Report

Annual

# But I must add "urgency." Just look at what we're up against.

gas exploration next to Nova Scotia's Sable Island.

**President's Letter** 

Dear Friends of Small Change Fund,

Awe. Gratitude. Trust.

of the words that come to mind.

Goliath battles. And instead of stepping away, you all stepped up. I need to start with my staff, because they are Small Change Fund, and are part of every success in this report.

aim the rising wave of public disgust at politicians in every region. It was no coincidence that the Premier announced a reversal of the removal of Greenbelt lands at a caucus meeting: his people were under siege. We stuck our necks out all over the country, fighting lobbying with even better lobbying, and achieving stunning wins like the overturn of oil and

Tactics like lobbying and advocacy aren't four-letter words here. We'll use every tool in the toolbox.

Satire also works: our Webby-nominated Hot Globe comedy series roasted the villains behind climate change. We also raised hundreds of thousands of dollars to highlight the perils of microplastics through a bold documentary film, Plastic People. And our youth transit movement Get On The Bus conducted over 80 consultations and steered eight communities across Canada towards offering free transit passes to youth. We've also strengthened our Western Canada presence with a new staffer in Edmonton.

batteries. Talk about trust and gratitude.

On a personal note, my staff kept our own bus running smoothly while I took a break to recharge my All over the country, our project partners rose to the challenge in record numbers and in several new areas. The Youth Climate Action Award project funds youth climate innovation: in 2023, the top prize went to the Stratford District Secondary School's Deep Roots Program, where Grade 10 students joined with seniors to build an intergenerational garden at the school, increasing biodiversity while creating bonds between students and local seniors.

research needs of communities and movements on the frontlines of the fight for environmental and climate justice. Through this project, we provide paid positions to frontline folks to lead their own research projects, as well as facilitate the coordination

of research volunteers to support communities and movements as they forge

Another innovative project is the Environmental Justice Research Alliance which supports the

climate solutions and fight harmful industrial developments. None of this would have happened without the support of our generous donors. They too, saw the threats escalating and responded by boosting Small Change Fund revenues by an astonishing 110%. These funds cycled right

back to projects, increasing the impact and diversity of our initiatives from the Pacific to the Atlantic, from youth to seniors, with a greater focus on poverty alleviation and helping Indigenous Peoples safeguard their lands and waters.

And we are so grateful. While some donors have kindly stepped up with higher donations, we have also brought on thousands more who want to see grassroots organizations succeed in their own

communities and beyond. To all the individuals, foundations, corporations and partner organizations

This generosity enabled our partners to fight battles they couldn't have otherwise. Like the one over Ontario Place, where backroom deals (sound familiar?) have robbed ordinary citizens of an increasingly rare together to protect 850 mature trees and hundreds of wildlife species.

We may have won the Greenbelt Battle of 2022 - '23, but our opponents are just picking

new battlegrounds. Online, the echo chambers of climate disinformation are booming, while biodiversity loss grows. Will Ontario's Highway 413 become the new Clayoquot Sound? Will the gravel industry continue to extract 13

partners than ever. We are also transforming our digital tools and skills and

developing our first major awareness strategy, because more communities need

high-level but hands-on, flexible, responsive and excited to share all they know.

do what we say we'll do, and to let us go to new places. And with urgency, because the challenges we're taking on are but the tip of the iceberg. And while every other iceberg is shrinking, that one is

supporting us, a huge thanks.

public natural space. Our partners Ontario Place for All have been fighting the destruction of this public landmark in favour of a private spa for months: it's inspiring to see so many people come So we fight on, for our partners, communities, donors and friends. And the battles are far from over.

times the gravel it needs every year? Will Canada's youth continue to struggle with unprecedented levels of climate anxiety? We're not waiting to see what happens. We've started bringing on more experts in every field, from finance to fundraising. In 2023, our experts shared their wisdom in organizing and campaigning, fundraising and social media training to more citizen activist

to know about us. As threats intensify, our connections, skills and nimbleness matter more than ever. We're tied into the grassroots hubs and the political networks. We can mobilize at scale and speed. Crowdfunding, organizing, campaigning, fundraising, lobbying, digital strategies, communications, accounting support: we do it all, enabling us to provide integrated, wrap-around support, like we did for the Greenbelt. And it's not just what our people do that I admire, but how they do it: no egos, no bureaucracy,

started this letter. With awe for the courage of our partners and staff, who keep the lights on and the powerful accountable. With gratitude for the trust our donors place in us, to

growing. **Burkhard Mausberg** President Small Change Fund Staff June 2024

**2023 Project Highlights** These are just a handful of our many inspiring projects:

Saving Old Growth Forests British Columbia has embarked on what could be a profound transformation in how we manage, not just old growth, but biodiversity and forests writ large, and this time in a good way.

Keeping The Greenbelt **Promise** 

Support from Small Change Fund has helped Organizing for Change and its members remain directly connected to the detailed conversations happening in government about what it means to prioritize biodiversity and ecosystem health in all resource sectors, allowing us to provide both ideas and feedback on the evolution of that concept and the policy

Progress is at a delicate point as we head into an election, but strong groundwork has been laid for a paradigm shift in forest and biodiversity management, co-led with First Nations, that we hope will give ecosystems a fighting chance as we head into an

structure that will enable it.

ecologically uncertain future.

Organizing for Change

Lisa Matthaus

Entering The Greenbelt (V) Ontario

**Microplastics** 

Ziya Tong

up we needed.

Lisa Mitchell

Co-Director & Science Journalist

for microplastics?" I didn't know the profound effect this

supporting this documentary, so we could expose the microplastics in our bodies and work on reducing plastic pollution globally. This affects literally everyone, and Small Change Fund is helping us reach them. Their support was

Plastic People: The Hidden Crisis of Microplastics

Protecting Sable Island

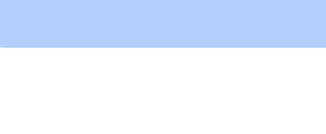
was incredibly small. So, within a few days, an

Nova Scotia hasn't had offshore oil and gas exploration for years, but the possibility is always out there. When a new license was issued in the fall of 2023 the window to stop it

unprecedented turnaround, Small Change Fund said they would help out. And there we were, in a meeting with the federal and provincial Ministers of Natural Resources

together, another rarity, asking why they would allow a new license for oil and gas exploration when Nova Scotia is at the forefront of offshore renewable energy? A few days later the Ministers cancelled the exploration license. This would have been impossible without Small Change Fund. It was the step

JEFF DUNCA



Promise."

less.

Mike Balkwill

Small Change Fund

Exposing the Hidden Crisis of When I was asked, "Would you like to test your body on film documentary would have. We travelled the world, met with leading experts, and uncovered groundbreaking, world-first scientific discoveries. I'm so grateful for Small Change Fund

Just days after Premier Ford's announcement to carve out Greenbelt land for developers, Small Change Fund raised

## **Executive Director** East Coast Environmental Law

Reforming Gravel Mining in

Through the DAMN Campaign, the Reform Gravel Mining Coalition has been a game changer in organizing volunteer groups across Ontario suffering from a poorly regulated gravel mining industry. The expertise of its leaders, along with the collective experience of its members, is strengthening individual community efforts and building science for much needed policy reforms. For years, the aggregate industry has had the Ontario Stone Sand and Gravel Association lobbying on their behalf. Now thousands of residents trying to protect well water, farmland and important habitats have the DAMN Campaign

Sarah Harmer Co-Chair Reform Gravel Mining Coalition (RGMC)

and the Coalition in their corner.

Ontario

Getting Youth on the Bus

I can't wait to see this program reach out to other communities across Canada and the world. More people in public transportation means fewer cars on the road, which means less emissions of traffic. And let's face it, who

doesn't want less traffic?

**High School Student** Free Youth Pass Holder

mainly interested in legitimately trying to make a difference in the climate sector, doing more than just writing letters to our MPs and going directly at the bad actors in the fossil fuel industry. We want to get under their skin. We didn't want to be conventional and we wanted to hit hard, and that wouldn't have been possible if Small Change Fund hadn't had our backs right from the start. They've supported every idea we've had along the way and even pushed us to go further. They've made the Hot Globe project one of the most rewarding artistic and activist projects of my life and I am deeply grateful to get to continue to work with them going forward.

Making Waves for 15 Years

The Fundy Baykeeper is a great example of how a little funding can lead to a big change, change that's still happening years later. In Small Change Fund's early days, Bay of Fundy, Nova Scotia Baykeepers Matt and Dave asked to partner with us to raise \$1,250 for an outboard motor for their small boat — the Portland Pudgy — so they could access small inlets and

coastlines their larger boat couldn't reach. The amount was too small for a larger funder, but a bit too much to

Their story was so compelling and the impact so great that they raised their goal quickly and were soon out monitoring the health of the ecosystems of the Bay of Fundy while ensuring the safety of the Baykeepers something Matt, the Fundy Baykeeper, continues to this

As a comedy creator, when I was first approached by Small Change Fund to begin work on what would become the Hot Globe video series project, I wasn't

sure what I was getting into. Me and my team were

Miguel Rivas Host/Showrunner

do on their own.

day.

Mary McGrath Chair of the Board Small Change Fund

Hot Globe

To see a full list of our 2023 projects, click here! **Donors** I give to Small Change Fund because I can trust them. I appreciate the energy and passion in their shared projects

with partners across the country, and their creativity. Last year my daughter and I were able to raise funds for Small Change Fund and project partner Water Watchers, in celebration of both our milestone birthdays. Small Change Fund makes a big

There is a saying, that "A rising tide floats all boats". I support Small Change Fund regularly as they provide a necessary lift to many good causes, with the smarts and supports needed. I believe that Small Change Fund will be a growing tide that promotes good actions and changes in our communities and

2023 Donor List

many successful campaigns. Thank You!

Alberta Ecotrust Foundation Anderson Family Foundation

Beati Foundation

Chiltern Retail

Clean Economy Fund Cole Foundation Consecon Foundation

Benefaction Foundation **Butterfield Family Foundation** Catherine Donnelly Foundation Charles H. Ivey Foundation

Listed, our Foundation and Corporate partners:

Andy and Beth Burgess Family Foundation

Chisholm Thomson Family Foundation

Conserving our Rural Ecosystem (CORE)

Michael and Honor de Pencier Foundation through Philantra Foundation

Energy Transition Fund through Rockefeller Philanthropic Advisors

Copernicus Educational Products **Definity Insurance Foundation** 

**Dickhout Family Foundation** 

Eagle Max Adventures Echo Foundation **Emerald Foundation** 

Five B Family Foundation FK Morrow Foundation Flavelle Family Foundation

**Gosling Foundation** 

difference to so many causes that are precious to us.

Rochelle Rubinstein

Donor

Ingrid Kern Donor

HOT GLOBE A SMALL CHANGE PROJECT

On behalf of our partners, board, staff and volunteers, we are deeply grateful for every donation

Your commitment to community-led change was unprecedented: 2023 saw a 110% increase in Small Change Fund revenue, which fueled our growing roster of projects and programs, and resulted in

supporting our projects, whether from individuals, foundations or corporations.

Green 13 Houssian Foundation J.P. Bickell Foundation Jackman Foundation J. Michael Robbins and Associates Langar Foundation Laidlaw Foundation MakeWay Charitable Society McConnell Foundation McLean Foundation McLean Smits Family Foundation **Metcalf Foundation National Bank** Nexus PM Inc. North Family Foundation

Nosreap Family Foundation

**RBC** Foundation Rogan Foundation Sisters of St. Joseph Solarium Design Group

TD Ready Challenge **Toronto Foundation** 

WCPD Foundation **Zoomer Media Limited** 

**Financials** 

and community causes.

**Trottier Family Foundation** True Patriot Love Foundation

Raymond James Canada Foundation

Subterranean Technologies Inc. Tayco Office Furnishings Inc.

TD Friends of the Environment Foundation

Foundation, GiftPact, and Nicola Wealth

By upholding the integrity of our financial processes, I am empowered to orchestrate a symphony of generosity and purpose, where each note plays a vital role. Abigail Mendez Acedera Operations Manager Small Change Fund

2023 Audited Financials

Revenue

Expenses

**Project Expenses** 

**Professional Fees** 

Communications

Office, Administration & Travel

financial stewardship and a dedication to transparency, I strive to

Foundations Individuals Other

Small Change Fund Revenue

\$1,746,438

\$665,786 2020 2021

\$309,140

2019

to hand the Greenbelt to its friends, we created the Keep the Greenbelt Promise campaign. In just days we organized on the ground, fundraised and created radio ads and helped grow and

A Year of Stepping Up! When I consider everything that our partners, supporters and staff fearlessly took on in 2023, those are just a handful A government that tried to pull the world's favourite Greenbelt from under its peoples' feet. Another government that approved oil exploration amid the world's largest breeding colony of grey seals. Just two of last year's many David vs. In 2023, we took on more projects and bigger opponents. When the Ontario government tried

2023

SaveOurWaterTiny.com

Friends of the Waverley Upland

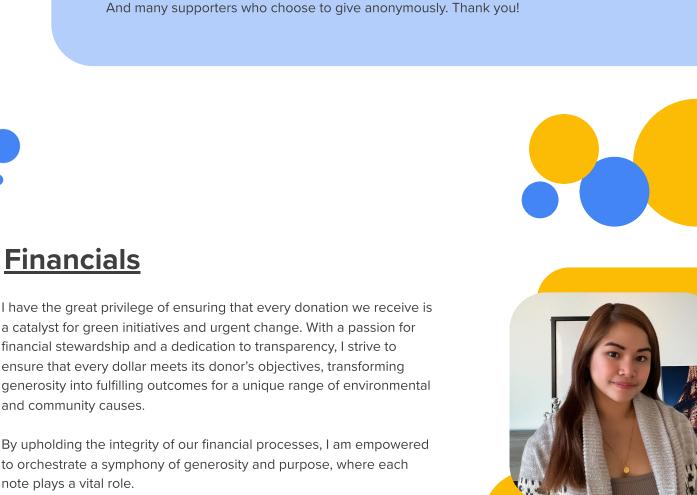
As for 2024, I am continuing to honour our people, partners, projects and passionate supporters in the same ways I

\$250,000 to fund a barrage of radio ads across Ontario to rally opposition to the move. After the Greenbelt cuts became law, Small Change Fund recruited me as VP, Campaigns and Engagement, and Mike Marcolongo to lead a grassroots mobilization called Keep the Greenbelt Promise. Over the next eight months, the two Mikes worked with people in dozens of communities to organize 83 rallies outside offices of Ontario MPPs, distribute 9,000 lawn signs plus 40,000 leaflets, and place ads in local newspapers — all supported by Small Change Fund individual donors and foundations. This mobilization, along with the work of other organizations; the relentless media exposé of potential corruption; and the reports by the Auditor General and Integrity Commissioner, forced the provincial government to reverse the legislation and "Keep the Greenbelt Small Change Fund continues to benefit from the great network of relationships built among residents in local communities to build opposition to Highway 413 and the Bradford Bypass, and to advocate for more Greenbelt, not VP, Campaigns and Engagement

Saving Ontario Place, for All Small Change Fund has given us the confidence that we can fund any intervention needed to save Ontario Place. From advocacy materials, to

marketing campaigns to legal action — including a Freedom of Information appeal to access the MegaSpa 95-year lease — the Small Change Fund team and their range of skills has helped us punch above our weight. Norm Di Pasquale Co-Chair Ontario Place for All

Jean-Patrick Toussaint, Ph.D. Senior Director Climate Program **Trottier Family Foundation** 



2023

\$3,768,861 \$ 1,802,425 \$ 147,868 \$ 5,719,154 \$ 4,827,234 \$ 227,368 \$ 109,067 \$ 297,020 \$ 5,460,689 \$ 5,719,154

\$2,718,084 2022

Hot Globe & Trottier Family Foundation The Trottier Family Foundation is excited about pushing the fight against climate change with new and unexpected approaches - like Hot Globe. The Small Change Fund shares that urge, and we're proud to help them break new ground with communications and more. Supporting their work not only helps us to achieve our ambitions, but also provides crucial support to the broad environmental community.

> Connecting Afghan **Newcomers** Joining Small Change Fund was one of the best things Canadian Connections did. We couldn't be happier with the support and encouragement we've received. We have since worked hard to achieve our own charitable status, and still we are able to rely on the expertise of the Small Change Fund team to help achieve our goals to help Afghan refugees settle in Canada. Marcella Tomàs **Executive Director** Canadian Connections

Kind Donors through Aqueduct Foundation, Canada Gives, Canada Helps, CHIMP, Gift Funds Canada And many supporters who choose to give anonymously. Thank you!

Designed by | jent@smallchangefund.ca With thanks to \*Abbie Branchflower (Sable Island) and \*\*Garrett Elliott (high school bus training) for the use of their photos.