



Donor Impact Report 2023



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A message from our leaders

You are holding in your hands proof that your faith in the Green Party is justified. Without you, without your generosity, none of this would be possible. There is no doubt that the most effective place to donate your precious resources to make a real difference - on climate - in fighting for fairness - for peace in a poly-crisis world, that most effective place to donate is to the Green Party of Canada. Bang for buck, we deliver.

We work tirelessly and on a shoe string to make major, transformative change.

Thank you!
Elizabeth

Elizabeth E. May, O.C.

Member of Parliament Saanich—Gulf Islands
Leader, Green Party of Canada



It takes a community to build one, just as it takes each and everyone of you to rebuild the Green Party of Canada.

Over the past year and a half, incredible colleagues and volunteers across the country have dedicated thousands of hours in helping us stabilize and rebuild our party. At the same time, generous and committed donors like you have provided us with the fuel to keep us going and expand our reach.

We always knew that rebuilding the Green Party of Canada was going to be a challenging and long term effort. But Greens don't shy away from challenges! Thanks to you and everyone else who donated in time or money, we are now solidifying gains to allow the party to propel us forward.

When I say "us" let me be clear, I don't mean Elizabeth and I. Nor the Party and its members. I mean the country. Because it is the country we first and foremost serve and dedicate so much of our resources and energies towards.

And the country needs us now more than ever.

In relentlessly pressing the government to divest from fossil fuels, build a solid green economy, address the harms caused by historical and ongoing forms of environmental racism, fund a generous Canada Disability Benefit and ensure our deep commitment for the Rule of Law is upheld at once at home and abroad, Greens play a crucial role in the democratic life of this country.

Every day, your generous support allows us both to do more and better.

In coming months, as Elizabeth and I unpack the generous feedback we received from members and various community organizations and frontline providers on our tour across Canada, you will hear more about our upcoming platform which promises to tackle the systemic causes of the twin affordability and climate crises we face.

We look forward to doing this alongside you and we're ever grateful for your continued support!

In solidarity,

Jonathan Pedneault

Deputy Leader, Green Party of Canada



How your support is improving environmental equity in Canada

In 1984 a committed group of Canadians established the Green Party of Canada, and we marked our 40th-anniversary last year. We had the honour of celebrating alongside one of our founders, Dr. Trevor Hancock. Reflecting on our history, Trevor reminded us that the ecological crises identified in the 80s persist today, with the looming threat of climate tipping points. While other parties maintain 'business as usual,' we remain unwavering in our commitment to prioritize both the planet and its people. Four decades on, the necessity of a strong Green Party in Canada remains as vital as ever.

Your support today helps elect and support Green MPs who champion crucial causes and put forward Green legislation. In 2024, we expect to see a historic piece of legislation sponsored by Green Party Leader Elizabeth May become law. Bill C-226 is the Fighting Environmental Racism Act.

In Canada, polluting industrial projects are more likely to be near Indigenous, Black and other racialized communities.

That's environmental racism.

C-226 marks a pivotal moment for environmental justice. The bill was first introduced by former MP Lenore Zann. Its revival and sponsorship by Elizabeth May aligns with her decades of advocacy and unwavering commitment to protecting vulnerable communities. It also exemplifies the Green approach of working together for the greater good. The bill is now in its final stages in the Senate, thanks to the backing of



Senator Mary Jane McCallum. When C-226 becomes law it will ensure that vulnerable communities will have the tools they need to protect their well-being.

Your contributions power the election of Green MPs. Those MPs drive change. We're making strides towards a fairer, greener Canada for everyone because of you.

A note from the Executive Director, Kevin Dunbar

Since joining the Green Party of Canada as the Executive Director, just over a year ago, I've had the pleasure of meeting members and donors across Canada. I have not yet met you all, but if I had an unlimited budget, I would shake every one of your hands to thank you for helping us to follow our vision of ensuring a sustainable, livable planet for your (and my!) children and grandchildren. The moral and financial support that you provide inspires me every day as I work with our Leaders, MPs, staff, volunteers, EDAs, candidates, Federal Council, Fund Board, and members to prepare for the next, incredibly important, election.

Your impact, by the numbers

Your donations help us amplify our message across Canada. With your support, we bolstered our communications capacity. Our social media presence grew, along with the number of press releases we put out. This boosted our media presence, enhanced public perception of the Green Party, and grew voter support.

Media and Engagement

Press Releases & Media

 **9,876**
media hits in 2023

 **68**
press releases in 2023


Social Media Growth

 **Audience Growth**
3,955 new followers
525.8% Increase over 2022


 **Impressions**
1,263,035
233.8% Increase over 2022

 **Engagements**
46,176
201.3% Increase over 2022

Support Across Canada

 Our support across Canada was as high as 8% in the fall of 2023.

By-Election Success

 Jonathan Pedneault's unprecedented 13.3% vote share in Notre-Dame-de-Grâce-Westmount put him within 80 votes of 2nd place —our best result in Quebec, ever. Thanks to Green donors, the campaign had a strong social media presence, high-quality print materials and a riding-wide mail out.

Your Contributions at a Glance

 **\$1.99** Million Raised

 **\$41** Average Donation

 **8,163** Total Donors

 **6** Average Gifts per Donor

WeDecide

We created WeDecide, an online space where our party members can come together to suggest and shape new ideas for our policies. This innovative tool made it easier for members to get involved during our General Meeting in early 2024. So far, WeDecide has sparked nearly 2,500 discussions among members!

COP28

Elizabeth advocated strongly and tirelessly at COP28 for the final text to include an agreement to phase out fossil fuels for the first time. We know this isn't a number - but it was an important step either way!

But we need to do more. The climate clock is ticking, and acting later is too late. We are determined to keep the focus on a livable future front of mind during the next election, but need your help to do so.

Are you a monthly supporter? Monthly supporters enjoy the convenience of making automatic monthly gifts to the Green Party of Canada. It also gives you more value for your gift, as predictable monthly donations enables the team to plan ahead and strategize how to use it most effectively. You can set it up with a credit card today at www.greenparty.ca/donate, or email admin@greenparty.ca to set up a withdrawal from your bank account. It only takes a few minutes, and you'll be having an impact every single month!

How your Green MPs are making an impact in the House of Commons

\$4.2 billion dollars would go a long way to fighting climate change and making life more affordable for Canadians!

Green MPs have an outsized impact in the House of Commons. Want proof? Look no further than the work of Green MP Mike Morrice. Mike ignited a nationwide conversation by introducing Motion M-92, calling for a windfall tax on excess profits of oil and gas companies.

The Parliamentary Budget Office evaluated Mike's motion, and confirmed this tax could provide Canada with an additional \$4.2 billion to help Canadians with the cost of living and prepare our communities for the challenges of climate change.

But that's not all...

In 2023, Mike made significant progress on ending legislated poverty for Canadians with disabilities. Greens secured over half of the amendments to the Canada Disability Benefit (CDB) bill that was finally passed in June 2023.

Sadly, after all of the advocacy of the disability community and the work of parliamentarians, the 2024 budget did not deliver on the CDB. The government limited the benefit to just \$200 per month, it won't start until July 2025 and eligibility will be very limited. This is unacceptable and Mike will continue to fight for a fully funded Canada Disability Benefit to meet the urgent needs of Canadians with disabilities.

GPC Donor Impact Report 2023

Canada needs more Green champions in Parliament! Thanks to your donations in 2023, our Campaign School 101 - Campaign Foundations helped equip our members to run effective campaigns. With your continued support, we're excited to expand this program in 2024!

"Thanks for your support last year! I'm inspired by the thousands of folks like yourself across the country that have fueled the people power needed to push for change in Ottawa. From our push to end subsidies to Big Oil to tackling the housing crisis to ending legislated poverty for people with disabilities - the progress Elizabeth and I and our teams are making in Ottawa is made possible by your support"

~ MP Mike Morrice



Looking forward to 2024

As we look ahead to 2024, the Green Party of Canada is getting ready to make a big impact, all thanks to your amazing support. With your help, we're gearing up to make a difference whenever the next election comes around.

We know that Canadian politics can sometimes get pretty negative, but we believe in offering something fresh and positive. We know Canadians want a plan to tackle climate change, ensure enough housing, and make life more affordable, and are looking to us, the Greens, to propose real solutions. And we're ready to step up to the plate.

Looking ahead to 2024, your donations will help us get ready for the next election and find great candidates to represent us, and put in place a campaign school training program to support them. Every donation brings us closer to our goal of electing more Green MPs who will stand up for our values and make real change happen in Parliament.

Your donations are critical because they help us spread the word about our plans for a greener future. They pay for things like ads and communication efforts, making sure that everyone across the country hears our message loud and clear.

The upcoming election will be one of change. And it's up to all of us to ensure it is a positive one.

Thank you so much for your ongoing support and dedication to our fighting for a sustainable, liveable future. Together, we can build a better, greener future for everyone.



"I would like to express my gratitude to everyone who supports the Green Party of Canada in so many different ways - time, energy, hard work and donations. We rely on each other's efforts and contributions to strengthen our gritty Green Party as we prepare for the next federal election. We're in this together!"

~ **Natalie Odd, President**

Take Action



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green.ca/donate



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Become a Candidate

green.ca/become-candidate



Renew your Support

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