sponsors for our activities. For 2022, we hope to increase the number of these sponsors as we demonstrate to local businesses the advantages of improving business sustainability through changes that reduce waste and decrease energy use and the emissions that result from that use. The following businesses were our sponsors—sponsoring the move toward greater sustainability—in 2021. We ask you to give your support to businesses that show support for our drive along **the path to net-zero**.

VOLUNTEERS:

All of us at Sustainable Orillia, with the exception of our student intern, Jessica Kearney, are volunteers. We know that Orillia is a community rich in volunteers, people giving their time and efforts for local charities and other organizations that add enormously to the joys of living in this community. The Climate Crisis threatens much about the way we live at this time, especially for the young whose lives will be lived in the decades to come. If this threat is a concern to you—and you wish to take action to meet that threat—we at Sustainable Orillia welcome you as a volunteer—a member of a Sector group or as a volunteer at one of the several events we hope to organize on **the path to net-zero**.



Jackie Ramler, MBA, CFP, RIA, CIM, FCSI
Portfolio Manager



APPENDIX 1

SUSTAINABLE ORILLIA BOARD OF DIRECTORS

President:	Stan Mathewson	mathewsonstan@gmail.com
Vice-President:	Danny Epstein	danny.epstein@rogers.com
Secretary:	Gordon Ball	gordon.ball@sympatico.ca
Treasurer:	Fred Larsen	fredlarsen@bell.net
Director:	Susanne Laperle	laperle.sus.orillia@gmail.com
Director:	Kirk McLean	kirk.mclean@hhbcorillia.ca
Director:	Rosanna Shillolo	rosanna@sustainableorillia.ca
Director:	Jessica Bentley-Jacobs	Jessica.bentley-jacobs@hydroone.com
Youth Council Chair:	Blythe Wieclawek	blythe@sustainableorillia.ca
Youth Council Advisor and Liaison:	John Knapp	johnwknapp53@gmail.com
Webmaster:	WeiQi Xu	weiqixu2005@sustainableorillia.ca
Facebook Editor:	Kari Klassen	info@writechoice.ca
City of Orillia Liaison:	Renee Recoskie	RRecoskie@orillia.ca
Orillia Councilor:	David Campbell	dcampbell@orillia.ca
Intern:	Jessica Kearney	jessicakearney@sustainableorillia.ca

Communications Team: Gord Ball, Susanne Laperle, Fred Larsen, Kari Klassen, WeiQi Xu and Jacobi Clarke

APPENDIX 2

SECTOR LEADERS (2022)

Agriculture and Natural Capital

Co-Chairs: Allison Andrews and
Jacob Kearey-Moreland

Arts and Culture

Chair: Fred Larsen
Arts Team: Molly Farquharson, Gillian
Lowry, Valerie Powell, and Anna Proctor

Education and Youth

Co-Chairs: John Knapp, Michael
Shillolo, and Ellen Field

Sustainable Orillia Youth Council

Chair: Blythe Wieclawek

Goods and Services (4Rs focus)

Co-Chair: Audrey Bayens
Co-Chair: Jacobi Clarke

Health and Wellness

Chair: Carol Strickland

Infrastructure and Energy

Chair and Transportation Chair: Dave VanAlstyne
Vice Chair (Energy): Tim Adamson
Vice Chair (Housing): Mike Jones
Vice Chair (Development): Sophie Mathewson
Vice Chair (Investment): Jackie Ramler



Sustainable Orillia

