



ESCARPMENT  
CORRIDOR ALLIANCE

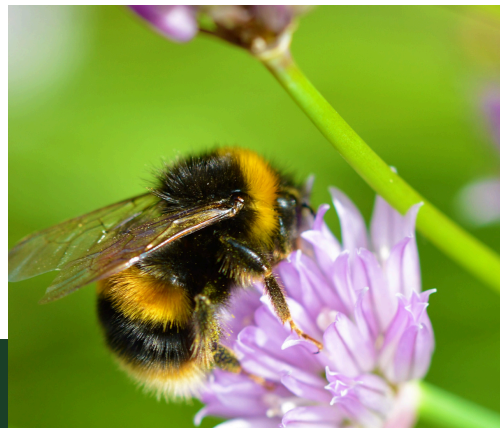
# 2023 Annual Report



ESCARPMENT  
CORRIDOR ALLIANCE

2024

Annual Report



Dear friends and supporters of the ECA,

The Escarpment Corridor Alliance was created with a vision of developing a connected and permanently protected ecological corridor across the Niagara Escarpment of South Georgian Bay, for nature and for future generations.

To say that the ECA has come a long way since our public launch in March 2022 would be a major understatement. 2023 was a year of exponential growth and the establishment of the ECA as a professional ENGO (Environmental Non Government Organization) and a leading, collaborative environmental voice of South Georgian Bay. We are extremely proud of where we are today and it has all been made possible by generous community donors and hard working volunteers.

The ECA became an officially registered charity with the CRA in September 2023. At that time we changed our corporate year end to December 31. Given that 2023 was our first official full calendar year of operation and that the organization went through a transition (from a Go Fund Me start up, to a project within the Small Change Fund registered charity [www.smallchangeFund.ca](http://www.smallchangeFund.ca), to a fully independent registered charity), this informal 2023 Annual Report is intended to give our supporters a brief summary of the year. However, we also believe in the importance of clear communication and accountability to our supporters.

We are very grateful to the team at the Small Change Fund for their guidance and support! The ECA would not be where it is today without our start as a project with the Small Change Fund. Early in 2024 the ECA established a plan to address urgent priorities while keeping our goals future-focused. We have put a priority on producing informative, compelling and timely reporting in our monthly newsletters so that is the best source of information about our 2023 activities and achievements. You can find our 2023 newsletter archives here: <https://myescarpment.ca/in-the-news/>

To highlight some of our greatest moments and achievements of 2023 so we have created the Top 10 list below.

It is important to remember when reviewing both our Top 10 as well as our 2023 Consolidated Financials Snapshot, that 2023 was a development year. We are building the ECA to be an organization that can preserve and protect nature along the Niagara Escarpment of South Georgian Bay for decades to come, for future generations. Like any business or institution that seeks to be sustainable over the long term, 2023 was a year of investment, infrastructure building and growing our supporter community. In order to make a significant impact on our purpose, we first needed to build a strong foundation.

# 2023 TOP 10 LIST

1. 25,000+ people engaged in some way to build our incredible ECA supporter community. This includes people who signed our original petition, participated in our survey, subscribed to our newsletter, attended an event, volunteered or made a donation.
2. Achieved official charitable status on September 15, 2023 with Revenue Canada.
3. Established the Bedrock Group (our financial foundation) of donors who have chosen to focus their donation on funding our operations with 3-year funding commitments of \$10,000+. This visionary group of philanthropists understands what it takes to achieve real, lasting impact and that we need this foundation to strategically plan for the future. This sustainable financial structure also allows the ECA to focus the majority of other donations on front-line programs and projects.
4. 500+ people attended the ECA Edward Burtynsky Event Series which also raised \$80,000+ in net revenue including event donations.
5. Completed regional survey with 3,100+ responses, believed to be the largest ever survey in the region.
6. Completed first rounds of Natural Heritage Studies around the perimeter of the Castle Glen property which identified 16 species-at-risk and began mapping extensive significant wildlife habitat.
7. Hosted our second annual Alliance Partners Meeting in June with nearly 20 other environmental non-profits and community groups represented.
8. Built strong relationships across all three levels of government and hosted 50+ members of the Federal Liberal Party for an information session.
9. Hosted 130+ passionate community members in December at our Vision Talisman Community Engagement Session.
10. Hired ECA's first Executive Director in March - Jarvis Strong.



# 2023 BOARD OF DIRECTORS

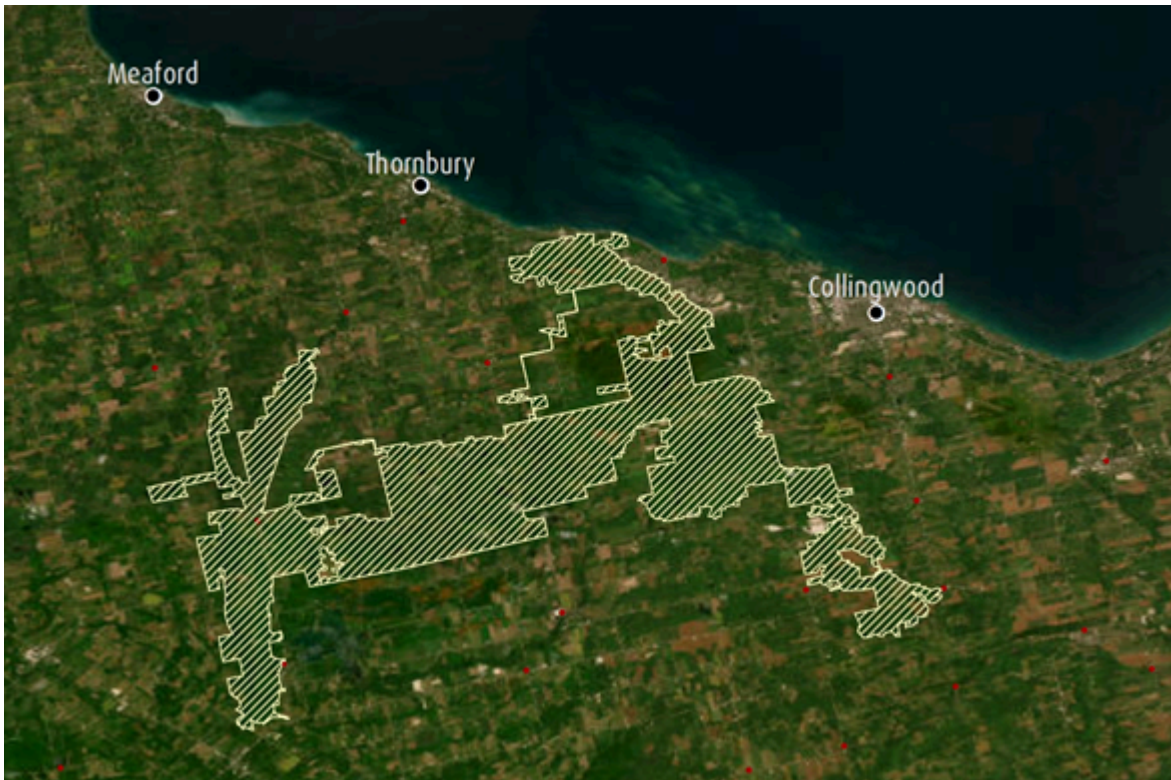
Bruce Harbinson, President  
Stephen Griggs, Chair  
Ian Whitton, Treasurer  
Dale Biddell  
Christina Eaton  
Tom Eisenhauer  
George Knowles

Martha McCarthy  
Mike Robbins  
Martin Rydlo  
Annette Sandberg  
David Scoon  
Jarvis Strong, Executive Director

A special thank you to outgoing board members:  
Christina Eaton, George Knowles and David Middleton.



*Not pictured: Christina Eaton, George Knowles, Martha McCarthy, Martin Rydlo*

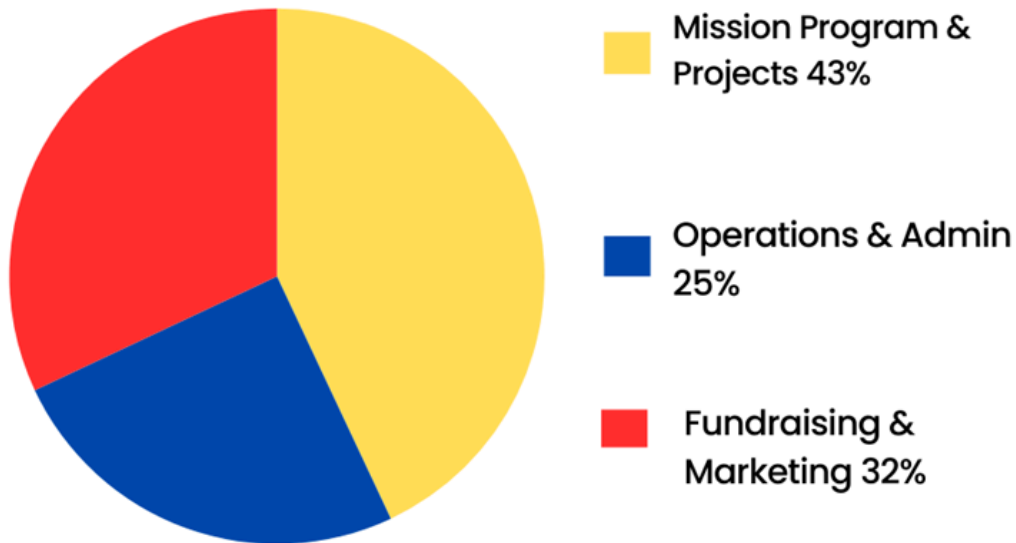


The Conceptual 'H' Ecological Corridor



Lake of the Clouds at Castle Glen

# ECA 2023 EXPENDITURES



\*Not professionally reviewed as these are combined finances of the ECA and the Small Change Fund Project

**A note about the following 2023 Financial Summary.** As mentioned, 2023 was a year of evolution in our operating model. The enclosed financial summary has not been audited and has been prepared for internal use. The revenues and expenditures shown include ECA's financials as well as activity in 2023 that was carried out in partnership with the Small Change Fund (SCF), a registered charity. During this partnership, ECA was a project within SCF, and the project's donations and expenditures were recorded in SCF's financials. SCF acts as a catalyst for individuals and grassroots organizations. They work together to improve the environment, reduce poverty, and promote reconciliation efforts across Canada including working with Indigenous Peoples to support the protection of their lands, waters and communities.

We were fortunate to end the 2023 calendar year with a significant surplus. As we knew that we would require significant funds immediately in January 2024 to invest in urgent programs and projects. This is also in part, why our 2023 expense ratio of program/project expenses is less than 60%. This will not be the case in 2024. Next year we will also conduct an official independent financial audit of 2024 financial statements.



<b>2023 Consolidated Financial Summary</b>	
<b>REVENUE</b>	
Donations to Small Change Fund ECA Project	\$154,925.00
Donations to ECA directly	\$142,601.16
Event & Auction Revenue	\$60,508.40
<b>Total Revenue</b>	<b>\$358,034.56</b>
<b>EXPENSES (HST included)</b>	
Program & Projects	
Project Manager Consultant	\$38,793.50
Legal Consultant	\$6,747.50
Ecologist Consultant	\$22,342.49
Travel	408.34
Education Events	\$11,303.74
Survey Consultant	\$10,000.00
Outreach and Education Consultants	\$20,030.00
<b>Total Program &amp; Projects</b>	<b>\$109,625.57</b>
Operations & Administration	
Management Consultant	\$19,396.75
Office, Phone, Internet	\$4,788.00
Administration & Accounting	\$23,944.51
Office Supplies	\$1,196.66
Bank & Processing Fees	\$3,725.13
Software	\$6,571.99
Insurance	\$2,621.76
<b>Total Operations &amp; Administration</b>	<b>\$62,244.80</b>
Fundraising & Marketing	
Project Manager Consultant	\$19,396.75
Donor & Volunteer Appreciation	\$196.92
Printing, Advertising, Promotion	\$29,318.66
Events	\$11,303.74
Consultants	\$20,030.00
<b>Total Fundraising &amp; Marketing</b>	<b>\$80,246.07</b>
<b>Total Expenses</b>	<b>\$252,116.44</b>
<b>NET SURPLUS</b>	<b>\$105,918.12</b>

## THANK YOU TO ALL OF OUR GENEROUS 2022 AND 2023 DONORS AND SUPPORTERS!

The ECA would like to individually and personally thank and recognize donors of all levels. Every one of you has not only given us much needed financial support but also the motivation to see our mission fulfilled. We are fortunate that we have had thousands of individual donors - too many to list in this brief Annual Report, however, as this is our first Annual Report, we wish to recognize the following donors who supported the ECA with \$2,000 or more annually in 2022 and/or 2023.

George and Martha Butterfield  
South Georgian Bay Innovation Fund  
Liz Rykert and John Sewell  
Edward Burtynsky (in-kind)  
Bruce Harbinson and Gillian Cameron  
Anonymous  
Protecting Talisman Lands Association  
Andrew and Gayle Duncanson  
Chisholm Thomson Family Foundation  
Nancy Cohen  
Robert and Kate Gorrie  
Douglas and Hattie Barrett  
Peter Blaiklock  
Kate Lazier  
Stephen and Cathy Griggs  
David Scoon and Ann Kerr  
Michael Eastmure

Anonymous  
W.C. Kitchen Family Foundation  
Mike Robbins  
Tom and Nancy Eisenhower  
The Langar Foundation  
Anonymous  
George and Leigh Knowles  
Dale Biddell  
Michael de Pencier  
The Dickout Family Foundation  
Gordon Currie  
Rod and Wendy Barrett  
Christina Eaton  
Tom and Susan Main  
Martin Rydlo and Stacie Smith  
Bill and Betty Morris  
David and Ann Doritty

Thank you for believing and investing in the development of the Escarpment Corridor Alliance. With your continued support, we are confident that we will be successful in protecting these beautiful escarpment lands and in creating a connected ecological corridor across South Georgian Bay.

