



ANNUAL REPORT 2010-1



LETTER FROM THE PRESIDENT AND THE EXECUTIVE DIRECTOR

CANADA'S MOST EFFECTIVE ENVIRONMENTAL ACTION ORGANIZATION IS ANSWERING THE CALL OF DUTY.

When opportunity comes-a-knocking on the door of environmental change, who do you expect to answer the call?

When the federal government opts to review its weak cosmetic regulations, they need to be reminded of what's in the best interest of Canadians' health. When the petroleum industry works hard and fast to green its name while planning pipelines to carry its dirty oil to other countries, someone needs to tell the world how the tar sands are a scourge on our landscape and a detriment to locals' health and communities. This was a year for Canada's most effective environmental action organization to step up to the plate.

And step up we did.

This year, we pushed for (and won!) a long-overdue update to our consumer product safety standards. We worked with communities across Canada to promote clean water and environmental excellence on our beaches. We brought the message of Canada's dirty energy habit to the world. We tested Canadians' makeup bags for cancer-causing and otherwise harmful chemicals. We challenged governments to keep and build on important policies that protect our health and our green spaces. And, we celebrated when our chemical foe, bisphenol A, was finally declared a toxic substance by the Canadian government, which also happens to be the first nation in the world to do so.

Of course, if you know us at all, you know we won't rest now. Not while there are polluters, greenwashers, and stodgy resisters of change compromising Canadians' environment and human health. When opportunity knocks, we're up for the job, and we will keep counting on the support of individual Canadians, foundations, businesses, communities, lawyers, scientists, advocates and governments to help us do it. Because we want what all Canadians want: a world we are proud to pass onto our children.





RS Dann



BOB DAVIES (LEFT) PRESIDENT **DR. RICK SMITH (RIGHT)** EXECUTIVE DIRECTOR

Annual Report Annual Highlights



Greening Ontario's Gravel Industry

We've lost some sleep over the vears about the potential impact of the construction industry on our land and water. We decided it was high time to take this issue on, so we partnered with Holcim Canada to create SERA (Socially and Environmentally Responsible Aggregate) Canada. By drafting standards for aggregate siting, rehabilitation, operation and use, our hope is to create a certification that Ontario's gravel industry can strive to meet. We've taken the first step on an important road to greening this resource.

Young Canadians Take the Cake

Canada's young talent took the cake again this year in the International Young Reporters for the Environment competition, Liz Welliver beat out entries from 15 other countries to win the contest's biodiversity category. Her article, "Making a Stand for Avatar," captures the attempts to preserve a newfound swath of ancient old growth forests in B.C. "This win speaks not only to the outstanding quality of submissions that we received this year, but more largely to the importance that the environment holds with Canada's vouth." said Sarah Winterton, Strategic Partnerships Director and YRE administrator. "We're thrilled to see one of our own being



recognized on the international journalism stage and we wish to extend congratulations to all of the 2011 winners."



We Bluffed, and You Bought It

We wouldn't be lying if we said we know how to throw a party. At our latest soirée, we told a few lies, but it was all in the name of the environment, of course. Our first ever Wine Bluff fundraiser invited truth-seekers and wine-lovers alike to raise a glass (or six) to support our work, and to be wined, dined and lied to by some of Toronto's finest: Celebrity chef Brad Long, comedic wine sommelier Sandi Margues, and chef Geoffrey Johnson. Laughs were provided by host and comedian. Sean Cullen.

Of course, we didn't just throw a party for the sake of lying to our friends. Funds raised have provided critical support for ENVIRONMENTAL DEFENCE programs. We'd be lying if we told you the event was anything but a smash success, and we thank everyone who had a hand (or a glass) in it.



The Just Beautiful Campaign Cabinet is in Our Corner

We've been working hard to give Canadian cosmetic laws a makeover, and we're not the only ones. From raising critical funds to sharing outreach opportunities to providing green beauty expertise, the *Just Beautiful* Cabinet adds invaluable strength and support to a campaign that will touch the lives of every Canadian. We know we're not featherweights in the fight for safer cosmetics and better labelling, but we're glad to have them in our corner.



Our Little Greenbelt is Growing Big and Strong

You know how kids seem to grow big and strong right before your eyes? Well, Ontario's Greenbelt is doing the same. In December, the Ontario Greenbelt Alliance announced that six proposals to expand the Greenbelt had received approval from municipal councils or committees. The proposals demonstrate the continued support for the Greenbelt, now in its fifth year, among Ontarians. Toronto, Mississauga, Brampton, Guelph, Hamilton and Oakville are municipalities working on requests that will ask the Province to expand the Greenbelt into their communities. Now, it's time to pinch the Greenbelt's cheeks and tell it how proud we are.

Protecting Important Landscapes

Since 1985, we've been working to protect the rural features and natural heritage systems that are home to our most precious farmland and threatened species, and we're still leading the way. This year, the forest of Boyd Park was finally put off limits to a new highway with the dedication of the Pierre and Janet Burton Trail, an ENVIRON-MENTAL DEFENCE and *Friends of Boyd Park* project stretching back almost ten years.

We're also fighting significant guarry battles to protect our precious Niagara Escarpment. One of our long-standing community partners in Caledon, the Coalition of Concerned Citizens. won an important victory to stop a below water table guarry. Now, we're working with partners Clearview Community Coalition and Grey Matters to battle proposals on the highest point of the Escarpment in Duntroon, Ontario, In another battle, we and our partners Protecting Escarpment Rural Land and Sarah Harmer are trying to ensure guarries never again threaten Mount Nemo. Canada's natural heritage advocate keeps on keepin' on!



We've long been making a stink about the environmental, economic and health catastrophe that is the Alberta tar sands, and, south of the border, our message is being heard loud and clear. This year, the tar sands saw increased attention from the United States.

In September, one of the top officials in the U.S. government, Nancy Pelosi, requested a private meeting with ENVIRONMENTAL DEFENCE and a few others to discuss Canada's oil sands. The purpose of her visit was to "learn and listen at a time where the debate in Canada continues over oil sands and the future of energy security in North America."

More recently, we were invited to meet with U.S. decision makers in Washington. This meeting raised concerns about the failure of the draft environmental review to look at the impact of the pipeline on tar sands pollution in Canada. The following morning, the U.S. Environmental Protection Agency released their comments on the State Department's draft review, calling it "insufficient" and referred specifically to the need to have a detailed discussion about what companies and governments in Canada are doing to reduce emissions from tar sands. Clearly, the EPA is pointing a finger at Canada's emissions issues and is looking for answers from our government.

We were also honoured to host John Podesta, former chief of staff to U.S. President Clinton, and head of the *Center for American Progress*. Mr. Podesta delivered a powerful wake-up call: The rest of the world is embracing renewable energy in a big way. The United States, Europe and especially China are competing globally for a piece of an estimated \$2.3 trillion renewable energy industry. This is not an opportunity that we can afford to miss. He commended Ontario for positioning itself as a global leader with its Green Energy Act, pointing out that our Feed-In-Tariff (FIT) "has put Ontario on the map not just as a leader in Canada but as a model for the world." He cautioned us not to give in to those who want to preserve the status quo, or worse, take us backward.



"There is a big market for green energy here in Ontario. Some 40 manufacturing firms have announced their intentions to open facilities here in Ontario and more than half of them are already in production, creating thousands of good jobs for Ontario workers. This is living proof that we don't have to trade off jobs and a clean environment – we can have both. And in this climate of economic and environmental uncertainty, it's really great news."

- KEN DELANEY, Assistant to the National Director for Canada, United Steelworkers



"With its *Green Energy Act*, Ontario has taken one of the first significant steps in Canada to tackle the issue of climate change. Replacing our old, dirty sources of energy such as coal, with clean and safe wind, solar, bio-energy and small hydro demonstrates that action on climate change is good for our economy and our health."

- ADAM SCOTT, Green Energy Program Manager

We couldn't agree more. We continue to work with United Steelworkers (USW) on Blue Green Canada to promote Ontario's transition to a green economy and the good, green jobs it creates. In November, ENVIRONMENTAL DEFENCE marked the first year of Ontario's *Green Energy & Green Economy Act*, with a report that examined some of its stories and successes. *Faces of Transformation: Jobs, economic renewal and cleaner air from Year One of Ontario's Green Energy Act* underlined how clean energy is rejuvenating the province's economy and helping to close polluting coal plants.

The report found that Ontario has offered contracts for more wind and solar power than France in the first year of its program and more solar than Spain in its first year. It's not just about winning the global clean energy race, though. More than 35,000 people have applied for renewable energy installations, and thousands of Ontarians have found work manufacturing green energy technologies. That's good news for Ontarians, our economy, and for the air we breathe.

BELOW, AT RIGHT – Executive Director RICK SMITH and JOHN PODESTA of the *Center for American Progress* at his talk in Toronto this past spring, with (left) KEN DELANEY (United Steelworkers), (centre) TOM RAND (MaRS Discovery District), and (right) GERALD BUTTS and ZOE CARON (both of WWF Canada).





When you're putting on lipstick, brushing your teeth, or smearing diaper cream on your baby's bottom, are you thinking of ENVIRONMENTAL DEFENCE? We'd like to think we're with you in the bathroom in the mornings. Okay, it's not what it sounds like. What we mean is that we've been working tirelessly on behalf of Canadians to get the toxins out of your personal care products, toys, household items, and the stuff your family uses every day.

Since 2006, we've been testing Canadians' bodies for dangerous and bioaccumulative chemicals that shouldn't be in there. Our bestselling book, *Slow Death by Rubber Duck: How the Toxic Chemistry of Everyday Life Affects Our Health*, has opened eyes across Canada, the U.S., Australia, South Korea, and China to the pollution in our bodies from the products we use and the spaces we live in. And, our work with Canadians to get bisphenol A (BPA) out of baby bottles resulted in a law being passed in 2008, and started a flurry of political activity around the world to protect people from this nasty chemical.



HEAVY METAL HAZARD

The Health Risks of Hidden Heavy Metals in Face Makeup

MAY 2011



"Consumers deserve to know what is in the products we are buying so that we can make more informed choices. Better still, Canada should have laws to protect us from toxic chemicals in our products so we don't have to worry so much."

- ERIN CHARTER, Communications Manager & Makeup Testing Volunteer



"We value equality, social justice and environmental health – for people and for the planet that sustains us. These are big goals, and accomplishing them requires big thinking. That's why the Catherine Donnelly Foundation supports the *Just Beautiful* campaign to get toxins out of products we all use every day. It's also why we have chosen to support ENVIRONMENTAL DEFENCE'S new campaign to harness increasing awareness of the link between toxins and cancer to push for policy change to reduce pollutants in our environment."

- DAVID LOVE, Vice-Chair, Catherine Donnelly Foundation

And this year has been a big one for our continuing efforts.

This spring, we released a report, Heavy Metal Hazard: The Health Risks of Hidden Heavy Metals in Face Makeup, that caused alarm the world over about the nasty stuff in our makeup. We sent six Canadian women's makeup bags to the lab, and 100% of the 49 products tested contained toxic heavy metals, such as lead, arsenic, and cadmium. What's worse, none of these metals were listed as ingredients in the products, since they're what Health Canada calls "impurities", or unintentional contaminants. This report was our most read report ever. It got press coverage from as far away as Hong Kong and as near as almost every major news outlet in Canada. And, it practically turned twitter upside down! Here's hoping that all this attention leads to a change to Canada's weak regulation of impurities in cosmetics.

Change did come in a battle we've been fighting for years, though. In October, Canadians saw BPA officially added to the Toxic Substances List. This announcement represents not only another defeat for the hormone disrupting, reproductive damaging substance (and industry, who've fought hard to keep this bad guy in business), but it's another notch on Canada's belt for leadership in toxics reduction. Speaking of leaders, guess who has been leading the charge to ban the chemical in food and beverage containers for the past five years? Yep, that's us.

We also led the effort, along with our partners in the Canadian Consumer Specialty Products Association, in updating Canada's 40-year-old product safety legislation. After two long years, and three times through the House of Commons, the Canadian Consumer Product Safety Act finally passed in November, catching Canada up to the United States and Europe for laws of this kind. Prior to this new legislation, our government did not have the capacity to make mandatory product recalls or order product safety tests, leaving these measures in the hands of companies.

Of course, this is all a lot to think about when you're brushing your teeth. But, safer products means you have one less thing to worry about when you're shopping, cleaning, or primping: your family's safety.



When you're a Canadian, you have to make the most of a short summer. So, when you're graced with one of our few hot summer days, all you want to do is slip into your water wings and hop into the nearest body of water (with the right technique, you might even be followed by a giant splash). When you're slipping and splashing and cooling off, you want to know that the water you're splashing in is clean and safe.

ENVIRONMENTAL DEFENCE has your back. As the coordinator of the *Blue Flag* program in Canada, we work with communities to ensure our beaches have the best water quality, environmental education, environmental management, and safety and services.

Last year, we boasted about 15 Canadian beaches and three marinas flying the flag. But this year, we're really giving beachgoers something to talk about. In 2011, 19 beaches raised a *Blue Flag*, and three beaches have achieved candidate status. And, there are communities from east to west coast working to meet the criteria and get their hands on a flag for next season.

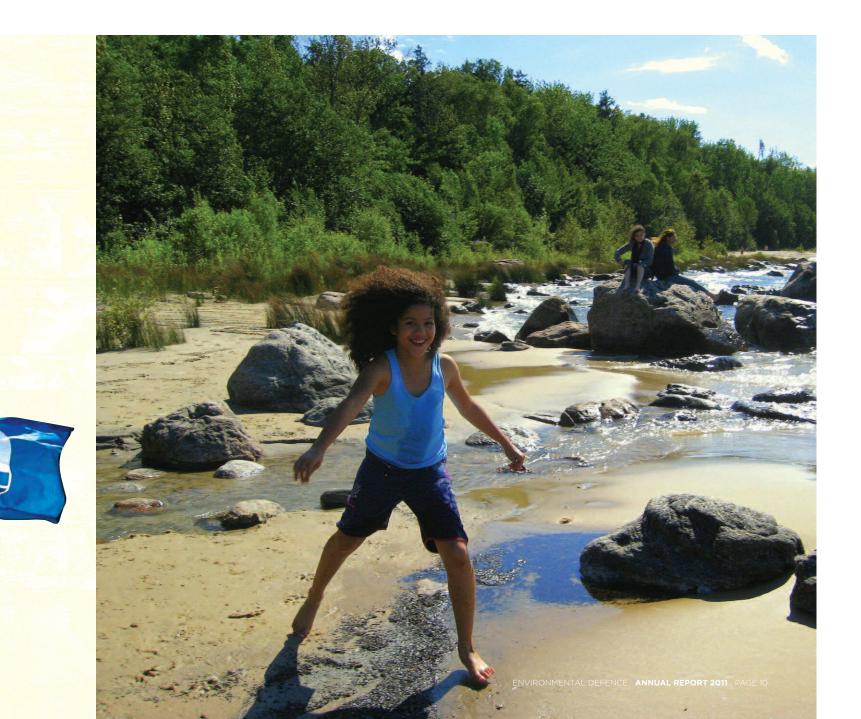
This is the year that *Blue Flag* has grown from a niche to a national program. The level of interest and the engagement from communities has been nothing short of inspirational. We're so proud to work with so many communities to ensure Canadians beaches and coastlines are clean and safe.

Thank you to **RBC Foundation** and **Barefoot Wine** for supporting the national *Blue Flag* Program. Each beach flying the *Blue Flag* has met specific criteria for water quality, environmental management, education, safety, services and accessibility. With support from the **RBC Blue Water Project**, and the **Barefoot Beach clean-up days**, the program is growing with *Blue Flag* beaches in five provinces next year. Thank you for ensuring Canadians have access to clean, swimmable beaches and marinas.



"It's such a pleasure collaborating with the dedicated community groups, local governments and municipal staff to bring the *Flag* from coast to coast and everywhere in between. It is the same story everywhere we go: regular people in love with their shorelines, working hard to make them better, and wanting to show them off to the rest of the world."

- AIDAN GROVE-WHITE, Water Program Manager



"We elected to provide ENVIRONMENTAL DEFENCE a legacy donation because we felt it would be an ideal long term investment in two issues that are important to us: a healthy urban environment and a rural habitat for Canada's flora and fauna. And just as important was the fact that their strategy of identifying specific opportunities to protect the environment and then doing solid research into them, developing insightful positions on them, building awareness of them and mobilizing coalitions behind them works."

- LINDA & BILL SAUL, Toronto & East Garafraxa, Ontario

"The Clearview Community Coalition (CCC) shares ENVIRONMENTAL DEFENCE'S vision of an Ontario that we are proud to pass on to future generations, an Ontario that has policies in place to protect our ecologically sensitive natural heritage. CCC has been an *Environmental Defence Community Partner* during most of our two year battle to save the top of the Niagara Escarpment, south of Collingwood, from the degradation of quarrying. Our battle was fought out at a long and expensive Consolidated Hearings Board hearing. The support of ENVIRONMENTAL DEFENCE helped us to raise over half a million dollars to sustain our presence at the hearing. Citizens' groups alone cannot protect the Niagara Escarpment from quarries, so we congratulate ENVIRONMENTAL DEFENCE for their work to protect Ontario's natural heritage for our children and our grandchildren."

- JANET GILLHAM, Duntroon, Ontario

Green Champion ROD NORTHEY



Award bestowed in honour of the 15th Anniversary of his ENVIRONMENTAL DEFENCE Presidency, and many years of successful advocacy

on behalf of the environment and human health.

Rod Northey is a Partner with the law firm Fogler, Rubinoff. Rod served as President of ENVIRONMENTAL DEFENCE from 1995-1996, and was an active board member from 1991-1998. Countless groups across Canada relied on his advice and advocacy in some of our most important environmental law battles, including the Citizens' Mining Council of Newfoundland and Labrador in Voisey's Bay, Northumberland Strait Fishermen's Association, Manitoba's Future Forest Alliance, la société pour vaincre la pollution in Quebec and Inverhuron & District Ratepayers Association out of Ontario to name just a few. Rod is a champion of the environment in his legal work with the SMART (Save Money and Reduce Traffic) Coalition in Southern Ontario.



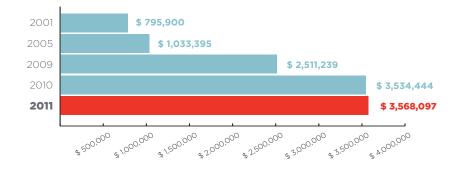
GRIT HAPPENS

The Ontario oyster community continues to show its commitment to ENVIRONMENTAL DEFENCE by once again donating the proceeds of the Ontario Oyster Festival. In its 23rd year, this year's festival was one of the best years yet with an unbelievable turn out and a nail biting oyster shucking competition. A special thank you to the many Oyster Festival sponsors, the staff of Rodney's Oyster House and Rodney Clark in particular for his continued support, enthusiasm, and unique costume choice!

Financial Report COMBINED FINANCIAL STATEMENTS AS AT MARCH 31, 2010

2011	2010
Assets\$ 800,862Cash and cash equivalents\$ 243,783Other current assets\$ 243,783Fixed assets\$ 12,220Investments\$ 100,336	\$ 1,087,706 \$ 201,441 \$ 13,153 \$ 100,252
TOTAL ASSETS	\$ 1,402,552
Liabilities Accounts payable and accrued liabilities	\$ 292,534
Deferred contribution revenue	\$787,642 \$ 1,080,176
NET ASSETS \$ 392,442	\$ 322,376
TOTAL LIABILITIES AND NET ASSETS \$ 1,157,201	\$ 1,402,552
Revenue Supporter contributions	\$ 3,394,094 \$ 140,350
TOTAL REVENUE \$ 3,568,097	\$ 3,534,444
Expenses Program and operating expenses	\$ 3,456,627
TOTAL EXPENSES \$3,498,031	\$ 3,456,627
EXCESS OF REVENUE OVER EXPENSES \$70,066	\$ 77,817

Financial History of ENVIRONMENTAL DEFENCE



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Thanks, Friends!

ENVIRONMENTAL DEFENCE thanks all of the individuals and organizations who generously supported our work between April 1, 2010 and March 31, 2011. Every donation we receive helps us protect the environment and human health.

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Scotiabank, Corporate Social Responsibility Sears Canada Inc.

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ENVIRONMENTAL DEFENDERS. We would like to extend special thanks to our monthly donors for protecting the environment and human health year round by providing critical funds that enable ENVIRONMENTAL DEFENCE to respond to issues as they happen.

LONG TERM DONORS. These committed donors have provided ENVIRONMENTAL DEFENCE with their support for 10 or more consecutive years, providing a critical hand in our success and in the health of Canadians and their environment over the years.

Thank you to those foundations who provided crucial program support in 2010/2011:

Blue Green Alliance Foundation Blue Mountain Watershed Trust Foundation Burton Charitable Foundation Catherine Donnelly Foundation Charles Stewart Mott Foundation Community Power Fund Draimin-Haddon Fund at Tides Canada Foundation EJLB Foundation Friends of the Greenbelt Foundation G & S Flint Foundation George Cedric Metcalf Charitable Foundation GlaxoSmithKline Foundation Global Greengrants Fund/ Marisla Fund Ivey Foundation J.P. Bickell Foundation Jackman Foundation Joyce Foundation Kiessling/Isaak Family Fund at the Toronto Community Foundation Klein-Panneton Foundation Law Foundation of Ontario Mariano Elia Foundation McLean Foundation Oak Foundation Ontario Trillium Foundation Pierre L. Morrissette Family Foundation BC Foundation Salamander Foundation Schad Foundation Steelworkers Humanity Fund T.R. Meighen Family Foundation Taylor Irwin Family Fund at the Toronto Community Foundation Tides Canada Initiatives Society Tides Foundation United Steelworkers -Revolving Fund W. Garfield Weston Foundation

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Murray Brasseur is a key champion and advocate for Lake Simcoe, working tirelessly to protect it from urban sprawl and harmful development. This is no small feat considering the pressures faced by Lake Simcoe and proximity to the GTA.

Bob Davies gathered momentum for ENVIRON-MENTAL DEFENCE with his participation in North America's oldest road race: the Around the Bay 30k Road Race. Bob ran with this opportunity to garner the support of colleagues, family and friends to raise important funds for ENVIRONMENTAL DEFENCE.

Bob Eisenberg is a leader in the protection of Lake Simcoe and has a vision for Simcoe that one day will apply to all watersheds. Bob also led the initiative, "Money and Politics in Simcoe County: Shining a Light on Municipal Election Financing."

Jennifer Ivey is a leader on ENVIRONMENTAL DEFENCE'S first ever Campaign Cabinet for *Just Beautiful*; a powerhouse of influential and inspiring people concerned with harmful ingredients in personal care products.

Eric Stevenson was a leader and visionary in the drafting of the SERA standards, to improve environmental practices of Ontario's construction industry.

Staff

Dr. Rick Smith, Executive Director

Sarah Winterton, Director of Strategic Partnerships

Matt Price, Director of Campaigns

Alanna Scott, Development Director

Stephanie Kohls, Director of Communications

Erin Charter, Communications Manager

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Aidan Grove-White, Program Manager, Water Programs

Celeste Côté, Program Manager, Toxics

Adam Scott, Program Manager, Green Energy

Keith Brooks, Program Manager, Blue Green Canada

lan Carey, Field Organizer



ENVIRONMENTAL DEFENCE STAFF, FROM LEFT – ALANNA SCOTT, DEBORAH SUN DE LA CRUZ, LIZA SMITHIES, STEPHANIE KOHLS, SARAH WINTERTON, AVIVA FRIEDMAN, JANET PATTERSON, HEIDI EISENHAUER, AIDAN GROVE-WHITE, NANCY SACKSTEDER, ERIN CHARTER, RICK SMITH, ADAM SCOTT, IAN CAREY, CALISTA ARASARATNAM, MARY FORD, RACHEL POTTER, CLAIRE MALCOMSON, KEITH BROOKS.

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Gordon Harris, Regional Coordinator, Blue Green Canada

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DESIGN: SHAUNA RAE DESIGN - WWW.SHAUNARAE.CA. WRITER: ERIN CHARTER. PHOTOS: PAGE 1 (CLOCKWISE FROM LEFT): COURTESY OF ONTARIO SUSTAINABLE ENERGY ASSOCIATION (OSEA), ERIN CHARTER, STOCK, STOCK, LAURA BERMAN/GREEN FUSE PHOTOS. PAGE 2: STOCK, BRAD CONRAD. PAGE 3 (FROM LEFT): COURTESY OF HOLCIM CANADA, YRE CANADIAN WINNER FOR PHOTOGRAPHY MICHAEL CHEUNG, SHAUNA RAE , NATHALIE CUSSON, COURTESY OF ONTARIO GREENBELT ALLIANCE, ANNE HAAS. PAGE 5: GEORGE PIMENTEL. PAGE 6: BRAD CONRAD, (BOTTOM LEFT) DAVE HEIDEBRECHT, (BOTTOM CENTRE) COURTESY OF OSEA. PAGE 7: BRAD CONRAD. PAGE 8: STOCK. PAGE 9: BRAD CONRAD. PAGE 10: STOCK. PAGE 11: (FROM LEFT) BRAD CONRAD, STOCK. PAGE 15: ALL GEORGE PIMENTEL, EXCEPT PHOTO OF BOB DAVIES, JJ THOMPSON. PAGE 16: BRAD CONRAD. PAGE 17: ERIN CHARTER. PAGE 18: ERIN CHARTER.



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