

A Profile of Environmental Grantmaking in Canada

2007 National Overview – Summary Report

A Profile of Environmental Grantmaking in Canada

March 2010

2007 Grants Database

Questions the database can answer:

- What is the state of environmental grantmaking in Canada?
- Are key issues receiving funding?
- Which funders are working on which issues and projects?
- What is the regional breakdown of funding in the environment?

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The Canadian Environmental Grantmakers' Network (CEGN) grants database provides a profile of environmental grantmaking in Canada. It documents how grant dollars are allocated, in terms of environmental issue, activity, location, and recipient type. The most recent version of this database examines funding data from 2007.

The first version of the CEGN grants database was launched in January 2003 and contained data on environmental grantmaking in 2001 and 2002. The original and ongoing mandate of the database project is to provide a sense of the scope and nature of environmental grantmaking in Canada, since no other sector-level data or research on this topic has been available. The 2007 CEGN database updates the previous version of the database, addressing the need for information on this sector. Regular environmental grantmaking databases have since been undertaken by CEGN's sister organizations in the United States and the United Kingdom (the US Environmental Grantmakers' Association and the UK Environmental Funders' Network). The 2007 Canadian update represents a look at 93 grantmakers a selection of both Canadian and US grantmaking in Canadian environmental work. It is not a comprehensive overview of all

environmental grantmakers.

The goal of the database is to improve the analysis, debate, and exchange of information within the environmental community, and to encourage collaborative action to address shared goals. The database is available online not only for CEGN members, but also for the broader environmental community.

This summary report outlines the scope of the database and provides highlights from the 2007 update. This report and all related documents are available on CEGN's website at: <http://www.cegn.org/English/grantmaking/sectorprofile.html>.

The database is also available online in a searchable format at: <http://www.cegn.org/English/grantmaking/dbintro.html#search>. The searchable database is a valuable tool for both grantmakers and grant seekers, as both parties can learn of initiatives in their issue area or region.

CEGN is grateful to the Max Bell Foundation, the Ontario Trillium Foundation and one anonymous donor for supporting the current update of the database.

CEGN Environmental Grants Database: Accessing the Information

- Search by Grantmaker and Environmental Issue: <http://www.cegn.org/English/grantmaking/dbintro.html#search>
- Reports: <http://www.cegn.org/English/grantmaking/sectorprofile.html>
- Collaborate on environmental initiatives by looking at past grantmaker-grantee relationships (members only): http://www.cegn.org/English/members/dbsearch_member.cfm#profile
- Find grantees in a particular funding area (members only): http://www.cegn.org/English/members/dbsearch_member.cfm#recipients
- Find grantmakers in your geographical area: http://www.cegn.org/English/members/dbsearch_member.cfm#grantmakers

2007 Grants Database

- 93 grantmakers
- 2,009 grants
- \$110,565,704 granted
- Average grant size: \$50,371
- 1,066 recipients

The Scope of the Study

The 2007 CEGN database includes data from a total of 2,009 grants made by 93 grantmakers. The 2002 version of the database contained data from 2,726 grants by 90 grantmakers. The grantmakers in the database include organizations as varied as major corporate foundations, private family foundations, government granting programs, and community foundations. The study targeted data from grantmakers that are known contributors to environmental initiatives in Canada, particularly those from previous versions of the database and CEGN members. The 2002 and 2007 studies had 50 grantmakers in common, or nearly 55% of grantmakers. The 2007 database included 42 out of 58 CEGN members.

Determining the extent of environmental grantmaking in Canada is a tricky endeavour, as data on grantmaking in general in Canada is often incomplete or unavailable. There are a number of organizations that track granting broadly, including Imagine Canada, Philanthropic Foundations of Canada (PFC), and Community Foundations of Canada (CFC). These are their survey results from recent years:

- Imagine Canada found in a 2009 survey that 6%, or 468 of 7,853 grantmakers, were self-reporting as having a funding interest in the "Environment" in 2009.
- Philanthropic Foundations of

Canada (PFC), a membership organization for independent Canadian funders, found in a 2008 survey of their 96 members that 15% of grant dollars were allocated to the environmental sector.

- Community Foundations of Canada (CFC) found in a 2008 survey that environment accounted for 12% of grants made by community foundations, or \$19.8 million of \$165 million allocated.

According to these studies, the range of environmental grantmaking in Canada in the years 2008-2009 was between 6% to 15% for the organizations surveyed. This gives some context for the CEGN database report, which only tracked environmental grantmaking.

The total sum of environmental grant dollars included in this study was \$110,565,704. Individual grant amounts varied greatly, from \$51 to over \$6,756,681. The average grant size was \$50,371, while the median grant size was \$14,700.

In 2007, 1,066 different recipients received grants from the 93 grantmakers included in the study. Just over half, 55% of these recipients, were categorized as 'environmental' organizations, while the rest were categorized as 'non-environmental' organizations (e.g. schools, municipalities, religious organizations) undertaking environmental initiatives.

Grantmakers by Type

The breakdown of grantmakers by type is shown in Figure 1. The types of grantmakers in the study were classified as: Family Foundation (40.9%), Community Foundation (31.2%), Other (15.1%), Corporate Foundation (5.4%), Government Grant Program (4.3%) Corporate Grant Program/ Fund (2.2%), and Government Foundation (1.1%).

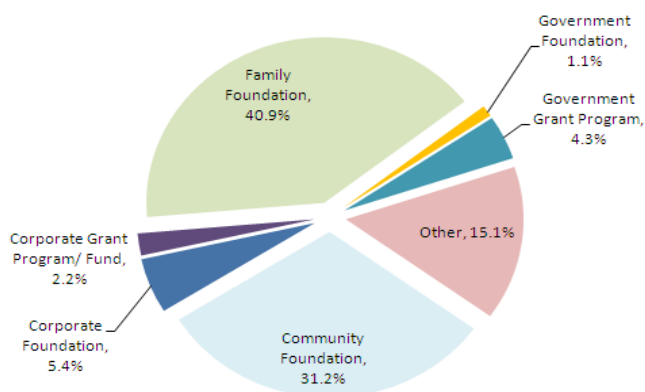
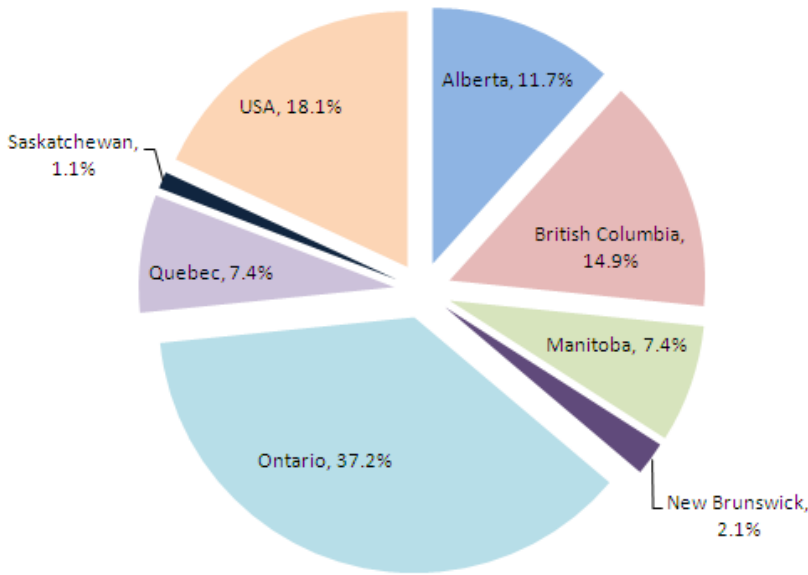


Figure 1: Grantmakers by Type

Grantmakers by Location



CEGN endeavoured to include major contributors to environmental initiatives in Canada in the CEGN grants database. The geographical distribution of the grantmakers included in the study is shown in Figure 2. As the chart shows, the majority of grantmakers in the study are located in Ontario, representing 37% of all grantmakers. Nearly one-fifth (18%) of grantmakers in the study are located in the USA, indicating a high level of support for environmental initiatives in Canada from American grantmakers.

*Location of Grantmaker's main offices; no grantmakers in the study from Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Nunavut, Yukon or the Northwest Territories

Figure 2: Location of Grantmakers

Grantmakers by Location and Grant Dollars (by recipient location)

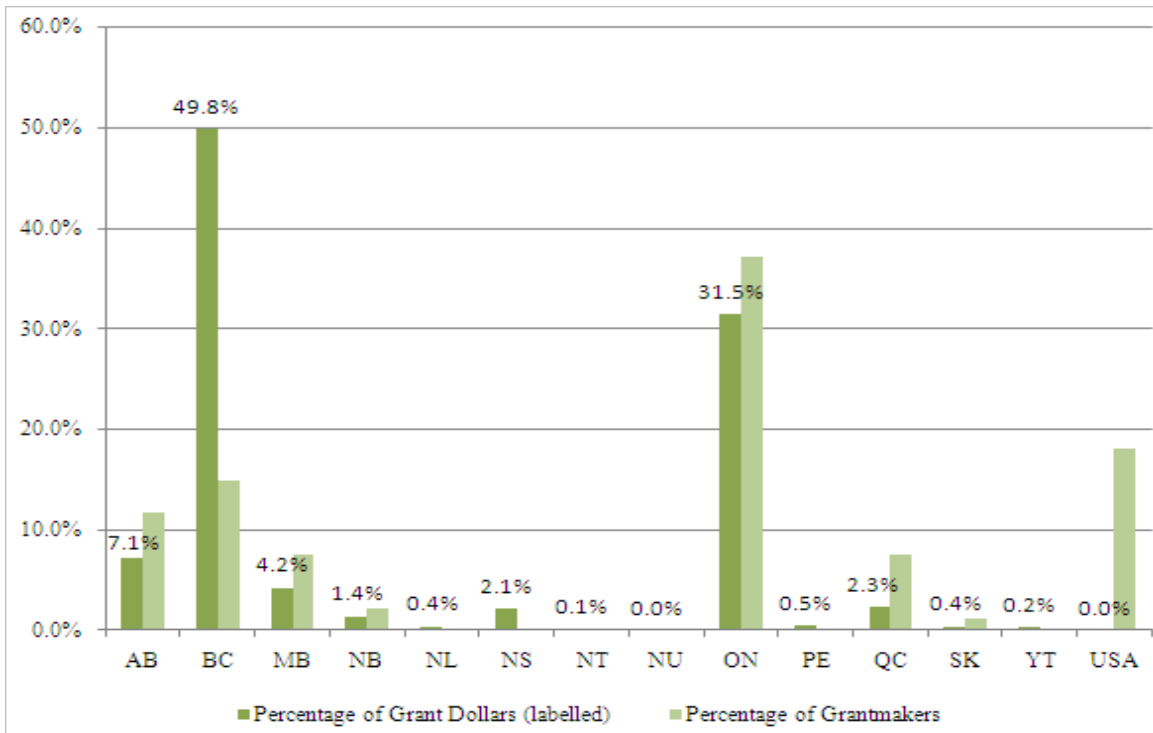


Figure 3: Grant Dollars by recipient location (office) and Grantmakers by location (office)

In Figure 3, the percentage of grant dollars by province is compared with provincial population figures. The comparison between these figures raises the question of whether grantmakers tend to fund initiatives within their home provinces. As many grantmakers have overt mandates to fund within their home province (particularly community foundations and lottery trusts), a match between grantmaker location and environmental activity location can be anticipated. The significance of this for provinces that house few grantmaking organizations is that they tend to receive a smaller proportion of funding. What does this mean for environmental concerns outside of the more populous provinces, particularly northern Canada, Atlantic Canada, and Saskatchewan?

Grants by Location

The database tracked grants both according to the location of the recipient and the actual location of the environmental work being undertaken.

Figure 4 shows the dollar amount of grants awarded by the location of granting activity. The location of environmental grants varied significantly provincially. Activities in British Columbia received over half of all grant dollars in Canada, Ontario received almost one third, while activities in Alberta and Manitoba received 6% and 4.5% of grant dollars, respectively. The remaining provinces received comparatively small amounts of grants for environmental activities; Quebec received only 2.3% of funding, Saskatchewan 0.3%, the northern region (Yukon, Nunavut, and the Northwest Territories) collectively received only 1.1% of funding, while the Atlantic region (Prince Edward Island, New Brunswick, Newfoundland and Labrador, and Nova Scotia) collectively received only 4.2% of funding for environmental activities.

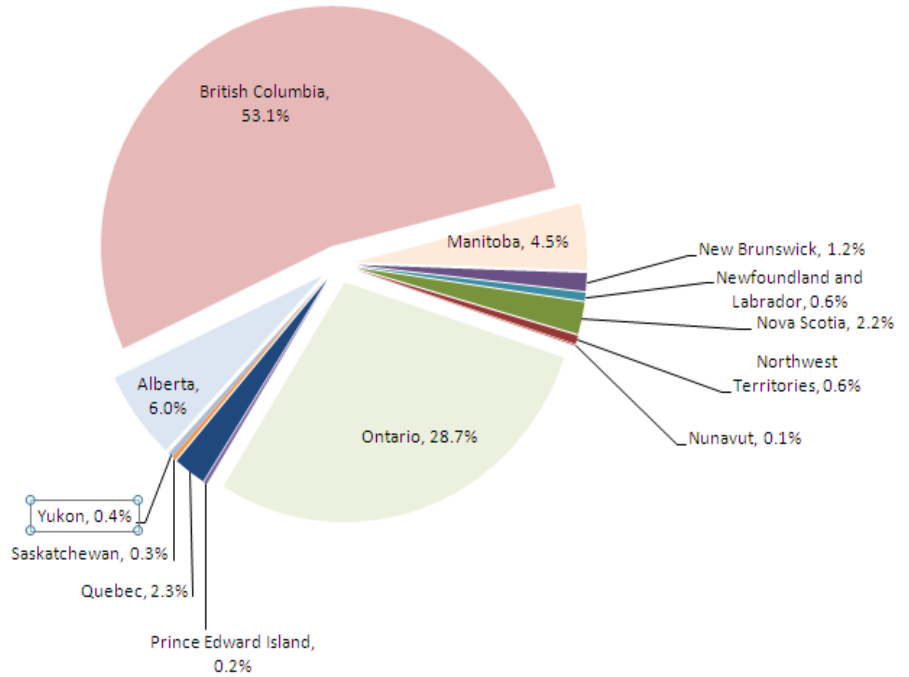


Figure 4: Grant Dollars by Activity Location

Grants by Location and Canadian Population

The distribution of grants by environmental activity location against Canadian population figures is shown in Figure 5. This comparison gives a sense of how population distribution compares with the geographical distribution of environmental initiatives.

Most provinces show a significant variation between population levels and their share of grants. While it is not necessarily assumed that the distribution of grants should match the population distribution, it does raise questions as to what factors do influence the location of environmental activities. For example, are there more environmental concerns in British Columbia, which receives almost half of all environmental grants dollars? And how are grants from US funders broken down geographically – do they tend to go to provinces with the most cross-border environmental issues? While these questions are beyond the scope of this study, they do point to possible further areas of research.

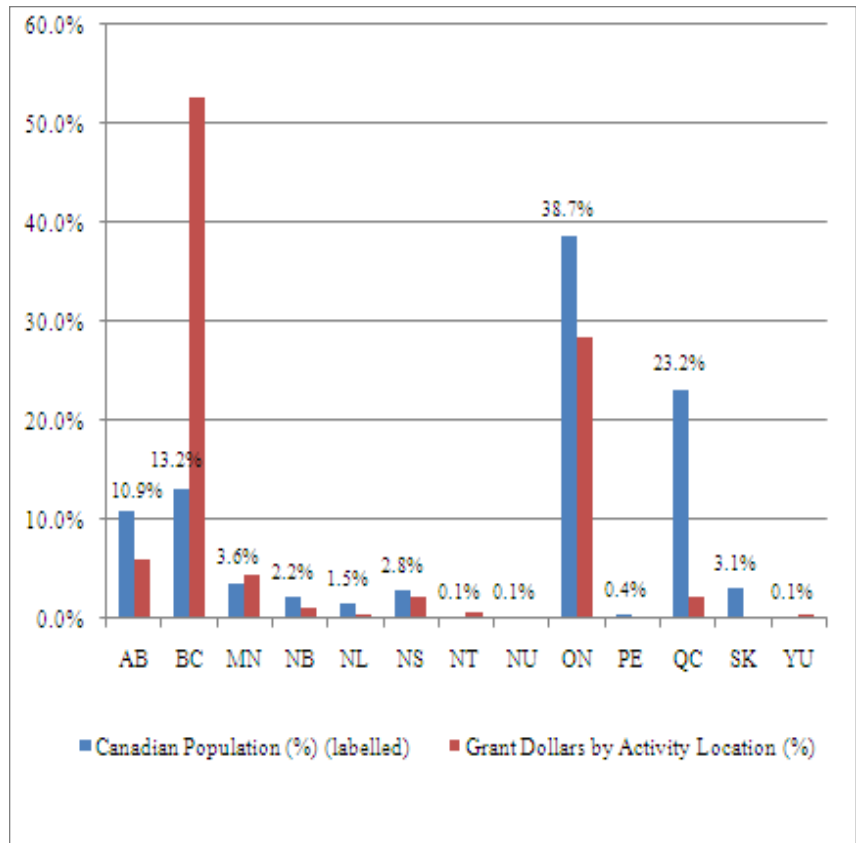


Figure 5: Canadian Population and Grant Dollars by Activity Location

Grants by Activity

Each grant in the database was categorized by a specific activity type. Unlike keywords and issues, each grant could only be categorized as one type of activity.

As shown in Figure 6, the highest percentage of funding went towards 'Unspecified Program Support' activities in 2007. With the exceptions of 'Unspecified Program Support', 'Litigation' and 'Awards/ Scholarships', the data showed a fairly even spread across all types of environmental activity. 'Unspecified Program Support' was defined as expansion or development of a specific program or project within an organization, either by means of increasing capacity (such as hiring new staff, expanding the volunteer base, staff training), or in an unspecified way. Funding that was not directed toward a specific program or project, but was intended for the operational costs in an organization, was defined as 'General/ Operational Support'.

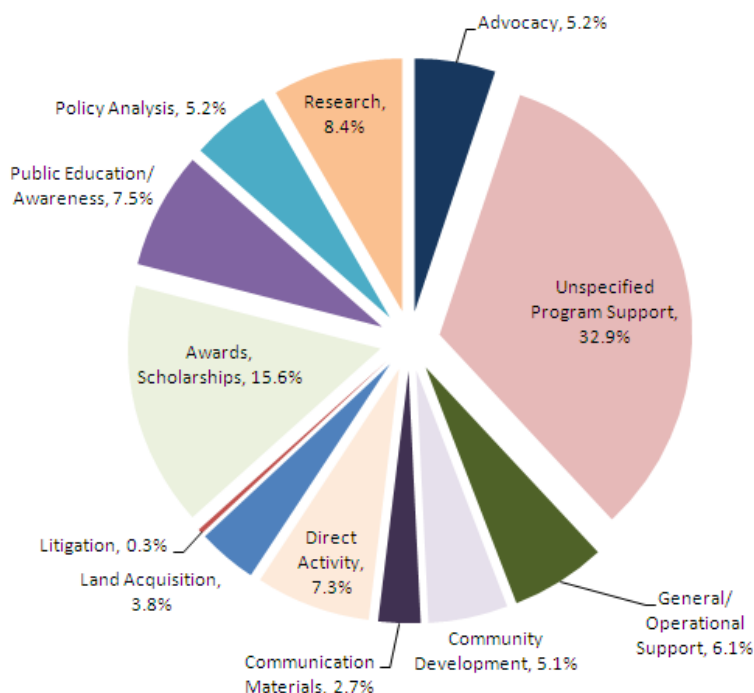


Figure 6: Grant Dollars by Activity

Specifying a grant's 'activity' required a significant degree of interpretation on the part of the researcher, particularly for activities such as 'Unspecified Program Support', 'Direct Activity', and 'Advocacy'. For this reason it was determined that comparing activities funded with 2002 data, which was interpreted by a different set of researchers, would not provide a reliable estimation of the change between the activities.

Grants by Issue

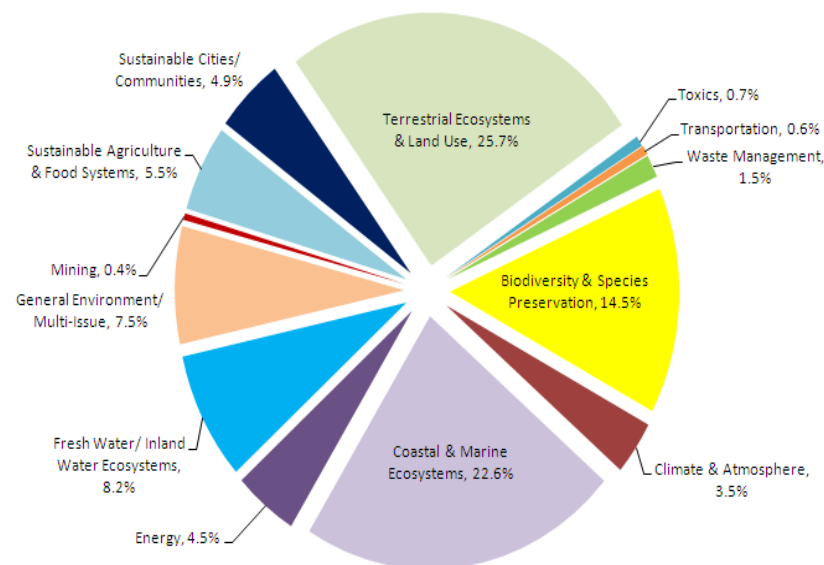


Figure 7: Grant Dollars by Issue

The grants were categorized into 13 broad environmental issues, in order to get a sense of the types of environmental initiatives receiving funding. The breakdown of funding by issue area is shown in Figure 7.

The three major issues receiving funding in 2007 were biodiversity & species preservation, coastal & marine ecosystems, and terrestrial ecosystems & land use. It is important to note that most environmental initiatives were categorized into more than one 'issue' in order to capture the multi-faceted nature of environmental projects. For example, a river clean-up project aimed at increasing levels of endangered fish populations would be categorized as both 'fresh water/ inland water ecosystems' and 'biodiversity & species prevention'. Likewise, a project that supported policy change for renewable energy would be categorized as both 'energy' and 'climate & atmosphere'.

Grants by Issue - Changes since 2002

Since the datasets in 2002 and 2007 contain different grantmakers, the data needed to be adjusted in order to generate accurate comparisons in the issue category. The adjusted data maintained grantmakers that were the same in 2002 and 2007, grantmakers that were new since 2002, and grantmakers that became non-operational after 2002. US grantmakers that made grants in Canada in 2002 but not 2007 (and vice-versa) were also maintained. Omitted grantmakers were those that existed in 2002 but were only included in the 2007 study, and vice-versa, as their inclusion in the comparison would not reflect a change in the grantmaking scene but rather changes in the availability of data.

As shown in the Figure 8, 'terrestrial ecosystems & land use' received the most funding in 2002 and 2007. Generally, issues relating to ecosystems and species tend to predominate in environmental funding, receiving 69% of funding in 2002 and 71% in 2007. 'Coastal & marine ecosystems' and 'sustainable agriculture & food systems' showed the most change, increasing in funding by nearly three quarters between 2002 and 2007.

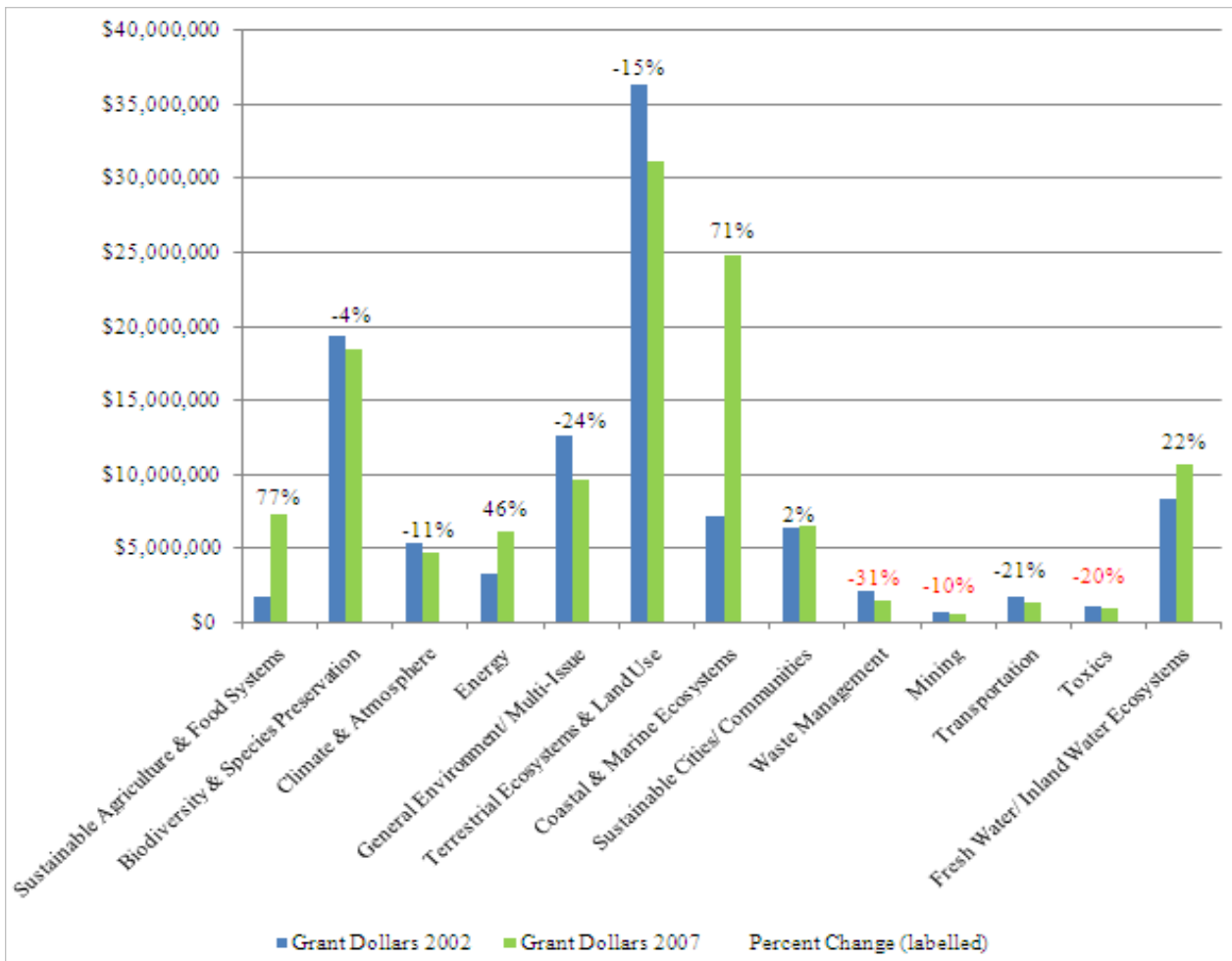


Figure 8: Grant Dollars by Issue 2002 & 2007

Grants by Keyword

Grants in the database were assigned keywords related to their environmental issue. Figure 8 shows the breakdown of keywords by the environmental issue of 'Energy' in 2007.

Keyword breakdown show where within each environmental issue funding is typically emphasized. The most energy funding, accounting for over 70% of funding, went toward 'alternative sources/ renewable energy' (26.4%), 'oil & gas' (25.4%), and 'conservation/ reduction' (18.8%). 'Energy efficiency' accounted for 10.8%, 'household' 10.6%, 'emissions' 2.2%, 'hydroelectric power' 0.2%, 'nuclear power' 1.2% and 'planning' 4.4%.

Keywords are useful for this study as they enable comparisons on specific initiatives between years and between regions. For instance, the difference in funding for 'alternative sources/ renewable energy' can be compared between 2002 and 2007 (using the dataset described in section 'g'), or it can be compared between Ontario and British Columbia. In 2002, 'Alternative sources/ renewable energy' accounted for 21.9% of energy funding, and 0.1% of total funding, and in 2007 accounted for 26.4% of energy funding, and 2.3% of total funding. 'Alternative sources/ renewable energy' accounted for 5.3% of funding in Ontario in 2007, and 1.1% of funding in Alberta in 2007.

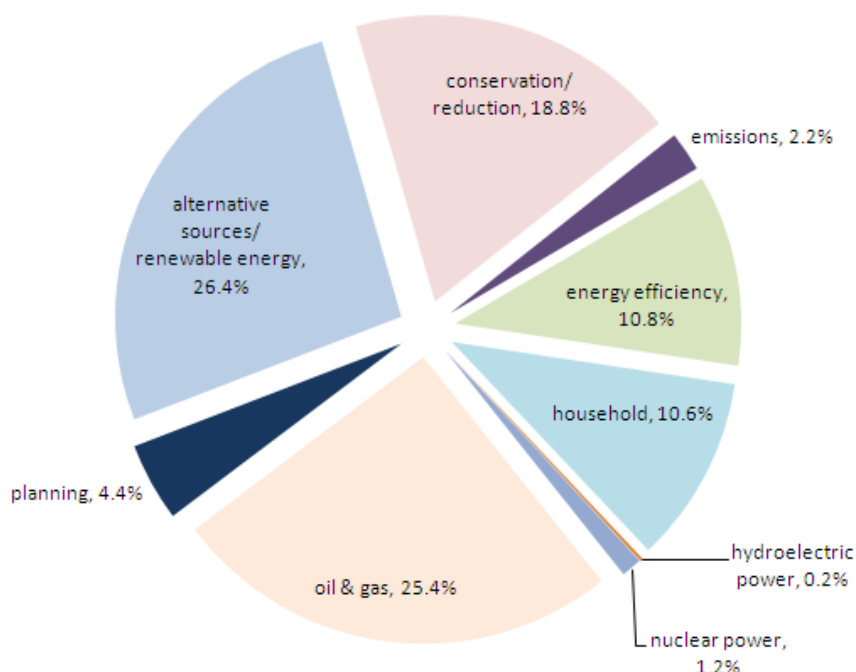


Figure 9: Grant Dollars by Issue Keyword: Energy

In order to capture the changes in the types of environmental issues being funded, a number of new keywords were added to the database. These new keywords reflect a number of factors, including changes in grantmaking focus, and the emergence of new terminology.

The new keywords were: 'climate change adaptation', 'local food', 'wildlife – microfauna/insects', 'nutrient management [manure]', 'energy planning', 'pests – insects/biological', 'bogs/swamps/marshes', 'green buildings/infrastructure – LEED', 'storage [water]', 'forest – FSC [Forest Stewardship Council]', 'environmental stewardship', 'hazardous waste', 'networking/collaboration', 'health/ exposure [toxics]', 'waste diversion – compost [organics]', 'children & youth – camps', 'agro-tourism', 'history', 'distribution [food]', 'media'.



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Summary

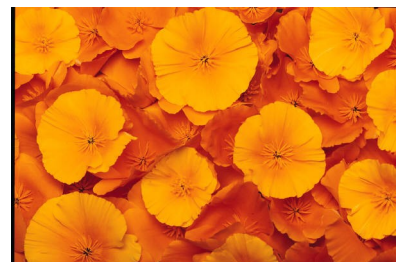
The CEGN database contains a wealth of information about environmental grantmaking in Canada, and can be used to generate data for further analysis on grantmaking activities in a particular area of interest. CEGN will continue to undertake updates of the database on a regular basis in order to track environmental grantmaking for particular years and to identify changes over time.

For CEGN members, the database also has significant interactive potential. There, the database can be used to answer question such as:

- Who has funded “wind” energy in Ontario?
- What recipients have received grants for environmental research in British Columbia?
- What else has a specific recipient received funding for?
- What other grantmakers supported ‘climate & atmosphere’ initiatives in 2007?

Authors

The database was originally designed by CEGN's former Executive Director, Kathryn Townshend, in 2001. Research and analysis for the 2007 update of the database was done in 2009 by Terris Lutter, who holds a Master's degree from the University of Toronto's Centre for Environment. CEGN is grateful to Kathryn Townshend and Ruth Richardson for their advice and guidance during the current updating of the database.



For further information or to forward comments about the database, please contact Pegj Dover, Executive Director of CEGN, by email: pegj_dover@cegn.org or by phone: 416-961-1273.