



Bruce Trail
CONSERVANCY

2020 - 2021 Annual Impact Report

Renewing our connection with nature



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BRUCE TRAIL CONSERVANCY

The Bruce Trail Conservancy (BTC) is one of Ontario's largest land trusts and the steward of Canada's longest marked footpath.

We actively preserve and care for land within the Niagara Escarpment UNESCO World Biosphere to protect its ecosystems for the benefit of all. We responsibly connect people to nature through the Bruce Trail and our protected natural areas.

We are a member-driven, volunteer-based, charitable organization, governed by a 19-member Board of Directors. Working with each of the nine Bruce Trail Clubs, we are committed to caring for the Bruce Trail and to preserving land along its route.

MISSION

Preserving a ribbon of wilderness, for everyone, forever.

VISION

The Bruce Trail secured within a permanently protected natural corridor along the Niagara Escarpment.

OUR IMPACT



68.9% of the Bruce Trail now on permanently protected land

5.7 km of the Bruce Trail's Optimum Route was secured this year, bringing the Trail ever closer to being entirely protected in a natural corridor.



10 New Protected Natural Areas

1,027 acres of forest, wetland and meadow are preserved forever in these new areas.



523 acres protected at Cape Chin

This unique and ecologically rich property represents the Bruce Trail Conservancy's largest ever solo acquisition.



1,366 km of Trail maintained and ready to be explored

As more people are seeking a connection to outdoor spaces, our extensive trail network provides safe, environmentally-responsible public access to nature.



86 Species of Conservation Concern have been recorded on BTC-managed land

BTC Ecologists made 47 observations of 19 at-risk species this year.



13,400+ observations of Escarpment species contributed by BTC citizen science volunteers

80 volunteers contributed sightings to the BTC's iNaturalist project, adding valuable biodiversity data to aid our conservation efforts.



30,000+ participants engaged online in conservation actions and conversations

Through BTC social media channels, webinars and our #BruceTrailPledge campaign more Ontarians are connecting with, learning about, and taking action for the Bruce Trail and the Niagara Escarpment.

OUR GROWTH



28% Increase in Membership

Membership grew by a record amount this year and reached a historic high of 12,976.



40% Increase in Volunteer Applications

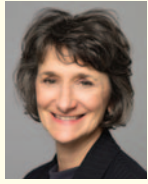
As COVID-19 restrictions allow, these new supporters will be joining the 1,450 volunteers who give their time and skills to the BTC.



18% Increase in number of donations received

12,111 unique donations were made this year in support of our mission.

Board Chair's Message



Ensuring strong governance in unprecedented times

This feels like a new world. Change has swept across every aspect of our lives. But it is also the same world - a world where nature nourishes us.

This year has reaffirmed that the work of the Bruce Trail Conservancy has never been more important. Our role in providing a much needed connection to nature for thousands of Ontarians while addressing climate change and loss of biodiversity is absolutely vital.

It was also an unprecedented year, requiring us to be nimble and thoughtful as a Board of Directors.

The Board recognized early that difficulties brought on by the pandemic could stretch resources within the organization, and took steps to ensure that we could fulfill our mission and support our staff in uncertain financial times. We began to rely on an innovative land securement framework, driven by our Bruce Trail Clubs, which helps us pursue priority land acquisitions and 'spend smart' in a changing and complex market. And we seized opportunities to preserve ecologically valuable areas best suited for conservation work, recognizing our unique role as both a land trust and hiking organization.

We have been so fortunate that our supporters' passion for preserving a ribbon of wilderness along the Niagara Escarpment has remained steadfast. In fact, more people than ever have been motivated to take action for nature this year by giving their time, energy and financial support to the Bruce Trail Conservancy. We are inspired by this dedication, grateful for this generosity, and humbled by the trust placed in the Bruce Trail Conservancy to help achieve our collective vision.

The Board is also tremendously grateful for and proud of our CEO and Bruce Trail Conservancy staff. They rose to the challenges of COVID-19, and adapted to unprecedented change and surging demands with tenacity and conviction. On behalf of the Board, I would like to thank each and every one of them for their tireless efforts and commitment to the organization.

The Board and I remain committed to delivering strong governance that will help ensure the success of our mission in years to come. We are thrilled with the accomplishments the Bruce Trail Conservancy achieved this year, and are grateful for the opportunity to serve.

Leah Myers
BOARD CHAIR

Chief Executive Officer's Message



Our connections with nature are being renewed.

Unprecedented, unrivaled, unparalleled – these are just a few of the words that describe the times we're living in. It's true, we've faced great challenges. But we've also witnessed how the natural world has played an important role in our collective response to a global pandemic. The Niagara Escarpment has been a place of joy and respite. As people have reconnected with nature, the desire to protect it has been reignited.

For the Bruce Trail Conservancy, it is clear that our mission could not be more urgent.

In these pages you'll read about the significant strides we made last year towards achieving our vision. We established 10 new protected natural areas, including our largest ever solo acquisition, 523 acres at Cape Chin. We cared for over 12,700 acres of forests, meadow and wetlands - modifying our stewardship projects to ensure our volunteers and staff remained safe. And with record numbers of people (re)discovering the Trail, we worked with our volunteers and conservation partners to address the impacts of trail-use 'hotspots' and encourage responsible hiking.

Our member, donor and volunteer communities have grown this year like never before. It is obvious that the pandemic has rekindled in many people not only a love and enjoyment of the outdoors but also a desire to take action for our natural world. We are honoured that so many have chosen to devote time, energy and funds to support the mission of the Bruce Trail Conservancy.

As we reflect on our work, we also acknowledge areas where we can continue to grow. Last year, the Bruce Trail Conservancy staff took an important step to educate ourselves about anti-racism and anti-oppression. This work continues with the goal that the Bruce Trail Conservancy fosters and maintains an inclusive organization, and welcoming outdoor spaces, for everyone.

Looking ahead, we have important and exciting work to do. We commit to strengthening our relationships with Indigenous Peoples of the Niagara Escarpment, and to taking an active role in the journey of reconciliation through our work. We'll address the impacts of increased trail use and encourage responsible hiking to harmonize the benefits of outdoor recreation and ecosystem protection.

Our supporters have been vital to our 2020-21 achievements, enabling the Bruce Trail Conservancy to be responsive and ambitious. Thank you for recognizing the urgency of our mission and taking action for our ribbon of wilderness.

Michael McDonald
CHIEF EXECUTIVE OFFICER

Establishing New Protected Areas

The Bruce Trail Conservancy brings more Niagara Escarpment land into conservation every year in our efforts to protect and connect vital ecosystems, and to secure a home for the Bruce Trail in perpetuity.

This year we created 10 new protected natural areas with the support of our donors. These 1,027 acres of Niagara Escarpment habitat will be cared for by the Bruce Trail Conservancy and made accessible for people to explore for generations to come.

- **Securing a Home for the Bruce Trail**

With the creation of these new protected areas, 68.9% of the Bruce Trail is now secured within a permanently protected natural corridor.

- **Protecting Niagara Escarpment Ecosystems**

The Bruce Trail Conservancy's protected natural areas preserve the Escarpment's unique biodiversity and provide nature-based solutions to addressing climate change. In our communities, these protected areas provide valuable ecosystem services, including mitigating flooding, storing carbon, filtering water, and supporting our physical and mental health.



Photo: Brooke Henry



Photo: Ryan Koros

AREAS PROTECTED BY THE BRUCE TRAIL CONSERVANCY IN 2020-2021

PROTECTED NATURAL AREA	SECTION	AREA PRESERVED	OPTIMUM ROUTE SECURED	FUNDING (<i>See Legend</i>)
Woolverton Ridge Nature Reserve	Iroquoia	3 acres (1 ha)	69 m	1
Speyside Sanctuary Nature Reserve (expansion)	Toronto	4 acres (1 ha)	690 m	1
Silver Creek	Toronto	105 acres (42 ha)	671 m	1 & 2
Pine River Nature Reserve	Dufferin Hi-Land	192 acres (78 ha)	513 m	1 & 2
Honeywood Ridge	Dufferin Hi-Land	83 acres (33 ha)	620 m	1
Blantyre Springs Nature Reserve	Beaver Valley	33 acres (13 ha)	604 m	1
Tumbled Rocks Nature Reserve	Sydenham	7 acres (3 ha)	509 m	1
Shelton	Sydenham	2 acres (0.8 ha)	-	2
Colpoys' Cavern Nature Reserve	Sydenham	75 acres (30 ha)	269 m	1
MapleCross Nature Reserve at Cape Chin	Peninsula	523 acres (212 ha)	1,767 m	1
TOTAL - 10 Protected Natural Areas		1,027 acres (416 ha)	5,712 m	

LEGEND FOR FUNDING 1 = Funded by BTC donors 2 = Donation of Land

HIGHLIGHT

Making Conservation History at Cape Chin

Thanks to outstanding support from our donor community, the Bruce Trail Conservancy protected 523 acres at Cape Chin. This represents the largest solo acquisition in our organization's history.

Over 1,900 donors contributed \$4 million to ensure that MapleCross Nature Reserve at Cape Chin would be forever protected, restored, and made available to explore. We're so grateful to our many long-standing supporters and new donors alike for their incredible generosity.

A special thank you to those who provided early foundational funding and helped accelerate our fundraising efforts for this nature reserve, including several anonymous donors and MapleCross.





Cape Chin's impressive landscape boasts classic natural features of the Niagara Escarpment, rich habitats, and rare species. Iconic cliffs support Eastern White Cedar and a unique cliffside ecosystem. Vital wetlands act as wildlife nurseries and water purifiers in the watershed. And large stretches of forest provide habitat for creatures who depend on uninterrupted habitat for survival.

Maintaining the ecological health of this nature reserve will require careful stewarding and in some cases, active restoration like plantings and invasive species removal.

With the land protected, the Bruce Trail has been rerouted carefully onto the property, providing a fantastic hiking experience and connecting generations to come to this unique protected landscape.

This historic acquisition at Cape Chin is a wonderful example of the important work our Bruce Trail Conservancy community makes possible.

Our Newly Protected Natural Areas 2020-2021



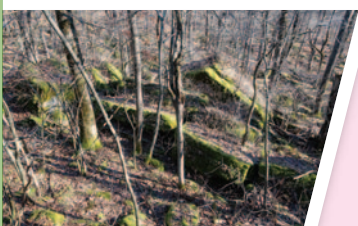
MAPLECROSS NATURE RESERVE AT CAPE CHIN
 523 acres | 1,767 m of trail
 BTC's largest solo acquisition to date • Iconic Escarpment features • Unique cliffside ecosystems • 270-degree view of Georgian Bay • Critical forest and wetland habitats for rare species



COLPOY'S CAVERN NATURE RESERVE
 75 acres | 269 m of trail
 Robust woodland • Caverns near Bruce's Caves • Connects habitat in adjacent conservation lands



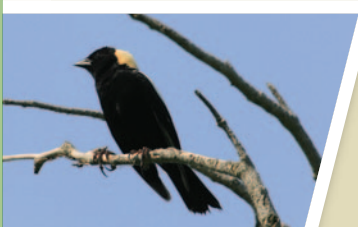
SHELTON
 2 acres
 Wooded corridor • Generously donated by the Shelton family • Ensures Bruce Trail remains off nearby roads



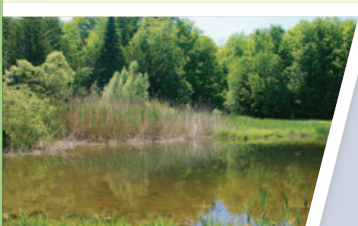
TUMBLEROCKS NATURE RESERVE
 7 acres | 509 m of trail
 Karst features • Fossils of 440 million year old Halicite Coral • Beautiful deciduous forest



BLANTYRE SPRINGS NATURE RESERVE
 33 acres | 604 m of trail
 Forested Escarpment slope • Streams and springs • Connects two existing protected areas • Small parking area now provides safe public access



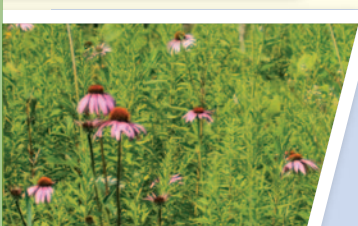
HONEYWOOD RIDGE
 83 acres | 620 m of trail
 Open meadow habitat • Wide vistas • Bobolinks on property



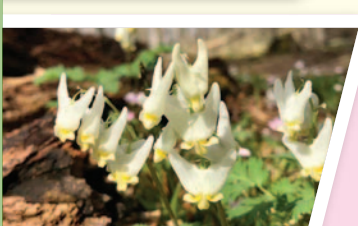
PINE RIVER NATURE RESERVE
 192 acres | 513 m of trail
 Forested valleys • Thriving wetlands • Adjacent to Pine River Fishing Area • Restoration projects and new side trails planned



SILVER CREEK
 105 acres | 671 m of trail
 Site of a quarry until 2008 • Naturalizing marshes, forests and meadows • Significant opportunity to further restore habitat



SPEYSIDE SANCTUARY NATURE RESERVE (EXPANSION)
 4 acres | 690 m of trail
 Extends an existing BTC nature reserve • Remnants of rare Tallgrass prairie • Evidence of native species not yet recorded on our nearby nature reserves



WOOLVERTON RIDGE NATURE RESERVE
 3 acres | 69 m of trail
 Mature Sugar Maple forest • Intermittent stream • No trail currently on property • Important step to removing 2.7 km of trail from roads



12,777 acres:

Total land stewarded by the BTC

17,674 acres:

Total land the BTC has been directly involved in preserving

Stewarding the Land

Over 12,700 acres of precious Niagara Escarpment ecosystems are entrusted to the care of the Bruce Trail Conservancy. Each year, as we acquire and protect more land, our responsibilities as stewards grow.

Ongoing land stewardship efforts are key to fulfilling our mission. From planning and ecological inventories, to regular monitoring, to major habitat restoration projects, our team works year-round to ensure the long term ecological health of the lands and waters we manage.

Conservation in Action

Our volunteer Land Stewards, supported by BTC Ecologists, continued their excellent work in 2020-21 caring for the Bruce Trail Conservancy's 264 protected natural areas. They cleaned up garbage, removed invasive plants, tracked at-risk species, maintained bird nesting boxes, dealt with damage by ATV use, and more.

"Sightings like this reinforce for me the importance of the work of the Bruce Trail Conservancy - to give these rare species a chance to hold on."

Brian Popelier, BTC Land Stewardship Coordinator & Ecologist

Species at Risk Monitoring

86 Species of Conservation Concern have been recorded in BTC protected natural areas. BTC Ecologists made a heartening 47 observations of 19 Species of Conservation Concern during their property visits this year, including two rare species that were new to our records: Short-eared Owl (Threatened) and Horned Grebe (Special Concern).



Creative approaches: Working on large projects within COVID-19 restrictions required unique solutions, like planting 100 trees on a property in small family groups, staggered over time.



Landowner Stewardship Program Extending our Conservation Impact

Landowners along the Niagara Escarpment are protecting and restoring biodiversity on their properties with the help of the Bruce Trail Conservancy. By working together, we are fostering a healthy conservation corridor beyond the boundaries of protected areas.

Between 'islands of conservation' along the Bruce Trail, private landowners play a key role as caretakers of Escarpment ecosystems. While the Bruce Trail Conservancy carefully stewards over 12,700 acres within our protected natural areas, we cannot work in isolation. To preserve the ecological health of the Niagara Escarpment, we must all work together to connect and restore natural areas and wildlife habitat.

Through our Landowner Stewardship Program, Bruce Trail Conservancy staff offer free guidance and resources to interested landowners along the Bruce Trail to support environmentally-friendly land management practices. Guidance and plans are tailored to the unique features of each property and the stewardship goals of the landowner.

Now in its second year, the program is growing and more landowners are becoming environmental stewards contributing to our collective efforts to preserve a ribbon of wilderness.



"When I found out that these plants were invasive, I got involved in the Landowner Stewardship Program to get some help with managing them and preserving the health of my woods. ... I know that this will be a long-term project, but I'm feeling positive about it now that I have the support of the BTC."

Denis C., Landowner Steward



Maintaining & Developing a World-Class Footpath

Keeping our treasured footpath maintained, sustainable, safe and enjoyable is the work of a large, coordinated network of dedicated volunteers.

Stewarding over 1,300 km of trail is a huge undertaking in any year. This year the tasks were all the more challenging in the context of COVID-19. Changing restrictions on travel and outdoor gatherings interrupted regular maintenance and presented difficulties for projects requiring work parties. Plus, a significant increase in trail use, as people sought outdoor experiences in nature, intensified the need for maintenance, repairs, and litter control.

In response, our volunteer Trail Workers in all nine Bruce Trail Clubs showed remarkable flexibility, adaptability and creativity. In spite of the challenges, our teams kept the trail in good condition, addressed trail-use 'hotspots', and built a surprising amount of new trail.

- 42 km of trail created or rerouted
- 4 km of trail removed from roads
- 14 new side trails created
- 904 km of main Trail monitored and maintained
- 462 km of side trails monitored and maintained
- 1,050 Trail Development & Maintenance Volunteers



Photo: Tyler Puzdan



Photo: Brooke Henry

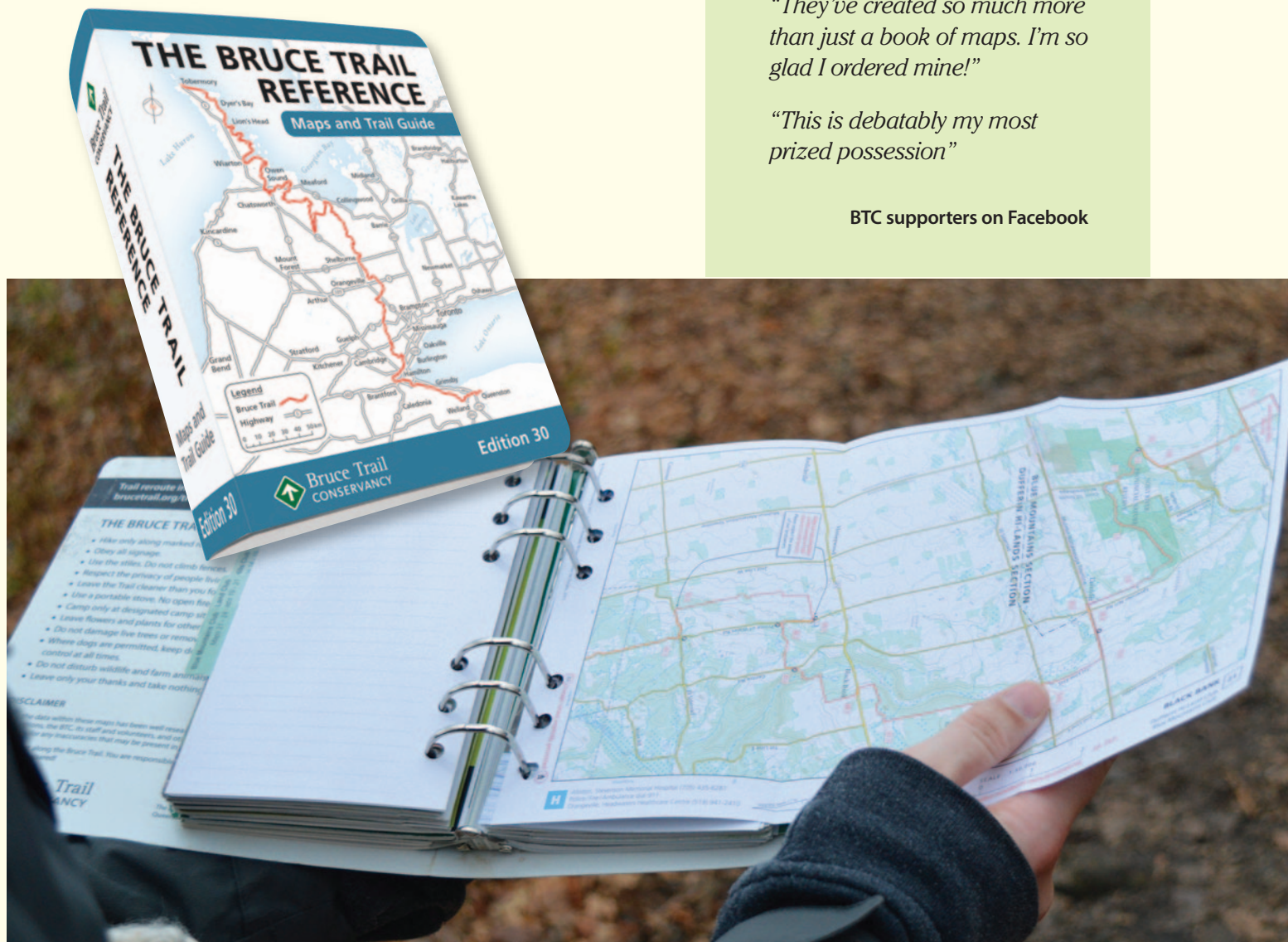
PROJECT: New Bruce Trail Reference

More hikers than ever are using The Bruce Trail Reference Maps and Trail Guide as a trusted tool to safely navigate, explore and understand the Bruce Trail and the Niagara Escarpment.

Edition 30 of The Bruce Trail Reference was released this year and quickly flew off the shelves as people sought ways to explore natural spaces. Sales of Edition 30 in its first year surpassed that of any previous edition.

This edition also features a new section focussing on Indigenous Culture and the Niagara Escarpment, and the incorporation of Indigenous Cultural Landmarks on its maps. To inform and guide this work, the Bruce Trail

Conservancy partnered with Plenty Canada, an Indigenous charitable organization that has developed an exciting cultural mapping project – The Great Niagara Escarpment Indigenous Cultural Map. We look forward to building on this content and this collaboration in future editions.



“They’ve created so much more than just a book of maps. I’m so glad I ordered mine!”

“This is debatably my most prized possession”

BTC supporters on Facebook

Managing Trail-Use Hotspots through Collaboration

The Bruce Trail Conservancy is taking action with our conservation partners to address the impacts of increased trail use, encourage responsible hiking, and empower people to minimize our cumulative impact on natural spaces.

As more people seek the health benefits of walking in nature, some areas of the Niagara Escarpment have become 'hotspots', seeing more human-caused impact than the environment can handle. Litter, trespassing, and other poor behaviours are affecting the trails, the environment, other trail users, and local communities. Trail-use challenges that were present before COVID-19 have been amplified during the pandemic.

The Bruce Trail Conservancy is addressing trail-use hotspots by:

- **Educating trail users before their visit** through our online and print communications, and through coordination with regional organizations.
- **Reaching trail users during their visit** through on-site Trail Ambassadors and signage.
- **Maintaining trails** through sustained volunteer efforts and focussed events (e.g. community litter pick-ups).
- **Improving infrastructure** by installing parking lots on BTC land where circumstances allow and instituting trail changes to manage foot traffic at sensitive sites.
- **Fostering an inclusive community** where people of all identities and abilities feel welcome and feel a shared responsibility in caring for natural areas.

In working with regional partners in these efforts, the Bruce Trail Conservancy is able to share resources and reach larger audiences.

Trail-use hotspots, while presenting challenges, also offer opportunities. As more people experience the beauty and benefits of the Niagara Escarpment through the Bruce Trail, more people can be inspired to become outdoor stewards and conservation champions.



Managing the Bruce Trail involves working closely with:

- 23 municipalities
- 7 Conservation Authorities (representing 46 conservation areas along the Bruce Trail)
- Saugeen Ojibway Nation
- Parks Canada
- Ontario Parks
- Ontario Ministry of Natural Resources & Forestry
- Ontario Heritage Trust
- Royal Botanical Gardens
- Private landowners of over 670 properties

The Bruce Trail Conservancy values these important relationships and thanks all our landowning partners for ongoing collaboration.

PROGRAM: Trail Ambassadors

As more people (re)discovered the Bruce Trail this year, many hikers were greeted by the Bruce Trail Conservancy's new Trail Ambassadors.

Together with Club volunteers, these six summer staff promoted leave no trace practices and safe trail use in key 'hotspot' areas in the Iroquoia, Beaver Valley and Peninsula sections of the Bruce Trail. In addition to educating and interacting with visitors, they monitored parking issues, charted invasive and at-risk species, picked-up litter, and monitored trail conditions.

Their findings are helping volunteers and staff to identify and address issues, and to plan for future improvements to the Trail, to our communications, and to the management of our protected natural areas.

As young professionals, our Trail Ambassadors were able to bring their knowledge, skills and enthusiasm to bear while acquiring meaningful hands-on experience in non-profit conservation work.

Our BTC teams were complemented by trail ambassadors from the City of Hamilton, Grey Sauble Conservation Authority, Municipality of Grey Highlands, Grey County, Parks Canada and others in a coordinated approach to cover as many popular sites as possible.

We look forward to expanding this program to other areas of the Trail in future years.



Connecting with Ontarians

Through Bruce Trail Conservancy social media channels, webinars and our #BruceTrailPledge campaign more Ontarians are connecting with, learning about, and taking action for the Bruce Trail and the Niagara Escarpment.

Though we missed our in-person events this year and look forward to their return, the Bruce Trail Conservancy witnessed an exciting growth in online engagement.

Community Conversations

We fostered conversations on social media with an audience of close to 28,000 followers on Instagram, Facebook, Twitter, and LinkedIn. As supporters shared our work and people sought ways to connect with the causes they care about, our online following grew by 46%.

Online Learning

Through our winter webinar series, 537 members participated in a range of learning opportunities. Topics included: spring wildflower identification, virtual tours of our International Friendship Trails, and ways to craft a legacy letter. The publicly-available webinar recordings have already received a further 645 views on the Bruce Trail Conservancy website, extending their impact and reach.

NEW INITIATIVE: Bruce Trail Pledge

In October, the Bruce Trail Conservancy introduced the Bruce Trail Pledge - a month-long campaign inviting all who care about the Bruce Trail to commit to doing one of four simple yet powerful actions. We offered online resources for each action, and Bruce Trail prizes as incentives for participation.

The response was remarkable. In one month, 938 people took the #BruceTrailPledge, committing to take 2,674 actions for the Bruce Trail and the Bruce Trail Conservancy.

- 874 pledged to... **Leave the Trail better than I found it**
- 644 pledged to... **Share my plant & wildlife sightings**
- 669 pledged to... **Be an ambassador**
- 487 pledged to... **Support conservation with a gift**

And people went beyond pledging; they truly took action. Hikers picked up litter, online memberships and donations saw a boost, volunteers joined the BTC iNaturalist group, and people used social media to share the pledge, their actions, and their support of the Bruce Trail Conservancy. Our community grew and demonstrated once again the power of collective action.



Volunteers

The accomplishments of the Bruce Trail Conservancy are intrinsically tied to the services, support and knowledge provided by our dedicated network of over 1,450 volunteers.

Volunteers contribute their time, energy and talents to all aspects of our work. As leaders, ambassadors, and skilled workers, they care for the Bruce Trail, steward our protected areas, work with landowners, lead hikes, run events, provide governance, and much more.



Throughout the changing landscape of 2020-21, volunteers met the uncertainties that came with the pandemic with patience, flexibility, and understanding. Hike leaders adjusted to changes in outdoor gathering restrictions and learned to use new online tools. Office volunteers ensured ongoing member service by stuffing renewal notice mailings from home. Boards and committees adapted to virtual meetings. Our volunteers demonstrated flexibility in so many ways.



The Bruce Trail Conservancy received a 40% increase in volunteer applications in 2020-21, as more people rediscovered their love of nature and sought to support causes most dear to them. As COVID-19 restrictions allow, these new supporters will be joining our teams and finding meaningful opportunities to contribute.

The Bruce Trail Conservancy relies on our passionate hardworking volunteers and we are incredibly grateful for this support.

Citizen Science Volunteers contribute biodiversity data

While opportunities for group volunteering were rarer this year, participation in our Citizen Science program dramatically increased. Over the year, 69 participants added 4,264 new observations of flora and fauna along the Bruce Trail to the BTC's iNaturalist project. Thanks to this remarkable data collection, over 13,400 observations can now be analyzed by BTC Ecologists to inform land stewardship decisions and management plans of our protected natural areas.



Members

Bruce Trail Conservancy membership reached 12,976 this year – the highest in our organization’s history. In a year marked by unforeseen challenges for Ontarians, we are honoured by this remarkable support from so many.

Both new and renewing members contributed to this extraordinary growth in our community. New memberships saw a 91% increase over last year, and renewals were up by 12%.

Many members deepened their support of the Bruce Trail Conservancy by choosing automatic membership renewal or lifetime membership. These long-term commitments enable the Bruce Trail Conservancy to reduce operating costs, curb paper use, and most importantly, take bold strides to meet our conservation goals.

BTC Membership by the Numbers

- **12,976** memberships support the BTC mission (28% increase over 2020)
- **3,909** new memberships in 2021 (91% increase over 2020)
- **89%** renewal rate (12% increase over 2020)
- **43** new lifetime members

While we report on overall membership numbers, every membership makes a difference to the future of the Bruce Trail. Each membership strengthens the Bruce Trail Conservancy’s capacity to preserve a ribbon of wilderness.



Photo: Jody Wilson

PROJECT: Online Hike Registration

Investments in technology are allowing the Bruce Trail Conservancy to offer improved service to our members and supporters, and this year they enabled the safe reintroduction of our popular hiking program.

The Hiking Program offered by our nine Bruce Trail Clubs has a long history as a key way for members and new hikers to connect to each other, to nature, and to the Bruce Trail. Yet this year the program was put on hold for several months following provincial COVID-19 restrictions.

As limits on outdoor gatherings changed, the introduction of an online registration process for hikes across all nine Clubs was essential. Building on the unified hike listing introduced in 2019, the Bruce Trail Conservancy incorporated online registrations and waitlists, waivers, payment options and improved ways for hike leaders and registered hikers to communicate with each other.

As the popularity of our Hiking Program increases, these advancements will make it easier for more people to participate and to safely experience the joys of hiking and exploring nature with others.



Photo: Lionel Holder @tdopples



Photo: Toronto Bruce Trail Club



Photo: Niagara Bruce Trail Club

Donors

Donors are investing in conservation like never before. More people are recognizing the critical need to act now for a healthier, more resilient future for us and for nature. By stepping forward in unprecedented numbers, our donors have fueled conservation successes this year and are creating a natural legacy.

Overwhelmingly, new supporters and loyal donors alike gave generously this year - especially in response to our largest solo conservation effort, MapleCross Nature Reserve at Cape Chin. In championing such a large land preservation effort, our donors strengthened our resolve and provided the means to take bold action.

Donors to the Bruce Trail Conservancy ensured more land was protected, more stewardship and restoration projects were implemented, and more of the Niagara Escarpment was made available for safe, environmentally-responsible public access.

We are especially grateful that during this uncertain time, donors have chosen to give as they are able in support of our mission.

“Thank you, Bruce Trail Conservancy, for helping me to rediscover my love of hiking and for opening my eyes to this ribbon of wilderness that’s so close to home.”

Monica P., BTC donor and member

Historic levels of Donation

Donors have supported the Bruce Trail Conservancy this year in record numbers.

- 12,111 unique donations (18% increase over 2020)
- \$12.65 million in donations (46% increase over 2020)
- \$5.38 million, the largest-ever single gift to the BTC was made this year by a dedicated donor

Combined, these generous gifts enabled the Bruce Trail Conservancy to meet the year’s challenges and provide a solid foundation for the work ahead.

Gifts of all sizes are powering our conservation work. Just as each of our protected natural areas join together to form a strong and thriving corridor, individual contributions combine to have a powerful impact on the future of our ribbon of wilderness.



Photo: Gary Hall

SPOTLIGHT

Legacy Donors: Creating positive change through gifts in wills

Bruce Trail Conservancy supporters care deeply about leaving a better future for the generations to come. More individuals are choosing to use the power of charitable gifts in their wills to do just that.

Notably, Bruce Trail Conservancy Co-Founder and Honorary President, Dr. Philip R. Gosling shared his decision to include the BTC in his will this year.

Through a special personal letter to BTC members, Dr. Gosling encouraged others to consider a legacy gift in their wills as well.



“I have been on the path to protect nature and the Niagara Escarpment for over 60 years. It is part of my personal “end to end” journey and I plan to finish this life interest with a gift to the Bruce Trail Conservancy in my will. ... It gives me great satisfaction that I can yet again be part of an exceptional community of volunteers and supporters. By joining me, you can help to build a better world for future generations.”

Dr. Philip R. Gosling, Co-Founder and Honorary President, Bruce Trail Conservancy, in his letter to BTC members, February 2021.

As a founding partner in the Will Power™ campaign, the Bruce Trail Conservancy joined with 80 other organizations to foster public awareness about the positive impact of charitable giving through wills, and provide donors with helpful tools and advice.

This year, we were honoured to receive confirmation from 30 supporters of their decision to include the BTC in their wills, an increase of nine confirmations over last year. We recognize that there are many more who wish to remain anonymous.

Bequests continue to be a powerful way that our supporters are making positive change. The estate gifts we received this year (listed on page 24) will ensure more land on the Escarpment remains natural and accessible as lasting, living legacies.

We thank all who have made the Bruce Trail Conservancy part of your estate plans, for your foresight and generosity.



Thank you to our 2020-2021 Bruce Trail Conservancy Donors

Your support enables us to take bold strides in preserving a ribbon of wilderness, for everyone, forever. We are honoured to celebrate the following donors who made gifts between July 1, 2020 and June 30, 2021.

ESTATES

Estate of Ruth Bolt
Estate of James Borbridge
Estate of Martha Campbell
Estate of Joan & Roger Cunnington
Estate of Winnifred Curry
Estate of Bonnie Herman
Estate of Mai Lee
Estate of Margaret Sebastian

\$5M - \$10M

Anonymous (1)

\$1M - \$4.9M

The MapleCross Fund

\$500,000 - \$999,999

Anonymous (1)

\$250,000 - \$499,999

Estate of Joan & Roger Cunnington
Environment and Climate Change Canada
Heather & Ross Hamlin Fund
Patrick J. McNally Charitable Foundation
Region of Peel - Peel Greenlands Securement Program
Anonymous (2)

\$100,000 - \$249,999

Echo Foundation
Ontario Land Trust Alliance Inc.
Estate of Margaret Sebastian, In honour of Lorraine Sherred

\$50,000-\$99,000

The Gosling Foundation
Chris Hoffmann & Joan Eakin
Mary Anne Miller & Family
Anonymous (2)

\$20,000-\$49,999

Zita & Mark Bernstein Family Foundation
Estate of Ruth Bolt
James Robert Borbridge & Aileen Borbridge
Caledon Hills BTC
Conserve Our Rural Environment (CORE) Inc
Julie Di Lorenzo, Rob Graham, and the Di Lorenzo-Graham Family
Dufferin Hi-Land BTC
Fleming Foundation
Estate of Bonnie Herman, in memory of Benjamin David Herman

Margaret Hill
Iroquoia BTC
Bruce King & Valerie Jones
Catherine Martin & Family
McCammon Family Foundation
Milne Family Foundation Fund
Grant & Marilyn Minard
Tony Paine & Susan Collacott
Joel Parkes
Dr. William N. Pearson
Peninsula BTC
Andree Rheaume & Robert Fitzhenry Family Foundation
Christopher Robinson
Huw Sangster
Bruce Smith & Linda Amos
Arnold & Glenyce Tweed
Anonymous (3)

\$10,000-\$19,999

Airlie Foundation
The Marion Armstrong Charitable Foundation
Tony & Anne Arrell & Family
Bill Barnett
Ted & Karin Bossence
Emma Bradley
Ca-Al Foundation
Estate of Martha Campbell
Bill and Melody Duron
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Wendy Findlay & Family
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Peter & Susan Griggs
Robin Heintzman & Gordon Currie
The Johnston Family Foundation
The J. Forbes Knight Charitable Foundation
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Volkmar Leistner & Family
Peter Long
Tracy Mann
Hilda Ayala Manolson
Niagara BTC
Gordon Nicholls
Bo & Brian Penny Charitable Foundation
Richard & Annette Pivnick
Brenda Polzler
Ronald & Mary Lynn Ritchie
Malcolm & Joelle Sanderson
Smith's Funeral Homes
Wendy Southall
Sydenham BTC
Toronto BTC
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\$5,000-\$9,999

Michael Andrassy & Ann Guthrie
Michael R. Balgord
Blue Mountains BTC
Bradstreet Family Foundation
Karen Bremner
Alex Brown
Bruce Trail Inspired Art Show
Brad Carr & Susan Wagler
Fernanda Cieri
City of Hamilton
Dean Connor & Maris Uffelmann
Estate of Winnifred Curry
Bob & Kathy Daisley
The Dickson Family Foundation
Michael Finlayson
Mary & Paul Ford
Stan & Diane Gasner
Mimi Hamilton
Nancy Hamm & Family
IBM Canada Ltd
Thomas Kevill
Chris Key
Dick Lauckner
Barbara Lea
Biff Matthews
Harrison McCain Foundation
The McCallum, McBride Fund, c/o Hamilton Community Foundation
William Murphy & Family
Leah Myers
John Ormond
Steve & Maureen Peacock & Family
Brad Peterson
David Platt
Wayne Reeves
Seeger Family Foundation
Irene Shaw
Stephen Smalley & Family
Martha Taylor & Family
Wendy Thompson
Joseph Votto
Anne Wadge
Katherine Wilson
Janice Wright
Wayne Yeechong
Anonymous (1)

\$2,500-\$4,999

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Mike Ambler
Corina Barlow
Neil Barrows & Sheri Binsell

James Bellinger
Paul & Pat Bigelow
Heidi Bischof
Marie Black
The Blue Bay Motel & Levack Family
Paul Blythe & Family
David Bryson
Mick Carberry & Family
Alexander Cobb
Sally M. Cohen-Moule & David Moule
Community Foundation Grey Bruce
Erin Corstorphine
The Dawson Family Sharing Foundation
Diana Dunlap
Rob & Danielle Ferguson
Debra Forman & Family
James Fox
Sheryl & Aden Frey
Heather Gardiner
Donald Gordon
The Great North Apparel
Thomas Hall & Laura Browne
John Hammond
The Hogarth Family Foundation Fund c/o Hamilton Community Foundation
Blain & Marjorie Horsley
David Howden
Yin Hui
Paul Hurwood
The Norman & Margaret Jewison Charitable Foundation
Art Johnston
Daryl Keays & Maureen McGuigan
Corrie Kellestine
Diana Laubitz
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Christine Lewis
Peter Mackenzie
Don McCrossan
Mike McCune & Karen Smith-McCune
Jeffrey McRae
Elaine Mitchell
New Initiatives Marketing
Howard & Pamela Newman
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Rosemary Petrie
Jeffrey Ponsford & Family
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Lorna Rouse
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George Smith
Eric Spindler
Diane Stampfler
Glen & Debra Swire
Terre Bleu Lavender Farm
John Thode
Susan & Brian Thomas
Susan Thomson
Michelle Visser
Rick Waters
Dorothy & Gerd Wengler
Margaret Wente & Family
John Whitworth & Family
Woodbridge Foam Corporation
David Wright
Anonymous (1)

\$1,000-\$2,499

Lee Adamson
Alicia's Infinity: Prints for Trails
Julia Alleyne
Alpema Foundation
Jim Anderson & Family
Peter Anderson
Cynthia Archer
Richard Armstrong
Annette Balgord
Christina Bardes
Barbara Bartle & Family
Tony & Joan Barton
Susan Bate
Martha Bauer
John Beamish
Gary & Pat Beaudoin
John R. Bedford
Lesley Beech
Douglas Beecroft
Sabine Behnk & Steven Furino
Dawn Bell
Rakesh Bhandari
Alan & Helen Billing
Shelagh Blenkarn & Family
Bloom Depot Inc
Karen Blunt
Johanna Boffa
Heather Bosman
George Bowman
Martha Breithaupt
Mark Brett & Kathy Denomy
Walter Brewer
Warren Bridle

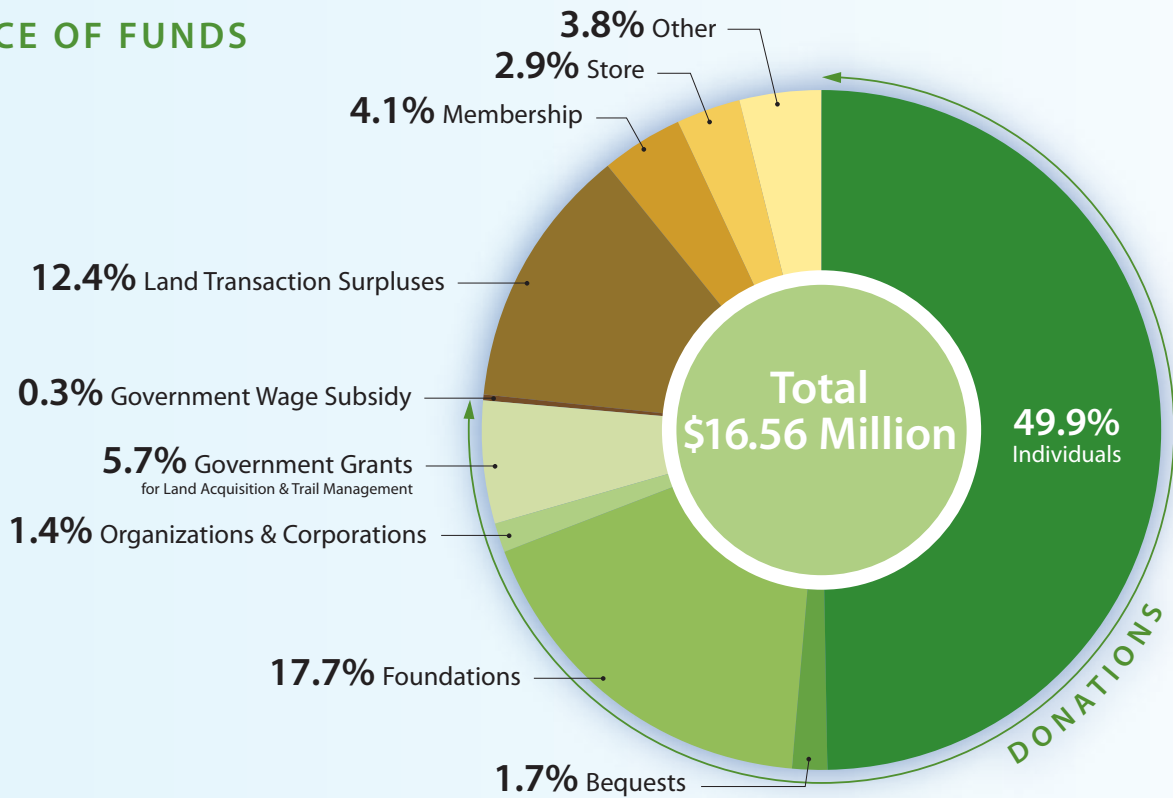
Ken & Heidi Brisco	Darren Goldstein	Garry MacNicholas	Eugenia Piliotis & Bruce Geddes	Gordon Stublely
Gail Brown	Peter Goldthorpe	Patrick Mader	Cathy Plosz	David Sykes
Brendan Calder	The Grad Family Foundation	Pieter & Janny Maljaars	Vera & Ted Pordage Fund	Rodney Taylor
George Calder	Cathie Green	The Malloch Foundation Fund	Mark & Mary Powell	Patrick Terwoord
Barbara Cannon	Norman Greene	c/o Hamilton Community Fdn	Sarah Powell	Saurabh Tewari
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Lisa Casey	Fred Hall	James Matthews	Sharon Ranson	Tom & Annette Urlocker Family Fund - In Memory of our son Patrick
Bill & Sharon Chapman	Gary & Sheilagh Hall	Peter McArthur & Cathy Clarke	RBC Foundation	Peter van Dillen & Kathryn Wherry
Jane Cheng	The Hallam Family	Janice McClelland & Don Blok	Alex Reid	Harold & Kathy Vandersluis
Tara & Bruce Christie	Mark Hallman	Robert McCuen	Marcus Reid	Mark Vanderveen
Bruce Clark & Ruth Plant	Neil & Kim Harvey	Brian McDiarmid	Mary Reynolds & David Paleczny	Wayne Vanwyck
William Coleman	Lloyd & Mary Hayward	Patricia McDonald-Harrison	Roderick Rice & Family	Evelyn Veale
Cindi & Dave Conlon	Michael Heale	Sue McFarlane & Family	Sharon Richardson	Claire Veenstra & Donald Johnston
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Robert Coutts	Stella Hesketh	Tanya McIntyre	Ian & June Robertson	Lenore Walters
John Crawford	Matthew Hodge	Katie McKerlie & Family	Ingrid Robinson	Kevin B. Warburton
Robert Crockford & Rosemary Russell	Geoff Hogan	Bill McMurray	Peter Robinson & Family	George W. Wark & Family
Cameron Crowe & Family	Anne Holbrook & Family	Gary McNally	David Rogers	Ken & Cecile Weber
Kevin Curnock	Tony Hooper & Family	Judith McRae	Beth Ross & Family	Susan Weedon
Peter & Bernadette Curtis	Barbara Jackel	Judith McRae	Margaret Rouse & Family	Russell Weiss
Colleen Darrell & Gregory Huffman	Ann Jackson & Denis Ho	Christian Medved	Lee Rubinoff	Brenda & Jim Welch
Brian Dawson & John Therrien	Pamela Jacobs	Don Melady	Dorien Ruijs & Family	Ruth Werezak & Family
Joshua Dey	Averil & Joe Jany	Barry Merkley	Rick Russell & Family	Evelyn Westen & Family
John Dickason	Bernard Johnpulle	David Merritt & Family	Teri Russell-Hill & Family	Barry & Marilyn Westhouse
William Dunlop	Dennis Jones & Herta Ziemann	Sarah Metzger	Owen & Leslie Saffrey & Family	George & Lois Whetham
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Mark Ewald	Lyle Kerr	Marcia Moffat	Peter & Christine Schmidt	Deborah Willis
Louise Fast & Joan Slamen	Norma King	Kenneth Moffat	Robert Schoenhofer	Lynn Witmer
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Stewart Fleming	David Knox	Margaret Morison	Jan Simpson & Richard Andrews	Vince Zvonar
Floursh Foundation	Sebastian Kozlowski	David Mulhern	Marion Sinclair	Lynn Zwart
Fraser Forest	Paul Kuno	David Munoz & Family	Linda Sizto	Anonymous (5)
Jeffrey Forgrave	David Lamb	Bruce Murray	Doug Sloan	
Diane Forsyth	Janet Lamb	Nature League	Art Smith	
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Barbara Frey	Alan & Carol Lavine	Joan Nuffield & Family	Christopher Spencer	
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Dorothea Godt & Ulrich Tepass	Brandon Levac & Family	Martha Parrott & Ken Kessler	Kevin Stewart & Family	
Marian Goldsmith	Phillip & Diane Livingston	Daphne Payne	Martin & Sandra Stocker	
	David Lloyd & Maureen Bruce	Erica Phillips		
	Robert Luckhart	Thomas Pick		
	Valentine Lynch	Michael Pierrynowski		
	Sheila MacMahon	Susan Pike & Family		

DONATIONS OF LAND

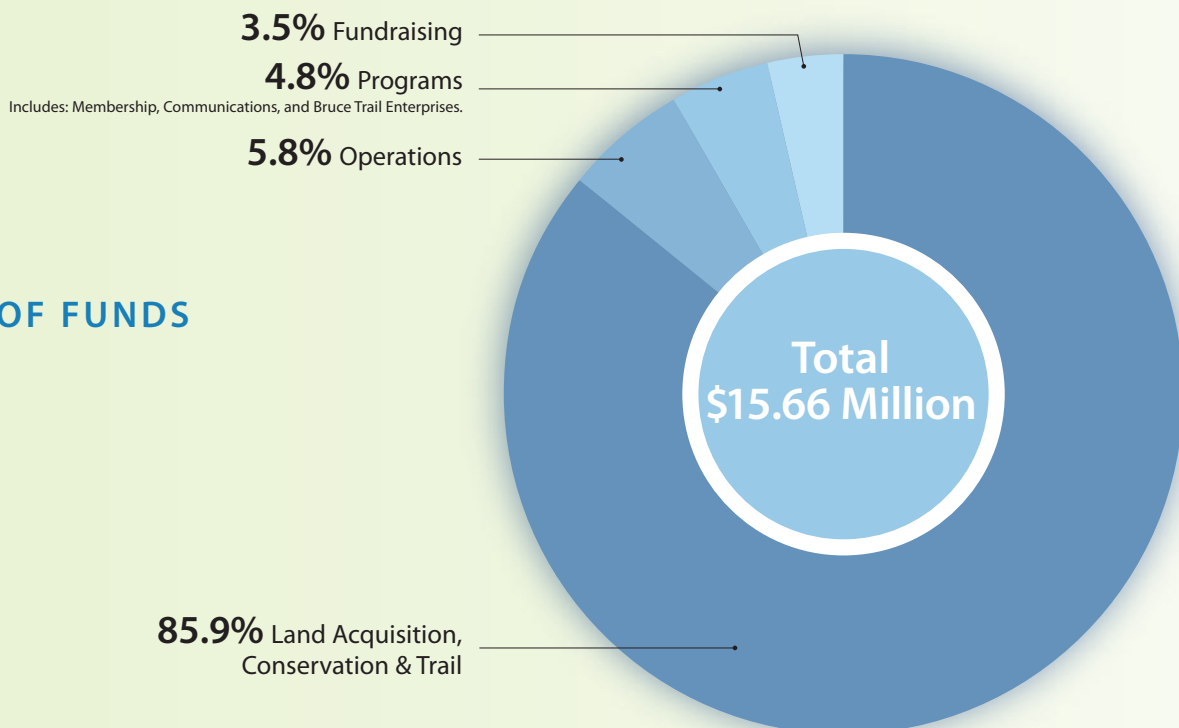
J.C. Duff Limited
 Ian & Georgina Shelton
 The Felicia & Innes
 van Nostrand Family
 Janet & Peter van Nostrand

Financial Summary 2020-2021

SOURCE OF FUNDS



USE OF FUNDS



Thanks to the generosity and commitment of our members, donors and other supporters, the Bruce Trail Conservancy ended Fiscal Year 2021 in a financially healthy position.

FINANCIAL SUMMARY (Fiscal Year 2021)

Opening cash position:	\$2.47 M
Funds Received:	\$16.56 M
Funds Used:	\$15.66 M
Carry forward to F2022:	\$3.37 M

Connecting to our Financial Statements

Here's how to find information from our Annual Report Financial Summary in our audited financial statements:

SOURCE OF FUNDS		
Comprised of:	Found in Statement of:	\$ in millions
Total Revenue	Operations	4.99
Government wage subsidy	Operations	0.06
Restricted Donations	Changes in Fund Balances	9.48
Net Change in working capital	Cash Flows	
Deferred membership revenue		0.09
Deferred contribution		0.03
Endowment contribution		0.03
Life insurance policy		-0.17
Proceeds on Sale of Land Assets		2.05
TOTAL		16.56

DONATIONS		
Comprised of:	Found in Statement of:	\$ in millions
Donations restricted for land purchase	Changes in Fund Balances	9.48
Donations of cash and securities	Operations	3.03
Grants	Operations	0.07
Sponsorships	Operations	0.07
TOTAL		12.65

OTHER SOURCES OF FUNDS		
Comprised of:	Found in Statement of:	\$ in millions
Government wage subsidy	Operations	0.06
Sale of Land	Cash Flows	2.05
Membership Dues – Conservancy	Operations	0.44
Membership Dues – Club	Operations	0.14
Deferred membership revenue	Cash Flows	0.09
Bruce Trail Enterprises	Operations	0.49
Interest and Realized Investment Income	Operations	0.69
Interest and Realized Investment Income (Reserves)	Operations	-0.39
Rental Income	Operations	0.04
Life Insurance	Cash Flows	0.30
Accounts receivable	Cash Flows	-0.01
Recognition of deferred contribution	Cash Flows	-0.06
Deferred grant	Cash Flows	0.03
Endowment contribution	Cash Flows	0.03
Misc Income	Operations	0.01
TOTAL		3.91

USE OF FUNDS		
Comprised of:	Found in Statement of:	\$ in millions
Total Expenses	Operations	3.44
Less: Amortization		-0.05
Insurance premiums		-0.01
Purchase of land and easements	Cash Flows	9.40
Interfund Transfer:		
Internal restriction to Land Stewardship	Changes in Fund Balances	0.78
Net Change in working capital	Cash Flows	
Driftwood Cove liability		1.40
Loan payable plus interest		0.86
Merchandise Inventory		-0.05
Prepaid Expenses and Deposits		-0.03
Accounts Payable and Accrued Liabilities		-0.08
TOTAL		15.66

The Bruce Trail Conservancy audited financial statements are available online at bruce-trail.org (About Us > Annual Reports & Financial Statements)



Bruce Trail Conservancy Board of Directors 2020-2021

Leah Myers
Chair



Cynthia Archer



Stephanie Bird



Heidi Bischof



Marlis Butcher



John Dickason



Michael Edney



David Hass



Brian Johnston



Corrie Kellestine



Linda Kerec



Bruce King



Jaclyn Moody



Nic Schulz



Lori Shalhoub



Wendy Thompson



Bonni Titgemeyer



Michael Treuman



John Whitworth



For more on our Board of Directors visit:
brucetrail.org/pages/board-of-directors



Looking Ahead

Building on five decades of conservation along the Niagara Escarpment, the Bruce Trail Conservancy is creating a special place where people and nature come together.

Here are some of our areas of focus for the years ahead that will enable us to expand and adapt our work to realize our mission:

- Bring urgency to our land acquisition work to identify critical lands and galvanize support to ensure they are added to our conservation corridor containing the Bruce Trail.
- Support increased access for and inclusion in Bruce Trail Conservancy places and spaces for people of colour, Indigenous people, 2SLGBTQ+ individuals, and people with disabilities.
- Steward our conserved lands to preserve and restore biodiversity along the Niagara Escarpment.
- Address the impacts of increased trail use, find infrastructure solutions, and encourage responsible hiking to harmonize the benefits of outdoor recreation and ecosystem protection.
- Create innovative ways to invite members and supporters to get involved with our conservation work.

Together, we will preserve a ribbon of wilderness, for everyone, forever.





Photo: Ryan Korosi

The Bruce Trail Conservancy wishes to acknowledge and honour the lands of the Niagara Escarpment as the traditional territory of Indigenous peoples. In both spirit and partnership, we recognize and thank the Anishinaabek, Huron-Wendat, Tionontati, Attawandaron, Haudenosaunee, Métis, and all who provided stewardship of these lands over millennia.

Recognition of the contributions of Indigenous peoples is consistent with our commitment to making the promise of Truth and Reconciliation real in our communities. We are grateful for the

opportunity to live, work, and play here and thank all those who have served and continue to serve as caretakers of this special place.

We are also mindful of broken covenants and the need to reconcile with all our allies and relations. Together, may we care for this land and each other, drawing upon the strength of our mutual history through peace and friendship, to create a lasting legacy of conservation for generations to come.



Bruce Trail CONSERVANCY

We are grateful to all our members, donors, and volunteers. You make the Bruce Trail possible and your ongoing support is ensuring a protected Niagara Escarpment for future generations.

Photo: Steward Fleming

Honorary President
Dr. Philip R. Gosling

Bruce Trail Founders
Raymond Lowes, Dr. Philip R. Gosling,
Dr. Norman Pearson, Dr. Robert McLaren

STAFF

Executive Office
Michael McDonald (Chief Executive Officer)
Allison Wright

Land Acquisition & Management
Antoin Diamond (Vice President)
Joel Swagerman

Conservation & Trail
Adam Brylowski (Manager)
Scott Langley
Mara McHaffie
Brian Popelier

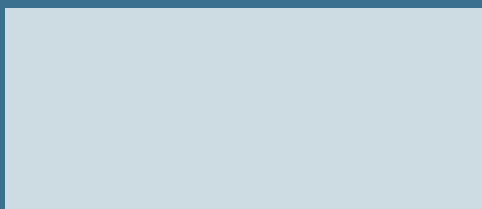
Fund Development
Marsha Russell (Vice President)
Heather Anderson
Claire Davidson
Gloria Vidovich

Communications & Engagement
Elizabeth Harrington (Director)
Brooke Henry
Laura Tuohy

Finance
Kevin Durfy (Director)
Donna Miljic

Organizational Resources
Jackie Randle (Director)
Meghan Croll
Ryan Mickeloff

Deliver to:



55 Head Street, Suite 101, Dundas, ON L9H 3H8

905-529-6821 or 1-800-665-4453

info@brucetrail.org www.brucetrail.org

TheBruceTrailConservancy @BruceTrail_BTC @BruceTrail_BTC

MAILING ADDRESS:

P.O. Box 857, Hamilton, ON L8N 3N9