

CHAPTER TEN

FINANCES

The association has been well served by a succession of Treasurers who have been valued members of the Board and Executive Committee as well as fulfilling all the aspects of financial management and submissions of the returns required as a Registered Charity and as an employer.

1992-1993 and 1997-2002: Teresa Porter
 1993-1995: Bob Ellison
 1995-1997: Graham Keevil
 2002-2005: Barry Hammerton
 2005-2009: Linda Tyndall
 2009-2016: Kim Aagaard
 2016- Robert Alexander

The Treasurer handles all expenditures ensuring compliance with Board policies. For example: Directors may claim reasonable travel costs to attend Board Meetings and elsewhere on Board business – but rarely do. Local chapter activities including trail maintenance and leading hikes are considered volunteer activities and thus a personal expense.

Although in recent years it has been suggested by grant agencies that a dollar value be assigned to volunteer hours and in kind donations. To keep bureaucracy at a minimum ORTA has not generally adopted this practice. The Appendix to this chapter illustrates the variety of donations and grants received and the spirit in which they were given.

ORTA's Ongoing Financial Stability

The Budget is approved by the Board annually. The association has never been in a deficit situation. Expenses vary from year to year depending on items such as the printing date of new editions of *The Guidebook* and materials for trail construction. Donation revenue similarly varies. Reserves not needed in the foreseeable future are held in appropriate savings accounts, short terms GICs, etc. At the end of 2017 the association had Net Assets of some \$90,000.

The Annual Financial Statements since 2010 – see the summary table at the end of this chapter - illustrate the ongoing importance of the Adventure Relay which enables the association to afford an office staffed by an Office Manager for two days a week and professional accounting services. However, ORTA has not fully covered its costs with revenues for the last few years and additional sources of income need to be obtained through donations or grants or additional members.

Members Dues and Services

Initially the Annual Membership was \$15.00. This was increased in 2001 to \$20.00 for an individual and \$25.00 for a Family Membership; to \$30.00 in 2005 and in 2016 to \$40.00. Life Membership – covers a couple - was introduced in 1999 for a one-time payment of \$300.00; increased in 2005 to \$450.00. Many Members add a further small donation when submitting their annual dues. Since about 2001 CRA has allowed Membership dues to be claimed as a Charitable Donation because use of the trail and the hiking program is open to the public without charge. Dues have covered basic "member services" and publicity including *Trail Talk*. Sales of *The Guidebook* and items such as badges, shirts and caps bearing the ORTA Logo have provided additional funds, but are essentially breakeven activities..

ORTA Contributes to Partners

In 2000 ORTA gave the first of four annual \$500 Scholarships to a student attending Trent University's Trails Study Unit. You may recall that Kris Keeting, a student at Trent University, was a member of the CORT Steering Committee.

In 1999 the key players in establishing the Oak Ridges Moraine Land Trust (ORMLT) were ORTA Members Tom Atkins and Gloria Marsh. Three *Walk For the Moraine* events, 2001 through 2003, based on Rec Island, Seneca College King Campus to raise funds for ORMLT were largely organized by ORTA Members.

2002 – 2005 ORTA added a levy of \$5.00 p.a. to the annual dues which was held in a *Land Acquisition Reserve Fund*. Since ORTA's Letters Patent do not permit land ownership this fund has been used to assist ORMLT in obtaining trail easements across private land; typically a sum of \$3,000 was paid towards legal expenses for each easement.

Hike Ontario had supported ORTA in its founding years. ORTA shared with Hike Ontario the staffing of booths at a number of events such as *Canada Blooms* at the Toronto Convention Centre. In 2003, along with other clubs, ORTA loaned HO \$2,000 to meet a shortfall; this loan was forgiven in 2005. Throughout ORTA has participated in its insurance scheme to the mutual benefit of all participating clubs.

Fundraising Co-ordinators and Committees

In addition to being Uxbridge Chapter Chair and serving two years as ORTA President, Tom Rance was instrumental in obtaining funds from a variety of sources. In 1997 he recruited Diana Piché as our first Fundraising Co-ordinator; she implemented some novel ideas over the ensuing six years, not least of which has been the ongoing Annual Baillie Birdathon.

Funding of A Strategic Plan for the Oak Ridges Trail 2004 - 2009

In 2003 - 2004 Tom Rance again contributed his expertise by preparing the applications for the initial grants towards implementation of the Strategic Plan. Substantial public grants were required to employ staff and fund major projects.

A separate *ORT Strategic Plan Account* was opened. Ongoing member funded activities would continue to be administered in the *ORTA Operations Account*.

A Strategic Plan Fundraising Committee was formed to solicit the matching funds required by grants from the Oak Ridges Moraine Foundation; the Ontario Trillium Foundation being envisaged as a significant source. Development of funding and project proposals became a primary responsibility of the Executive Director.

In view of the perceived importance of the Oak Ridges Moraine Trail in creating public awareness of the moraine, the ORMF greatly encouraged the association's efforts and did not strictly apply its guidelines for matching funds. Through 2003 - 2010 the association received fourteen project grants from provincial government "arm's length" foundations - principally Ontario Trillium Foundation and the ORMF. For details of the projects see Appendix 10.

Oak Ridges Moraine Foundation	\$717,500	(incl. <i>Adventure Relay</i> seed monies \$250,000)
Ontario Trillium Foundation	\$282,000	(incl. the <i>Working Together</i> project \$144,800)
Other Ontario Agencies	\$ 32,500	
TOTAL	\$1,032,000	

These grants were awarded in response to proposals, usually prepared by the Executive Director after preliminary discussions with the grant agency, and submitted following ORTA Board approval. Most grants from the government agencies required the association to obtain matching funds - either cash donations or in-kind materials. Without these grants timely completion of the moraine-wide trail system as recounted in Chapter Three would not have been achieved.

In February 2007 Executive Director Harold Sellers and President Stan Butcher orchestrated an appeal mailed to past and present Members for donations towards the required matching funds. *See flyer below*. A similar appeal was made during the celebration of the 20th Anniversary in 2012 with a special edition of *Trail Talk*. Whilst the level of Members' and supporters' donations has remained relatively consistent over the years responses to special appeals fell far short of the targeted sums. No substantial private or business donations were received.

Garry Conway *dba Culture Connection* was engaged to approach Charitable Foundations for matching funds. He produced an attractive and informative brochure which was used in making 49 submissions. \$10,000 from the EJLB Foundation was the only ultimate response; it about covered his fees and costs.

The ORMF assisted in efforts to obtain grants from across the moraine including hosting a "Prospect Luncheon" by invitation on November 24, 2006 at Eaton Hall. Only small grants from municipal community action funds have been forthcoming.

Long Term Funding of the Oak Ridges Trail - The Adventure Relay

The ORMF wished to ensure that the Oak Ridges Trail would be a significant item in its legacy. In 2005 Harold Sellers led the ORTA Executive Committee in seeking a scheme which could fund ORTA as the operator of the trail system as a public facility way beyond 2009. Proposals were obtained from six professional event organizers for an annual event with wide public appeal. The largest single ORMF grant of \$250,000 was awarded to establish *The Adventure Relay*.

Walking the Oak Ridges Trail brings us in touch with the nature of the Oak Ridges Moraine.



That nature could be the rolling, green landscape that provides us with wonderful views. It could be the kettle lakes, rivers and streams that are just the exposed parts of the massive water resource held by the moraine. It could be the birds, whose songs stir our spirits. It could be rows of corn or golden wheat waving in the breeze. Or it could be the tall oak and pine trees that inspire awe in us.

Familiarity with the nature of the Moraine goes hand in hand with the Oak Ridges Trail.

It is our trail that allows us to experience the Oak Ridges Moraine.

What we experience and appreciate, we will strive to protect.

The Oak Ridges Moraine has not been "saved". The work of protecting it will never end, but we have enjoyed successes.

One of these successes is the Oak Ridges Trail.

But it too, needs protecting.



Of the over 260 kilometers of trail, less than 40% is on public lands. 36% is still on traveled roads.

The Oak Ridges Trail Association is working for you, your children and your children's children, so that all generations to come might experience the nature of the Oak Ridges Moraine.

Help us introduce our friends, neighbours and families to the Moraine. If they experience it, as we have, they will continue our efforts to preserve its nature.

What your money does

Your financial support helps ORTA build bridges, stiles and boardwalks; buy signs; purchase tools and equipment to maintain the trail; build new side trails to connect to communities and points of interest; train hike leaders and trail workers; maintain an informative website; produce top quality maps; attend events where we can promote our trail and educate people about the moraine; speak for you at meetings with provincial ministries, municipal departments and politicians in all levels of government. And much more!

Your support today will have a lasting impact, helping to unveil the nature of the Oak Ridges Moraine to thousands of people who benefit from a protected Oak Ridges Trail.

With gratitude,

Stan Butcher
President
Oak Ridges Trail Association

and
Harold Sellers
Executive Director
Oak Ridges Trail Association



YES! I want to help protect the Oak Ridges Moraine and secure the Oak Ridges Trail.

Name: _____

Address: _____

Here's my gift of \$50 \$100 \$500 \$1,000 Other

Credit Card: Visa/MasterCard/Amex [circle] _____ Other

Signature: _____ Card Number: _____ Expiry: _____

Credit card donations may also be made at www.oakridgestrail.org by clicking the CanadaHelps logo. Cheques should be payable to "ORTA". Please return to ORTA, P.O. Box 28544, Aurora, ON L4G 6S6. Tax receipts will be issued for your donation. Charitable Reg. # 89297-8164-RR0001

Corporate Sponsorship was to be sought sufficient to provide over the long term for staff, office facilities and further improvements to the trail. The Joey and Toby Tanenbaum Foundation provided a \$105,000 sponsorship 2008-2010, but otherwise major sponsors have not come forward. Sadly the Adventure Relay has not yielded the level of funding projected by the event organizers. Nevertheless, it has served to raise awareness for the Moraine and provides a major event that brings together so many active ORTA volunteers. See *Chapter Eleven*.

Funding the Updated Strategic Plan – Strategic Directions 2009 – 2014

As noted towards the end of Chapter Three, the Strategic Plan Advisory Committee’s final contribution towards ORTA’s future was the report *Strategic Directions 2009 – 2014*. This plan assumed ORTA would continue to have a full-time Executive Director and supporting staff. In receiving the plan in February 2009 the Board added to their script:

“Implementation of this strategic plan will be conditional upon availability of human and financial resources.”

As the year progressed it became clear the required level of funding would not be forthcoming. It remains a useful guide towards development of the future operations as a volunteer association.

ORTA Member Contributions and Volunteer Services

Throughout the association’s member based finances have continued in the *General Program Fund (aka ORTA Operations Account.)* Donations continued to be received into the *Land Acquisition Reserve Fund*. The Fundraising Committee initiated *Meaningful Alternatives – an opportunity to make a special “celebratory” donation*. The many donations by ORTA Members and Supporters are recorded quarterly in *Trail Talk*.

The principal input to the association’s wellbeing has been the volunteer input of its members which have never been assigned a monetary value. A good proportion contribute many hours to construction and maintenance of the trail; leading hikes; assembling guidebooks and mailings; and staffing publicity events, in particular the *Adventure Relay*. Some Members with particular skills have made contributions “above and beyond.” Appendix 10 summarises the many types of contributions and contributors to ORTA over 25 years.

Summary of ORTA General Program Fund Accounts 2000 – 2017

Year	Members Dues	Donations	Other Income	Total General Revenue	Total General Expenses	Adventure Relay Net Revenue	Revenue over Expenses
2000-2001	\$ 16,595	\$ 10,053	\$ 14,521	\$ 41,169	\$ 40,695		\$ 474
2001-2002	\$ 16,030	\$ 15,291	\$ 12,575	\$ 43,896	\$ 40,593		\$ 3,303
2002-2003	\$ 21,180	\$ 7,991	\$ 16,133	\$ 45,304	\$ 44,096		\$ 1,208
2003-2004	\$ 17,015	\$ 17,815	\$ 17,327	\$ 52,157	\$ 47,896		\$ 4,261
2004	\$ 12,374	\$ 5,925	\$ 9,129	\$ 27,428	\$ 29,099		\$ (1,671)
2005	\$ 18,123	\$ 8,961	\$ 11,593	\$ 38,677	\$ 35,883		\$ 2,794
2006	\$ 17,075	\$ 7,773	\$ 13,306	\$ 38,154	\$ 42,075		\$ (3,921)
2007	\$ 28,413	\$ 21,353	\$ 17,286	\$ 67,052	\$ 42,048		\$ 25,004
2008	\$ 18,371	\$ 12,670	\$ 11,897	\$ 42,938	\$ 36,037		\$ 6,901
2009	\$ 16,814	\$ 8,963	\$ 10,420	\$ 36,196	\$ 26,681		\$ 9,515
2010	\$ 19,832	\$ 19,856	\$ 14,414	\$ 54,102	\$ 38,783		\$ 15,319
2011	\$ 18,810	\$ 14,592	\$ 15,686	\$ 49,088	\$ 58,711	\$ 32,966	\$ 23,343
2012	\$ 18,240	\$ 9,737	\$ 17,380	\$ 45,357	\$ 61,480	\$ 19,121	\$ 2,998
2013	\$ 17,570	\$ 15,825	\$ 12,847	\$ 46,242	\$ 62,208	\$ 16,615	\$ 649
2014	\$ 16,720	\$ 15,055	\$ 10,716	\$ 42,491	\$ 66,531	\$ 18,399	\$ (5,641)
2015	\$ 14,985	\$ 10,623	\$ 9,793	\$ 35,401	\$ 68,558	\$ 16,250	\$ (16,907)
2016	\$ 18,230	\$ 15,353	\$ 7,267	\$ 40,850	\$ 68,238	\$ 14,836	\$ (12,552)
2017	\$ 21,980	\$ 12,916	\$ 10,969	\$ 45,865	\$ 70,405	\$ 11,044	\$ (13,496)

NOTES: the values above are extracted from the Annual Financial Statements Prior to 2004 ORTA’s Financial Year had been from April 1st to March 31st. In 2004 it was changed to the calendar year to make reporting to the CRA and grant agencies easier. 2004 is for the 9 months April 1st to December 31st 2004 2007 – 2010 the Adventure Relay was an element of the restricted Strategic Plan Account and thus does not show here. 2010 - on completion of the grant funded projects Salaries and Office Expenses became General Program costs at least partially offset by the Adventure Relay net revenue.

The December 31, 2017 Financial Statements report Total Net Assets of \$89,524.

ORTA believes its true value to the hiking fraternity and communities across the Oak Ridges Moraine has exceeded by far the dollars reported in the Annual Financial Statements.

It remains a serious challenge to find the financial inflows necessary to sustain the organization and provide for proper trail maintenance.

APPENDIX TEN

DONATIONS, FUNDRAISING ACTIVITIES AND GRANTS

This Appendix illustrates the wide variety of donations and grants received and the spirit in which they were given. It is a tabulation of funds received; the Annual Financial Statements don't identify some smaller donations and grants.¹

However, it shows what is, required to launch and sustain a project such as ORTA. Members even used their personal connections to solicit "in-kind" donations from local businesses; for example timber to construct boardwalks, and gravel or woodchips where needed on sections of trail!

Contributors to the Oak Ridges Trail Association.

Below we summarise the many contributions to ORTA over 25 years:

- 10.1 Cash Donations
- 10.2 Members' Fundraising Activities
- 10.3 Corporate Donations, Grants, Team Building and Adventure Relay Sponsors
- 10.4. Community Grants, "In Kind" Services and Awards
- 10.5. Conservation Authorities and Public Forests
- 10.6 Ontario Provincial Grants

10.1 CASH DONATIONS

As noted in Chapter Two, during 1995-1996 as the association got going with trail development it received some much appreciated initial grants:

Bruce Trail Association \$1,000 towards the Guidebook First Edition.

Ontario Trails Council \$500 towards trail development

¹ SGB: I could not find a complete record of local grants received. Some may have been expended locally on specific projects or simply included in the Financial Statements as Donations.

Al Shaw, a long-time member of the BTA, donated \$5,000 in 2002 for ORMT Development. He was made an Honorary Member of ORTA and a side trail in Walker Woods was dedicated in his honour. Here's his story.



Trail Talk



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Oak Ridges Trail Association Quarterly
www.orta.on.ca

Chat With Al Shaw

Al Shaw is a generous ORTA benefactor and supporter of the preservation of the Oak Ridges Moraine. A 4.0 km side trail loop in the TRCA North Walker Woods was named for Al in 2002, when blazing of the trail was completed. Ginny Johnson chatted with Al in January at his home in Toronto.

I have been hiking since June, 1948, although before that I began travelling the rural areas around Toronto by cycling. I cycled regularly with three Scottish lads. Bobby, the oldest and strongest, was usually far ahead of us, especially on hills. Having made up my mind to catch him, I trained by getting up at 5:00 AM three mornings a week, riding to Port Credit and back before work (at the Post Office) at 10:00. One very hot day, cycling up the Avenue Rd. hill, I remember the shock on Bobby's face when I came abreast and passed him. I was always able to keep up with him and often, to take the lead, from then on.

I cycled and hiked with a group of youth hostellers, asking for directions to cycling routes at local stores or by calling rural telephone operators. We would catch the Friday evening or Saturday morning train in Toronto to different points along the line, asking the conductor to let us off at a whistle stop, such as Dagmar Hills Station.

We would cycle or hike, or ski in the winter, to a hostel for the weekend. The hostels were usually outbuildings made available by local farmers, and they were pretty Spartan. If they had no electricity there were coal oil lamps and wood stoves in the "common room" and in the kitchen. We would carry up groceries or get them at the local store. Sometimes we would haul a wind-up gramophone and records for square dancing, which was great fun. We also took a toboggan in the winter, and eventually were allowed to leave it at the Dagmar Station so we didn't have to haul it on the train.

Getting home was a little more difficult. We would hail the train by waving a flag, or our arms, jumping up and down - anything to get the engineer's attention. If it



Al Receiving Award From Harold - 2002

was dark, we signalled with a flashlight. Luckily the train always stopped for us.

In those days there was no organized trail system as we know it today. We hiked along trails made by farmers for hauling logs. I remember trying to find an old east-west portage trail south of Ballantrae near where the train bridge crossed Highway 48. After a number of enquiries, I did find the narrow, deeply rutted wagon tracks, and followed it for about twenty minutes before it disappeared in a cultivated field. It is probably indiscernible today, but the trail should have been protected as a point of historical interest.

I joined the Toronto Hiking Club when it was formed and am still a member today. In 1961, I became interested in efforts to preserve the Niagara escarpment. I spent many months, summer and winter, between 1963 and 1967 working on the "Bruce Trail". I was a Trail Captain of a 7 km section north of Milton for 28 years and am very proud of my "Patron of the Escarpment" plaque, bolted to the bedrock on this section. In the early days of developing the Bruce Trail, some landowners were not co-operative, but eventually most gave permission for the trail to cross their property. People will often say "no" to a new idea, but as they learn and understand more, they accept the new idea.

The section at Crawford Lake near Campbellville is my favourite on the BT. When I was training to hike the Millford Tract in New Zealand, a physically demanding 54 km trek, I used "The Pulpit" at the Forks of the Credit to condition myself. I have hiked many trails throughout Canada - Algonquin Park, the Gaspé, and the Rockies - the Adirondacks in the U.S., and Australian trails. But, if I had to choose another place to live besides Canada, it would be New Zealand.

Toronto has always been my home. Though I travelled to many countries during the war and since, I remain committed to Toronto as a place to live. It has been important for me to be active on the local scene, especially in preservation of historic buildings and neighbourhoods, and speaking out on political issues. I have been a member of the Committee for the Old Town and the St Lawrence Residents Association. I believe the site of the original parliament buildings at Parliament and Front Streets should be preserved - it is presently in danger of becoming a car dealership. I am also concerned that public transit solutions to traffic congestion be implemented. I still ride my bicycle to get around in the summer time, and continue to hike throughout the year, despite some pain and stiffness in my right knee injured in a mishap four years ago.

My advice to ORTA & the ORMLT would be to remember the importance of helping in some way, be it trail maintenance, leading hikes, or doing the many jobs which need to be done to keep the organization going. I encourage land owners to allow easements across their properties for hiking trails, so that they and others may continue to enjoy firsthand a natural environment so close to the city. And, finally, I would encourage those who can, to contribute financially to ORTA for easements and land purchases so that the trail can be moved off the roads and into woods and meadows throughout its length.

*Virginia (Ginny) Johnson,
Volunteer Coordinator
(905) 841-8169 volunteers@orta.on.ca*

York Region Teachers: "Catch the Rainbow" - a voluntary program encouraging outdoor activities was wound up in 2003. From the residual funds ORTA received a donation of \$10,000.

Outing Club of East York: This 500 member club includes hikes as part of its program, some on the ORT. In "recognition that maintaining trail systems takes money, effort and commitment" between 2005 and 2009 they donated \$425.

Durham Outdoors Club This Oshawa based club donated \$100 in 2009 in support of trail maintenance in the Clarington section and honouring local hike leader Grace Moores.

Milestone Celebrations and In Memoriam Gifts

This opportunity initiated by the Fundraising Committee has resulted in a variety of donations "In Memory" and "In Honour" of family members and friends.

There is a bench *In Memory of Ginny Johnson* alongside the Gatehouse Side Trail, King Campus of Seneca College, and beside the Main Trail through the Rahmani Tract, Scugog, *In Memory of Peter Brama*. These were purchased by their families and many ORTA friends. See photos in Chapter Three and Five.

10.2 MEMBERS' FUNDRAISING ACTIVITIES

Annual Baillie Birdathon

2001 - ongoing.



BIRD STUDIES CANADA
ÉTUDES D'OISEAUX

This is a Canada-wide event organized by Bird Studies Canada. Each birder chooses a date in May and can spend up to 24 hours outdoors identifying as many bird species by sight or sound as possible. The birder-fundraiser is sponsored by supporters at either a flat rate or per species recorded. This is shared between Bird Studies Canada and the fundraiser's charity. Sponsors receive a tax receipt for their donation and, if this is over \$35, a year's subscription to *Bird Watch Canada*.

Our 'birder,' Diana Piché, has completed 17 Baillie Birdathons in support of ORTA. Typically in 2008 sponsorship by ORTA Members amounted to \$600.00; returning \$111.25 to ORTA Funds. Diana does her Birdathon by a full day's hike along the Oak Ridges Trail. At various times through the year she offers birdwatching hikes.

Charity BBQs at Loblaws.

In 2002 staffed by volunteers from selected charities, Loblaws donated the foodstuffs and equipment for BBQs at the entrances of the Newmarket and Richmond Hill Stores. The locations were a good publicity option and revenue for the day was for the charity. Diana Piché and Joy Chambers arranged volunteers for two ORTA events at each location. Three were cancelled – twice Loblaws BBQ equipment having "disappeared" from outside the store overnight – and on the third due to a storm! ORTA netted \$200 from the one successful event.

Coffee

Another of Diana's initiatives provides Fair Trade Coffee from The Creemore Coffee Company for our Annual Meetings and Discovery Nights

Sales of ORTA Branded Goods



These have included Caps and Shirts² with the ORTA Logo and sets of Greeting

Cards featuring nature on the moraine made by expert art photographer, ORTA Member, Garry Conway.



² SGB: surprisingly this is the only photo I could find on file of someone wearing an ORTA golf shirt.

Gifts and Door Prizes at ORTA Events

Members have solicited gifts from local stores to raise funds by raffles at AGMs and other events. 50:50 Draws have also been held at several events

DOOR PRIZES FOR 2007 ANNUAL GENERAL MEETING April 28, 2007

Brock's (Port Perry)-905-985-2521 (Julie Brock)
Gift certificate for \$20.00

Canadian Tire (Port Perry)-905-985-7341 ext. 204(Sharon)
Four first aid kits, two water bottles, one pair Bushmaster binoculars

Lukes (Port Perry)-905-985-3011 (Teri Vennen)
Wrapped gift package with four items

Mountain Equipment Co-op-416-340-2667 (Dave Robinson)
Two Cascade day packs

Ocala Winery (Port Perry)-905-985-9924
Wrapped wine gift basket

P'lovers (Port Perry)-905-982-0660 (Stephen Kreider)
Butterfly Alphabet Plaque

Wal Mart (Uxbridge)-905-862-0721 (Lesley Whittle)
Purchases made with \$50.00 gift certificate were four packages of Kodiak sport socks, two boxes of trail mix (granola bars), two bags of Planters trail mix, one bag of beef jerky and a package of lozenges

Janet Atkinson-
Walk to Fit Pedometer

Andre Flys
Gift basket from his farm, **Pioneer Brand Honey & Nuts**, and will be filled with locally produced honey, nuts and other products from the hive

Harold's Last End-to-End Walk

At the Second ORTA Retreat in 2005 it had been recommended that association staff should make some personal input towards funding their salaries.

Leaving Palgrave on Friday April 24th. 2009 Harold set out for a nine day E2E walk Palgrave to Gores Landing. This sponsored walk raised \$9,465 for the Strategic Plan Implementation Fund. However this was less than half of his intent to raise \$100 per km. See photo in Chapter Three.



As a run-up to The Moraine. For Life. Adventure Relay in June 'Hiker Harold' Sellers will walk over 210 kilometers on the Oak Ridges Trail over 9 consecutive days, in support of the Oak Ridges Trail Association.

Day	Start	Finish	Distance
DAY 1 Fri., April 24	Palgrave Millpond Map 1	King Twp., corner of 18 th & 8 th Map 1 or 2	24 km
DAY 2 Sat., April 25	King 18 th & 8 th Map 1 or 2	Aurora, Town Park Aurora Map	27 km
DAY 3 Sun., April 26	Aurora, Town Park Aurora Map	Eldred King Woodlands, Whitchurch- Stouffville, Map 4	21 km
DAY 4 Mon., April 27	Eldred King Woodlands, Map 4	Coppin's Corners, Uxbridge Twp. Map 5	26.5 km
DAY 5 Tues., April 28	Coppin's Corners Map 5	Purple Woods CA, Oshawa Map 6	24 km
DAY 6 Wed., April 29	Purple Woods CA Map 6	Long Sault CA, Clarington Map 7	19.5 km
DAY 7 Thur., April 30	Long Sault CA Map 7	Hwys 35 & 115 Map 8	17.5 km
DAY 8 Fri., May 1	Hwys 35 & 115 Map 8	Village of Garden Hill Map 9	27 km
DAY 9 Sat., May 2	Garden Hill Map 9	Gore's Landing Pioneer Park Map 10	27 km
			Total = 213.5 km

Map numbers refer to the Oak Ridges Trail Guidebook, 4th edition.

10.3 CORPORATE DONATIONS

Mountain Equipment Co-op

In 1995 MEC donated \$6,000 for trail construction in Uxbridge.
The Guidebook is sold at their stores.

Aggregate Producers Association

In 1996 APA donated 75 tons of gravel for trail construction in Uxbridge.

Toronto Dominion Canada Trust Friends of the Environment

- 1995 \$1,000 towards production of the 1st. Edition of *The Guidebook*.
- 1996 \$1,000 to Uxbridge Chapter for trail development.
- 1999 \$9,800 for the digital mapping of the 2nd Edition of *The Guidebook*.
- 2009 \$17,950 – a matching grant towards infrastructure projects.

Shell Environmental Fund

- 1996 \$2,550 to Uxbridge Chapter for trail building including a bridge.
- 2007 \$1,825 towards remedial work on Duffins Creek Headwaters Trail.

The EJLB Foundation

This private foundation, based in Montreal, provides grants to medical and environmental projects. In 2009 it contributed \$10,000 as a matching grant towards the Trail Enhancement Program

Bell Canada Employee Giving Program

In 2009 \$500 was solicited by Rhys Beak.

IBM Community Action Fund

In 2016 ORTA Members Frank Alexander and Lena MacDonell, both former IBM employees, solicited a grant towards the cost of the new West Trailhead Map and Kiosk. See the last page of Chapter Five. In 2017 IBM commenced partnering in creation of a new Long Range Plan.

Some corporations have contributed to trail building and maintenance as Employee Team Building Opportunities.

Timberland Canada – a Markham based outdoor clothing manufacturer. Twenty employees ventured for their annual “Servapalooza” on September 20th, 2007 joining ten ORTA volunteers on trail maintenance in YRF Tracts around Ballantrae.

Levi Strauss Volunteers have engaged with ORTA maintenance teams in Work Parties for several years including the 2013 reroute and boardwalk reconstruction to avoid wet areas around the popular Secord property in Uxbridge.



Construction Materials and Equipment

The **Home Hardware** Aurora store has donated timber for boardwalks constructed by the chapter. On many occasions Members have purchased smaller quantities of materials and loaned personal equipment for trail maintenance.

Adventure Relay Sponsors

Tanenbaum per Jay-M Holdings as Principal Sponsor of the Adventure Relay 2008 – 2011: \$105,000.

Magna Corporation and **LaFarge** have also contributed. In 2013 **Keen Boots** donated \$5,000. Corporate Teams have brought donations in addition to their entrance fees.

The Oak Ridges Moraine Foundation provided a sponsorship of \$5,000 annually.



10.4. COMMUNITY GRANTS, “IN KIND” SERVICES AND AWARDS

Municipalities across the moraine offer a variety of grants to volunteer groups. Below is a list –not exhaustive – of typical grants received. There are others included in general donations. ORTA has not received such grants automatically each year. Established trails across municipal parks are an important part of the moraine-wide trail as they bring ORTA into contact with the local community.

City of Clarington Community Grant Program typically \$500 p.a.

Town of Aurora

The Parks and Recreation Department has contributed “in-kind” services such as supplying gravel or chips for trail maintenance and installing ORTA signage to ensure conformity to their standards. This was in conjunction with the town’s Adopt-a-Park program.

Several Members have been acknowledged in the Volunteer Awards program for trail development and clean-ups. Sylvia Gilchrist was Citizen of the Year in 2006.

Township of King Volunteer Grants Allocations typically \$1,000 p.a.

York Environmental Stewardship, Ontario Stewardship Rangers \$1,000 p.a.

Through the Ministry of Natural Resources, Aurora District, this program funded our supervisors’ costs working with teams of up to 15 youth volunteers over 2 or 3 days. In 2005 they worked alongside ORTA volunteers improving protection of streams and natural habitats at several trail locations; in 2006 they assisted in upgrading boardwalks and clearing fallen trees and debris along the King Chapter section of the trail, in 2007 in blazing the side-trail through Jokers Hill.

10.5 CONSERVATION AUTHORITIES AND PUBLIC FORESTS

Bill Granger, Chairman of Metro Toronto and Region Conservation Authority (MTRCA, now TRCA), was the guest speaker at ORTA’s Founding Meeting in 1992.

Leafing through The Guidebook you will see we have sections of trail in properties in the care of:

- Toronto Region Conservation Authority
- Simcoe County Forest (discontinued by 2015 re-route.)
- Nature Conservancy of Canada
- Lake Simcoe Region Conservation Authority
- York Region Forests
- Durham Region Forest
- Central Lake Ontario Conservation Authority
- Ganaraska Region Conservation Authority – Ganaraska Forest
- Northumberland County Forest
- Ontario Parks Provincial Nature Reserves

Conservation Authorities and the Regional/County Forests have provided substantial input without which the moraine-wide trail would not exist. Indeed they regard ORTA as partners in the development and maintenance of trails across the properties. Note that most of our Side Trails are in Conservation Areas and Public Forests. Contact is usually with the local Chair and Trail Captains who maintain our blazes and regularly inspect the trails; maintenance needs are reported to and dealt with by the authorities’ staff.

Typically ORTA does not receive direct financial assistance from these authorities. But they have constructed boardwalks and bridges along the agreed route and provided parking lots and information kiosks at trail access points – in some cases ORTA has contributed towards these costs from its General Fund or ORMF grants. E.g.: \$8,150 towards the popular Secord Property Trail Head; bottom right.

We note the enthusiastic participation of their staff teams in the Adventure Relay!

The Conservation Authorities Moraine Coalition has taken over some coordination responsibilities following the closure of the Oak Ridges Moraine Foundation.



10.6 ONTARIO PROVINCIAL GRANTS

10.6.1 Oak Ridges Moraine Foundation

2003 - Oak Ridges Trail Strategy – \$43,000

The Oak Ridges Moraine Foundation awarded its first grant to the Oak Ridges Trail Association. On May 1, 2003 the foundation's Executive Director, Michael Scott, presented a cheque for \$40,000 to Harold Sellers, President of ORTA. Mr. Scott observed, "It is fitting that the ORMF's first grant be awarded to an organization which for over a decade has worked tirelessly toward developing an "accessible" trail right across the Oak Ridges Moraine."

The purpose of this grant was: "to fund a consultant to lead ORTA in developing A Preferred Route for the Oak Ridges Trail and a Business Plan for the Association." The performance of this watershed project resulted in *A Strategic Plan for the Oak Ridges Trail, February 2, 2004*. Reproduced as Appendix 2.2.

2004: ORTA Staffing Strategy: Implementation of Recommendations - \$36,000

This grant, with matching funds from the Ontario Trillium Foundation, enabled ORTA to engage a full time Executive Director and a part time Administrative Assistant; and, to set up an office.

The task was to set annual work plans for performance of the recommendations, including the establishment of the Strategic Plan Advisory Committee, and defining the roles of the ORTA Board and its volunteer Members. Note that subsequent grants, based on these plans, were to be on a project basis

Those familiar with the disciplines of Grant Applications, Requests for Proposals, Project Management, Interim and Completion Reports will understand that this work consumed a high percentage of the Executive Director's man-hours. Approvals of submissions and maintenance of detailed Financial Accounts similarly placed a heavy burden on ORTA's Executive Committee. Each Completion Report provided the basis for grant applications for subsequent phases.

2005 – Oak Ridges Trail Improvements & Raising Public Awareness - \$164,000

The ORMF recognised that promoting the trail was a practical option for raising awareness of the moraine amongst the general public. This became a major ongoing strategy into subsequent years. Harold Sellers accompanied by ORTA Members made many presentations in communities across the region.

Significant trail improvements were in process. These included designation of several sections of the trail as Accessible with signage in accordance with the **Universal Trail Accessibility Process**. ORTA Member Tim Lawley played a crucial role training other volunteers in this methodology.

This omnibus project required matching funds for current activities and the development of a Funding Strategy. A Strategic Plan Fundraising Committee was struck with the objective of securing a sustained long term source of revenue; hopefully including two corporate contributions of \$100,000 p.a. Ideas for a moraine-wide publicity event *Hands Across the Moraine* went through several drafts but failed to come to fruition.

A fresh approach initiated by Harold Sellers and the Executive Committee led to the engagement with Your Charity Village who sent a Request for Proposals to interested public event organisers. Of six respondents that of Life Adventures was by far the most detailed and formed the basis of the 2006 request to the ORMF for seed monies to establish the *Adventure Relay*.

A televised Press Conference at Queens Park on June 21, 2006 was organized by the ORMF with the Bruce Trail Conservancy and ORTA to announce the connection of the Oak Ridges Trail to the Bruce Trail at Palgrave. It was poorly attended and received little media attention due to other happenings in the Legislature that day.

Reality had set in as it became clear that the multitude of elements were taking longer to implement than anticipated. Nevertheless there was recognition all round that a lot had been accomplished in eighteen months

2006-7 - ORM Trail Improvements and Raising Public Awareness - \$302,000. Including \$250,000 seed monies for the Adventure Relay.

A year of intense activity intended to secure the future of the trail and ORTA.

Planning for the first *Moraine for Life Adventure Relay* on June 16, 2007 and its continuation in subsequent years is detailed in Chapter Eleven. An annual social event it continues to attract publicity and raise funds - ORTA's "Signature Event."



Section 5.2 of the 2006 – 2007 Final Report in Appendix 10 summarises the multitude of Public Awareness activities across the moraine and beyond at which Executive Director Harold Sellers including advertised presentations organised by Publicity Director Wilma Backus.

2007-8: Oak Ridges Trail Association - Trail Improvements \$67,500

As developments continued, the "low hanging fruit having been

plucked already," desired results took longer to materialise. This project was approved in September 2007; the scope can be appreciated from Table 2.0 Targeted Results & Achievements from the Final Report drafted by Harold Sellers in March 2009.

The groundwork had already been laid for the trail improvements which exceeded expectations. Of particular importance towards future planning was the Trail Audit performed under contract by Peter Attfield. *"The Audit provided confirmed and documented trail distances in GPS data files, photographic documentation and infrastructure inventories. It also reviewed current trail construction and maintenance standards and practices, reported on deficiencies and made recommendations supported by cost estimates."*

The project called for matching grants to be obtained to fund 30 Trail Keys where the Main Trail crosses Regional Roads in York and Durham. See Appendix 5.2. But only enough funds were obtained for the 15 Trail Keys in York Region which were installed under the 2009 grant.

Targeted Results & Achievements

DELIVERABLE	TARGET	ACHIEVEMENTS
New Trail	25 km	34 km
Trail Moved Off Road	10 km	18.1 km
Trail Placed on Public Lands	15 km	8.46 km
New Parking Lots Serving Trail	2 lots	2 constructed
Trail Audit	1	Completed
Trail Location Signage	30 signs	1 installed and 15 more approved and to be installed by York Region in Spring 2009
Accessible Trail	2.5 km	2.0 km
Infrastructure Improvements	10 sites	10 sites
Training for Trail Captains	25 individuals	22 individuals trained in two workshops Sept. 2008

PROJECT DELIVERABLES	ORMF Funding Provided	Partner Funding Cash Projected	Partner Funding Cash Achieved	Total Cash Achieved
3.0 Oak Ridges Moraine Trail Development and Implementation	\$10,000	\$0	\$0	\$10,000
4.0 Strategic Leadership and Management	\$25,000	\$0	\$0	\$25,000
5.0 Organizational Development	\$40,000	\$0	\$0	\$40,000
6.0 Moraine For Life Adventure Relay	\$5,000	\$61,250	\$57,457	\$62,457
Totals	\$80,000	\$61,250	\$57,457	\$137,457

2008-9: Moraine for Life Strategic Legacy Building Collaboration \$80,000

From the Final Report:

Item 3.0 provided for ORTA's costs working with Fred Johnson on Land Securement for trail development and Item 6.0 a contribution to further development of the Adventure Relay.

Item 4.0 was firstly for the services of Ruth

Armstrong of VISION Management Services to review the potential for resource sharing between ORTA, ORMLT and STORM.

Secondly a report to ORTA: *Long Term Planning Framework 2008-2012* which suggested a more appropriate Board and Regional structure. This was implemented over time - see Chapter Four.

Item 5.0 was reallocated to the first six months of a contract with Judy Gilchrist as Director of Development for *Working Together for the Oak Ridges Moraine*. See below its continuation funded by the Ontario Trillium Foundation.

2009 Trail Securement and Infrastructure \$39,500; \$25,017 applied.

Fred Johnson investigated opportunities for long term Trail Securement, especially getting more of the trail off roads and onto public land. His files were handed over to ORTA on closing and were merged with ORTA's Landowner files.

10.6.2 Ontario Trillium Foundation

2003 Trail Maintenance Equipment \$35,000

The Grant Application was submitted in August 2002 following investigations by Tom Rance of equipment requirements and suppliers quotations. OTF awarded the grant on January 15, 2003.

The equipment was obtained just in time for demonstration at the AGM following which the small equipment was distributed to Chapter Trail Captains: Nine Brushcutters; sets of Hand Tools and Nine Hand Carts. See Chapter Two -

The major items: a Bombardier ATV Traxter XL; a Bush Hog - Opico GT42 with Powered Rotary Cutter and a Trailer for transporting the Bush Hog presented storage and insurance problems Without our own fixed address we could not obtain insurance and have the vehicles plated for road transport.

The following year ownership of these three items was transferred to the TRCA for the payment of \$1.00. TRCA would garage, insure and use the equipment and make them available - on reasonable notice - to ORTA and other organizations for trail construction and maintenance.

2004 - 2006 Organizational Development \$79,500

The *Strategic Plan Implementation Account*, around \$200,000 p.a., separate from the ongoing *Operations Account* of some \$40,000 p.a., necessitated accounting and audit services. This grant provided matching funds to the ORMF 2004 and 2005 grants towards salaries, set-up expenses, office costs and support services.

2006 Trails for All Ontarians Collaborative \$1,000

This was a contribution from the TAOC's OTF Grant towards ORTA's costs in assisting with this project which set standards for use of recreational trails by people of all abilities. See 10.6.5 below.

2006 - 2009 The Seaton Trail Project \$21,700

This project is summarised in the Addendum to Chapter Three.

2009 – 2011 Working Together for the Oak Ridges Moraine \$144,800

Could the moraine’s voluntary NGOs engage in a closer and financially stable relationship as suggested in the VISION Management report? STORM, ORMLT and ORTA, were potentially looking for new Executive Directors in 2009; could they be merged into a common umbrella organization? A funding application to the Ontario Trillium Foundation was prepared, rather hurriedly, with ORTA nominated as the lead applicant. The appointed contactor had previously worked temporarily for the ORMF. Key differences between the three organizations became more apparent; for example the STORM Coalition was a Political Advocacy and thus, unlike ORMLT and ORTA, could not be a Registered Charity.

The project placed a considerable burden on ORTA as the pace of the study could not be sustained by our volunteer based structure. After a year ORTA withdrew and the lead was taken by the ORMLT.

10.6.3 Ministry of Tourism and Recreation – The Communities in Action Fund 2004–2006 - A key initiative of ACTIVE2010

2004 - 2005 – Increase Accessibility to the Oak Ridges Trail \$13,800

Towards the total project cost of \$23,000, the balance being matching grants and some ORTA funds. In May 2005 ORTA volunteers attended a two day Universal Trail Assessment Process Workshop. By mid-2006 they had designated and signed six additional sections totalling 10.3 km. The Accessible Trails Guide was printed. See Chapter Three.

2006 – Ontario Trails Strategy – Reaching Ontario’s Ethnic Diversity - \$15,000

The Grant was for translation into five languages of some Hiking Articles including introductory pages of *The Guidebook*. Professional translation services proved to be less expensive than budgeted and so eleven sets were produced. Opposite

10.6.4 Ministry of Health Promotion – Trails for Life 2005-2006 Health Promotion and Wellness through Durham Lives!

2005: \$1,000 towards location of the Oak Ridges Trail through the Central Lake Ontario Conservation Authority properties, Purple Woods and Rahmani Tract.
2006: \$4,000 for team sponsorships for the inaugural Adventure Relay in 2007.

10.6.5 Trails for All Ontarians Collaborative – Ontario’s Best Trails

2006 – 2007 Trail Improvements \$6,000

ORTA was one of 15 organizations which collaborated under the leadership of the Active Living Alliance for Canadians with a Disability to produce the 309 page Guidelines and Best Practices for the Design, Constructions and Maintenance of Sustainable Trails for all Ontarians. This project was funded at least in part by the Ontario Trillium Foundation in conjunction with ACTIVE2010. Participants received a portion of the grant towards implementing some relevant recommendations.

The new 2007 Website page provided links to the articles in 12 languages

