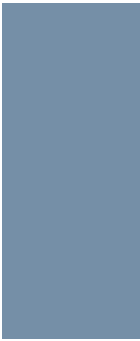




*People and the Bruce Trail: Naturally Connected*



Annual Report  
July 1, 2008 - June 30, 2009



Close to nature.  
Close to home.

THE BRUCE TRAIL  
CONSERVANCY

2008/2009



## HIGHLIGHTS

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**17 properties secured**, the most secured in a single year

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**221 hectares** (547 acres) of Escarpment land and 7.3 km of Bruce Trail Optimum Route now protected

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**Seven properties donated** to the BTC

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**More than 1,000 volunteers** contributed the equivalent of approximately \$2 million in work time towards fulfilling the BTC's mission

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**53 km of newly blazed Bruce Trail**

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**\$2,289,377 received by the BTC** in total donations and grants

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As I conclude my first year as President of The Bruce Trail Conservancy, I've been reflecting on my ever expanding understanding of the role that people – our members, volunteers, donors, and the general public – play in supporting our Mission.

When I first began volunteering with the BTC as Treasurer, I had an inkling even then of the number of people that worked behind the scenes to keep our organization thriving. Each time I moved on to different committees and roles within the BTC, and finally to the position of President, I steadily gained a wider view of the entire organization. What I've seen is staggering!

I am immensely impressed and buoyed by the knowledge that all over the Escarpment there are groups working on different elements of this big enterprise with the same passion. Whether you're walking into a church basement in Dundas where a group is discussing Trail signage, or into a corporate meeting room in Mississauga where volunteers are discussing financial investments, people are united by the same dedication, commitment and spirit for the Bruce Trail and the Niagara Escarpment.

I am equally impressed that in a notably challenging economic climate for charities, our supporters on every level made their dedication to the Bruce Trail a priority. They rose to the challenge and gave at the same level as the previous year, which was our best year ever for cash and securities donations.

Finally, supporting our dedicated volunteers, and working to diligently serve our membership are the BTC Staff, and we owe them thanks for capably coordinating our conservation programs to enhance our Mission of a secure and ecologically viable conservation corridor.

To the people who make The Bruce Trail Conservancy what it is, our sincere thanks.

Ed Hazell  
PRESIDENT

Beth Kümmling  
EXECUTIVE DIRECTOR

It has been my pleasure over the years to meet so many of our members, donors and volunteers, first as a volunteer and Board member myself, and over the past 5 years as Executive Director. Through that time I have been inspired by the tireless effort of the legions of Bruce Trail supporters, who consistently display the same passion and commitment for our Mission. Without this support, our organization could not have achieved so many remarkable milestones.

This year we received donations of cash and securities that matched last year's record levels, which is a significant accomplishment given the economic climate. Just as impressive is the number of land donations we received this year, a clear testament to the support we have from landowners within Escarpment communities. Through this support, we have been able to protect 547 acres of Escarpment land, and secure 7.3 km of the Bruce Trail Optimum Route.

Adding to the financial support is the contribution by more than 1,000 volunteers who work tirelessly to perform the essential functions needed to keep our organization moving forward. Our work to preserve the Niagara Escarpment could not be done without our volunteers, who annually contribute the equivalent of more than \$2 million in labour.

As you review the 2008-2009 Annual Report and read stories from our members, donors, volunteers, landowners and other supporters, reflect upon your own Bruce Trail experience, and consider how you can share it with friends and family.

Our organization's strength is in the compelling mission of the Bruce Trail Conservancy to preserve our beautiful Niagara Escarpment, and in the many many thousands of people, like you, who support it. On behalf of the Staff of the BTC, thank you for your continued dedication. It is an inspiration to us all.



*My time with the Bruce Trail has taught me many things. Time and again, I have been impressed and humbled by the capacity of people to give of themselves, to so willingly support something larger than themselves. Each person's effort, large and small, has a lasting impact and we have all benefited from these efforts. I have great faith that the Bruce Trail will remain forever part of the natural landscape of Ontario as first envisioned by its Founders.*

Dr. Philip Gosling, BTC Honorary President

**In the 2008-2009 fiscal year The Bruce Trail Conservancy secured 17 properties through our land acquisition program, the most we've ever secured in a single year. These acquisitions allowed us to preserve 221 hectares (547 acres) of Escarpment land and secure 7.3 km of Bruce Trail Optimum Route.**



*Hoskin (Nelles Estates) - Niagara*

The success of our land securement program is due to the tremendous people who support it. These are the volunteers and Staff who work diligently to identify and cultivate land acquisition prospects, the donors who provide much-needed funding, and the landowners who work with us to ensure their land is conserved forever. Such landowners include Bruce and Carol Hoskins, Dona Wilson, and Clarence and Anne McCloskey. These next-door neighbours in the Niagara Section banded together and donated the rear of their properties to secure the Bruce Trail above Dorchester Drive in Grimsby. Nearby neighbours Gertrude Taunton and the Eggert daughters did the same in the Iroquoia Section, along Maple Drive in Stoney Creek. We are grateful for the support of these and other landowners during the past year.

More than \$1.24 million in Escarpment land was preserved this year, made possible through donations of cash and securities by generous donors (\$949,400), land donated by charitable landowners (valued at \$128,400), and through the Greenlands Program, a joint initiative of the Nature Conservancy of Canada and the Ontario Ministry of Natural Resources (\$160,000). Grants from the Ontario Land Trust Assistance Program - an Ontario Ministry of Natural Resources initiative to help conserve Ontario's biodiversity - and again our generous donors, covered the ancillary costs that accompany purchases of property. We are indebted to our donors, landowners and other supporters for generously contributing to our mission to protect the ecological integrity of the Niagara Escarpment.

**Cherry Ridge - Niagara**

*0.30 ha (0.75 acres) preserved;  
66 m of Bruce Trail Optimum Route secured.*  
Property purchase funded by BTC donors. Ancillary purchase costs funded by a grant from the Ontario Land Trust Assistance Program.

**Hoskin (Nelles Estates) - Niagara**

*0.17 ha (0.42 acres) preserved;  
23 m of Bruce Trail Optimum Route secured.*  
Generously donated by the landowner.





*Cherry Ridge - Niagara*

**McClosky (Nelles Estates) - Niagara**

*0.17 ha (0.42 acres) preserved;  
23 m of Bruce Trail Optimum Route secured.  
Generously donated by the landowner.*

**Wilson (Nelles Estates) - Niagara**

*0.17 ha (0.42 acres) preserved;  
23 m of Bruce Trail Optimum Route secured.  
Generously donated by the landowner.*



*McClosky (Nelles Estates) - Niagara*



*Wilson (Nelles Estates) - Niagara*

## LAND ACQUISITION & PROTECTION

### **Taunton - Iroquoia**

*0.04 ha (0.10 acres) preserved;  
16 m of Bruce Trail Optimum Route secured.  
Generously donated by the Landowner.*

### **Prytula - Iroquoia**

*0.03 ha (0.08 acres) preserved;  
13 m of Bruce Trail Optimum Route secured.  
Funded by BTC donors.*



*Kilnside - Caledon Hills*

### **Eggert - Iroquoia**

*0.06 ha (0.16 acres) preserved;  
33 m of Bruce Trail Optimum Route secured.  
Generously donated by the landowner. Ancillary  
purchase costs funded by a grant from the Ontario  
Land Trust Assistance Program.*

### **Kilnside - Caledon Hills**

*0.81 ha (2.0 acres) preserved;  
113 m of Bruce Trail Optimum Route secured.  
Generously donated by the landowner.*



*Taunton - Iroquoia*



*Prytula - Iroquoia*



## LAND ACQUISITION & PROTECTION

### **Hemlock Ridges - Caledon Hills**

23 ha (56 acres) preserved; 1,170 m of Bruce Trail Optimum Route secured. Funded by BTC donors.

### **Boyne Valley Springs - Dufferin Hi-Land**

32 ha (79 acres) preserved; 1,120 m of Bruce Trail Optimum Route secured. Property purchase funded by BTC donors including the landowners. Ancillary purchase costs funded by a grant from the Ontario Land Trust Assistance Program.



Hemlock Ridges - Caledon Hills



Boyne Valley Springs - Dufferin Hi-Land



Dunlop Easement - Sydenham

### **Dunlop Easement - Sydenham**

0.02 ha (0.05 acres) preserved;  
46 m of Bruce Trail Optimum Route secured.  
Generously donated by the landowner.

### **Beaver Springs Wetland - Sydenham**

23 ha (57 acres) preserved; 479 m of Bruce Trail Optimum Route secured. Property purchase funded by BTC donors. Ancillary purchase costs funded by a grant from the Ontario Land Trust Assistance Program.



## LAND ACQUISITION & PROTECTION

### **The Pines - Sydenham**

*17 ha (42 acres) preserved; 137 m of Bruce Trail Optimum Route secured. Property purchase funded by BTC donors. Ancillary purchase costs funded by a grant from the Ontario Land Trust Assistance Program.*

### **Ferndell - Sydenham**

*7.5 ha (18 acres) preserved; 923 m of Bruce Trail Optimum Route secured. Funded by BTC donors.*

### **Lindenwood - Sydenham**

*69 ha (171 acres) preserved; 1,790 m of Bruce Trail Optimum Route secured. Funded by BTC donors and a grant from the Greenlands Program.*

### **Colpoy's Bay View - Peninsula**

*13 ha (32 acres) preserved; 730 m of Bruce Trail Optimum Route secured. Funded by BTC donors.*

### **Sattler - Peninsula**

*35 ha (87 acres) preserved; 547 m of Bruce Trail Optimum Route secured. Funded by BTC donors.*



*The Pines - Sydenham*



*Lindenwood - Sydenham*



*Ferndell - Sydenham*



*Colpoy's Bay View - Peninsula*



*Sattler - Peninsula*

As we work together to complete a conservation corridor through land acquisition, over 140 land stewards are helping to steward the more than 6,600 acres of land acquired and/or in the care of the BTC, contributing to the protection of the Escarpment's natural ecosystems.

Frank Schoenhoeffer, the Sydenham Club's representative on the Land Securement Secretariat, has been volunteering for many years and recently became a land steward.

*I've been mostly involved in the BTC Land Securement program and I realize that, after we've acquired new properties, the next big part of our BTC mission is to conserve and protect those lands. So now I'd like to help with that too. In particular, I'm taking on the new Lindenwood property, together with my Stewardship partner, and we're eager to learn the important facets of taking care of our property.*

Frank Schoenhoeffer, Land Steward of the newly acquired Lindenwood property

Through the stewardship program we strive to find a balance between responsible public access and protection of Escarpment ecosystems. Two workshops were held this spring in order to ensure that Land Stewards have the skills and knowledge they need to fulfill this objective. We were very fortunate to have two expert guest speakers give presentations at the workshops: Dr. Stewart Hilts from the University of Guelph who spoke about forest ecology and stewardship; and Bronwen Buck from Carolinian Canada, who introduced us to stewardship within the unique Carolinian Life Zone.

In addition to this fundamental and important aspect of the stewardship program, volunteers have been involved in exciting work to restore biodiversity. For instance, work is being undertaken to restore native biodiversity to conifer plantations on BTC land. Led by Sal Spitale as part of his Master's

thesis, in association with the BTC Environment Committee, volunteers came out on two occasions to participate in this project by planting trees, shrubs and groundcover in order to increase diversity of native species within a monoculture of non-native conifers.

Another biodiversity project took place this spring, as volunteers from The Bruce Trail Conservancy and the Credit Valley Conservation Authority joined forces to battle one of Ontario's nastiest invasive plant species – garlic mustard. Forty volunteers removed 348 pounds of garlic mustard from the Terra Cotta Conservation Area. The event was part of a series of events that took place throughout the province in support of International Day for Biological Diversity, the aim of which is to increase understanding and awareness of biodiversity issues.

Thank you to the many volunteers who are dedicated to the success of the stewardship program. Their appreciation of the Niagara Escarpment is evident in their description of the stewardship experience:

*Standing among rare ferns and watching a white tailed deer move through the morning mist a few feet away from me makes it all worthwhile.*

Andrew Costley, Land Steward of the newly acquired Ferndell property



*The greatest pleasure of land stewarding is being able to return to a specific area of wilderness and see the small subtle changes that occur season-to-season, year-to-year. Each visit allows a deeper understanding of the dynamics of a forest and of nature.*

Bob Hope, Sydenham Land Steward Director



## VOLUNTEERS

This year, more than 1,000 volunteers contributed the equivalent of approximately \$2 million in work time towards fulfilling the BTC's mission.

The BTC's Volunteer Management Program is guided by a three year implementation plan, which was approved by the board in 2008. The plan offers recommendations to the BTC and its member Clubs to address volunteer recruitment, tracking, training, recognition and succession planning.



Over the last 12 months, special effort was given to growing the BTC's Flying Squad. Originally founded by the late Chris Walker, a highly respected long-time volunteer and supporter, the Flying Squad is a team who are called upon when large work parties are required or help is needed on short notice. Any of the BTC's Clubs can request help from the Flying Squad. This spring, the Flying Squad made a significant contribution to completion of a Trail reroute project on the Pine River, led by Earl Cowan of the Dufferin Hi-Land Club.

Essential to the success of the Volunteer Management Program is the contribution made by Club Volunteer Coordinators. Each Coordinator is responsible for working with their Club executive to ensure the human resource needs of each program area are being met. The work of these individuals allows the volunteer program to operate effectively year after year.



*Working with others in the stewardship program keeps me in touch with what is important in my life. While I know some connect with nature by hiking; I connect through my work helping to steward the land. When I'm out there, the superficialities of life become less important, and I'm reminded of the many mysteries of nature.*

Jim Macdonald, Land Stewardship Committee Chair

The support of the public is vital to our success, and we cannot overlook the contribution of more than 1,000 landowners who generously allow the Bruce Trail to cross their land. These landowners include private citizens, municipalities, corporations, and conservation groups who believe in the Bruce Trail.

*I am gratified to be able to offer a portion of our family property for Bruce Trail hikers' use and enjoyment. As a professional who has practiced in the community for over 20 years, I am delighted to do my bit by giving something in return. The Bruce Trail Conservancy is an outstanding group that has enhanced the quality of hiking in our province tremendously. I feel fortunate to be able to provide a small section of Trail, which has hopefully improved their local route.*

David Sylvester, Landowner

The volunteers from the nine Bruce Trail Clubs are indispensable in maintaining good relationships with landowners by maintaining regular contact, holding landowner recognition events, and conveying on behalf of all Bruce Trail users our deep appreciation for their generosity.

The commitment of volunteers in securing new agreements with landowners resulted in a huge success when the new 30-km Falling Waters portion of the Bruce Trail was officially opened by the Beaver Valley Club at a ceremony in August 2008. Volunteers in all Clubs continue to work diligently with local landowners to move our Trail onto the Optimum Route and improve the Bruce Trail experience for all users.

Volunteers and Staff also foster relationships with the wider community, spreading the message of Niagara Escarpment conservation and the Bruce

Trail through presentations to service groups, naturalist clubs, planners and other organizations.

This past year BTC Staff and volunteers represented the BTC on the Niagara Escarpment Commission's Public Interest Advisory Council, reviewing and commenting on Niagara Escarpment Plan Amendment applications. The BTC's Executive Director is a board member of the newly-formed Niagara Escarpment Biosphere Inc., a non-profit organization established to assist with implementing projects that contribute to the health and sustainability of the Escarpment.

This year the BTC took significant steps towards gaining political support at the Provincial and Federal level. In a meeting with the provincial Minister of Natural Resources, the Honourable Donna Cansfield, and senior MNR Staff, BTC Staff profiled our comprehensive and strategic land securement program. We discussed the challenges and opportunities that we face as a major provincial land trust in Ontario, and explored ways in which the MNR can benefit from our work, as well as assist us from a financial and regulatory standpoint.



The Honourable Donna Cansfield at the BTC Donor Night in November

BTC Staff met with federal Minister of Natural Resources, the Honourable Lisa Raitt, to introduce the BTC and our importance in a national context, as a major national and international tourist attraction, and as a key factor in the Escarpment's World Biosphere Reserve designation. We will continue this dialogue to find ways in which the Federal Government and the BTC can work together to accomplish our Mission.

## TRAIL ACCOMPLISHMENTS

Over the past year there have been 26 Bruce Trail reroutes, each with their own unique stories. These reroutes saw 27 km of Trail removed from its existing location (due to requests from landowners, rerouting of Trail to Optimum Route, or for environmental reasons), which was more than off-set by the addition of 53 km of newly blazed Bruce Trail.

Ten of the 26 reroutes involved moving the Trail onto land that has been secured through the success of the Land Securement Secretariat and the generosity of those who donate their land. Some reroutes reflect new handshake agreements with private landowners or Conservation Authorities. For example, thanks to new or modified handshake agreements with 7 landowners, and the BTC purchase of a key property, 3.7 km of Trail along road in the Hockley Valley has been eliminated, and the South Hockley Link now follows a beautiful new route along the southern rim of the valley.

Trail accomplishments are a result of positive relationships between the many local volunteers at the Bruce Trail Clubs who liaise with the local residents, often their friends and neighbours, and form agree-

ments to allow the Trail to pass through private land. Individuals all along the Trail help to bring us closer in line with the Optimum Route of the Bruce Trail.

### Major Accomplishments:

#### Clearview (Sydenham)

Route via Snider onto Clearview property 1.6 km new route with 1.8 km moved from road

#### Bert Lowe Side Trail (Niagara)

Reblazing 10 km of new Side Trail

#### Lindenwood (Sydenham)

2.2 km of new Main Trail and 2.8 km of Side Trail on the Lindenwood property

#### South Hockley Link (Caledon Hills)

5.4 km of Main Trail. Two new side trails (Hockleycrest ST and Hemlock Ridge ST), adding up to 1.2 km of new Trail found on the newly acquired Hemlock Ridge Property.

#### Dunks Bay to Little Cove (Peninsula)

After having to reroute onto Hwy 6 from Little Cove Road to Dunks Bay Road, the Peninsula Club has made agreements with landowners eliminating 4 km of road. 4.8 km of blazed Trail has been routed onto both private and public land, reclaiming the old established route along the Escarpment at Dunks Bay.



## 2008-2009 BRUCE TRAIL CONSERVATION CORRIDOR FACTS

	2008-2009	2007-2008
Total hectares secured	221 ha (547 acres)	330 ha (815 acres)
Total hectares of Escarpment land managed by BTC	2,675 ha (6,611 acres)	2,488 ha (6,149 acres)
Total Optimum Route secured	7.3 km	11.6 km
Length of Optimum Route	861.3 km	857.7 km
Secured Optimum Route on BTC and Public Land	387.9 km	378.9 km
Percent of Trail Secure	45.0 %	44.2 %
Percent of Trail at Risk	55.0 %	55.8 %

## MEMBERSHIP

Membership fees are critical to the Bruce Trail Conservancy, generating 34% of the BTC's annual land conservation budget. This year overall membership at year end remained essentially at the same level as 2008. New memberships were up 7%, which was offset by the decline in renewals over the past year.

Membership program activities for this year were directed primarily by the BTC's Membership Implementation Plan. This three year plan offers extensive recommendations for the BTC and its Clubs to address member attraction and retention.

As part of the plan, several new membership benefits were added or enhanced this year:

- Members-only website
- More member events, including the MEC Club Night and International Day for Biological Diversity event
- New member features, like the member digital photo contest

An online membership survey was implemented to complement the traditional survey printed every other year in Bruce Trail Magazine. The online survey was well received and resulted in a doubling of the number of responses compared to the last survey. Of particular interest, the survey revealed that more than one third of respondents joined the BTC on a friend's

recommendation, confirming that personal contact and word-of-mouth continue to be vital to the success of the BTC's membership program.

The increase in new members is in large part a result of the efforts of the BTC's member Clubs, who over the last year held promotional events, such as public information sessions



and Earth Day events; and exhibited at outdoor shows and festivals. In addition, all nine Clubs held a Bruce Trail Day last October, attracting almost 1,000 visitors to events along the Trail.

*Membership in the Conservancy helps keep me informed about environmental issues, gives me direct contact with others who like me are outdoors oriented, and allows me a voice in affecting change through the larger body. It has been my privilege to become the Hiking Director of the Toronto Bruce Trail Club, and through that responsibility bring the experience of hiking to others.*

Ted Iseman, Hiking Director, The Toronto Bruce Trail Club



Through our marketing and public awareness program, the BTC aims to communicate our goals and build our community of support. Essential to increasing awareness of the BTC are our members, donors and volunteers, who share their love of the Bruce Trail with their friends and neighbours.

One such individual is Maureen Case, a BTC member and office volunteer. Maureen has promoted the Trail from its early days by describing what a wonderful gift it is to everyone she knows, people she meets along the Trail, and to those who have yet to discover its uniqueness. This has proven to be the most effective means of sharing our story.

Our members also enjoy sharing their experiences with one another, which is now easier to do through our new website launched in August 2008. Site enhancements include an interactive map, new graphics, a family page, and an RSS feed to keep people up to date on BTC news and events. The most exciting addition is a multi-faceted members-only section. So far 1,320 members have taken advantage of this new section by creating profiles, uploading photos, writing posts about their recent hikes, and connecting with other members. One member recently posted:

*I joined in the hopes that there would be a member's forum where I could enquire about finding walking companions to join me on sections of the Trail... My wish has been fulfilled with your new website.*

The BTC was delighted to have the continued support of all our corporate sponsors in 2008/9. Our sponsors include: KEEN Footwear, Bullfrog Power, Dominion of Canada Insurance (sponsors of Bruce Trail Day since 2005), and Trek Escapes.

KEEN Footwear's sponsorship program, *Boots on the Bruce*, was launched in 2008 and was highly successful. Our supporters submitted more than 10,000 photographs, earning the BTC a \$50,000 donation from KEEN Footwear. This year KEEN has expanded the program and *Boots across Canada* is currently underway. Our goal is to encourage as many people as possible to submit their photographs by October 31 in order to maximize the \$75,000 KEEN has pledged to donate through this program in 2009.

The Hamilton International Airport offered us an incredible opportunity to introduce the Bruce Trail to hundreds of thousands of people. The airport was interested in refreshing their domestic departure lounge with a new theme. "*Seeing the Unexpected - The Bruce Trail and Beyond*", an art installation which features images of the Bruce Trail, began its first phase of installation in May 2009.



## FUNDRAISING

### Donor Commitment Endures.

Many charities were particularly hard hit as a result of this past year's economic climate. Even established, reputable and essential charities had to struggle with donation shortfalls, shrinking endowment funds, and diminishing corporate, government and foundation support.

We are astounded by the commitment and dedication Bruce Trail Conservancy donors demonstrated this difficult year. They made the BTC a priority.

Exceptionally, our donors and supporters gave at the same level they did in the previous year. Our

donors allowed the BTC to continue our land acquisition, stewardship, trail development and maintenance, and public outreach programs. Our donors dug deep, which shows they believe it is vital for the BTC to continue its work unabated.

The mission of the BTC is supported in many ways. The nine BTC Clubs extend their support by holding events and programs that are as diverse as the sections of

Trail they represent. Whether it is Bruce Trail Day, a Trivia night, Halloween party, dinner dance, raffle, gala, Christmas tree sale, or uploading photos of their boots on the KEEN "Boots Across Canada" program – each activity builds on our collective success.

A major effort was put forth by the local community and the Sydenham Bruce Trail Club to secure the beautiful, 176 acre Lindenwood property. Events were run, excitement was generated - as were an impressive number of donations - and Lindenwood was secured. This acquisition demonstrates the desire of the BTC Clubs and the local community to participate in a major undertaking to help secure our Bruce Trail Conservation Corridor.

This year, incredible gifts were made to the BTC in the form of bequests. Bequests allow the BTC to prepare for future conservation and land acquisition programs. They ensure the BTC will have the needed funds to carry out our critical mission of securing a Conservation Corridor along the Niagara Escarpment.

Donors empower the BTC, allowing us to continue to secure the land they cherish. We are sincerely grateful for our donors and supporters unflinching commitment to conservation. With your support we will continue to accomplish amazing feats.



CATEGORY OF SUPPORT	2008-2009	2007-2008	2006-2007
<b>Donations (includes Individuals, Corporations and Foundations)</b>			
Land Acquisition and Conservation (Cash and Securities)	\$ 1,621,943	\$ 1,635,169	\$ 1,078,637
Land Acquisition (Land Donations to the BTC)	67,400	25,999	-
Land Acquisition (Land Donations to partner agencies in support of Trail securement)	24,000	-	-
Endowment Fund	42,897	13,015	69,487
<b>Subtotal Donations</b>	<b>\$ 1,756,240</b>	<b>\$ 1,674,183</b>	<b>\$ 1,148,124</b>
<b>Grants (includes Provincial and Municipal Governments)</b>			
Land Acquisition	\$ 390,150	\$ 664,581*	\$ 372,009
Land Conservation	132,987	30,067	149,243
<b>Subtotal Grants</b>	<b>\$ 523,137</b>	<b>\$ 694,648</b>	<b>\$521,252</b>
<b>Total Donations and Grants</b>	<b>\$ 2,289,377</b>	<b>\$ 2,368,831</b>	<b>\$ 1,669,376</b>

\* includes a grant for QEW Bridge Construction finalized in 2007-2008 year

## A DONOR PROFILE

Ian and Barbara Reid met climbing mountains in Austria, so it is not surprising that they were interested participants as the Bruce Trail came to life. Members since 1965, they saw the Trail officially opened and watched as it evolved into the marvelous 855 km route that it is today. Ian got involved with the Iroquoia Club, became an “end-to-ender”, a Past President of both the Iroquoia Club and the BTC, and wrote a detailed history called *Iroquoia Memoirs* about the early days of the Trail.



The couple have given significant gifts annually and continued to give at this level in the 2008-09 year. Barbara comments: *“We helped build sections of the Trail, and then enjoyed the benefits of hiking and experiencing nature first hand. I think my favourite spot on the Trail is at Cypress Lake, where we camped many times.”* She adds: *“In spite of the dire financial situation these days, our commitment to the BTC hasn’t wavered. We are continuing our support because the BTC’s Mission to preserve and protect the Niagara Escarpment is just as important as ever – perhaps even more so!”*



We experienced another very successful financial year, thanks to the commitment of our members, donors, government partners and others to the BTC's Mission.

### Land Acquisition

Consistent with our mission of a secure conservation corridor on the Niagara Escarpment, the most significant spending by the BTC this year was for property acquisitions.

Properties and assets acquired as an asset by the BTC	\$ 645,896
Includes the Cherry Ridge property, Hoskin, McClosky and Wilson (Nelles Estates) properties, Taunton and Prytula properties, Eggert property, Hemlock Ridges, Dunlop Easement, Beaver Springs Wetland, The Pines, Ferndell, Lindenwood, Colpoj's Bay View, Sattler	
Property acquisition costs	463,998
Includes BTC contributions for purchase of Kilnside and Boyne Valley Springs (the BTC did not retain title to these properties and they are therefore not considered assets)	
<b>Total</b>	<b>\$1,109,894</b>

At June 30, 2009 the BTC owned 39 properties, which along with the QEW bridge completed in 2008, have a net book value of \$5,450,784 (\$4,828,351 in 2008). The net increase of \$622,433 over last year arose from acquisitions of \$645,896, decreased by depreciation of \$23,463.

### Balance Sheet

Our Balance Sheet shows total assets of \$6,910,322. As in 2008, the vast majority of these assets are restricted for use by the Land acquisition fund (cash and short term investments \$185,306; land and buildings \$5,450,784). The rest of our assets consist primarily of other cash and short term investments totaling \$1,110,935.

### Revenues and Expenses

Membership revenues increased by a marginal 1.5% over 2008. Bruce Trail Enterprises net earnings were \$94,371, a considerable increase over 2008 (\$28,590) primarily due to the release of a new guidebook early in the 2009 fiscal year. Donations were relatively unchanged over the year, while overall grants decreased; however, grants for 2008 were somewhat inflated due to the receipt of the QEW bridge grant received during that year. Over this past fiscal year 79 percent of total donations were allocated to the land acquisition program.

Expenses for the year totaled \$1,835,684, an increase of \$189,760 over the previous year, of which \$98,068 was offset by a grant from the Ontario Trillium Foundation. Overall our 2009 revenues exceeded expenses by \$953,348.

## THE BRUCE TRAIL CONSERVANCY

### Revenue

- Donations - cash
- Donations - property
- Membership dues
- BTE net earnings
- Grants
- Sponsorships
- Interest income
- Sundry income

### Expenses

- Administrative salaries and benefits
- Fundraising
- Membership services
- Clubs' share of fees
- Property acquisition costs
- Land securement
- Ontario Trillium Fund program
- Bruce Trail Magazine
- Land stewardship
- Public outreach and communication
- Other committee and meeting expenses
- Trail development and maintenance
- Property taxes and land management
- Insurance
- Office printing, supplies and postage
- Volunteer management
- Amortization
- Club assistance
- Bank and credit card service charges
- Equipment rental and maintenance
- Rent, utilities and maintenance
- Computer and internet
- Annual general meeting
- Professional fees
- Landowner relations
- Non-recoverable GST
- Allocation of overhead costs

Excess of revenue over expenses

Fund balances at beginning of the year

Bequests and donations  
Land transfers to other agencies, net

Fund balances at end of the year

Real estate and other assets  
Mortgage payable  
Cash balances

Combined Schedule of Revenue and Expenses and Fund Balances for the Year Ended June 30, 2009

Land Conservation Fund	Land Acquisition Fund	Life Membership Fund	Endowment Fund	Year Ended June 30, 2009 Combined Total	Eleven Months Ended June 30, 2008 Combined Total
\$ 368,388	\$ 1,253,555	\$ -	\$ -	\$ 1,621,943	\$ 1,635,169
-	67,400	-	-	67,400	25,999
379,341	-	11,532	-	390,873	385,011
94,371	-	-	-	94,371	28,590
132,987	390,150	-	-	523,137	694,648
62,226	-	-	-	62,226	22,800
5,663	5,045	-	14,705	25,413	62,111
3,669	-	-	-	3,669	14,237
1,046,645	1,716,150	11,532	14,705	2,789,032	2,868,565
128,601	-	-	-	128,601	112,903
61,526	147,769	-	-	209,295	199,753
141,506	-	-	-	141,506	113,679
91,772	-	2,255	-	94,027	87,780
-	463,998	-	-	463,998	493,341
-	132,546	-	-	132,546	103,100
98,068	-	-	-	98,068	-
83,460	-	-	-	83,460	61,594
123,739	-	-	-	123,739	101,891
66,405	-	-	-	66,405	57,687
40,915	-	-	-	40,915	37,113
23,623	-	-	-	23,623	25,687
27,025	-	-	-	27,025	34,059
24,776	-	-	-	24,776	25,047
10,050	-	-	-	10,050	10,926
11,779	-	-	-	11,779	42,658
7,489	23,463	-	-	30,952	31,924
59,450	-	-	-	59,450	29,281
17,751	-	-	-	17,751	12,179
7,867	-	-	-	7,867	6,508
6,093	-	-	-	6,093	6,680
13,275	-	-	-	13,275	29,572
7,975	-	-	-	7,975	6,533
6,406	-	-	-	6,406	11,161
1,679	-	-	-	1,679	1,370
4,423	-	-	-	4,423	3,498
(78,745)	78,745	-	-	-	-
986,908	846,521	2,255	-	1,835,684	1,645,924
59,737	869,629	9,277	14,705	953,348	1,222,641
172,320	4,780,061	125,451	723,953	5,801,785	4,566,129
232,057	5,649,690	134,728	738,658	6,755,133	5,788,770
-	-	-	42,897	42,897	13,015
-	(283,600)	-	-	(283,600)	-
-	(283,600)	-	42,897	(240,703)	13,015
\$ 232,057	\$ 5,366,090	\$ 134,728	\$ 781,555	\$ 6,514,430	\$ 5,801,785
	\$ 5,450,784				
	(270,000)				
	185,306				
	\$ 5,366,090				

## BALANCE SHEET

The Bruce Trail Conservancy	June 30, 2009	June 30, 2008
<b>Assets</b>		
Current assets		
Cash and short-term investments	\$ 329,380	\$ 357,173
Accounts receivable	24,158	10,593
Inventory	43,928	32,739
Prepays and deposits	73,850	16,250
	471,316	416,755
Furniture, fixtures and equipment	21,361	26,182
Restricted cash and short-term investments - Endowment Fund	781,555	723,953
Restricted assets - Land Acquisition Fund		
Cash and short-term investments	185,306	311,710
Land and other assets	5,450,784	4,828,351
	5,636,090	5,140,061
	\$ 6,910,322	\$ 6,306,951
<b>Liabilities</b>		
Current liabilities		
Accounts payable and accrued liabilities	\$ 56,236	\$ 68,646
Deferred revenue - Grants	446	3,036
- Memberships	47,792	52,300
Mortgage payable - current	90,000	90,000
	194,474	213,982
Deferred revenue - Memberships	21,418	21,184
Mortgage payable	180,000	270,000
<b>Fund Balances</b>		
Land Conservation Fund	232,057	172,320
Land Acquisition Fund	5,366,090	4,780,061
Life Membership Fund	134,728	125,451
Endowment Fund	781,555	723,953
	6,514,430	5,801,785
	\$ 6,910,322	\$ 6,306,951

This balance sheet is an extract from the audited financial statements of The Bruce Trail Conservancy. The complete financial statements, including all related notes, are available upon request.



# THANKS TO OUR 2008-2009 BTC DONORS

AUGUST 1, 2008 TO JUNE 30, 2009

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Anne Wright

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The Bruce Trail Conservancy is a charitable organization committed to establishing a conservation corridor containing a public footpath along the Niagara Escarpment, in order to protect its natural ecosystems and to promote environmentally responsible public access to this UNESCO World Biosphere Reserve.

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