

IMPACT REPORT

climate justice 🗣️

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OUR VISION

This is a pivotal moment for our planet.

Less than a decade separates us from irreversible damage from climate change. Despite consensus that climate change is real and a majority of Canadians wishing to see fossil fuel phased out, fossil fuel companies — and their allies — continue to obstruct meaningful climate action. Disinformation is blurring our collective understanding of the issues and the solutions to this crisis. We must combat this sense of powerlessness by bridging the knowledge gap and investigating the ways in which institutions sustain this crisis.

That's why the Greenpeace Canada Education Fund (GCEF) was created.

Launched in 2020, GCEF seeks to deepen our collective understanding of the environmental, climate, and energy issues affecting people living in Canada and around the world. *We do this by focusing on research, education, and the effective dissemination of our findings to the public.*

Our values, which reflect our core principles prioritizing equity, evidence-based best practices, transparency, and local engagement, guide the identification and direction of these projects. This supports our long-term objective of contributing to the overlapping goals of systems change and environmental justice.





OUR RELATIONSHIP WITH GREENPEACE CANADA

There are now two Greenpeace organizations operating in Canada.

Greenpeace Canada, our main implementing partner, runs campaigns to protect the planet, expose global environmental issues, and develop solutions for a green and peaceful future. Established in 1971, Greenpeace Canada is part of a global campaigning network maintaining general consultative status with the United Nations Economic and Social Council. To advocate and mobilize effectively, including in ways that charities can't, Greenpeace Canada is a non-profit rather than a charity.

Established in 2020, the Greenpeace Canada Education Fund is a registered charity focused on research, investigations and education. We are committed to advancing Canadians' understanding of the causes of the climate and biodiversity crises —as well as the solutions— through investigations and education, and strive to do so by working with Greenpeace and other partners.

GET IN TOUCH

33 Cecil Street
Toronto, Ontario
M5T 1N1

Phone: 905-828-0133

Email: gcef.ca@greenpeace.org

Website: gcef.ca

MESSAGE FROM THE BOARD CHAIR

I am very pleased to introduce the inaugural Greenpeace Canada Education Fund (GCEF) Impact Report, which provides an overview of our progress in 2021. Despite the ongoing pandemic and being in the early stages of the charity's development, we significantly increased our capacity to support climate change mitigation and environmental protection projects and developed working processes with our lead implementing partner, Greenpeace Canada. I want to offer a heartfelt thank you to all involved for their dedication, creativity and hard work.

GCEF's board of directors focused on several critical areas in 2021. In addition to developing our communications and development plan, the board approved several campaigns that fit within our research and education mandate. These include a deep dive into Canadian banks' role in funding the climate crisis, fixes to Canada's broken food system, and expanding the Greenspeakers environmental education program for youth. These projects, and others, are described in more detail in this report.

As an inaugural supporter, you have helped us take a critical step towards realizing our vision. We are grateful for your involvement. On behalf of the team at GCEF, I invite you to continue your support as we invest in meaningful research and educational opportunities that advance our collective understanding of climate degradation and help develop effective solutions. We've reached some significant milestones in 2021, and I know we can accomplish so much more together!

**Sue Birge,
Chair, Board of Directors,
Greenpeace Canada Education Fund**



OUR VALUES

Our core values reflect our guiding principles. We recognize that achieving them is an iterative process, requiring careful navigation of the existing systems and structures in which we work and being realistic about what is feasible. We acknowledge the need to maintain ongoing transparency about our successes and failures on these values —across all aspects of our work— if we hope to live up to them.

Guided by justice

We seek to prioritize the needs of marginalized communities and those most affected by climate change in Canada across all aspects of our work.

Committed to science-based research and analysis

We are committed to using the best approaches and tools available to conduct research with integrity and rigour.

Building trust through transparency

We aim to share the results of our work openly and honestly through credible, unvarnished communications with our partners.

Empowering human networks

We believe education succeeds when paired with approaches that amplify awareness and reflect local realities.

OUR INTENTIONS

As a new charity, we are seeking to establish ourselves as an effective partner for quality environmental education and research, pursued with solidarity and inclusion. Below you will find a list of early goals we are using to guide our progress.

We will enable and disseminate comprehensive research on the drivers of biodiversity loss and the climate crisis

With active projects investigating the role of fossil fuel companies in stymying climate action, we will establish ourselves as a source of compelling climate research and share these findings with the public.

We will establish ourselves as a facilitator for environmental education for youth

Leverage our relationship with Greenpeace Canada, school boards, and community partners to educate and engage youth from coast-to-coast to take action on environmental issues.

We will contribute to an intersectional and equitable approach to climate education and research

We should be informed by the needs of equity-seeking groups and those most susceptible to the effects of climate change.

We will share our learnings and bring our supporters with us for the journey

Strengthen and grow our network of individual and foundation partners through a relationship-driven approach that prioritizes transparency as we learn and develop.

2021 ACCOMPLISHMENTS

2021 was focused on the development of effective systems and initial program areas as we developed our mandate and working processes as a charity. This work included:

Defining Our Charitable Mandate and Working Processes

After receiving our charitable status, we fleshed out the vision for GCEF, developed our working relationship with Greenpeace Canada, and integrated project management and reporting processes to use within GCEF and with Greenpeace Canada, our lead implementing partner.

Initial Donor and Foundation Outreach

We engaged and introduced our new organization to a group of environmentally conscious and values-aligned individuals through personal engagement. We registered on CanadaHelps and CanadaGives —two websites catering to charities to more deeply engage with individual donors and Donor Advised Funds. We researched and identified a list of 28 prospective foundations with funding areas that align with our mandate and prospective program activities, and conducted initial outreach and relationship-building towards the end of the year.

Program Development

We worked with Greenpeace Canada to identify possible program areas that fit our education and research mandate, and developed a working process to develop goals and tactics. These potential projects, outlined below, represent an initial set of program ideas that are in ongoing development.

CURRENT PROGRAM INTERESTS

Greenspeakers

Greenpeace Canada's Greenspeakers program empowers Canadian youth to find creative solutions to local and global environmental challenges through educational resources, thought-provoking speakers, and interactive learning sessions. Engaging more than 17,000 students from K-12 and 328 schools across Canada since 2015, GCEF is now seeking to develop, standardize, and scale the program across the country.



Shifting the Narrative on Canada's Agricultural Policy

Industrial agriculture still produces approximately 10% of Canada's GHGs, with no current national target for reducing emissions. In this project, GCEF will support Greenpeace Canada to research and educate the public on food policies that reduce nitrogen fertilizer use and meat consumption. This will entail capturing personal stories from across the food supply system, imagining alternative production methods, and creating resources on policy issues.



Fixing Canada's Broken Food System

Food systems are responsible for a third of global GHGs. In this investigative research project, GCEF will support Greenpeace Canada to clarify the drivers of biodiversity loss in Canada's agricultural system, including the identification of supply chain links, incentives to meat and dairy processing industries, and the impacts of our consumption on the environment. This will strengthen the ability of Canadians to meaningfully contribute to the federal government's agricultural policy framework review in 2023.



Telling the Human Stories of Climate Disasters

In 2021, Canadians experienced heat waves, fires, and flooding causing the death and displacement of thousands. We must bear witness to the human impacts of climate disasters and investigate the ways in which fossil fuel companies stymie progress. In this project, GCEF will empower Greenpeace Canada to pursue investigations of the maneuverings of the Canadian fossil fuel industry and capture stories that educate Canadians on the impacts of extreme weather on citizens and communities.

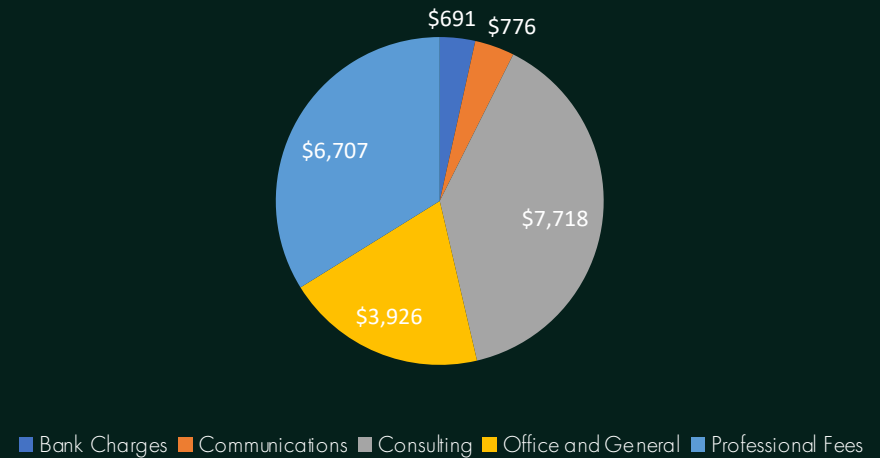


FINANCE & ENGAGEMENT

Income and Expenses, 2021



Expense Breakdown



WAYS OF GIVING

Please consider supporting the work of the Greenpeace Canada Education Fund by:

- Making a one-time donation
- Setting up a monthly donation to give on a recurring basis
- Making a gift of Securities and Mutual Funds
- Leaving a gift on your Will to:

Greenpeace Canada Education Fund

33 Cecil Street

Toronto, ON

M5T 1N1

Charitable business #: 717425516 RR 0001

WHAT YOUR SUPPORT MADE POSSIBLE IN 2021

2021 marked an important year for the Greenpeace Canada Education Fund. We clarified and developed our charitable mandate and identified new programming opportunities. We built a strong foundation for the charity to ensure effective administrative, financial, communication and fundraising processes are in place. And we started outreach to you, our supporters, to share the exciting opportunity we have to engage Canadians in environment education programs and research initiatives that contribute to our collective understanding of the causes of climate change and biodiversity loss. This type of work will prove foundational in addressing these challenges well into the future. As an inaugural supporter, you are a critical part of this young charity's development and we want to thank you so much for being here at the ground level with us. We hope that you will continue to support us as we embark on this journey together!

A MESSAGE FROM THE EXECUTIVE TEAM

We are both proud to be affiliated with the Greenpeace Canada Education Fund at this early stage of the charity's trajectory. We see a unique opportunity at GCEF to develop environmental education and research programming differently, with an eye at all times towards social justice: to prioritize the needs of marginalized communities and those most affected by the impacts of climate change; to develop programming in collaboration with communities, school boards, and local partners; to learn from the experiences of our collaborators in Greenpeace Canada and other NROs within the Greenpeace movement in developing new initiatives; and in having a humane and empathetic approach in all that we do.

As team-members working closely together and engaging in a significant amount of community, donor, and foundation engagement, we are keen to hear and learn from you. You can contact us anytime at our emails below.

EXECUTIVE TEAM BIOS



Jackie Gallagher
Senior Fund Advisor
jackie.gallagher@greenpeace.org

Jackie was part of a team who worked to create the Greenpeace Canada Education Fund. She is a fundraising and advocacy professional with 20 years of experience in marketing, supporter engagement, and planned giving. She is a strategic and creative collaborator who enjoys finding common ground, building relationships, and working towards a more just and liveable planet for all. Jackie also acts as the Head of Donor Engagement for Greenpeace Canada.



Arnab Majumdar
Development Officer
arnab.majumdar@greenpeace.org

Arnab is a fundraiser, project manager, and instructional designer with over a decade of experience in programs, business development, and learning and development in the international non-profit sector. His fundraising experience includes grant writing, proposal and project development, budgeting, and reporting for corporate, foundation, individual, and international development agency donors. He is passionate about youth education and leadership and its potential to achieve meaningful climate action.

OUR GOVERNANCE

The Greenpeace Canada Education Fund's board of directors oversees the organization's strategic planning, program development, and relationship with partners. Each board member brings significant professional, operational, and governance experience to our team. We are happy to introduce them to you here.

Sue Birge



Sue has significant experience in the government and non-profit sectors. A former staffer at the National Action Committee on the Status of Women and the Canadian Centre for Victims of Torture, she also worked as political staff for NDP governments in Ontario and BC. She was a long-time senior civil servant in BC and most recently served as the director of an international accreditation program focused on reducing the incidence of problem gambling.

Sue served as a Greenpeace Canada board member from 2006 to 2012 and was Chair from 2012 to 2015. She was appointed Chair of the Greenpeace Canada Education Fund in 2018.

John Doherty



John has provided interim management services to organizations going through change since 1998. He has worked in community health, social policy, legal aid, environment, housing, child services and settlement organizations in the Toronto area. Before 1998 John served for 9 years on the Toronto Board of Education.

John has served on the Greenpeace Canada Board and has been a voting member of Greenpeace. He has also served on the boards of the Toronto Environmental Alliance, Parkdale Neighbourhood Land Trust, MEAO, the Parkdale Village BIA, on the school councils in his community and other boards.

Chi Nyugen



Chi is the founding Director of Social Innovation Canada, a newly launched network for social innovators. She has also worked for some amazing Canadian institutions, charitable agencies and do-gooding organizations including United Way Toronto, White Ribbon, CBC and MASS LBP. Her work has been recognized for improving the lives of women and girls throughout Canada by the Governor General (2004) and the YWCA (1999).

Tim Richardson



Tim is a nonprofit professional with over 10 years of experience in leadership and governance roles in the social sector. Formerly the Executive Director of grassroots youth-focused charity Project Canoe, Tim now manages Imagine Canada's Standards Program, an accreditation body that strengthens practices in the areas of governance, financial accountability and transparency, staff management and volunteer involvement. Tim is experienced in strategic planning, staff management, organizational development, and best governance practices.

Rachel Rocco



Rachel is a charitable sector specialist, with over 40 years of diverse experience in the arts and environmental sectors. She spent many years bringing wide ranging cultural events to life in many parts of Canada. She currently serves as the Development Officer for two organizations: PRISMA, a classical music festival in Powell River, BC, and the Canadian Mental Health Association, North & West Vancouver. She is completing a master's program in Medical Qigong Therapy with The Empty Mountain Institute.



THANK YOU FOR SUPPORTING GCEF!

As an inaugural supporter of GCEF, you are part of a community of amazing donors united by a common vision that sees education and research as critical to unlocking lasting solutions to the climate crisis. Thank you for working with GCEF to deepen and advance our collective understanding of the environmental, climate, and energy issues affecting people living in Canada and around the world. We couldn't do it without you, and we are honoured to have you with us on this journey.