



Sustainable Orillia



Annual Report 2025

PRESIDENT'S MESSAGE

Sarah Patterson

Sustainable Orillia's President



What's the biggest obstacle to tackling climate change? I would argue that it's not science or technology; we understand the problem; we even know what to do about it. I believe what is really getting in the way of meaningful progress is our collective narrative about what it means to be alive and what a good life looks like. Fossil fuels are so deeply woven into our stories about freedom, progress, and convenience that many of us struggle to imagine a better way of living. If we can't imagine a different future, it's hard to work toward one.

I am a huge proponent of a discipline called Systems Thinking. One of the big insights I gleaned from that is a specific dynamic I see at play—that of a reinforcing feedback loop. Simply put, this occurs when a change in a system is amplified by the results of that change, causing the system to grow or decline exponentially. It's like a snowball rolling downhill, where an increase in one part leads to further increases in the same direction, creating rapid escalation or runaway effects. For example, an increase in the melting of Arctic ice results in greater exposure of dark sea water and land, both of which absorb more heat from the sun, causing more ice to melt. These loops are self-perpetuating and can be beneficial (e.g. learning) or harmful (e.g. panic, resource depletion).

We somehow got the strange idea that more and bigger is always better. We even set up our entire economy such that if it doesn't grow, it dies.

We measure the good life by growth in GDP, growth in our possessions, our bank accounts, our Facebook friends, etc. But in this quest for ever more, we are sacrificing all the things that truly matter. We are lonelier and more anxious and depressed than ever before. In the pursuit of "more", we are even imperiling the long-term health of the planet that makes life possible in the first place. This feedback loop is dangerous. We intuitively KNOW that nothing can grow forever and yet we continue to ACT as though it can.

We need a new story and the best way to normalize that story is collectively—we need to do this together. So, the next time you are tempted to make yourself feel better by buying something, ask yourself if your time and energy would be better spent doing something for someone else or for the planet instead. I promise you, you will ultimately feel better, and you will be working to break the vicious cycle. If you are ever unsure of where to start, Sustainable Orillia is a welcoming place where members work together to foster a better, more sustainable way of living—both for the planet and for each other!

2025 ACHIEVEMENTS

Highlights from Sustainable Orillia's Activities in 2025

- promoted fossil fuel-free ideas, vehicles and innovations at Sustainable Orillia's 7th annual **Green Innovations Weekend** in Orillia's lakefront Centennial Park. For the first time, electric boats were featured.
- sponsored two more **Orillia Repair Cafés** again at St. James' Church, on June 14 and October 18, when teams of volunteer "fixers" repaired a total of 97 items, from table legs and floor lamps to jeans and electronics. Over 338 kilograms were saved from the landfill.
- administered the **2025 Student Art Contest** and distributed or sold 254 SO **2026 calendars**, featuring students' art, through various local businesses and markets. Over 200 art entries were received from 17 participating elementary and secondary schools. Student artists were asked to feature the variety of actions they could take, both individually and collectively, to sustain our environment and all living things within it.

Highlights from Sustainable Orillia’s Activities in 2025

- mobilized over 100 SO volunteers (including three City Councillors) in September to **plant 20 trees in Tudhope Park**. In addition, 300 trees, together with planting instructions, were given away, at no cost, to area residents to take home to plant on their own properties. A dozen more SO volunteers pulled and piled invasive buckthorn trees at Tudhope Park.
- continued **The Sustainable Orillia Bike Challenge**, from mid-May to mid-July, in cooperation with the Simcoe Muskoka District Health Unit and The Bike Stop, celebrating 64 days of pedal-powered community action. A total of 6,264 kilometres were recorded by participants over 809 riding days.
- continued to assist the City in support of its **“Three Big Moves” (from “Orillia’s Climate Future”)**.
- published many articles in local media, including several on “Big Move #3”: energy-efficient retrofits and adoption of air-to-air heat pumps.
- co-sponsored, with the Couchiching Conservancy, an **Earth Day event at Lakehead University** on April 22, which invited the public to learn how everyday food choices connect directly to land conservation, biodiversity, and climate action. The event included a screening of the film “Eating Our Way to Extinction.”
- engaged with festival-goers in July at an SO table in the Folk Play area of the **Mariposa Folk Festival**, where kids were taught to craft origami butterflies.
- Welcomed **Councillor Tim Lauer** who began his term as City Council’s ex-officio representative at SO board meetings, as well as **Collin Neveroff** as the City’s Staff Liaison. SO added two new members to its Board of Directors: **Kyle Peacock** of Peacock Tariff Consulting and **Deron Johnston** of Orillia’s BIA (Business Improvement Area).

Sustainable Orillia’s 2025 Financial Report

Sustainable Orillia Initiative

Statement of Financial Position

As of: December 31, 2025

	December 31 2025	December 31 2024
Assets		
Current		
Cash	\$ 19,885	\$ 7,677
Short-term investments	14,901	14,476
	<u>\$ 34,786</u>	<u>\$ 22,153</u>
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities	\$ -	\$ 80
Net Assets		
Contributed surplus	2,601	2,601
Unrestricted	32,185	19,472
	<u>34,786</u>	<u>22,073</u>
	<u>\$ 34,786</u>	<u>\$ 22,153</u>

Note: Sustainable Orillia maintains a balance from year to year in order to protect against potential reduction of funding, ensuring its ability to conduct activities and carry out its mission in the subsequent year.

Sustainable Orillia Initiative

Statement of Operations and Net Assets

For the Year Ended December 31, 2025

	December 31 2025	December 31 2024
Revenue		
Donations	\$ 3,164	\$ 728
Grants	18,299	25,610
Interest income	424	514
Membership fees	125	349
Other revenue	15,608	12,846
	<u>37,620</u>	<u>40,047</u>
Expenditures		
Advertising	673	3,656
Bank charges and interest	131	181
Dues, fees and licences	267	401
General and office	5,031	3,678
Insurance	3,156	2,146
Other expenses	15,649	7,129
SOYC scholarships	-	500
Subcontracts	-	27,416
Training expenses	-	504
Travel	-	318
Wages and benefits	-	19,430
	<u>24,907</u>	<u>65,359</u>
Excess of revenue over expenditures (expenditures over revenue) for the year	12,713	(25,312)
Net assets, beginning of year	19,472	44,784
	<u>\$ 32,185</u>	<u>\$ 19,472</u>

Sustainable Orillia is grateful for its sponsors in 2025

Sustainable Orillia is grateful to Jackie Ramler (Raymond James Executive Wealth Advisors) and CIBC whose contributions, along with those of other individuals, supported other work that Sustainable Orillia undertook in 2025 and SO's day-to-day operations.

Sustainable Orillia appreciates all sponsors who supported SO's projects, and we encourage area residents to support and participate in them.

- **SO's 2025 Student Art Contest:** Creative Nomad Studios, Jack and Maddy's, Manticore Books, Scott's Garden Centre and Cloud Gallery.
- **SO's 2026 Calendar:** Jackie Ramler (Raymond James Wealth Advisors), Orillia Volkswagen, FRAM + Slokker, CityToShores (REMAX Hallmark Realty), Speedy Glass, Super E-Bikes, Green Storage, Apple Annies, Creative Nomad, Orillia KIA, Orillia Subaru and Hwy 11 Dodge. Special appreciation to Home Hardware for selling many calendars at their checkout counters.

You can align your portfolio with your principles without compromising return targets.

Contact Executive Wealth Advisors today to explore your 'Clean' investment options.



Executive Wealth Advisors | RAYMOND JAMES®

Securities-related products and services are offered through Raymond James Ltd., Member - Canadian Investor Protection Fund. No recommendation of any product or service would be made without a thorough review of an individual's financial goals and risk tolerance.



Jackie Ramler, MBA, CFP, FMA, RIA, CIM, FCSI
Portfolio Manager & Branch Manager

705-721-5919
jackie.ramler@raymondjames.ca
www.jackieramler.com

*Serving Simcoe Country and surrounding areas.
Offices are located in Barrie, Midland and Elmvale.*



FRAM + Slokker

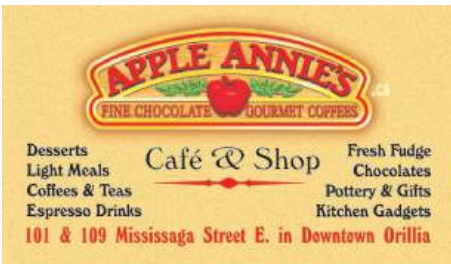
RE/MAX HALLMARK CHAY REALTY
RAISING THE BAR
Specializing in Lake Simcoe Waterfront Properties

Ellie Haringa
Sales Representative
Direct: 705-791-4054
ellie@citytoshores.ca

Rick Laferriere
Sales Representative
Direct: 705-796-4007
rick@citytoshores.ca

Go to: www.CityToShores.ca





**SUBARU
OF ORILLIA**



**Orillia
Volkswagen**



**St. James'
Anglican Church**



- **SO's Green Innovation Weekend:** Plaza Auto Group (Orillia Kia, Subaru of Orillia, Orillia Volkswagen, HWY 11 Dodge), Raymond James Executive Wealth Advisors, Super E-Bikes, Green Storage, Fram + Slokker, CIBC, and CIBC Wood Gundy.
- **SO's Bike Challenge:** The Bike Stop Orillia, Rustica PizzaVino, Theo's Eatery, Brewery Bay Food Co., Bikeland Barrie Bike Specialists, The Crank and Sprocket Bicycle Co., Hardwood Ski and Bike, Horseshoe Valley Resort
- **SO Repair Cafes:** Supported by St. James' Anglican Church



Highlights of Sustainable Orillia’s Plans for 2026–2027

CONTINUE SUPPORTING ORILLIA’S CLIMATE CHANGE ACTION PLAN’S “THREE BIG MOVES” (ENERGY, BUILDINGS, TRANSPORTATION)

CONTINUE SO SIGNATURE EVENTS INCLUDING THE **STUDENT ART CONTEST** RUNNING MARCH–MAY, THE **BIKE CHALLENGE** IN MAY–JULY, **THE GREEN INNOVATION WEEKEND** IN JULY, **TREE PLANTING DAY** IN SEPTEMBER, AND TWO **ORILLIA REPAIR CAFÉS** IN APRIL AND OCTOBER.

HOST AN **EARTH DAY** IN APRIL AT LAKEHEAD UNIVERSITY (ORILLIA) IN COOPERATION WITH THE COUCHICHING CONSERVANCY, FEATURING A TOUR OF THE INDIGENOUS GARDEN AND A SCREENING OF “SAVING THE NIGHT CALLER”, A DOCUMENTARY ON EFFORTS TO PROTECT THE EASTERN WHIP-POOR-WILL.

CELEBRATE **WORLD VEGETARIAN DAY** (OCTOBER 1) AND **WORLD VEGAN DAY** (NOVEMBER 1), AND CONTINUE TO PROMOTE A PLANT-BASED DIET TO BENEFIT THE PLANET AND ITS INHABITANTS.



A CALL FOR MEMBERS

If the climate crisis concerns you, Sustainable Orillia will welcome you as a member (no fee), or as a volunteer at any of our upcoming events.

Contact info@sustainableorillia.ca to travel with us on the path to net-zero.

WHO WE ARE

Sustainable Orillia Board of Directors 2025–2026

President:	Sarah Patterson	Director:	Wendy Kirk
Vice-President:	Danny Epstein	Director:	Kyle Peacock
Treasurer (Interim):	Dave VanAlstyne	Director:	Matt Thomson
Director:	Gordon Ball	Director:	Jocelyn Trudell
Director:	Lisa Foy	City Council Representative and Ex-officio SO Board Member	Tim Lauer
Director:	Deron Johnston	City of Orillia Staff Liaison	Collin Neveroff

info@sustainableorillia.ca





Sustainable Orillia

2025 Annual Report

