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# ANNUAL REPORT

2022



LEGACY FUND FOR  
THE ENVIRONMENT



## EXECUTIVE SUMMARY

The Legacy Fund for the Environment has been volunteer driven since its founding in 2015, but the time has come to transition to being a staff-supported charity. We are looking for funding that will support the work of the Legacy Fund for two years while we bootstrap direct donations in support of our mission to protect the environment.

All indications suggest our work will continue to grow, and it is apparent to us that we can no longer continue solely on a voluntary basis. Intake has been increasing - we have a growing number of groups that are seeking our financial support for their causes.

Communication needs are growing - at the heart of our fundraising strategy is maintaining and building confidence in our growing list of supporters.

We do excellent work and we need to be able to communicate that properly and consistently. Citizen partnerships are growing. We are being asked to participate more, and in different contexts.

With this growing workload we have made major and repeated revisions to our governance structure to redistribute and rationalize tasks among our volunteers, but we have reached the point where professional paid help has become essential to moving forward.

We need to hire an executive director and a fundraiser to properly realize the ambitious vision and mission of the Legacy Fund.

This is our strategic goal for 2022-23.

Respectfully submitted,

**CAMPBELL STUART**  
PRESIDENT

# OUR IMPACT


**100%**

 volunteer driven  
(with intern support)

**17**

 citizen projects  
funded

**500**

 volunteer hours  
devoted to new  
project intake

**1**

 new Will  
Power legacy  
campaign joined

**2**

 key strategy  
documents created

**\$42,121**

 raised through  
direct donations

**12**

 donor lists  
consolidated into a  
master donor list

**2**

 major revisions to  
website undertaken  
(with reason!)

**1**

new logo adopted



by April A.


**5**

 new social media  
accounts created

**156**

 followers on  
Instagram

**47**

 posts on  
Facebook

**480**

 views on our most  
popular video clip

**9**

 notes to  
supporters posted

**3**

 Google Ad Grants  
campaigns launched


by Ali K.





by Hugo C.

## FUNDED PROJECTS

The Legacy Fund board has approved the financing of a number of new projects during the past 12 months, including on the island of Montreal and in the regions. At any one time, the board has been following the gestation of up to a dozen potential new projects and this number has been increasing steadily over the past 2 years.

To manage the process better the board struck an intake and management committee in June 2022 and delegated funding approvals up to \$8000, according to our dollar-for-dollar policy. Any larger amounts or deviations from standard procedures still need board approval.

The intake and management committee is mandated to write up an intake protocol for board approval in the coming months.

An updated list of our funded partnerships is given in the Annex to this Annual report. Other projects are described below.

## WEBINARS AND PARTNERSHIPS

### UNIVERSITY OF MONTREAL

November 2021, the Legacy Fund presented the mission and ambition of the charitable organization to a packed room of law students at the Université of Montreal. The webinar was recorded and is available on YouTube and [Facebook](#). This event was produced in partnership with le Comité environnement de la Faculté de droit - UdeM.

### ROADBLOCKS AND ROADMAPS

Following our highly-attended webinar held on Zoom in April 2021 on themes including the fiscal aspects of development, we were very pleasantly surprised to see that one of the video extracts featuring former Westmount



Mayor Peter Trent got nearly 500 views during the past year: this demonstrates a public interest in fiscal analysis as a factor in considering housing development on greenspaces, in the Montreal context. This event was produced in partnership with Sustainable Youth Canada and EcoJustice.

## LE CENTRE QUÉBÉCOIS DU DROIT DE L'ENVIRONNEMENT, ECOJUSTICE AND SIERRA CLUB CANADA FOUNDATION

In the spring of 2022, we reached out to the CQDE, the Sierra Club Canada Foundation and EcoJustice. As of today, we are partnering with the CQDE on an appeal of the Mascouche judgment and with Ecojustice and the Sierra Club on a judicial review of the Baie du Nord decision. See funded cases in the annex.

## LEGACY HANDBOOK AND SEMINAR SERIES

In light of the growing interest in ecosystem protection and our growing reputation in the Montreal region and across Quebec, we have partnered with Terra Humana Solutions to develop and deliver a guidebook and monthly seminars to educate citizens on how to protect the environment. We will alternate French and English sessions, which will focus on practical legal and tactical lessons learned “in the field.” The handbook and syllabus will be published and disseminated in the spring of 2023.



## MIGRATORY BIRDS CONVENTION INITIATIVE

In partnership with Sierra Club Québec and TerraHumana Solutions. We are assisting in a project to inform and assist municipalities in their obligation to protect migratory birds under this Act.

## CHAIR IN ENVIRONMENTAL DISPUTE RESOLUTION

We are working to establish and fund a Chair in Environmental Dispute Resolution at a faculty of law in a Montreal university.

## PRE-EMPTIVE MEASURES

We have been working with a process called “scraping” whereby we interrogate government databases to identify applications for certificates of authorization where ecologically valuable areas are involved. Certificates of authorization must first be obtained from the Quebec environment ministry before building on such areas and, once obtained, are very difficult and expensive to challenge. By finding out when applications are made, rather than when the certificates are issued, we can make a timely determination on possible action to preserve these areas. We recently identified two such sites and have contacted the groups with our standard intake invitation letter.



# THE LEGACY NETWORK

We have now funded many different groups and collaborated with over a dozen experts in urban planning, archeology, biodiversity, fiscality, legal experts (including on emerging new legal concepts such as juridical personhood for ecosystems). These groups and experts represent a deep well of knowledge and experience that can profitably be shared among our partners.

At our 2021 Christmas party we announced the official formation of the Legacy Network. This growing family of knowledge and action of our citizen partners, rooted in experience and awareness of the challenges before us, will effectively extend the reach of the Legacy Fund in the coming years and decades.

We will be able to draw from this growing network in renewing the board and in populating the various working committees and initiatives of the Legacy Fund, while remaining focused on our mission.

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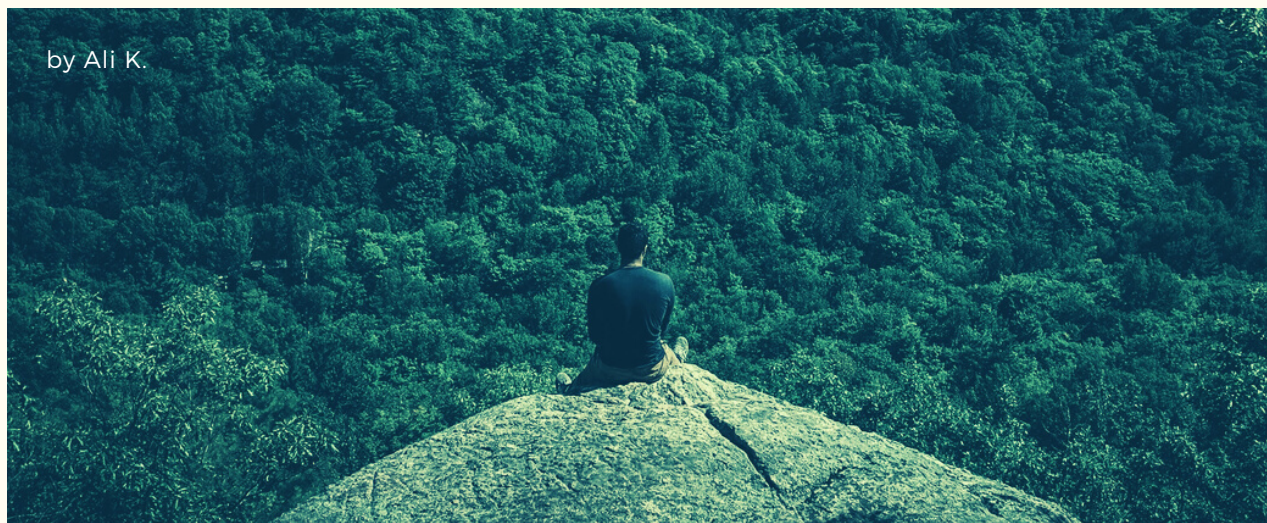
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by Felix M.



by Ali K.



## GOVERNANCE

The board of the Legacy Fund was renewed this past year with two retirements and two new appointments. A new governance structure with 4 working committees has been struck: Finance, Fundraising, Intake and Case Management and Communications. Each committee has 2-3 members and has delegated authority to act between board meetings.

Al Hayek, one of the founding board members, was also our treasurer. His diligence and hard work over a number of years contributed to bring the Legacy Fund from just an idea to the robust, young, and active organisation it is today. Al was a lead person in crafting the business plan, the visual look and feel of the Legacy Fund through presentations and PowerPoints, the public voice of the Legacy Fund as crafter of the case for support and substantial content for the website and newsletters.

Al stepped down in May 2022 and was replaced by **Suanne Stein Day**, an active community leader and former chair of the Lester B. Pearson School Board. Suanne brings considerable governance experience to the board, having served on the Quebec English School Boards Association and the Pearson Educational Foundation. She currently sits on the boards of the Eva Marsden Centre for Aging and Social Justice, la Fondation Place Coco and Community Perspectives in Mental Health. Suanne is an accountant and takes over as

treasurer in addition to joining the board.

Alison Hackney, a long-standing Montreal environmentalist and co-founder of the Legacy Fund, founded the first organic farm on the island of Montreal. As a member of Sauvons L'Anse-à-L'Orme, she contributed to the creation of the Grand Parc de l'Ouest - Canada's largest urban nature park. She was a key contact with environmental groups and contributed to project management. Alison stepped down from the board in October 2021 and continues to contribute as a volunteer.

Alison is replaced by **Patrick Gannon** who gained his master's degree in Environmental Assessment at Concordia University in Montreal. Prior to that he studied Biology, Environmental Science, and Geography at the University of Ottawa. He has worked for the past five years in the UN system on issues related to biodiversity conservation, with a focus on the establishment and maintenance of networks of effective and equitably managed protected and conserved areas.

Continuing on the board are: **Campbell Stuart**, partner with the law firm Colby Monet and former mayor of Montreal West, who also continues as President; **Jason Prince**, urban planner and part time faculty member at Concordia University, who also continues as Vice-President; and **Marianne Bellavance**, who is completing a Bachelor of Laws at Université de Montréal who also continues as Secretary.



# FUNDRAISING STRATEGY

In the spring of 2022, the board adopted a 3-year Fundraising Plan, which accompanies this Annual Report.

This Fundraising Plan is the result of a full year of careful reflection, iteration, and conversations with three experts in fundraising. It is an aspirational document, combining reasoned targets based on our experience and research, and in some cases includes distilled advice and expert opinions. It serves as a fundamental planning document for the board and a guidebook for the Fundraising Committee and, when hired, the Executive Director and the staff Fundraiser. It is also the fundamental rationale for our current fundraising efforts.

Even before the Fundraising Plan was completed, we have been taking action:

We are now communicating with our donors and supporters on a regular basis by means of what we call our “Notes to Supporters”. These notes provide our donors with information on our projects, the successes and challenges experienced by our citizen partners, and information of an educational nature. After issuing a Note to Supporters, we then transform it into social media ‘children’ for distribution via Linked-In, FaceBook, Instagram and Twitter. This process has been piloted with our volunteer board but, while it has been streamlined, our growing volume of partnerships and activities means it will eventually need staff support. Eventually we hope to colonize TikTok as well. Each social media post drives traffic to our website, including our application and donation pages. A social media strategy is being completed by our intern.

In November of last year, we registered with an organization called Benevity, which makes it easy for employees of 700 companies such as Apple and Google to contribute to charitable organizations. We are pleased to report that we are beginning



by Alice T.

by Etienne D.



to receive contributions through this channel. What is particularly appealing about our registration with Benevity is that some of these companies have matching gifts programs, and all donors to date have used this feature. We alerted our supporters to Benevity in a Note to Supporters and received an unexpected and large donation.

The Fundraising Committee is co-organizing our annual fundraiser with the Green Coalition, to be held in September at Hurley's Pub on Crescent Street in Montreal. We anticipate netting \$20,000 at this event, from ticket sales, art and silent auctions and direct donations.

In 2022, we were approved for Google Ad Grants and we have already completed three Ad campaigns. We have also hired expert help to fully optimize the \$10,000\$ budget for buying keywords. The new high octane campaigns will be launched in August - October, after which we will evaluate results. The three measurable goals are: more donations, more page landings and more registrations for our newsletters.

Finally, we have registered with Will Power and will actively participate in their legacy donation campaign, to be launched in September 2022. Fundraising through legacy donations is a core long-term strategy for the Legacy Fund and is one that we are certain has huge long-term potential for us. Indeed, this is the main inspiration for our name.

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# ANNEX

## FUNDED CITIZEN PARTNERSHIPS

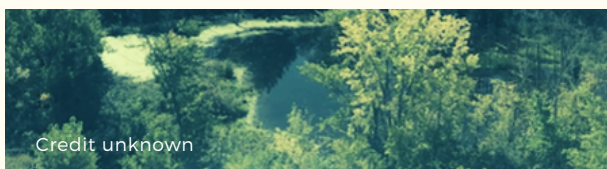
### SAUVONS L'ANSE-À-L'ORME



Credit unknown

We funded three injunctions, two biodiversity studies and a fiscal analysis in defence of the wetlands, forests and the Kestrel Fields of the l'Anse-à-l'Orme corridor on the west island of Montreal, Quebec. Due to these efforts and the activities of our partner and others, Montreal has announced the creation of the Grand Parc de l'Ouest. Learn more in its [Facebook page](#).

### LES AMIS DES MILIEUX NATURELS DE LAVAL:



Credit unknown

We funded legal research for this citizens' group and, as result of our partner's efforts, the Municipal Council of Laval, Quebec, has put a two-year reserve on twelve hectares of ecologically valuable land including five hectares of wetlands south of Blvd. St-Elzéar West in Chomedey, Laval with the intention to create a park. Learn more in its [Facebook page](#).

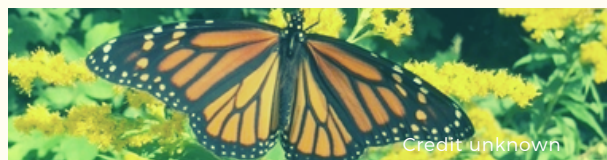
### ROSEMÈRE VERT



Credit unknown

With our assistance this citizens' group presented to their citizens and the Town Council of Rosemère, Quebec, a financial analysis (conducted by former Westmount Mayor Peter Trent) which shows that development on the Rosemère Golf Course (which they are working to keep green) would actually result in higher taxes for its residents. Learn more in its [website](#).

### NATURE HUDSON



Credit unknown

A biodiversity study we helped fund found twenty-nine endangered species on the Sandy Beach proposed development site in Hudson, Quebec, where the developer reported only one endangered species. The results are now part of the Environment Ministry's files. In addition, a financial analysis of this proposed development showed the same result as in Rosemère. We also funded legal procedures in defence of the Willowbrook area in Hudson, which contains wetlands, forests and an important archeological site, the Ottawa Glass Works. The new municipal council has, in part because of these initiatives, placed a reserve on these two areas, thereby halting development. Learn more in its [website](#).



## L'ASSOCIATION DES CITOYENS DE MONT-SAINT-HILAIRE



Credit unknown

We helped fund a biodiversity study for this citizens' group in Mont St-Hilaire, Quebec, to preserve an area at the foot of the mountain. Learn more in its [Facebook page](#).

## LES PARTENAIRES DU LAC TAMARACOUTA ET DE SES ENVIRONS



Credit unknown

This citizens' group has formed to protect the Scouts Canada lands known as Camp Tamaracouta, as well as adjacent forests, in the Quebec Laurentians. We assisted with the formation of this group and are providing funding for legal research. Learn more in its [Facebook page](#).

## THE GREEN COALITION



Credit unknown

We have funded a number of procedures, including an injunction, undertaken by the Green Coalition to preserve the Technoparc wetlands and forests in Ville Saint-Laurent in Montreal, Quebec. Learn more in its [Facebook page](#).

## EAU SECOURS ! AND LE CENTRE QUÉBÉCOIS DU DROIT DE L'ENVIRONNEMENT



Credit unknown

We provided funding for an appeal undertaken by the CQDE for this citizens' group, seeking to reverse a lower court decision denying access to records of the withdrawal of water from aquifers by commercial water bottlers in Quebec. Learn more in its [website](#).

## SAUVONS LE MONT RIGAUD



Credit unknown

We are providing funding for legal research and possible recourses against housing developments on Rigaud Mountain in Quebec. Learn more in its [Facebook page](#).

## PROTECTION MONT GALE



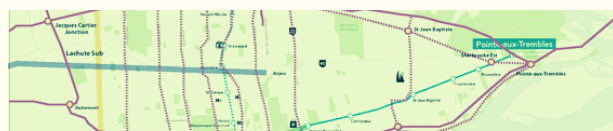
We are providing funding for legal and related research into a proposed purchase of a parcel of land in Bromont, Quebec, currently slated for development. Learn more in its [Facebook page](#).

## SAUVONS LA FALAISE



We funded legal research into Certificates of Authorization issued by Quebec's environment ministry which encroach on the protected area of the Falaise St-Jacques in Montreal, Quebec. Learn more in its [website](#).

## TRANSPARENCE



We funded an appeal by this citizens' group of a lower court decision refusing an injunction to prevent the cutting of thousands of trees in the Technoparc area by the Réseau express métropolitain. Learn more in its [website](#).

## SAUVONS LA FORÊT FAIRVIEW



We are funding research into possible legal action by this citizens' group to prevent the destruction of a large forest in Pointe-Claire, Québec by a development project proposed by Cadillac Fairview, the development arm of the Ontario Teachers' Pension Plan. Learn more in its [website](#).

## LE CENTRE QUÉBÉCOIS DU DROIT DE L'ENVIRONNEMENT



We are helping to fund the appeal of the Mascouche decision to the Supreme Court of Canada, being filed by the CQDE on behalf of 7 environmental organizations. This judgment, if left standing, risks to diminish the well-established right of Quebec municipalities to rezone land for the purpose of environmental protection. Learn more in its [website](#).

## COMITÉ POUR LA CONSERVATION DU BOISÉE DE CHEMIN SAINT-BERNARD

We are funding research into possible legal action by this citizens' group to prevent the destruction of a large forest in Chateauguay, Quebec, including legal research and a biodiversity study.



## ECOJUSTICE AND THE SIERRA CLUB CANADA FOUNDATION



We are helping to fund, through our partner the Sierra Club Canada Foundation, a judicial review of the Baie du Nord decision being filed by Ecojustice. This procedure challenges the Government of Canada's decision to allow the Baie du Nord deep water drilling project to proceed off the coast of Newfoundland. Learn more in its [website](#).

## REGARD CITOYEN !



We are funding legal research by this citizens' group in Saint-Joseph-du-lac to prevent the destruction of a large forest and wetland, including enforcement of the Migratory Birds Convention Act and the production of a related biodiversity study. Learn more in its [Facebook page](#).





# AUDITED FINANCIAL STATEMENTS



**TO BE COMPLETED**

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Design by Denise Cunha



[www.legacyfundenvironmental.org](http://www.legacyfundenvironmental.org)

(514) 927-7802

2075 boul. Robert-Bourassa, Suite 600

Montréal, QC H3A 2L1