



Blooming Boulevards
Annual Report
Thursday, November 21, 2024

Growing the
Future

2024



Photo: Jeanne McRight

2024 Annual Report: Growing the Future

We would like to begin by acknowledging the land on which we gather, and on which Blooming Boulevards operates, is part of the Treaty Lands and Territory of the Mississaugas of the Credit. For thousands of years, Indigenous peoples inhabited and cared for this land. In particular, we acknowledge the territory of the Anishinabek, Huron-Wendat, Haudenosaunee and Ojibway/Chippewa peoples; the land that is home to the Metis; and most recently, the territory of the Mississaugas of the Credit First Nation who are direct descendants of the Mississaugas of the Credit.

We are grateful to have the opportunity to work on this land, and by doing so, give our respect to its first inhabitants.

Jack Darling Park Tallgrass Prairie Restoration, Mississauga

Video: Jeanne McRight



**When one tugs at a single thing in
nature, he finds it attached to the
rest of the world.**

John Muir

Photo: Jeanne McRight

2024 Annual Report: Growing the Future

Blooming Boulevards 2024 Annual Report

November 21, 2024

Contents

- President's Report
- Financial Report
- Operations Reports
- New Directors
- Thinking ahead - goals for 2025
- Recognitions

2024 – 2025

BB Board of Directors

Officers

Jeanne McRight – Chair/President

Mary Jean Kucerak, Treasurer

Murray Moore, Secretary

Directors-at-Large

Victor Anyanwu

Pooja Arora

Wayne Cardinalli

Angela De Palma

Karen Ho James

Advisors

Douglas Markoff, Strategic Advisor

Mary Furlin, Financial Advisor

2024 Annual Report: Growing the Future

Happy 5th Anniversary, Blooming Boulevards!

1. Overview
 - Staying true to our mission
 - Our strategic action plan's focus on growth
2. People & Programs
 - Members
 - Volunteers
 - Program expansion
3. Look to the Future
4. Sustainability
 - Financial health
 - Good governance



President's report

We're 5!

President's report

2024

Til now!

President's Report

2024 overview

Staying true to our mission

Blooming Boulevards started a pilot program five years ago with a mission: to create a network of gardens across the city of Mississauga, to educate people about why this is important, and to work our hardest to engage the public to take action. We wanted to see how well people in Mississauga would respond to this, and happily, the response has been wonderful.

Our strategic action plan's focus on growth:

Now in our 6th year, we are focused on strengthening our volunteer base, moving into new program development, and ensuring more accessible services for youth, seniors, and people from underserved communities.

President's report



13,021 volunteer hours!



Photos: Jeanne McRight

President's Report

2024 overview

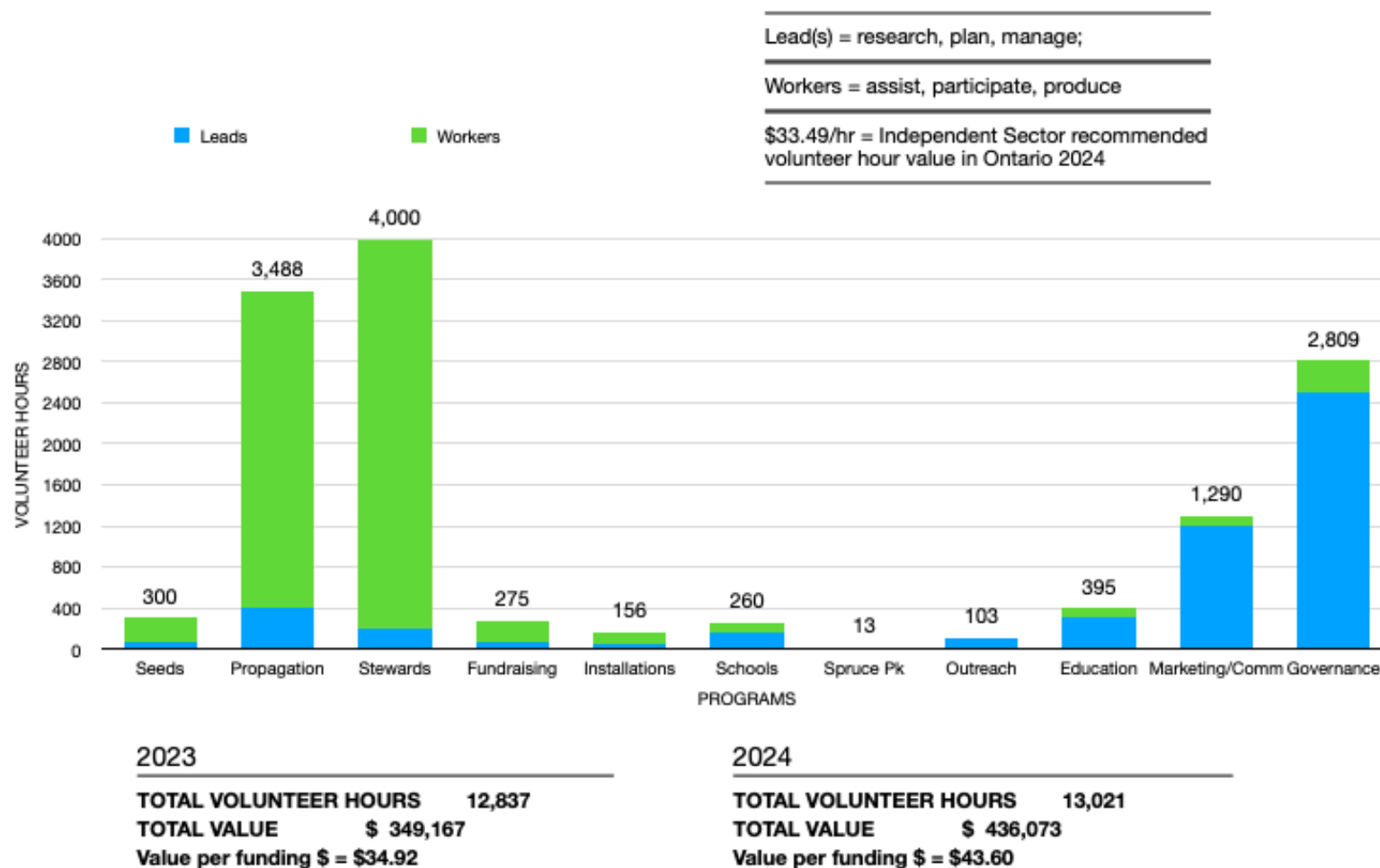
People & programs

We expanded the number of projects within our programs to thirteen in 2024. Work on projects is distributed in several ways: Our supportive membership and healthy base of volunteer helpers are the people collecting seeds, propagating the plants, stewarding the gardens, greeting people at event booths, helping with our plant sale - to list a few! As well, volunteer leads contribute their time as project planners and supervisors whose work focuses on developing and managing communications, marketing and outreach activities. Our board members have a primary focus on governance and fundraising, but also roll up their sleeves and get involved hands-on with our many projects.

President's report

BB Volunteer hours in 2024

- 13,021 volunteer hours to date
- = 6 full-time staff
- \$ value @ \$33.49/hr = \$436,073



BLOOMING BOULEVARDS

President's Report

2024 overview

Look to the Future

We continue to work toward making our dream of a community greenhouse facility a reality. Such a facility will allow us to grow more plants, develop our programs, and strengthen community connections.

Consultants' concluding comments in our Community Greenhouse Feasibility Study state: "The combined efforts of Blooming Boulevards, community stakeholders, and strategic partnerships will contribute to the realization of a vibrant community greenhouse that not only supports local biodiversity but also creates a lasting positive impact on the Mississauga community. Through careful planning, effective implementation, and ongoing evaluation, Blooming Boulevards can establish itself as a leader in promoting sustainable practices and environmental stewardship."

President's report



Our Community Greenhouse Initiative

Photo: _Jeanne McRight

Moving forward for 2025:

With great care we are working through our to-do list to make this happen. We'll get there...!

The Baka greenhouse





Our Corporate Gardens Initiative

Photo: _Jeanne McRight

The 350 Rathburn Road Condo Gardens

Moving forward for 2025:

Our goals: Expanded plant production, larger gardens projects, and inclusive outreach

President's Report

2024 overview

Sustainability

We're looking toward financial sustainability and the health of our organization by becoming a registered charity and hiring one or two staff. A solid fundraising program will be necessary. More information on our work in those areas follows in our Financial and Operations reports.



Finances

Photo: Jeanne McRight

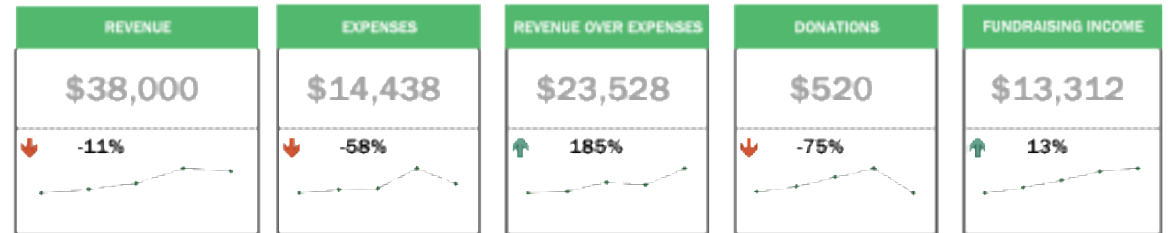
Funds from our community grant paid for new propagating equipment this year.

Year over Year Financial Health

2024

Blooming Boulevards

KEY METRICS



ALL METRICS

METRIC	THIS YEAR (2024)	LAST YEAR (2023)	% CHANGE	5 YEAR TREND
REVENUE	\$38,000.00	\$42,487.81	-11%	
EXPENSES	\$14,438.00	\$34,237.97	-58%	
REVENUE OVER EXPENSES	\$23,528.00	\$8,249.84	185%	
LIABILITIES/EQUITY	\$65,562.00	\$52,700.66	24%	
DONATIONS	\$520.00	\$2,065.85	-75%	
FUNDRAISING INCOME	\$13,312.00	\$11,740.00	13%	
MEMBERSHIP FEES	\$2,145.00	\$3,655.00	-41%	
GRANT FUNDING	\$10,000.00	\$59,800.00	-83%	

Financial Report

BLOOMING BOULEVARDS

AUDITED STATEMENT OF OPERATIONS

for the year ended December 31, 2023

	2023	2022
Contributions		
Membership	\$ 3,030	\$ 3,655
Donations	3,905	2,066
Grants (Note 3)	44,530	27,270
Speaker fees	2,145	3,350
Plant sale	10,880	6,690
Miscellaneous revenue	173	70
Garden installations	4,300	1,700
	68,963	44,801

Expenditures

Accounting, legal and audit	1,800	6,089
Insurance	508	475
AGM	916	72
Gardens	8,920	15,803
Promotions	154	471
Website	2,573	1,084
Bank fees	722	242
Workshops	2,554	-
Donation fee	-	300
Consultant fees	29,970	10,710
RFP postings	-	792
General supplies	2,233	-
	50,350	36,038
Excess of revenue over expenditures before other income	18,613	8,763
Excess of revenue over expenditures	\$ 18,613	\$ 8,763

BLOOMING BOULEVARDS

AUDITED STATEMENT OF CHANGES IN NET ASSETS

for the year ended December 31, 2023

	2023 Net Assets	2022 Net Assets
Surplus, beginning of year	\$ 23,271	\$ 14,508
Excess of revenue over expenditures, for the year	18,613	8,763
Surplus, end of year	\$ 41,884	\$ 23,271





Gardens

Photo: Jeanne McRight

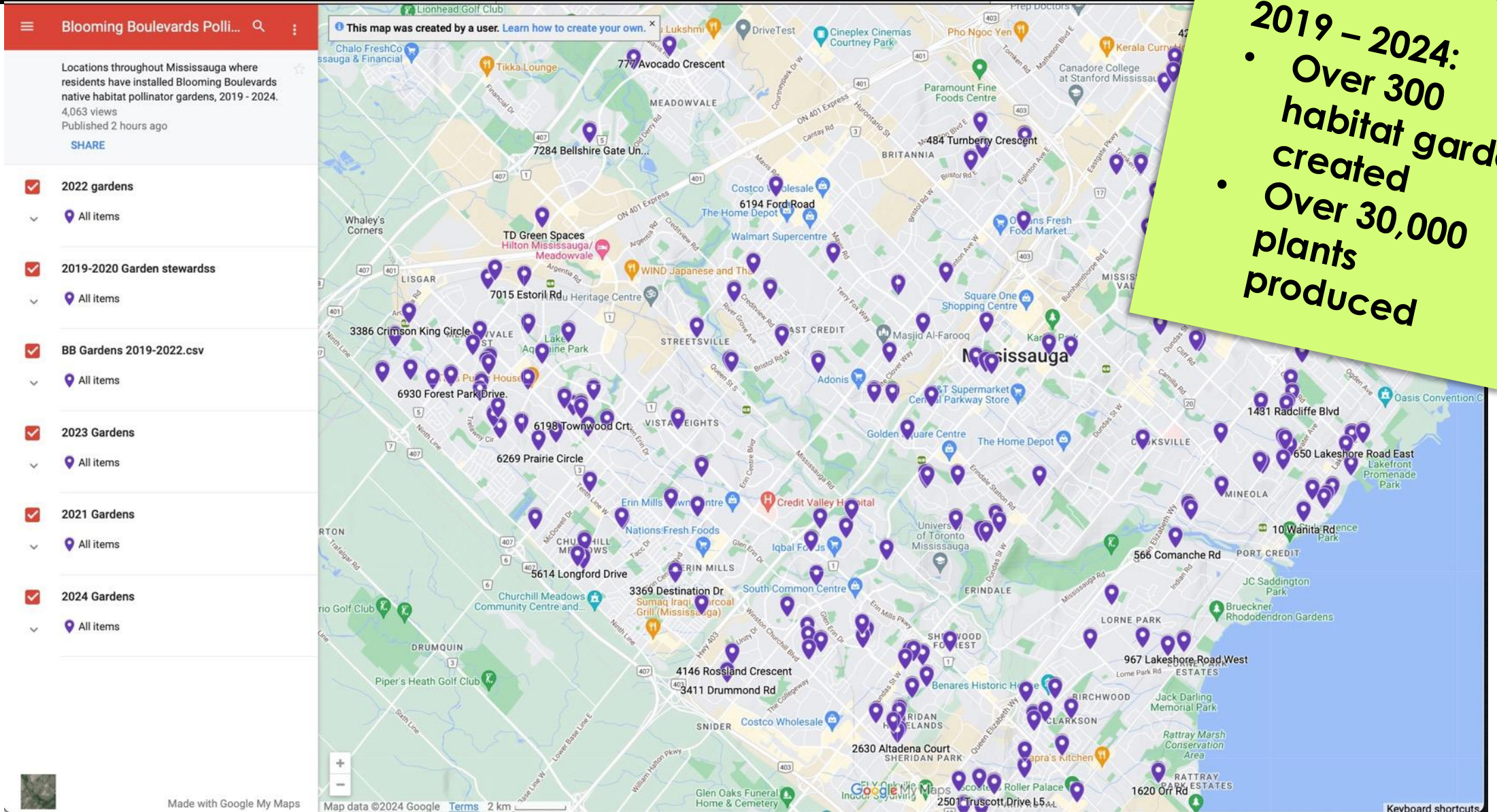
Gardens Report

2024 overview

Program highlights

- Our annual garden program started early with volunteer training activities involving local native seed collection and preparation, then moving on to plant production. The 16-week native plant propagation project met our seedling production goal of 10,000 plants.
- We used the plants to bring our 5-year total to 310 gardens, extending forage and nesting corridors linking to larger green spaces.

Annual Report: Gardens



Annual Report: Gardens



Seeds projects:
Cleaning
• Stratification
• Labeling & Packaging
• Sales

Photos: _Jeanne McRight

Annual Report: Gardens



Propagation projects:

- Prep
- Germination
- Seedling care
- Labeling & inventory

Photo: _Jeanne McRight

Gardens Report

2024 overview

Building our program by connecting gardens to community

- New native plant habitat garden facilitation: 36 in boulevards, 3 in churches, 4 in corporate properties, 6 in public schools., and 1 garden for our community partner Ecosource.
- New outreach program development to increase inclusiveness: native plant container gardening for seniors, condo, and apartment-dwellers.
- Data collection to evaluate the program via garden stewards' Facebook group posts, garden steward survey responses, and participant feedback.
- Habitat garden maintenance at Spruce Park, Eden United Church and the condo complex at 350 Rathburn Road

Annual Report: Gardens

Plant distribution projects:

- Facilitating our partner's gardens

We provided 400 plants and supervised the planning & installation by community youth volunteers!



Photo: Jeanne McRigh

A new pollinator garden borders the Ecosource community garden at Forest Glen Park!

Gardens Report

2024 overview

Long term benefits

- The new gardens replaced turf grass on municipal boulevards and were donated to Peel Board schools or sold at cost for use by our community partners such as Ecosource, ACER, and other local charitable organizations' naturalization projects citywide.
- These meaningful activities will result in long-term benefits by a) supporting native insect populations by increasing and connecting forage and nesting sites and b) providing rewarding, direct experiences for stewards and their communities.

Annual Report: Gardens



250 plants donated to the Cooksville Creek PS

BB member Jennifer Sanderson, teacher



Plant distribution projects

- Six School gardens in 2024!

Blooming Boulevards We connect neighbourhoods to nature

2024 Blooming Boulevards Plant Inventory

Common name	Scientific name	Cooksville Creek PS	Height	Light	Bloom	Colour
Anise hyssop	Agastache foeniculum	5	M	S	Jul-Aug	
Bergamot, wild	Monarda fistulosa	5	H	S	Jul-Aug	
Black-eyed Susan	Rudbeckia hirta	12	M	S	Jul-Aug	
Blazing star	Liatris spicata	5	L	S	Jul-Aug	
Butterfly milkweed	Asclepias tuberosa	20	L	SH	Jul-Sep	
Columbine, wild	Aquilegia canadensis	5	M	SH	Jun-Jul	
Dotted mint	Monarda punctata	5	M	S	May-Aug	
Flaxweed	Penstemon digitalis	3	M	S	Jun-Jul	
Golden Alexander	Zizia aurea	3	M	S	Jul-Aug	
Great blue lobelia	Lobelia siphilitica	15	M	S	Jul-Aug	
Grey-headed coneflower	Rudbeckia hirta	12	M	S	Jul-Aug	
Hoary vervain	Verbena stricta	20	M	S	Jun-Aug	
Lanceleaf coreopsis	Coreopsis lanceolata	10	H	SH	Sep-Oct	
New England aster	Symphoricarpos novae-angliae	25	H	S	Jul-Aug	
Ox eye sunflower	Helianthus scaberrimus	15	M	S	Jul-Aug	
Pale purple coneflower	Echinacea pallida	7	M	S	Jun-Aug	
Pearly everlasting	Anaphalis margaritacea	5	M	S	Jul-Aug	
Pearlie cinquefoil	Dymosardus angustifolius	5	M	S	Sep-Oct	
Showy tick trefoil	Desmodium canadense	5	M	S	May-Jun	
Sky blue aster	Symphoricarpos canadensis	5	M	S	Jul-Aug	
Spiderwort	Symphoricarpos canadensis	5	M	S	Jul-Aug	
Stiff goldenrod	Scirpus setosus	7	H	S	Sep-Oct	
Swamp milkweed	Oligoneuron rigidum	5	M	S	Jul-Aug	
Upland white aster	Asclepias incarnata	12	M	S	Sep-Oct	
Virginia mountain mint	Scoldago perfoliatus	12	M	SH	Jul-Aug	
White yarrow	Pyrethrum virginicum	5	M	S	Jul-Aug	
	Achillea millefolium	5	M	S	Jul-Aug	

KEY

Height codes:

- L = under .5 m
- M = under 1 m
- H = over 1 m *may be pruned to 1m if used on boulevards

Light codes:

- S = Full sun, more than 6 hours direct sun
- SH = Part shade, less than 6 hours of direct sun

Not on Mississauga's boulevard "Acceptable Plants" list

Gardens Report

2024 overview

Support and inclusion

- Residents who wished to be prospective boulevard gardeners were accepted as garden stewards, provided with free native plants, supported by ongoing advice on their care, and supplied with our brochures to pass along to neighbours and friends.
- We ensured that the boulevard gardens were highly visible and installed along public walkways and roads so that people of all ages, abilities, ethnicities and cultural backgrounds who live and work near the gardens benefit physically, mentally, and socially from the experience.

Annual Report: Gardens

Plant distribution projects:
We are proud of our beautiful native plant boulevard gardens!



Just a few of Blooming Boulevards' beautiful, hardy, 300+ boulevard gardens installed citywide since 2019!



Gardens Report

2024 overview

Garden fundraising activities

- We have expanded our seed program into an online seasonal fundraising activity, thanks to the initiative of volunteer Sandra Hewitt.
- Other major fundraising initiatives include our Annual Plant Sale and local garden installations on properties owned by corporations, institutions, and other groups.

Annual Report: Gardens

Excitement at our 5th Annual Native Plant Sale!



Photos: Jeanne McRight

**Plant distribution projects -
Fundraising**

- Plant sales



Annual Report: Gardens



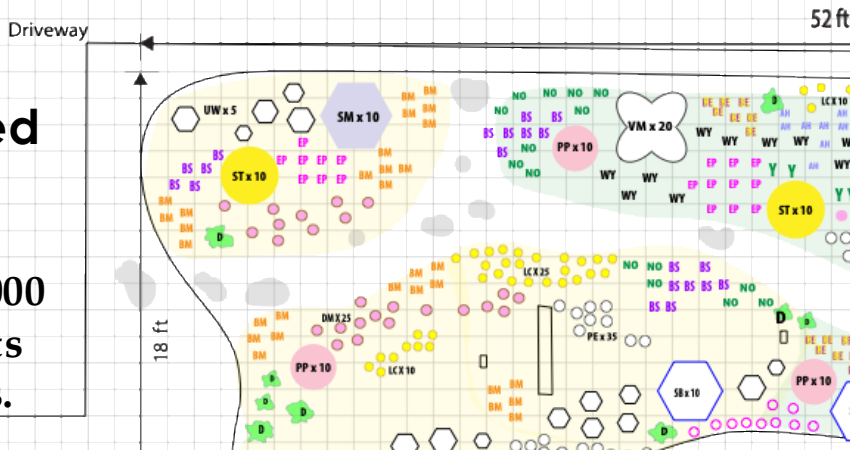
Photos: Jeanne McRight

Plant distribution projects: Income
We provide plants, designs, consultation, and support for corporate and other institutional garden projects.

The City Church Gardens, created June 2024.

We provided the design and over 2,000 locally native plants for three large sites.

The City Church - F-1 Garden Plan



Video: The City Church

Annual Report: Education

- Presenter: Jeanne McRight

Education

Photo: Peeter Poldre

Education Report

2024 overview

Spreading the word, motivating others

We presented 55 virtual and in-person public educational presentations and volunteer training sessions this year.

They featured:

- An emphasis on variety, relevance, and participant engagement.
- Well-researched, science-based content and expert leads.
- Accessible handouts and follow-up support.

Annual Report: Education

- ✓ Free webinars
- ✓ Downloadable handouts
- ✓ Website resources
- ✓ Email support



Education Report

2024 overview

Research and development

We are continuing to develop the content and expand the reach of our educational program to encourage active engagement not only by all Mississauga residents but also by those beyond our city eager to learn how to provide native plant habitats that support pollinating insects

Annual Report: Education

Six Years of Growth

Our Education & Outreach Programs



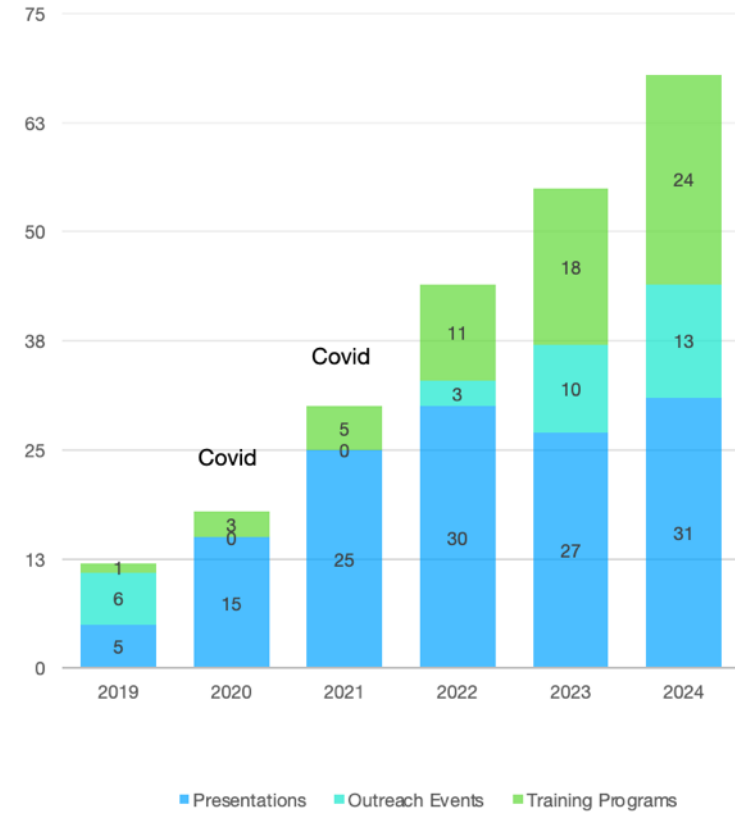
Training programs for volunteers of all ages and abilities

Photos: Jeanne McRight

Education and Outreach Programs & Events

Description	2019	2020	2021	2022	2023	2024
# Presentations	5	15	25	30	27	31
# Outreach events	6	0	0	3	10	13
Training Sessions	1	3	5	11	18	24

Six years of growth



We participated
in 13 community
outreach events
this year!

Outreach

Community connections

Photo: Jeanne McRight

Outreach Report

2024 overview

Making connections

During our outreach events, board members and other dedicated volunteers connected with Mississauga residents, sharing our mission and encouraging support for birds and native pollinators. Our outreach activities encouraged individuals to get involved in our programs by volunteering, becoming members, or applying for a boulevard garden. We often provided items to purchase and a hands-on experience. For example, at Bradley Museum, we offered native seeds and plants for sale, and at the Mississauga Seed Library Relaunch event we had a crafts table for making pollinator headbands.

Annual Report: Outreach



At Ward One Seniors Fair hosted by Councillor Dasko in the Mississauga Seniors Centre

Seedy Saturday at the Unitarian Church of Mississauga



Photo: Jeanne McRight

Garden Day at the Hancock Woodlands Park



Connecting with our local community!

Outreach Report

2024 overview

A win-win for all

Explaining Blooming Boulevards' mission is enjoyable; however, some people find it hard to believe we give valuable and rare plants for free to every qualified Mississauga resident who applies. "There must be a catch," they often say. But no, it is a win-win for all. BB outreach events are of significant importance to us, as a way to increase our scope and reach to in person audiences as well as to engage with the community and provide education and awareness as to what is being done for pollinators and the greater environment.

BB would not be able to do this important work without the support from our amazing and dedicated volunteers, all of whom took time out of their busy schedules to spend hours spreading the word and attending community events.

Annual Report: Outreach



Connecting with our local community:

Seed Library Re-Launch at the Creative Hub 1352

Annual Report: Outreach



Connecting with our partners:
at the **Pollination Guelph**
Symposium



Photos: Murray Moore

Outreach Report

2024 overview

Commitment and collaboration

This year, BB was the Mississauga host site for Carolinian Canada's Pawpaw Parade, which entailed an incredible volunteer to drive to London, to pick up pawpaw trees and drive them back for us to distribute the trees to those who signed up for them. This was so important not just because it allowed people in Mississauga access to pawpaw trees, but it is an example of the commitment and collaboration that BB has working with other agencies in order to support the environmental sector as a whole.

This speaks to BB's larger commitment as a whole - we understand that individually, our impact is small, but that when we come together as individuals, communities and agencies, then we can accomplish so much more.

Annual Report: Outreach

PAWPAW PARADE HOSTS

Blooming Boulevards

Pickup Region: Peel - Mississauga

68th Toronto Scout Group

Pickup Region: Toronto

Jun-kan Permaculture Garden

Pickup Region: Kitchener /
Cambridge / Waterloo

Niagara Nature Tours

Pickup Region: Niagara Region

London Environmental Network

Pickup Region: Middlesex County

Rouge Valley Foundation

Pickup Region: Toronto -
Scarborough

St. Jacobs Woolwich Butterflyway

Pickup Region: Kitchener /
Cambridge / Waterloo

Long Point Basin Land Trust

Pickup Region: Norfolk County

Friends of the Richmond Street Forest

Pickup Region: Niagara Region

Action 13

Pickup Region: Hamilton

Malvern Community Garden

Pickup Region: Toronto -
Scarborough

rare Charitable Research & Reserve

Pickup Region: Kitchener /
Cambridge / Waterloo

Abundance on the 8th

Pickup Region: Norfolk County

ReForest London

Pickup Region: Middlesex County

ReLeaf Chatham-Kent

Pickup Region: Chatham-Kent



Photo: Jeanne McRight

Search



[Wild Guide](#)
[About Us](#)
[Support Our Work](#)

[Contact Us](#)
[Privacy Policy](#)
[Subscribe](#)

Connecting with our partners:

In October, we hosted Carolinian Canada's
Pawpaw Parade in Mississauga!

Outreach Report

2024 overview

Our caring volunteers

In all of our outreach events, there were approximately 665 volunteer hours with at least 100 unique volunteers giving their time. This demonstrates that all of our volunteers understand and believe the same thing we do. For that, we are grateful.



Communications

*Author Lorraine Johnson
and her rapt audience at our
4th Annual Plant Sale*

Photo: Jeanne McRight

Communications Report

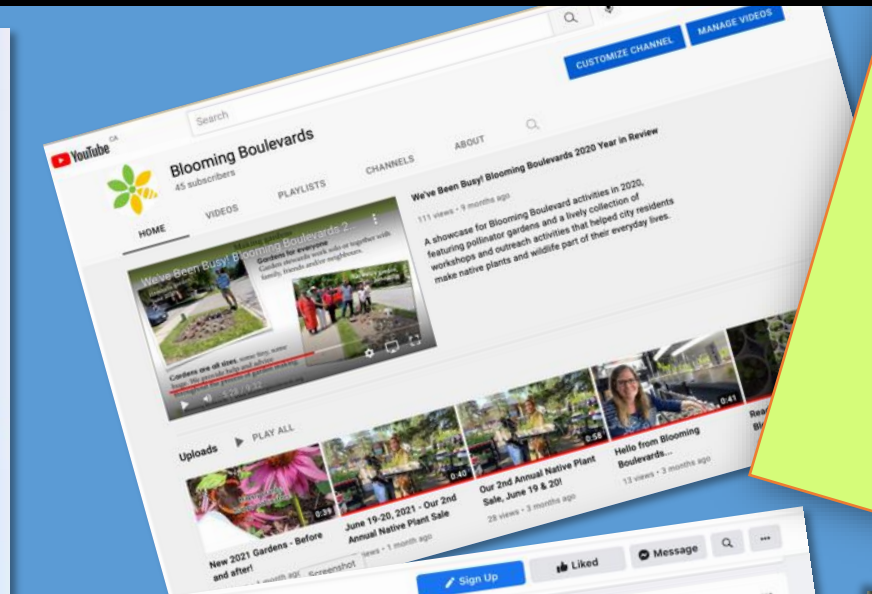
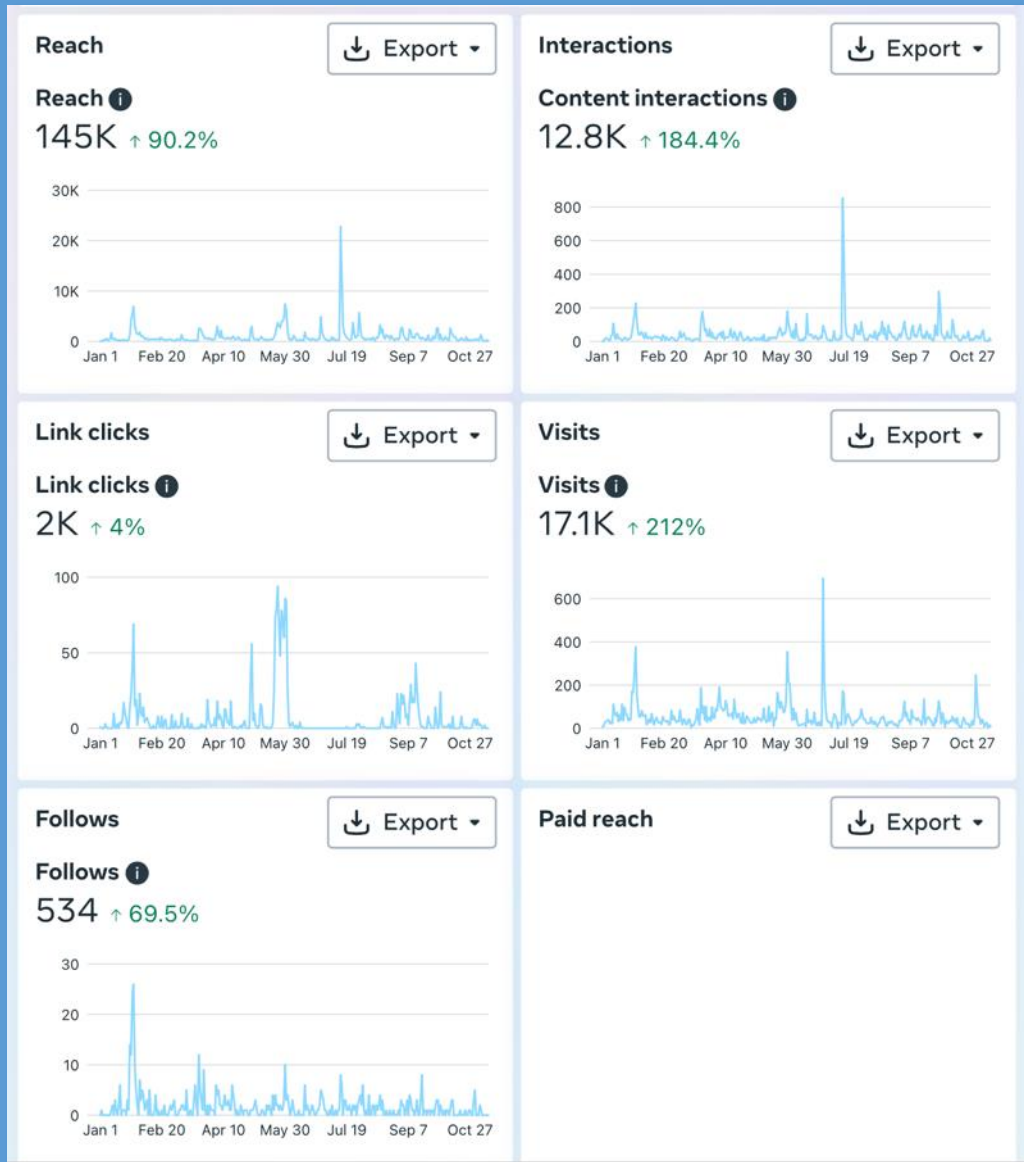
2024 overview

Impact

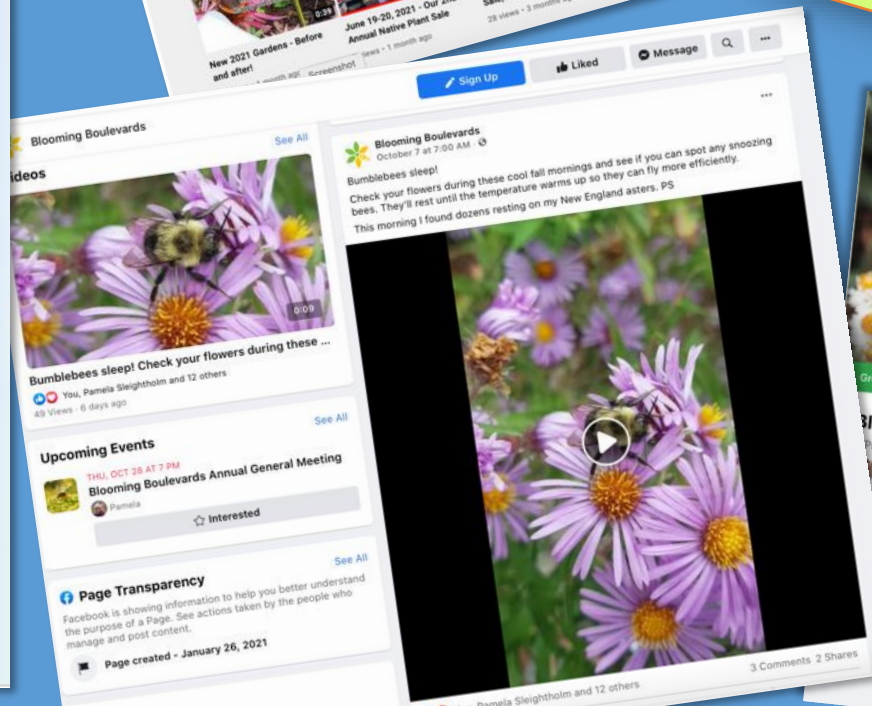
Social media continues to be an important way for us to reach out to members, stewards, volunteers and the general public. Our Facebook page is approaching 2000 followers while Instagram just passed 1000 followers.

Our social media volunteers, Sandra Hewitt and Heather Doyle, have done extraordinary work this year. Their incredibly engaging, fun and informative content has put on miles – being shared widely online and creating some very meaningful interactions within our network. You can see the impact they've had on the charts on this page.

Annual Report: Communications



✓ YouTube
✓ Facebook
✓ Private BB garden stewards FB group
✓ Instagram



Communications Report

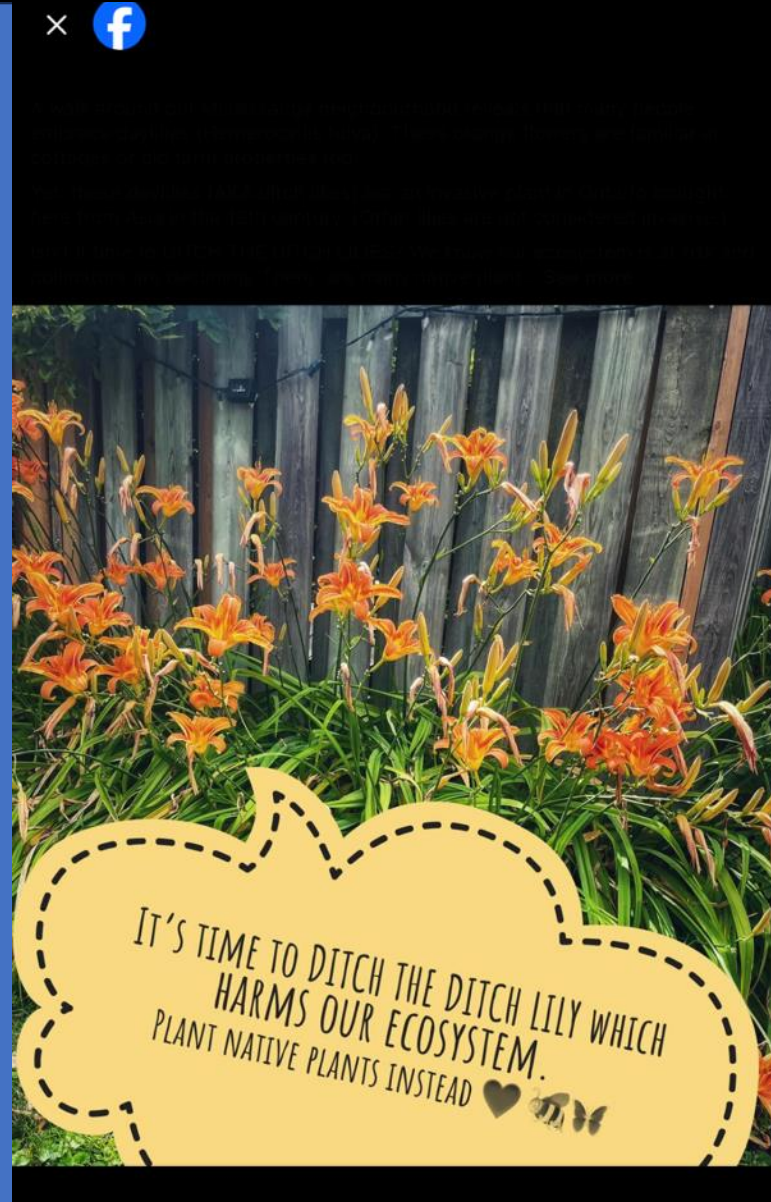
2024 overview

Broadening our reach

Heather's posts about invasive species – what harm they cause and what to do about them – have been very popular, reaching thousands of people. And Sandra spearheaded our online seed sales through social media this year, which was very well received.

Our members-only Facebook group also continues to grow. It's a supportive group that shares native garden joys and challenges. Anyone here is welcome to join that group on Facebook!

Annual Report: Communications



Wow!

Communications Report

2024 overview

Engaging content

In addition to the great content on social media, our communications volunteers have also been creating longer form content for the blog, newsletter and website. There are many people who don't use social media, and these works are important for reaching them and building on Blooming Boulevards' online resources.

While most non-profits have an e-newsletter open rate of less than 30%, Blooming Boulevards consistently has more than 50% of recipients reading the content.

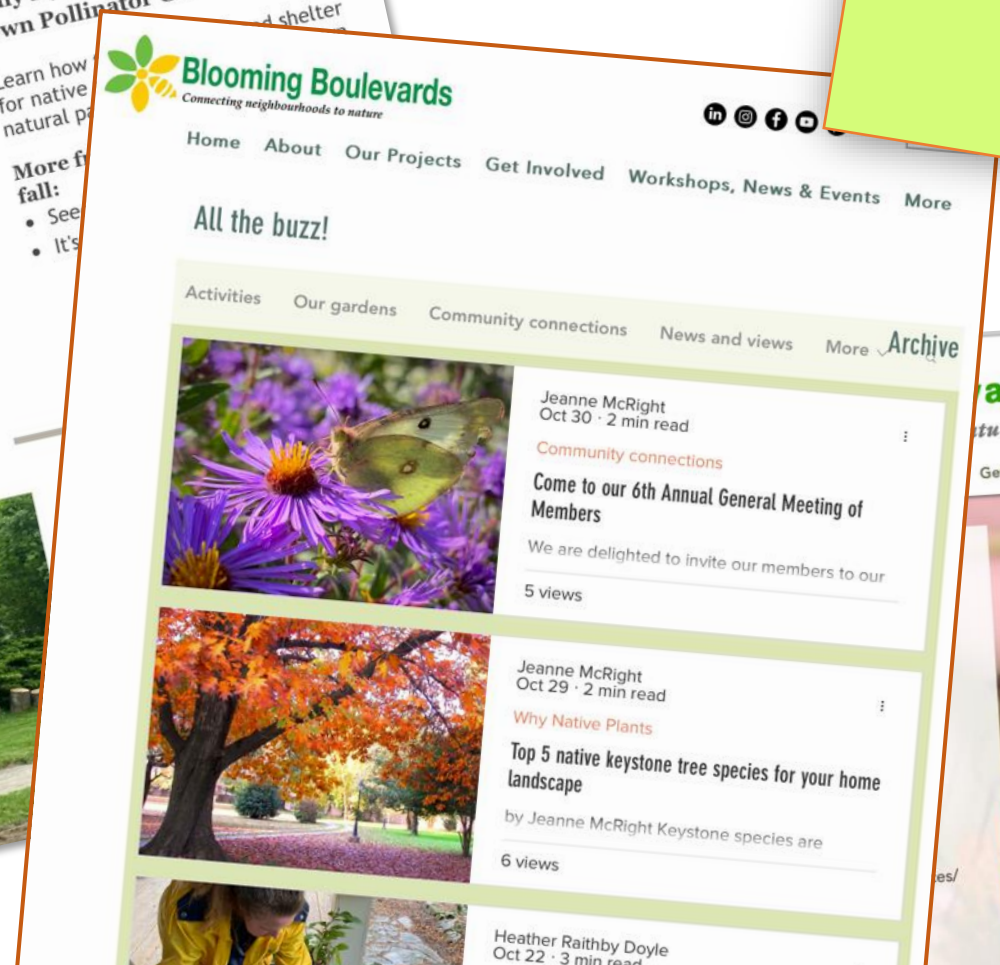
Annual Report: Communications



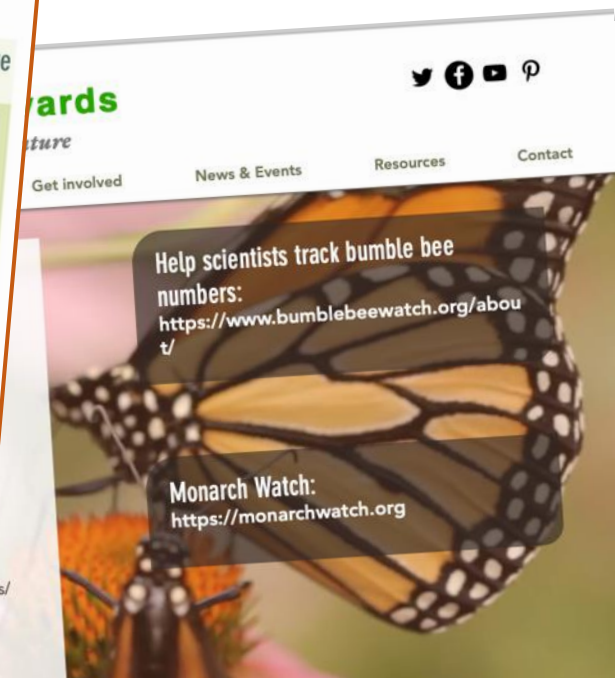
Mark your calendar
Free Summer Zoom Webinar
July 24, 10-11am - Design Your Own Pollinator Garden
Learn how for native natural p... shelter



Above: Small but mighty, the common eastern bumblebee, *Bombus impatiens* foragers spend an average of 7.5 hours daily collecting and transporting food from flower patches to their hive in as many as 15 roundtrip flights. Some bumblebee species can carry up to 10% of their body weight in pollen and even more if carrying...
- Jeanne McRight.



- ✓ Frequent blog posts
- ✓ Monthly newsletters
- ✓ Website resources



Communications Report

2024 overview

Website visits up 30%

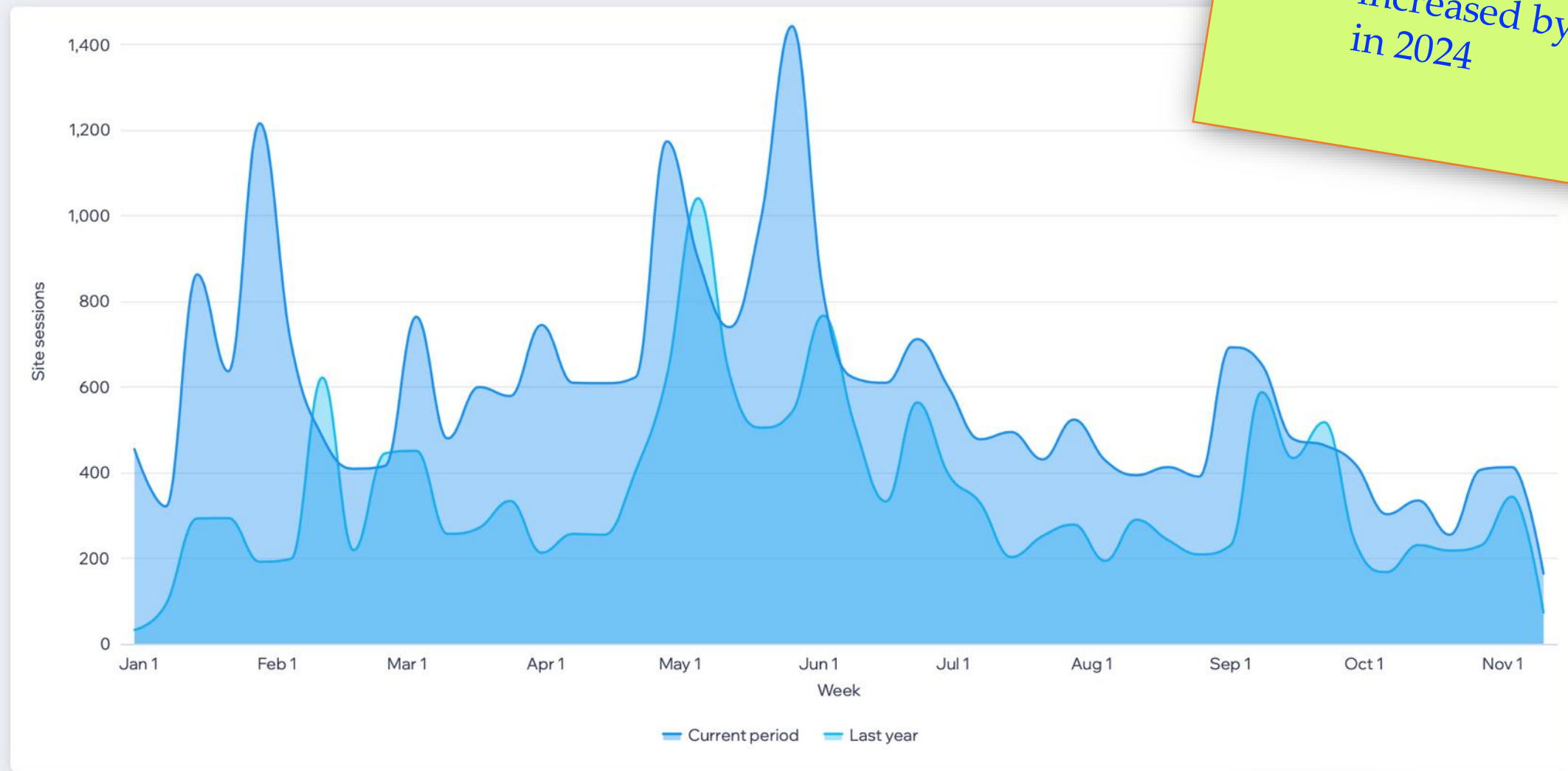
As a result of the great content our volunteers create, visits to our website have gone up about 30% since last year, with much of the traffic coming directly from social media.

We are very grateful for the communications volunteers who put so much time, energy and enthusiasm into Blooming Boulevards this year.

Annual Report: Communications

✓ Website visits increased by 30% in 2024

Year To Date | None | Previous period | Last year | Day | Week | Month | Site sessions | More • 26



Communications Report

2024 overview

Visitors from near and far

And finally, here's one of our favourite website metrics – where in the world people are visiting the Blooming Boulevards website. Again this year, we're getting visitors from all over the world who are curious about native plant gardening.

We encourage people to contribute and there are small and large ways that the public can get involved: joining the Facebook members group; sending garden photos each season; and contributing a blog post or newsletter article.

Every contribution helps us expand our audience!

Annual Report: Communications



Farewells

A tribute to our two outgoing Directors



- **Sheila Cressman,**
Secretary



- **Pamela Sleightholm,**
Communications
lead



We will miss
you!

Photos: _Jeanne McRight

Welcome new directors!

At our 6th Annual General Meeting in November, members elected **BB's four new Directors** to their first three-year term. *See their bios on our website's About page under **Meet Our Team**:

<https://www.bloomingboulevards.org/meet-our-team>

Victor Anyanwu



Pooja Arora



Angela De Palma



Karen Ho James



Thinking Ahead

BB's keen team of Board members and volunteers discuss exciting plans for 2025 with MAS consultant Mark Elwood.



Thinking Ahead

Moving forward for 2025!

- Charitable status application update
- Fundraising plan development

Communications Report

2024 overview

Charitable application status

Following last year's AGM, the changes to our by-laws and articles of incorporation approved by the members were filed with the CRA. This allowed us to move forward with our application to the CRA for charity status, and we are waiting to hear if our application has been successful..

Communications Report

2024 overview

Fundraising plan development

In the interim, while we wait on our application for charitable status, the Board has participated in a series of fundraising workshops. The goal of these workshops is to help the Board better understand how to fundraise, the different types of fundraising, such as grant applications, corporate sponsorship and individual donations, set fundraising goals, and develop an overall fundraising plan. These workshops are led by a volunteer from Management Advisory Services (MAS) who provide pro-bono experts in various fields to assist not-for-profit organizations.

Thinking Ahead



Our trained propagation volunteers raise thousands of plants annually, which we donate to garden stewards across Mississauga.

GIVING TUESDAY



Together We Give. Donate today!

Charitable status will benefit our capacity to raise funds that support program development and delivery.

Recognitions

- ❖ Garden Steward of the Year Award
- ❖ Outstanding Volunteer Awards

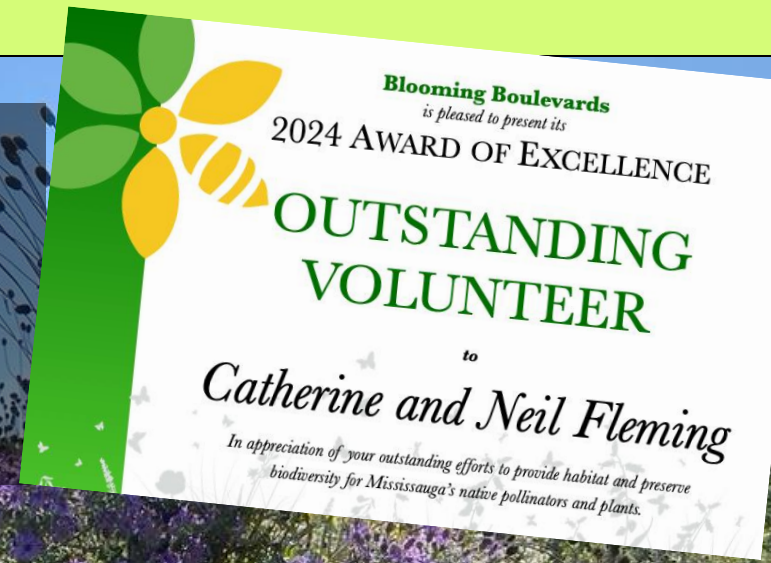
Photo: _Jeanne McRight

Recognitions



Video: Murray Moore

Meet Catherine and Neil Fleming, our 2024 Outstanding Volunteers of the Year



Catherine and Neil's thoughts on caring for the Spruce Park pollinator habitat garden



The Spruce Park Pollinator Habitat Garden

Photo: Jeanne McRight

Meet Patty Duquette, our 2024 Garden Steward of the Year

Patty's thoughts on stewarding the Eden United Church Peace Garden...



Photos: Eden United Church



Video: _Jeanne McRight

Recognitions

Meet Dora Velkovska, our 2024 Garden Steward of the Year



14 year-old Dora planned and supervised the installation of her middle school's pollinator garden. Here are her thoughts on this experience...

Images: _Jeanne McRight

Heartfelt thanks to our members, volunteers, contributors and the City of Mississauga for your gifts of time, effort, and financial support this year.

Your generosity has a great positive impact on our programs' reach and the high quality services we provide.



We provide beauty and biodiversity year-round

Sustainability is no longer about
doing less harm.

It's about doing more good.

Jochen Zeitz

Do more good!



- Apply for a 2025 boulevard garden
- Take a workshop
- Volunteer
- Donate



Blooming Boulevards

www.bloomingboulevards.org



*Connecting
neighbourhoods
to nature*



**Native Pollinator
Gardens**



Education



**Community
Outreach**



**Environmental
Advocacy**