

# A Profile of Environmental Grantmaking in Canada, 2011-2012



November 2014

# Acknowledgements

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We are also grateful to the Program Committee of CEGN's Board of Directors which provided valuable input on the development of the database and the final report. Our current Program Committee is chaired by Dave Secord, Tides Canada. The other Committee members are: Nadien Godkewitsch, Toronto Foundation; Daniella Mailing, The Catherine Donnelly Foundation; Andrew Stegemann, Mountain Equipment Co-op; Beth Hunter, The J.W. McConnell Family Foundation; Lara Ellis, Ivey Foundation; Pat Letizia, Alberta Ecotrust Foundation; and Andre Vallillee, Metcalf Foundation

Sandy Hoang, Project Coordinator at CEGN, was charged with the collection and coding of the grants data and is the lead author of the report. CEGN is grateful for her excellent work in this regard.

Finally, we thank the funders which worked with us to provide the grants data for this report.



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# Foreword

The Canadian Environmental Grantmakers' Network (CEGN) is a membership group of more than 60 funders from Canada and the United States. Our mission is to strengthen the impact of philanthropy in support of an environmentally sound and sustainable future for Canadians. We do this by facilitating collaboration and by generating and sharing knowledge. We also give public voice to the shared aspirations of our members and provide skill-building opportunities designed to help ensure that our members keep pace with a rapidly changing world. And we work with key partners and not-for-profit organizations that provide an essential function to Canadian communities through public engagement and policy development and implementation.

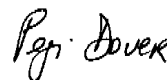
Since its formal establishment in 2001, CEGN has played a lead role in collecting and analyzing the patterns of environmental grantmaking in Canada. Grants data was collected from our members and other environmental funders and reports were issued in 2002 and 2007. These reports provided a useful perspective for funders as to the focus and amount of environmental funding in Canada. This new report represents a significant departure from the earlier versions in that we now have an online platform which allows funders, not-for-profit organizations, and the broader public to perform customized searches across a number of parameters, including type of environmental issue, type of granting strategy, and grant location. The coding categories remain consistent with earlier versions of the database and are also the same as those used by our sister affinity groups in the U.S. and the U.K.

As noted in the report, the database does not include the full spectrum of environmental grantmaking in Canada. CEGN intends to increase the reach of the database going forward, pulling in grants information from funders which are currently not represented in the database.

The use of data to help inform strategic decision-making is burgeoning in many sectors. With the support of our members and other environmental funders, CEGN will strive to be a leader in the collection, analysis, and smart application of data in the field of environmental grantmaking. Our aim will be to strengthen the impact of philanthropy in support of an environmentally sound and sustainable future for Canadians.



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# Executive Summary

This report by the Canadian Environmental Grantmakers' Network (CEGN) provides an analysis of grants awarded for Canadian environmental initiatives in 2011 and 2012. CEGN's database has captured over \$210 million in grant dollars given in these years by 87 funders (59 of which are CEGN members). An in-depth analysis of the data to identify funding amounts, issue priorities, geographic distributions, and grantmaking strategies was conducted to build a better understanding of environmental grantmaking activities in Canada. This report builds on earlier work by CEGN to assess 2007 and 2002 environmental grants data.

The key findings highlighted in this report are as follows:

## Issues Receiving Grants

- *Terrestrial Ecosystems and Land Use* was the most funded issue, totaling \$17,320,037 in 2011 and \$24,764,964 in 2012.
- The Land Issue Group, representing *Biodiversity and Species Preservation* and *Terrestrial Ecosystems and Land Use* issues, received the highest proportion of funding (39%) in 2012.
- *Sustainable Communities/Cities* is the most prevalent secondary issue.
- The top five most funded issues represented 77% of total funding in 2012. These issues are: *Terrestrial Ecosystems and Land Use*, *Biodiversity and Species Preservation*, *Fresh Water/Inland Water Ecosystems*, *Coastal and Marine Ecosystems*, and *Sustainability Cities/Communities*.
- No grants were issued to support the *Trade and Finance* issue.
- There is an uneven distribution of funding dollars across different environmental issues.

## Strategies Funded by Grantmakers

- The top five strategies in 2011 and 2012 are: i) Direct activity; ii) Education/youth organizing; iii) Advocacy; iv) Public education/awareness; and v) Research.
- Advocacy was the number one strategy used in environmental initiatives that received the most funding dollars.
- Funders had minimal interest in strategies dealing with Market transformation and Litigation. The same was the case for the strategy labeled Other which included support for awards, fundraising, and conferences.

### Funding by Grant Size

- The majority of grants (approximately 45%) were given in amounts of \$5,000 or less.
- As the dollar value of environmental grants increased, the number of grants given decreased.

### Geographical Distribution of Grants

- British Columbia (BC) was the province in which the greatest amount of environmental funding occurred.
- Following BC (45.2%), Ontario (22%), Quebec (8.5%), Alberta (4.9%) and Manitoba (2.3%) received the next largest amounts of grant support.
- There was a distinct lack of funding in Atlantic Canada (totaling 3%) compared to the rest of Canada.
- The three territories and Saskatchewan each received less than 0.5% of the total grant support.

In addition to these findings, this report references some changes and trends we have noticed since earlier versions of this report.

We anticipate that the key findings in this grants research will be a catalyst for discussion, and a tool to help inform future environmental grantmaking. Work initiated by the other environmental funder networks has also been available to provide an overview of the environmental funding landscape in some other countries. In the U.S., the Environmental Grantmakers Association (EGA) has been tracking their members' environmental funding activities since 2007. Similarly in the UK, the Environmental Funders Network (EFN) has been monitoring grants made by foundations and lottery sources as well as seeking funders' perspectives on the challenges with enhancing environmental philanthropy. Since the EGA and EFN have examined the latest philanthropic trends for the same time period as CEGN (2011 and/or 2012), grants data can be assessed together to identify funding priorities, gaps, and trends in the environmental field. The Australian Environmental Grantmakers' Network (AEGN) is also working on the collection of grants data in Australia. We expect that the combined efforts of the EGA, EFN, AEGN, and CEGN will assist funders with strengthening their grantmaking impact in the environmental field.

Overall, we hope this report will provide insights for funders, grantees and the broader community to help them situate their own work to better support environmental initiatives across Canada. CEGN will continue to update the database with current grantmaking activities as we strive to fulfill our mission: *to work together to strengthen the impact of philanthropic support for an environmentally sound and sustainable future for Canadians.*

# Introduction

Generating and sharing knowledge has been a top priority for CEGN since its formal establishment in 2001. It is one of five strategic goals that continue to define our work. One way that we achieve this goal is through our national environmental grants database. The purpose of the database is to provide a picture of environmental funding in Canada, in order to improve analysis, stimulate debate, and share information concerning a broad spectrum of environmental issues. Since we began collecting data in 2001, we have been able to build a clearer profile of where and why environmental grants are given in Canada, as well as a better understanding of the spectrum of organizations supporting this work.

This detailed information helps funders to become knowledgeable about the trends in grantmaking, action strategies, funding distribution, and gaps in funding. For CEGN members, the environmental grants database is a useful tool to enhance the development of informed grantmaking strategies. It gives funders a broader perspective on complex and often interconnected issues, and encourages collaboration toward shared goals.

To facilitate the sharing of information, and to build better understanding of funding in the environmental sector, the grants database is publicly accessible to the broader environmental community. Earlier versions of CEGN's grants database were limited to the presentation of aggregated results for members and the public. CEGN has now transitioned to using a new online database that provides a platform for showing information about environmental grantmaking. On CEGN's website (<http://grants.cegn.org/>), the public can now access an interactive search tool developed by Ajah, a Montreal-based software company that builds easy-to-use, innovative tools for the Canadian non-profit sector. The public can view aggregate data, such as the total dollars given to support specific issues and the total percentages of dollars distributed to each of the provinces/territories across Canada, as well as information as to the funders which are supporting particular issues and strategies. CEGN members have access to more detailed information on the grantmaking activities of other funders and particular issues of interest through the Members' section of CEGN's website. This interactive and searchable format can quickly provide funders with useful information to help inform their own grantmaking decisions.

This is the third summary report CEGN has produced from the grants database, with earlier summaries based on 2007 and 2002 grants data. Summary reports similar to this version will be published as CEGN continues to update and provide grants information for both its members and the broader environmental community.

Our sister organizations, the EGA in the U.S. and the EFN in the UK, have developed similar databases. The CEGN report references some of the most recent summary reports prepared by these organizations to provide comparison to CEGN's findings<sup>1</sup>. It is important to note, however, that the U.S. and UK grants databases both include international grants, whereas the CEGN grants data is restricted to those grants directed to domestic environmental initiatives.

CEGN has worked with these organizations to ensure the same methodology is adopted to categorize and code grants. Any changes to the coding system, such as the exclusion of an issue or the addition of new definitions were discussed with these environmental funder networks. The consistency in the coding system will allow accurate comparisons to be made between the countries and help identify grantmaking trends over time. There continues to be excellent collaboration among these funder affinity groups, and together our databases provide an increasingly comprehensive picture of national and international environmental grantmaking.



# Scope of the Data and Methodology

The CEGN database reflects grants made by funders across two fiscal years: 2011 and 2012<sup>2</sup>. The database encompasses 6,803 grants with total funding of \$210,594,613<sup>3</sup>. This report captures complete environmental grants information from 87 public and private funders, of which 59 are members of CEGN (See Appendix F). The funders are diverse: 45 private foundations, 24 public foundations, 7 corporate foundations, 8 government funders, and 3 other types of funders. However, we want to emphasize that the database does not capture the full range of environmental grantmaking. Not all environmental funders across Canada have participated in this research, and we were unable to obtain relevant data from all grantmaking sources. As a result, the report is not based on a comprehensive overview. It does, however, provide a broad and informative picture of environmental funding in Canada during this period.

There are a number of organizations that track grantmaking broadly, and their recent research shows the place of environmental funding within overall charitable giving. Imagine Canada reported in 2009 that 6% of the grantmakers they surveyed indicated a funding interest in the environment. Philanthropic Foundations of Canada found that 11% of their members' grant dollars made in 2012, totaling \$33 million, went to the environmental sector<sup>4</sup>. In 2012, Community Foundations of Canada revealed that environmental funding accounted for only 4% of granting made by community foundations<sup>5</sup>. These figures provide useful context for the 2011 and 2012 environmental grants data.

## Methodology

The accurate coding of the environmental grants data is a very critical factor in the utility of the database. Grants were coded by location and grant size (in CAD\$), as well as by 15 broad environmental issues and 12 granting strategies in order to identify grantmaking trends. Complete definitions of these terms are provided in Appendix E. Additional tables of information related to summary graphs are also included in the appendices.

In collecting the data from funders, CEGN requested a project title, project description and a dollar amount for each grant. The province/territory where

the project was undertaken was also recorded in order to identify which geographical area the grant was benefiting. Keywords that were first developed from our 2007 research and assigned to the issue areas were used to guide the coding. If there was doubt as to the appropriate coding, the websites of the grant recipients and funders were reviewed to gather more information. If no website existed, the funders were directly contacted by phone and/or e-mail for discussion as to the appropriate coding. In some cases grant information was also collected directly from the Canada Revenue Agency and Imagine Canada's funds database (Grant Connect).

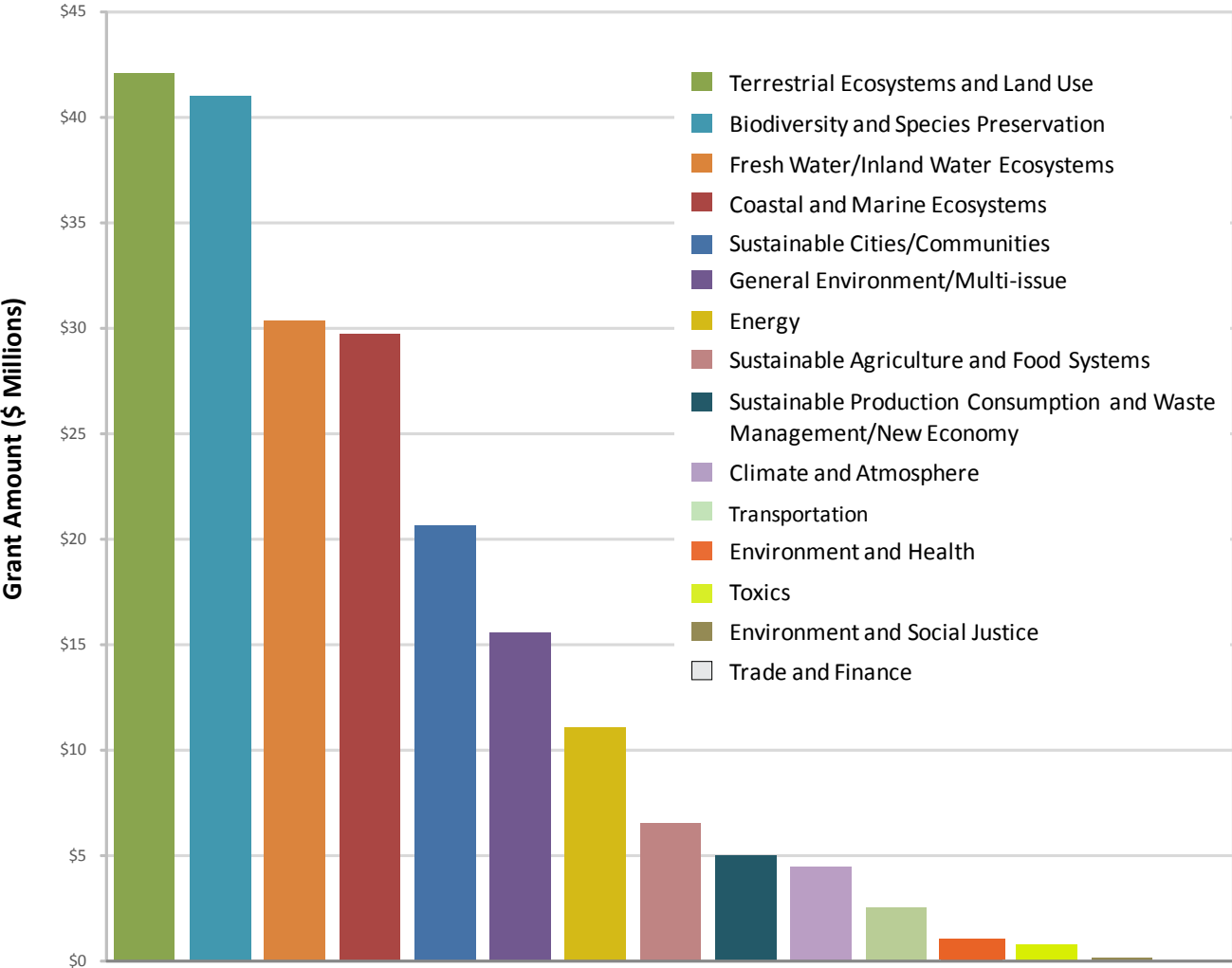
It is important to note that the database from our last update in 2007 represents a somewhat different population of grantmakers than the current database information. Thus not all the 2011 and 2012 data from this update could be compared to identify grantmaking trends over time. Where applicable, the data was compared with the 2007 data and most recent UK and U.S. findings.

# Issues Receiving Grants

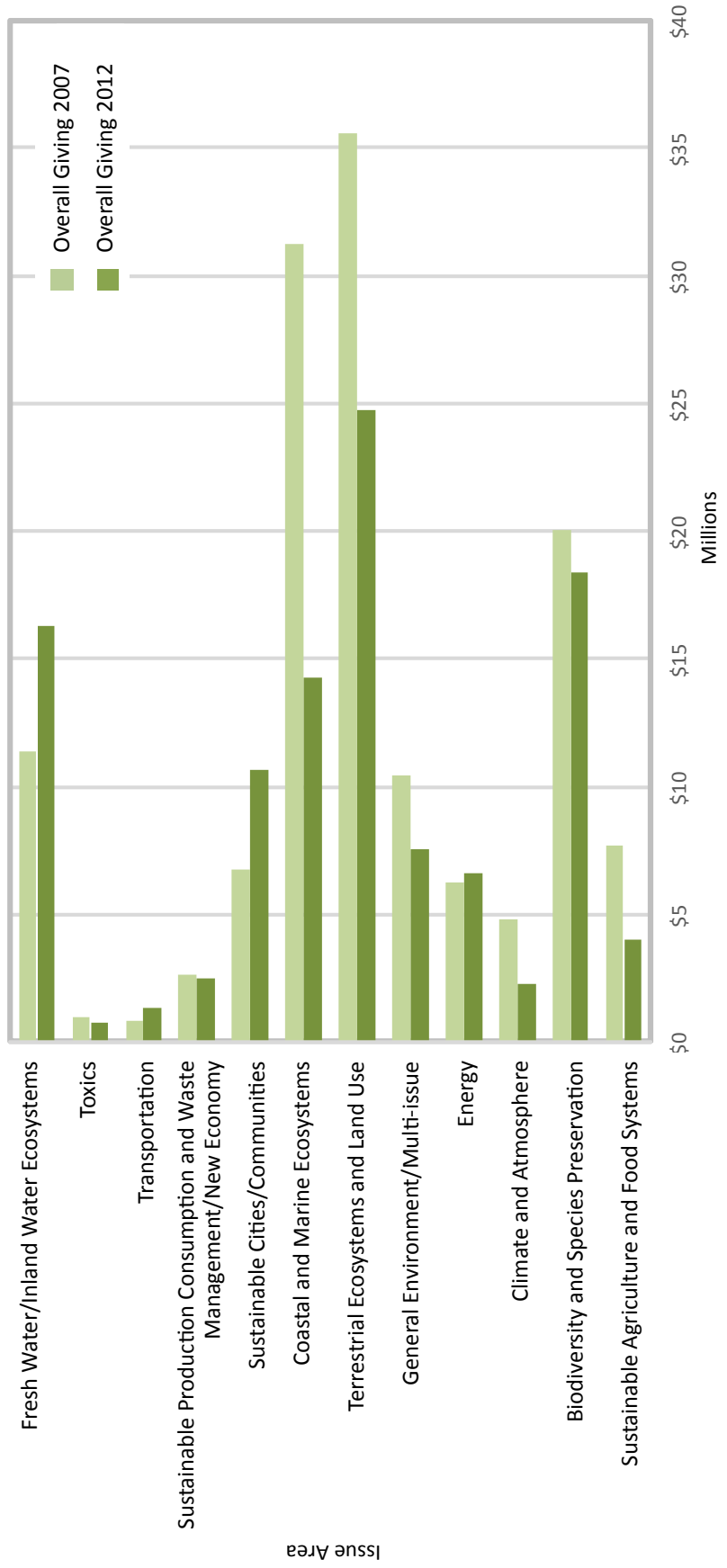
## Funding by Issue

As shown on Figure 1, *Terrestrial Ecosystems and Land Use* was the top major issue for funders in 2011 and 2012. This follows the pattern from 2007 as shown on Figure 2 (page 8), which indicates that *Terrestrial Ecosystems and Land Use* received the most funding in that year. Although this issue continues to receive the largest share of funder grants by dollar value, there has been a 3.2% decline in funding of this issue since 2007 (see Figure 3, page 9). Similarly, there has been a decline in funder support in the UK for environmental initiatives that address the *Terrestrial Ecosystems and Land Use* issue since the 2007/08 fiscal year.

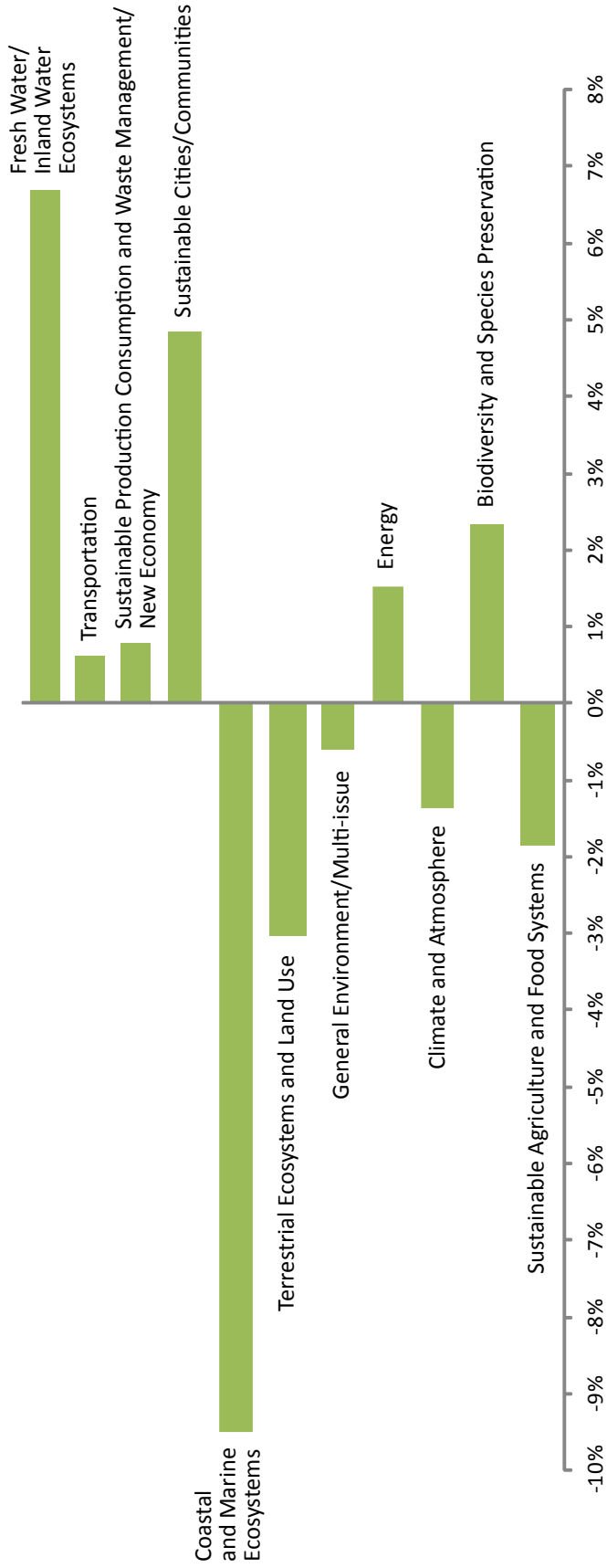
**Figure 1. Primary Issues Funded by All Funders, 2011 - 2012**



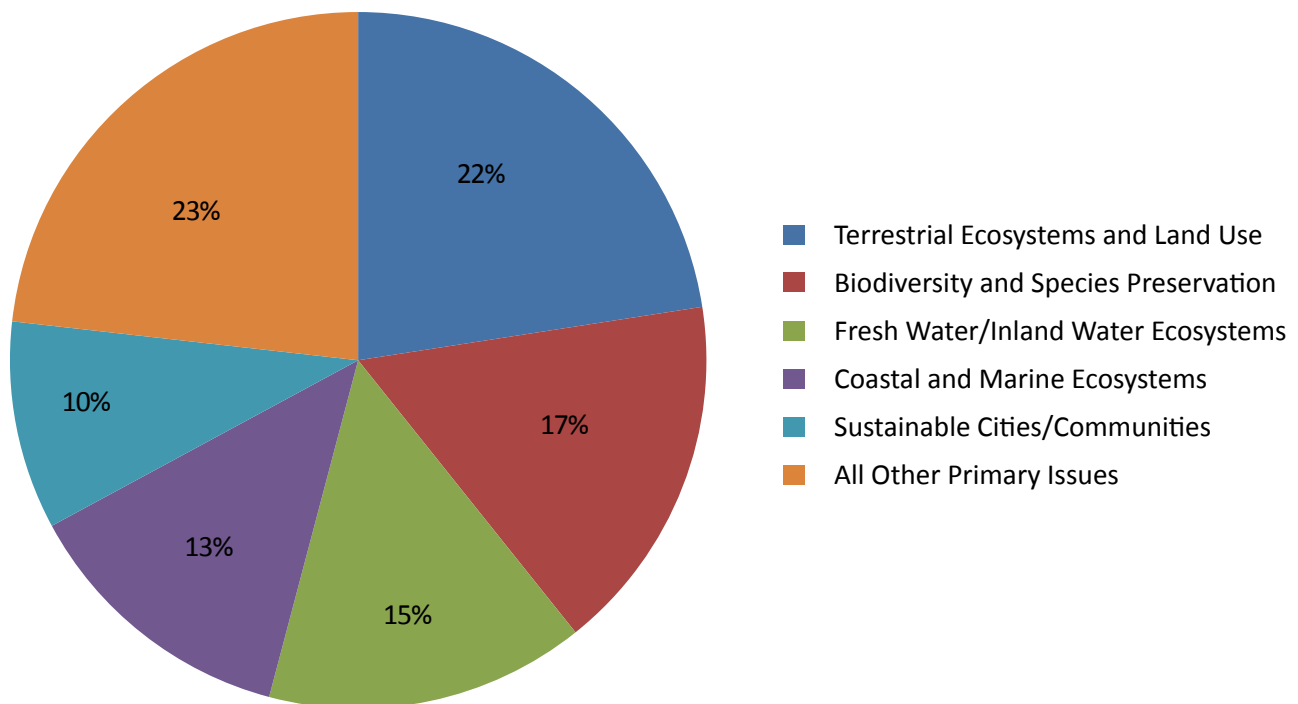
**Figure 2. Distribution of Environmental Grants in Canada and Percentage Changes from 2007 to 2012**



**Figure 3. Percentage Changes to Funding Proportions from 2007 to 2012**



**Figure 4. Top 5 Issues Funded by All Funders, 2012**



The majority of funding, accounting for over 70% of total grant dollars, went towards five issues (Figure 4):

- Terrestrial Ecosystems and Land Use
- Biodiversity and Species Preservation
- Fresh Water/Inland Ecosystems
- Coastal and Marine Ecosystems
- Sustainable Cities and Communities

It is important to note that initiatives that aimed to address *Trade & Finance*, *Environment and Social Justice*, *Environment and Health*, *Toxics*, and/or *Transportation* issues received a significantly lower amount of primary funding compared to the top five issues (Figure 1, page 7).

The U.S. data analysis from 2011 found that the top three issues supported by U.S. environmental grantmakers were: *Energy* (18%), *Biodiversity and Species Preservation* (14%), and *Terrestrial Ecosystems and Land Use* (12%). By comparison, the Canadian data for the same year shows *Energy* at a much lower level of 4%, *Biodiversity and Species Preservation* slightly higher at 22% and *Terrestrial Ecosystems and Land Use* at a slightly higher level of 17%. The distribution of 2011 and 2012 grants according to issue areas is shown in Appendix A (Distribution of Grants by Issue, 2011 and 2012).

Funding support for a number of issues has changed since 2007, as shown in Figure 3 (page 9). For instance, *Biodiversity and Species Preservation* increased by 2.3% and *Sustainable Cities/Communities* increased by 4.9%. *Fresh Water/Inland Ecosystems* was the third funding priority in 2012, having increased by 6.7% from 2007. In contrast, *Coastal and Marine Ecosystems*, showed the largest decline at 9.5% from 2007 to 2012, but remained as one of the top five funded issues.

For the UK, *Biodiversity and Species Preservation* received the largest share of funding (23% in 2009 to 2010) followed closely by *Agriculture and Food* (21%). The EFN notes that while the percentage is still small given the critical nature of the issue, the proportion of UK funding going to *Climate and Atmosphere* increased almost five-fold since 2007, to 11% in 2009/10. No such increase is noted in the Canadian data, where *Climate and Atmosphere* actually showed a 1.4% decline since 2007. Even when the Climate and Atmosphere issue is combined with a relevant issue, Energy, the percentage increase is still small at 0.1%.

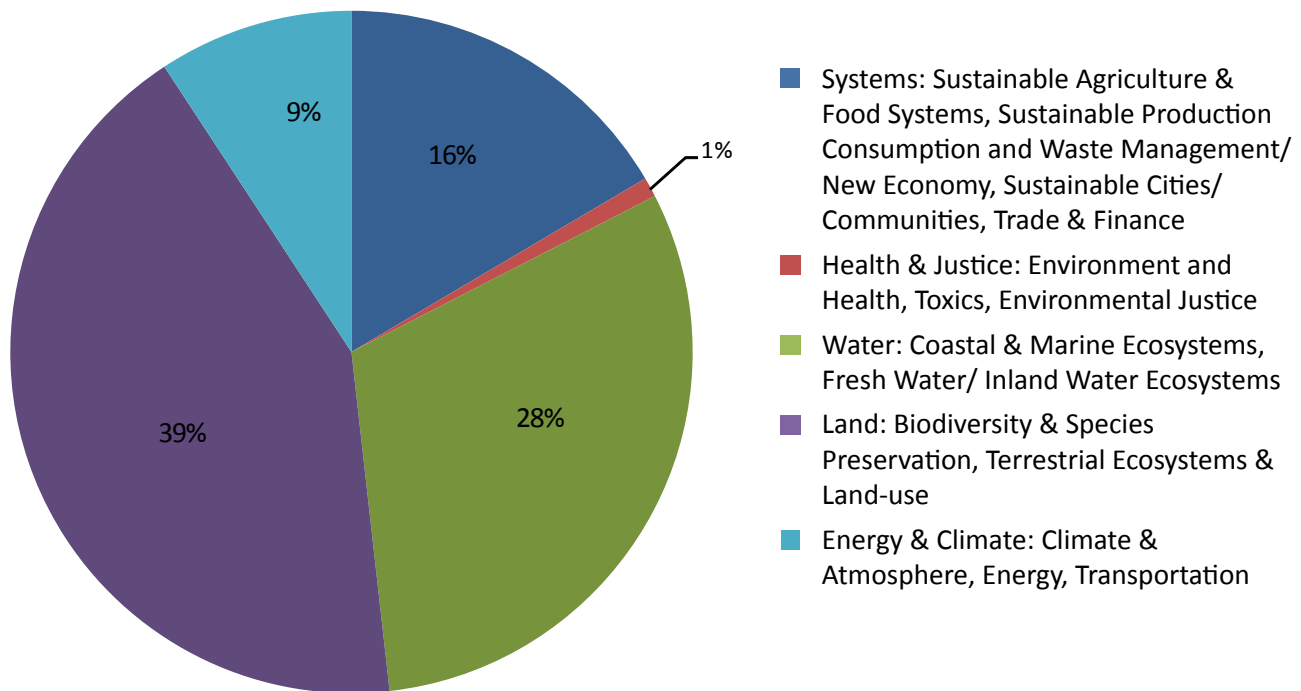
## Funding by Issue Groups

The 15 primary issues are also presented in five broad Issue Groups, a practice we have adopted from the recent report by the Environmental Grantmakers' Association.

**Table 1. Primary Issue Groups in Environmental Grantmaking**

Issue Group	Primary Issues
Energy and Climate	Climate & Atmosphere, Energy, Transportation
Land	Biodiversity & Species Preservation, Terrestrial Ecosystems & Land-use
Water	Coastal & Marine Ecosystems, Fresh Water/ Inland Water Ecosystems
Health and Justice	Environment and Health, Toxics, Environmental Justice
Systems	Sustainable Agriculture & Food Systems, Sustainable Production Consumption and Waste Management/New Economy, Sustainable Cities/Communities, Trade & Finance

**Figure 5. Environmental Grantmaking in Canada by Issue Groups, 2012**



When the primary issues are clustered into five Issue Groups as shown in Figure 5, *Land* takes the priority spot at 39% of funding for Canada. The top two funded issue for 2012, *Terrestrial Ecosystems and Land Use* and *Biodiversity and Species Preservation* comprise the *Land* Issue Group.

The *Water* Issue Group takes the second spot at 28%. This grouping includes the third and fourth priority issues for 2012: *Fresh Water/Inland Water Ecosystems* and *Coastal and Marine Ecosystems*. The Issue Group titled *Systems* which includes issues such as *Sustainable Cities/Communities* ranked third place with 16% of funding.

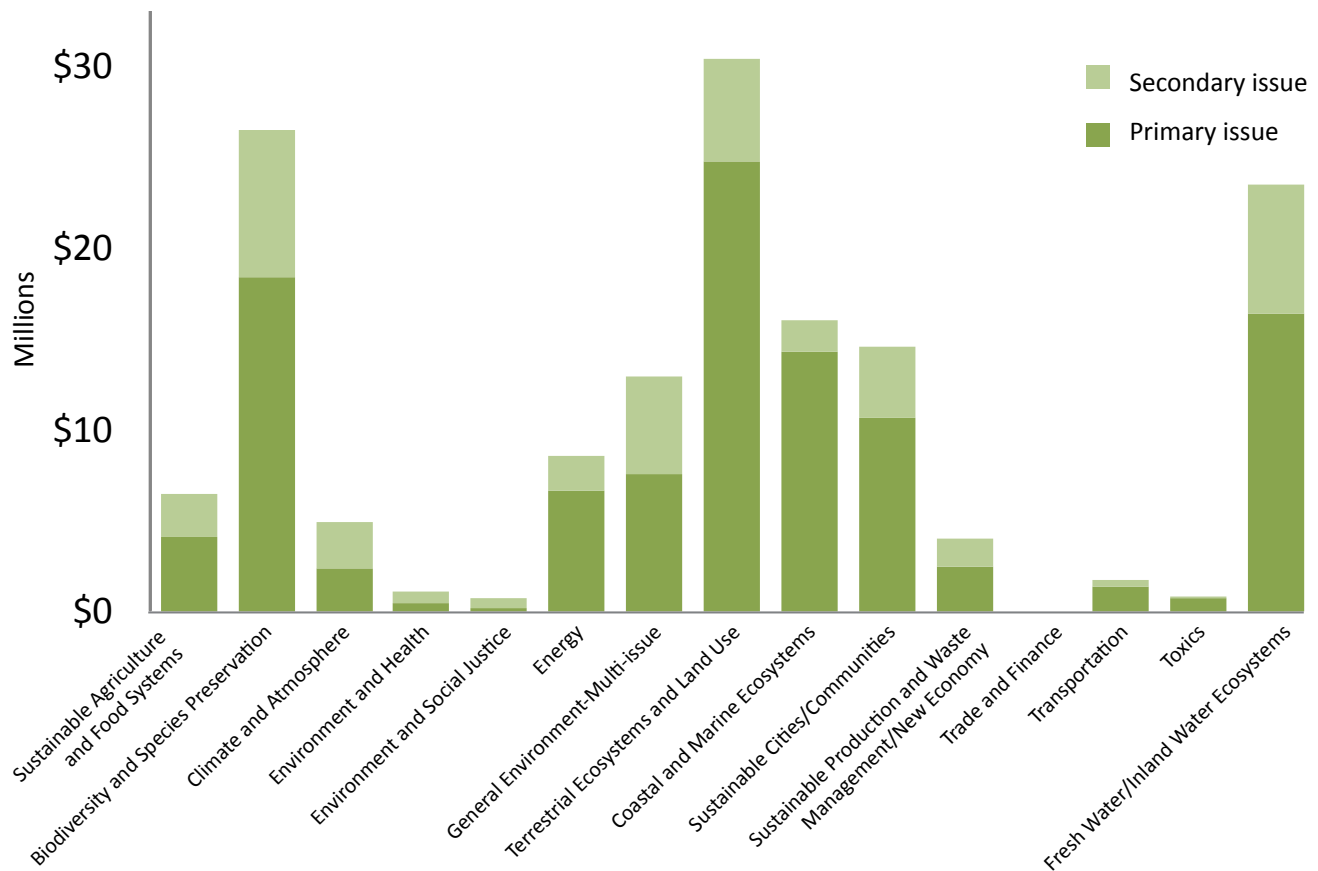
As noted above, issues in the *Land* and *Water* Issue Groups were the most funded in Canada in 2012. We saw a similar pattern in the U.S, where funding for Land-related issues was also a priority as this issue group captured the majority of the funding dollars. However, in the U.S., environmental initiatives addressing issues in the Energy & Climate group were more funded than issues in the Water group.



**Table 2. Environmental Grantmaking in Canada by Issue Groups, 2012**

		All Funders		
Group	Primary Issue	Overall Funding in 2012	Secondary Issue Addressed	Proportion of Overall Giving in 2012
Energy & Climate	Climate and Atmosphere	\$2,285,572	\$2,624,184	2%
	Energy	\$6,579,137	\$1,906,244	6%
	Transportation	\$1,325,753	\$378,350	1%
	<b>Total</b>	<b>\$10,190,462</b>	<b>\$4,908,778</b>	<b>9%</b>
Land	Biodiversity and Species Preservation	\$18,377,503	\$8,111,986	17%
	Terrestrial Ecosystems and Land Use	\$24,764,964	\$5,600,342	23%
	<b>Total</b>	<b>\$43,142,467</b>	<b>\$13,712,328</b>	<b>39%</b>
Water	Coastal and Marine Ecosystems	\$14,279,639	\$1,695,576	13%
	Fresh Water/Inland Water Ecosystems	\$16,315,441	\$7,179,937	15%
	<b>Total</b>	<b>\$30,595,080</b>	<b>\$8,875,513</b>	<b>28%</b>
Health & Justice	Environment and health	\$431,742	\$662,092	0%
	Toxics	\$732,565	\$49,500	1%
	Environment and social justice	\$106,616	\$569,275	0%
	<b>Total</b>	<b>\$1,270,923</b>	<b>\$1,280,867</b>	<b>1%</b>
Systems	Sustainable Agriculture and Food Systems	\$4,040,930	\$2,392,397	4%
	Trade and Finance	\$0	\$0	0%
	Sustainable Production Consumption and Waste Management/New Economy	\$2,453,563	\$1,499,333	2%
	Sustainable Cities/Communities	\$10,619,781	\$3,881,867	10%
	<b>Total</b>	<b>\$17,114,274</b>	<b>\$7,773,597</b>	<b>16%</b>
	General Environment/Multi-issue	\$7,548,378	\$5,313,367	7%
<b>Grand Total</b>		<b>\$109,861,584</b>	<b>\$41,864,450</b>	<b>100%</b>

**Figure 6. Environmental Grantmaking in Canada by Primary and Secondary Issue, 2012**



### Funding by Primary and Secondary Issue

Because of the interrelated nature of the issues, many environmental grant initiatives are multi-focused. These are coded in the database after a thorough review of the purpose of the environmental project that the grant is supporting in order to identify the primary focus. If a secondary issue was also clearly identified, that was coded as well. This makes it possible to capture the prevalence of grants which have both a primary and secondary focus<sup>6</sup>.

Figure 6 shows the environmental issues that are connected by their combined primary and secondary coding. It is evident that environmental funds were given to support both issue types in varying amounts. It is important to note that *Environment and Social Justice*-related issues occurred much more frequently as a secondary focus than as a primary one. In contrast, *Coastal and Marine Ecosystems*, *Transportation*, and *Toxics* issues were less prominent, but are still important issues being addressed with environmental funding. Please refer to Appendix B for a more detailed breakdown of the funding dollars.

**Figure 7. Most Prevalent Combination of Issues Funded, by Grant Totals (2011 to 2012)**

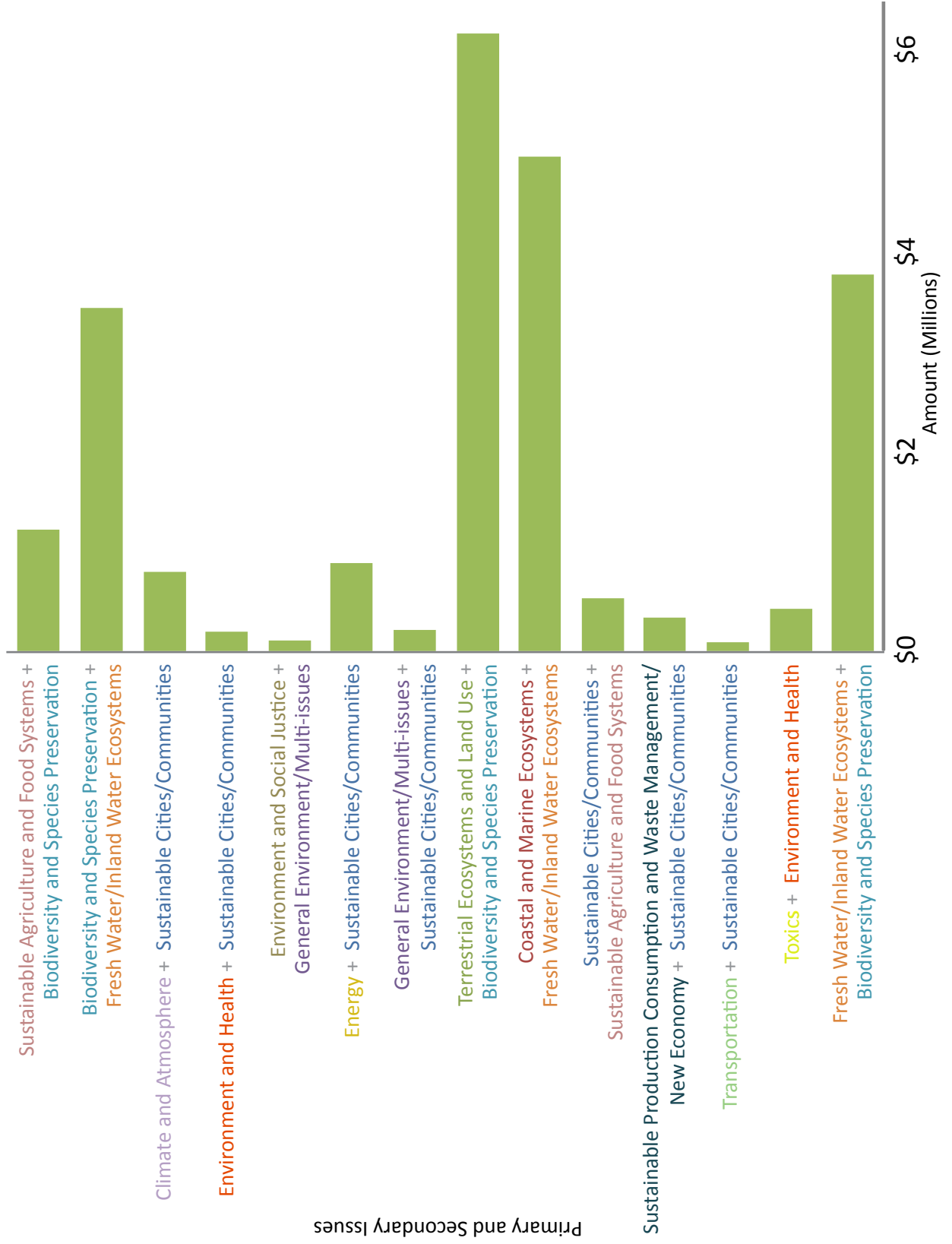


Figure 7 (page 15) identifies the most prevalent combinations of issues, which is a good indication of issues that are related. For example, we can see that when the primary issue is *Terrestrial Ecosystems and Land Use* in a funded initiative, the secondary issue that is overwhelmingly addressed is *Biodiversity and Species Preservation*. *Biodiversity and Species Preservation*, and *Fresh Water/Inland Water Systems* are also clearly connected issues, regardless of which is the primary focus.

*Sustainable Cities/Communities* is the most prevalent secondary issue relating to most primary issues. The issue is most frequently related as a secondary issue to *Climate and Atmosphere, Energy, Sustainable Production/Consumption and Waste Management/New Economy, Transportation, and Environment and Health*. These are all significant urban issues, and are all closely interconnected to communities and cities across Canada. The high prevalence of *Sustainable Cities/Communities* being a secondary issue for most grants speaks to both the increasingly urban nature of Canada and the fact that funders are increasingly focusing their resources on work to promote urban sustainability. In 2013, CEGN published *Sustainable Cities: The Role of Philanthropy in Promoting Urban Sustainability*. In this report, author Ray Tomalty stated:

“Over the last couple of decades, our view of cities and their role in environmental well-being has gradually shifted to a more integrated one. Cities, it is increasingly understood, are where most of the environmental problems of the world originate, and it is in cities that they must be resolved.”

The health of urban communities is therefore a matter of growing concern and profile worldwide, including in Canada.

In addition to the growing importance of this issue for a number of funders, the Green Municipal Fund (GMF) program had a significant impact here (discussed in the next section).

### **Focus on Public Sector Grants: Green Municipal Fund**

Public sector funding is an important source of support for environmental initiatives. This is particularly true for initiatives implemented in municipalities and towns across Canada. The Government of Canada has endowed the Federation of Canadian Municipalities with \$550 million to establish the Green Municipal Fund™ (GMF)<sup>7</sup>. Since 2000, the Fund has been supporting partnerships and leveraging both public and private-sector funding to improve air, water and soil quality, and climate protection. Funding is awarded to municipal governments in five sectors of municipal activity: brownfields, energy, transportation, waste, and water.

Grants by GMF are considerably larger on average than those from non-public funders and offer support for infrastructure development. For this report, CEGN has excluded the GMF grants from the grants analysis to prevent the skewing of data. This was similar to the approach taken by the Environmental Funders' Network (EFN) in the UK where public sector data were discussed in less detail and analyzed separately from philanthropic grants. The majority of the funders in the Canadian database update are private, corporate, and community foundations, excluding the GMF from the data analyses was the most appropriate option. The size of grants for the government grant programs that are included in the database are largely in line with those of the other funders.

Most of the funding for *Sustainable Cities/Communities* in 2012 (77%) came from the GMF when it was included in data analysis. This high percentage is an indication of the significant impact of the GMF and a reflection of the priorities of the funding programs as noted earlier. For example in Appendix C, *Sustainable Cities/Communities* moved up from fifth to first place on the list of top 5 Primary issues when the GMF data was included. This trend was evident for both 2011 and 2012 when the GMF was combined with the grants data. **Note: The exclusion of the GMF did not change the ranking of the top five strategies, which will be discussed in the next section.**

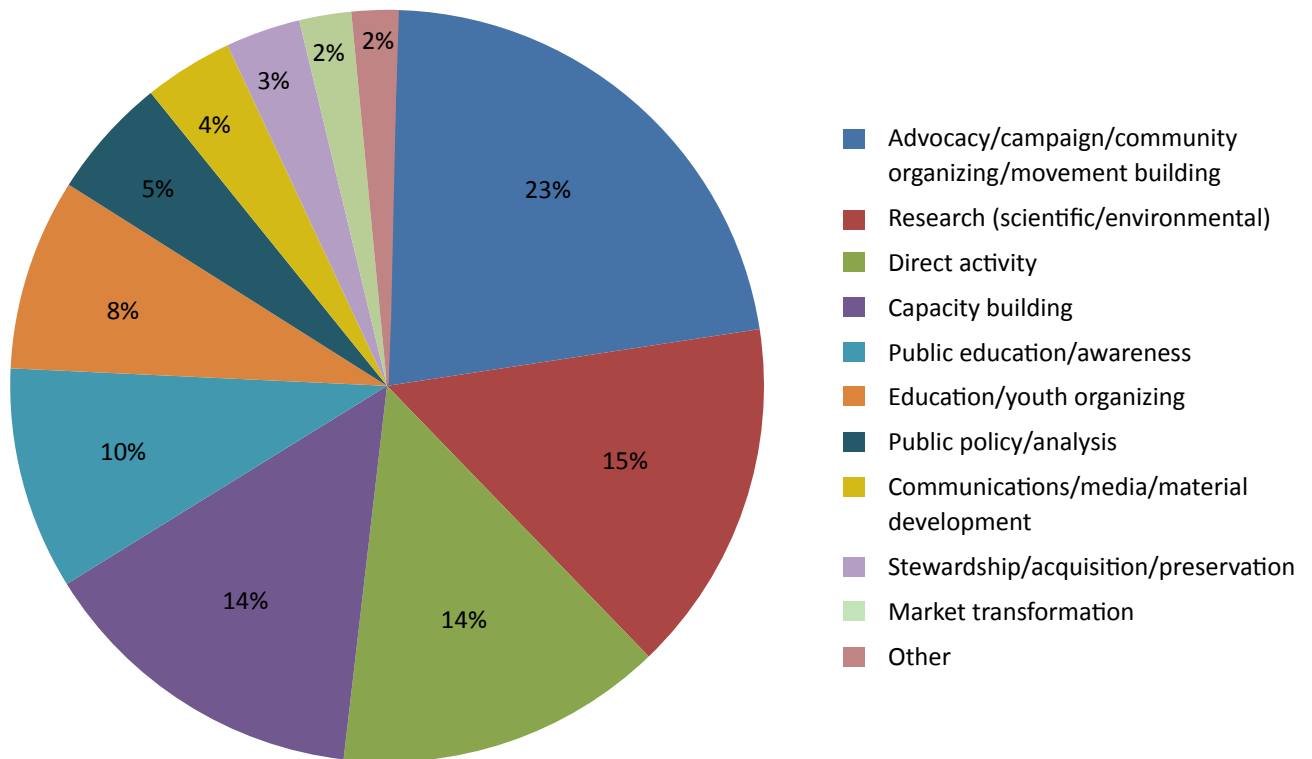
# Strategies Funded by Grantmakers

The grants database assessed not only the environmental issues that were being funded, but also the strategies that environmental organizations are using in their work. The issues that interest funders are important, but it is also instructive to look at the specific activity type that funders choose to support. Funders often support environmental projects that use more than one type of activity, also referred to as a “strategy”. Please refer to the appendices for the list of granting strategies and the definitions that have been established for the database.

Figure 8 (page 19) shows the proportion of funds given to support projects using the 12 granting strategies. A variety of strategies were used in 2011 and 2012, but they were used disproportionately. For example, *Communications/media/material development*; *Stewardship/acquisition/preservation*; *Litigation*; and *Market transformation* strategies were each represented in less than 5% of the total grants. In contrast, grants that supported the use of Advocacy related strategies were found in 23% of the total funding.

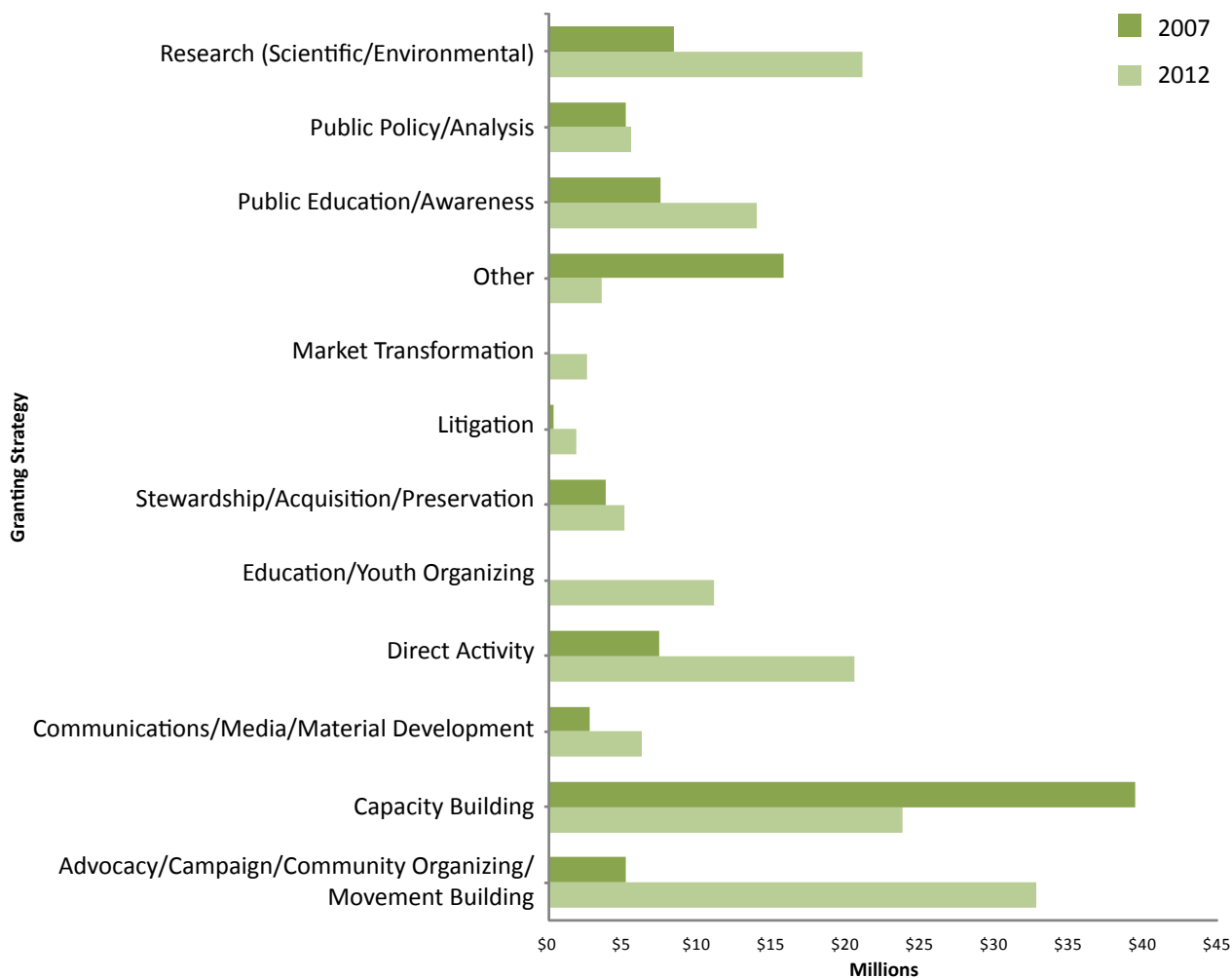
Figure 9 (page 20) shows the total funding dollars of projects in 2007 and 2012 that had used one or more of the granting strategies (Note: In 2007, Education/youth organizing was part of the *Public education/awareness* category). As indicated in Figure 10 (page 20), the percentages indicate the change in the share of grant dollars for each strategy since the data update in 2007. For example, the share of grant dollars to support *Communications/media/material development* increased by 2% since 2007. It is interesting that there has been a significant decline in funders’ interest in supporting capacity building-related work and a slight decline in *Public policy/analysis* work since 2007. However, there has been an increase in funding to support *Advocacy/campaign/community organizing/movement building* strategy; *Direct Activity*; and *Research* work since 2007. It is important to note that the *Advocacy/campaign/community organizing/movement building* is a broad category that covers a combination of related strategies. For instance, *Advocacy/campaign/community organizing/movement building* describes activities that promote public support, strengthen networking, and outreach. Grantees’ efforts to build or enhance their constituencies, generate momentum, build effective leadership, or increase collaboration amongst parties are also included in this strategy.

**Figure 8. Proportion of Granting Strategies in Percentages (2011-2012)**

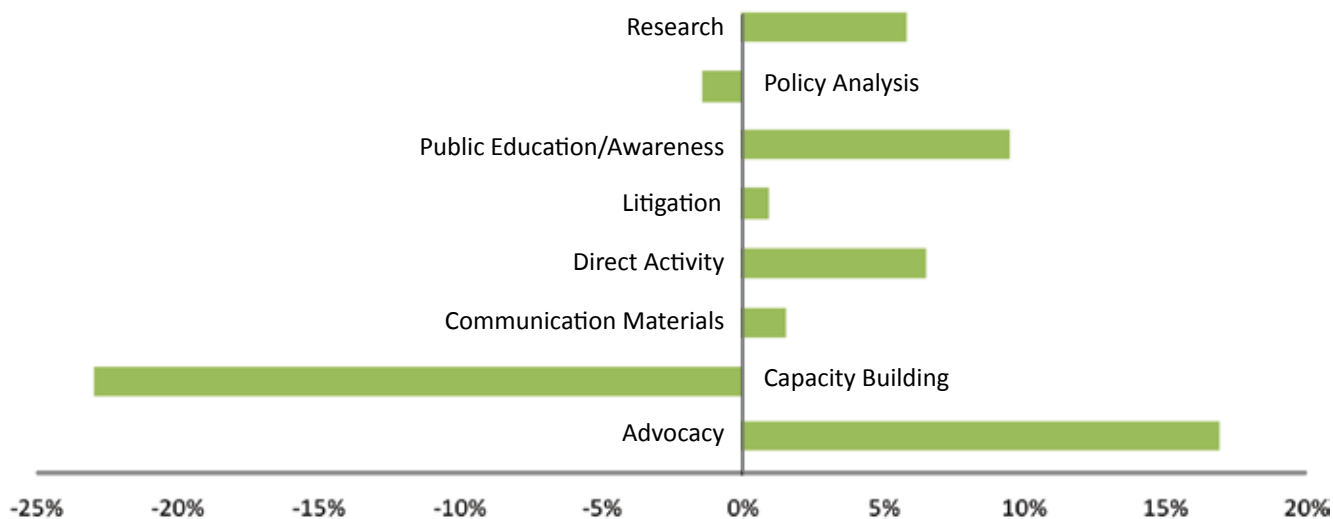


Also as shown in Figure 11 (page 21), most of the environmental funds given in 2011 and 2012 supported grant projects/programs that practiced *Direct Activity*, which includes activities such as tree planting and shoreline restoration. *Education/youth organizing* was the second choice based on the number of grants despite receiving much less funding dollars overall (as shown in Figure 12, page 21). We can infer from this that while there are many *Education/Youth Organizing* projects, the grant dollars for each project are generally small in size. *Advocacy* was the third strategy choice supported by funders, followed by *Public Education/awareness* and *Research*. The high position of *Advocacy/campaign/community organizing/movement building* in terms of both dollars granted and number of grants reflects its importance as a strategy for both grantees and funders. This ranking of strategies, by number of grants, was the same for both 2011 and 2012 when the years were analyzed separately.

**Figure 9. Funding of Granting Strategies in 2007 to 2012**

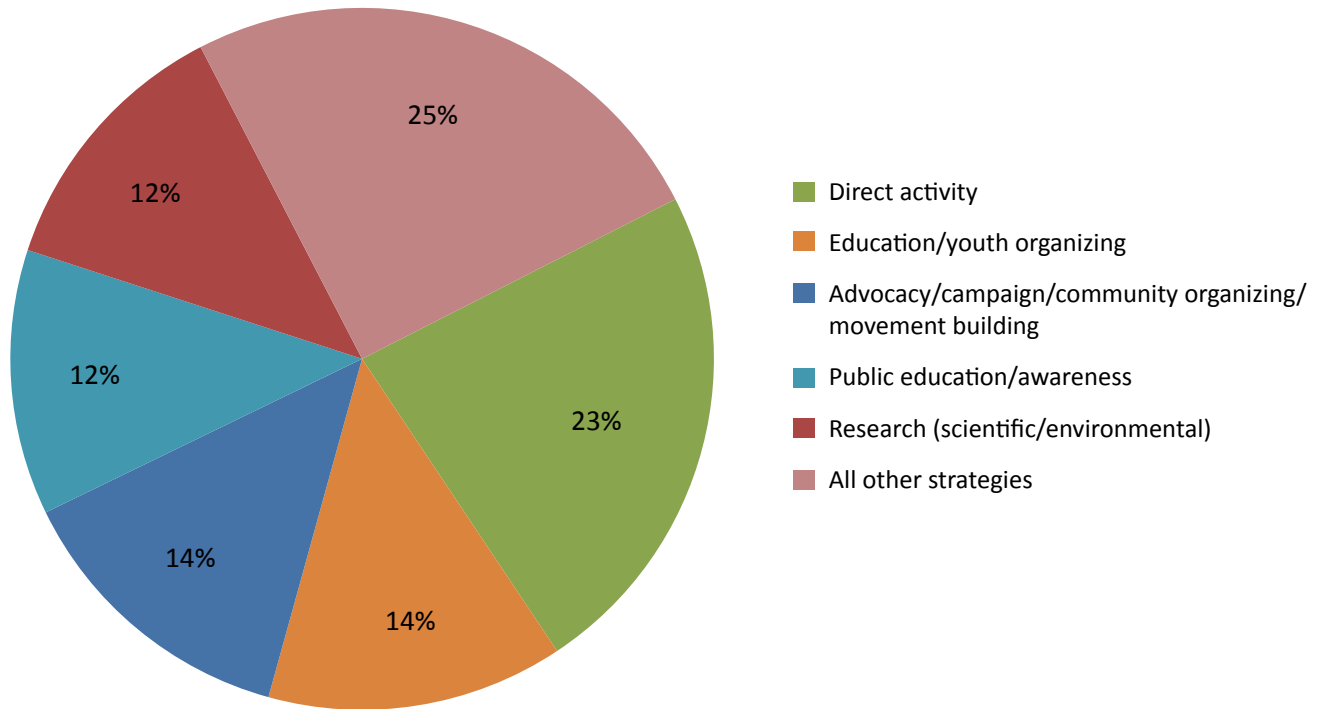


**Figure 10. Funding of Granting Strategies: Percentage Changes Since 2007**

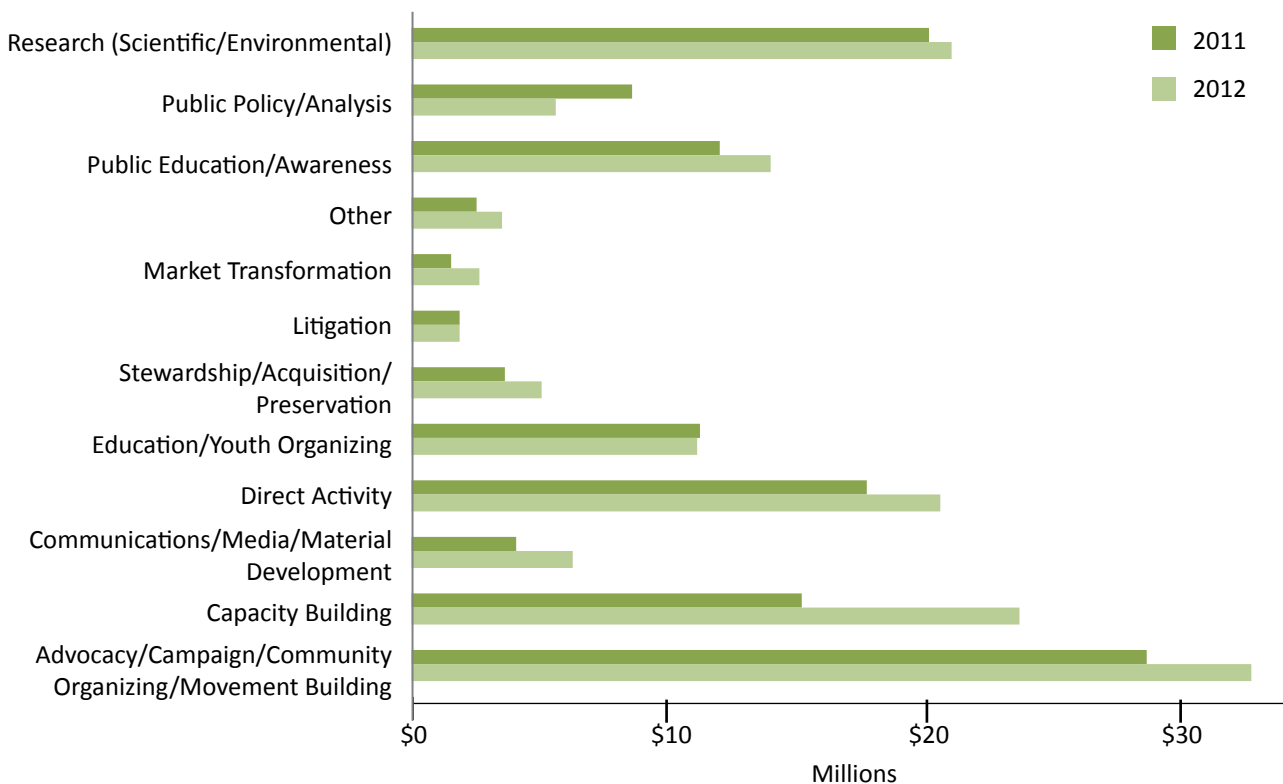




**Figure 11. Top 5 Choices of Granting Strategies 2011 and by Number of Grants**



**Figure 12. Funding Dollars by Granting Strategies (2011-2012)**



In terms of the number of grants dollars received (Figure 12), the picture is slightly different. *Advocacy* was one of the most funded strategies in 2011 and 2012 (i.e. over \$28 million and \$32 million worth of projects in 2011 and 2012 respectively). This grantmaking trend is similar to the U.S. as the EGA reported that from 2009 to 2011, *Advocacy* was the most funded strategy. However, Figure 11 (page 21) shows that for Canada *Direct Activity* was overwhelmingly the most frequently practiced strategy as the greatest number of environmental initiatives used direct activity in one way or another. Overall, the comparison of Figures 11 and 12 (page 21) show that there are no indications that the most frequently practiced strategies are guaranteed to receive the most grant dollars.

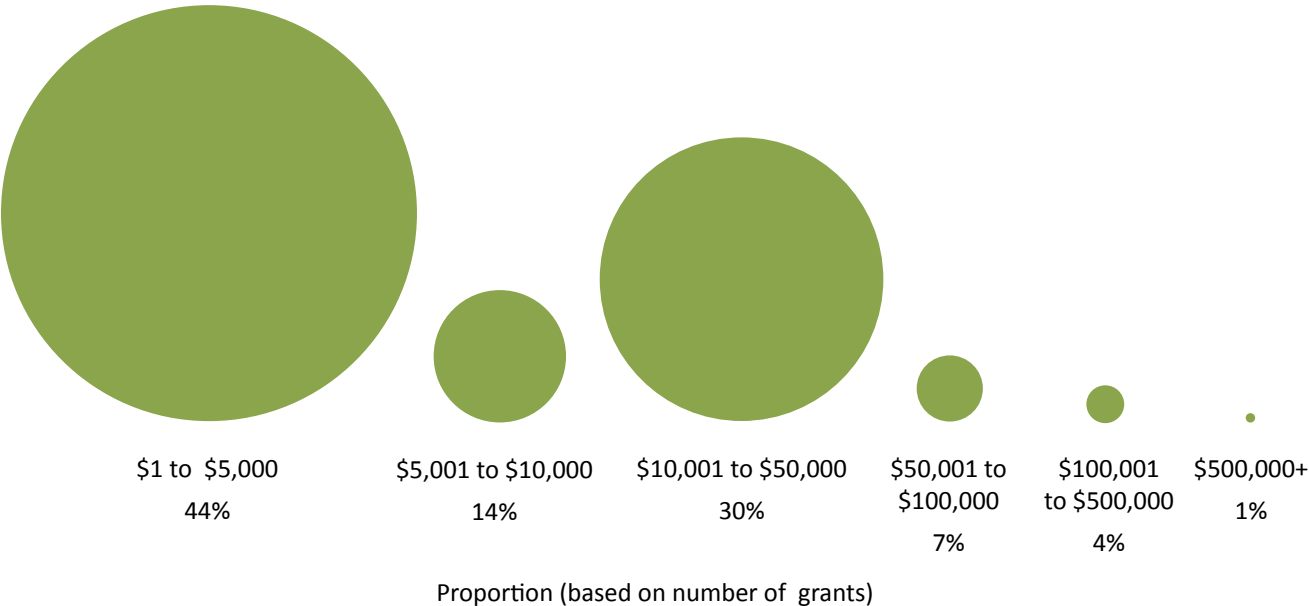
# Funding by Grant Size

Our data encompasses 6,803 grants given in 2011 and 2012, with total funding of over \$210 million dollars<sup>3</sup>. These grants ranged in size from \$54 to \$3,669,315. But the proportion of grants in each grant level was remarkably consistent between 2011 and 2012.

The largest number of grants (almost half) had a value of \$5,000 or less. Another 14% of grants ranged from \$5,001 to \$10,000 and another 30% of grants were given in the \$10,001 to \$50,000 range. This means that the majority (88%) of the environmental grants in Canada are less than \$50,000. In the U.S., for comparison, only 69% of grants fall in the range of \$50,000 or less.

Figure 13 shows that as grants size increases, the number of grants decreases, which reveals that overall funders tend to give fewer grants of large amounts. For instance from 2011 to 2012, only 20 grants of more than \$500,000, making up only 1% of environmental funding in Canada, were issued. In comparison to the U.S. for the same year, large grants over \$500,000 comprised 3% of the total funding.

**Figure 13. Canadian Environmental Grantmaking by Grant Size, 2011 and 2012 combined**



The interplay of strategies and grant size raises many questions. Given the complexity and enormity of environmental issues, what outcomes do funders believe are possible when more than half of environmental grants given in Canada are smaller than \$5,000? Do organizations tailor their goals and strategies to the size of grants they think they are most likely to receive? Do funders believe certain strategies are likely to be more successful, and therefore issue more funding to support them? Are many environmental organizations too small or lacking in capacity to be able to use larger grants effectively? The database alone cannot provide this qualitative analysis. A further look at the perspectives of grantees and grantors may help answer these challenging questions.

# Geographical Distribution of Grants

## Grants allocation by province/territory

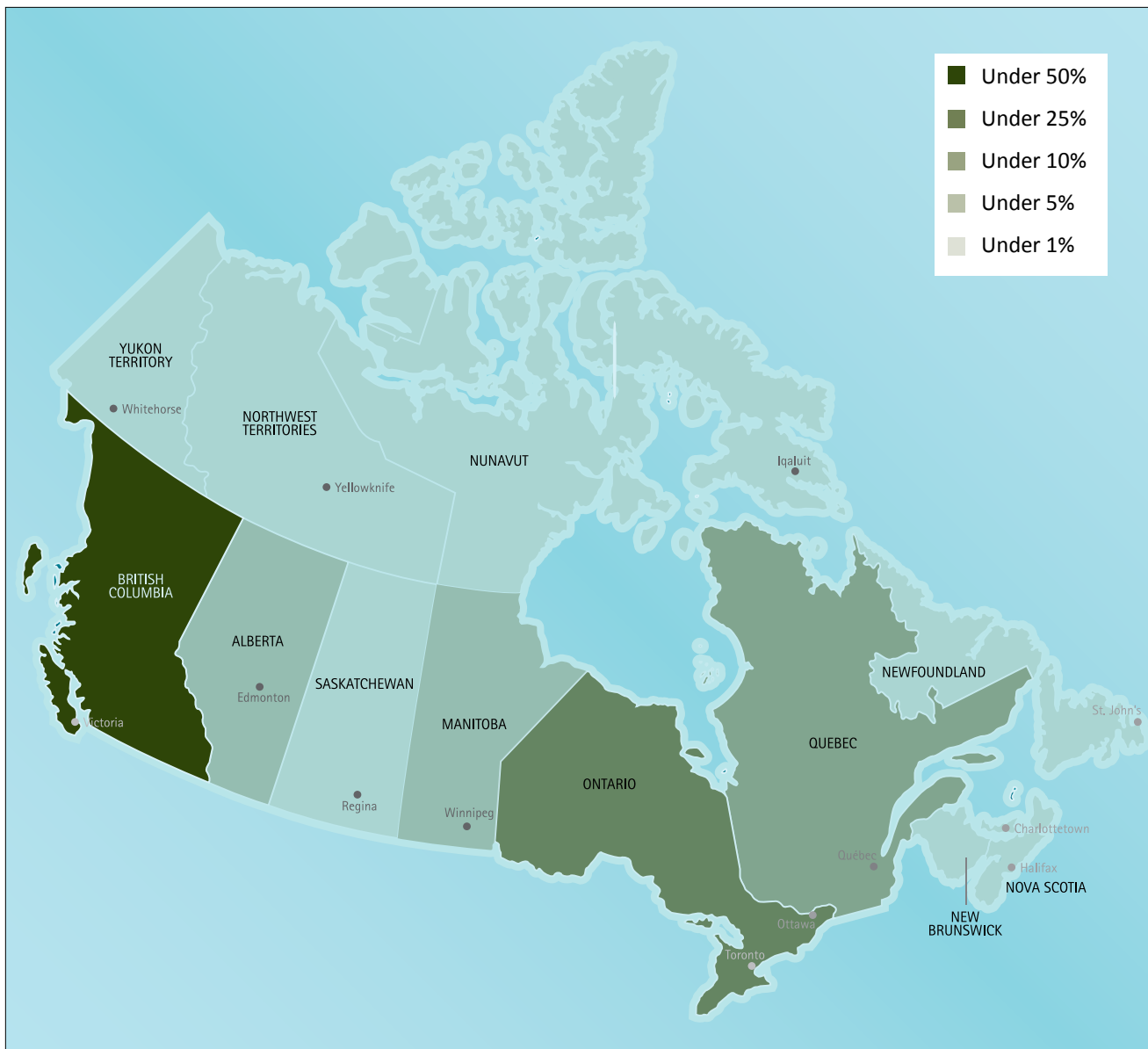
As illustrated on the map (Figure 14, page 26), British Columbia (BC) received the highest proportion of environmental grants in Canada (45%) for 2011 and 2012. This finding is also consistent with the 2007 data, which indicates that funders are supporting more work in BC than in other parts of Canada. The second most funded location was Ontario, which received 22% of the total environmental funds. Quebec came in third place with approximately 8.5% of the funding. Approximately 14% of grant dollars were allocated to fund environmental initiatives that benefited all of Canada<sup>8</sup>. The remaining provinces and territories share 20% of funding, with a quarter of that given to Alberta. Northern Canada, including the Northwest Territories, Nunavut and Yukon received the least amount of funding, less than \$900,000 from 2011 to 2012.

It is likely that grants are often made when local funders and eligible recipient organizations co-exist in the same geographic location. Significant funding can also occur when local environmental issues or opportunities are so significant that they compel outside interests to become involved. A lack of local funders, eligible recipients, or outside interest can make it very challenging to support environmental work, even if the need is great. All of these factors would appear to be at play in the least funded areas of Canada.

## Funding in Atlantic Canada

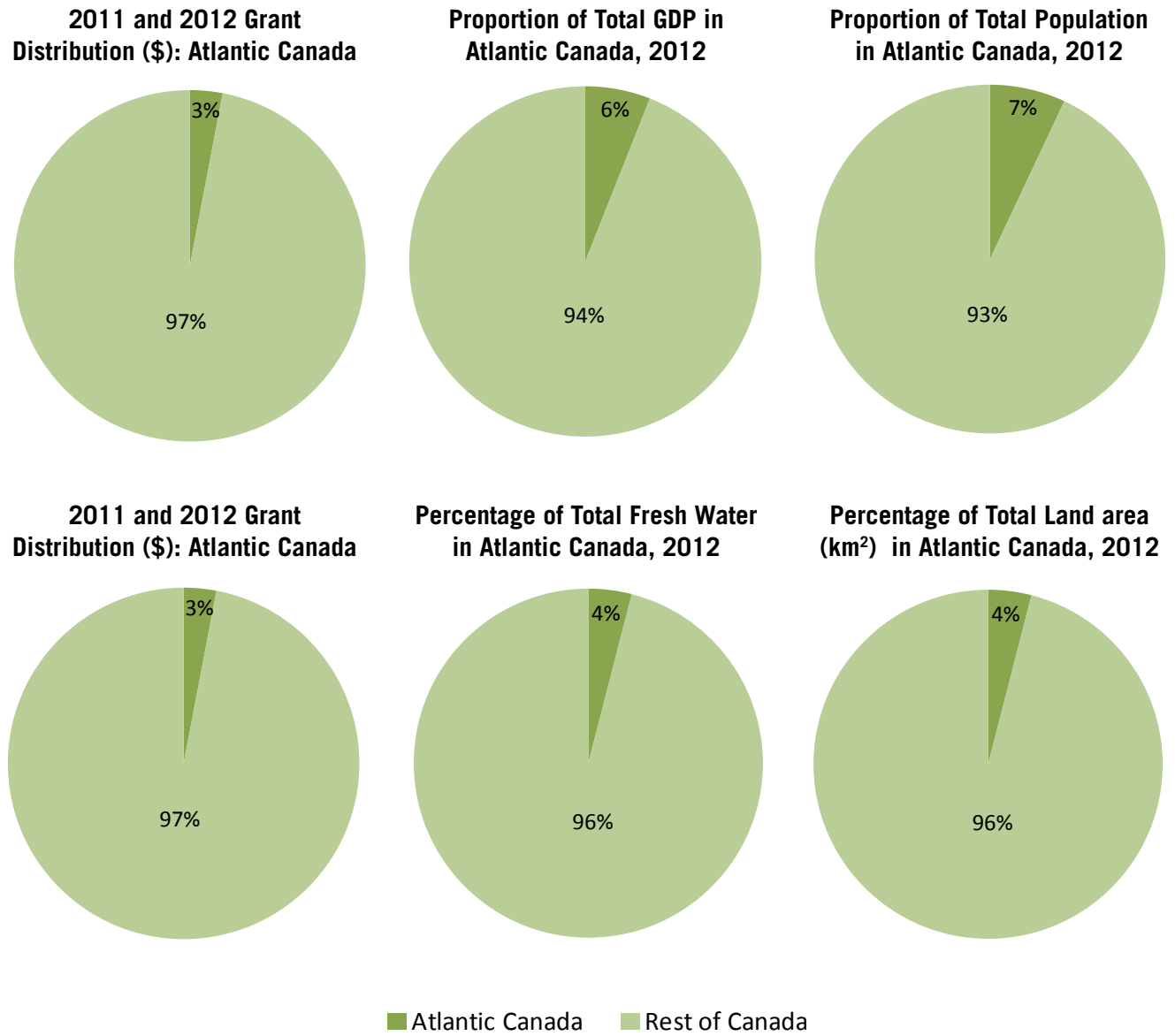
A number of CEGN members and the environmental community as a whole are concerned about the paucity of support for environmental initiatives in the Atlantic provinces (New Brunswick, Nova Scotia, PEI, and Newfoundland and Labrador). The level of environmental funding for Atlantic Canada has fallen since 2007, from 7% to 3% (Figure 15, page 27). The Atlantic Canada region, as well as the rest of Canada, share the responsibility for preserving Canada's eastern seaboard and ocean, and all its resources, species, and habitats. These assets are not only valuable for the region, but also for the country. The preservation of migration routes and habitat for aquatic and terrestrial species, for example, has a significant impact beyond the geographical boundaries of Atlantic Canada. The small proportions of land area, fresh water, GDP, and population in Atlantic Canada in comparison to the rest of Canada raises the question of whether these characteristics have an impact on the environmental funding activities in this region.

**Figure 14. Environmental Grantmaking in Canada by Location and Percentage, 2011-2012**



Yukon	0.4%	Ontario	22.0%
Northwest Territories	0.3%	Quebec	8.5%
Nunavut	0.1%	New Brunswick	0.7%
British Columbia	45.2%	Nova Scotia	1.0%
Alberta	4.9%	Prince Edward Island	0.3%
Saskatchewan	0.3%	Newfoundland	0.2%
Manitoba	2.3%		

**Figure 15. Proportion of Total Environmental Funding in Atlantic Canada, 2011 and 2012**



# Opportunities and Next Steps

CEGN welcomes comments and questions from readers on the foregoing analysis of the 2011 and 2012 environmental grants data. We also invite you to ‘play around’ with the data on the online searchable platform on CEGN’s website. Going forward, our aim is to update the grants data on a regular basis and to increase the number of funders which are represented in the database. If you have suggestions on ways to make future reports and the online database more useful for your work on environmental issues, please let us know.

We will be issuing a second phase of this report in 2015. Phase II will provide a more qualitative look at environmental grantmaking in Canada, including the reactions of funders and nonprofit leaders to the findings in this report. We will also be looking at how the impact of environmental grants is being evaluated by some CEGN members and will delve into the impact of the current “advocacy chill” on the important role that charitable organizations, especially those in the environmental sector, play in public policy development in Canada.

Thank you for your interest and your time.



# Appendices

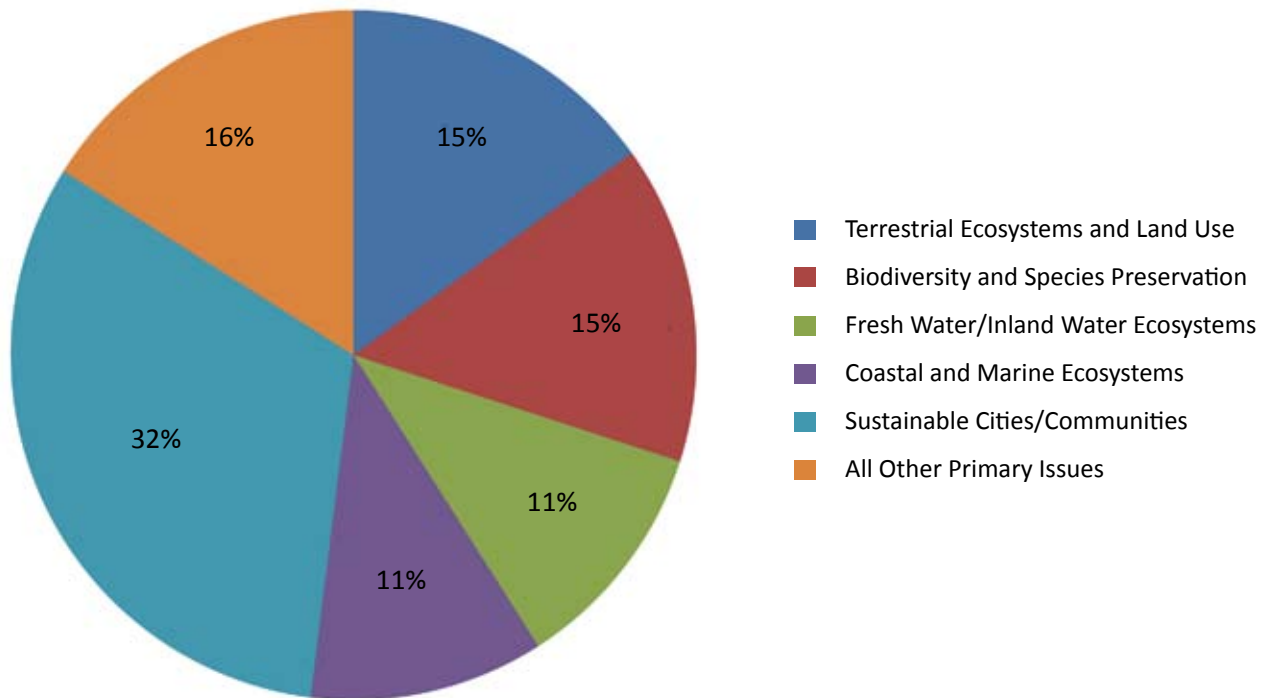
## Appendix A. Distribution of Grants by Issue, 2011 and 2012

Primary Issue	2011		2012	
	Total (\$)	Proportion (%)	Total (\$)	Proportion (%)
Sustainable Agriculture and Food Systems	2,508,181	2	4,040,930	4
Biodiversity and Species Preservation	22,627,046	22	18,377,503	17
Climate and Atmosphere	2,180,968	2	2,285,572	2
Environment and health	484,433	0	431,742	0
Environment and social justice	29,439	0	106,616	0
Energy	4,511,990	4	6,579,137	6
General Environment/Multi-issue	8,025,186	8	7,548,378	7
Terrestrial Ecosystems and Land Use	17,320,037	17	24,764,964	23
Coastal and Marine Ecosystems	15,453,253	15	14,279,639	13
Sustainable Cities/Communities	10,054,884	10	10,619,781	10
Sustainable Production Consumption and Waste Management/New Economy	2,577,002	3	2,453,563	2
Trade and Finance	0	0	0	0
Transportation	1,171,732	1	1,325,753	1
Toxics	35,790	0	732,565	1
Fresh Water/Inland Water Ecosystems	14,062,549	14	16,315,441	15
<b>Grant total</b>	<b>\$101,042,490</b>	<b>100%</b>	<b>\$109,861,584</b>	<b>100%</b>

## Appendix B. Summary Table – Grantmaking in Canada by Issue, 2012

Issue	Primary Issue (\$)	Secondary Issue (\$)
Sustainable Agriculture and Food Systems	4,040,930	2,392,397
Biodiversity and Species Preservation	18,377,503	8,111,986
Climate and Atmosphere	2,285,572	2,624,184
Environment and health	431,742	662,092
Environment and social justice	106,616	569,275
Energy	6,579,137	1,906,244
General Environment/Multi-issue	7,548,378	5,313,367
Terrestrial Ecosystems and Land Use	24,764,964	5,600,342
Coastal and Marine Ecosystems	14,279,639	1,695,576
Sustainable Cities/Communities	10,619,781	3,881,867
Sustainable Production Consumption and Waste Management/New Economy	2,453,563	1,499,333
Trade and Finance	0	0
Transportation	1,325,753	378,350
Toxics	732,565	49,500
Fresh Water/Inland Water Ecosystems	16,315,441	7,179,937
<b>Total</b>	<b>\$109,861,584</b>	<b>\$ 41,864,450</b>

## Appendix C. Top 5 Issues Funded by All Funders (including Green Municipal Fund)



## Appendix D. Definitions – Issues

### Biodiversity & Species Preservation

This is a broad category, focused on work that protects particular species. It includes: botanic gardens and arboretums; research on botany and zoology; protection of birds and their habitats; marine wildlife such as whales, dolphins and sharks; protection of endangered species; and protection of important biodiversity hotspots, including the use of refuges, reserves and other habitat conservation projects; and wildlife trusts.

### Climate & Atmosphere

Most of the money in this category is given to work on climate change. Also included in this category are acid rain, air pollution, local air quality and ozone depletion.

### Coastal & Marine Ecosystems

This category includes: fisheries; aquaculture; coastal lands and estuaries; marine protected areas; and marine pollution (such as marine dumping).

### Energy

The category covers: alternative and renewable energy sources; energy efficiency and conservation; fossil fuels; hydroelectric schemes; the oil and gas industries; and nuclear power.

### Environment and Health

This category covers aspects of the environment that would have an impact on human health. Environmental factors such as contaminants and pollutants are external to the physical, biological and chemical state of a person, but can potentially affect one's health. This category is given to work that protects children, low-income communities, workers, communities of color and the general public from environmental health hazards.

### Environment and Social Justice

This category is focused on work that supports the fair treatment and meaningful involvement of all members of society communities regardless of race, color, national origin, or income with respect to addressing environment-related issues. Included in this category are also strategies that are developed to educate and encourage citizen engagement on environmental policy changes, climate change adaptation, and building resiliency in communities.

### Fresh Water/Inland Water Ecosystems

The category covers: lakes and rivers; canals and other inland water systems; groundwater contamination and water conservation; and wetlands.

### General Environment/Multi-Issue

There remain grants that are hard to allocate to specific categories, generally because they take the form of core funding to an organization that works on a wide range of different issues, or because the grant supports environmental media publications or environmental education projects covering a wide range of issues. Some grants provided to generalist re-granting organizations are included in this category as it is not possible to identify which issues will be supported when the funds are re-granted.

## Sustainable Material Production and Consumption and Waste Management

This category covers: reducing consumption levels; redefining economic growth, waste reduction, sustainable design and sustainable production; recycling and composting; and all aspects of waste disposal, including incinerators and landfills. Economic activities that aim to reduce environmental risks and ecological degradation, such as sustainable business practices, eco labeling and environmental certifications are included in this category.

## Sustainable Agriculture & Food Systems

This remains a very broad category. It includes: organic and other forms of sustainable farming; training and research to help farmers in developing countries; control of the food chain; initiatives opposed to factory farming; horticultural organizations and projects; education on agriculture for children and adults (e.g. city farms); opposition to the use of genetically modified crops and food irradiation; food safety and the genetic diversity of agriculture (including seed banks); and soil conservation.

## Sustainable Cities/Communities

Grants included in this category support: urban green spaces and parks; community gardens; green infrastructure; built environment projects; urban environment social ventures/enterprises; and community-based sustainability work.

## Terrestrial Ecosystems & Land Use

As with “agriculture” and “biodiversity and species preservation”, this is a broad category encompassing: land purchases and stewardship; national or regional parks; landscape restoration and landscape scale conservation efforts; land use planning; tree planting, forestry and stopping deforestation; and the impacts of mining.

## Toxics

The category covers all the main categories of toxics impacting the environment: hazardous waste; heavy metals; pesticides; herbicides; radioactive wastes; persistent organic pollutants; household chemicals; other industrial pollutants; and noise pollution.

## Trade & Finance

The Trade & Finance category encompasses: work on corporate-led globalization and international trade policy; efforts to reform public financial institutions (such as the World Bank, International Monetary Fund, and Export Credit Agencies); similar work directed at the lending policies of private banks; initiatives around the reduction of developing country debt; and local economic development projects and economic re-localization.

## Transportation

Transportation includes: all aspects of transportation, including public transport systems; transport planning; policy on aviation; freight; road-building; shipping; alternatives to car use and initiatives like car pools and car clubs; the promotion of cycling and walking; and work on vehicle fuel economy.

## **Appendix E. Definitions – Granting Strategies**

### **Advocacy/campaign/community organizing/movement building**

This is a broad category that is the combination of related strategies. Advocacy/campaign/community organizing/movement building is used for activities that promote public support, strengthen networking and outreach, build or enhance constituency, generate momentum, build effective leadership, or increase collaboration amongst parties.

### **Capacity building (\*general/op. support)**

This category is only for general support grants or grants that are given to strengthen the grantee as an organization. Grants to enhance a specific program do not fall under this category.

### **Communications/media/materials development**

The Communications/ materials development category cover work targeted specifically at enhancing the ability of grantees to communicate effectively. They also include the creation of grantees' communication tools, such as webcasts or interactive websites.

### **Direct activity**

This category covers work that creates a direct impact on the physical environment of where the grant is made, such as tree planting, shore restoration and wetland rehabilitation.

### **Education/youth organizing**

Education grants focus on environmental education for children. This category is for coaching or training services of educators, the public, etc. It also includes informational services and experiences for the public and youth specifically, such as science or environmental camps.

### **Stewardship/acquisition/preservation**

This category is for purchasing space (land, estuaries, etc.) or rights of use to protect land, improve management, restore ecosystems, or eradicate invasive species. Land protection must also be achieved through mechanisms such as conservation easements.

### **Litigation**

Grants marked litigation focused on legal support and assistance for expert legal counsel.

### **Market Transformation**

This category is for grants that support the transformation of goods/services in a way that lessen the impact on the environment. Market transformation includes designing new innovative products, developing sustainable technologies, building channels to market environmentally-friendly products and changing consumer behaviour.

### **Public education/awareness**

This category is for building a broader understanding of environmental issues and the value of nature. This category is similar to the “Education/youth organizing” category, but specific to educating adults.

### Public policy/analysis

This category is most for grants aimed at the development of standards, improving policy management practices, reforming policy at any level, support for any international agreements, and/or participation in regulatory processes.

### Research (scientific/environmental)

This category is used for grants that build a base of knowledge or develop a device. This includes: conducting a study; assessment; investigation; or developing information and jumps in technology.

### Other

The Other category includes the purpose of the grants that have not been specified in the above activities. Others include awards, campaigning, conference, conservation agreement, fund, fundraising, membership, re-granting, scholarship/bursary, travel and certification.

## Appendix F. List of Funders

### CEGN members

444S Foundation  
Alberta Ecotrust Foundation  
Alberta Real Estate Foundation  
Carthy Foundation  
Charles Stewart Mott Foundation  
Claudine and Stephen Bronfman Family Foundation  
De Gaspé Beaubien Foundation  
Donner Canadian Foundation  
EcoAction Community Funding Program, Environment Canada  
Fondation de la faune du Québec  
Freshwater Future  
Friends of the Greenbelt Foundation  
Fundy Community Foundation  
George Cedric Metcalf Charitable Foundation  
Glasswaters Foundation  
Gordon and Betty Moore Foundation  
Gosling Foundation  
Greater Edmonton Foundation  
Federation of Canadian Municipalities, Green Municipal Fund  
Ivey Foundation  
London Community Foundation  
Manitoba Conservation and Water Stewardship, Sustainable Development Innovations Fund  
Mountain Equipment Coop  
Neptis Foundation  
New Venture Fund  
North Growth Foundation  
Oak Foundation  
Okanagan Basin Water Board  
Ontario Trillium Foundation  
Pacific Salmon Foundation  
Patagonia  
RBC Foundation  
Real Estate Foundation of B.C.  
Small Change Fund  
Suncor Energy Foundation  
TD Friends of the Environment Foundation  
The Banff Community Foundation  
The Bullitt Foundation  
The Calgary Foundation  
The Catherine Donnelly Foundation  
The CGOV Foundation  
The Echo Foundation  
The J.W. McConnell Family Foundation  
The John and Pat McCutcheon Charitable Foundation  
The McLean Foundation  
The Salamander Foundation  
The Schad Foundation  
The Sitka Foundation  
The Thomas Sill Foundation  
The Winnipeg Foundation  
Tides Canada  
Toronto Atmospheric Fund  
Toronto Community Foundation  
Vancity  
Vancouver Foundation  
Walter & Duncan Gordon Foundation  
Wilburforce Foundation  
Windsor-Essex Community Foundation  
Woodcock Foundation



## **Other Foundations**

Alberta Conservation Association

Alterna Savings

Coast Conservation Endowment Fund  
Foundation, Coast Opportunity Funds

Columbia Basin Trust

Community Foundation for Kingston & Area

Community Foundation of Ottawa

Edwards Charitable Foundation

Fondation Hydro-Québec pour l'environnement

Fonds d'action québécois pour le développement  
durable

Fred & Barbara Erb Family Foundation

Global Green Grants Fund

Graham C. Lount Family Foundation

Habitat Conservation Trust Foundation

Hamilton Community Foundation

Honda Canada Foundation

Ministry of Environment, Great Lakes Guardian  
Community Funds

Ontario Power Authority

Sage Environmental Programs

The Borealis Foundation

The Brainerd Foundation

The Catherine and Maxwell Meighen Foundation

The Conservation Alliance

The Joyce Foundation

The Law Foundation of B.C

The Prince George Community Foundation

Victoria Foundation

Wallace Global Fund

Whistler Blackcomb Foundation Society

# Notes

- 1 The reports referenced in this edition of the report are *Where the Green Grants Went*, sixth edition (published in 2014 by EFN) and *Tracking The Field: Volume 4*, (published in 2013 by EGA).
- 2 The grants recorded were a combination of approved and actual distributed funds during the 2011 and 2012 fiscal year of the funder.
- 3 Excludes the Federation of Canadian Municipalities Green Municipal Funds given between 2011 and 2012.
- 4 Philanthropic Foundations of Canada. 2014. 2013 Annual Report, retrieved July 25, 2014, from <http://pfc.ca/wp-content/uploads/ar-2013-en.pdf>.
- 5 Community Foundations Canada. 2014. 2013 Annual Report, retrieved July 25, 2014, from [http://www.cfc-fcc.ca/documents/2013/AnnualReport\\_2012\\_web\\_EN.pdf](http://www.cfc-fcc.ca/documents/2013/AnnualReport_2012_web_EN.pdf).
- 6 This analysis of the classification of issues into primary or secondary issues does not impact the rankings of the top five primary issues previously described in Figure 4 (page 10).
- 7 Federation of Canadian Municipalities. 2014. About Green Municipal Fund, retrieved July 4, 2014, from the website, at <http://www.fcm.ca/home/programs/green-municipal-fund/about-gmf.htm>.
- 8 The location coding for environmental initiatives that aim to benefit all of Canada are referred to as “Canada-wide” location.





CEGN works to strengthen the impact of philanthropic support for an environmentally sound and sustainable future for Canadians

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