



Pine
Project

2024 Impact Report



Land Acknowledgement

The Pine Project operates on the land we now call Toronto, which has been a site of human activity for thousands of years. One origin of 'Toronto' is the Mohawk word 'Tkaronto', meaning "where the trees stand in the water."* Tkaronto is part of the traditional territory of many Nations, including the Wendat and Tionontati (Petun) First Nations, the Haudenosaunee, and most recently the Mississaugas of the Credit (of the Anishnabeg Peoples).

We are so fortunate to learn and play in two historically significant Valleys of the city:

- The Lower Don, also known as 'Wonscotonach', translating to "burning bright point" or "black burnt country", may refer to the practice of torchlight salmon spearing on the river, or to the impact of fire on the landscape.* The Mississaugas of the Credit had a seasonal settlement here and fished and hunted the marshlands for muskrat, duck, and deer.
- The Humber, also known as 'Niwa'ah Onega'gai'h' or "little thundering waters."* For at least 12,000, years an Indigenous trail followed the edge of the bluffs along this section of the Humber River Valley. Just up river from where we gather weekly is Baby's Point, a neighbourhood built on the same spot as 'Teiaiagon,' once a village of the Seneca and later the Mississaugas of the Credit.



We extend our deep gratitude to the generations of People – past and present – who have tended this land, the Dish with One Spoon Territory. We acknowledge the abiding wisdom of the Dish with One Spoon treaty between the Anishnabeg and Haudenosaunee that bound them to share the territory and protect the land. The 'Dish' represents what is now known as southern Ontario; we all eat out of the dish with only one spoon, ensuring that our dish is never empty. This symbolizes our ongoing roles and responsibilities of sustaining the land and treating each other and all living things with equity and respect.

Today, Toronto is home to many First Nations, Métis and Inuit peoples from across Turtle Island. We acknowledge the history and ongoing process of colonization, and recognize that in order to realize the promise and challenge of reconciliation, acknowledgement must be coupled with action. At the Pine Project, we are embarking on a journey of understanding and realizing our responsibility to reconciliation, including the Truth and Reconciliation Commission's Principles of Reconciliation and Calls to Action. We seek to move forward with humility, respect, gratitude and meaningful relationship building.

*We respectfully acknowledge the many histories and several translations associated with the history of this land.



Message from Andrew, Pine's Executive Director

Dear friends,

2024 was a year of growth, resilience, and deepening connections.

At a time when uncertainty and challenges often dominate the news and our daily lives, nature connection offers something vital: a sense of hope. Through deep relationships with nature, each other, and themselves, children gain the grounding and courage needed to face the world with compassion and strength. With every new discovery and each challenge overcome, they build confidence, curiosity, and resilience—essential tools for navigating an ever-changing world.

These opportunities for growth are more vital than ever, for every child. This year, we deepened our commitment to improving access to nature connection. We provided more financial support than ever before, expanding access through bursaries, essential gear, individualized support, and strengthened partnerships with community organizations and schools. Combined with ongoing efforts, we helped more equity-deserving children connect with nature, experience its benefits, and feel a true sense of belonging in the outdoors.

By fostering these connections with as many children as possible, we are nurturing the next generation of bold leaders, environmental stewards, and community builders - voices our world needs now more than ever. As children grow in confidence, curiosity and resilience through outdoor experiences, they develop tools that help them navigate future challenges and offer a vital counterbalance to one of the greatest threats to childhood today: the mental health crisis.

In return, children remind us that hope is everywhere: in their awe at a towering tree, their wonder at a butterfly's colours, and their joy in a shared moment of laughter with friends. They show us that we can all learn and grow, we just need to be open to it.

This work is only possible because of you. Whether as participants, volunteers, donors, staff or community members, your support strengthens a growing movement to make nature accessible for all. Together, we're building a future where every child can experience nature's wonders.

With gratitude,







Andrew McMartin
Executive Director

ABOUT US



Pine Project is a registered charitable organization dedicated to inspiring a love of nature. Our mission is to foster confidence, competence, resilience, and connection to nature through transformative outdoor experiences. We provide year-round outdoor education programming that makes a real impact on the lives of children and youth.

Kids who join Pine:

-  Feel deeply connected to nature
-  Love learning
-  Value community
-  Feel more confident and resilient
-  Are physically and mentally healthier
-  Love nature and feel motivated to protect it



Connection in Numbers



> 2,300
CHILDREN
served

"Our son had the most positive camp experience of his life. **He felt accepted and valued as a camper.**"
- Lisa, parent of Jackson (age 12)

"I love Pine Project. **I really really love Pine Project.**"
- Millie, age 5.75



Children experienced
111,680
HOURS
of nature's magic



233
DAYS
spent outside
together

"**Nothing is better than picking up your child covered in mud and grinning ear to ear** after an exciting day in nature with a great group."
- JP, parent of Luke

9,300
HOURS

of programming
offered, including
school year programs,
summer day and
overnight camp



"Pine Project day is my daughter's favourite day of the week. She's been in the Pine Project for three years now and it's given her so much confidence to be herself. She really thrives there. **She says she feels more herself there than at her every day school.**"
- Grateful caregiver

Nature makes kids happier and healthier!

Pine programs had a real impact on kids in 2024!

98%

felt more connected to nature

(e.g., increased knowledge, interest in going outside, caring for nature)

96%

improved their social and relationship skills

(e.g., making friends, cooperation, sharing)

94%

experienced better mental health

(e.g., feeling happier, calmer, less anxious)

92%

saw physical health benefits

(e.g., better fitness, more interest in walking longer distances)

98%

enhanced their life-skills

(e.g., confidence, independence, resilience, creativity)

Over 400 studies and counting show that spending time in nature boosts kids' health, happiness, and development.

We see that truth come to life every day in kids' laughter, wonder, and sense of adventure.

"The experiences that Pine programs give my children influences them in a way no other educational programming can.

My children come home from Pine more calm, confident and connected to nature."

- Sarah, parent of Audrey (age 9) and Natalie (age 6)

"Pine made me feel much more confident.

It really helped me find my place in the world."

- Shosh (age 9)





All children need nature

Every child deserves to connect with nature and experience its benefits.

At Pine, we're working to improve access to nature by expanding financial support to join our programs, strengthening accommodations for children with exceptionalities, building new partnerships, and more.



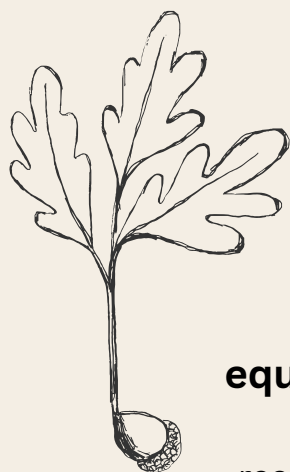
\$160,400

total contributed
by Pine to enable participation



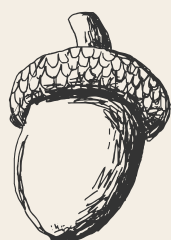
\$72,000

in bursaries
awarded for low-income
families



718

**equity-deserving
children**
received support to
participate



158
**children with
exceptionalities**
supported with
accommodations

"It was beautiful and heartwarming to see my child grow so much in just a short time.

None of this would have been possible without support from Pine's Bursary Fund. I cannot express how grateful we are and how much it has benefited our child, who came in shy and full of anticipation and came out confident and absolutely glowing. **The bursary fund and the amazing people at camp have opened a magically new world and we could not be more thankful.**

- Grateful 2024 Bursary Recipient

Growing nature connection through community partnerships

In 2024, we deepened our collaborations with Rose Ave. Jr Public School, Eastview Neighbourhood Community Centre and Native Child & Family Services to help more children access nature and experience its benefits.

> 100

free sessions offered
in partnership with schools and
community groups

400

children benefited
from free programs

100%

of Rose Ave. teachers reported
increases in their students'
connection to nature, academic
experience, and mental health

87%

of Eastview children said that
programs helped them to be
more comfortable outside, and
interested in nature and learning

“

“Now I just want to stay out
in nature more!”

- Arianna, Eastview
Participant (age 10)

”



“

“I think students benefit from Pine Project programs on many different levels, fostering citizenship and responsibility, taking care of nature and reflecting on what nature provides us; it's a life skill.”

- Rose Ave. Teacher

”



Advancing Our Commitment to Diversity, Equity and Inclusion

At the Pine Project, we are deeply committed to creating a community where everyone belongs. We aim to include and celebrate the many facets that contribute to our human identity. For the past several years, in the spirit of accountability, we have reported on our progress in upholding this commitment across the organization, including in such areas as professional development, our hiring practices, and programming – visit our [website](#) for reports on our progress.

As we continue to integrate diversity, equity, and inclusion into every aspect of the Pine Project, much of our progress in 2024 is reflected in this Annual Report.

Highlights include:

- **Expanding partnerships to reach more equity-deserving students.** We deepened our collaboration with a model school to support over 300 students. Through this and other existing partnerships we provided free programming to 400 equity-deserving children in 2024.
- **Growing support from external organizations** that provide financial assistance to campers, including a new connection with the Taylor Statten Camping Bursary Fund. Together, we reduced financial barriers, providing \$72,000 in bursaries for kids from low-income families to connect with nature in 2024.
- **Strengthening 1:1 support for children with exceptionalities.** We improved our accommodations at summer day camps and enhanced staff training, allowing us to support 158 participants in 2024.
- **Continuing to invest in staff training to foster inclusivity.** We hosted sessions with external facilitators on 2SLGBTQIA+ inclusivity and decolonization.
- **Strengthening policies that support our commitment to diversity, equity and inclusion,** including refreshing our DEI policy and gender inclusion policies
- **Centering equity in our strategic planning.** Building on our 2023 work with Innoweave's Impact and Strategic Clarity Program, we are working to centre equity in a clear and strategic way, including in our upcoming strategic planning process.

We remain committed to building a Pine community that finds strength in diversity and ensures nature is accessible to all. We look forward to continuing this journey together, learning and growing with our community over the long term.

Your Support Matters



We are honoured and grateful to have the support and partnership of so many within our community. Thank you to every donor, supporter, participant, volunteer and staff who made it possible for more children to get outside and fall in love with nature. You help empower kids to be happier, healthier, more caring environmental stewards.

Thanks to you, over 2,300 children connected with nature alongside caring mentors this year. Your support helps to expand financial aid, strengthen accommodations for children with exceptionalities, form new partnerships to reach equity-deserving children, and grow Pine's capacity to welcome more kids each year.

A special thanks to:



Rose Avenue Jr. Public School



Johansen Larsen Foundation



TD Friends of the Environment Foundation



Funded by the Government of Canada



The Catherine and Maxwell MEIGHEN FOUNDATION

THE CHAWKERS FOUNDATION



Tippet Foundation

Stait Family Fund

McColl-Early Foundation

Frederick & Douglas Dickson Foundation

Jackman Foundation

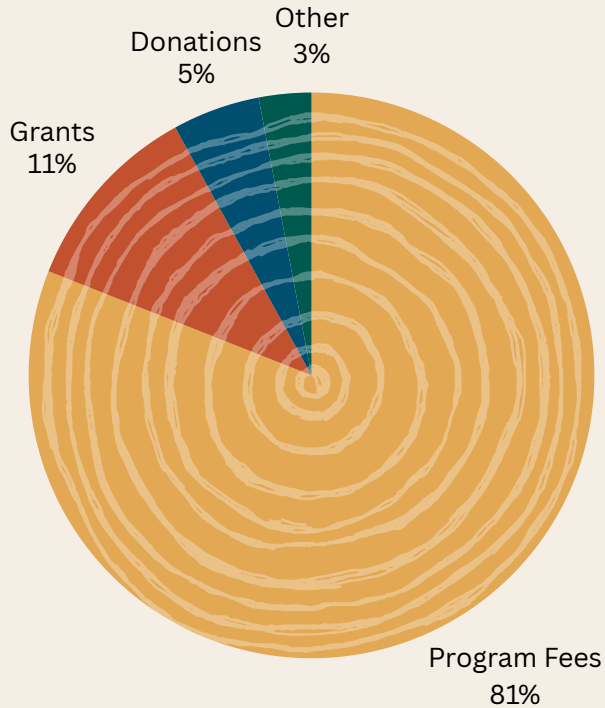
A big thank you to the hundreds of individuals who contribute to supporting children and nature, including a special contribution in loving memory of Dr. Margaret Haf Macaulay, 'who always believed in a child's right to grow and the healthy and happy world that would help them along the way.'



Pine Project Financials*

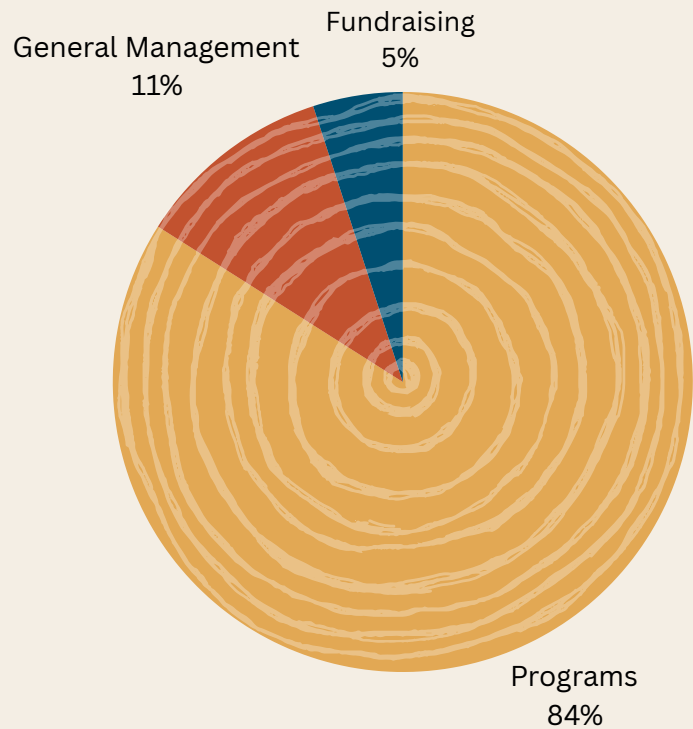
2024 Revenue

\$1,701,000



2024 Expenses

\$1,680,000

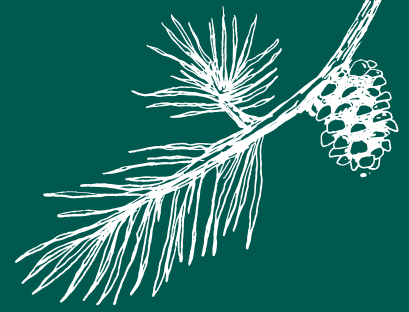


In 2024, the organization encountered an extraordinary (one-time and unusual) expense of \$113k, not reflected in the figures above.

*Unaudited, due to timing of publishing this report.

“Pine has been - and continues to be - an enormous gift to our daughter and family. Through our support, we hope that more children can experience the power of nature connection and the magic of Pine.”

- Pine Donor



Final thanks from Cathy, Pine's Board Chair

As we close another year, I want to share my deep gratitude to everyone who makes Pine's work possible: our dedicated staff, passionate volunteers, generous supporters, and the families who entrust us with their children's nature connection journey. Together, we've helped thousands of children grow in confidence, resilience, and connection to nature.

Pine deepened its impact in 2024. From welcoming over 2,300 children into the woods to expanding financial support and building partnerships, we worked toward a future where every child, regardless of their circumstances, can experience nature and its benefits. Because we know that nature connection isn't just a fun pastime, it's a fundamental need. At Pine, we see every day how nature transforms lives, giving children the space to grow, to heal, and to discover their place in the world.

Looking ahead, our path remains clear. We will continue to improve access, grow our reach, and inspire the next generation of nature lovers, problem-solvers and community leaders. With your continued support, we can make that vision a reality.

Thank you for being part of this journey. Here's to another year of adventure, learning, and connection!

Cathy Barrick
Board Chair, Pine Project



Pine Project

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