



Rotary Clubs of Peterborough

### **Rotary Environmental Innovators' Fund - 2025**

Become an **Environmental Champion** to address environmental concerns for our community by investing in the **Rotary Environmental Innovators Fund (REIF)**.

---

Rotary's global network of 1.4 million neighbours, friends, leaders, and problem-solvers believe **we are responsible** for acting on our world's most persistent environmental issues. This commitment to environmental protection has motivated the **three local Rotary Clubs** to establish the **Rotary Environmental Innovators Fund (REIF)**. This fund aims to seek and **support local solutions and innovations** that address causes and reduce the effects of climate change and local environmental degradation.

**The goal** of the **Rotary Environmental Innovators Fund (REIF)** is to seek partnerships with individual citizens, businesses and organizations to invest in projects and business start-up initiatives that aim to improve the environment. The **REIF funding model** reflects the 100 Women Charitable Initiative of 100 donations of \$100 each, to raise *a minimum* of \$10,000.

We are seeking **Partners, Sponsors and Champions** to contribute amounts ranging **from \$100.00** as Individual Champions) **to \$5000.00** as Title Partners, to invest in projects that directly **support local Innovators** working towards environmental leadership, climate change, and improvement in sustainability.



Currently entering its third year, REIF differs from typical fundraisers in that the financial investments of active citizens and businesses – the **Environmental Champions** – generate the REIF and **support innovators**. As an Environmental Champion, Sponsor or Title Partner your investment will **advance local Environmental Innovators** —individuals, business startups, and small companies working in biodiversity, water and wastewater technologies, climate change, food systems, sustainable living, pollution, waste disposal, and more.

**The 2024 REIF Award Winners** included **five green start-up companies**. The top award of \$3000 each was won by Sarah Jamieson, The Catchacoma Forest Stewardship Committee and Flora's Reign. The next level of funding, \$1000 was each awarded to The Ashburnham Memorial Stewardship Group and Gerry Marotte. Their innovative solutions are described below:

1. Sarah Jamieson's research on Nocturnal Pollinators aims to understand the intricate connections between moths, plants, and bats and to better preserve their habitats and populations. Her research includes uniting local Citizen Scientists and inspiring gardeners to support nighttime ecosystems to encourage conservation actions.
2. The Catchacoma Forest Stewardship Committee aims to enhance public hiking trails in the Catchacoma Forest. By engaging community volunteers, the project will create accessible trails and informative signage to promote conservation values and biodiversity appreciation.
3. "Flora's Reign," is an augmented reality (AR) mobile game developed by Maria Coates and Brandon Bunnie, where players restore nature by



planting and nurturing virtual gardens of native plants in real-world locations. It educates and engages children and families about biodiversity, ecosystem balance, and conservation.

4. The Ashburnham Memorial Stewardship Group aims to transform Ashburnham Memorial Park into a vibrant, biodiverse space by reimagining the existing parking lot as a multi-use, green area.
5. The "Tick Suit" developed by Gerry Marcotte offers superior protection against ticks and biting insects, addressing the growing threat of Lyme disease and other insect-borne illnesses. The project aims to mass-produce and distribute these suits globally, benefiting environmental workers and communities worldwide.

**How REIF Works: Innovators** have until **April 1, 2025**, to submit their project proposals to the REIF Committee. A panel of environmental experts review the Innovators' applications and selects a short list of finalists. The **Environmental Champions (you!)** review and vote on the finalists' applications to choose the top winners.

The **winning Innovators** will be celebrated on **May 29, 2025**, at the Activity Centre, 577 McDonnell Street, Peterborough.

**How You Can Participate:** Invest online -

<https://www.peterboroughrotary.ca/page/environmental-champions>



Click on the <DONATE> button at the bottom of the page. Canada Helps will send a charitable receipt when your investment is complete.

We look forward to working with you as **Environmental Champions** for the good of our planet.

Thank you for acting now to support the Rotary Environmental Innovators' Fund. Our work has just begun.

Sincerely,

Karen Laws,

Chair, Rotary Environment Innovators Fund