



# INTO THE RAVINES IMPACT REPORT

2021 IMPACT REPORT



# SUMMARY

In 2020 the City of Toronto and Park People created a partnership to focus on connecting and educating Torontonians on the incredible ravine system the City of Toronto has to offer. The InTO the Ravines Program was a result of this vital partnership.

As part of InTO the Ravines, Park People worked with community leaders, partner organizations and the public to enhance and increase engagement in Toronto's ravines. The program emphasized the guiding principles of the City of Toronto's Ravine Strategy and enhanced the connection Torontonians have with Toronto ravines through public educational opportunities, community-led programming and micro-grants. Over two years, 2020 and 2021, the goals were:

- Enhance and increase engagement and care of ravines.
- Implement a number of the actions of the Ravine Strategy with a focus on the guiding principles of Protect, Connect and Celebrate.
- Prioritize people who have not visited ravines before or experience barriers in accessing ravines as well as the priority areas identified in the Strategy.

At a time when Torontonians needed it most, the partnership between the City of Toronto and Park People ensured that volunteer-led community groups and events, across the city, were well-positioned to respond to community needs during the pandemic; helping the ravines provide people with a critical lifeline to nature and connection.



# IMPACTS

Impact Goals in Year 1 and 2	Total to date	Percentage achieved to date	April - Aug 2020	Sept - Dec 2020	Jan - June 2021	July - Dec 2021
Engage over 50,000 people through newsletters, blogs, social media, and PR	227,421	628%	47,394	23,001	144,252	12,774
Directly engage 2,000 people through events, training, and activities	2,732	119%	363	429	431	1,509
Train and support 30 InTO the Ravines Champions	30	100%	-	10	20	-
Engage 50 Park and Ravine groups	126	215%	66	8	34	18
Work with 10 Partner organizations to collaborate on celebrating and activating Toronto's Ravines and Ravine Days (Y1 & Y2)	30	300%	5	1	12	12
Provide \$5,000 in honoraria to Ravine Champions to engage their communities (Y1) *Update: Y2 now also includes this goal, totalling \$10,000 honoraria	\$10,000	100%	-	\$5000	\$5000	-
10-15 micro-grants totalling \$20,000 provided to community park groups and organizations. (Y2) *Update: Reduced this to \$14,000 totalling 14 groups.	\$14,000	100%	-	-	-	\$14,000



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## 1. Ravine Partner engagement and coordination

Deliverables are on track and ongoing. Park People promoted Ravine Days at the Park People engagement events, shared Ravine Days details with InTO the Ravine Champions, Grantees, and Park People's online newsletter. Park People also shared Ravine Day's events from ravine partner organizations with the InTO the Ravine community.

## 2. Public engagement

Deliverables are on track and completed. Park People hosted 3 in person events engaging the Park People Network of park enthusiasts and the general public. Events and partners were:

- Maidavale Park Pollinator Event - partnered with 2020 InTO the Ravine Champion, Toronto Field Naturalist, and EcoSpark
- Rowntree Mills Mural Event - partnered with STEPs artist
- Evergreen Biking in Ravines Event - partnered with Evergreen Brickworks and Flemington Bike Hub



# DELIVERABLES

## 3. InTO the Ravines Community Champions

Deliverables are on track and/or postponed: Twenty InTO the Ravines Community Champions were trained for eleven communities. Champions received \$250 honorarium; 9 out of the 11 hosted a small ravine gathering. The other 2 Champion groups chose to postpone their event due to COVID-19 and will have until April 2022 to host their event.

Park People has completed an evaluation on the success of the program and is developing a plan for 2022.

## 4. Microgrant Program

Deliverables are on track: Fourteen InTO the Ravines Community Grants were given. Community Grantees received \$1000 honorarium to host 2 ravine events; 13 out of the 14 hosted ravine gatherings. One grantee group chose to postpone their event due to construction in their local ravine. They will have until November 2022 to host their event.

Park People has completed an evaluation on the success of the program and is developing a plan for 2022.

## 5. Park Group engagement and support

Deliverables are on track: Park People shared community meetings, ravine events from ravine partner organizations with InTO the Ravine Champions and Grantees and we also supported connecting these groups together.

## 6. Communications and online engagement

Deliverables are on track and completed: In July, Park People developed an InTO the Ravine webpage map where InTO the Ravine Grantees can add their events to the Ravine Event listing page to showcase online and COVID-19 safe events. The intent is to celebrate and showcase the events from InTO the Ravine Grant program.

# BUDGET

Budget Category	Total Actual Y1	Budget Y2 + Y1 Deferred amount	Actual Y2: Jan - June	Actual Y2: July - Dec
1. Ravine Partner engagement and coordination	\$10,000	\$5,000	\$3,000	\$2,000
2. Public engagement	\$13,000	\$21,800 \$17,500 budgeted \$4,300 deferred	\$12,000	\$5,191
3. InTO the Ravine Community Champions	\$22,500	\$23,700 \$17,500 budgeted \$200 deferred \$6000 reallocated	\$18,153	\$5,100
4. Microgrants development and delivery	\$5,000	\$19,000 \$ 25,000 budgeted -\$ 6000 reallocated	\$3,500	\$15,500
5. Park Group engagement and support	\$15,000	\$10,000	\$7,000	\$3,252
6. Communications and online engagement	\$14,500	\$10,500 \$10,000 budgeted \$500 deferred	\$5,500	\$5,000
7. Project management and administration	\$15,000	\$15,000	\$7,500	\$7,500
<b>Total</b>	<b>\$95,000</b>	<b>105,000</b>	<b>\$56,653</b>	<b>\$44,959</b>

Park People received \$100,000 from the City of Toronto in 2020, of which \$5000 was deferred to 2021. Receipts for third-party services: Refer to the attachment for details on receipts for third-party services.



# LOOKING AHEAD

As the foundational partner of Park People's InTO the Ravines work across Canada, the City of Toronto has played a leading role as Park People steps up to amplify the call for urban green spaces and access to urban nature as we emerge from the pandemic. With the City of Toronto's renewed support, Park People is delighted to continue building this vital program with a deeper focus on connecting communities to the Toronto Ravine System.

In 2022, we look forward to building the partnership to be an equally beneficial relationship and continue our good work in equity-deserving communities.

As we close out our 10th year as an organization, we recognize that we would not be where we are today without the generous support of the City of Toronto

We look forward to continuing our successful partnership as we begin our second decade activating the power of city parks and urban greenspaces together.

