

HNP Canada 2024 Annual Finance Report

Human Nature
Projects Canada



Land Acknowledgement

Our team at Human Nature Projects Canada would like to acknowledge that we are on the traditional territory of many nations including the Mississaugas of the Credit, Anishinabek, Huron-Wendat, Haudenosaunee, and Ojibway-Chippewa peoples. For thousands of years, Indigenous Peoples have protected this land and today, we are here to ensure that the ecosystems remain healthy. This acknowledgement reminds us of our responsibility to keep our communities clean and to honour the Treaty we live on by giving our respect to First Nations groups, Inuit, and Métis; past, present, and future.

About This Report

The Annual Finance Report for Human Nature Projects (HNP) Canada details the organization's financial activities, focusing on grant applications, expenditures, and the effective allocation of resources to support environmental initiatives throughout the entire year. This report reflects HNP Canada's commitment to sustainability and community-driven projects.

The report highlights the finance team's critical role in managing funds, applying for grants, building relationships with sponsors, and showcasing their efforts to secure resources and financial support for key initiatives. Through meticulous financial tracking of programs, the report underscores HNP Canada's commitment to accountability and resource efficiency.

This report serves as a testament to HNP Canada's mission to inspire meaningful environmental action through numbers, graphs, and well-managed, transparent financial practices.

For any questions regarding this report, please contact our finance team by reaching out to finance@hnpcanada.ca, and copy our Co-Founder and Co-Executive, Muhammad Ansar, at muhammad.ansar@hnpcanada.ca.

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About Human Nature Projects (HNP) Canada



Human Nature Projects (HNP) Canada is a federally registered, youth-led not-for-profit organization dedicated to increasing environmental literacy by raising awareness about current environmental issues to inspire meaningful and equitable environmental action. HNP Canada uses various events and initiatives to further this goal, with the long-term vision of creating a global climate-resilient community of environmentalists that champions increased environmental action by acting locally but thinking globally. To date, HNP Canada has involved 10,000+ youth in environmental education, protection, conservation, and restoration globally.

DRIVING
CHANGE

CONNECTING
YOUTH

SPARKING
ACTION

Community Events

HNP Canada hosts numerous stewardship events within various communities throughout the year to give youth an opportunity to create a direct, positive and meaningful impact within their communities. These events are usually one of three types: community cleanups, tree planting, and invasive species removal events.

Educational Initiatives

HNP Canada organizes various virtual webinars, drives, challenges, and panels to educate youth about different environmental topics, as well as solutions on how to mitigate these challenges. These events are often facilitated by various experts who share their unique insights and knowledge with students. To date, HNP Canada has educated 1500+ volunteers globally.

Introducing HNP Canada's Finance Strategy

HNP Canada's finance strategy includes five key components:

- **Grants:** competitive form of funding tied to a specific project that requires an application and often a financial report detailing how the funds were used.
- **Monetary Awards:** provide financial recognition and support, some of which may involve an application process.
- **Fundraising Campaigns:** organized efforts to collect donations over a set period for a specific goal. There were no fundraising campaigns in 2024.
- **Sponsorships:** partnerships between HNP Canada and other organizations, where we promote a collaborator's initiatives in exchange for financial support for our activities.
- **In-Kind Donations:** non-monetary contributions that provide resources or services at no cost, helping HNP Canada cover expenses that would otherwise require funding.

Through three of the five funding streams (grants, monetary awards, and sponsorships), HNP Canada was able to bring in a total of **~\$4,000** during our fiscal year of January to December 2024. It is important to note that no fundraising campaigns were conducted during this period.



2024 Highlights

\$1,500

Received in grant funding

\$1,500

Received as monetary awards

\$1,000

Received in sponsorships

~\$500

Approximate value of in-kind donations received

2024 Grants Received

Ontario Wildlife Foundation (OWF)

The Ontario Wildlife Foundation (OWF) supports the conservation and enhancement of Ontario's natural resources through research, restoration, and conservation education, with a focus on projects that benefit local and regional communities. In April 2024, HNP Canada received **\$500** in funding from OWF to support our Brickyard Park Community Cleanup, which took place in May 2025. This funding helped provide essential cleanup supplies such as gloves and garbage bags, as well as food and snacks to support volunteers throughout the event. The cleanup engaged local youth in hands-on environmental stewardship, empowering them to take meaningful action toward ecological restoration while contributing to a cleaner and healthier community green space.



Scan the QR code to read our event impact report.



Animals, People and the Environment (A.P.E.) Fund

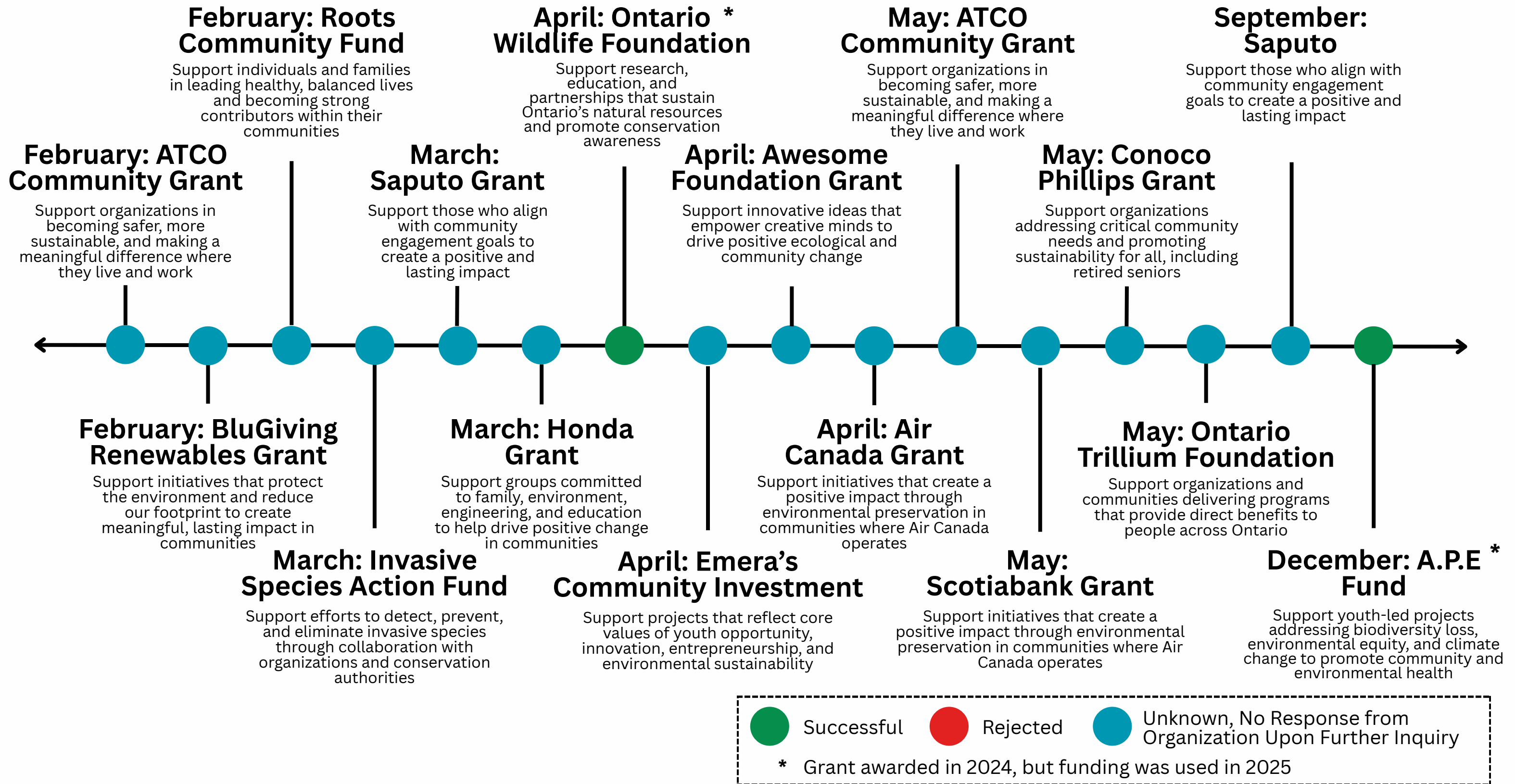
The Animals, People and the Environment (A.P.E.) Fund supports high-needs roots and shoots projects all over Canada. It is an initiative launched by the Jane Goodall Institute of Canada, and eligible projects must address the convergence of biodiversity loss (animals), environmental inequity (people), and climate change (environment). In December 2024, HNP Canada received **\$1000** in funding for our proposed project, which consisted of a community pollinator garden event in collaboration with the Oakvillegreen Conservation Association. This project took place in May 2025 and engaged local youth in conservation and stewardship efforts by creating an accessible pollinator garden and spreading awareness of native pollinator species, ultimately leaving a long-lasting positive impact on the community.



Scan the QR code to read our event impact report.



Timeline: 2024 Grant Applications



Monetary Awards

Canadian Youth Climate Action Award, Honourable Mention

HNP Canada was honoured to be selected as one of the honorable mentions for the prestigious Canadian Youth Climate Action Award, an initiative collaboratively created by Pivot Green and the Small Change Fund to recognize and support exceptional youth-led environmental initiatives in Canada. This award is designed to empower young leaders and organizations driving climate action projects, providing them with the resources needed to create meaningful impact.

HNP Canada utilized the **\$500** awarded through this recognition to fund the Youth Environmental Advocacy Fellowship, organized by the fellowship team. This event aimed to inspire and educate young individuals on environmental advocacy, equipping them with tools and knowledge to lead sustainable initiatives in their communities.

ImpactRoots Program Participant

HNP Canada was proud to be selected as a recipient of the ImpactRoots Program Award, a non-profit development initiative designed to strengthen organizational sustainability and long-term impact among community-based organizations. The ImpactRoots program supports participating organizations through capacity-building focused on governance, strategic planning, resource development, and organizational growth.

As part of this recognition, HNP Canada received **\$1,000** in monetary support, which was used to strengthen our internal operations and program planning. This funding supported capacity-building efforts that enhanced our ability to deliver effective, youth-led environmental programming and ensured the long-term sustainability of our initiatives.



Scan the QR code to read our event impact report.



Sponsorships

This year, HNP Canada received **\$1,000** in funding from TakingITGlobal through a Commit2Act sponsorship agreement that funded the initiative and event mentioned below.

- Earth Day Competition (April - June 2024):** A signature HNP Canada initiative engaging youth across Ontario and Canada to take meaningful environmental action in their schools. Students participated by conducting community cleanups, pledging for their schools to go green, and reducing their carbon footprint through collective action. In 2024, a total of 3,638 students were engaged across 69 schools and 15 school boards.
- Riverdale Park East Cleanup (April 2024) & Topham Pond Invasive Plant Species Removal (June 2024):** Two conservation-focused events held in collaboration with Toronto Nature Stewards and local partners, where volunteers worked in guided teams to support ecosystem restoration and environmental protection. At Riverdale Park East, volunteers led a large-scale community cleanup to reduce pollution and protect native plant and animal species, engaging 120 participants from 32 schools across 7 school boards. At Topham Pond, participants worked to remove five invasive plant species threatening the local ecosystem, engaging 24 volunteers from 11 schools across 5 school boards in hands-on habitat restoration and environmental stewardship.



Scan the QR code to read our event impact report.



Scan the QR code to read our event impact report.



In-Kind Donations

HNP Canada received valuable in-kind, non-monetary donations that played a key role in supporting the logistical needs of its in-person events. TakingITGlobal generously provided a tent, typically costing between **\$300 - \$400**, for the Riverdale Park Cleanup in April 2024. Their donation has contributed to events hosted by HNP Canada ever since by reducing operational costs and creating a comfortable, organized, and accessible environment for volunteers.



Scan the QR code to read our event impact report.

In-Kind Food Support

The financial department of HNP Canada secured in-kind food support for its in-person events, such as community cleanups and invasive species removal initiatives. The team contacted approximately 249 local food establishments, particularly pizza shops located near the in-person events. Outreach was conducted via phone calls and emails to request their support in providing meals for volunteers, with all communications and responses systematically tracked in a spreadsheet. These partnerships not only helped reduce event costs but also fostered a sense of community and appreciation among participants.

In April 2024, Pizzeria Badiali generously provided their signature original cheese slices for lunch during the Riverdale Park Cleanup for 120 attendees. Similarly, in June 2024, Maker Pizza contributed delicious cheese pizza slices to feed 24 attendees during the Topham Pond Invasive Species Removal event, which was held in collaboration with Toronto Nature Stewards.

Both Pizzeria Badiali and Maker Pizza were recognized as Diamond Sponsors under HNP Canada's sponsorship tiers, as their contributions exceeded **\$150**. These partnerships were instrumental in enhancing the success of our initiatives, demonstrating the significant impact local businesses can have in supporting community-driven environmental efforts.



Revenue

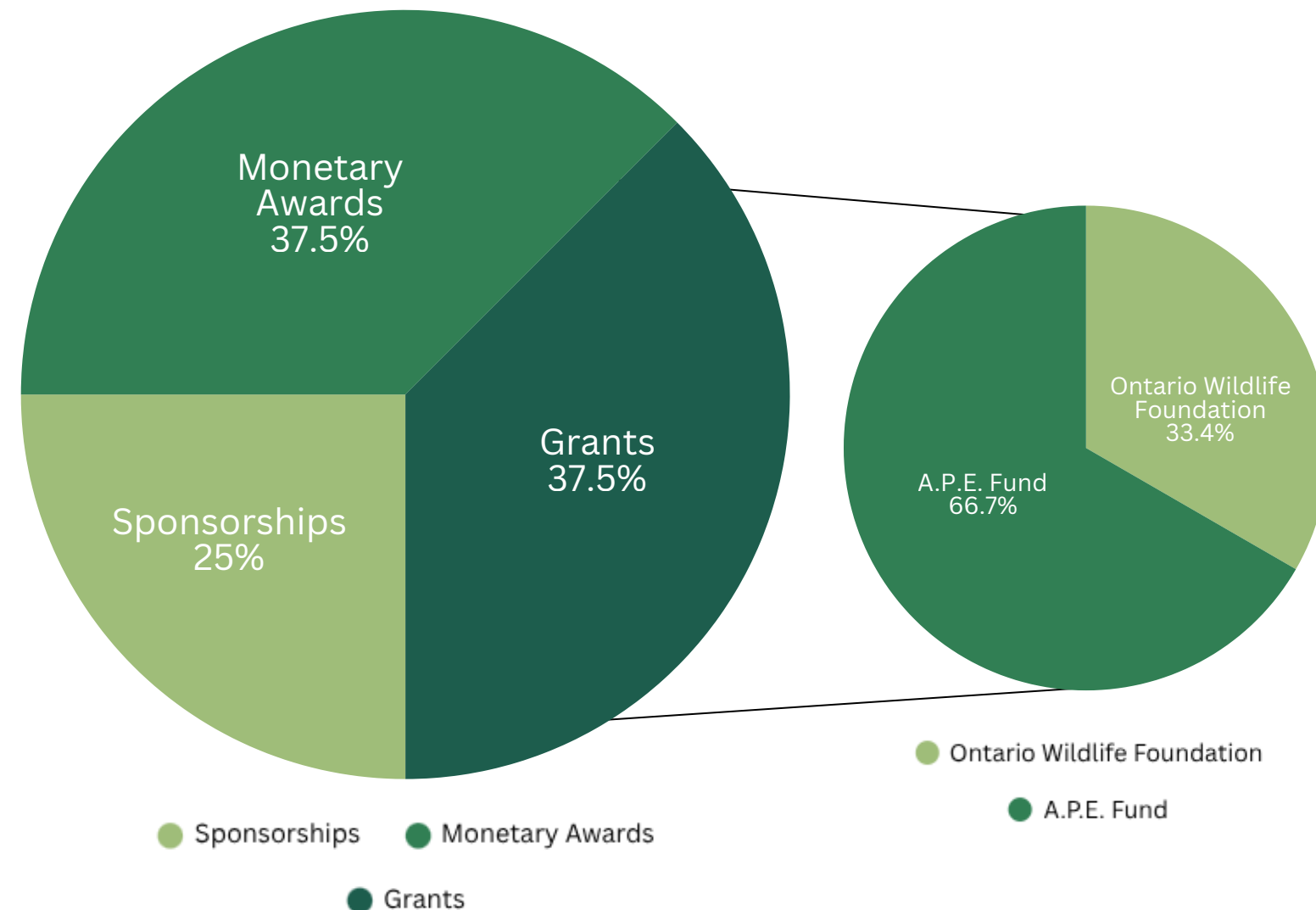


Figure 1 demonstrates HNP Canada's total revenue and sources of revenue in 2024. HNP Canada obtained **\$1,500** through grant funding, **\$1,500** through monetary awards, and **\$1,000** through sponsorships. It also provides a detailed overview of the grant funding received by HNP Canada in 2024, which included **\$500** from the Ontario Wildlife Foundation (OWF) and **\$1,000** from the Animals, People and the Environment (A.P.E.) Fund.

Expenses (by Event)

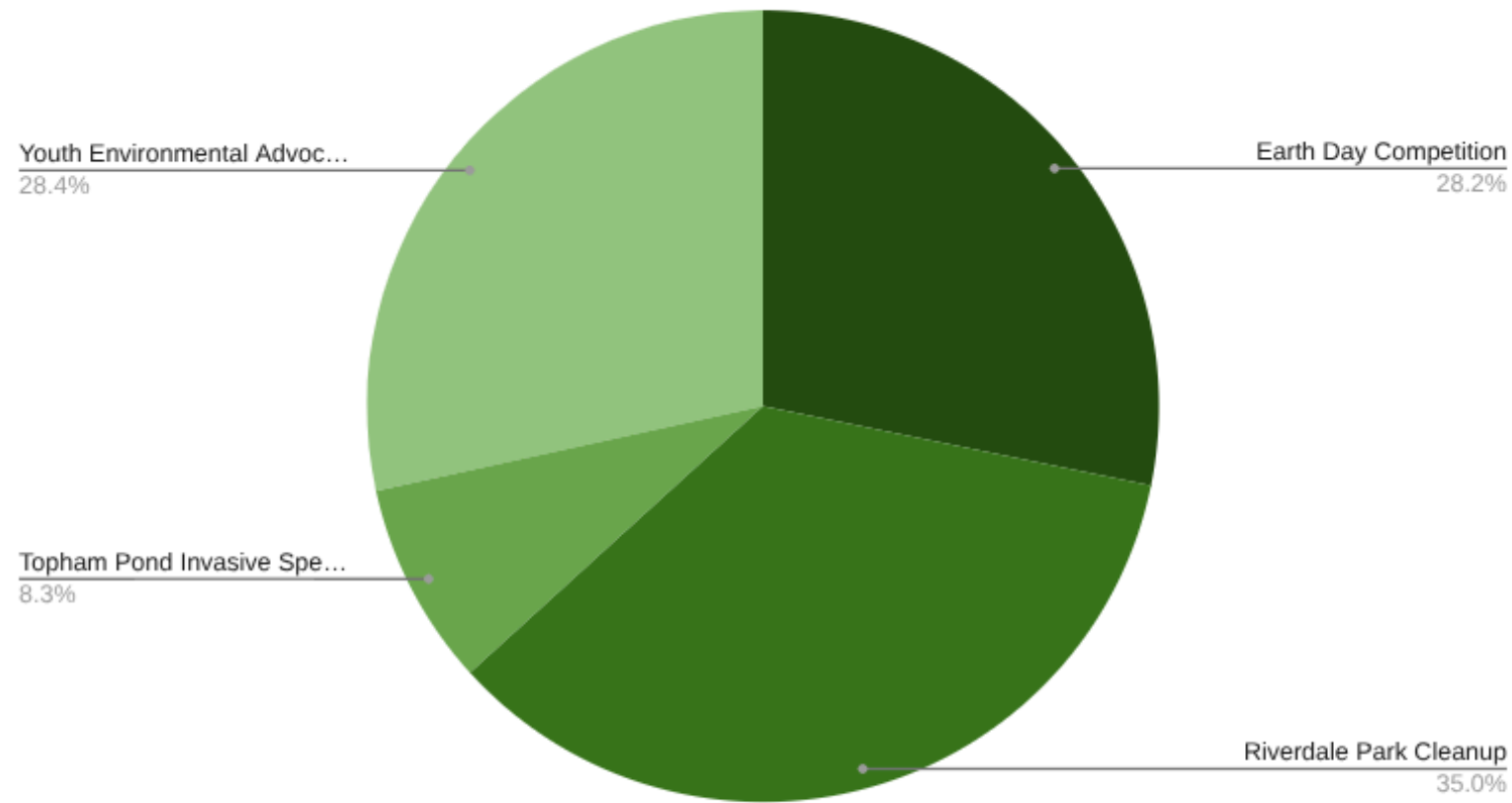


Figure 2 demonstrates the expenses incurred for each event hosted by HNP Canada in 2024. A total of **\$393** was spent on the preparation of the Earth Day Competition, **\$487.68** was spent on the Riverdale Park Cleanup, **\$115.50** was spent on the Topham Pond Invasive Species Removal, and **\$395.87** was spent on the Youth Environmental Advocacy Fellowship. This resulted in total expenditures of **\$1,392.05**, leaving a surplus of **\$107.95**.

Expenses (by Category)

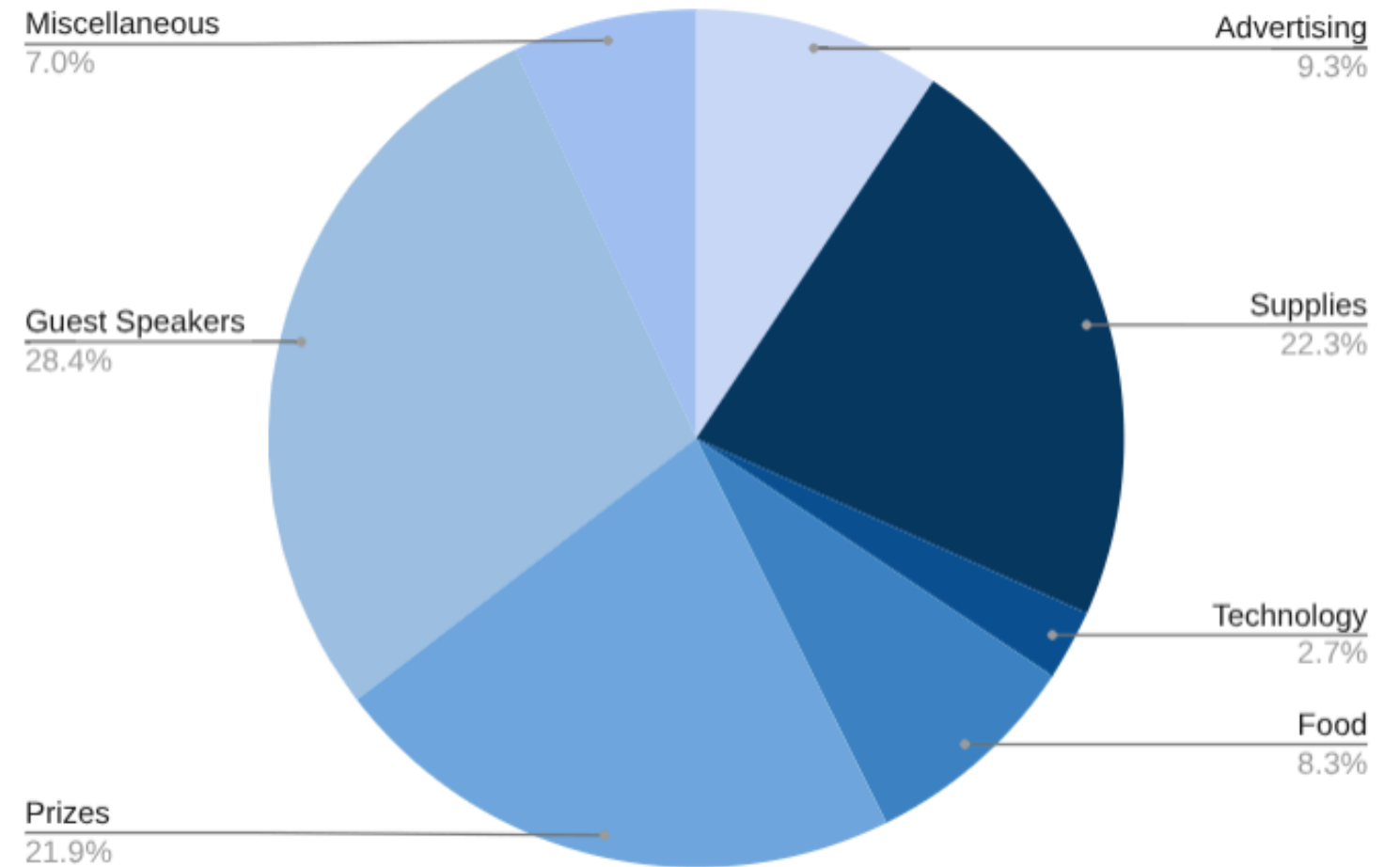


Figure 3 portrays how funding was allocated across expense categories for events hosted by HNP Canada in 2024. A total of **\$130.02** was spent on advertising and promotion, **\$311.47** on supplies, **\$37.06** on technology, **\$115.50** on refreshments and food, **\$305** on prizes, **\$395.87** on guest speakers, and **\$97.13** on miscellaneous expenses.

Looking Ahead

2024 was a transformative year for HNP Canada, marked by meaningful growth and impact. Support through sponsorships, grant funding, awards, and donations was essential in advancing our mission to educate youths on environmental issues, promote sustainable development, and drive community-level environmental change.

Over the past fiscal year, the finance department achieved a 12.5% grant success rate, reflecting the competitiveness of nonprofit funding. Looking ahead, we aim to strengthen relationships with funders through proactive networking, participation in grant information sessions, and direct engagement. We have already begun this approach, including incorporating feedback from the Racialized Youth Innovation (RAYI) micro-grant program to enhance the quality and competitiveness of our applications.

In 2025, the finance team will implement a structured, multi-stage grant review process, involving collaboration with events and outreach teams, internal finance reviews, and final oversight by the Co-Heads of Finance and Co-Executive Directors. This approach is expected to improve application quality and strengthen grant outcomes.

Looking ahead, HNP Canada remains committed to identifying new revenue streams and advancing initiatives responsibly. We are grateful for ongoing support and look forward to continuing to build lasting environmental impact.



Acknowledgements

HNP Canada would like to express our sincere gratitude to the Ontario Wildlife Foundation (OWF) and the Animals, People and the Environment (A.P.E.) Fund for their generous grant support.

Alongside this, we would like to thank TakingITGlobal for sponsoring HNP Canada and for their valuable in-kind support through the provision of a tent, which supported HNP Canada's events and initiatives by reducing operational costs and improving the experience for volunteers.

We would also like to express our appreciation to our food sponsors, Pizzeria Badilai and Maker Pizza, for their in-kind support through meal donations for volunteers at HNP Canada's events and initiatives.

Furthermore, we would like to extend our thanks to the HNP Canada Finance Team for managing the organization's finances and applying for grants to support HNP Canada's events and initiatives.

This report was designed and written by Haasini Gathaatharan, Mursal Jahed, Shouvik Bhadra, Tommy He, Srishti Sekhri, Thulashini Chinnappan, and Kathan Shah. Lastly, our team would also like to thank the editors of this report including: Muhammad Ansar, our Co-Founder & Co-Executive Director, and Amana Noreen, our Co-Head of Events, as well as Haasini Gathaatharan, HNP Canada's Co-Head of Finance.