



2022

IMPACT REPORT

OUR VISION

This is a pivotal moment for our planet.

Less than a decade separates us from irreversible damage from climate change. Despite the 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 RELATIONSHIP WITH GREENPEACE CANADA

There are now two Greenpeace organizations operating in Canada.

Greenpeace Canada (**GPC**) runs campaigns to protect the planet, exposes global environmental issues, and develops 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. Our work complements and supports that of Greenpeace Canada and environmental partners by creating persuasive, credible and effective actions that meaningfully engage the public, politicians, and the media on the march toward climate justice.

GET IN TOUCH



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MESSAGE FROM THE BOARD CHAIR

I am delighted to introduce our second annual Greenpeace Canada Education Fund (GCEF) Impact Report, which provides an overview of the progress we made as a charity in 2022.

This year we focused on developing key operations, processes, communications, and our initial projects for the charity in collaboration with Greenpeace Canada. We began our first research project on the influence of fossil fuel companies in Canada, and made significant progress exploring how best to advance and expand our environmental education programming capacity.

I want to thank everyone involved for their contributions last year. Our progress could not have happened without the help of our supporters. Together, we will continue to invest in meaningful research and educational opportunities that advance our collective understanding of the climate crisis and effective methods to mitigate its impacts.

Sincerely,

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



OUR VALUES

Guided by justice

We seek to prioritize the needs of marginalized communities and those most affected by climate change 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.

Building trust through transparency

We aim to share the results of our work openly, the successes and failures too.

Empowering human networks

Education succeeds when paired with approaches that amplify awareness and reflect local realities.

OUR INTENTIONS

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.

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.

Make climate change personal through storytelling and bearing witness

Highlighting the human impacts and social effects of climate disasters will enable us to better educate the public, media, and decision-makers.

Contribute to an intersectional and equitable approach to climate education and research

Program design, collaboration, and outreach should be informed by the needs of equity-seeking groups and those most susceptible to the effects of climate change.

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.



2022 ACCOMPLISHMENTS

In 2022, we made a series of strides as a maturing organization. Having developed working systems and charitable activities in 2021, we made progress by launching our first research project, connected to foundations and educational partners in Canada as we developed our Greenspeakers environmental education program for youth, and started regular supporter communications.

Increasing our Public Profile and Supporter Communications

We developed our website, started sharing updates on Facebook and LinkedIn, and began producing newsletters for our supporters with the aim of being transparent and sharing valuable information about our nascent programming initiatives.

Understanding the Environmental & Youth Education Landscape in Canada

With the goal of supporting the current GPC Greenspeakers environmental education program for youth, we prioritized foundation engagement, holding discovery meetings with prospective foundations and educational partners. We learned a lot about what is already happening in this critical field and how we can optimize the current program for the greatest benefit.

2022 ACCOMPLISHMENTS (CONTINUED)

Initiating the Greenspeakers Audit

After a process of analyzing stakeholder engagement for Greenspeakers, including learnings from other Greenpeace offices and meeting with volunteers and coordinators across the country, we commissioned an education expert to conduct a rigorous audit of the program. This assessment will inform the shape the program could take, on the basis of needs and impact.

Launching our first research project

We received a grant to fund a new research position, based at Greenpeace Canada, to analyse the influence of fossil fuel companies in stymying environmental regulation in Canada and to share the results of this work through ongoing engagement with the public. We received funding beginning in April and kickstarted our research activities.



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KEY PROGRAMS: 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. It has engaged more than 17,000 students from K-12 and 328 schools across Canada since 2015.

GCEF is now seeking to support the development, standardization, and scaling of the program across the country.

In 2023, we hope to help define an upgraded program that closely aligns with educator and student needs and works in partnership with provincial curricula and existing educational partners.

[See our website for a complete list of current projects.](#)



KEY PROGRAMS: NEUTRALIZING OIL & GAS INDUSTRY INFLUENCE ON CANADIAN CLIMATE DISCOURSE

In 2022 we began our first research project. Work began in the second half of the year in earnest with a significant amount of focus on initial research. Major deliverables from this research became public in early 2023. These include:

- [So Sue Me](#), a research report on the use of greenwashing by Canadian banks.
- Responsive and proactive research outputs related to the fossil fuel industry. Ongoing outputs include a blog series on its activities and providing tools for Greenpeace supporters to call for a windfall tax.
- The senior Researcher & Writer at GPC has also seized responsive opportunities to highlight the bad behaviour of fossil fuel companies, including spearheading a complaint to Canada's competition bureau against the recent "Let's Clear the Air" Pathways Alliance advertising campaign.
- Ongoing collaboration with journalists and publications to create content that informs the public.

The research work we are supporting underpins the broader objective of helping to shift the public narrative on fossil fuel companies in Canada by meaningfully informing the Canadian public. We hope to share these results with you in the near future.

[See our website for a complete list of current projects.](#)



2023 OBJECTIVES

In 2023, we will continue to develop our programming portfolio to identify and support new research and education projects.

Our objectives this year include:

1. Developing our education and research initiatives

This year, we will strengthen our education offerings by contributing to a new design for the Greenspeakers environmental education program and building on the success of our first research project by developing a vision for sustainability, identifying new areas of inquiry, and engaging foundations and supporters to support it.

2. Expanding strategic communications while maintaining our commitment to transparency

In 2023, we will deepen our communications with our existing base of supporters, showcasing progress with our existing programs and providing a lens into the charity as we grow and develop.

3. Nurturing relationships with foundations, partners, and supporters

Informed by our learnings from last year, we will expand engagement activities with our key stakeholders, pursuing collaborations on new programs with key foundations and educational partners, and engaging our supporters for support and feedback as we develop our programming portfolio.

4. Strengthening governance processes

We will deepen our financial tracking and project management systems, improve record management, and deepen the engagement of our board members in our decision-making and strategy.



2022 FINANCES

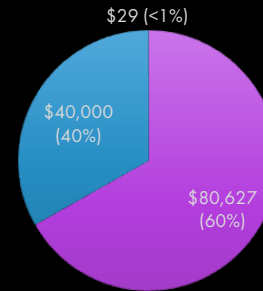
Funding Sources

	2022	2022 (%)	2021	2021 (%)
Donor Contributions	\$80,627	60%	\$47,650	100%
Campaign Grants	\$40,000	40%		
Investment Income	\$29	0%		
Total Income	\$100,756		\$47,650	

Expenses

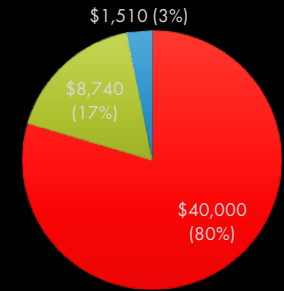
	2022	2022 (%)	2021	2021 (%)
Campaigns	\$40,000	80%		
Finance & Operations	\$8,740	17%	\$12,100	61%
Fundraising	\$1,510	3%	\$7,718	39%
Total Expenses	\$50,250		\$19,818	

2022 Funding Sources



Donor Contributions Campaign Grants Investment Income Campaigns Finance & Operations Fundraising

2022 Expense Breakdown



WAYS OF GIVING

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

- Signing up to our [newsletter](#)
- Making a [one-time donation](#)
- Setting up a [monthly donation to give on a recurring basis](#)
- Making a [gift of securities](#)
- 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 2022

2022 was a formative year for the Greenpeace Canada Education Fund.

We began our first research project on an essential topic: exploring the influence of fossil fuel companies in Canada's environmental policy sphere. We developed a strong foundation in developing our operational, fundraising, project management, and collaboration processes. And we began work on a research project to develop a renewed Greenspeakers environmental education program for youth that meaningfully addresses gaps in existing provincial curricula and provides value.

As a generous supporter, you are a critical part of our development and we want to thank you so much for being here with us as we learn and grow. We hope that you will continue to support us as we embark on this journey together!



MESSAGE FROM THE EXECUTIVE TEAM

It was an honour for both of us to be involved in the growth of the Greenpeace Canada Education Fund in 2022. The charity achieved some big first milestones, including securing a significant grant to conduct investigative research over two years on the influence of fossil fuel companies in Canada and launched an assessment of our existing environmental educational offerings. Both initiatives have unlocked so much potential for our future work.

Already in 2023, the investigative researcher hired by GPC last year, through our funding, has produced a report called [So Sue Me](#). This report outlines how the failures of banks globally to meet their climate mitigation promises are spurring legal actions from governments and civil society. This research also found that Canadian banks are likely to encounter the same repercussions as they continue lauding their climate goals while financing the fossil fuel industry. Sharing research findings like this with the public is part of the reason that GCEF exists.

In addition, the environmental education assessment we began in 2022 is now complete. This report will help GCEF interpret what's already happening in the field and determine how best we might grow the existing program to meet the significant environmental education needs in our schools. Having school-aged children of our own, this project's success is particularly close to our hearts.

We enjoyed sharing updates with our supporters last year and truly appreciated the opportunities we had to connect with some of you personally over the phone or by email. Thank you so much for your support of GCEF in 2022. Your feedback and commitment really helped us move the dial last year.

Thanks for being here with us as we work to close the knowledge gap by conducting research and raising awareness about the environmental issues and solutions we face. We strive to advance our mission while applying an intersectional equity lens in all that we do, from program design to outreach activities. We are looking forward to what we will accomplish together this year for a more just and sustainable planet.

**With hope and determination,
Jackie and Arnab**

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. Arnab also works as a community organizer in Park-Extension, Montreal with Brique par Brique.



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.

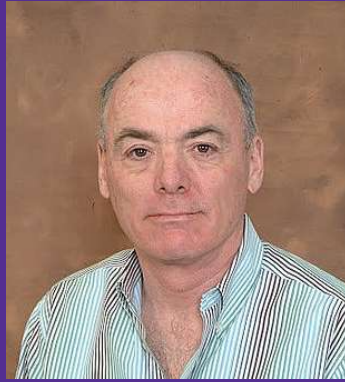
Sue Birge



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

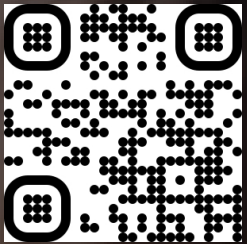


Rachel is a charitable sector specialist, with over 40 years of diverse experience in the arts and environmental sectors. She spent many years bringing wide ranging cultural events to life in many parts of Canada. She currently serves as the Development Officer for two organizations: PRISMA, a classical 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!

You are part of a community of supporters united by a common vision. 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 as we grow and develop. Thank you.

Visit our website at www.gcef.ca or scan:



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