

April 22, 2014

FOR IMMEDIATE RELEASE

\$300,000 Towards a Greener, Healthier Planet
U.S. Steel Canada Inc. makes gift to HCF Environmental Endowment

HAMILTON – A donation from U.S. Steel Canada Inc. to Hamilton Community Foundation will help support projects and organizations working toward environmental wellbeing and sustainability in Hamilton.

The \$300,000 contribution is being made to HCF's Environmental Endowment Fund, where the Foundation is demonstrating its commitment to the sector by matching the first \$1 million in gifts.

"Earth Day puts the spotlight on the importance of environmental well-being and sustainability," says foundation president & CEO Terry Cooke, "but year-round, the lack of adequate and sustainable funding remains a threat to the environmental sector itself. This contribution from U. S. Steel Canada represents a significant boost to our efforts in this area, bringing the matched total to over \$650,000 and increasing awareness across the broader community."

The Environment Endowment Fund is intended to support a range of initiatives and organizations that are key to Hamilton's environmental well-being, including such areas as conservation, green technology, citizen engagement and programs related to air, water and food supply. As an endowment, the fund will generate investment income for grants while remaining intact to support environmental initiatives forever.

"We are pleased to be a part of this fund as it will make opportunities available for environmental initiatives of all types across the community," says U.S Steel Canada's President and General Manager Michael A. McQuade. "We are especially pleased that the impact of our contribution will be doubled through the HCF match. Through this fund, we hope to encourage all Hamiltonians to seek opportunities to exercise responsible stewardship over the planet we share with generations to come."

Hamilton Community Foundation (www.hcf.on.ca) connects people's philanthropic objectives with the community's needs to help them make the difference they want to make. Since it was founded, Hamilton Community Foundation has made grants of more than \$75 million to the community, including over \$5 million last year.

U. S. Steel Canada, employs approximately 2,000 people across operations located in Hamilton and Nanticoke, Ontario. U. S. Steel Canada is a wholly owned subsidiary of United States Steel Corporation, one of the world's largest steel producers employing more than 37,000 people around the globe and capable of producing more than 27 million tons of steel each year.

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For more information, please contact:

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Backgrounder:

The Environmental Endowment Fund at HCF

While there is no doubting the importance of environmental well-being and sustainability to Hamilton, the lack of adequate and sustainable funding remains a serious threat for this sector. Established and emerging organizations are challenged to meet current and future environmental priorities. Hamilton Community Foundation established the **Environment Endowment Fund** to support a range of initiatives and organizations that are key to Hamilton's environmental well-being. This could include:

- conserving our natural environment
- supporting new technology and a green economy
- initiatives related to air, water, and food supply
- education and citizen engagement
- building of the local environmental sector capacity.

Grant recommendations are informed by an Advisory Committee that provides advice to HCF on relevant trends, best practices, issues, priorities and opportunities related to Hamilton's environmental well-being and the sector.

A Unique Matching Opportunity

HCF's goal is to build a \$2 million fund, and will match the first \$1 million of gifts. Donors who contribute \$5,000 or over may also have a named fund within the **Environment Endowment Fund**. The fund builds on a history of granting to the environment. Recent examples include:

- *Hamilton Naturalists' Club – Land Inlet Nature Project*: Hamilton's urban core contains little green space. Wildlife habitat is almost non-existent, and many neighbourhood children have few opportunities to experience or appreciate the natural world. Supported by HCF the Hamilton Naturalists' Club, neighbours and community partners are changing this by bringing nature back to the North End. Through the Land's Inlet Nature Project, volunteers have planted thousands of native wildflowers and dozens of shrubs at the former abandoned site. Now birds and butterflies abound in this wildlife habitat and children have a chance to explore nature close to home.
- *Environment Hamilton – The Wentworth 12*: Supported by the Foundation Environment Hamilton has helped people in neighbourhoods struggling on a number of fronts with programs aimed at reducing heating costs, recycling and reducing waste at their schools, and building community gardens. One particular success was the return of the "Wentworth 12" – a transit route provides the Keith Neighbourhood with a critical north-south link to the city's core east-west bus routes. Environment Hamilton worked with the community on a campaign involving community surveys, neighbourhood meetings and

deputations to council, ultimately celebrating the route's re- launch with a wedding ceremony to "marry" the bus to the neighbourhood.

- *Bay Area Restoration Council (BARC)*: BARC promotes the appreciation and restoration of the Hamilton Harbour watershed ecosystem. With support from Hamilton Community Foundation, they have offered in-school programming such as Classroom Mini Marsh, Stream of Dreams, Water School, Yellow Fish program and planting in Cootes Paradise, involving hundreds of children and adults in educational and volunteering opportunities.
- *Green Venture*: With HCF's support, Green Venture has engaged Hamilton's vulnerable populations in understanding and addressing issues such as food security, air quality and walkable neighbourhoods. In particular, grants have supported engaging youth and culturally-diverse populations, providing real -life job experience while improving the community. Green Venture directly engages over 10,000 Hamiltonians each year, with up to 4,000 people visiting EcoHouse annually.

The Environmental Endowment Fund aims to advance and support our city's environmental well-being and sustainability. While Hamilton has an amazing array of environmental assets, like other communities we are also faced with environmental challenges that will undermine our health and prosperity if not addressed.

For more information on the Environmental Endowment Fund, please call Sheree Meredith, Vice-President, Philanthropic Services 905-523-5600 x 246.