



Impact Report

October 26 + 27, 2017



"Seeing that we run a tight ship here at Black Creek Community Farm, our dependence on volunteers can be quite heavy. For example it took you guys just a few hours to harvest a 500 lbs of carrots where it may have taken us a few days. Volunteers are very important to the maintenance of the site."

- Hinda Omer, Events & Marketing, Black Creek Community Farm

Tourism Cares focused on city tourism in 2017 in keeping with the UN World Tourism Organization's recognition of city tourism as a critical force in sustainable development and livability. This is the last event in the TCOC series — and TC's first in Canada—which began in Oakland, then continued in Detroit and Providence.

In Toronto, volunteers completed 4 valuable projects across the city:

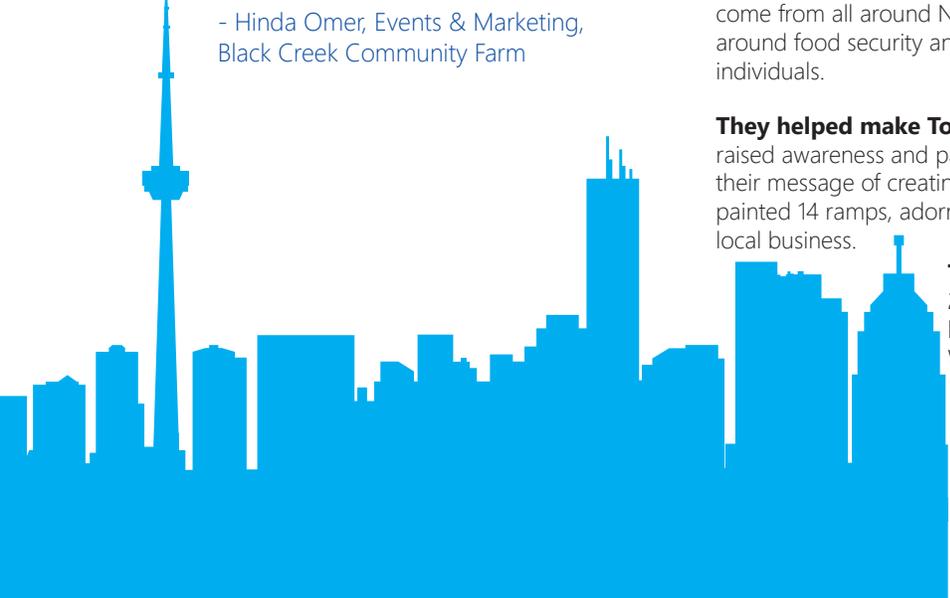
They spent the day on the farm! Working with Black Creek Community Farm, volunteers planted 50 blue berry bushes, 5 service berry and harvested almost 500 lbs of carrots! Not only did the group put in a huge effort, having volunteers come from all around North America to the farm, helps to spread a message around food security and accessibility to apply to various organization, groups or individuals.

They helped make Toronto more accessible. A small but mighty group raised awareness and paint brushes to help the Stop Gap Foundation spread their message of creating more accessible spaces throughout Toronto. Volunteers painted 14 ramps, adorned with Stop Gap logos, and even delivered a ramp to a local business.

They honored fallen veterans of Canada by planting 250 trees with the Highway of Heroes Tribute. The highlight of the day - spending time with veterans of World War II and the Korean War.

They spruced up community space. In St James Town, the most densely populated neighborhood in North America, volunteers pulled, planted and assembled benches to make community spaces among the high rise buildings shine a bit brighter.

At the end of the day, more than \$40,000 was donated in volunteer and grant funding to the city of Toronto.



"We see an incredible amount of support from passionate Canadians, but to see this cause embraced with such enthusiasm from our beloved neighbours to the south - and allies during many of the conflicts that we have sent our troops into - is quite moving."

- Mike Hurley, Manager, Fundraising and Communications, Highway of Heroes



"City staff were out again over the weekend and communicated that residents were expressing their thanks for the investment - the Tourism Cares Team made a real difference to the quality of life for Torontonians living in the St James Town Neighbourhood."

- Manjit Jheeta, Toronto Office of Partnerships, City of Toronto



"Having volunteers join us from all over North America and beyond is invaluable to our mission. Our volunteers become ambassadors helping us raise awareness about our human right to equal access. They have the capacity to inspire a shift in perspective about the importance of universal access and inclusion within their own communities as they help local municipalities, social enterprises, and businesses discover the benefits of barrier-free spaces."

- Luke Anderson, Co-Founder
StopGap Foundation



Volunteering transcends generations, cultures and even borders.

Thank you to our volunteers, partners, hosts and sponsors that made Tourism Cares for Toronto possible.

