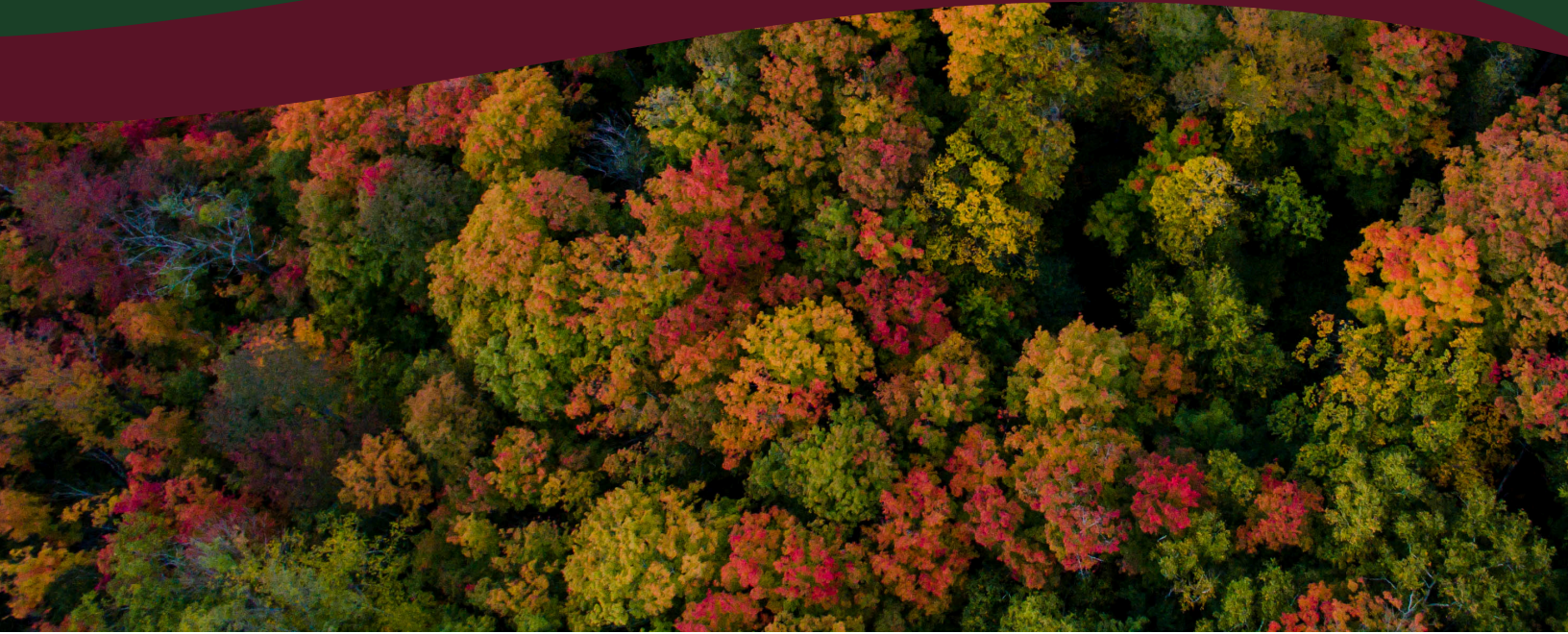
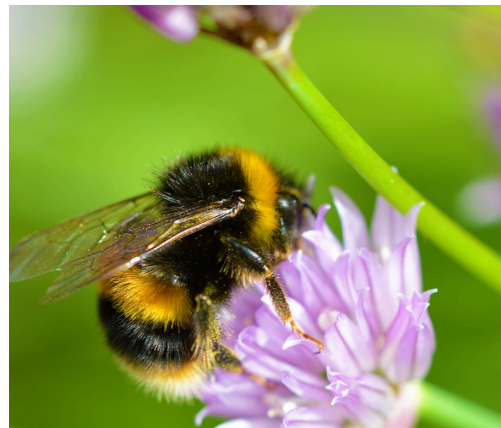


For Nature. For People. For Good.



ESCARPMENT
CORRIDOR ALLIANCE

Annual Report 2024



Message from our President and Executive Director

1

Dear ECA Supporter Community,

In 2024, the Escarpment Corridor Alliance (ECA) advanced its mission to protect and connect the Niagara Escarpment through targeted conservation, science-based projects, and community-driven advocacy. This marked the ECA's first full year as an independent registered charity. In three short years we have grown from a grassroots idea into a professionally managed community movement. As the leaders of the organization, we are tremendously proud of how far we have come and the direction we are going. This direction of sustainability, collaboration and legacy is captured in our new logo which is a symbol partly inspired by the Indigenous Marker Tree and has been used for thousands of years to point a positive way forward.

A major achievement was the completion of our first phase of the geospatial Corridor Identification Project which the Greenbelt Foundation was the lead funder of. This information combined with site-based environmental field studies has confirmed the scientific foundation and regional need for a protected and connected ecological corridor.

Refining our story and message was a key focus in 2024. Connection, collaboration, creation and conservation are our pillars. In the simplest terms, the ECA seeks to protect and connect natural and agricultural lands. To achieve this our strategy will find ways to better balance people and nature. We will also continue to fill gaps in the South Georgian Bay regional community which is why the decision was made in 2024 for the ECA to expand our work to become a community land trust. Stay tuned for more on that in summer 2025.

Meaningful relationship building with the Indigenous community was a priority in 2024 that we will significantly build upon in 2025. Specifically with the Saugeen Ojibway Nation whose traditional territory encompasses the lands that the ECA seeks to protect and connect.

We would like to express our deep gratitude to outgoing board members Annette Sandberg and Martha McCarthy who made significant contributions during their time on the Board. We also want to welcome new Board members Ted Crysler and Gillian White who joined the Board at our 2024 AGM.

The ECA would not exist without the hundreds of local community donors who made this idea a reality. Fundraising increased by 53% in 2024 which has given us the confidence to invest in significant actions in 2025. Thank you for your generous ongoing support.

With gratitude,



Bruce Harbinson
President, Board of Directors



Jarvis Strong
Executive Director

1 A Scientific Foundation

Launch of Ecological Corridor Identification Project

- Initiated a region-wide project to identify key biodiverse natural areas and ecological corridors across the Niagara Escarpment and South Georgian Bay. Secured \$85,000 from the Greenbelt Foundation and \$23,800 from the RBC Tech for Nature Grant to support this data-driven initiative.
- This analysis by the Dobbin International team will help inform a knowledge-based approach to our work in 2025 and beyond as we zoom in and prioritize initial Corridor Core Areas and Connectors (clusters of protection between multiple properties, existing protected areas, wetlands and waterways).

2 Protecting Inappropriate Development Hot Spots

Vision Talisman – A Sustainable Future for Beaver Valley

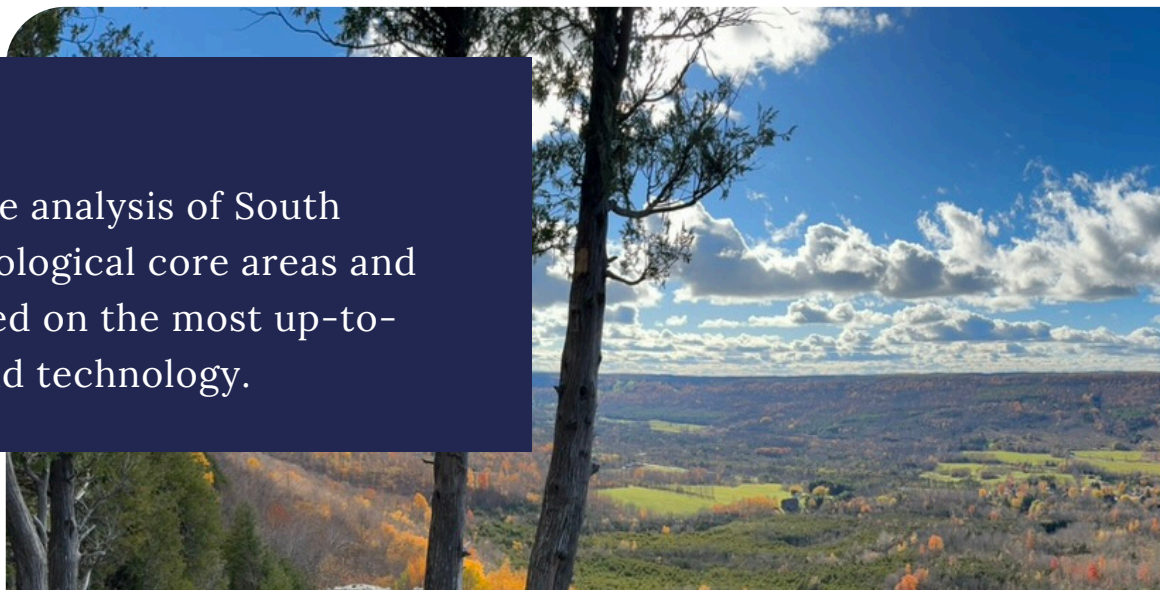
- The Protecting Talisman Lands Association (PTLA) officially joined the ECA to increase collaboration and pool resources for maximum collective impact.
- Completed professional peer reviews of both the Talisman lower lands development application to Grey County as well as the Talisman Resort Redevelopment application to the Municipality of Grey Highlands.
- ECA promotion was instrumental in getting 350 vocal attendees at the Grey County BVDC Talisman Public Hearing on June 12th.

Castle Glen

- Continued to build a scenario-based strategy for a positive conservation outcome on the Castle Glen lands.
- Invested in environmental studies around the perimeter of the property to evaluate significant wetlands and survey wildlife to better understand the scientific implications of major development on this high ecological value property which is the source waters of three significant creeks and rivers.

HIGHLIGHT

Initiated a region-wide analysis of South Georgian Bay's key ecological core areas and connector routes based on the most up-to-date scientific data and technology.



3 Nature is a Driving Force in the South Georgian Bay Economy

Conservation Economy Report – Destination Vision & Toolkit

- Published a comprehensive report outlining how conservation initiatives can support a resilient, nature-based economy in South Georgian Bay (SGB), offering tools and strategies for stakeholders to align economic growth with ecological preservation.
- SGB can have both a healthy environment and a healthy economy, it is not one or the other.

Local Business Survey – Escarpment's Economic Impact

- Conducted a regional survey with 138 business participants, highlighting how the health and accessibility of the Escarpment directly support the vitality of local industries.

4 Communications & Outreach Capacity Building

Media Presence – Elevating Corridor Conversations

- Secured over 30 media appearances across print, digital, and broadcast platforms, including City TV, CBC News, On the Bay Magazine, Mountain Life Media, Trillium News, Collingwood Today, and Creemore Echo, helping to maintain public focus on corridor protection efforts.

Strengthened Communications through Dedicated Staffing

- Brought on a Marketing & Communications Manager in August, resulting in improved digital engagement, strategic messaging, and consistent outreach, significantly enhancing the ECA's ability to inform and mobilize our target audiences. Special thanks to the The Norman And Marian Robertson Charitable Foundation for supporting this critical area.



AMPLIFYING OUR VOICE

Increased our supporter community over newsletter subscriptions, social media and new event attendees by 1,000+

5 Community Education & Corridor Connectivity Advocacy

Public Mobilization on Land Use Threats – Talisman Postcard Campaign

- Coordinated a large-scale postcard campaign addressing inappropriate development proposals at the former Talisman Ski Resort. Generated 1,040 individual mailed responses, demonstrating significant public concern.

Inaugural Nature Corridor Summit – Building Awareness & Collaboration

- Delivered a sold-out event engaging 260 participants with scientific and community-based strategies for corridor creation. Extended knowledge sharing through digital channels, amplifying the reach of corridor-focused education to thousands more. More than 50 organizations and businesses were represented. Thanks to keynote speaker Dr. Kelly Cerialo of UNESCO!



6 Indigenous Relationship Building

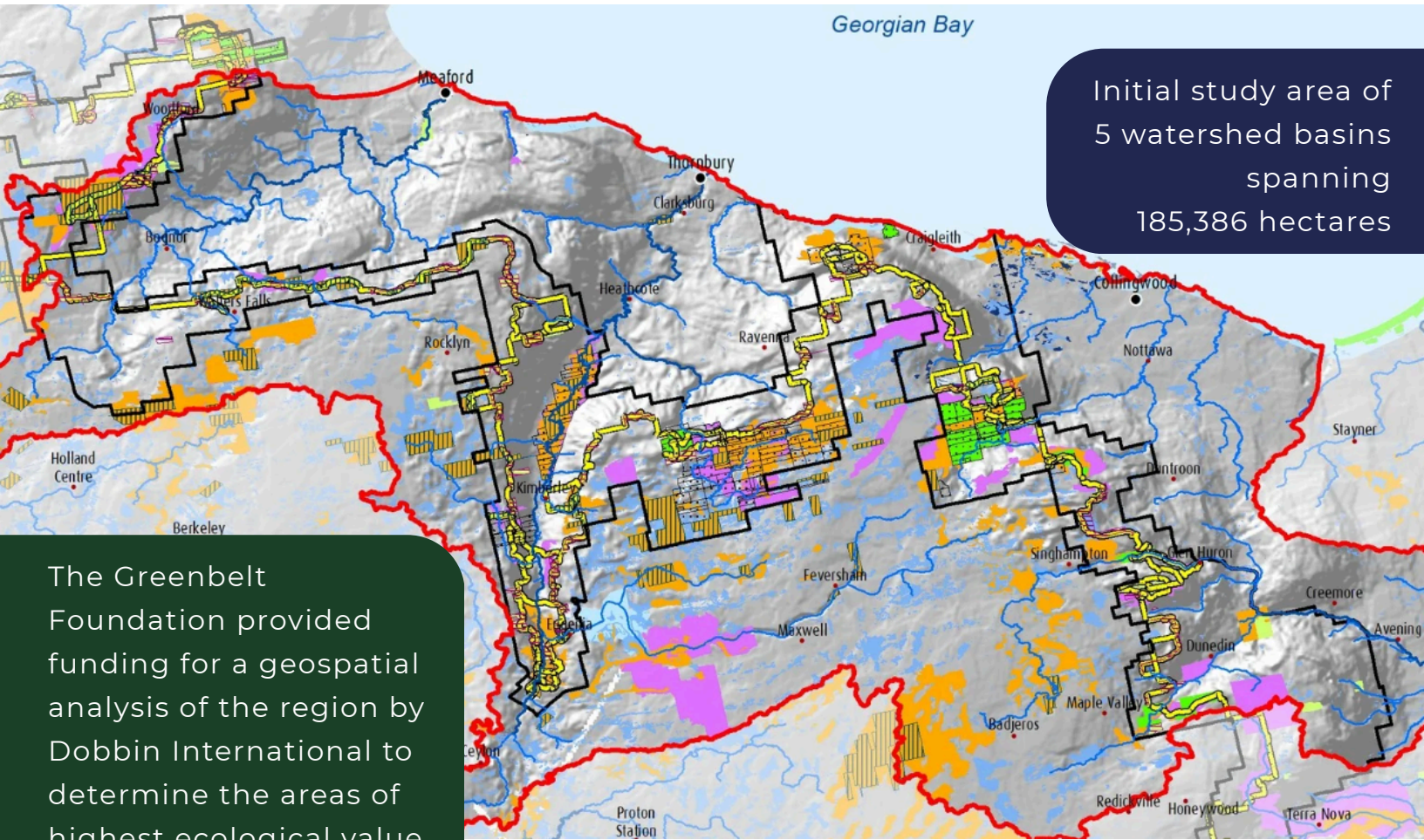
- Invested resources into learning about the Indigenous stewards of these lands and have begun cultivating meaningful relationships. Our goal is to embed “conservation through reconciliation” into the ECA’s culture, values, and strategic direction.

7 Created the ECA Strategic Plan 2025 - 2027

- Defined strategic pillars and clear priorities for 2025 and beyond.



CORRIDOR IDENTIFICATION PROJECT



Initial study area of 5 watershed basins spanning 185,386 hectares

The Greenbelt Foundation provided funding for a geospatial analysis of the region by Dobbin International to determine the areas of highest ecological value and connector areas with the greatest opportunity for improving ecological resiliency.

Funding for this project provided by:



✓ The ECA can use this analysis to prioritize our work in the coming years, and it provides a baseline of the existing scientific knowledge across the region so we can track our impact.

LEGEND	
Study Area	Ontario Greenbelt / Niagara Escarpment Biosphere Reserve
Settlements	National Park
City	Provincial Park
Town	Other Protected Area
Community	Area of Natural and Scientific Interest (ANSI)
Rivers	NCC Classification - Conservation Lands
Major River	Others ANSI
Minor River	Other Areas - Ownership
Wetlands	Conservation Properties
Wetlands Unevaluated NVCA	Crown Land
Wetland	Bruce Trail
	Bruce Trail Route
	Bruce Trail Conservancy Preserved Land



- Dale Biddell
- Tom Eisenhauer
- Stephen Griggs, Chair
- Bruce Harbinson, President
- Martha McCarthy
- Jane Pyper
- Mike Robbins
- Martin Rydlo
- Annette Sandberg
- David Scoon
- Ian Whitton Treasurer

The ECA is fortunate to have an amazing volunteer Board of Directors who contribute countless hours, offer strategic guidance, financially donate and share their many talents. A special thank you to outgoing Board members Annette Sandberg and Martha McCarthy for their many contributions in 2024.



EXECUTIVE DIRECTOR

Jarvis Strong
jarvis@myescarpment.ca



MARKETING &
COMMUNICATIONS MANAGER

Laura Page-Hamelin
laura@myescarpment.ca

Total Revenues: **\$671,116**

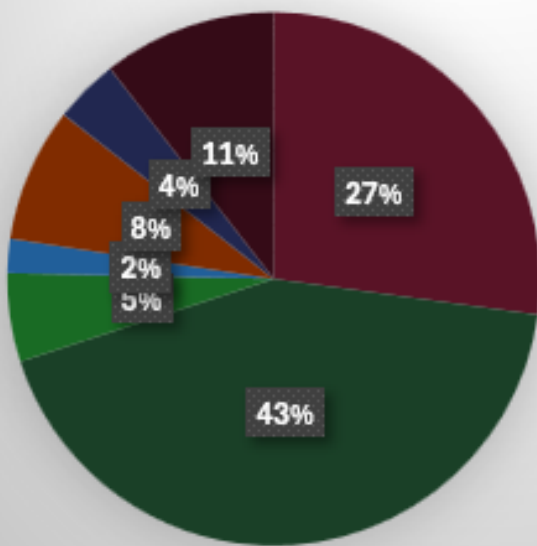
Total Expenses: **\$594,436**

Surplus: **+\$76,680**

Gross Revenue Increase from 2023: **+53%**

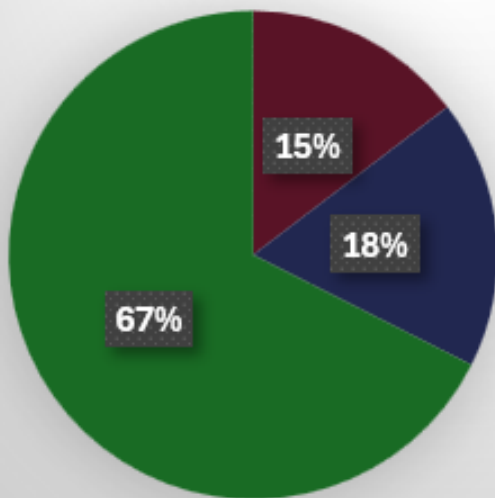
Fundraising increased significantly in 2024 to keep pace with our increasing program investments. Bedrock Donors covered all operating costs.

Revenues



- Bedrock Donations
- Individual Donations
- Grants Mixed Source
- Corporate Sponsorship
- Donations from Foundations
- Events
- Third Party Donations

Expenses



- Operations
- Fundraising & Marketing
- Programs and Projects



If you would like to review the ECA's full audited financial statements for 2024 please reach out to Jarvis Strong, Executive Director: jarvis@myescarpment.ca

THANK YOU TO ALL OUR DONORS & SPONSORS

BEDROCK DONOR GROUP

- The Norman and Marian Robertson Charitable Foundation
- Anonymous
- Butterfield Family Foundation
- South Georgian Bay Innovation Fund
- Liz Rykert and John Sewell
- Tom & Nancy Eisenhauer
- Dale Biddell

Special thanks to the following donors who contributed \$1,000+ and to our anonymous donors who prefer to give privately

- Greenbelt Foundation
- Stephen Smith
- Kathleen Taylor
- RBC Foundation
- The Langar Foundation
- Protecting Talisman Lands Association
- Jaime & Elizabeth Hugessen
- Stephen & Cathy Griggs
- Chisholm Thomson Family Foundation
- Maris Uffelmann
- David & Ann Doritty
- Chapman Private Wealth Group
- The Dickhout Family Foundation
- David Johnson
- Travis Shaw
- Andrew & Gayle Duncanson
- The Flavelle Family Foundation
- Angela Mondou
- David Johnson
- Gordon Currie
- ServiceBuilt Corporation
- Stephanie Thompson
- Bass Pro Shop and Cabela's Outdoor Fund
- David Scoon & Ann Kerr
- Joan Nuffield
- Trevor & Judie Thom
- Andrew and Roz Heintzman
- Kerry Connelly
- Dan Coholan
- Paul Nicoletti
- Fred & Lucille Chenoweth
- The Rogan Foundation
- Jane Pyper
- George Kinzie
- Bruce Harbinson & Gill Cameron
- Thomas & Susan Main
- Mike Robbins
- Joanne & Ian Duff
- Philantra Foundation: Michael and Honor de Pencier
- Anytime Fitness Collingwood
- Daphne Peacock
- Kate Lazier
- Wayne Brasseur
- Rod & Wendy Barrett
- Stephen and Wendy Cole
- Christina Eaton
- Mary & David McEwen
- Victoria & Stuart Lazier
- George & Leigh Knowles
- Douglas & Hattie Barrett
- Paul Woolner & Roberta Mohler
- Ian Whitton