



back to the river

Re-imagining our relationship with the river



Why London Community Foundation?

We are a catalyst, creating systemic change by funding initiatives that will tackle our community's most pressing issues.

Investing in our Community

- \$3.5 to \$4.5 million a year granted
- \$20 million granted over the last 5 years to:
 - Mental Health
 - Homelessness
 - Neighborhood development
 - Food Security
 - Children and Youth
 - Addictions
 - Environment
 - Community Health


Social Impact Fund

- \$8.6 million fund, ~10% of LCF assets
- Helped build 130 units of affordable housing to date
- 5 social enterprises supported with more on the way



Community Mobilization

- London United for Syrian Refugees
- Mental Health and Addictions
- Food Policy Council
- Emerging affordable housing initiative
- Back to the River



Back to the River

Four years ago a group of partners identified an opportunity to engage with the river on a **higher level**, one of the 10 Heritage Rivers in Canada

So we partnered with **Upper Thames River Conservation Authority** and the **City of London** and created a **20 plus year vision** for the river



Consulting our Community

- Conducted focus groups with Indigenous peoples, landowners around the river, environmental groups, and other communities and corporate stakeholders
- Hosted a community workshop at the Western Fair with over 500 engaged Londoners who wanted to hear about Back to the River and the design proposals for the river



A Community Vision

- To build our local economy by developing a prosperous and bustling riverfront
- To improve and maintain the health of the community's river
- To strengthen the social and cultural fabric of London with dynamic and inclusive gathering places for all Londoners
- To connect Back to the River to affordable housing
- To create a community space for **everyone**

Investment

- **\$550,000 initial funding**
 - \$100,000 from a donor
 - \$400,000 from London Community Foundation
 - \$50,000 from the City of London
- **4 years and 1000+ hours of work from**
 - London Community Foundation
 - Upper Thames River Conservation Authority
 - City of London
 - Corporate volunteers

Donor Support

Without a formal campaign, we have secured:

- Two \$1 Million donations towards the Ribbon
- A \$1 Million donation toward river development in SoHo
- \$3 Million for affordable housing in SoHo adjacent the river
- A development grant from the McConnell Foundation
- TD Friends of the Environment grant for community consultations

Community Support

Corporate leaders including:

McConnell

MEDALLION
CORPORATION

TROJAN
technologies™



TD Friends of the
Environment
Foundation

The Mitchell
and Kathryn
Baran Family
Foundation

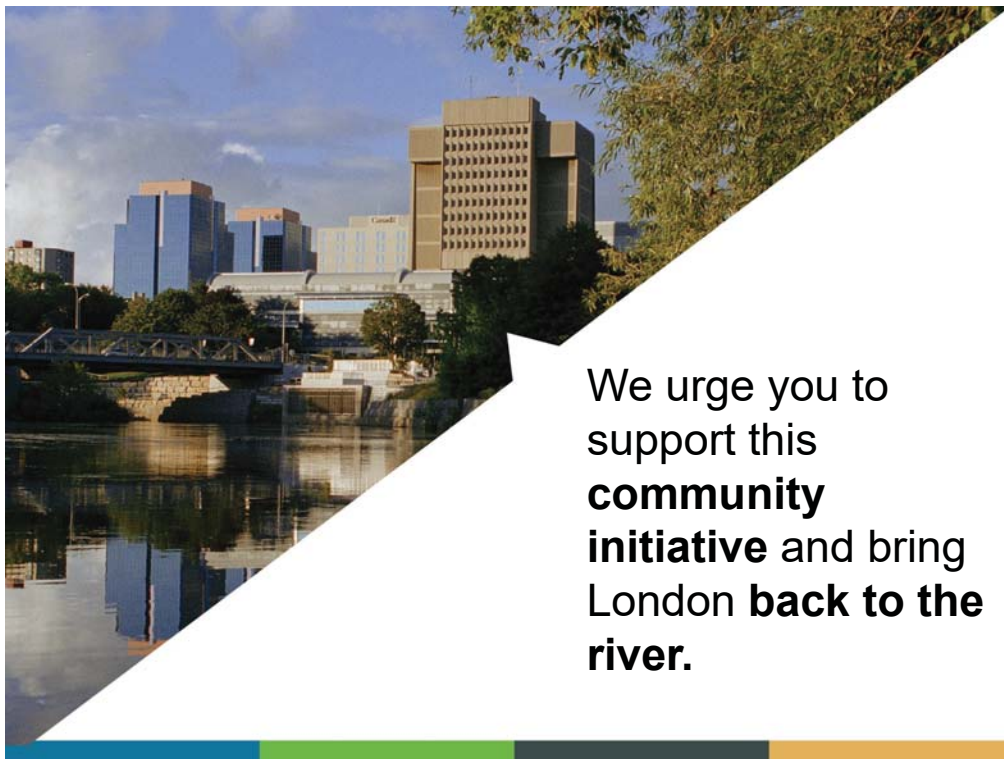
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And nearly 50 letters of public support sent to LCF, city councillors, and the mayor

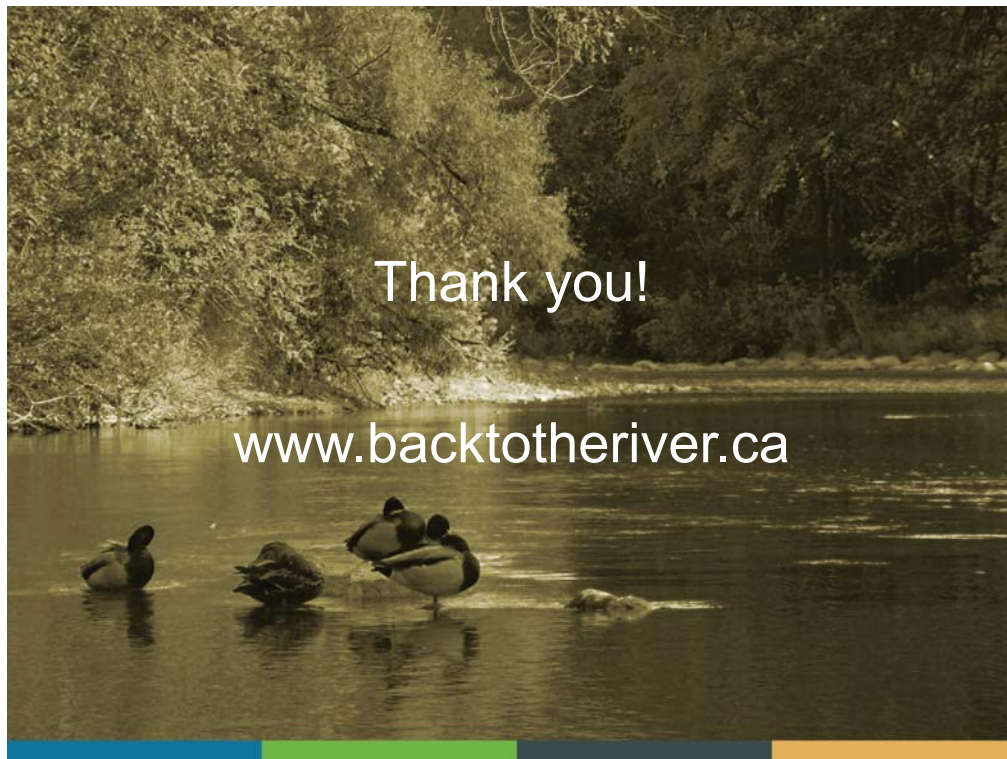
Opportunity

Back to the River means:

- Attracting donors and developers to invest
- Growing our economy
- Civic engagement
- Improving access to London's heritage river
- Generating significant volunteer contributions



We urge you to support this **community initiative** and bring London **back to the river.**



Thank you!

www.backtotheriver.ca