

In partnership with:

landscapeontario.com



critical mass:
a centre for contemporary art
porthope



Westport,
Ontario



2017 PROGRAM REPORT



THE PROGRAM

The Green Street Challenge creates the opportunity to celebrate the importance of outdoor, unstructured play by laying down sod and creating temporary parks on prominent streets in communities across North America.

2017 HIGHLIGHTS:

In 2017, we went big with the Green Street Challenge! With the sponsorship of Cub Cadet we were able to host 10 challenges on our Canadian Summer Tour and another 3 in the U.S. We worked with 10 sod growers, 11 landscape companies and over 20 different community organizations!

10 *Cities in Canada*

10,000

Participants In 10 cities in 2017

65,000
Square feet of play space

1300 hrs *Of total volunteer time*



THE GREEN STREET CHALLENGE CANADIAN SUMMER TOUR

Hamilton, ON	June 24 th	Barton St. East
Westport, ON	June 30 th	Spring St.
Picton, ON	July 1 st	Main St.
Toronto, ON	July 22 nd	Bloor St. West
Calgary, AB	Aug 5 th	Main St. Inglewood
Woodstock, ON	Aug 11 th	Dundas St.
Port Hope, ON	Aug 12 th	Mill St. South
Huntsville, ON	Aug 19 th	Main St. West
Fenwick, ON	Aug 19 th	Main St.
Toronto, ON	Aug 20 th	Bloor & Yonge
London, ON	Sept 12 th	Ross St.

COME *Alive*
OUTSIDE

Cub Cadet

CASE STUDY:

Picton, Ontario

July 1st, 2017

During Picton Canada Day Block Party

Key Partners:

Wentworth Landscape, Willowlee Sod Grenville Stone, Picton Business Improvement Association, Picton Fire Department, Prince Edward County Community Development Dept.

Participants: Approx. 2000 people

Size of Space: 8,000 square feet

Donation of Sod: Play space at Childcare Center



7th
Annual Event in
Picton, ON



CASE STUDY:

Hamilton, Ontario

June 24th, 2017

During Picton Barton Village Streetfest

Key Partners:

Barton Village BIA, Adele Pierre Landscape Design,
Greenhorizons Sod Farms, CSL Group Ltd

Participants: Approx. 1500 people

Size of Space: 4,500 square feet

Donation of Sod: Habitat for Humanity



1st
Annual Event in
Hamilton, ON



CASE STUDY:

Toronto, Ontario

August 20th, 2017

During Open Streets Toronto

Key Partners:

Open Streets Toronto, Urban Garden,
Vissers Nursery & Sod Farms, Lulu Lemon

Participants: Approx. 2000 people

Size of Space: 4,000 square feet

Donation of Sod: Peel District School Board



1st
Annual Event in
Toronto



lululemon
athletica



Urban Garden



CASE STUDY:

Fenwick, Ontario

August 19th, 2017

Solo Event

Key Partners:

Town of Pelham, Young Sod Farms
DeKorte's Landscaping, Nature's Own
Landscape & Design

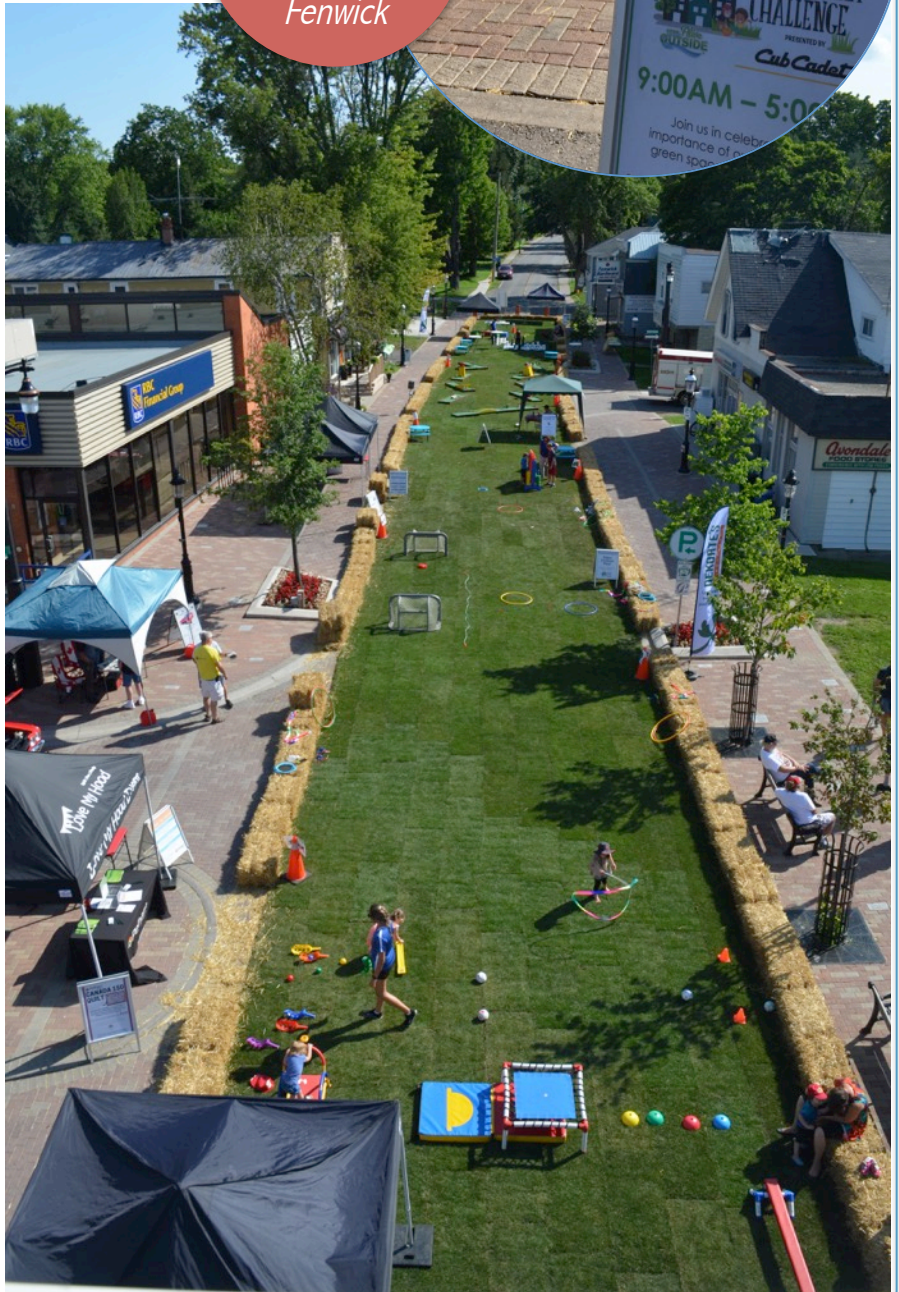
Participants: 700 people

Size of Space: 4,000 square feet

Donation of Sod: Community residence



1st
Annual Event in
Fenwick





WHO WE ARE

MISSION:

To inspire collaborative community systems that create the awareness, intention and opportunity for people to live healthier lives outside.

VISION:

Healthy individuals, families and communities enjoying the full benefits of great outdoor spaces where they live, work and play.

VALUES:

- Get Active Outside
- Grow Something You Can Eat
- Learn with your Hands in the Dirt
- Connect with Nature
- Play Unplugged

OUR WHY:



Avg. hours/day kids spend in front of screens



Children in U.S. diagnosed with an attention disorder



Youth who are overweight or obese



Youth who get recommended daily activity



Children's time spent outdoors compared to 1980

Come Alive Outside is a 501c3 nonprofit organization that works closely with partners in the landscape profession, as well as college horticulture and landscape architecture departments, in order to get people off the couch and back outside in communities across North America.



OUR PROGRAMS:

GREEN STREET CHALLENGE

The Green Street Challenge creates the opportunity to celebrate the importance of outdoor, unstructured play by creating temporary parks on prominent streets in communities across North America. In 2017, this program was produced in thirteen communities in the U.S. and Canada.

DESIGN CHALLENGE

The Come Alive Outside Design Challenge creates the opportunity for college, high school, elementary and preschool students to work together with landscape professionals to design and build engaging outdoor learning environments at schools and childcare facilities. In 2017, this program was produced in two Ontario cities, with participation from five post-secondary institutions.

OUR PARTNERS:

Come Alive Outside has a growing network of over 30 Partner Companies in the landscape profession who provide financial support and form the backbone of our programming across North America. Additionally, we partner with a wide range of other charities, nonprofits, trade associations, community organizations and schools in collective pursuit of our mission.