

*Introducing...*

# **An Environmental Project**

**With**

# **Community Involvement & Leadership Opportunities**

**Proposed by  
The Environment Committee,  
The Rotary Club of Guelph**





# The Project:

- To establish a Rotary Forest
- To host an annual Guelph Earth Day event and environmental showcase



# Goals

- Incite an increase in urban forest canopy in the Guelph Community from the current level of 27.0% to the ideal of 40.0% by Year 2020
- Convert 100 acres/40 ha of farmland to forest at Guelph Lake by planting 5,000 trees per year
- Provide families with environmental learning activities and games at the annual Tree Planting and Earth Day Event
- To establish a “Rotary Forest” as a Centennial Project for the Rotary Club of Guelph



# Why?

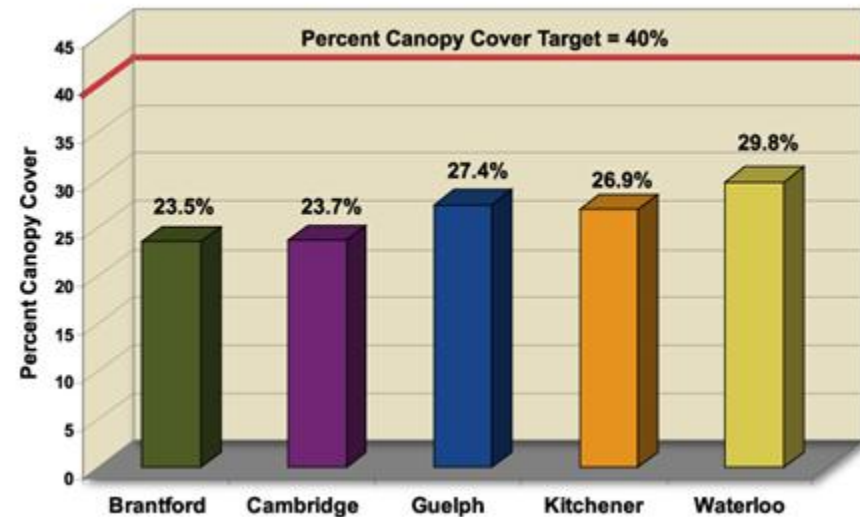
## **We have an opportunity to:**

- Show community leadership to an international initiative of countering global warming
- Be pro-active in improving the “environmental health” of our Community
- Actively recognize World Earth Day
- Create a lasting Legacy for the past 100 years of Rotary Service to the Guelph Community



# Canopy Cover Targets and Current Calculations

- American Forests recommends 40% canopy cover for ideal environment health in a community
- Preliminary estimate of canopy cover in Guelph: 27.4% (about 2,326 ha)
- Requires at least a **Doubling** of the annual tree planting effort in the Guelph Community



Source:

[http://www.grandriver.ca/WatershedReportCard/2004\\_Fall\\_Grand\\_Pg10.pdf](http://www.grandriver.ca/WatershedReportCard/2004_Fall_Grand_Pg10.pdf)

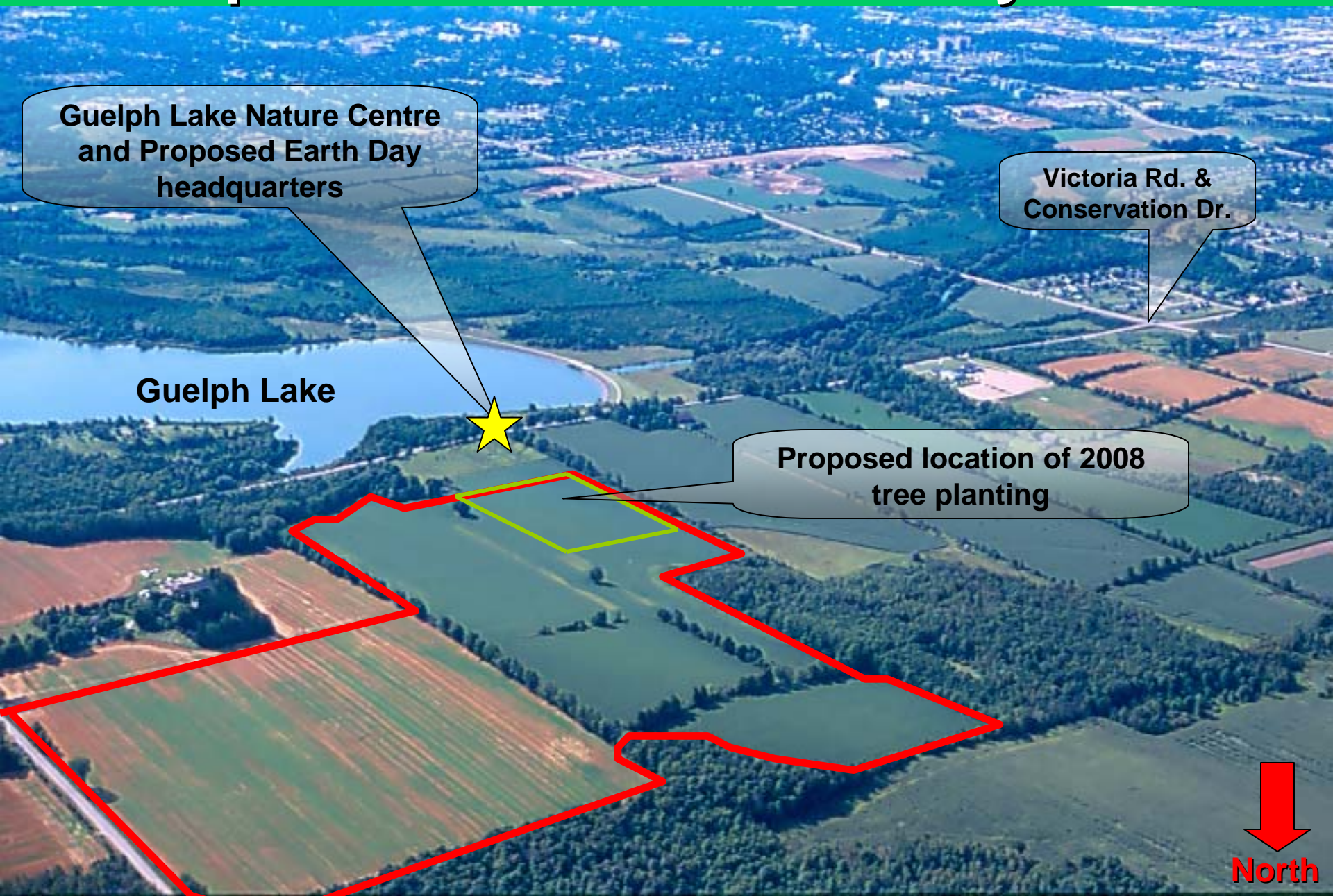
# Planting Programs

	Current*	Ideal
Rotary Club of Guelph	800	1,000
• City of Guelph	1,200	4,000
• GRCA	1,500	5,000
• Trees for Guelph	5,000	5,000
• University of Guelph	1,000	2,000
• Private	3,000	4,000
• Green Legacy (2007)	2,000	?
• Rotary Forest	-	5,000
Total	14,500	26,000

\* (estimated)



# Proposed location for Rotary Forest



Guelph Lake Nature Centre  
and Proposed Earth Day  
headquarters

Victoria Rd. &  
Conservation Dr.

Guelph Lake

Proposed location of 2008  
tree planting



North

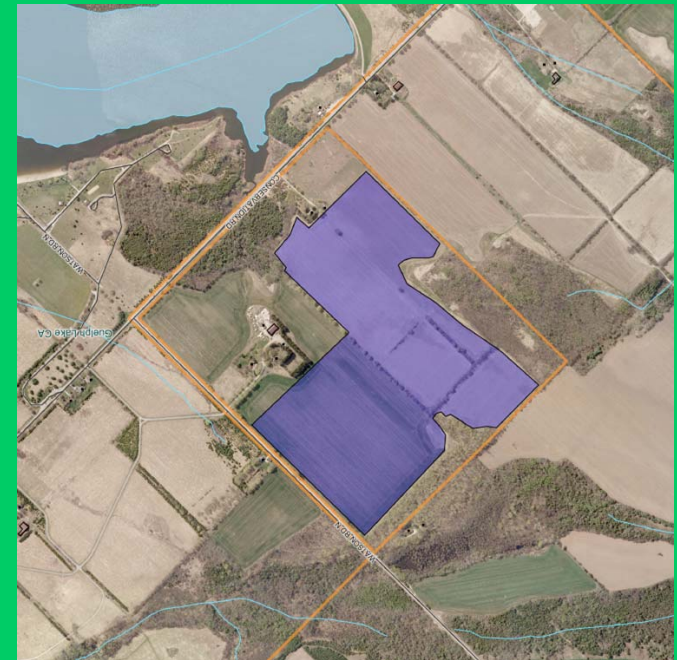
# Location Rationale

- GRCA land available ---- Next to the Guelph Lake Nature Centre
- The Nature Centre is already noted as a first-class “hands-on” environmental learning laboratory for more than 20,000 students annually
- 80% of the students are from the City of Guelph



# Rotary Forest Site Details

- Plant 5,000 trees per year
- Plant ~1700 trees/ha-  
680/acre
- Retire ~3 ha (7.5 acres)/ year  
of farm land for tree planting



# Community Involvement and Educational Value

- Individuals, families, Guelph Nature Centre student classes, company groups, etc., will carry out the Rotary Forest tree planting.
- Learn more about “Environmental Health” by attending & participating in the Earth Day events.
- An interactive web site will be established to record the number of trees planted in the community by businesses, organizations, and individual families.



# Rotary Forest Tree Planting & Guelph Earth Day

## *“Launch”*

- Saturday, April 26, 2008
- 9.00 AM to 2.00 PM



# Role of the Grand River Conservation Authority

- Commit 100 acres/40 ha of land at Guelph Lake for the Rotary Forest
- Co-Host the Rotary Forest Annual Tree Planting and Earth Day Event
- Provide restoration and event logistics



# Role of the Rotary Club of Guelph

- Provide leadership to the Project
- Co-Host the Rotary Forest Tree Planting & Earth Day Event with GRCA and other Stakeholders
- Contribute \$15,000 for 2008 through the Environment Committee with annual review and approval
- Develop the interactive web site with the City of Guelph
- Seek major sponsors



# Partners and Potential Contributors

- Rotary Club of Guelph
- Grand River Conservation Authority
- City of Guelph
- Trees for Guelph
- Guelph Lake Nature Centre
- University of Guelph
- Guelph-Eramosa Township
- County of Wellington Green Legacy
- Gartner Lee Limited
- The Co-operators
- Trees Ontario



# Proposed Budget

## Revenues:

Environmental Committee budget	\$10,000
Trails revenue re-allocation	\$5,000
Sponsors	\$5,000
Rotary Club member planning	In-Kind
<u>TOTAL</u>	<u>\$20,000</u>

## Expenditures:

GRCA for 5,000 trees, site planning, equipment, supervision	\$15,000
Earth Day events	\$5,000
Rotary Club member planning	In-Kind
<u>TOTAL</u>	<u>\$20,000</u>



# Sponsorship/Contribution Opportunities

- Target of \$5,000 in sponsorships in 2008

## Some sponsorship ideas:

- Be an Event Sponsor
  - Purchase 1,000 trees for \$3,000; “Adopt-an-Acre” (680 trees) for \$2,000; “The Century Club” (100 trees for \$300)
  - Advertising and promotion
  - Specialized environmental tent displays
  - Possible bus shuttle service
  - Provide family games and activities at Earth Day Event (e.g., building bird houses, animal identification games)
- A participant “kiosk” recognizing the contributors



# ***What will we have achieved by Year 2020?***

- 100 acres of trees designated as the “Rotary Forest” - A legacy celebrating 100 years of “service above self” to the Guelph Community
- A Guelph Community with an environmental health status approaching “ideal”
- A forest for the benefit of future generations of Guelph citizens to enjoy



# The Request:

- The Environment Committee request approval from the members of the Rotary Club of Guelph to proceed with this initiative in 2008 with the intent to complete it in Year 2020.

## Points to Note:

- Annual reports will be given to the members and annual budgets will be reviewed and approved by the Board.
- The Agreement between the Rotary Club of Guelph and the Grand River Conservation is such that either party may terminate it with 12 months notice.

