



Go for Green A Year In Review

April 2001 – March 2002



Go for Green A Year In Review

☞ Table of Contents ☞

A. Our Green Roots	p. 3
B. Our Mission and Vision	p. 3
C. Message from the Chair and Executive Director	p. 4
D. Canadian Communities “ <i>go for green</i> ”	p. 5
E. Our Team	p. 9
• Board of Directors	
• Staff / Volunteers	
• Committees	
F. Our Partnerships	p. 12
• Delivery Partners	
• Corporate Sponsors and Partners	
• Government Sponsors and Partners	
G. Major Accomplishments	p. 19
• Active Transportation	
• Active & Safe Routes to School / International Walk to School Day	
• Trailpaq	
• Gardening for Life	
• Winter Green	
• Ice Dreams	
• “Go for Green” Prescription	
H. Community Recognition	p. 21
• National Walk to School Award, in honour of Elaine Burke	
• National Go for Green Awards	
I. Communications	p. 22
• Active Transportation	
• Active & Safe Routes to School	
• Trailpaq	
• Gardening for Life	
• Winter Green	
• Ice Dreams	
• “Go for Green” Prescription	
• National Go for Green Awards	
• National Walk to School Award, in honour of Elaine Burke	
• Web Traffic	
• Communication Tools	
J. Annual Budget	p. 26

Go for Green A Year In Review

A. Our Green Roots

Go for Green is a national non-profit, charitable organization that encourages Canadians to pursue healthy, outdoor physical activities while protecting, enhancing or restoring the environment.

Since 1992, we have worked in close partnership with health, environment, transportation, recreation and community organizations across the country; progressive Canadian corporations; and governments at all levels. During this time, we have supported more than 3,000 initiatives to enhance personal and environmental health.

For more information on our roots, refer to Go for Green's Millennium Year Special Review (1992-September 2000).

B. Our Mission and Vision

Go for Green is the Active Living and Environment Program whose mission is to encourage outdoor physical activity that protects, enhances or restores the environment. Go for Green has community-driven solutions that make a positive contribution to Canadian society.

Our vision is to nurture commitment and action that improves our health and the health of the environment.

Program objectives include:

- 1) **Partnerships**
To build local, regional and national partnerships and alliances that help Canadians "Go for Green".
- 2) **Participation/Education**
To provide opportunities for Canadians to experience, value, and learn to protect the environment while being active outdoors.
- 3) **Safety/Accessibility**
To create healthy, safe and accessible environments for outdoor physical activity.
- 4) **Active Transportation**
To encourage active transportation alternatives as an alternative to our growing reliance on the automobile.

Go for Green A Year In Review

C. Message from the Chair

Go for Green represents an organization, a network of partners and a philosophy of active living and environmental stewardship that has continued to grow in the hearts and minds of Canadians all across our country. This past year has seen a surge of involvement in Go for Green initiatives, activities and programs by thousands of everyday Canadian heroes who have become champions in their own way. Individually and collectively, they have created an environmental legacy that will benefit their children and their childrens' children, by paying a little back and paying a lot forward for future generations.

We applaud the efforts of all those Canadians, from the youngest to the oldest, who have devoted their time, skills, energy and resources to ensure that the environments in which they live, learn, work, play and appreciate can be enhanced, protected and preserved. Go for Green has often been referred to as the "best resource you have never heard of". While many Canadians have adopted a "Go for Green" philosophy we have a long way to go to make "Go for Green" a household word. There is something in the Go for Green programs and services for every Canadian citizen. Pick your area of interest – the one that relates to your community and neighbourhood and DO SOMETHING ABOUT IT! A collection of small and manageable steps can make a big difference!



Jim Evanchuk
Chair, Go for Green

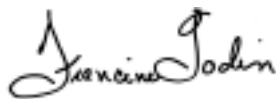
Message from the Executive Director

As the new Executive Director of Go for Green, I know what lies ahead: wonderful challenges and exciting adventures.

Looking back at the years when I was a Board Member of Go for Green and now being responsible for the organization's mission, I know that with the team we have in place, we will achieve successes in promoting active living in the outdoors while respecting the environment.

I am looking forward to building on what Go for Green has accomplished so far.

Sincerely,



Francine Godin
Executive Director, Go for Green

Go for Green A Year In Review

E. Canadian Communities “go for green”

Every year, communities across Canada find simple and, at times, innovative ways of living a healthier, more active lifestyle while protecting or enhancing the environment. Often, it's grass-root initiatives like the ones described below by our Program Coordinators that have the biggest impact on Canadian society.

Regina Area Girl Guides' Master Backyard Composting Program

by Frances Michniewicz, Gardening for Life Coordinator

A great composting initiative has brought several community groups, SaskTel and the City of Regina together for a unique Master Backyard Composting program.

One active group, the Regina Area Girl Guides, now have nine of the senior Girl Guide executives certified as Master Composters by the Saskatchewan Waste Reduction Council and are currently training their Guides (1,200 girls). Working together the city and the Girl Guides have provided free online instructions on how to build your own compost bin (www.cityregina.com).



Regina Area Girl Guides

The City of Regina has also added a free online Guide to Composting and the Girls Guides have the opportunity to sell compost bins from recycled cedar end cuts. This initiative provides funding for the Girl Guides. In addition, they are given a bonus from the City if they sell their compost bin to someone who has been trained in composting.

This initiative encourages educated and successful composting! A good investment seeing as they offer free public composting classes in the Spring & Fall. Composting is a great activity! Not only will it help you reduce waste and care for the environment, it'll get you out to visit the garden more often as you feed your bin. Don't forget that when you turn the compost over to increase air circulation you will also be building strength!

Tabusintac Rural School's Walk to School Day Event

by Adele Black, Communications Coordinator

On October 2, 2001, over 1,080 Canadian schools participated in the second annual *International Walk to School Day*. To highlight the success of the event in Canada, Go for Green recognized Tabusintac Rural School of Tabusintac (NB) for achieving 100% student participation in the event, even though they faced the unique challenge of living in a rural community.

Students who are usually bussed or driven to school because of the distance made a point of walking part of the way to school on this day to demonstrate their support for improved health, increased physical activity, safer streets and neighbourhoods, and a cleaner environment. As a result, Tabusintac Rural School's Walk to School Day Event set an example for all rural schools by proving that distance does not prevent students from walking at least part of the way to school and benefiting from healthy, physical activity.

Go for Green awarded Tabusintac Rural School with its *National Walk to School Award*, in honour of Elaine Burke. The school was in fact one of 21 applicants in Canada with a reported 100% participation in *International Walk to School Day 2001* and, as a result, was selected through a draw.

Go for Green A Year In Review

The Newly Formed Canadian Trails Federation

by Dan Andrews, Trailpaq Project Coordinator

There is a story unfolding in the 'trails community' across Canada and it is centered on sharing information via the Canadian Trails Federation. Having met for the first time on March 1, 2002, directors of the Canadian Trails Federation represent provincial and territorial trail councils and memberships. The vision of the federation is to represent trail interests and share solutions. The future of the trail movement in Canada continues to shine bright thanks to the efforts of people in communities across this great country.

Environmental Principles of Leave No Trace

by Jody Conrad, Trail Inventory Coordinator

From the earliest days of planning the Trailpaq project, we knew that we wanted to encourage Canadians to get outside and be active, and we knew the potential for a program like Trailpaq to do that. And so the journey began. Today, Trailpaq continues to encourage Canadians to get outside and be active by providing detailed trail information and opportunities across the country. A greater number of resources have been added to the builder side and over 3,700 trails are now profiled on Trailpaq.ca. ...That's the "Go" of Go for Green.

This year, we have opened talks with Leave No Trace Inc., a non-profit organization aimed at protecting our wildlands through research, education and partnerships. By promoting the principles of Leave No Trace, Trailpaq becomes more complete by providing not only "where" to be active outside, but also "how" to be active outside in an environmentally responsible way. That's the "green" of Go for Green. We are happy to say that talks are continuing with Leave No Trace in hopes of furthering that message to all Canadians who enjoy our great outdoors.

Being active outdoors leads to appreciation of the outdoors leads to protection of the outdoors. Go for Green!

Canadians Register Winter Green Activities

by Julie Defoy, Acting Winter Green Coordinator

This past winter, Canadians from coast to coast registered their Winter Green event in return of a free copy of *Get Winter Active*. Here is a snapshot of what happened in different cities across Canada this past winter.

- Municipality of Sioux Lookout (ON): Winter Festival with dog sled races, skating on the lake, traditional native games, ice fishing, snow sculpting and more...
- Township of Wilmot (ON) in consideration with the Royal Canadian Legion: Ontario Senior Winter Games with winter activities such as Ice Hockey, Curling, Alpine Skiing, Skating Prediction, etc.
- Town of Winkler (MB): Old Fashioned New Year's Eve Party where all activities were taking place outdoor. Activities such as skating, hayrides, bonfires and other old fashioned family fun. Winter Break Escape – which is a children's day camp
- Hanna (AB): New Year's Eve outdoor party including activities such as skating, tobogganing, sleigh rides and other outdoor family activities, culminating with a wiener roast and a fireworks display.

There were also many registrations of outdoor ice rinks and maintained cross-country ski trails. Many other activities were also organized for kids, students and the elderly.

Go for Green A Year In Review

Resource Conservation Manitoba's Active & Safe Routes to School Program

by Nathalie Racine, Active & Safe Routes to School Coordinator

Here's a great success story of a provincial partner taking a leadership role in promoting the *Active & Safe Routes to School* program and the *International Walk to School Day* event.

Resource Conservation Manitoba (RCM) has been taking the lead in the promotion of the *Active & Safe Routes to School* program in Manitoba, officially for the first time this year. Their SAGE program (Safe, Active, Green, and Easy ways to school program) aims to form green commuting habits in elementary school children by organizing walking and cycling school buses along safe routes to school.

The program is really going well! This year, they got 4-5 pilot schools to try the "Walking School Bus" program and are developing some promotional materials for them as well as helping them choose the route and walkabouts. Some of these schools will also try "Walking Wednesdays" as a start.

RCM will be doing an official launch of the program in Winnipeg on *International Walk to School Day* (October 2, 2002) and will have the school buses continue on after the launch. Promotional items will be developed and distributed to children of participating schools.

Many more schools have been encouraged to participate in *International Walk to School Day 2002*. A package of information was sent to schools in the Spring, including the Go for Green materials as well as RCM's personalized resources and information.

RCM has demonstrated incredible leadership in the advancement of *Active & Safe Routes to School* in Manitoba and I'd like to congratulate them for their work in supporting children and their families to be more physically active, as well as supporting schools and teachers for the implementation of the program components!

Memories on Outdoor Rinks

by Julie Defoy, Acting Winter Green Coordinator

Last winter, not only did we ask Canadians to register their outdoor rink with Go for Green in support of the newly launched *Ice Dreams* program, we also asked them to share special memories associated with their rink. Here are two memories that were sent to us this past winter. These two stories represent very well what is happening in different Canadians communities.

Dear Go for Green,

I was so desperate for a backyard rink but have a small backyard that is not very level and has a large maple tree in the middle! The solution was to utilize the approx. 5.5m x 3.5m deck off my back door. It's level and installing end boards was easy. The deck is only elevated about a foot so I threw down a tarp and flooded it just as if it were on the ground. The deck was professionally built so I have no worries about being able to withstand the weight. It's worked better than I could have expected! It's small but was crafted with heart! What better for practicing those tight turns, stops and starts! I have a flood light for night skating and its perfect for the little kids! Besides, we're only a step away from the indoors, a roaring fireplace and a mug of hot chocolate.

Curt Hagglund
Markham, Ontario

Dear Go for Green,

We were very proud of our first successful rink. We run extension cords across the yard to light the late night hockey games with the neighbours. Our daughters would plug in a portable CD player so they could skate to music. A neighbour's young son fell in love with skating on our rink. We flooded around the clock because we promised the kids

Go for Green A Year In Review

the rink would be ready on a certain day. My husband fashioned a Zamboni from PVC pipe and gunny sacks so we could flood with hot water. We run the garden hose from the basement through the dryer vent. The biggest chore is hauling that hose in and out! The kids are older and busier this year and the rink is quieter. Whenever the last flood happens, the rink will have made lasting memories for all those who crossed its surface.

Louise Persson-Riess
Rokeby, Saskatchewan

Looking beyond the Pavement to the Community

by Dara Finney, Active Transportation Coordinator

More and more each year, transportation planning extends their view “beyond the pavement” to the role that streets and roads play in enhancing communities, personal health and natural environments – be they urban, suburban or rural, scenic or historical. Making the streets and travelways active is key to building strong communities and healthy people.

This year saw transportation seminars being added to health care conferences, new community sensitive design principles being taught to planners, and joint health/transportation conferences being held. All testaments to the greater understanding of the inter-relationship between local transportation planning, health, and environment.

It is wonderful to see how people are being encouraged to incorporate active transportation into their lives – from public awareness campaigns, to good infrastructure planning and engaging behaviour change programs.

Go for Green A Year In Review

E. Our Team

∞ Board of Directors ∞

Manitoba:

Mr. Jim Evanchuk (Chair)
*Diabetes and Chronic Diseases
Unit, Manitoba Health*

Nova Scotia:

Mr. Ted Scrutton (Past Chair)
*Nova Scotia Sport and Recreation
Commission*

Newfoundland:

Mr. Dave Feener
*Department of Tourism, Culture and
Recreation*

Saskatchewan:

Ms. Ann Donovan
*Sport and Recreation Unit,
Municipal Affairs, Culture and
Housing*

New Brunswick:

Ms. Marie-Claire Pierce
Sport, Recreation & Active Living

Prince Edward Island:

Mr. John Morrison
*Community & Cultural Affairs
Culture, Heritage, Recreation & Sport*

Alberta:

Mr. Fred Wilton
*Sport & Recreation Branch,
Alberta Community
Development*

Ontario:

Mr. Bjorn Nielsen
*Ministry of Tourism, Culture &
Recreation*

Québec:

Mme Diane Boudreault
*Kino-Québec, Secrétariat au loisir et au
sport*

British Columbia:

Ms. Kathryn MacLean
*Ministry of Community,
Aboriginal and Women's
Services*

Northwest Territories:

Mr. Gary Schauerte
*Municipal and Community Affairs,
Government of Northwest Territories*

Nunavut:

Mr. Jason Collins
*Recreation & Leisure Division,
Community Government &
Transportation, Government of Nunavut*

Yukon:

Ms. Jan Downing
*YTG Sport and Recreation
Branch*

Go for Green A Year In Review

☞ Staff ☞

Ms. Francine Godin
*Executive Director (as of
February 2002)*

Mr. Stephen Grundy
*Executive Director / Director of
Development (as of February 2002)*

Mr. Ed Mayhew
Financial Manager

Ms. Nathalie Racine
*Active & Safe Routes to School
Coordinator*

Ms. Dara Finney
Active Transportation Coordinator

Ms. Adèle Black
Communications Coordinator

Mr. Dan Andrews
Trailpaq Project Coordinator

Mr. Jody Conrad
Trail Inventory Coordinator

Mr. Shawn Pollard
*Trailpaq Corporate Relations /
Go for Green Corporate Relations (Sept-
Jan. 2002) / National Project
Coordinator (as of February 2002)*

Ms. Siobhan Glenn
Winter Green Coordinator

Ms. Julie Defoy
*Administrative Assistant / Acting
Winter Green Coordinator
(as of February 2002)*

Ms. Frances Michniewicz
Gardening for Life Coordinator

Ms. Sue Andrews
*Administrative Assistant
(as of February 2002)*

☞ Volunteers ☞

Gilles Dagenais
Clerical Support

Murray Mc Gibbon
*Project Assistant
(March – April 2002)*

Go for Green A Year In Review

∞ Committees ∞

Executive Committee

Board Members:	Staff:
Jim Evanchuk, Chair	Stephen Grundy
Marie-Claire Pierce	Francine Godin
Ann Donovan	
Dave Feener	
Ted Scrutton, Past Chair	

Resource Management Team

Board Members:	Staff:
Dave Feener, Chair	Stephen Grundy
Ted Scrutton	Adèle Black
Bjorn Nielsen	Shawn Pollard
Gary Schauerte	Francine Godin

Pathways for People Team

Board Members:	Staff:
Marie-Claire Pierce, Chair	Dara Finney
Fred Wilton	Nathalie Racine
Kathryn MacLean	Dan Andrews
Jason Collins	Jody Conrad
	Shawn Pollard
	Francine Godin

Seasonal/Special Projects Team

Board Members:	Staff:
Ann Donovan, Chair	Frances Michniewicz
John Morrison	Siobhan Glenn
Jan Downing	Julie Defoy
Diane Boudreault	Francine Godin

Go for Green A Year In Review

F. Our Partnerships

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
<p>Active Transportation</p>	<p>Federation of Canadian Municipalities <i>Go for Green is a member of their steering committee for the Active Transportation Infrastructure Guide and provides technical assistance.</i></p> <p>Canadian Urban Transit Association <i>Organized the Youth Summit on Sustainable Transportation. Go for Green is a member of their task force, presented two sessions and lead walking tours.</i></p> <p>Clean Air Champions <i>Provided athletes for the Active Transportation public service announcements played between May and September 2001.</i></p>	<p>The Weather Network <i>Created, produced and publicized a 30 second television public service announcements that were aired from June to September 2001.</i></p>	<p>Health Canada, Fitness and Active Living Unit <i>Supported all Active Transportation projects.</i></p> <p>Transport Canada – Moving on Sustainable Transportation Fund <i>Funded radio and television public service announcements, Website improvements and case studies.</i></p> <p>Environment Canada, Air Pollution Prevention Directorate <i>Funded Active Transportation presentation to two regional groups of municipal officials.</i></p>
<p>Trailpaq</p>	<p>Canadian Trails Federation <i>Formed strategic partnership with Go for Green.</i></p> <p>Leave No Trace Inc. <i>Promoted the program and approved the use of Leave No Trace materials for cross-promotion.</i></p> <p>Rails to Trails Conservancy <i>Shared trail information issues with Go for Green and the international trail community.</i></p> <p>Go for Green Board Members (13 Prov./Terr. Representatives) <i>Provided support and helped promote the program.</i></p>	<p>Compaq Canada Corp. <i>Supported the program.</i></p> <p>DM Solutions Group <i>Provided Web-based mapping technology to Trailpaq.</i></p> <p>Tomahawk Technologies <i>Applied advanced Web solutions to the Trailpaq Website.</i></p>	

Go for Green A Year In Review

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
<p>Active & Safe Routes to School</p>	<p>Go for Green Prov./Terr. Representatives <i>9 provinces and 1 territory contracted Active & Safe Routes to School Coordinators to promote the program in their respective province/territory.</i></p> <p>Greenest City (ON) and Way to Go! (BC) <i>Coordinated an Active & Safe Routes to School program in their respective province.</i></p> <p>Clean Air Champions <i>Participated in International Walk to School Day media event in Peterborough (ON).</i></p> <p>National, Provincial and Community Partners</p> <ul style="list-style-type: none"> • Canadian Child Care Federation • Canadian Public Health Assoc. • Canadian Intramural Recreation Assoc. • Canadian Institute of Child Health • Canadian Assoc. for Young Children • Safe Kids Canada • Canadian Assoc. of Family Resource Programs • Canadian Pediatric Society • National Children's Alliance • SchoolNET • Canadian Ecology Centre • Family Service Canada • Block Parent • Canadian Assoc. for Health, Physical Education, Recreation and Dance • Canadian Forestry Assoc. • Eco-Action • Active Healthy Kids • SHAPE, City of Calgary, Edmonton, and 	<p>Intelli-kid <i>Supported the National Walk to School Award by offering the second prize of \$250, together with the three sets of three environmental games - ENVIRO-QUIZ, ANIMOTRAX and TRIOPS</i></p>	<p>Health Canada <i>Supported the Active & Safe Routes to School national program and International Walk to School Day.</i></p>

Go for Green A Year In Review

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
	<p>Medicine Hat (AB)</p> <ul style="list-style-type: none"> • PEI Active Living Alliance • Manitoba Heart and Stroke Foundation • Resource Conservation Manitoba • Regina Public School Board (SK) • City of St-John's (NF) • Recreation & Parks Association of the Yukon • Kino-Québec (QC) <p>Detour Publications <i>Offered discount on publications to International Walk to School Day registrants.</i></p>		

Go for Green A Year In Review

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
<p>Gardening for Life</p>	<p>Mike Christie <i>Provided program support as a consultant and researcher.</i></p> <p>Canadian writers of the Gardening for Life article series:</p> <ul style="list-style-type: none"> ▪ Carla Allen, writer of <i>HRM Pesticide By-law Legislates Healthier Landscapes for All</i> ▪ Mark Stumpf-Allen, writer of <i>EcoGarden: A Garden with Environment, Community & Opportunities</i> ▪ Connie Kehler, writer of <i>Herbs - a new flavour for your garden and life!</i> ▪ Lorraine Johnson, writer of <i>Go Wild!</i> <p>Go for Green Board Members (13 Prov./Terr. Representatives) <i>Provided support and helped promote the program.</i></p> <p>Participants in the Forum on Public Education Strategies to Encourage Gardening for Life</p> <ul style="list-style-type: none"> ▪ Shelley Callaghan, Purple Dog Consulting ▪ Mike Christie, Sports Research International Inc. ▪ Julie Colehour, Pacific Rim Resources ▪ Joan Craig, Downtown Urban Gardener Society (DUGS) ▪ Mary DeCoursey, Sisters of Saint Martha ▪ Donald Dodge, Clean Nova Scotia ▪ Ann Donovan, Saskatchewan Culture, Youth & Recreation ▪ Marie-Anick Elie, Community Garden Society of Inuvik & Gwich'in Renewable Resource Board 	<p>Home Depot <i>Sponsored the Forum on Public Education Strategies to Encourage Gardening for Life.</i></p> <p>Lee Valley Tools <i>Provided photographs for Between the Rows #1 and for display purposes.</i></p> <p>Tools of Change <i>Developed the Bert the Salmon Case Study for the Forum on Public Education Strategies to Encourage Gardening for Life.</i></p>	<p>Health Canada <i>Supported the program.</i></p> <p>Environment Canada <i>Sponsored the Forum on Public Education Strategies to Encourage Gardening for Life.</i></p>

Go for Green A Year In Review

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
	<ul style="list-style-type: none"> ▪ Keely Forth, Children’s Garden Program, City of Toronto ▪ Michelle Gorman, City of Victoria, Parks & Community Services ▪ Jay Kassirer, Cullbridge Marketing & Communications and Tools of Change ▪ Connie Kehler, Saskatchewan Herb & Spice Association ▪ Duck Kim, Environment Canada ▪ Barb Kinnie, Chinook Group, Sierra Club of Canada ▪ Susan Koswan, GROUP (Get Rid of Urban Pesticides) and Waterloo Dandelion Festival and Pesticide Free Ontario ▪ Merle MacAulay, Canadian Physiotherapy Association, Manitoba Branch ▪ Janet May, Pesticide Free Ontario ▪ David Nostbakken, The Green Channel and WETV Canada ▪ Don Polinski, Alberta Recreation & Parks Association and Alberta Naturalization Network Society ▪ Ersilia Serafini, Mow Down Pollution, Clean Air Foundation ▪ Patricia Sims, Canaz Corporation ▪ Édith Smeesters, Coalition for Alternatives to Pesticides ▪ Liz Smith, Environmental Programs, New Brunswick Lung Association ▪ Ross Traverse, Traverse Gardens 		

Go for Green A Year In Review

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
<p>Winter Green</p>	<p>Clean Air Champions <i>Worked with Go for Green to secure Gaetan Boucher as a guest speaker at the launch.</i></p> <p>National Capital Commission <i>Planned the media event for the joint launch of the Rideau Canal Skateway and Winter Green.</i></p> <p>Go for Green Board Members (13 Prov./Terr. Representatives) <i>Provided support and helped promote the program.</i></p>	<p>Launch Partners:</p> <p>CrossSled North America Ltd. <i>Planned to provide kick sleds for the launch of the program.</i></p> <p>Canadian Curling Association <i>Planned to provide a curling venue and secure an Olympic athlete as their spokesperson for the launch of the program.</i></p> <p>Kodiak Group <i>Provided clothing for the launch.</i></p> <p>Ringette Canada <i>Planned to provide equipment and National Team members to demonstrate the history of ringette for the launch of the program.</i></p> <p>Sledge Hockey of Canada <i>Planned to provide Para Olympic athletes and sleds for the launch of the program.</i></p> <p>Speedskating Canada <i>Planned to construct a speed skating track and provide local athletes for the launch of the program.</i></p> <p>The Weather Network <i>Possible production of a Winter Green PSA.</i></p>	<p>Health Canada <i>Supported the program.</i></p> <p>Halifax Regional Adventure Earth Centre <i>Developed the Winter Treasures Resource.</i></p>
<p>Ice Dreams</p>	<p>Go for Green Board Members (13 Prov./Terr. Representatives) <i>Provided support and helped promote the program.</i></p>	<p>Canoe.ca, CBC, Radio Canada, Echo Advertising, Home Depot, Ken Danby Art, Kodiak Group Inc., National Film Board of Canada, National Hockey League Enterprises Canada, PROS Marketing, The Rink Rake, Timex Canada, The Weather Network, The Fan 590, The Team Radio Network, and</p>	<p>Health Canada <i>Development partner.</i></p>

Go for Green A Year In Review

Program	Delivery Partners	Corporate Sponsors and Partners	Government Sponsors and Partners
		Toronto Maple Leafs <i>Development partners.</i>	
“Go for Green” Prescription	College of Family Physicians <i>Distributed the “Go for Green” Prescription pads.</i>		Health Canada <i>Supported the initiative.</i>

G. Major Accomplishments

Active Transportation

In 2001, several Go for Green *Active Transportation* resources were made available in electronic format and sold as a package on CD-ROM. This CD-ROM includes the release of Go for Green's *Making the Case for Active Transportation* and *Fitting Places*.

That same year, six fact sheets on the *Benefits of Active Transportation*, visual examples of active transportation infrastructure, and case studies were posted on the Go for Green Website.

From June to September 2001, a national radio and television campaign took place to promote the benefits of active transportation. The radio ads targeted males between the ages of 20 and 40 years of age, and presented active transportation in an amusing and lively fashion. The jovial manner in which people were encouraged to choose active modes of transportation was not only successful at making listeners smile, it also won a prize at an international advertising competition.

In February 2002, Environment Canada asked Go for Green to become national coordinator of the Commuter Challenge (June 2-8, 2002), a week-long, friendly competition between Canadian cities to see which one can cut its air pollution the most by using active and/or sustainable modes of transportation. As national coordinator, Go for Green is responsible for developing the Commuter Challenge Website, providing support to the City Captains, and promoting the event nationally through radio PSAs and other communication tools.

Active & Safe Routes to School

More and more schools across Canada are demonstrating their support for the many benefits of walking to and from school, such as improved health, increased physical activity, safer,



calmer streets and neighbourhoods, and a cleaner environment.

On October 2, 2001, over 1,080 schools across Canada participated in the 2nd annual *International Walk to School Day* event—that's a 28% increase in participation from last year, thanks to the event organizers across Canada, especially Greenest City in Ontario and Way to Go! in British Columbia.

This increase in participation is in part due to the support of 10 new *Active & Safe Routes to School* Coordinators, located in 9 provinces and 1 territory, who helped promote the program and the *International Walk to School Day* event in their respective school systems for a short period of time. In fact, for the first time, schools from every province and territory participated in the international event!



Also in 2001, a new *Active & Safe Routes to School* Teachers Resource was developed in partnership with the New Brunswick Lung Association and Teaching Professionals. This new Web-based educational resource for teachers and students in grades 4/5 and 7/8 promotes the health and environmental benefits of safe, active modes of transportation through games and fun activities. The resource is scheduled to be released in the fall of 2002.

Trailpaq



In 2001, over 3,700 Canadian trails were registered on the *Trailpaq* Website.

That same year, *Trailpaq* became a registered non-profit partner of *Leave No Trace*, a resource agency that aims to minimize impacts in natural areas. As a partner, Go for Green can promote *Leave No Trace* and its principles to the trail community, which enhances *Trailpaq* by providing an educational component on environmental stewardship. Go for Green is currently working towards delivering the *Leave No Trace* program nationally as a future component of the *Trailpaq* program.

Go for Green

A Year In Review

In January 2002, the following nine trail groups were awarded grants of \$3,000 through the *Trailpaq Community Fund* to assist them with the promotion of their trail opportunities: North Vancouver Island Trails Society (BC), Riverland Recreational Trail Society (AB), Pasquia Regional Tourism Inc. (SK), Pinawa Trails (MB), Tiny Trails Committee (ON), Reseaux Plein Air Drummond (PQ), Town of Stratford (PEI), Atlantic Coastal Action (NS), and Newfoundland T'Railway Council (NF).

On March 2-3, 2002, Go for Green hosted a roundtable discussion with the newly formed Canadian Trails Federation, as they coordinated efforts across Canada to put in place a representative in every province and territory. As a result, Go for Green and the Canadian Trails Federation formed a strategic alliance including five resolutions to synergize with *Trailpaq* use: 1) PathFINDER article submissions by Prov./Terr. Councils, 2) collaboration in National Trails Day, 3) collaboration in a National Trails Conference, 4) support *Trailpaq's* banner advertising campaign, and 5) use *Trailpaq* as a clearinghouse for Canadian trail information.

Also in 2002, Go for Green, in partnership with the Alberta Community Development, Sport and Recreation Branch, developed an online user guide for the *Trailpaq* Website. The guide provides details on how trail builders can register their trails by themselves and upgrade the information as needed on *Trailpaq.ca*. It also contains information on how to participate in TrailT@lk, make submissions to the *PathFINDER* newsletter and encourage feedback from trail users.

Gardening for Life

In May 2001, four articles from Go for Green's *Gardening for Life* articles series entitled *HRM Pesticide By-law Legislates Healthier Landscapes for All*, *EcoGarden: A Garden with Environment, Community & Opportunities*, *Herbs - a new flavour for your garden and life!*, and *Go Wild!*, written by Canadian writers Carla Allen, Mark Allen Stumpf, Connie Kheler and Lorraine Johnson respectively, were distributed to community newspapers across Canada.

Also in 2001, 3,000 copies of the fact sheet *Between the Rows #1: The Physical Benefits of Gardening* were printed, distributed at conferences and special events, and posted on Go for Green's Website.

On March 22-24, 2002, some of the best minds in Canada working on ecological lawn and garden care strategies gathered in Toronto (ON) to participate in the *Forum on Public Education Strategies to Encourage Gardening for Life*, hosted by Go for Green, in partnership with Environment Canada, Home Depot and Tools of Change. The objective of the forum was to develop an educational model on sustainable lawn and garden practices for homeowners, and the result was the release of a *Gardening for Life* blueprint and a related case study in May 2002.

Winter Green

In 2001, a *Winter Green* logo was created and, in December, a one-pager promoting the program (including *Ice Dreams*) and encouraging registrations was distributed to municipalities across Canada as an insert in the winter issue of the Federation of Canadian Municipalities's Forum Magazine.



That same year, the following *Winter Green* resources were posted on the Go for Green Website: *Get Winter Active! Tips, Tools and Cool Ideas for Leaders*, *Get Winter Green!*, and *Survival for Outdoor Recreation*.

In January 2002, Go for Green planned to officially launch the *Winter Green* program in conjunction with the National Capital Commission's launch of the Rideau Canal Skateway. Unfortunately, the launch which was going to take place on the Rideau Canal Skateway was cancelled due to mild weather – it wasn't cold enough for the canal to freeze. However, this didn't stop several Canadians across Canada from registering their *Winter Green* event or activity with Go for Green. Registrants received a colour copy of the *Get Winter Active!* resource.

Go for Green A Year In Review

Ice Dreams

In December 2001, a one-pager promoting *Winter Green* and the *Ice*

Dreams program (formerly known as *Home Ice Advantage*) was distributed to municipalities across Canada as an insert in the winter issue of the Federation of Canadian Municipalities's Forum Magazine. Canadians were called to action to register their existing outdoor rinks and share their stories on the *Ice Dreams* Website. This information would be used to develop program components, tools and resources, and help build thousands of new outdoor rinks in the coming years.

Also in December, the *Ice Dreams* Website was developed by Canoe.ca, a partner of the program. The Website includes information about the program, Go for Green, current partners, how to become a partner, an online registration for municipal, neighbourhood or backyard rinks, rink recipes, and a media/news section.

The *Ice Dreams* program was officially launched on January 5, 2002 in Windsor (NS) next to an outdoor rink that had been built the day before by Ted Scrutton, Lindsay Scrutton, and Jody Conrad. The launch was aired on CBC's *Hockey Day in*



Canada, as Ron Maclean interviewed Stephen Grundy about the program. During this interview, individuals and municipalities across the country were once again called to action to register existing outdoor rinks.

That winter, several Canadians registered their outdoor rinks with *Ice Dreams*, giving us a snapshot of what currently exists and allowing us to further develop the program for its roll-out in the fall of 2002.

“Go for Green” Prescription

In 2001, the College of Family Physicians distributed 122 physical activity packages, including “Go for Green” Prescription pads, to a variety of professionals including physicians, nurses, health coordinators/workers, program directors, education coordinators and teachers.

That same year, 818 “Go for Green” Prescription pads were requested and distributed by doctors' offices, health units, medical centres, universities, parks and recreation, sports and recreation, and active living centres.

H. Community Recognition

Go for Green's National Walk to School Award, in honour of Elaine Burke

Go for Green's *National Walk to School Award*, in honour of Elaine Burke, recognized the school in Canada with the highest percentage of participation in *International Walk to School Day*, and included a \$500 prize to assist with the award-winning school's active transportation initiatives.

Winner of Go for Green's National Walk to School Award 2001

Tabusintac Rural School of Tabusintac (NB) was selected as the winner of Go for Green's *National Walk to School Award 2001*.

On *International Walk to School Day 2001*, 100% of the student population at Tabusintac Rural School

used active modes of transportation, such as walking, cycling or in-line skating, to school or part of the way to school.

On December 14, 2001, René Pelletier of the Sport, Recreation and Active Living Branch in New Brunswick presented a banner and \$500 cheque to Tabusintac Rural School on behalf of Go for Green.

Tabusintac Rural School was one of 23 applicants in Canada with 100% participation in *International Walk to School Day* and, as a result, was selected through a draw.

Go for Green A Year In Review

National Go for Green Awards

The National Go for Green Awards program was postponed until the Fall 2002 or Winter 2003.

I. Communications

Active Transportation

- ☞ Three radio Public Service Announcements on active transportation were developed in English and French, and were aired between May and September 2001.
- ☞ From June to September 2001, a television Public Service Announcement was produced and aired on the Weather Network.
- ☞ Presentations on active transportation were made at the Whistler 2001 conference *Communicating Physical Activity and Health Messages* (December 2001), the Federation of Canadian Municipalities' co-benefits workshop in London (December 2001) and in Montreal (March 2002), and at the CUTA annual conference *Sailing toward new horizons* in Halifax (June 2001).
- ☞ Attended a Vélo Québec seminar in Montreal (May 2001), a Walkable Communities Charrette in New York (June 2001), the *Moving Canada's Transportation Toward sustainability: The Longer View* seminar in Brampton (June 2001), a Context Sensitive Design training program in New Jersey (October 2001), and a Policy Development workshop in Toronto (November 2001).
- ☞ Articles on the *Active Transportation* program appeared in the May 2001, September 2001, and February 2002 issues of Go for Green's *News & Info* newsletter.
- ☞ Set-up a booth at the CIP Conference, July 8-10, 2001, at the Department of National Defence for *Clean Air Day*, June 6, 2001, and at the Federation of Canadian Municipalities' Sustainable Communities Conference, February 7-8, 2002.

Active & Safe Routes to School

- ☞ On September 4, 2001 (first week of school), a national press release announcing Go for Green's *National Walk to School Award* and promoting *International Walk to School Day* was distributed to Canadian Dailies and community newspapers across Canada. A second national release announcing the winner of the award was distributed to local media (New Brunswick) on October 15, 2001.
- ☞ In September 2001, a reminder to register for *International Walk to School Day* and the event's logo were sent to provincial/territorial partners and contacts to help promote the event.
- ☞ Go for Green, in cooperation with Greenest City, hosted a national media event on *International Walk to School Day* (October 2, 2001) at Queen Elizabeth Public School in Peterborough (ON), winner of Go for Green's *National Walk to School Award* in 2000. Special guests at the event included Clean Air Champions, Bill Trayling and Isabelle Turcotte-Baird, both Olympic and national team athletes.
- ☞ A national press release on *International Walk to School Day* was distributed to Canadian Dailies and community newspapers across Canada. Also, raw video footage of the *International Walk to School Day* media event at Queen Elizabeth Public School in Peterborough (ON) was distributed to 5 major TV stations located in Toronto (ON).
- ☞ Articles on the *Active & Safe Routes to School* program and/or the *International Walk to School Day* event appeared in the May 2001, September 2001, December 2001, and February 2002 issues of Go for Green's *News & Info* newsletter.

Go for Green

A Year In Review

- ☞ Set-up a booth at the Federation of Canadian Municipalities' Sustainable Communities

Conference, February 7-8, 2002.

Trailpaq

- ☞ On May 11, 2002, three press releases announcing the Trailpaq Community Fund recipients of 2000 were distributed to community newspapers in Nova Scotia, Ontario and Saskatchewan.
- ☞ A Spring (June 2001) and Fall (November 2001) issue of Trailpaq's PathFINDER newsletter was distributed to the PathFINDER mailing list (1,750 subscribers).
- ☞ Attended an International Trail Conference in St. Louis from September 26-29, 2001, as well as the Huronia Rails to Greenways Conference on October 20, 2001.

- ☞ The Trailpaq Website was profiled on the New RO NewsSixOttawa on July 6, 2001.
- ☞ Increased profile of Trailpaq from Canadian Trails Federation directors to their member organizations.
- ☞ Articles on the *Trailpaq* program appeared in the May 2001, September 2001, and February 2002 issues of Go for Green's *News & Info* newsletter.
- ☞ Set-up a booth at the Federation of Canadian Municipalities' Sustainable Communities Conference, February 7-8, 2002.

Gardening for Life

- ☞ In May-June 2001, four articles from Go for Green's *Gardening for Life* article series were distributed to community newspapers across Canada, and were posted on Go for Green's Website. These articles are among six articles in Go for Green's *Gardening for Life* article series.
- ☞ The May 2001 issue of Go for Green's *News & Info* newsletter (last hardcopy issue) included feature articles on gardening.

- ☞ Articles on the *Gardening for Life* program also appeared in the September 2001 and February 2002 issues of Go for Green's new electronic *News & Info* newsletter.
- ☞ Set-up a booth at the Federation of Canadian Municipalities' Sustainable Communities Conference, February 7-8, 2002.

Winter Green

- ☞ A *Winter Green* fleece headband was produced to distribute at the launch of the program. Staff received *Winter Green* jackets, tuques and gloves, courtesy of Kodiak Group Inc.
- ☞ A one-pager promoting the launch of the *Winter Green* program was distributed to municipalities across Canada as an insert in the winter issue of the Federation of Canadian Municipalities' Forum Magazine.

- ☞ On January 16, 2002, Go for Green was interviewed on the TV show "Daytime", Rogers Community TV (Ottawa).
- ☞ Articles on the *Winter Green* program appeared in the September and December 2001 issues of Go for Green's *News & Info* newsletter.
- ☞ Set-up a booth at the Federation of Canadian Municipalities' Sustainable Communities Conference, February 7-8, 2002.

Go for Green

A Year In Review

Ice Dreams

- ☞ In December 2001, the *Ice Dreams* Website was developed by Canoe.ca, in cooperation with Go for Green.
- ☞ Also in December, a one-pager promoting the *Winter Green* and *Ice Dreams* program (formerly known as *Home Ice Advantage*) was distributed to municipalities across Canada as an insert in the winter issue of the Federation of Canadian Municipalities' Forum Magazine.
- ☞ An *Ice Dreams* one pager was developed to distribute at the launch of the program.
- ☞ On January 10, 2002, a national press release announcing the launch of *Ice Dreams* was distributed to national and local media.
- ☞ An article on the *Ice Dreams* program appeared in the February 2002 issue of Go for Green's *News & Info* newsletter.
- ☞ Set-up a booth at the Federation of Canadian Municipalities' Sustainable Communities Conference, February 7-8, 2002.

"Go for Green" Prescription

- ☞ An article on the *Go for Green Prescription* appeared in the May 2001 issue of Go for Green's *News & Info* newsletter.
- ☞ The College of Family Physicians distributed the "Go for Green" Prescription pads at the following conferences: New Brunswick College of Family Physician's Annual Scientific Assembly, Alberta College of Family Physician's Annual Scientific Assembly, Manitoba College of Family Physician's Annual Scientific Assembly, Quebec College of Family Physician's Annual Scientific Assembly, Diabetes Care Conference in Halifax, and CFPC's Chapter Administrators Workshop.
- ☞ Set-up a booth at the Federation of Canadian Municipalities' Sustainable Communities Conference, February 7-8, 2002.

National Go for Green Awards

- ☞ On Clean Air Day (June 6, 2001), a national press release announcing the winners of the National Go for Green Awards for 2001 was distributed to Canadian Dailies and community newspapers in British Columbia. The 2001 winner of the National Trail Award was the City of North Vancouver (BC) for their Mosquito Creek Trail and Riparian Enhancement Project. And, the 2001 winner of the National Active Transportation Award was Queen Mary Elementary of Vancouver (BC) for their "Let's Walk Queen Mary" program.
- ☞ On June 25, 2001, Kathryn Maclean, Go for Green's representative in BC, presented the National Trail Award to the City of North Vancouver during Council.
- ☞ The September issue of Go for Green's *News & Info* newsletter included an article announcing the winners of the National Go for Green Awards.

National Walk to School Award, in honour of Elaine Burke

- ☞ In the Spring 2001, award applications were sent to registered schools via Greenest City (ON), Way to Go! (BC) and rest of Canada.
- ☞ Web postings promoting the award were posted on the Greenest City, Way to Go and Go for Green Websites.
- ☞ On September 4, 2001 (first day of school), a press release announcing award was sent to national and community newspapers across Canada.

Go for Green

A Year In Review

☞ On October 16, 2001, a press release announcing the winner of the award was sent to community newspapers in New Brunswick.

☞ An article on the *National Walk to School Award* appeared in the December 2001 issue of Go for Green's *News & Info* newsletter.

Web Traffic

Go for Green Website

From April 2001 to March 2002, the Go for Green Website received an average of 22,794 page views per month.

The month with the highest amount of traffic was February 2002 with 30,878 page views.

The Go for Green Website was profiled on the New RO NewsSixOttawa, July 6, 2001.

Trailpaq.ca Website

By the end of the fiscal year, Trailpaq.ca received an average of 9,300 visitors per month, with 48 hits per visitor, resulting in a total of 450,000 hits per month!

The month with the highest amount of traffic was March, 2002 with 16, 235 visitors.

Communication Tools

☞ In 2001, Go for Green's Millennium Year Special Review (1992-Sept. 2000) was finalized and posted on the Website. This report captures the history of Go for Green from it's inception to the Millennium Year, including our team members and partners, our major accomplishments throughout the years, and our official "Hall of Fame".

☞ In the spring of 2001, the Resource Management Team created an Awareness Kit 2001-02 for staff and committees. The kit included the Awareness Guidelines for Committees, Profile Opportunities, draft Merchandize Strategy, Go for Green Awards Backgrounder, and the Marketing and Communication Plan.

☞ In May 2001, the last hardcopy version of Go for Green's *News & Info* newsletter was distributed.

☞ In the summer of 2001, Go for Green's first annual report *A Year in Review 2000-01* was finalized and posted on the Website. This report is meant to be an addendum to the *Millennium Year Special Review*.

☞ In September 2001, Go for Green produced its first electronic *News & Info* newsletter, providing updates on each of its programs. A December 2001 and February 2002 issue followed.

☞ In December 2001, a one-pager on Go for Green was created to temporarily replace the outdated Go for Green brochure. This one-pager provides brief descriptions on each of the programs.

☞ In January 2002, a 10-year anniversary report *Celebrating the Past... Looking to the Future* was developed to profile Go for Green's partnerships with Canada's provincial, territorial and federal governments and the volunteer and corporate sectors over the years.

☞ In January 2002, Go for Green's generic slide presentation was updated for Board Members and staff.

Go for Green A Year In Review

J. Annual Budget

	2002	2001	2000
REVENUE			
Federal Government Contributions			
- Go for Green/ Vert l'action		\$408,541	\$440,480
- Climate Change		152,855	54,000
- Active & Safe Routes to School		100,000	105,153
Corporate sponsorships		171,045	172,000
Publications and merchandise		9,378	17,751
Millennium Bureau of Canada		680,596	113,299
Greenest City		90,000	30,000
Other projects		5,091	-
		1,617,506	932,683
EXPENSES			
Administration		91,357	107,402
Programs and services		348,348	301,130
Active & Safe Routes to School		252,120	159,153
National Tree Foundation		-	9,200
Other projects		7,687	8,126
Trailpaq		680,568	113,299
Compaq		150,545	139,108
Greenest City		90,000	30,000
Depreciation of capital assets		38,306	10,389
		1,658,931	877,807
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES		\$ (41,425)	\$ 54,876

∞ ∞