

équiterre

CHANGING  
THE WORLD

ONE STEP AT A TIME



2017  
Annual Report





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# 2017

Annual Report

A WORD FROM THE EXECUTIVE DIRECTOR 4

A WORD FROM THE CHAIR OF  
THE BOARD OF DIRECTORS 5

2017 IN NUMBERS 6

2017 HIGHLIGHTS 8

NEW PROJECTS 16

NOT TO BE MISSED 18

THANKS TO OUR PARTNERS 23

FINANCIAL INFORMATION 27

FINANCIAL SITUATION 28

SUMMARY





Picture: © Myriam Baril-Tessier

**SIDNEY RIBAU**  
Executive Director

“Thank you for being a part of our movement to change the world, one step at a time!”

## A WORD FROM THE EXECUTIVE DIRECTOR

The 2009 Copenhagen Climate Summit (COP15) was a resounding failure. Despite the presence of over 100 Heads of State, the summit ended in a stalemate. Six years later in Paris (COP21), a protocol was signed by all the United Nations member states. In 2017, the most powerful nation on the planet announced its intention to withdraw from the agreement. This was condemned by the international community, which made it known that the agreement would survive with or without the United States.

So what happened between 2009 and 2017? An unprecedented citizen movement emerged to put the brakes on the fossil fuel industry and to propose clean energy and transportation alternatives.

In Canada, Équiterre has played an important role in the growth of this movement. Our membership has swelled from 4,500 in 2009 to nearly 22,000 in 2017, and the number of people who follow us on social media has increased dramatically as well. With the strength of these people behind us, Équiterre has become a key player in the environmental sector in Quebec and in the rest of Canada, which has led to a number of public advocacy victories.

Chief among them is TransCanada's decision in 2017 to drop the Energy East tar sands pipeline project. Équiterre was one of the first voices in Quebec to oppose this project and we helped mobilize a number of the citizen groups along the path of the projected pipeline.

Another major victory worth noting this year was the Quebec government's adoption of a zero-emission vehicle standard, which will require automobile manufacturers to offer an increasing number of electric vehicles.

In 2018, Équiterre's main priority is to convince all of Quebec's political parties to adopt ambitious electoral commitments concerning the environment. Therefore, no matter which party forms the next government, we will be able to continue advancing the interests of Quebec citizens and of the planet itself for the next four years.

Thank you for being a part of our movement to change the world, one step at a time!

## A WORD FROM THE CHAIR OF THE BOARD OF DIRECTORS

Changing the world one step at a time means embracing the concept of small steps.

By taking a series of incremental actions and commitments over the years, we can achieve our mission and propose concrete solutions to accelerate the transition toward a society where citizens, organizations and governments make sound and equitable ecological choices.

As Équiterre enters its 25<sup>th</sup> year of existence in 2018, we are seeing evidence that our efforts to live in a greener and healthier world are bearing fruit. The fight against climate change continues, and thanks to the concerted efforts of many strong voices, we managed to shut down the Energy East pipeline project. We are continuing to put pressure on governments to ban the use of pesticides and to promote agriculture on a human scale. Our sustainable mobility campaigns are reaching their audience, and large investments will be made in both Montreal and Quebec over the coming years.

All of that being said, we cannot rest on our laurels, as daunting challenges remain. In 2017

there were plenty of reminders of the potential impacts of a broken climate system. Countless lives were shattered in the West Indies and the Caribbean when extremely violent hurricanes hit land. Canada was not spared from the impacts of severe weather phenomena.

The fact that those who are most affected are often those with the fewest means is profoundly unfair. It must strengthen our sense of urgency to express our solidarity and our determination to act.

Équiterre is unique. In 2017 we became the first not-for-profit organization in Quebec to be certified as a Canadian Nonprofit Employer of Choice. This prestigious honour recognizes employers that provide outstanding workplaces and working conditions throughout Canada.

I am proud to be doing my small part to help foster a better world in a healthier environment.

I want to thank all of you for standing shoulder to shoulder with Équiterre to help us realize our shared aspirations.



Picture: © Ida Labrie

**HÉLÈNE DUFRESNE**  
Chair of the Board

“Changing  
the world  
one step at a  
time means  
embracing  
the concept  
of small  
steps.”



# équiterre

## 2017

IN NUMBERS



**21,819**  
MEMBERS



**114,300**  
SUPPORTERS

**47**

CREATIVE AND  
COMMITTED EMPLOYEES

**23**

INTERNS

**185**

DEDICATED  
VOLUNTEERS



**95,000 +**  
FANS ON FACEBOOK



**21,000 +**  
FOLLOWERS ON TWITTER



**2,670**  
FOLLOWERS ON INSTAGRAM

**1,000,000 +**  
UNIQUE VISITORS  
ON OUR WEBSITE

**21** BOOTHS ENGAGED  
**7,440** VISITORS

**250**  
INTERVIEW REQUESTS  
**1,430**  
MEDIA APPEARANCES



**18,000 +**  
CONVERSATIONS IN THE STREET

**24,000 +**  
TELEPHONE DISCUSSIONS

**122,978**  
DONATIONS



**100 +**  
MEETINGS WITH FEDERAL POLICY  
MAKERS AND SENIOR OFFICIALS

**40 +**  
SUCH MEETINGS AT THE PROVINCIAL LEVEL

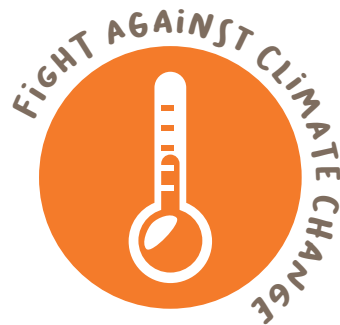




# 2017 HIGHLIGHTS

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Big and small, Équiterre accomplished many victories in 2017 with regards to the fight against climate change and pesticides, and regarding transportation electrification initiatives. Take a look at some of these success stories in the following pages.



## End of Energy East pipeline: Victory!

After a battle of over four years, Équiterre and a host of civil society groups, including the Assembly of First Nations of Quebec and Labrador, the *Union des producteurs agricoles*, labour unions, citizen groups and 300 municipalities, came out on top in the battle against the

TransCanada oil multinational and its Energy East pipeline project.

An unprecedented collective effort triumphed over this project from a bygone era.







Transportation accounts for over 40% of Quebec's GHG emissions, and is the sector with the largest increase in emissions since 1990.



"We need to consider a wide range of measures to reverse this trend. In conjunction with the ZEV standard, we need a sustainable mobility policy! These are two crucial elements of an effective strategy to promote climate-friendly transportation."

**MARILÈNE BERGERON**

Project Manager  
Sustainable Mobility

## Transportation Electrification

Équiterre's recommendations to the Quebec government were effective. Quebec has become the first province to adopt a zero-emission vehicle (ZEV) standard, requiring automobile manufacturers to offer a greater number of electric and hybrid plug-in models.

Équiterre will represent environmental groups on a committee that will monitor the implementation of the government's ZEV standard.



Picture: © Robert Viau



"In total, hundreds of students and their families sold 1,530 baskets of local, organic vegetables to fund school and daycare projects!"

### MURIELLE VRINS

Project Manager  
Institutional Food



**We have ramped up our rollout of educational and awareness activities in schools and organizations:**

## Schools Take Root

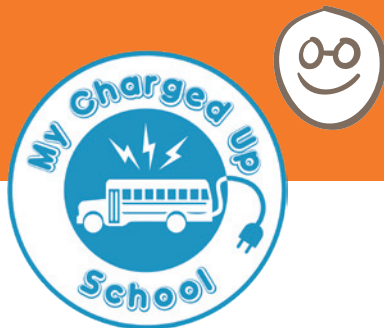
In 2017, 20 schools and daycare centres in Montreal and Montérégie took part in the inaugural edition of our Schools Take Root project, selling baskets of organic vegetables produced by our family farmers. This innovative fundraising campaign is a unique opportunity to educate youngsters and their families about local, healthy and organic food.





"It's important to teach young people how transportation electrification and sustainable mobility benefit the environment so that they can make informed choices in the future."

**ANNICK GIRARD**  
Project Manager



## My Charged Up School

**39 schools took part in the "My Charged Up School" competition**, raising awareness among primary and secondary school students about transportation electrification. Of these schools, **six will go electric in 2018** with the following initiatives:

- A presentation on sustainable mobility
- A large mural created with the help of a professional artist
- An inaugural event and a fair on electrification
- A tour of a leading company in this sector (for secondary school students)
- A series of fun and original educational materials provided free of charge, focusing on transportation electrification and sustainable mobility, and geared to the curriculum adopted by the Ministry of Education.





**41 presentations**  
were given **to over**  
**5,000 people**  
in 2017.



**One**  
per week  
in Quebec!

## Our Presentations

Équiterre's speakers visited schools and workplaces to deliver conferences designed to provide solutions and to educate and provoke reflection about being an environmentally-friendly citizen.



Being an environmentally responsible citizen; a practical and educational lecture aimed at sensitizing schoolchildren, students and workers about their practices and various aspects of their consumption.



Climate change: lecture on the planetary challenge of our times and ideas on societal responses to this vast challenge.



"Pesticide regulators' main concern should be the health of Canadians and of our environment."

**NADINE BACHAND**

Project Manager

Pesticides and Toxic Substances



**In 2017, over 28,000 citizens** joined thousands of others in calling for a ban on all neonic pesticides in Canada. Health Canada responded by phasing out the use of some of

these bee-killing pesticides and is continuing to assess other neonics.



**Over 43,000 signatories asked the federal government to ban atrazine**, a synthetic herbicide that has been detected in our drinking water at disturbingly high levels. This pesticide was banned in Europe over 10 years ago, but is still approved for use in Canada.

The pressure applied by Équiterre, other civil society groups and tens of thousands of citizens has led Health Canada to launch a new review of atrazine.





“Building materials are a major issue: every year, 3 billion tonnes of raw materials are used worldwide to manufacture building products and components.”

**NORMAND ROY**  
Project Manager  
Centre for Sustainable Development

Just over five years after the Centre for Sustainable Development (CSD) opened its doors in 2011, Équiterre released a life cycle analysis assessing the impact of the materials used in the construction of this ambitious green building project. To this day, it remains one of the greenest buildings in the country. The analysis showed that:

- **Over 50 years, the CSD will emit 9,434 fewer tonnes of GHG than the reference building** to which it was compared (equivalent of 2,245 fewer cars on the road)
- In standardized terms, **the CSD is 3.27 times less polluting than the reference building**

**1,131 people have taken 154 guided tours and 112 self-guided tours of the Centre for Sustainable Development**





All our actions have been amplified throughout Quebec, thanks to the invaluable support and commitment of our Outaouais, Quebec City, Montreal and Lanaudière citizen action groups, including:



- A creative initiative put in place as part of the **#OnVeutVousEntendre** (#WeWantToHearYou) campaign on sustainable mobility during the Quebec City municipal elections and the discussions to transform the Laurentienne highway into an urban boulevard.



- Encouraging citizens to sign petitions, and
- Many booths put up by volunteers in our **action groups**.







## NEW PROJECTS

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In line with the orientations of our new strategic plan for 2017-2020, we have also launched some new projects.

One such project aims to reduce consumption. To that end, we:

**Prepared blog entries and organized an inaugural “Gathering on obsolescence”:** a meet and greet for experts and the public, in partnership with UQAM’s *École des sciences de la gestion*, the *Observatoire de la consommation responsable*, Insertech and Brics à bacs (waste management specialists), **in order to combat planned obsolescence of consumer goods.**



**Mode d'emploi pour des courses écoresponsables-** a guide for organizing eco-friendly races, which explains how reducing the amount of water bottles, packaging, containers and promotional items at running events can make a big difference.



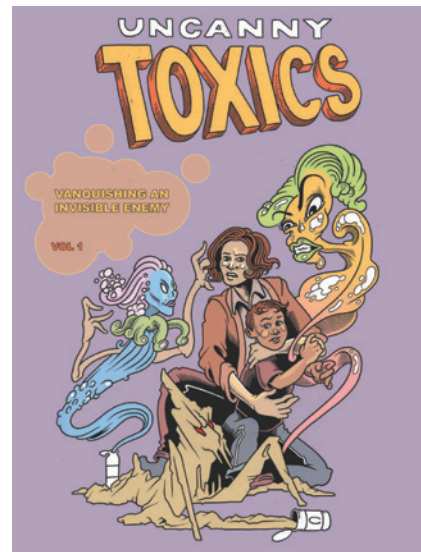
"The Canadian Environmental Protection Act needs to be updated to protect Canadians from the effects of toxic substances in our communities."

**ANNIE BÉRUBÉ**

Director of Government Relations  
in Équiterre's Ottawa office

**We have also launched initiatives to curb the use of toxic products by:**

Inviting MPs to an event on Parliament Hill called "Toxic Reception on the Hill," to encourage them to enact reform to the **Canadian Environment Protection Act (CEPA)**, the law that regulates pollution and toxic substances.



**Distributing a comic book** on the insidious "toxic trio": triclosan, BPA and phthalates.



# NOT TO BE MISSED

In a year bursting with activity, Équiterre explored many other important projects.

## *Non aux forages!*

The ***Non aux forages!*** (No Drilling!) petition launched by Équiterre and a vast coalition of environmental and civil society groups gathered nearly 33,000 signatures, urging the Quebec government to shelve once and for all its four draft regulations on oil and gas drilling that would allow oil or gas wells 150 m from our homes, 60 m from a protected area and 40 m from the St. Lawrence Seaway.



## Electrifying Encounters

In 2017, Équiterre launched the “**Electrifying Encounters at Work**” campaign to promote transportation electrification in large companies. We also continued to organize these electrifying encounters for the public at large in Quebec City and St-Jean-sur-Richelieu.

4 regions, 550 participants

3 organizations  
(Bell Canada,  
Bridgestone and  
Université de  
Sherbrooke)



## Family Farmers

**113 family farmers fed 57,000 people** across Quebec, and in Ontario and New Brunswick with produce from their organic food baskets!



Picture: © Emmanuelle Roberge



## Laure Waridel Bursary

Our 2016-17 recipient, **Marianne Falardeau-Côté**, worked in Northern and Southern Canada on research, scientific communication and facilitation activities regarding the impacts of climate change on marine ecosystems and Inuit communities in the Canadian Arctic.







## COP23

Équiterre took part in the 23<sup>rd</sup> United Nations Framework Convention on Climate Change (COP23) in Bonn. **Historic commitments in the fight against climate change** were made by France and Canada (which led a coalition of



25+ countries and federated states to eliminate coal by 2030), along with 14 US states and a hundred large American cities seeking to ensure that their country reaches its GHG reduction target despite Donald Trump's withdrawal from the Paris Agreement.



## Équiterre's La course Changer le monde

A resounding success, with **69 teams, 417 participants, 1,171 donations** and nearly **\$83,000 raised!**



Picture: © Myriam Baril-Tessier



Picture: © Myriam Baril-Tessier

## Benefit Cocktails

Over **350 guests** and **169 businesses in Montreal**, and **250 guests, 143 businesses** and **over 20 elected officials in Quebec City** gathered **in support of sustainable mobility**. These events allowed Équiterre to raise **\$165,000** for its awareness projects, mobilization campaigns



and government lobbying efforts on major current issues, such as climate change, organic food and sustainable mobility.

## Choisir équitable (Choose Fair Trade Campaign)



Équiterre and the *Association québécoise du commerce équitable* **launched a new microsite: [choirequitable.org](http://choirequitable.org)**, which **directs visitors to a multitude of fair-trade products available in Quebec**.

The microsite provides information about the positive impacts of fair trade and proposes ideas for day-to-day choices.

To celebrate the launch of the microsite, **dozens of intrepid volunteers** took to the streets in five Quebec cities to distribute fair-trade products.



## World Environment Day

Équiterre hit the ground and spoke out about the federal government's contradictory positions. On the one hand Ottawa says it wants to protect the environment, but on the other it is subsidizing fossil fuel projects, and is among the 10 largest GHG emitters in the world.



Recherchez les établissements  
affichant cette reconnaissance



## Aliments du Québec – Institutional Component

Équiterre and *Aliments du Québec* teamed up to develop a recognition program to encourage institutions to put Quebec products on their food services menu.



# THANKS TO OUR PARTNERS

**SPECIAL THANKS TO OUR 21 819 DONORS,**  
without whose assistance we could not have accomplished all that we did this year!



## FUNDRAISERS AND DONORS

### GOVERNMENTS

Canadian Environmental Assessment Agency  
Public Health Agency of Canada  
Emploi-Québec  
Innovation, Science and Economic  
Development Canada (ISED)  
Ministère de l'Agriculture, des Pêcheries  
et de l'Alimentation du Québec (MAPAQ)  
Ministère du Développement durable, de  
l'Environnement et de la Lutte contre les  
changements climatiques (MDDELCC)  
Ministère des Transports, de la Mobilité  
durable et de l'Électrification des transports  
(MTMDET)  
National Energy Board

## FOUNDATIONS AND CHARITABLE ORGANIZATIONS

Congrégation de Notre-Dame  
Community Foundation of Ottawa (CFO)  
David Suzuki Foundation  
ECHO Foundation  
McConnell Foundation  
Nature Canada  
New Venture Fund  
Oak Foundation  
Ordre des Frère Mineurs Capucins  
Soeurs de Sainte-Croix  
The George Cedric Metcalf Charitable  
Foundation  
The Minor Foundation for Major Challenges  
The Salamander Foundation  
The Trottier Family Foundation  
Tides Canada Foundation  
Tides Foundation (US)

## ORGANIZATIONS AND BUSINESSES

Bonduelle  
Concertation régionale de Montréal (CMTL)  
Farm to Cafeteria Canada  
Direction de la santé publique de la  
Montérégie  
Québec en Forme  
Système alimentaire montréalais (SAM)  
Social Planning and Research Council of Brit-  
ish Columbia (SPARC BC)  
Table intersectorielle régionale en saines  
habitudes de vie de la Montérégie (TIR-SHV)  
Ville de Longueuil

# THANKS TO OUR PARTNERS



## MAJOR DONORS (\$500 – \$999)

Mr. Pierre Ancil  
Mr. Martin Audet  
Mr. Philippe Beauséjour  
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Mrs. Julie St-Cyr  
Mrs. Sarah Turcotte  
Mrs. Diane Vermette  
Mr. Daniel Viens  
Mr. Jean Zigby

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Mr. Benoît Bhérier-Simard  
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Mr. Dominic Champagne  
Mrs. Anne-Marie Chapleau and  
MR. Claude Gilbert  
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9227-1600 Québec Inc.  
Apiculture Patenaude  
Clinique de psychologie Celia Lillo  
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Fondation Jeanne-Esther  
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SYSTRA International Bridge Technologies

## PARTNERS AND SPONSORS

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Groupe Rive Sud  
HDG inc.  
Hydro-Québec

Investissement Québec (IQ)  
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Keurig Canada  
Lowe's Canada  
MEC  
Metro  
Montréal Auto Prix  
Desjardins  
Réseau de transport métropolitain (RTM)  
Renaissance  
Sanimax  
TELUS Business Solutions  
VIA Rail Canada

## COALITIONS, COMMITTEES, ROUNDTABLES AND BOARDS OF DIRECTORS IN WHICH ÉQUITERRE PARTICIPATES

Alliance SWITCH  
Centre des services partagés du Québec (CSPQ)  
Cercle de réflexion sur le bâtiment innovant et durable de la Ville de Montréal  
Coalition Éducation Environnement Écocitoyenneté  
Coalition for Action on Toxics  
Comité-conseil sur les changements climatiques  
Comité consultatif sur l'élaboration de la politique de mobilité durable du gouvernement du Québec  
Farm to Cafeteria Canada  
Filière biologique du Québec  
Front commun pour la transition énergétique  
Global Campaign Climate Action (GCCA)  
Centre for Sustainable Development  
Climate Action Network Canada  
Table québécoise sur la saine alimentation (TQSA)



# FINANCIAL INFORMATION

for year ending December 31, 2017

	2017 / \$	2016 / \$
<b>REVENUES</b>		
Contributions		
Government subsidies		
Provincial government	\$456,826	\$272,660
Federal government	32,842	\$4,500
Foundations	757,831	\$624,841
Donations, campaigns and fundraising activities	2,246,471	\$1,989,942
Other contributions - Special projects	74,603	\$77,159
Services and sponsorships	748,174	\$607,740
Interest income	124,088	\$123,109
Sub-lease revenues	68,435	\$70,230
Amortization of deferred contributions related to tangible assets	4,251	\$5,314
	<b>\$4,513,521</b>	<b>\$3,775,495</b>

	2017 / \$	2016 / \$
<b>EXPENSES</b>		
Salaries and benefits	\$2,433,301	\$2,086,641
Activities	\$973,174	\$706,891
Costs relating to fundraising campaigns	\$199,883	\$171,991
Administrative costs	\$469,181	\$600,229
Amortization of tangible assets	\$77,269	\$46,138
Bank costs	\$2,810	\$3,758
Interest on line of credit for mirror loan	\$104,121	\$105,495
Interest on short term loan	-	\$5,000
Interest on capital lease	\$98,335	-
Interest on long term debt	\$10,556	\$14,560
	<b>\$4,368,630</b>	<b>\$3,740,703</b>
Excess of revenues over expenses	<b>\$144,891</b>	<b>\$34,792</b>

# FINANCIAL SITUATION

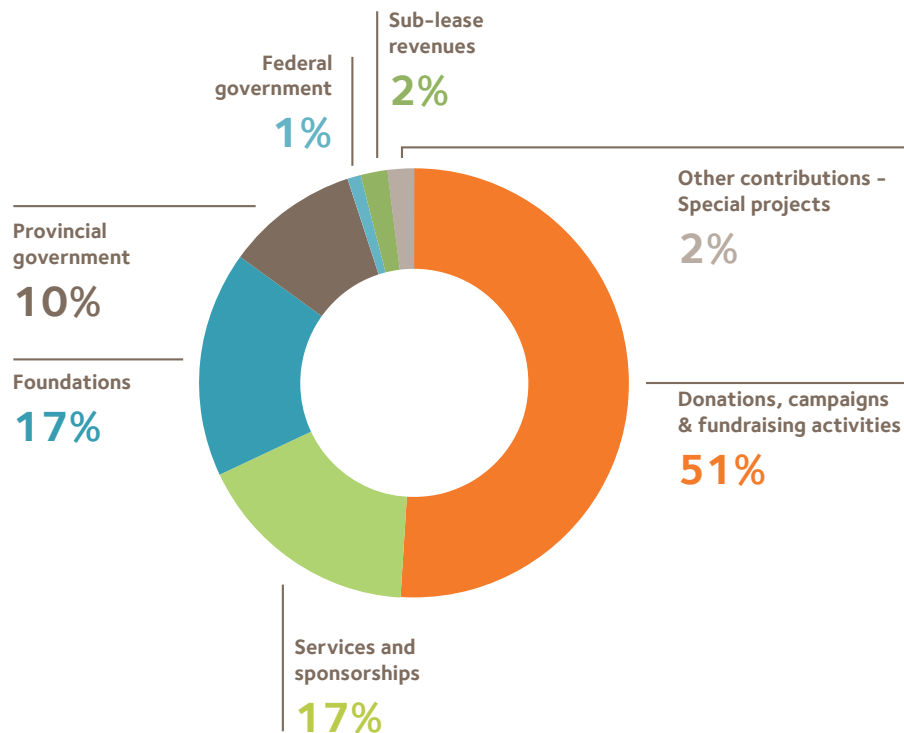
## as of December 31, 2017

	2017 / \$	2016 / \$
<b>ASSETS</b>		
<b>Short term</b>		
Cash	\$429,731	\$358,071
Cash reserved for Green Light program	\$636	\$636
Client accounts and other receivables	\$442,334	\$348,096
Prepaid expenses	\$30,717	\$23,613
	<b>\$903,418</b>	<b>\$730,416</b>
<b>Long term</b>		
Mirror loan - Centre for Sustainable Development	\$3,095,000	\$3,270,000
Investment - Centre for Sustainable Development	\$41,607	\$40,874
Tangible assets	\$1,751,473	\$310,283
Works of art		\$137,161
	<b>\$5,928,659</b>	<b>\$4,488,734</b>

	2017 / \$	2016 / \$
<b>LIABILITIES</b>		
<b>Short term</b>		
Accounts payable and other operating debts	\$476,399	\$457,048
Deferred contributions	\$438,019	\$214,408
Deferred revenue	\$48,205	\$100,875
Portion of the obligation resulting from a capital lease expiring in less than a year	\$39,942	
Portion of long-term debt expiring in less than a year	\$9,996	\$37,364
	<b>\$1,012,561</b>	<b>\$809,695</b>
<b>Long term</b>		
Line of credit for mirror loan	\$3,095,000	\$3,270,000
Long term debt	\$40,553	\$175,203
Obligation resulting from a capital lease	\$1,406,069	-
Deferred contributions relating to tangible assets	\$17,007	\$21,258
	<b>\$5,571,190</b>	<b>\$4,276,156</b>
<b>NET ASSETS</b>		
Invested in capital assets	\$288,455	\$140,784
Assigned to Centre for Sustainable Development	\$41,607	\$40,874
Not assigned	\$27,407	\$30,920
	\$357,469	\$212,578
	<b>\$5,928,659</b>	<b>\$4,488,734</b>

# FINANCIAL INFORMATION

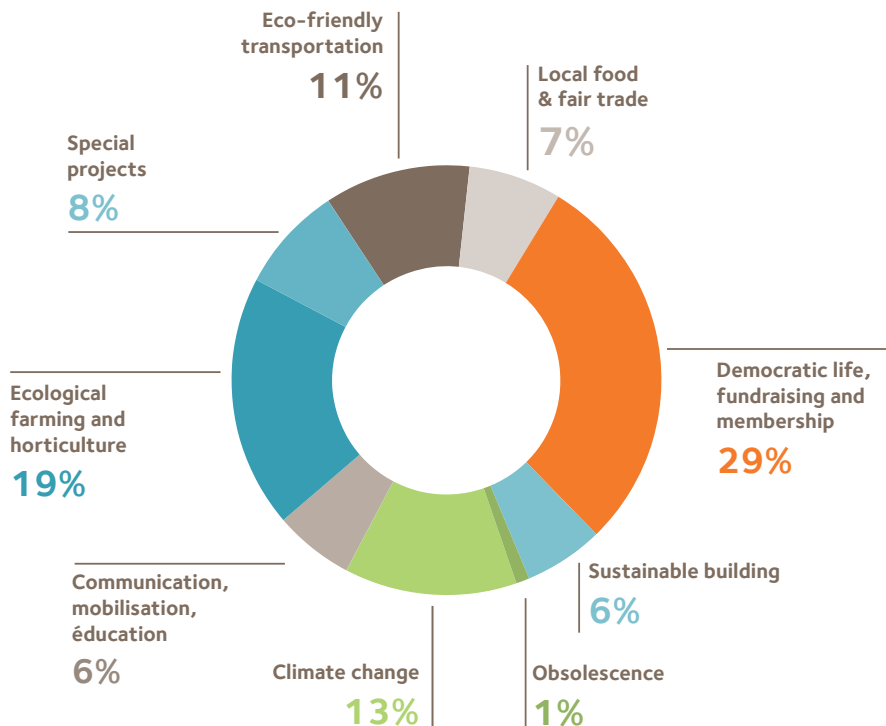
## Revenues 2017





# FINANCIAL INFORMATION

## Expenses 2017





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**514 522-2000 | 1 877-272-6656**

**50 Ste-Catherine St. West, suite 340  
Montreal, QC H2X 3V4**

**870 Salaberry Ave, suite 226  
Quebec, QC G1R 2T9**

**75 Albert St., suite 300  
Ottawa, ON K1P 5E7**

**Charitable registration number: 89405 7132 RR0001**

### **Credits:**

**Writing and coordination: Julie Tremblay**

**Supervision: Ryan Worms**

**Proofreading: Cournthey Mullins**

**Translation: Watson Traduction**

**Graphic design: Karine Duquette**



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equiterre.org



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