



Growing
ECOLOGY
PARK

A five-year investment campaign

*... for a future
that flourishes.*





"I love Ecology Park because it teaches me about different plants, animals, and habitats. I love that Ecology Park is a forest in the middle of the city with a pond where you can see butterflies - and my friends are there!"

ANNABELLE | AGE 9
Ecology Park Earth Adventures Camper

Growing capacity at *GreenUP Ecology Park*

For more than 25 years, GreenUP has been leading the development of innovative, relevant, and diverse programs that have a lasting impact on the health of our environment.

During this time, GreenUP Ecology Park has been a critical site of environmental discovery and immersion for tens of thousands of children - **a generation of impact!** And, for children like Annabelle, who attended our Earth Adventures camp, this experience is transformative - helping her to develop a caring and sustaining relationship with our planet.

The Ecology Park tree nursery and garden market is also a trusted source for healthy, locally grown plant stock, and a resource for ecological gardening practices. Each year we experience a greater demand for resilient, native species from gardeners and organizations across the region.

However, without needed repairs and development, the aging infrastructure at Ecology Park will not be able to support this kind of programming or meet this growing demand.

As we look toward the future, it is vitally important that we strengthen and expand our capacity to offer our renowned environmental programming and services.

Learn more about how you can give today.

Campaign Goals

The *Growing Ecology Park* campaign will develop facilities that expand and deepen our environmental education programming. It will also build the infrastructure necessary to increase the capacity of our native plant and tree nursery while ensuring our operations demonstrate best practices in sustainable horticulture.

These projects will advance four key goals:



ACCESSIBILITY

Increase access and enable greater use of the space by all



SUSTAIN CAPACITY

Ensure that activity can be sustained on-site



HEALTH & WELLBEING

Develop facilities that support healthy, fun & active play



MAXIMIZE IMPACT

Maximize the impact of our programming at this site

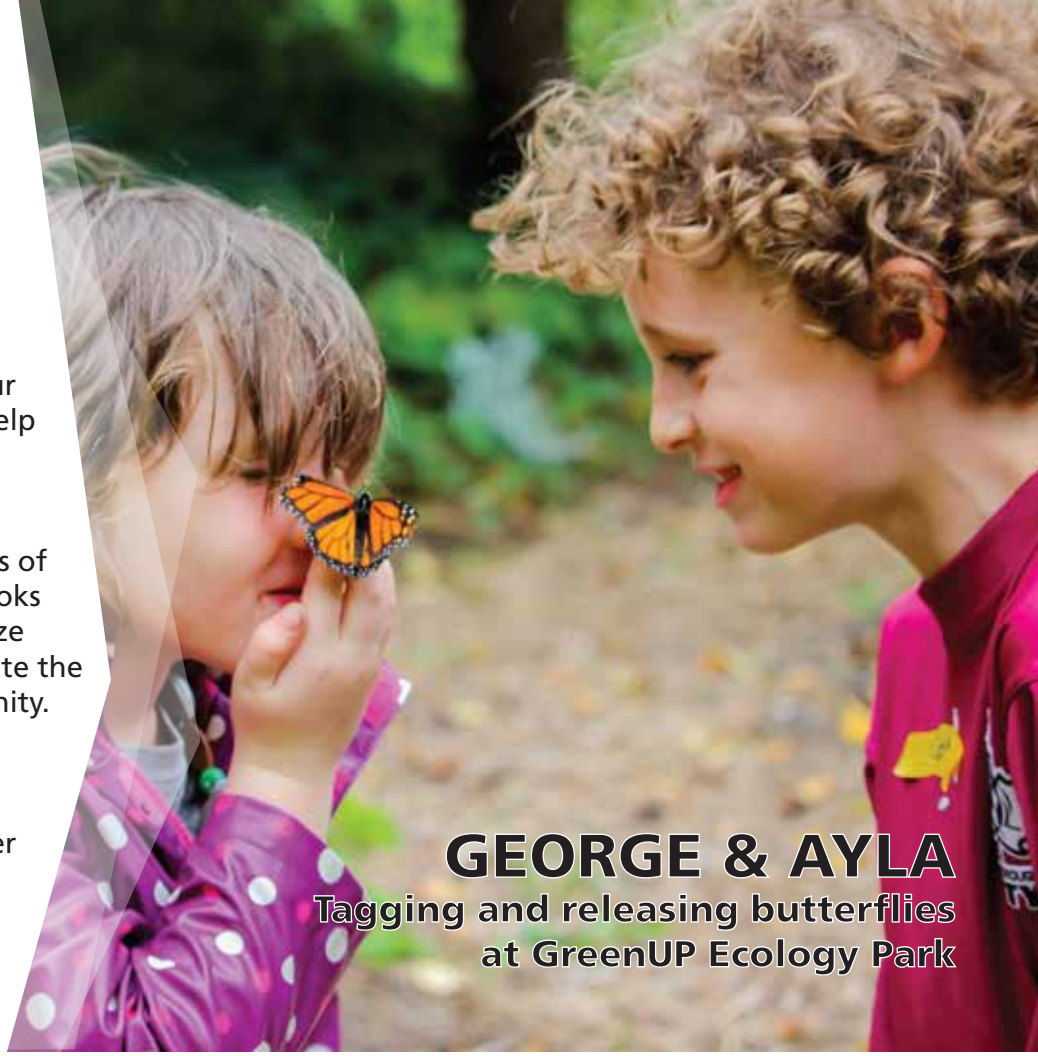
Recognizing our Donors

There are many ways you can support *Growing Ecology Park*. In time, we anticipate the broader community will want to be part of this campaign, but our success depends on leaders like you to help launch us in the right direction.

The following pages outline naming opportunities that will ensure the success of essential phases of our plan. GreenUP looks forward to working with you to recognize your important contribution and celebrate the immense value you bring to our community.

Named gifts can be made as multi-year pledges. For more information about making a major pledged gift, please refer to GreenUP's Pledge Policy.

Recognition will remain named for a period of 15 years.



GEORGE & AYLA

Tagging and releasing butterflies
at GreenUP Ecology Park

GREENHOUSE & TEACHING NURSERY

The development of a greenhouse facility would significantly extend our growing season and increase our capacity. This facility would also be a unique and needed model for sustainable greenhouse construction in Canada.



\$250,000

CHILDREN'S EDUCATION SHELTER

The redevelopment and expansion of our existing Children's Education Shelter will create a beautiful outdoor classroom at Ecology Park. This new shelter will ensure that we can continue to offer high-quality programming for the next generation of students.



\$75,000

\$50,000



NATURALIZED PLAYGROUND

The development of a naturalized playscape will help children build their confidence and learn about nature through creative outdoor play. This playground will be the first of its kind on public parklands in Peterborough, and will demonstrate the potential to create rich and supportive spaces for play and discovery.

\$30,000



IRRIGATION SYSTEM

A modern, sustainable irrigation system will allow us to substantially reduce water consumption, increase the productivity of our native plant nursery, and reduce the stress experienced during drought.

\$25,000



ACCESSIBLE PATHWAYS

The installation of pathways connecting key sites, as well as the addition of permeable flooring in the shelter, will increase access. We believe it is essential that everyone has equitable access to our programs and space, and your gift will help to make that a reality.

FUNDED!

\$20,000

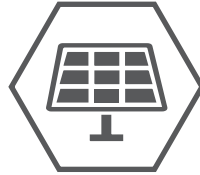


ACCESSIBLE WASHROOM

The creation of accessible washroom facilities, which will be part of the Children's Education Shelter, will ensure that all people are able to participate fully in our programs without barrier.

This facility will feature sustainable composting technology.

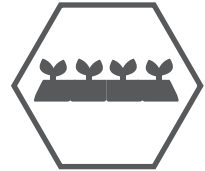
\$15,000



SOLAR LIGHTING SYSTEM

The installation of solar panels on our Children's Shelter will better light the outdoor classroom and key access routes. This will extend our working season, support programming, particularly during poor weather, and enhance safety and security.

\$10,000



GREEN WALL HABITAT

We're committed to modeling best green building practices, and the development of a green wall along our Children's Shelter will help this structure blend into the surrounding landscape and have a positive impact on habitat creation.

“I love Ecology Park because we can sit on a big log and see the birds and butterflies. At camp I really liked the string stories and when we played hide-and-go-seek in the trees. There are so many things I love to do at Ecology park - I can't pick just one!”

ZACH | AGE 5

Ecology Park Earth Adventures Camper



Frequently Asked Questions...

1. What are the timelines for construction?

Phases of the *Growing Ecology Park* campaign will be developed when the necessary resources are secured. The resources needed to construct core elements of the Shelter have been raised, and construction will begin in 2018, with additional features to be added as funding is available.

2. Does GreenUP own the land?

GreenUP Ecology Park is on parkland owned by the City of Peterborough. This land is publicly accessible. GreenUP operates under legal agreement with the City, and has secured permission to accommodate the proposed developments.

3. What are your donor privacy practices?

GreenUP is committed to protecting your privacy. We have a board-approved *Donor Privacy Policy* you can review at any time.

4. What are my rights as a donor?

GreenUP is committed to best practices has adopted the official *Donor Bill of Rights*, which was developed and approved by leading international professional fundraising associations.

5. May I make a pledge to give over multiple years?

Yes. For your convenience, GreenUP is accepting multi-year pledges directed toward this 5-year investment campaign. Our *5-Year Plan Donor Pledge Policy* outlines relevant details for interested donors and is available on our website.

6. How will GreenUP recognize its donors?

All gifts exceeding \$500 will be recognized on our donor wall. Donors who choose one of our naming opportunities will be acknowledged at the site and on our donor wall.

7. Does GreenUP issue tax receipts?

Yes. GreenUP is a registered charity. You will receive a charitable tax receipt for income tax purposes within 3 weeks of when we receive the donation. Our charitable registration number is 13985 0002 RR0001. If you are making monthly donations through your bank account or credit card, your annual receipt will be sent out in January for the previous year.

If you make an online donation through CanadaHelps, you will receive a tax receipt immediately through their charitable registration number, which is subsequently transferred to us.

8. Can I give publicly traded securities, stocks, or mutual funds?

If you would like to make a non-cash donation to *Growing Ecology Park*, our Executive Director, Brianna Salmon (705-745-3238 ext. 203) would be happy to discuss this payment option with you. GreenUP also has an endowment held at the Community Foundation of Greater Peterborough, and gifts to this fund are also welcome.

9. How can I contact GreenUP?

You can contact Bev Bonner, GreenUP's Finance Manager, by phone at 705-745-3238 ext. 215, or by e-mail at bev.bonner@greenup.on.ca. Our mailing address is 378 Aylmer Street North, Suite 4, Peterborough, Ontario, K9H 3V8.

Charitable registration number is 13985 0002 RR0001.

**Inspiring
local action.**

**Building
strong communities.**

**Creating
lasting change.**

greenup.on.ca

