

# **Watershed Unification Project**

## *Phase 1: Strategic Plan & Funding Model*

***Final Report***  
***Ministry of Natural Resources & Forestry***  
***March 27<sup>th</sup> 2015***



**Freshwater Coalition**

**Central Algoma Freshwater Coalition**

**9154 Highway 17 East**

**PO Box 88**

**Bruce Mines, Ontario, P0R 1C0**

**[cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)**

**[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)**



*The Central Algoma Freshwater Coalition would like to acknowledge the support of the Sault Ste. Marie District, Ministry of Natural Resources and Forestry, for making this project possible. We would also like to recognize and thank Tracey Cooke and Marjorie Hall for their countless hours, wisdom, and energy which helped to put this project together and realize its success – most notably the Growing Your Dollars workshop.*

*We would also like to recognize the CAFC Board of Directors, Pat Peterson and Arlene Romberg from the Bruce Mines & District Chamber of Commerce, and Harry Thomas and Dave Heacock, who donated almost 500 hours towards the implementation and success of this this project.*

*This project could not have been a success without the residents, business owners, cottagers, and municipal representatives who participated in the events and provided their input and feedback to create a unified vision and strategic plan for the Central Algoma Region.*

**Thank You!**



## Table of Contents

<b>Acknowledgements.....</b>	<b>3</b>
<b>Executive Summary.....</b>	<b>7</b>
<b>Final Report.....</b>	<b>9</b>
<i>Background.....</i>	<i>9</i>
<i>Project Overview.....</i>	<i>11</i>
<i>Deliverables.....</i>	<i>12</i>
Community Resource Centre.....	12
Stakeholder Launch Meeting .....	13
Community Round Tables.....	16
Strategic Plan.....	17
Sustainable Funding Plan .....	18
<i>Individual Membership.....</i>	<i>18</i>
<i>Business Sponsors.....</i>	<i>19</i>
<i>Municipal Partners.....</i>	<i>19</i>
Regional Development .....	20
<i>Board Governance &amp; Risk Management .....</i>	<i>20</i>
<i>Tracking Your Dollars: Financing Planning .....</i>	<i>21</i>
<i>Growing Your Dollars: Grant Writing .....</i>	<i>22</i>
Regional Launch Meeting .....	23
<i>Budget Review .....</i>	<i>25</i>
Project Budget – Final .....	25
Budget Amendments .....	25
In-Kind Contributions .....	26
<i>Human Resources .....</i>	<i>26</i>
<i>Donations &amp; Usages .....</i>	<i>28</i>
<i>Summary .....</i>	<i>28</i>
Next Steps .....	29

<b>Appendices.....</b>	<b>31</b>
<i>FRESHwater OFF THE PRESS CAFC's Monthly Newsletter.....</i>	<i>32</i>
September 2014 Issue .....	33
October 2014 Issue .....	39
November 2014 Issue .....	45
December 2014 Issue .....	49
January 2015 Issue .....	53
February 2015 Issue .....	59
March 2015 Issue .....	65
<i>Stakeholder Launch Meeting Power Point .....</i>	<i>71</i>
<i>Community Round Tables .....</i>	<i>74</i>
Round Table Poster .....	75
Round Table Report .....	76
<i>Strategic Plan Report .....</i>	<i>89</i>
<i>Sustainable Funding Model .....</i>	<i>95</i>
<i>Regional Development .....</i>	<i>113</i>
Board Governance & Risk Management Workshop Poster .....	114
Tracking Your Dollars: Financing Planning Workshop Poster .....	115
Growing Your Dollars: Grant Writing Workshop Poster .....	116
Funding Opportunities for Central Algoma Spreadsheet .....	117
<i>Regional Launch Meeting .....</i>	<i>120</i>
Launch Meeting Poster .....	121
Launch Meeting Presentation .....	122
<i>Watershed Unification Project: Phase 2 .....</i>	<i>126</i>
Project & Funding Proposal for Watershed Unification Project Years 2 & 3 .....	127

*N.B. Project receipts have been submitted separately.*

# **Central Algoma Freshwater Coalition Watershed Unification Project**

## **Executive Summary**

The Central Algoma Freshwater Coalition (CAFC) is a not-for-profit organization dedicated to the protection, improvement, and restoration of the watersheds throughout the Central Algoma Region. The work that has been, and continues to be, carried out across the region is impressive and important for the sustainability of the environment, the economy, and the communities. As a regional body, CAFC sought to investigate partnerships and collaborative opportunities in Central Algoma and thus, the Watershed Unification Project was created.

The Watershed Unification Project is a multi-year, integrated, and regional, approach to managing Central Algoma watersheds impacting the North Channel of Lake Huron. Due to the individualized governance of the municipalities in the region, there is no coordinating body to facilitate projects, foster partnerships, leverage and streamline funding, support the pooling of resources, develop stewardship programs, or create the public awareness campaigns to help create sustainable communities.

The planning phase of the Watershed Unification Project has been a success. To achieve our goal of unifying the region, in an effort to work together to have a larger and more substantial impact, 7 key deliverables were carried out:

- Establishing a Community Resource Centre
- Facilitating a Stakeholder Meeting
- Hosting Community Round Tables
- Developing a Strategic Plan for the Central Algoma Region
- Creating a Sustainable Funding Model
- Building Capacity within the Central Algoma Community, and
- Wrapping up Phase 1 through a Regional Meeting

The progress that has been achieved since September 2014, provides strong support for a regional coordinating body to continue the development of partnerships and collaborative projects. CAFC will continue to raise awareness of the challenges and threats to water quality facing Central Algoma and pursue protection and remediation options.

Let's work together to keep the region a place where people can live, drink, swim, fish, relax and play for generations to come.



## Central Algoma Freshwater Coalition Watershed Unification Project

### i. Background

The Central Algoma Freshwater Coalition (CAFC) is a not-for-profit organization dedicated to the protection, improvement, and restoration of the watersheds throughout the Central Algoma Region. Central Algoma is a region that stretches from the easterly boundary of the City of Sault Ste. Marie to the easterly boundary of the Municipality of Huron Shores, including St. Joseph Island and the unorganized territories to the North.

CAFC was formed in 2007, to unite the voices of concerned property owners, residents, business owners, municipalities, and NGO's to address the threats to good water quality. In order achieve this vision, CAFC:

- Organizes and participates in environmental projects that: protect, improve, and restore lakes and rivers, identify and remediate threats to water quality, and preserve our water resources;
- Educates the public and increases awareness about the threats to good water quality; and
- Conducts scientific research and stakeholder consultations to obtain a well-rounded picture of the health of Central Algoma watersheds.

Over the years, CAFC has completed a number of projects to improve water quality in the Central Algoma Region both individually and in partnership with municipalities, lake associations, and other local organizations including:

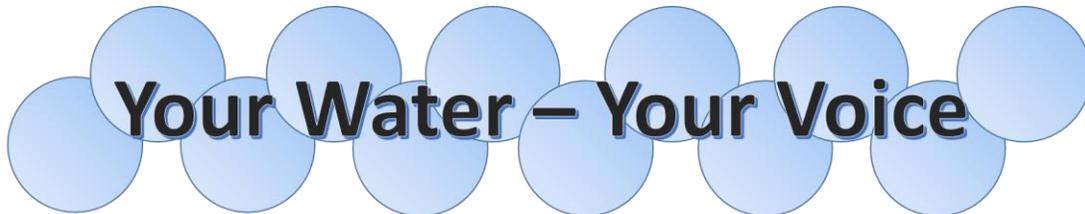
- Developing valuable partnerships with municipalities, businesses, property owners, permanent and seasonal residents, farmers, and government agencies,
- Fostering and supporting the formation of Lake Associations,
- Implementing Remedial Action Projects, including:
  - Armoured banking
  - Tree planting
  - Exclusionary fencing
- Creating Background & Scientific Reports, including:
  - Water Quality Studies
    - Water Quality 2014 in Bright Lake (*Pakawagamengan*): Potential causes of the cyanobacteria bloom, 2014
    - Water Quality and Remediation Options for Desbarats Lake, Johnson Township, 2013
    - Water Quality for Caribou Lake in the Stobie Creek Watershed, 2013
    - Water Quality and Remediation Options for Bright Lake (*Pakawagamengan*), 2011
  - Lake Characteristic Studies

- Characteristics Study for Assessing Water Quality of Desbarats Lake, Johnson Township, 2010
  - Lake Capacity Studies
    - Lake Capacity Study for Bright and Basswood Lakes, 2011
    - Lake Management Planning: Desbarats Lake, 2013
  - Vegetative Studies
    - Narrowing in on the factors contributing to high phosphorus loading in Desbarats Lake: The role of lakeshore vegetation and manicured lawns, 2013
- Facilitating Workshops,
  - Lake Links for Water Quality
    - Elliot Lake
    - Laird Township
    - Sowerby
  - Protect Your Property Investment
  - Invasive Species Prevention
- Attending and presenting at academic and scientific conferences,
  - 2012 – Annual Water Quality Conference
  - 2013 – Latornell Conservation Symposium
  - 2013 – Young Conservation Professionals Leadership Program
  - 2014 – International Association for Great Lakes Research Conference
  - 2014 – Latornell Conservation Symposium
- Participating in Public Outreach Activities, and
  - Coordinated, in collaboration with other members of the planning committee, 6 Successful Environmental Fairs – The Green Expo
  - Monitoring of local lakes through the Ministry of the Environment (now Ministry of Environment and Climate Change) Lake Partner Program
  - Partnering for funding applications with municipalities and grassroots organizations
- Leveraged over \$380,000 in direct dollars for employment, research, and on-the-ground projects for the Central Algoma Region as well as hundreds of thousands in indirect and in-kind dollars.

The work that has been, and continues to be, carried out across the region is impressive and important for the sustainability of the environment, the economy, and the communities. As a regional body, CAFC sought to investigate partnerships and collaborative opportunities in Central Algoma and thus, the Watershed Unification Project was created.

## ii. Project Overview

The Watershed Unification Project is a multi-year, integrated, and regional, approach to managing Central Algoma watersheds impacting the North Channel of Lake Huron. Due to the individualized governance of the municipalities in the region, there is no coordinating body to facilitate projects, foster partnerships, leverage and streamline funding, support the pooling of resources, develop stewardship programs, or create the public awareness campaigns to help create sustainable communities.



*Watershed Unification Project Facilitated by The Central Algoma Freshwater Coalition*

There are a number of hardworking and dedicated groups and organizations in the region, working on projects that will protect and improve our water resources. The unification of these individual projects being undertaken will provide a larger impact and a more effective and coordinated effort. The development of a unified vision for sustainability, the creation of a strategic plan for a regional approach, and the implementation of a sustainable funding plan for CAFC will help ensure the region's sustainability and prosperity into the future.



*The highlighted area in red is the Algoma District. The Central Algoma Region stretches along the North Chanel of Lake Huron from the boundary of Sault Ste Marie to Huron Shores.*

### iii. Deliverables

To achieve our goal of unifying the region, in an effort to work together to have a larger and more substantial impact, 7 key deliverables were set out:

- Establishing a Community Resource Centre
- Facilitating a Stakeholder Meeting
- Hosting Community Round Tables
- Developing a Strategic Plan for the Central Algoma Region
- Creating a Sustainable Funding Model
- Building Capacity within the Central Algoma Community, and
- Wrapping up Phase 1 through a Regional Meeting

#### a) Community Resource Centre

CAFC established an office in the Central Algoma area for the first time in almost two years. The Town of Bruce Mines was selected due to its central location in the region and the availability of publically accessible space; not common in Central Algoma. Having a presence in the community has increased CAFC's visibility and the public's ability to access the resources and water quality information available to them. An apartment was converted into an office space, boardroom, and sleeping facility; offering a unique opportunity for CAFC, out of town consultants, and Central Algoma organizations

The Resource Centre has been established and is continuing to expand as new materials are added to the library. Resources have been provided by:

- Ontario Ministry of Natural Resources & Forestry
- The Lake Huron-Georgian Bay Framework for Community Action
- Federation of Ontario Cottagers' Association
- Department of Fisheries and Oceans
- Invasive Species Centre
- Algoma Public Health
- Ontario Federation of Anglers and Hunters
- Central Algoma Freshwater Coalition
- And more...



The boardroom has been equipped with wireless internet, television and screen, DVD player, and an online audio-video conferencing system, in addition to a board table. In just the few short months since CAFC opened the space, the boardroom has been used as a meeting space by:

- Ontario Ministry of Agriculture, Food, and Rural Affairs
- Ministry of Natural Resources and Forestry
- Algoma Public Health
- Bright Lake Association
- Ministry of Environment and Climate Change, Northern Region

- Algoma Soil & Crop
- Rural-Agri Innovation Network (RAIN)
- Penokean Hills Farms
- Northern Quality Meats
- Bruce Mines & District Chamber of Commerce

We also have requests and/or future bookings from:

- The Bar River Rodeo Association
- The Kensington Conservancy
- Superior EMS
- Ontario Ministry of Natural Resources and Forestry – District Management Team



This public use of our facility demonstrates a lack of publically available space as well as a need for such space in the region. The online audio-video conferencing system has been used to connect with people in Toronto, Thunder Bay, Petoskey, Chicago, Mexico, Florida, London, Texas, Burlington, Sault Ste. Marie, as well as across the Central Algoma Region, eliminating excessive commuting and allowing for face-to-face interactions across a large geographical area to enhance collaborative discussions.

### **b) Stakeholder Launch Meeting**

Prior to the Community Round Tables, a Launch Meeting was held on October 21<sup>st</sup> 2014, with key stakeholders in the region whom we've worked with in the past, to introduce the concept of the Watershed Unification Project and obtain feedback on the initial plans for the project. More than 20 people from across the region representing government agencies, municipalities, and



Question 2: What are the common issues facing Central Algoma?



Common issues focused around “a lack of...”. While there is a lack of various resources, the main concern was a lack of awareness and information surrounding key water quality concerns.

Question 3: What are the factors needed for a Plan to succeed?

- Who are the key players that need to be invited to round tables?



In order for the plan to proceed, staff, stakeholder engagement, communication and funding were identified as key factors for success.

Question 4: What are the barriers to moving forward collaboratively?

- How can barriers be removed / addressed?



While there were barriers identified, none were prohibitive. With the thoughtful implementation and focus on the region as a whole, this initiative could be a success.

**c) Community Round Tables**

Following the initial launch meeting, and with the insight gathered from the key stakeholders, three Community Round Tables were held, facilitated by Freshwater Future<sup>2</sup>. More than 60 people, representing municipalities, business owners, property owners, residents, Lake Associations, and government agency, attended the meetings in Laird, Desbarats, and Sowerby.



See appendix on page 75 for the Community Round Tables advertising poster.

<sup>2</sup> Freshwater Future is a bi-national consulting organization working to protect the Great Lakes Basin ([www.freshwaterfuture.org](http://www.freshwaterfuture.org)).

The discussions held at the community meetings saw a consensus emerge. Participants agreed that having a regional unified vision and strategic plan would help to ensure that the watersheds in Central Algoma stay healthy and are able to continue to support the communities and economies that the residents and visitors depend upon. The Round Table Report developed by Freshwater Future provided a number of recommendations, for the Watershed Unification Project, including:

- **Project Focus:** combining annual or long-term themes that impact the region with local projects as suggested by partners
- **Shared Leadership:** expand board committee to allow organizations to help to carry out the on-the-ground work
- **Mapping:** mapping to identify current issues and needs in communities throughout Central Algoma as well as along with up-to-date project successes
- **Information Dissemination:** developing a shared platform (potentially web-based) to provide effective resource use
- **Structure:** an established organization with an existing structure would help get the work start immediately including for information dissemination, collaborative projects and allowing for locally-focused projects

To meet the above needs, an organization focused on the entire Central Algoma Region, with an interest in and commitment to a unified vision is needed. CAFC has been working in the region since its inception and, as the Round Table Report indicated, its structure would be a good fit to lead this initiative. CAFC is excited to have the opportunity to continue this unification work.

See appendix on page 76 for complete Round Table Report.

#### **d) Strategic Plan**

The Strategic Plan will serve as the framework for developing stronger and more fruitful collaborative partnerships to ensure a healthy future for both Central Algoma waters and our communities. These partnerships will work together to enhance the stewardship<sup>3</sup> of the beautiful lakes, rivers, and streams found within Central Algoma watersheds, which attract countless people to the area. Their protection will help to ensure the sustainability of the Central Algoma Region economically and environmentally. CAFC, with the support of its network, will be a forum where local stakeholders can come for support and guidance to carry out their protection and restoration initiatives.

Through this collaboration, there will be positive impacts on more than just water quality; there will also be increased tourism and enhanced economic growth through the improved access to

---

<sup>3</sup> Stewardship means the responsible overseeing and protection of something considered worth caring for and preserving (Dictionary.com, March 2014).

shared resources. We are seeking support from organizations and sectors interested in our region's success.

Five primary goals, all with sub-goals, have been identified in the Strategic Plan, including:

- *Goal 1:* Champion a Regional Approach for Continued Stewardship in Central Algoma
- *Goal 2:* Develop Environmental Education and Public Awareness Campaigns
- *Goal 3:* On-the-Ground Projects
- *Goal 4:* Administrative Role
- *Goal 5:* Fundraising

See appendix on page 89 for complete Strategic Plan.

### **e) Sustainable Funding Plan**

Freshwater Future was contracted to assist in the development of a Sustainable Funding Plan to strengthen CAFC's ability to implement Phase 2 of the Watershed Unification Project, as well as continue to operate in its current capacity. While the model is aggressive, it will take 5 years to implement it fully. The Plan is a guide for fundraising activities and a realistic projection of revenue and revenue sources as well as strategies and timetables for fundraising initiatives.

A stable funding base requires diverse funding and revenue sources, including individual donors, business sponsorships, municipalities, lake associations, foundations, and government grants, will ensure that CAFC can weather all economic climates.

#### *i. Individual Memberships*

CAFC currently has a small membership base. In an effort to grow our individual memberships, CAFC will expand membership levels and benefits. As a member individuals are:

- Ensuring our waters stay clean and healthy for generations
- Helping to preserve our shared heritage
- Contributing to the solution to protect the natural resource-based economy
- Increasing awareness on water quality issues
- Improving habitat for fish and wildlife
- Joining a movement to create strong and vibrant communities.

CAFC members will also receive the following:

- Regular updates on the projects and accomplishments.
- First notice of great opportunities to get involved and volunteer in fun on-the-ground projects.
- Recognition in our Annual Report and on our website.
- Discounts on select CAFC events (such as our workshop series)

### *ii. Business Sponsorships*

The Central Algoma region is home to many small to medium businesses that depend upon a healthy environment, particularly water, for the success of their organization. Through business sponsorships, we will support local businesses and provide tangible benefits including:

- Advertising at our events,
- Promotion in our monthly newsletter which is sent to over 500 individuals and on our website, and
- Recognition in our Annual Report.

Additional benefits include:

- Regular updates on the projects and accomplishments
- Sticker for their window showcasing their support
- Framed certificate demonstrating their support of CAFC
- Networking opportunities
- Regular updates on the projects and accomplishments
- Reduced rates to events
- Opportunities to promote their business at select CAFC events

### *iii. Municipal Partners*

CAFC works closely with a diverse group of partners, including municipalities. Our work provides direct benefits to municipalities and as a result we have requested funding support based on a percentage of taxable revenue – \$0.03 per \$1000 of assessment. We have consistently received support from 3 municipalities in the region and would like to increase municipal support by adding 3 each year until all 12 municipalities are engaged and providing monetary support annually.

In addition to the annual contribution, our request to municipalities will provide opportunities for inclusion on grant applications and support in increasing awareness through write-ups in municipal newsletters and websites, as well as information included with tax bills.

As a partner, municipalities are:

- Ensuring our waters stay clean and healthy for generations
- Helping to preserve our shared heritage
- Contributing to the solution to protect the natural resource-based economy
- Increasing awareness on water quality issues
- Improving habitat for fish and wildlife
- Joining a movement to create strong and vibrant communities.

Municipal partners will also receive:

- Regular updates on the projects and accomplishments
- Window decal for their Municipal Office showcasing their support
- Framed certificate demonstrating their support of CAFC
- Opportunities to promote their municipality at select CAFC events

- Discounts on select CAFC events (such as our workshop series)
- Promotion in our monthly newsletter which is sent to over 500 individuals and on our website,
- Recognition in our Annual Report, and
- First notice of great opportunities to get involved in fun on-the-ground projects.

There has also been a strategy created for event fundraisers, grant applications and major donor opportunities. With a new and more focused strategy with tangible benefits, CAFC expects to see an increase in unrestricted revenue as well as enhanced community support.

See appendix on page 95 for complete Sustainable Funding Plan.

#### **f) Regional Development**

The Central Algoma Region has a tremendous number of volunteers, boards of directors, and charitable/non-profit staff. As a result of the remoteness and vastness of the region, professional development opportunities are more limited than in larger communities. Through a partnership with the Bruce Mines and District Chamber of Commerce, 3 professional development and community capacity building workshops were held.

##### *i. Board Governance & Risk Management*

On Thursday January 22nd 2015, the Central Algoma Freshwater Coalition co-hosted, with the Bruce Mines & District Chamber of Commerce, a workshop for charity and not-for-profit boards and staff. The *Board Governance & Risk Management* workshop was led by David Hartley of *Nonprofit Help*. David has trained more than 17,000 Canadian non-profits, charities, government agency staff and board members since 2007. More than 70 people attended this one-day workshop to learn from the leading Canadian expert, with lunch provided by the Bruce Mines Legion.

David led the passionate group through a series of informative ice breakers to better understand the demographic breakdown of the attendees. Earlier in the morning David noted that 2014, it was the first time he had board members who were 80+ years old. He had trained a total of 3 over the last year. At the workshop, his record was doubled by having 3 in one place, bringing his total to 6. It definitely goes to show the dedication and vibrancy of the Central Algoma Region!

Throughout the morning, David reviewed common problems facing volunteer boards and potential solutions to keep organizations and boards running in an effective, efficient, and productive manner. In the afternoon, David explained how to manage risk within your organizations and how to protect yourselves, your staff and your organizations from unnecessary risk. David's charismatic facilitation style and energy, coupled with his years of experience in insurance as well as board governance training made the day entertaining and informative.

David provided us with a list of his top 3 websites for board governance. They include:

- **Board Source:** [www.boardsource.org](http://www.boardsource.org)
- **Dalhousie University Non-Profit Sector Leadership Program:** <http://collegeofcontinuinged.dal.ca>
- **Charity Village:** [www.charityvillage.ca](http://www.charityvillage.ca)

For more information on David Hartley or his organization *Nonprofit Help*, visit his website: [www.nonprofithelp.ca](http://www.nonprofithelp.ca) or e-mail him at [david@nonprofithelp.ca](mailto:david@nonprofithelp.ca)



*ii. Tracking Your Dollars: Financial Planning for Charities and Not-for-Profits*

On Thursday February 27<sup>th</sup> 2015, the Central Algoma Freshwater Coalition, co-hosted with the Bruce Mines & District Chamber of Commerce, a workshop for organizations to better understand financial management for their organizations. The *Tracking Your Dollars* workshop was led by Eric Plato of *Plato Training and Consulting*. As a Certified Management Accountant, Eric began working in the charitable sector in 1990, and has remained there ever since. Forty people attended this day-long workshop to learn from a Canadian financial expert, with lunch provided by Red Door Catering.

Throughout the day, Eric led participants through an informative presentation for organizations of all types focusing on the building blocks of financial management, the role of the board in financial management matters, best practices in budgeting and sample budgets, monitoring finances and multi-year project delivery, policies to improve internal controls, demystifying audited financial statements, and key checklists for finances.

Eric provided the audience with a number of tools and resources to help them and their organizations better manage their finances and plan for the future. Additional resources, including Eric's blog, are available on his website.

For more information on Eric Plato or his organization *Plato Training and Consulting*, visit his website: [www.platotrainingandconsulting.com](http://www.platotrainingandconsulting.com) or e-mail him at [eric@platotrainingandconsulting.com](mailto:eric@platotrainingandconsulting.com).



*iii. Growing Your Dollars: Grant Writing & Identification*

On Thursday March 5<sup>th</sup> 2015, the Central Algoma Freshwater Coalition co-hosted, with the Bruce Mines & District Chamber of Commerce, a workshop on how to write grants and identify funding opportunities available in Central Algoma. The *Growing Your Dollars* workshop was organized by Marjorie Hall, Partnership Specialist with the Ministry of Natural Resources & Forestry, and facilitated Tracey Cooke, Assistant Resources Management Supervisor with the Ministry of Natural Resources & Forestry, with lunch provided by Red Door Catering.

Participants heard presentations from Tracey, Françoise Nadon from Industry Canada, Jennifer Wilson and Heidi Dechamplain with the Ministry of Northern Development and Mines, Shawn Heard from East Algoma Community Development Corporation, Peter Gagnon from the 50 Million Trees Program, Valyne Price and Danielle Nadon-Vaux from Employment Solutions, Michelle McChristie with the Ministry of Environment and Climate Change, Mary Scott from the Ontario Soil and Crop Improvement Association, Tony D'Agostino from the Ministry of Tourism, Culture, and Sport, as well as Tara Borwick and Todd Copeland from the Ministry of Natural Resources and Forestry.

Over 90 people participated in the workshop learning about the do's and don'ts of grant writing, what funding opportunities are available for Central Algoma, eligibility requirements, program/project costs allowed, as well as collaboration and partnership opportunities.

See appendix on page 117 for a partial list of available funding opportunities.



The capacity building that has taken place in Central Algoma in less than 2 months (January 21<sup>st</sup> – March 5<sup>th</sup>) is expected to yield exponential benefits to the region. New partnerships have been developed, collaborative projects have been discussed, new funding opportunities have been presented, and regional initiatives have been established. Perhaps most importantly, the dedication and vibrancy of the region’s volunteer, charitable and not-for-profit sectors has been identified, energized, and informed.

The overwhelming success of these three workshops, and the partnership established with the Bruce Mines & District Chamber of Commerce has led to the planning of a fourth workshop “Branding Your Message: Using Social Media and Fundraising to Reach Your Audience” which will take place in April 2015. This capacity building needs to continue.

#### **g) Regional Launch Meeting**

On Thursday March 12<sup>th</sup>, CAFC facilitated two launch meetings for interested individuals to hear about the accomplishments of the Watershed Unification Project, the Strategic Plan that was developed, and Phase 2 of the project. Presentations were held at 2:00pm and 7:00pm followed by a social gathering and discussions, catered by Red Door Catering. More than 20 Central Algoma residents, including the Mayors of 5 municipalities, came and participated in the presentations.

After the presentation of the Phase 1 achievements and Phase 2 plans (see appendix on page 126 for presentation), attendees were given the opportunity to provide feedback to 3 main questions: What are your thoughts about the Watershed Unification Project? What water quality concerns are facing your community? What projects would you like to see CAFC/the Region undertake? There was also an opportunity to provide general feedback and ask additional questions.

*i. What are your thoughts about the Watershed Unification Project?*

Overall, everyone in attendance felt that the project is an important undertaking in the region and vital to the continued leveraging of funds and the protection of our watersheds. It was felt that the focus of the project should not be on money but rather the continued capacity building and development of positive partnerships in the region, such as those that have already been achieved.

*ii. What water quality concerns are facing your community?*



*iii. What projects would you like to see CAFC and the Region undertake?*



*iv. Are there any additional questions or comments you would like to make?*

The overarching theme was that the Community Capacity Building Workshops were excellent and there is interest for more of them. There is also a strong desire for more information and communication on what residents can do to improve their sustainability, which was echoed in the request for the Public Education Program in the above question. Having volunteer opportunities as well as keeping out-of-area municipalities engaged was also mentioned, as was concern over the possibility of a nuclear waste site near Blind River and Elliot Lake.



**iv. Budget Review**  
**a) Project Budget – Final**

Category	Sub-Category	Item	Allocated	Spent	Over/Short
Human Resources	Salary	Salary & MERCs	\$15,000	\$15,000.00	\$0.00
	WSIB Premiums				
	Insurance Premiums				
Strategic Planning	Consulting Services	Regional Strategic Plan	\$15,000	\$15,014.92	-\$14.92
		Sustainable Funding Model			
	Community Round Tables	Advertising	\$7,400	\$8,547.75	-\$1,147.74
		Supplies	\$600	\$765.09	-\$165.09
		Amenities	\$5,000	\$4,991.62	\$8.38
Resource Centre	Facilities	Rent	\$12,000	\$11,052.00	\$948.00
		Insurance	\$1,500	\$557.55	\$942.45
	Resources	Internet/Phone	\$2,400	\$1,946.96	\$453.04
		Office Equipment	\$7,000	\$7,074.31	-\$74.31
		Computer	\$1,000	\$985.65	\$14.35
		Projector Screen & Projector	\$1,500	\$1,468.77	\$31.23
		Printing	\$6,600	\$7,595.39	-\$995.39
<b>Total</b>			<b>\$75,000.00</b>	<b>\$75,000.00</b>	<b>\$0</b>

**b) Budget Amendments**

Budgetary modifications were made with approval from the Partnership Specialists – Tracey Cooke and Marjorie Hall with the Ministry of Natural Resources and Forestry. Budget reallocations include:

- Consulting Services overspent \$14.92.

- \$14.92 from Insurance was reallocated to Consulting Services
- Advertising overspent \$1,147.74 (approved by Marjorie Hall, February 2015).
  - \$948 from Rent was reallocated to Advertising.
  - \$199.74 from Insurance was reallocated to Advertising.
- Supplies overspent \$165.09.
  - \$165.09 from Insurance was reallocated to Supplies.
- Rent had a surplus of \$948 (approved by Tracey Cooke, November 2014).
  - Surplus reallocated to Advertising.
- Insurance had a surplus of \$942.25 (approved by Tracey Cooke, November 2014).
  - Surplus reallocated to Consulting Services, Advertising, Supplies, Office Equipment, and Printing.
- Office Equipment overspent \$74.31.
  - \$8.38 from Amenities was reallocated to Office Equipment.
  - \$14.35 from Computer was reallocated to Office Equipment.
  - \$31.23 from Projector Screen was reallocated to Office Equipment.
  - \$20.35 from Insurance was reallocated to Office Equipment.
- Phone/Internet had a surplus of \$453.03.
  - Surplus reallocated to Printing.
- Printing received a surplus.
  - \$542.35 from Insurance.
  - \$453.04 from Phone/Internet.

**c) In-Kind Contributions Budget**

*i. Human Resources*

<b>Name</b>	<b>Position</b>	<b>Rate Per Hour<sup>4</sup></b>	<b>Number of Hours</b>	<b>Total Hours</b>	<b>Total Value</b>
Tracey Cooke	A/Resources Management Supervisor/Partnership Specialist, MNRF	\$62.32 <sup>5</sup>	8 hrs (Project Coordination and Supervision) 10 hrs (Growing Your Dollars Workshop)	18	\$1,121.76
Marjorie Hall	Partnership Specialist, MNRF	\$62.32 <sup>4</sup>	10 hrs (Project Coordination and Supervision) 20 hrs (Growing Your Dollars Workshop)	30	\$1,869.60

<sup>4</sup> Rates per hour have been calculated using <http://www.handsonnetwork.org/tools/volunteercalculator>, as recommended by Tracey Cooke, A/Resources Management Supervisor with the Ministry of Natural Resources and Forestry.

<sup>5</sup> Natural Sciences Manager

Edith Orr	President, Board of Directors, CAFC	\$54.31 <sup>6</sup>	10 hrs (Project Planning) 6 hrs (Office Set Up) 14 hrs (Project Meetings) <sup>7</sup> 55 hrs (Public Events) <sup>8</sup> 27 hrs (Consultant Meetings) <sup>9</sup>	96	\$6,080.72
Nancy Maltman	Vice-President, Board of Directors, CAFC	\$29.16 <sup>8</sup>	36 hrs (Public Events) 16 hrs (Consultant Meetings) 6 hrs (Office Set Up)	58	\$1,691.28
Mark Graves	Treasurer, Board of Directors, CAFC	\$32.93 <sup>10</sup>	8 hrs (Expense reimbursement & financial tracking) 14 hrs (Public Events)	8	\$724.46
David Ratz	Board of Directors, CAFC	\$29.16 <sup>8</sup>	59 hrs (Public Events) 25 hrs (Consultant Meetings) 4 hrs (Office Set Up)	88	\$2,566.08
Meghan Jarrett	Board of Directors, CAFC	\$29.16 <sup>8</sup>	19 hrs (Public Events) 13 hrs (Consultant Meetings) 2 hrs (Office Set Up)	34	\$991.44
Peter Woolcott	Board of Directors, CAFC	\$29.16 <sup>8</sup>	25 hrs (Public Events) 21 hrs (Consultant Meetings)	46	\$1,574.64
Bob Kellum	Project Lead, Board of Directors, CAFC	\$29.16 <sup>8</sup>	5 hrs (Project Meetings) 24 hrs (Public Events) 25 hrs (Consultant Meetings)	54	\$1,574.64
Pat Peterson	Board of Directors, Bruce Mines & District Chamber of Commerce	\$29.16 <sup>8</sup>	3 hrs (Board Governance Workshop Set Up/Take Down) 3 hrs (Financial Planning Workshop Set Up/Take Down) 3 hrs (Grant Writing Workshop Set Up/Take Down)	9	\$262.44
Arlene Romberg	Vice-President, Bruce Mines & District Chamber of Commerce	\$29.16 <sup>8</sup>	3 hrs (Board Governance Workshop Set Up/Take Down) 3 hrs (Financial Planning Workshop Set Up/Take Down) 3 hrs (Grant Writing Workshop Set Up/Take Down)	9	\$262.44
Harry Thomas	CAFC Volunteer	\$16.15 <sup>11</sup>	3 hrs (Board Governance Workshop Set Up/Take Down) 3 hrs (Financial Planning Workshop Set Up/Take Down) 1 hr (Grant Writing Workshop Set Up/Take Down)	7	\$113.05

<sup>6</sup> Managers, Other

<sup>7</sup> With MNR Partnership Specialists, CAFC Staff, CAFC Board of Directors

<sup>8</sup> Stakeholder Launch Meeting (9 hrs), Community Round Tables (15 hrs), Municipal/Agency Presentations (4 hrs), Board Governance Workshop (9 hrs), Financial Planning Workshop (9 hrs), Grant Writing Workshop (9 hrs), Regional Launch Meeting (8 hrs)

<sup>9</sup> Strategic Planning with Freshwater Future (15 hrs), Sustainable Funding with Freshwater Future (10 hrs), Workshop Coordination (6 hrs)

<sup>10</sup> Financial Specialist

<sup>11</sup> Labourer

Dave Haecock	CAFC Volunteer	\$16.15 <sup>10</sup>	3 hrs (Financial Planning Workshop Set Up/Take Down) 1 hr (Grant Writing Workshop Set Up/Take Down)	4	\$64.60
<b>Total</b>				<b>491<sup>12</sup></b>	<b>\$18,665.87</b>

*Note:* This does not include any staff time provided by the CAFC Watershed Management Facilitator.

*ii. Donations & Usages*

Person/Organization	Item	Cost	Number of Items/Usages	Total Value
The Antunes Family	Large Bookcase	\$260.00	1	\$260.00
Pine Ridge Services	Large Filing Cabinet	\$730.00	1	\$730.00
	1 ½' Binder	\$7.07	7	\$49.49
	5-pack of highlighters	\$4.50	5	\$22.50
	DVD Tower	\$45.12	1	\$45.12
	Spiral Notebooks	\$3.60	6	\$21.60
	Package of Dividers	\$1.34	6	\$8.08
Sowerby Round Barn	1 day use of facility	\$100/day	1	\$100.00
Central Algoma Freshwater Coalition	Projector/Screen	\$100/rental	9 events	\$900.00
	Laptop	\$50/rental	9 events	\$450.00
Johnson Farmers Market	Tables	\$10/table	2 tables x 4 events	\$80.00
	20 Table Clothes	\$20/rental	5 events	\$100.00
Masonic Hall Corporation	Tables	\$10/table	8 tables x 1 event	\$80.00
Ministry of Natural Resources & Forestry	Projector	\$80/rental	1 event	\$80.00
	Laptop	\$50/rental	1 event	\$50.00
<b>Total</b>				<b>\$2,976.79</b>

Throughout this project, CAFC has contributed and/or received a minimum of \$21,642.66 of direct in-kind support.

**v. Summary**

The planning phase of the Watershed Unification Project has been a success. The progress that has been achieved since September 2014, provides strong support for a regional coordinating body to continue the development of partnerships and collaborative projects as well as the leveraging of funds in the Central Algoma Region.

<sup>12</sup> These are conservative estimates based on recorded hours in minutes and notes.

Objectives fulfilled:

- More than 80 people attended our stakeholder launch meeting and 3 community round tables to discuss the Watershed Unification Project
- The Community Resource Centre has been used by more than 10 groups for meetings and networking and houses educational materials on water quality concerns
- A Strategic Plan was developed for the Central Algoma Region to enhance partnerships, project collaboration and the pooling of funds
- A Sustainable Funding Model for the next five years was created to help secure long-term funding for the Central Algoma Freshwater Coalition to continue watershed protection efforts in the region
- Over 70 people participated in the Board Governance & Risk Management Workshop led by David Hartley of Nonprofit Help
- 40 people attended the Tracking Your Dollars: Financial Planning for Charities and Not-for-Profits led by Eric Plate of Plato Training & Consulting
- Over 90 people participated in the Growing Your Dollars: Grant Writing and Identification Workshop, coordinated by the Ministry of Natural Resources & Forestry
- More than 20 people attended the Regional Launch Meetings, including the Mayors of 5 municipalities in Central Algoma
- CAFC's distribution list has been able to add more than 150 e-mails through the outreach and events related to the Watershed Unification Project
- New memberships have been taken out to support CAFC and the work being done in the region

With the input received from the communities, CAFC has improved its vision to: *"Keeping Central Algoma a place where people can live, swim drink, fish, and play for generations to come"*. We are committed to this vision and to the goals outlined in the Strategic Plan but we can't do it alone. The Central Algoma Freshwater Coalition needs your support.

**a) Next Steps**

CAFC is seeking funding and support to take the lead on the Watershed Unification Implementation Phase. Over each of the next two years, stable funding will be essential to grow CAFC into this critical regional resource. In championing this initiative, CAFC will be a coordinating body and resource for municipalities, organizations, government agencies, and property owners, as well as a vital link to the larger Lake Huron-Georgian Bay Framework for Community Action.

CAFC will need continuing office space; not only for staff but to serve as a file repository, meeting venue, resource library, and a one-stop facility for water-related information. In doing so, CAFC will fill a critical gap in conservation coordination in the region. A permanent staff member is a necessity for the Board of Directors to implement the goals and objectives of Phase 2, including:

- Provide 14 presentations reflecting the benefits of working in partnership to ensure the region's sustainability (i.e., municipalities, First Nations communities, lake associations, and interest groups)
- Host 2 large educational events designed to increase public awareness and raise funds
- Facilitate 5 capacity building workshops for the region (i.e., scientific explanations of cyanobacterial blooms, the relationship between beavers and water quality, protecting your property investment, proper buffer strips and riparian zones, etc.)
- Participate in 1 new local grassroots stewardship initiative
- Conduct 1 significant or major training event
  - establish and maintain networks,
  - operate the Resource Centre,
  - coordinate projects and groups, and
  - be the first point of contact for water-related issues and opportunities

The Central Algoma Region gained great momentum during Phase 1 of the Watershed Unification Project. Through the development of educational materials, programs, and on-the-ground projects, CAFC will continue to raise awareness of the challenges and threats to water quality facing Central Algoma and pursue protection and remediation options.

Let's work together to keep the region a place where people can live, drink, swim, fish, relax and play for generations to come.



# Appendices

## **FRESH*water* OFF THE PRESS**



# FRESHwater OFF THE PRESS

The Central Algoma  
Freshwater Coalition

September 2014

Executive  
**Edith Orr**  
President  
**Nancy Maltman**  
Vice President  
**Hugh Coverley**  
Secretary-Treasurer

Directors  
**Mark Graves**  
**Meghan Jarrett**  
**Reijo Kamula**  
**Bob Kellum**  
**David Ratz**  
**Peter Woolcott**

Staff  
**Victoria Thomas**  
Watershed Management Facilitator  
[cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)  
705-297-2201

Advisory Panel  
**Dr. Paula Antunes**  
**Tracey Cooke**  
**Dr. G. Nurnberg**  
**Dr. Sue Watson**

We gratefully acknowledge  
the funding provided by:



**MEC**

## Blue-Green Algae: What does this mean for Central Algoma Watersheds?

As we've seen in the news recently, Lake Erie is experiencing one of the worst blue-green algae blooms on record.

Algal blooms happen when algae – microscopic, plant-like organisms that naturally live in the water – grow out of control. The resulting blooms can look like mats floating on the water, or like scum, foam or spilled paint on the water's surface. They can be brown, neon green, or blue-green, and can be smelly, slimy and even poisonous.

Rapid algal growth happens when nutrient levels, light, pH, and temperature are just right. But phosphorus is by far the most important ingredient in their development. The amount of phosphorus in the water controls how big and how bad a bloom becomes. So the key to controlling blooms is reducing the amount of excess phosphorus that reaches the lakes.

Tips to reduce phosphorous loading:

- ◆ Switch to phosphorous-free products
- ◆ Avoid overusing road salt and fertilizers—use non-toxic alternatives when possible
- ◆ Check and maintain your septic system
- ◆ Properly dispose of garbage and food waste
- ◆ Leave your shoreline natural
- ◆ Hold back water through rain gardens, rain barrels and permeable surfaces
- ◆ Pick up after your pet

For more information on Blue-Green Algae:  
**Environmental Defence:**  
[www.environmentaldefence.ca/algae](http://www.environmentaldefence.ca/algae)

**Algoma Public Health:**  
[www.algomapublichealth.com](http://www.algomapublichealth.com)



*A Monroe Farmer took the above photos during a fly over of Lake Erie, Port of Monroe showing the Raisin River.*

WE ARE ONLINE  
WE ARE ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

## Garbage Has No Place In Nature

By: *Brittney White*

Living in the Algoma region for most of my life has shown me just how lucky we are to be surrounded by beautiful landscapes and nature. If you live in town, it's just a short drive in any direction and you're in the gorgeous wilderness that surrounds us. My camp is on beautiful Lake Superior and is located by one of the most popular beaches in the area and allows anglers to fish year-round. So what's the problem having a camp on one of the most beautiful lakes in the world? GARBAGE!



Garbage is left along the beach, in the bush, and along the riverbanks, not to mention what is dumped into the lake. Countless beer bottles, coffee cups, cans, water bottles, cigarette butts, etc. litter everywhere.

Species of fish and wildlife can be injured, made ill, and/or killed by our garbage. The problem is growing. Some types of litter do not disintegrate into the soil or water, therefore it remains in the environment and poses long-term threats to our ecosystem. Let's be honest; people leave their garbage behind out of pure laziness.

As an angler, I know how much equipment, food, drinks, and other materials we haul out for a great weekend on the water. Our fishing lines, hooks, and sinkers pose a threat to the environment when they are left in the

water. Fishing line can get wrapped around waterfowl's legs, wings and necks causing severe harm or death to these birds. Waterfowl that also dive for their food can swallow old hooks and sinkers which can lead to lead-poisoning or a hook caught in their throat.

Ice fishing sometimes leads to a lot of leftover garbage. People seem to forget that, once that ice is gone, everything left on top of it will soon be swallowed up by the lake. Cigarette butts are one of the most common forms of environmental litter around the world. Toxins from the cigarettes can collect in fish and, when eaten, will be passed on in the food chain. Do you want to consume a fish that has a diet of cigarette butt toxins?

Oils, propane bottles, gas cans, and other harmful substances also get left behind—whether it is from your Buddy Heater or gas from topping up your snowmobile! These are substances that make their way into our waters causing harmful environmental issues for the future.



Spending a weekend camping or a day at the beach can accumulate a lot of trash as well. Be sure to do a "once-over of your area" and properly dispose of any waste. Broken glass can injure animals that may walk over it. Bottles or cans that make their way into the water can pose a threat to aquatic species who venture inside them for warmth or shelter and may not be able to get back out. Beer, pop and plastic six-pack holders can entrap birds,

fish and mammals causing harmful injury or even death. Be sure to cut these items up before disposing of them properly, in dumpsters, to prevent this from happening.



The solution is so easy! Let's all do our part to keep our beautiful lakes and forests garbage-free by cleaning up. Be sure to recycle items and take those empty beer cans back to the store. You get money for them!! No group of people is more aware of the importance of maintaining a clean, garbage-free environment than anglers, hunters, beach goers and all-around outdoor enthusiasts. Let's keep Algoma beautiful for many years to come!

\*\* Did you know that you can face fines of up to \$10,000 for littering and/or illegally disposing of garbage on Crown land? You may also be required to pay the cost of cleaning up the area.

To report any type of natural resource violation call 1-877-TIPS-MNR (847-7667) or you can also contact Crime Stoppers anonymously at 1-800-222-TIPS (8477)

*Brittney White is a second year Fish and Wildlife Conservation Student at Sault College. She hopes to become a Conservation Officer after graduation.*

## Citizen Science as a Catalyst to Resolve the Conflict Between Science vs Environmental Education

*Submitted by: Felix Rogers*

You would think we could all agree on the need to address urgent issues such as climate change, food scarcity, water quality and loss of biodiversity. However, science education (SE) tends to focus on teaching knowledge and skills, whereas environmental education (EE) also stresses the incorporation of values and changing behaviors.

Science education developed at the end of World War II in response to a need to accelerate innovation and remain competitive. EE emerged in the 1960s out of a need to respond to the emerging environmental crises. Water pollution can be used as an example to show how the 2 fields differ in their approach. Science education might teach students how to monitor water quality, identify pollutants and understand technologies that can reduce pollution, while environmental education would involve an analysis of circumstances and behaviors that caused the pollution, as well as identify ways to clean up a river involving the local community, policy-makers and industry.

Although SE may have evolved separately from EE, recent research and developments in both fields show that they are converging toward an integrated approach. The rise of citizen science (CS) is a new development that enables people to engage with science on environmental issues while working with scientists on a local level. Citizen science often refers to community-based local monitoring of the environment using simple data acquisition devices and communication tools. Recently, CS has taken advantage of the Internet, social media, and mobile applications.

An example of the synergy between SE, EE and CS emerges from "whole-school approaches" to sustainability and the creation of eco-schools. For example, school grounds might be redesigned to create an "edible garden" with a wide range of members of society (a local garden center, a restaurant, a community organization and the local government). Soil preparation,

seed selection, planting, harvesting and preparing a meal require scientific knowledge that connects with the SE curriculum while creating other benefits, such as community engagement, learner empowerment, improved personal health and a better connection with food and place. Recent EE research indicates that the use of CS in these learning configurations helps learners contribute to the quality of their local environment.

With appropriate protocols, training and oversight, volunteers can collect data of quality equal to those collected by experts. Data collected by volunteers has been incorporated into high quality scientific studies on birds, ecology, climate change, galaxies and the ocean. Many environmental protection agencies use volunteer water- and air-quality data to target streams and neighborhoods for protection.

To help facilitate development, organization and innovation in the field, the international Citizen Science Association (CSA; [www.citizenscienceassociation.org](http://www.citizenscienceassociation.org)) has been created. The group's goals are to promote and support citizen science best practices in areas including data management, scientific rigor, ethics and project evaluation.



*Felix Rogers first vacationed on Big Basswood Lake in 1982, and built a cottage there in 1991. He is a cardiologist in the Detroit area.*

## Canada Summer Jobs Program Coming To An End

During my time with CAFC, I've had the pleasure of meeting tremendous people who put a lot of time and hard work into making this organization what it is. It's a pleasure to have been a part of such a great initiative.

My main project, while with CAFC, was the Mountain Equipment CO-OP grant for "Healthy Habits for Healthy Habitats". In this project, I have been doing research on healthy shoreline life, invasive species, agricultural best practices, septic systems, buffer zones and how personal care products and pharmaceuticals affect our environment. We will be making brochures and videos to help educate the public on what they can do to help protect our beautiful waters, so stay tuned for these!

I also had the pleasure of attending our "Boat Wash for Invasive Species Awareness" at Richards Landing Municipal Marina. It was a hot but fun-filled day of meeting new people and helping educate boaters and anglers on preventing the spread of invasive species.

A little about me...

I was born in Wawa, Ontario and moved to Sault Ste. Marie when I was about seven years old. I attended Sir James Dunn High School and excelled in the trades and tech programs. Auto class was my

favourite! After graduating, I returned for a fourth year to do a co-op program to help direct my future. I had always wanted to be a Conservation Officer but the tech classes steered me in a different direction. I ended up obtaining a co-op placement as a Truck and Coach technician where I performed daily maintenance on transports and heavy equipment and even got to drive them! Through my co-op, I was granted an apprenticeship for this trade and continued working for two more years.

I wanted to have my own business, so off to Sault College I went and completed the 2-year Business program plus a Human Resource Practices program. Thinking I was finishing school forever - as my little brother enrolled in a Fish and Wildlife program - I soon thought, "Wow everything he does in this program is so cool! This is what I should be taking!" He then jumped ship and is now in Police Foundations and I am back in school again working on my 3rd diploma as a Fish and Wildlife Conservation Technologist and I couldn't be happier!

I should have chosen this program a long time ago when I first thought I wanted to be a Conservation Officer, but who is certain of what they want to do while still in high school! This

has become my love and passion! All things outdoors and my straight 4.0 average through the first year proves to me that I am where I am supposed to be.

I am starting my second year in September and plan on returning to Sault College for just one more year for their Natural Resource/Environmental Law program to help reach my dream job of becoming a Conservation Officer.

Working with CAFC this summer has been awesome. I have been able to help people learn and I have been able to expand my horizons and understand many new issues that affect our environment daily.

I plan to continue helping CAFC throughout the school year when time permits with fundraising events such as their TurDuckEn Dinner. So be sure to keep an eye out for CAFC events in the near future as I look forward to meeting more of you this fall!!



## What's New?

### TurDucken Dinner November 1, 2014

The Central Algoma Freshwater Coalition will be hosting a TurDucken Dinner as a fundraising event to help move our vision of healthy and sustainable watersheds throughout Central Algoma forward.

Fred Falls will be catering the event. What is a TurDucken you ask?  
It is a delicious combination of a Turkey, stuffed with Duck, which is stuffed with Chicken.  
If you've ever had a meal by Fred, then you know your taste buds are in for a treat!

**Date:** Saturday November 1, 2014  
**Time:** 5:00pm—Sitting 1  
7:00pm—Sitting 2  
**Location:** Sowerby Hall - 1410 Basswood Lake Rd  
**Tickets:** \$25/each

There are limited tickets available for each sitting so don't delay, we are expecting a sell out!



In conjunction, we will have a video viewing upstairs. If you are attending the 5:00pm dinner, you can catch the video at 6:45pm, and if you are attending the 7:00pm dinner, the video will be played at 5:30pm.  
The video has yet to be selected, but it will be exciting and informative!

**Tickets Available Here:** <http://centralalgomafreshwatercoalition.ca/events.php>

## ARE YOU AN ONTARIO SEPTIC SYSTEM USER?

An estimated 1.2 million Ontarians rely on onsite wastewater treatment systems (commonly called septic systems) to dispose of the water that leaves their sinks, showers and toilets.

Green Communities Canada, with funding from the Ontario Ministry of Agriculture, Food, and Rural Affairs, has developed an online survey for property owners who use a **septic system or onsite wastewater treatment systems** at their residences or cottages.

Survey participants can enter to **win \$500** to use on septic system maintenance, effluent filter installation, upgrades or repairs.

The survey takes about 15 minutes to complete.

Results from the survey will be used to inform development of a Rural Safe Water Program, which will help rural Ontario residents protect their property values, drinking water, and the environment.

The survey can be found at the following link:

<https://www.surveymonkey.com/s/KXJ8N2K>

For more information contact Clara Blakelock, Coordinator of Water Programs with Green Communities Canada. The survey will be open until **September 30, 2014.**

Please share with your neighbours, family and friends who use septic systems.



**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cafreshwatercoalition@gmail.com



**Did You Know:** Lake Huron has the longest shoreline of the Great Lakes, counting the shorelines of its 30,000 islands.. We must all do our part to protect this precious resource!

**Mailing Address:**

Box 159  
 Desbarats, On  
 P0R 1E0

Like us on  
**Facebook!**



**BECOME A MEMBER OF CAFFC! SUPPORT CENTRAL ALGOMA!**



**Let's work together to protect our freshwater!**  
 Our membership year is from May 1st—April 30th.

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

- Individual \$25.00
- Spousal \$35.00
- Family \$50.00
- Organization \$100.00
- Lake Association \$100.00

Please make cheques payable to  
The Central Algoma Freshwater Coalition  
 PO Box 159  
 Desbarats, Ontario, P0R 1E0

**PAY ONLINE through PayPal**

**>>Upcoming Events**

- September 15 — CAFFC Board of Directors Meeting
- September 18 — World Water Monitoring Day
- September 26 — World Environmental Health Day
- September 28 — World Rivers Day

**September 2014**

Sun	Mon	Tue	We	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

*If everyone is moving forward together, then success takes care of itself.*

~ Henry Ford



# FRESHwater OFF THE PRESS

The Central Algoma  
Freshwater Coalition

October 2014

Executive  
Edith Orr  
President

Nancy Maltman  
Vice President-Secretary  
Mark Graves  
Treasurer

Directors  
Meghan Jarrett  
Reijo Kamula  
Bob Kellum  
David Ratz  
Peter Woolcott

Staff  
Victoria Thomas  
Watershed Management Facilitator  
[cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)  
705-297-2201

Advisory Panel  
Dr. Paula Antunes  
Tracey Cooke  
Dr. G. Nurnberg  
Dr. Sue Watson

We gratefully acknowledge  
the funding provided by:



**MEC**

## Government Funding Helping Farms, Farmers and The Environment

Agriculture is a major industry in the Central Algoma Region. With successful farmers markets being established across the area, and organizations like RAIN working with local farmers to help improve capacity for agriculture, it is an exciting time for agriculture in Central Algoma.

One of the challenges farmers are facing is upgrading their operations to be more efficient and sustainable. There are government programs available to help farmers and Growing Forward 2 (GF2), an initiative of the Federal Department of Agriculture and Agri-Food and, for Ontario, the Ministry of Agriculture, Food, and Rural Affairs, is a 5-year, \$3 billion dollar program.

GF2 is a federal-provincial-territorial initiative aimed at encouraging innovation, competitiveness, market development, adaptability, and industry capacity in Canada's agri-food and agri-products sector. The Ontario Soil and Crop Improvement Association delivers educational workshops and funding assistance supported by GF2 to producers.

GF2 cost-share of up to 35 per cent is available for farm businesses under the Implementation program in six key areas: Environment and Climate Change, Assurance

Systems, Market Development, Animal and Plant Health, Labour Productivity Enhancement, and Business and Leadership Development. Implementation uses a merit-based competitive application process.

In a press release recently published by the Ontario Soil and Crop Improvement Association titled: *New irrigation system protects local watershed, reduces water and fertilizer use* by Lilian Schaer, the successful application of the GF2 funding is highlighted.

A new automated irrigation system is yielding some big savings for an Elgin County nursery – and paying off with environmental benefits too.

Since the system became fully functional this spring, Canadale Nurseries' water consumption has dropped by 40 per cent, their fertilizer use is down 25 per cent, and they're using less electricity because their water pumps don't have to run as many hours each day.

"We are surrounded by residential areas and we wanted to minimize our environmental footprint and maximize irrigation efficiency,"

*Cont'd on page 3*

WE ARE ONLINE  
WE ARE ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

## NEW OFFICE LOCATION OPEN FOR BUSINESS

The Central Algoma Freshwater Coalition is moving into a new location October 1, 2014.

Located in the heart of Bruce Mines, CAFC will be open their new office at #2 1954 Highway 17 East on October 6th. This great location is across the street from the Shell Gas Station on Highway 17 East, and across Crawford St from the Esso Gas Station.

Our new office will feature a Community Resource Centre which will host many resources available to the public and our meeting space will be open to the public starting in November. More information will be available in the November issue of FRESHwater OFF THE PRESS on how to reserve the meeting space.

We are very much looking forward to meeting with you in our new space.



## Win \$100 from Mountain Equipment Co-op! *Celebrating Steps to Sustainability*

CAFC announced the start of our Healthy Habits for Healthy Habitats project funded by Mountain Equipment Co-op. This program was designed to inspire people to help achieve healthy watersheds throughout Central Algoma.

**CAFC wants to hear from you!** What steps have you taken to improve your sustainability?

You have the opportunity to share your improvements with CAFC to help demonstrate what improvements are being made in Central Algoma as well as assist your neighbours to make similar changes to make the region a healthier place to live, work, and play!

You can submit your entry in a letter with photos or through a video to show us what you've accomplished.

On February 1st, 2015, the CAFC Board of Directors will announce the winner of the adult category and youth category.

**To submit your successes** you can mail it to our address on page 6 or e-mail us at [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)

**For more information** on MEC's Community Contributions programs, visit their website: [www.mec.ca](http://www.mec.ca).



## Government Funding for Farms cont'd...

explains nursery manager Robb Parmeter. "We want the water that crosses our property to be the same quality or better when it leaves our property."

The solution was the installation of a new automated pumping system that can be controlled electronically – and even remotely via smartphone. That means if it rains during non-work hours, for example, the irrigation system can be turned off without staff having to go to the nursery.

The system can track the amount of rain, sunshine, and outside temperature and adjust irrigation levels accordingly. It is now also possible to water using a method called pulse or cyclical irrigation.

They have also seen improvements in their irrigation pond and their plants are healthier, showing better rooting and better growth than before.

Knowing what you're eligible to apply for will help ensure you can take full advantage of available opportunities and creating a plan with detailed timelines will help make sure a project stays on track.

To prepare for the application process, senior Canadale staff attended numerous seminars on environmental stewardship for nurseries and Great Lakes water quality, completed an Environmental Farm Plan and attended a workshop where they learned about GF2 funding assistance.

Cost-share opportunities are also available under the Capacity Building program of GF2 to help off-set expenses related to audits, plans, work shop participation, training costs or consulting work.

Much of the research and preparatory work needed for successful implementation applications can come out of this step. Capacity Building cost-share is available at 50 per cent and is determined based on set eligibility criteria; there is no merit component to this level of funding.

More information about GF2 funding opportunities for farmers is available at [http://www.ontariosoilcrop.org/en/programs/growing\\_forward\\_2.htm](http://www.ontariosoilcrop.org/en/programs/growing_forward_2.htm) or by contacting the Ontario Soil and Crop Improvement Association's regional program leads at [http://www.ontariosoilcrop.org/en/programs/workshop\\_leaders.htm](http://www.ontariosoilcrop.org/en/programs/workshop_leaders.htm).

### For more information:

**Agriculture and Agri-Food Canada**  
<http://www.agr.gc.ca>

**Ontario Ministry of Agriculture, Food and Rural Affairs**  
<http://www.omafra.gov.on.ca>

**Ontario Soil and Crop Improvement Association**  
<http://www.ontariosoilcrop.org>

**Canadale Nurseries**  
<http://canadale.ca/>

**Rural Agri-Innovation Network**  
<http://rainalgoma.ca/>

*The Ontario Soil and Crop Improvement Association (OSCIA), founded in 1939, is a unique non-profit farm organization. Their dedicated membership represents virtually all commodity groups across the province. OSCIA's mission is to facilitate responsible economic management of soil, water, air and crops through development and communication of innovative farming practices.*

*Permission was requested from OSCIA to reprint this article.*



## CAFC's Hiring: Watershed Science Intern

### The Organization:

The Central Algoma Freshwater Coalition (CAFC) is an incorporated not-for-profit organization dedicated to the protection, restoration, and improvement of watersheds throughout the Central Algoma Region, which stretches from the eastern boundaries of Sault Ste Marie to the eastern boundaries of the Municipality of Huron Shores, including St Joseph Island.

CAFC has a vision for healthy watersheds throughout Central Algoma where people can drink, swim, fish, relax and pursue recreational activities without poor water quality affecting their health and the enjoyment of the outdoors. CAFC is dedicated to providing leadership, education, and awareness to assist residents, businesses and municipalities protect their precious resources for the future.

### The Role:

The Watershed Science Intern will play a key role in the many projects that CAFC currently has underway. The successful candidate will ideally have a university degree related to science and/or environmental studies, including research, report writing, and field work experience.

Conducting water sampling, soil sampling, lab report analysis and watershed management planning will be key components of the position. Developing partnerships with residents, business owners, and cottagers, as well as working with the public to educate them on various water quality concerns including but not limited to: septic system maintenance, invasive species concerns, riparian zones, watershed management, cyanobacterial (blue-green) algal blooms and innovative conservation strategies and techniques. This information will help to create useful lake reports and management plans.

Key skills required for this position will be to facilitate workshops, translate scientific information into easily accessible newsletter articles, research water quality concerns, participate in public events, and develop public outreach documents.

### Desired Skills:

- Strong organizational skills and attention to detail
- Excellent research, computer writing and oral communications skills
- Success in creating marketing/informational materials for businesses, members of the public, stakeholders, etc.
- Comfortable speaking in front of large groups of people and communicate ideas clearly
- The ability to work effectively independently and collaboratively in a dynamic environment
- Able to work with limited supervision
- Able to multi-task, manage time effectively and co-ordinate projects
- Can work flexible hours, including evenings and weekends
- Demonstrate creative problem solving skills and,
- Commitment to environmental values
- Valid Ontario Driver's Licence/Access to a reliable vehicle

### Eligibility Requirements: *(funding pending)*

- University and college graduates who have graduated within the last three years from an accredited college or university. Candidates must be graduates of post-secondary degree or diploma program.
- Candidates are only eligible to participate in the internship program one time.
- Candidates must be legally entitled to work in Canada.

### How To Apply:

Please submit a cover letter and resume, including three references, to the attention of Victoria Thomas at [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com) with "Watershed Science Intern - Your Full Name" in the subject line.

We appreciate the interest of all applicants. Only applicants selected for an interview will be contacted. This position is funding dependent and expected to begin December 1, 2014.

**Application Deadline: November 15, 2014**

## TurDuckKen Dinner November 1, 2014

CAFC will be hosting a TurDuckKen Dinner as a fundraising event to help move our vision of healthy and sustainable watersheds throughout Central Algoma forward. Fred Falls will be catering the event.

### What is a TurDuckKen you ask?

It is a delicious combination of a Turkey, stuffed with Duck, which is stuffed with Chicken. If you've ever had a meal by Fred, then you know your taste buds are in for a treat!

**Date:** Saturday November 1, 2014  
**Time:** 5:00pm—Sitting 1  
 7:00pm—Sitting 2  
**Location:** Sowerby Hall - 1410 Basswood Lake Rd  
**Tickets:** \$25/each



There are limited tickets available for each sitting so don't delay, we are expecting a sell out!

We will have a video viewing upstairs. If you are attending the 5:00pm dinner, you can catch the video at 6:45pm, and if you are attending the 7:00pm dinner, the video will be played at 5:30pm.

**Tickets Available Here:** <http://centralalgomafreshwatercoalition.ca/events.php>

## Central Algoma Region: Strategic Planning

The Central Algoma Freshwater Coalition has enlisted Freshwater Futures to facilitate public meetings throughout Central Algoma. They will assist us in the creation and prioritizing of objectives, projects and concerns for the area. This will help us develop a Regional Strategic Stewardship Plan.

The public meetings will be held as roundtables and take place in central locations across the region: Laird, Johnson, and Huron Shores. Choose the location and meeting time that best suits your schedule. Everyone is welcome to attend one or more of the roundtable activities.

Looking forward to seeing you there and working towards a Regional Strategic Stewardship Plan.

**For more information on Freshwater Futures:**  
<http://freshwaterfuture.org>



### Western Round Table

Laird Township Hall  
 Monday November 3  
 Doors: 6:30pm  
 Meeting: 7pm—9pm  
 Refreshments provided.

### Central Round Table

Johnson Township Community Centre  
 Tuesday November 4  
 Doors: 10:30am  
 Meeting: 11:00am—2:00pm  
 Lunch included; RSVP required.

### Eastern Round Table

Sowerby Hall  
 Wednesday November 5  
 Doors: 6:30pm  
 Meeting: 7pm—9pm  
 Refreshments provided.



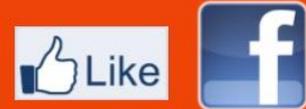
**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cafreshwatercoalition@gmail.com



**Mailing Address:**

Box 159  
 Desbarats, On  
 P0R 1E0

Like us on  
**Facebook!**



**Did You Know:** Did you know you could win \$100 for telling CAFC what improvements you've already made? See page 2 for more information.

**BECOME A MEMBER OF CAFC! SUPPORT CENTRAL ALGOMA!**



PAY ONLINE through PayPal

**Let's work together to protect our freshwater!**  
 Our membership year is from May 1st—April 30th.

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

- Individual \$25.00
- Spousal \$35.00
- Family \$50.00
- Organization \$100.00
- Lake Association \$100.00

Please make cheques payable to  
The Central Algoma Freshwater Coalition  
 PO Box 159  
 Desbarats, Ontario, P0R 1E0

**>>Upcoming Events**

- October 1** — CAFC begins moving into our new office
- October 6** — CAFC Board of Directors Meeting
- October 6** — World Habitat Day
- October 24** — International Day of Climate Action
- October 27** — Applications for the Watershed Science Intern are due
- November 1** — TurDucKen Dinner – Sowerby Hall

October 2014						
Sun	Mon	Tue	We	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

*Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has*

~ Margaret Mead



# FRESHwater OFF THE PRESS

The Central Algoma  
Freshwater Coalition

November 2014

## Watershed Unification Project

**Executive**  
Edith Orr  
President  
Nancy Maltman  
Vice President-Secretary  
Mark Graves  
Treasurer

**Directors**  
Meghan Jarrett  
Reijo Kamula  
Bob Kellum  
David Ratz  
Peter Woolcott

**Staff**  
Victoria Thomas  
Watershed Management Facilitator  
[cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)  
705-297-2201

**Advisory Panel**  
Dr. Paula Antunes  
Tracey Cooke  
Dr. Gertrud Nurnberg  
Dr. Sue Watson

We gratefully acknowledge  
the funding provided by:



**MEC**

The Central Algoma Freshwater Coalition held 3 Community Round Tables the first week of November facilitated by Freshwater Future. Over 60 people attended the meetings in Laird, Desbarats, and Sowerby to discuss the idea of a Watershed Unification Project—an overarching program to help unite all the amazing work being done in the Central Algoma Region towards Regional Water Sustainability.

### What Did Central Algoma Say?

The residents and stakeholders in Central Algoma are open to and interested in the idea of a unified program that would help coordinate funding and projects across the Region. It was agreed that having a program that could help groups and individuals connect with the appropriate government agency - as well as share ideas between groups, municipalities, agencies, and individuals - would be very beneficial.

### What's Next?

Over the next 2 weeks, Jill Ryan and Melanie Welch of Freshwater Future will be preparing a report about the discussions held at the public Round Tables.

From December to January, a Regional Strategic Stewardship Plan will be written by

Freshwater Future. This plan will be made available to those who have indicated they would like to be part of the review process. Following the review process, a final plan will be drafted and presented to the public during a Regional Meeting held in mid-February.

Were you unable to make the Round Tables? There is still time to have your opinions heard. CAFC has prepared an anonymous Engagement Survey available through "Survey Monkey" for all those who live out of town or couldn't make any of the Round Tables. Here is the connecting link – with questions for you to comment on!

<https://www.surveymonkey.com/s/RC6GGMS>

If you have any questions regarding the project, the Round Tables, or Freshwater Future, please do not hesitate to contact us!



WE ARE ONLINE  
WE ARE ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

## New Local Meeting Space!

CAFC is well settled into our new office space at Unit #2, 9154 Highway 17 East in Bruce Mines. CAFC is a Community resource committed to serving Central Algoma in as many ways as possible.

Not only will our new office be a Community Resource Centre but will make available many helpful and informative resources for the public.

We will also be opening our doors as a *public meeting space* that local groups and organizations can use.

For more information or to book your dates, contact Victoria at 705-297-2201.



## Local Food Summit

The Sault & Area Food Summit is a two-day event to gather community members in an interactive discussion about the Region's local food movement.

You have two opportunities to participate:

### Friday November 21

A delicious, locally-sourced meal catered by The Grand Gardens, with ingredients from Algoma farms. Tickets \$30. Doors open at 5:00 pm. Dinner at 6:00 pm.

### Saturday November 22

A full-day discussion where speakers, including farmers, businesses, teachers, NGO and charity representatives, will discuss Food Access, Production & Infrastructure and Urban Agriculture. Tickets \$5.00. Session from 9:00 am—4:30 pm. Lunch is included.

For more information:

<http://rainalgoma.ca/foodsummit>



## Do You Have Your 2015 Calendar Yet?

Local photographer Patrick MacDonald has partnered with CAFC to bring you an incredibly unique calendar for 2015.



### Central Algoma Calendar for 2015



January



February



March



April



May



June



July



August



September



October



November



December



The calendar features photos taken throughout the Central Algoma Region that truly capture the beauty of the area. Orders are being taken in advance. **Deadline to order is November 30th** to guarantee an early December arrival. Orders placed after this date will have a shipping charge attached.

Money raised will be put towards protecting the watersheds in Central Algoma.

Calendars are \$20/each and can be ordered online from our website ([www.centralalgomafreshwatercoalition](http://www.centralalgomafreshwatercoalition)) under our Upcoming Events tab or by calling Victoria at 705 297-2201.

## Lake Huron Georgian Bay Framework for Community Action Summit

CAFC representatives attended the Lake Huron-Georgian Bay Summit in Collingwood, Ontario, on October 29-30. The Summit was the first gathering in more than 5 years for the organizations working to protect Lake Huron's Canadian coastlines.

Representatives from Government agencies, Conservation Authorities, Municipal Councils, First Nations, Charities and Not-for-profit Organizations all joined together to discuss the work we're each doing and to investigate possibilities of collaboration. The work of the individual groups could unite towards a larger lake-wide vision.

It was a highly productive two days and we look forward to the continued progress between these organizations! A report of the Summit will be made available on our website as soon as we receive it from the organizers.

For more information: [www.lakehuroncommunityaction.ca](http://www.lakehuroncommunityaction.ca)

Facebook: [Lake Huron Framework for Community Action](#)

Twitter: [@HuronFramework](#)



### CAFC's Hiring

#### Overview: Watershed Science Intern

The Watershed Science Intern will play a key role in the many projects that CAFC currently has underway. The successful candidate will ideally have a university degree related to science and/or environmental studies, including research, report writing, and field work experience. Find the full job description and list of criteria online under the About Us tab:

[www.centralalgomafreshwatercoalition.com](http://www.centralalgomafreshwatercoalition.com)

#### **How To Apply:**

Please submit a cover letter and resume, including three references, to the attention of Victoria Thomas at [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com) with "Watershed Science Intern - Your Full Name" in the subject line.

This position is funding dependent and expected to begin January 1, 2015.

**Application Deadline: November 30, 2014**

### TurDuckEn Dinner Sell Out!

The Central Algoma Freshwater Coalition hosted a TurDuckEn Dinner on Saturday November 1st, catered by Fred Falls at the Sowerby Hall.

We would like to thank all of you who made the event such a great success. We served more than 150 Central Algoma residents and no one left hungry - especially after the delicious pie selection!

The money raised will help to continue the work CAFC is doing in the Region and help us to grow order so we can provide you, the residents, with more resources, information, and assistance throughout the year.

Thank you! Looking forward to seeing you all at our next tasty Dinner.





**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cfreshwatercoalition@gmail.com

**Did You Know:** Lake Huron, with it's 30,000 islands, has the longest shoreline of any of the Great Lakes? We must protect our coastal waters and the Lake Huron Watershed



**Mailing Address:**  
 9154 Hwy 17 East  
 PO Box 88  
 Bruce Mines, On  
 P0R 1C0

Like us on  
**Facebook!**



## BECOME A MEMBER OF CAFC! SUPPORT CENTRAL ALGOMA!



PAY ONLINE through PayPal

**Let's work together to protect our freshwater!**  
 Our membership year is from May 1st—April 30th.

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

- Individual \$25.00
- Spousal \$35.00
- Family \$50.00
- Organization \$100.00
- Lake Association \$100.00

Please make cheques payable to  
 The Central Algoma Freshwater Coalition  
 PO Box 88  
 Bruce Mines, Ontario, P0R 1C0

### >>November Events

- November 1**—TurDucken Dinner  
Sowerby Hall
- November 3**—Community Round Table  
Laird Township Hall
- November 4**—Community Round Table  
Johnson Community Centre
- November 5**—Community Round Table  
Sowerby Hall
- November 11**—Remembrance Day
- November 18-21**—Latonnell Conservation Symposium
- November 21-22**—Sault & Area Food Summit

### November 2014

Sun	Mon	Tue	We	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

*"All right stop, collaborate and listen..."*

~ Vanilla Ice



# FRESHwater OFF THE PRESS

The Central Algoma  
Freshwater Coalition

Executive  
Edith Orr

President

Nancy Maltman

Vice President-Secretary

Mark Graves

Treasurer

Directors

Meghan Jarrett

Reijo Kamula

Bob Kellum

David Ratz

Peter Woolcott

Staff

Victoria Thomas

Watershed Management Facilitator

[cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)

705-297-2201

Advisory Panel

Dr. Paula Antunes

Tracey Cooke

Dr. Gertrud Nurnberg

Dr. Sue Watson

We gratefully acknowledge  
the funding provided by:



**MEC**

December 2014

## Wrapping Up 2014 With Sincerest Thanks



Wow, it's almost 2015! Central Algoma Freshwater Coalition has had an exciting and successful 2014 and would like to thank all of our members, partners and the support of the Municipalities of Hilton Township, Johnson Township and Huron Shores who have helped make 2014 so great.

The projects we've conducted over the past 12 months (and beyond) have had us asking if clean water *is* important to Central Algoma? Could it be that the waters of the North Channel of Lake Huron and the many inland lakes and rivers of this Region have a lot to do with why people visit, live and invest in our area?

A significant portion of the tax dollars in each of our local municipalities come directly from residential waterfront properties - whether year-round or seasonal - as well as from commercial properties. The people who have chosen to invest in our Region by living and working here are those who have the most to benefit from protecting our water quality. Take a few minutes to reflect on the following ideas within your own Municipality from September to May and then from June to August.

\* Population numbers

- \* Number of businesses
- \* Number of full and part-time employees
- \* Key economic "drivers" for this Region

Protecting water quality is a major key to the health and well-being of the people and communities across the Region. This fact has not gone unnoticed by the Municipalities of Hilton Township, Johnson Township and the Municipality of Huron Shores who not only believe that good water quality is vital to sustaining their communities but also contribute annually to the work CAFC carries out. They have participated in activities and projects that support our volunteer organization and help to ensure healthy watersheds throughout our Region!

This year we have continued our Stobie Creek Restoration Project (Shell) and our Watershed Management Plan (OTF), while beginning two new projects; the Healthy Habits for Healthy Habitats program (MEC) and the new Watershed Unification Project.

We look forward to working with all of you in 2015 as we complete these initiatives and begin more new projects to continue the protection, improvement and restoration of watersheds in Central Algoma!

WE ARE ONLINE  
WE ARE ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

## Victoria Graduates from the Young Conservation Professionals Leadership Program



In January 2014, CAFC’s Watershed Management Facilitator was accepted into a unique program which is a collaboration between the Latornell Conservation Symposium and the University of Guelph’s Centre for Land and Water Stewardship: *The Young Conservation Professionals Leadership Program*. Sixteen up and coming conservation professionals from across the province took part in the 10th year of the program with culminated in a graduation at this year’s Latornell Conservation Symposium.

Participants attended 3 leadership retreats at Kimbercote Farm in Beaver Valley focusing on “What is Leadership”, “Situational Leadership”, and “Leading into the Future” as well as 5 workshops held across the Greater Toronto Area to develop skills in areas including grant writing and fundraising, budgeting and project management, environmental policy, conflict resolution, and program evaluation.

While making new friends and meeting with professional colleagues is always fun, this program allowed us to learn from leading industry experts, and each other, to help succeed at the jobs we love in the fields we’re passionate about!

Registration will be opening soon for the 2015 intake of the YCP Program.

I highly recommend this program to any and all young conservation professionals. For more information visit <http://ycpleadership.ca/> or call Victoria.



## A FEW HOURS LEFT TO ORDER!!!

Local photographer Patrick MacDonald has partnered with CAFC to bring you an incredibly unique calendar for 2015.



### Central Algoma Calendar for 2015



The calendar features photos taken throughout the Central Algoma Region that truly capture the beauty of the area. Orders are being taken in advance. **Deadline to order is December 15th.**



Money raised will be put towards protecting the watersheds in Central Algoma.

Calendars are \$15/each or \$12/each for CAFC Members. Calendars can be ordered by calling Victoria at 705 297-2201.

## Science TidBits

*Submitted by: Felix Rogers*

### Politically Correct French Fries

Potatoes grow well in northern climates like the Algoma region, but Canada's biggest producers are on Prince Edward Island, where they are creating a new problem. Potatoes are heavy feeders, using a lot of fertilizer, which leaks into the groundwater and the nearby Northumberland Strait.

One way to soak up the fertilizer is to plant a second crop such as radishes or spinach after the potatoes are harvested. The problem is that the demand for longer fastfood french fries have farmers growing longer, slow growing tubers, which reduces the opportunity for a second "catch crop". If consumers could be convinced that a shorter fry is environmentally favored [sic], it could reduce fertilizer runoff.

*Science, June 27, 2014, vol 344, p. 1433*

### Organic foods - worth the hype?

We all recognize that organic foods are better for the environment, since organic growers are not allowed to use most pesticides and herbicides. But, where is the scientific evidence that they are actually good for us?

The largest meta-analysis (a compilation of all research trials on the topic) of organic food studies has found that organic fruits and vegetables have higher levels of antioxidants compared to conventionally grown crops, with levels up to 69% higher. As expected, pesticide levels were lower.

*British Journal of Nutrition, July 2014*

## CAFC Presents at the Latornell Conservation Symposium

The Central Algoma Freshwater Coalition was invited to present at the Latornell Conservation Symposium November 18-20 at the Nottawasaga Resort in Alliston, Ontario.

Latornell is the premier environment and conservation related conference in Ontario with almost 1,000 professionals from across the province gathering together to learn from each other and present the work they are doing. These presentations and keynote speakers showcase the innovative and transformative programs being implemented throughout the province with a strong focus on this year's theme: Growth and Transformation.

CAFC presented in the "How To Make A Plan and Stick To It" session and discussed creating Watershed Management Plans through Stakeholder Consultations in Central Algoma. More than 30 people attended the session including the other presenters: Pat Kinch from

the Ministry of the Environment and Climate Change, Scott Lister from York Region, Heather Brooks from the Central Lake Ontario Conservation Authority and Laurie Nelson from the Toronto and Region Conservation Authority. Conferences are a great networking and learning opportunity and the other presenters in this session were no exception. The Symposium were very informative and there were lots of great ideas to bring back to CAFC.

You don't want to miss next year's Symposium. Keep checking [www.latornell.ca](http://www.latornell.ca) for dates and details.



**LATORNELL**  
CONSERVATION SYMPOSIUM





**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cafreshwatercoalition@gmail.com

**Did You Know:** More than 80% of Ontario's population has a Conservation Authority. Central Algoma does not have one but CAFC can help get you the information you require.

Central Algoma in Winter

**Mailing Address:**

9154 Hwy 17 East  
 PO Box 88  
 Bruce Mines, On  
 P0R 1C0

Like us on  
**Facebook!**



**BECOME A MEMBER OF CAFC! SUPPORT CENTRAL ALGOMA!**



**Let's work together to protect our freshwater!**  
*Our membership year is from May 1st—April 30th.*

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

- Individual \$25.00
- Spousal \$35.00
- Family \$50.00
- Organization \$100.00
- Lake Association \$100.00

Please make cheques payable to  
 The Central Algoma Freshwater Coalition  
 PO Box 88  
 Bruce Mines, Ontario, P0R 1C0

**PAY ONLINE through PayPal**

**>>Upcoming Events**

**December 8**—Bruce Mines Chamber of Commerce Mix & Mingle at Puddingstone Lighthouse

**December 24—January 5**—CAFC Office Closed

**December 24**—Christmas Eve Day

**December 25**—Christmas Day

**December 26**—Boxing Day

**December 31**—New Year's Eve

**December 2014**

Sun	Mon	Tue	We	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

*"All right stop, collaborate and listen..."*

*~ Vanilla Ice*



# FRESHwater OFF THE PRESS

January 2015

The Central Algoma  
Freshwater Coalition

Executive

Edith Orr  
President

Nancy Maltman

Vice President-Secretary

Mark Graves  
Treasurer

Directors

Meghan Jarrett  
Reijo Kamula  
Bob Kellum  
David Ratz  
Peter Woolcott

Staff

Victoria Thomas  
Watershed Management Facilitator  
Becca MacDonald  
Watershed Science Intern

Advisory Panel

Dr. Paula Antunes  
Tracey Cooke  
Dr. Gertrud Nurnberg  
Dr. Sue Watson

We gratefully acknowledge  
the funding provided by:



## Starting 2015 With A Buzzzzz...

*Submitted by: Dr. Felix Rogers*



In November of 2014, Ontario became the first province in Canada to announce a plan to reduce the use of *neonicotinoids*, a pesticide that has been linked to the widespread death of honeybees in North America.

The Ontario Ministry of Environment and Climate Changed announced it's plan to reduce the pesticide beginning July 1st 2015. The strategy also includes:

- An 80% reduction in acreage planted with neonicotinoid-treated corn and soybean seed by 2017.
- Limiting the number of honey bees that die during winter by 15% by 2020.
- Developing a "comprehensive" action plan for pollinator health.

The Ontario Honeybee Association said this step by the Provincial Government is a huge step forward towards protecting our bee populations. The Canadian Association of Physicians for the Environment agree, stating that this move is based in scientific fact and will help to protect our food supply as well as the honeybees.

### What are neonicotinoids?

Neonicotinoids are mainly applied as granules into the soil or as seed-dressings during crop planting. Seeds are coated with 1 to 17 mg per kg, depending on crops and compounds. As plants grow, they take up 2 to 20% of the insecticide and distribute it to all parts of the plant, including leaves, flowers, pollen, and nectar. The resulting concentrations in the sap

are sufficient to control sucking and chewing insect pests. However, pollinators such as **bees, butterflies, moths, and hoverflies** are equally exposed.

### Our Waters Are In Danger Too

Although bees have captured most of the attention, neonicotinoids are equally toxic to **ants, termites, parasitoids, and aquatic insect larvae, particularly mayflies, caddisflies, stoneflies, and midges**. Because most neonicotinoids persist in soils for a year or more and are water soluble, 80 to 98% of residues remaining in the soil of treated crops eventually move into surface waters or leach into groundwater. However, as in bees, chronic toxicity has lethal effects over time.

Continuous contamination of the aquatic environment with neonicotinoids may undermine the invertebrates that represent the food supply of aquatic ecosystems, thereby indirectly reducing populations of **fish, birds, bats, frogs, and other animals** that feed on them. The Netherlands has experienced a steady decline of 5 bird species over the past two decades which have been linked to pesticide use.

### What Can I Do?

There are alternatives to pesticide and insecticide use. Contact your local government agency or CAFC for more information.

*Felix Rogers first vacationed on Big Basswood Lake in 1982, and built a cottage there in 1991. He is a cardiologist in the Detroit area.*

WE ARE ONLINE  
WE ARE ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

# BOARD GOVERNANCE & RISK MANAGEMENT WORKSHOP

The Central Algoma Freshwater Coalition and the Bruce Mines and District Chamber of Commerce are pleased to co-host a one day training workshop with David Hartley. This is an opportunity for all non-profit and charity organizations (big or small) to learn from the best!

## Who is David Hartley?

Trainer/Facilitator David Hartley is engaging, straight-forward and no one else trains Canadian non-profit boards more than David. He has trained or consulted with over 15,000 Canadian non-profit senior staff or board members over the past 7 years in the areas of board governance, team leadership and healthy conflict, risk management and insurance with his company **nonprofit help**.

## When Can I Come?

Date: Thursday January 22nd 2015

Time: 9:00am (*coffee*)

9:30am (*start*)

12:30 (*lunch included*)

3:30pm (*wrap up*)

Where: Bruce Mines Community Hall  
9180 Hwy 17 East, Bruce Mines



## What Will I Learn?

The morning will centre on the **Best Practices in Board Governance** including such topics as nine governance principles that every Board or Executive need to know, how to re-energize your board, making those big decisions, role of the chair, evaluating your Board, and more.

**Managing Non-profit Risk Confidently** will be the focus of the afternoon session identifying 14 key risk categories; critical legal concepts & 5 steps to protect your legal liability, simple and practical strategies to protect your people and reputation, reasonable screening, key policies, and more

## How Do I Get Tickets?

Tickets are \$10each (\$5 if you're a member of CAFC or the Bruce Mines & District Chamber of Commerce) and include all your materials and lunch.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Apt 2), from the Bruce Mines & District Chamber of Commerce, and online at: <http://centralalgomafreshwatercoalition.ca/events.php>



## INTRODUCING BECCA! CAFC's Watershed Science Intern

Greetings! My name is Becca MacDonald and I am CAFC's newest addition as the Watershed Science Intern. This one year position will focus on supporting the many projects CAFC currently has underway including the Watershed Unification Project, the Stobie Creek Restoration Project, and Healthy Habits for Healthy Habitats Initiative. I will also be fostering community partnerships, providing public education workshops, researching water quality concerns in Central Algoma, and supporting the development of watershed management plans and lake studies through lab report analysis and field work including: collecting water and soil samples, conducting shoreline vegetation surveys, species identification, and mapping.



My passion for the environment first began growing up in the Central Algoma area and seeing firsthand how beautiful and unique this landscape is. I have enjoyed a countless number of our lakes through swimming, fishing and camping and even floated down the Mississagi River a time or two. With these experiences and more, I came to realize how important our natural resources are and the negative impacts that are affecting them, including our fresh water. Therefore, I decided to pursue a career in natural resources to ensure future generations have the same (or hopefully even greater) environmental quality and opportunities to experience our forests, lakes and rivers as I did.

Since I realized what I wanted to do for a career, I have graduated with honors from the three year Natural Environment Technologist program at Sault College and developed a diverse working experience with

organizations such as the Petawawa Research Forest, The Kensington Conservancy, Department of Fisheries and Oceans, and Ministry of Natural Resources and Forestry. Some of my accomplishments include climbing fire towers as a lookout observer to detect potential fires at the Petawawa Research Forest, educating children at the Green Expo by creating nature themed activities to increase environmental appreciation, sampling local lakes for aquatic invasive species to support the Invading Species Watch Program, trapping adult sea lamprey to determine the overall effectiveness of the treatment operations and monitoring re-introduced elk in the Lake Huron North Shore.

I'm looking forward to bringing my experience and skills to this position, learning more about freshwater conservation and watershed management as well as playing a key role in carrying out CAFC's mission; to protect, improve and restore our watersheds in the Central Algoma region.

I can't wait to meet everyone and work with you on the various projects currently underway within Central Algoma!



This opportunity is proudly supported by:



## DID YOU GET EVERYTHING YOU WANTED FOR CHRISTMAS?

Need a new pair of snow shoes?  
 Dreaming of summer and looking for a new tent?  
 How about some great clothing for all your year-round outdoor activities?

I bet a **\$100 Mountain Equipment Co-op Gift Card** would help! CAFC has two \$100 MEC gift cards to give away in February to two deserving Central Algoma residents/cottagers.

As part of our **Healthy Habits for Healthy Habitats** program, CAFC wants to hear about the steps you've taken to be more sustainable and environmentally responsible. You can submit your entry in a letter with photos or through a video to show us what you've accomplished. Deadline is **January 31st 2015**. CAFC will announce the two winners (one adult, one youth) in early February!

To submit your successes you can mail it to our address on page 6 or e-mail us at [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)



## Building The Central Algoma Resource Library

As you know, CAFC has established an office space in Bruce Mines. Part of the office space is a board room that is available to groups in Central Algoma who require a meeting space (equipped with wireless internet, Go To Meeting, projector, screen, TV monitor hookup for power point viewing, and flip charts, not to mention coffee from the St Joseph Island Coffee Roasters).

Another part of the office space is a budding Resource Library that is open to the public. This Resource Library will contain information on agricultural best practices, septic system maintenance, source water protection, water wells, invasive species, buffer zones, water quality reports, scientific research, and so much more.

### We need your help!

Do you have books, magazines, journals, videos, brochures, or other resources that would benefit residents, cottagers, and businesses in Central Algoma

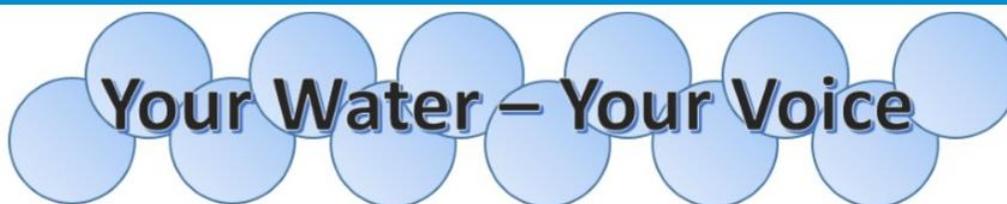
related to water quality or watersheds? Are they just taking up space in your home or cottage and you would love it if they could be more useful elsewhere? **CAFC is now accepting donations to help enhance our resources library.**

You can come and drop them off at our office (9154 Hwy 17 East, Apt 2) or call Victoria and arrange to have them picked up.

Together, we can help Central Algoma be the best place to live, work, and play!

Don't forget to drop by and see what resource we have that might interest you!





## Your Water – Your Voice

The Central Algoma Freshwater Coalition has undertaken a (regional) plan to encourage Lake Associations, Municipalities, businesses and other interested groups and individuals by building partnerships, helping to find available funding and increasing useful resources in our Central Algoma Region. This “Watershed Unification Project” is designed to build these partnerships and focus everyone in Central Algoma on insuring the health of Our Fresh Water for the future!

The result of this Project will be a Regional Strategic Stewardship Plan that will help unite all freshwater stewardship projects in our area.

In November 2014, CAFC hired Freshwater Future, a consulting firm with many years of experience consulting on water and environment-related projects, to facilitate 3 round tables in Central Algoma to gather input from the residents, cottagers, business owners, and Municipal representatives on what they would like to see in a Regional Strategic Stewardship Plan.

The final report submitted by Freshwater Future was received and approved by the CAFC Board of Directors in December 2014 and has been released to the public. Here is the executive summary of their findings.

~ ~ ~

### Executive Summary

The Central Algoma Freshwater Coalition (CAFC) hosted three community round table discussions to obtain community input for the development of a unified vision and strategic plan for the protection, improvement, and restoration of the watersheds throughout the Central Algoma Region. The information discussed at these meetings saw a consensus emerge where participants agreed that having a unified vision and strategic plan is a good approach to ensure the watersheds in the region stay healthy, so they can continue to support the communities and economies that the residents and visitors to the region depend upon.

One of the key ideas that emerged was that future projects need to include both an overarching vision such as protecting and restoring water quality in the region, as well as have community-specific priorities such as septic system re-inspections or invasive species prevention. To meet these needs, an organization focused on this regional unified vision is needed. Shared leadership will be important to the success of the initiative because of the many different stakeholders with water-related interests in the region. Finally, in order to truly connect and motivate the region toward watershed protection and restoration, tools such as shared websites and common educational materials will be important.

For this initiative to be successful, Freshwater Future suggests the development of a collective impact model that is built upon the existing capacity of CAFC as a shared administrative backbone. Collective impact is an innovative method to working toward solutions for complex issues that require many different players to change their behavior; water quality is certainly one of those issues. This structure would allow for shared leadership among many types of entities, local decision-making around project priorities, cooperative tool development such as communications and websites and, a shared vision that unites the region around protecting water quality.

~ ~ ~

Freshwater Future is currently developing the Regional Strategic Stewardship Plan based on their findings during the round tables which will be released for public comment in January 2015 and a Regional Launch Meeting of the Strategic Plan will take place in February 2015.

If you would like to be involved in the review of the Regional Strategic Stewardship Plan, please contact Victoria at [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com).

The full report from the Community Round Tables can be found here: <http://centralalgomafreshwatercoalition.ca/reports.php>



**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cafreshwatercoalition@gmail.com



**Mailing Address:**  
 9154 Hwy 17 East  
 PO Box 88  
 Bruce Mines, On  
 P0R 1C0

Like us on  
[Facebook!](#)



**Did You Know:** Mountain Equipment Co-op uses 1% of each of your purchases to support Canadian environmental causes? CAFC was a recipient of their Advocacy & Awareness Grant in 2014.

## BECOME A MEMBER OF CAFC! SUPPORT CENTRAL ALGOMA!



**Let's work together to protect our freshwater!**  
*Our membership year is from May 1st—April 30th.*

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

- Individual \$25.00
- Spousal \$35.00
- Family \$50.00
- Organization \$100.00
- Lake Association \$100.00

Please make cheques payable to  
The Central Algoma Freshwater Coalition  
 PO Box 88  
 Bruce Mines, Ontario, P0R 1C0

PAY ONLINE through PayPal

### >>Upcoming Events

- December 24—January 5**—CAFC Office Closed
- January 1**—New Year's Day
- January 5**—CAFC Office Opens for 2015
- January 13**—CAFC BOD Meeting
- January 22**—Non-for-Profit Training Day with David Hartley  
 Bruce Mines Community Hall  
 Tickets available on our website
- January 23-24**—Stewardship Network Conference
- January 30**—Healthy Habits for Healthy Habitats Contest  
 Deadline

January 2015						
Sun	Mon	Tue	We	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

*"Coming together is a beginning; keeping together is progress; working together is success."*

~ Henry Ford



# FRESHwater OFF THE PRESS

The Central Algoma  
Freshwater Coalition

February 2015

## Board Governance & Risk Management Workshop

Executive  
Edith Orr  
President  
Nancy Maltman  
Vice President-Secretary  
Mark Graves  
Treasurer

Directors  
Meghan Jarrett  
Reijo Kamula  
Bob Kellum  
David Ratz  
Peter Woolcott

Staff  
Victoria Thomas  
Watershed Management Facilitator  
Becca MacDonald  
Watershed Science Intern

Advisory Panel  
Dr. Paula Antunes  
Tracey Cooke  
Dr. Gertrud Nurnberg  
Dr. Sue Watson

We gratefully acknowledge  
the funding provided by:



**MEC**

On Thursday January 22nd 2015, the Central Algoma Freshwater Coalition, co-hosted with the Bruce Mines & District Chamber of Commerce, a workshop for charity and not-for-profit boards and staff.

The *Board Governance & Risk Management* workshop was facilitated by David Hartley of *nonprofit help*. David has trained more than 17,000 Canadian non-profits, charities, government agency staff and board members since 2007. More than 70 people attended this workshop to learn from the leading Canadian expert, with lunch provided by the Bruce Mines Legion.

David led the group of passionate board members, staff, and interested individuals through a series of informative ice breakers to learn the demographic breakdown of the group. Earlier in the morning David noted that in 2014, it was the first time he had board members who were 80+ years old. He had trained a total of 3 over the last year. At our workshop, we doubled his record by having 3 in one place, bringing his total to 6. It definitely to show the dedication and vibrancy of the Central Algoma Region!

Throughout the morning, we reviewed common problems facing volunteer boards and potential solutions to keep the organizations

and boards running in an effective, efficient, and productive manner.

Throughout the afternoon, David explained how to manage risk within our organizations and how to protect ourselves, our staff and our organizations from unnecessary risk.

David's charismatic facilitation style and energy, coupled with his years of experience in insurance as well as board governance training made the day entertaining and very informative.

David provided us with a list of his top 3 websites to help with board governance. They include:

- **Board Source:** [www.boardsource.org](http://www.boardsource.org)
- **Dalhousie University Non-Profit Sector Leadership Program:** <http://collegeofcontinuinged.dal.ca>
- **Charity Village:** [www.charityvillage.ca](http://www.charityvillage.ca)

For more information on David Hartley or his organization *nonprofit help*, visit his website: [www.nonprofithelp.ca](http://www.nonprofithelp.ca) or e-mail him at [david@nonprofithelp.ca](mailto:david@nonprofithelp.ca)



WE ARE ONLINE  
WE ARE ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

## The Importance of Lake Ice

Winter is fully underway here in Central Algoma and with that comes snow, cold temperatures and ice. Not everyone is able to see the value in our Canadian winters, especially when you have to deal with winter road conditions and no snow plows in sight, bundling up to brave the cold, shorter days and less sunlight, increased heating bills and shoveling your driveway every time it snows. There is no sugar coating it; winter is a high maintenance season and not everyone has what it takes to get past the snow and cold. For those of us who can tough it out, winter can be a season full of opportunities and one that we not only enjoy, but look forward too.



Winter not only brings many recreational opportunities to our area but it also plays an important role for our lakes and rivers. When temperatures drop below zero, our lakes begin to form a layer of ice that allows us to skate, ice fish and sled on them. Lake ice is also very important for modifying biological, chemical and hydrological lake processes during the winter season, (Prowse et al., n.d). For example, aquatic organism have adapted their life cycles to survive winter freezing conditions.

As a result, ice has the ability to influence aquatic ecosystems by creating and controlling habitats, species reproduction, water circulation patterns and how air and water interact.



The ability for lakes to form this layer of floating ice is because of water's unique density relationship with temperature. Most fluids become denser with decreasing temperatures but with water, the peak density occurs around 4°C and then decreases at temperatures above and below this. As surface waters cool below 4°C during the fall, it becomes lighter and allows the formation of ice to float on top of the lake surface and form a barrier from the atmosphere. The ice—water's solid form—is actually lighter than the liquid form and will float on top of the cooler water. The denser, heavier water at 4°C will sink to the lake bottom before the ice begins to form which prevents the whole lake from turning to ice. If this didn't occur, than the whole lake would turn to ice, killing all aquatic life.

As a barrier, lake ice protects the water beneath from freezing and keeping the water habitable to aquatic species. With the water sealed off from the atmosphere, the ice limits the exchange of oxygen and carbon dioxide that can occur and respiration below the ice surface is



## The Importance of Lake Ice cont'd...



relatively low. Most aquatic organisms such as fish and zooplankton are cold blooded and can slow down their metabolism rate to adapt to the winter lake conditions. The dissolved oxygen concentration in a lake ecosystem is also dependent on the amount of organism or living activity occurring and the amount of light that can penetrate the water below. If photosynthesis can't take place to produce and replenish oxygen levels due to high levels of snow cover, harmful conditions can develop and winter kill can occur. On the other hand, oxygen levels can become supersaturated if the excess oxygen can't be released. Therefore prolonged periods of snow and ice cover can have an impact on the aquatic life below.

Ice cover is controlled by many atmospheric conditions such as temperature and precipitation which is why the amount of ice cover can be used as an indicator of climate change. Ice phenology—the cyclical timing of ice events—can prove to be quite useful for estimating past climate and weather conditions which can then be used to compare with current conditions.

Current and past ice observations is indicating a warming trend and a decrease in ice cover duration. This means that ice is forming later and breaking up earlier on our lakes within the last 50 years, (Rose, 2015). For example, in northern climates there is evidence that lake freeze up is occurring an average of 5.8 days later and ice break up is occurring 6.5 days earlier per 100 years, (Earth Gauge, 2015).

A study on a small inland lake in the Great Lakes Region has also exhibited a warming trend during the winter months from 1916 - 2007. These changes in ice freeze up and break up dates corresponds to the increase in air temperature that has taken place over the past 150 years.

With our warmer winters, the amount of lake ice has been reduced and the time it stays is shortening. This can impact ice covered aquatic systems by increasing water temperatures and heat storage, changing the nutrient and chemical composition and ultimately disrupt the entire balance of the lake ecosystem. The consequences of warmer temperatures and less ice will have unpredictable results on hydrological and aquatic systems and will change the way we utilize our lakes during the winter months.



### What Can I Do?

Monitoring lake ice is a key component for being able to predict and identify ecological changes that may occur with the absence of lake ice. Ice Watch; a citizen scientist program allows anyone to record and submit their observations of ice conditions and ice events. The dates of when ice appears and disappears can provide information on climate patterns and changes in winter conditions. If you would like to participate and record ice dates of your lake or a lake of interest you can sign up here at Nature Watch:

<https://www.naturewatch.ca/icewatch/>

## The Central Algoma Freshwater Coalition

presents

# TRACKING YOUR DOLLARS: Financial Planning for Charities & Non-Profits

The Central Algoma Freshwater Coalition is pleased to co-host a one day training workshop with Eric Plato. This is an opportunity for all non-profit and charity organizations (big or small) to learn from the best in financial planning!

### Who is Eric Plato?

As a Certified Management Accountant, Eric started in the charitable sector in 1990 working at the YMCA of Greater Toronto and has remained in the sector ever since. Throughout his career, Eric has always enjoyed teaching and supporting staff in the area of financial management and has delivered training to individuals, small staff groups and to larger groups of various non-profit umbrella organizations with his company **Plato Training and Consulting**.

### When Can I Come?

Date: Thursday February 26<sup>th</sup>, 2015

Time: 9:00am (coffee)

9:30am (start)

12:30 (lunch included)

3:30pm (wrap up)

Where: Bruce Mines Community Hall  
9180 Hwy 17 East, Bruce Mines, On, P0R1C0



### What Will I Learn?

Eric will provide a one-day workshop geared towards non-profits with topics including: best practices in budgeting, audited financial statements, internal controls in a one person shop, how to spot signs of financial trouble, measuring what really counts, and much more.

### How Do I Get Tickets?

Tickets are \$15 each (\$10 if you're a member of CAFC) and includes all your materials and lunch. Registrations will not be taken at the door.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Unit 2, Bruce Mines, ON), and online through Eventbrite at: <http://centralalgomafreshwatercoalition.ca/events.php>



## The Central Algoma Freshwater Coalition *presents*

# GROWING YOUR DOLLARS: *Grant Writing & Identification*

The Central Algoma Freshwater Coalition is pleased to host this one day training workshop. This is an opportunity for all organizations, municipalities, businesses, and Aboriginal communities who would like to learn more about the ins and outs of grant applications and select funds!

### When Can I Come?

Date: Thursday March 5<sup>th</sup>, 2015

Time: 9:00am (*coffee*)

9:30am (*start*)

12:00 (*lunch included*)

3:30pm (*wrap up*)

Where: Bruce Mines Community Hall  
9180 Hwy 17 East, Bruce Mines, On, P0R1C0



### What Will I Learn?

- \$ Writing successful grant applications with Tracey Cooke from the Ministry of Natural Resources & Forestry
- \$ Funding opportunities
- \$ Recommended tips & tricks from a panel of experts:

### How Do I Get Tickets?

Tickets are \$15 each (\$10 if you're a member of CAFC) and include all your training materials and lunch. Registrations will not be taken at the door.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Unit 2, Bruce Mines, ON), and online through Eventbrite at: <http://centralalgomafreshwatercoalition.ca/events.php>





**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cafreshwatercoalition@gmail.com

**Did You Know:** More than 87% of Ontario not-for-profit programming is through volunteer involvement? It so important our communities that we help our local nonprofits and charities.



February 2015

**Mailing Address:**  
 9154 Hwy 17 East  
 PO Box 88  
 Bruce Mines, On  
 P0R 1C0

Like us on  
**Facebook!**

**BECOME A MEMBER OF CAFC! SUPPORT CENTRAL ALGOMA!**



PAY ONLINE through PayPal

**Working Together To Make A Difference!**  
*Our membership year is from May 1st—April 30th.*

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

<input type="checkbox"/> Individual	\$25.00
<input type="checkbox"/> Spousal	\$35.00
<input type="checkbox"/> Family	\$50.00
<input type="checkbox"/> Organization	\$100.00
<input type="checkbox"/> Lake Association	\$100.00

Please make cheques payable to  
The Central Algoma Freshwater Coalition  
 PO Box 88  
 Bruce Mines, Ontario, P0R 1C0

**>>Upcoming Events**

- February 2** —World Wetlands Day
- February 3** —Bruce Mines & District Chamber of Commerce Meeting
- February 5** —WWF National Sweater Day
- February 10** —CAFC Board of Directors Meeting
- February 14** —Valentine’s Day  
 Sno Glyders Open House—Bruce Station
- February 16** —Family Day: CAFC Office Closed
- February 26** —Tracking Your Dollars: Financial Planning
- February 27** —Northern Ontario Bioeconomy Strategy  
 Session: [www.biomassinnovation.ca](http://www.biomassinnovation.ca)
- March 5**—Growing Your Dollars: Grant Writing & Identification
- March 12**—Your Water Your Voice Regional Launch Meeting

February 2015						
Sun	Mon	Tue	We	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

*“If your actions inspire others to dream more, learn more, do more, and become more, you are a leader.”*  
 ~ John Quincy Adams



# FRESHwater OFF THE PRESS

The Central Algoma  
Freshwater Coalition



March 2015

## Watershed Unification Project Accomplishments & Next Steps

Executive  
**Edith Orr**  
President  
**Nancy Maltman**  
Vice President-Secretary  
**Mark Graves**  
Treasurer

Directors  
Meghan Jarrett  
Reijo Kamula  
Bob Kellum  
David Ratz  
Peter Woolcott

Staff  
**Victoria Thomas**  
Watershed Management Facilitator  
**Becca MacDonald**  
Watershed Science Intern

Advisory Panel  
Dr. Paula Antunes  
Tracey Cooke  
Dr. Gertrud Nurnberg  
Dr. Sue Watson

We gratefully acknowledge  
the funding provided by:



It has been an exciting 6 months for the Central Algoma Freshwater Coalition while we explored opportunities through the Watershed Unification Project.

We launched the initiative in October with a meeting of key partners to introduce the initiative and get their first impressions. This was followed up with 3 community round table meetings open to the public and held across the Central Algoma Region.

Business owners, farmers, residents, cottage owners, government ministries and agencies, special interest groups, charities and non-for-profit organizations all were represented at the round tables, facilitated by Freshwater Future:  
([www.freshwaterfuture.org](http://www.freshwaterfuture.org))

The Round Table Report, produced by Jill Ryan and Melanie Napoleon Welch (*Freshwater Future*), was distributed to the 12 municipalities in Central Algoma, members of parliament (federal and provincial), as well as those who requested a copy in December 2014.

The report is available online from our website under *Reports*.

Next, from the information and input from the Round Tables, CAFC and Freshwater Future began to develop the Strategic Plan for the Implementation Phase of the Watershed Unification Project.

We heard loud and clear from those at the round tables that collaborative solutions were needed to address the water quality concerns in the region.

The Strategic Plan Report is ready and being distributed. If you would like a copy, please contact us.

We would like to hear from all of you about the next steps of this project. We are hosting a event open to the public:

**Date:** Thursday March 12th

**Time:** 2:00pm & 7:00pm

*(30 minute presentation followed by refreshments and networking)*

**Location:** Bruce Mines Community Hall

**Tickets:** Free

**See you there!**

WE ARE ONLINE  
FIND US ON FACEBOOK

[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)  
<https://www.facebook.com/CentralAlgomaFreshwaterCoalition>

## Bruce Mines Sno Glyders Snowmobile Club Inc

### *Past, Present & Future*

Since 1968, the Bruce Mines Sno Glyders have been an active partner in the community, contributing money and time in various activities, as well as, making snowmobile trails for everyone to enjoy. We are very proud of our accomplishments and would like to share some of these with you.

- Supported Winterama for several years
- Purchased the first Zamboni in 1968 for the Centennial Arena
- Held annual fundraiser BBQ's from 1973 to 2011
- In 1979 purchased tables and chairs for the Centennial Arena
- Loaned interest free \$3,000.00 to the arena for the purchase of roller skates
- Donated countless man hours in the community for a variety of projects
- Club was involved in various activities including hockey, curling and skating
- Has supported both CASS and Arthur Henderson for years with bursaries and the breakfast program
- Relocated our trails around the community so that people may enjoy the walking trails year round
- Has done the brushing at the Old Mine site and the Old Jail to improve their attraction in the community

In the early days the trails were groomed by Glen Connell using an Alpine snowmobile dragging an old bed spring. This was done until 1982 when the club purchased a used Bombi from the Thessalon club. In 1989 the club then purchased a Tucker groomer. Then in 2004, we upgraded to the present 2000 Lamtrak.

Our first President was Clinton Robinson and Shirley Deplonte was secretary. Club meetings were held in a variety of locations from the back room of the Shell service station, Fred & Gloria Bean's home, the Board room in the Centennial Arena then our clubhouse which was completed in the fall of 1983.

Being a member of the club was also a lot of fun. Many club safaris took place to Little Rapids, Wharnccliffe, Ophir and Emmerson Lake. Fish derby's were enjoyed with the families on Caribou lake, Cooper lake and Cedar Island on Lake Huron. Women of the club would usually go out on Wednesday during the day for a tour of the trails and the men would go out once a week in the evening which would end up at someone's home. To this day we still have weekly

trips on Wednesday's when whoever shows up will travel on day trips to the communities around Bruce Mines.

The club has certainly enjoyed a long history of promoting a variety of sport activities in the community from snowmobiling, hockey, curling, skating, skiing, walking, hiking, baseball, soccer to biking. Some of the families we would like to recognize are *the Robinsons, the Connells, the Hens, the Singletons, the Arthurs, the MacKenzies, the Shuttleworths, the Bordeleaus, the Lammings, the Chapmans, the Carters, the Blackstocks, the Jefferies, the Beans, the Mills, the Posts, the Blacks, the Maquires, the Beilhartzs, the Wings, the Deplontys, the Mathesons, the Wooleys, the Richardsons, the Eckharts, the Langs, the Hiddlestons, the Vareys, and the McNeelys.*

All of this has been achieved from having an active membership, not only in performing different tasks in the community and working on the trails, but also having a lot of fun and a sense of accomplishment that we're doing something for the community that is appreciated by the community. We should never doubt that a small group of thoughtful citizens can change the world; it's the only thing that ever has.

In order to continue the club's contributions to the community we need to attract new members. Without an active membership we cannot continue. We have recently seen the Chapleau Club closing due to lack of support and now their trails are gone. We do not want to see this happen in Bruce Mines. The Bruce Mines club is down to four active members which is not enough to keep our trails up to standard for very much longer.





# ARE YOU READY FOR SUMMER?



How would you like a new kayak?  
Could you use a new mountain bike?  
Need new running shoes to prepare for beach season?

A **\$100 Mountain Equipment Co-op Gift Card** would certainly help! CAFC has two \$100 MEC gift cards to give away to deserving Central Algoma residents/cottagers who have made changes to improve their sustainability!

As part of our **Healthy Habits for Healthy Habitats** program, CAFC wants to hear about the steps you've taken. You can submit your entry in a letter with photos or through a video to show us what you've accomplished. Have you:

- \* Updated your septic system
- \* Increased buffer zones
- \* Switched to phosphate-free
- \* Planted native species
- \* Removed invasive species
- \* Recycled more
- \* Bought local
- \* Participated in beach clean-up
- \* Planted trees

*Businesses, organizations, school groups, and environmental events are also welcome to submit an application!*

**To submit your successes:** write us a letter, send in some photos, create a video, make a power point, etc., with the form or information below, and e-mail it to: [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com) or mail it to us at: PO Box 88, Bruce Mines, On, P0R 1C0!

**Deadline to apply is April 10th 2015**

*Winners will be announced on Earth Day (April 22nd)*

Looking forward to learning about all the great improvements being undertaken in the Central Algoma Region!!!



## Healthy Habits for Healthy Habitats Submission Form

Name: \_\_\_\_\_

Tell us a little about yourself: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_

E-mail Address: \_\_\_\_\_

\_\_\_\_\_

Submission Category

- Youth/School (>18 yrs old)       Adult/Event

What is your favourite part about Central Algoma:

\_\_\_\_\_

Municipality: \_\_\_\_\_

How will you spend the \$100? \_\_\_\_\_

Lake: \_\_\_\_\_

\_\_\_\_\_

**The Central Algoma Freshwater Coalition**  
*and*  
**The Bruce Mines & District Chamber of Commerce**  
*presents*

## GROWING YOUR DOLLARS: Grant Writing & Identification

The Central Algoma Freshwater Coalition and the Bruce Mines & District Chamber of Commerce are pleased to co-host this one day training workshop. This is an opportunity for all organizations, municipalities, businesses, and Aboriginal communities who would like to learn more about the ins and outs of grant applications and select funds!

### When Can I Come?

**Date:** Thursday March 5<sup>th</sup>, 2015

**Time:** 9:00am (coffee)

9:30am (start)

12:00 (lunch included)

3:30pm (wrap up)

**Where:** Bruce Mines Community Hall

9180 Hwy 17 East, Bruce Mines, On, P0R1C0

### What Will I Learn?

- \* Writing successful grant applications with Tracey Cooke from the
- \* Ministry of Natural Resources & Forestry
- \* Funding opportunities with:
  - FedNor
  - Ministry of Natural Resources and Forestry
  - Ministry of Tourism, Culture, and Sport
  - Northern Ontario Heritage Fund Corporation
  - Ontario Ministry of Agriculture, Food, and Rural Affairs
  - Ontario Soil and Crop Improvement Association
  - Trees Ontario
  - and more!
- \* Learn from a panel of experts

### How Do I Get Tickets?

Tickets are \$15 each (\$10 if you're a member of CAFC or the Bruce Mines Chamber of Commerce) and include all your training materials and lunch. Registrations will not be taken at the door.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Unit 2, Bruce Mines, ON), and online through Eventbrite at: <http://centralalgomafreshwatercoalition.ca/events.php>



## DO YOU LOVE YOUR LAKE? VOLUNTEERS NEEDED

The Central Algoma Freshwater Coalition has been monitoring water quality and taking water samples on many of the lakes in the Central Algoma Region for the past few years.

The results of this ongoing monitoring have enabled us to establish preliminary baseline water quality information and we've begun developing Watershed Management Plans for 3 watersheds in Central Algoma — Desbarats Lake, Bright Lake, and Stobie Creek — with funding provided by the Ontario Trillium Foundation.

We are in the final 6 months of this initiative and we need your assistance to get us to the finish line.

### Property Survey

Do you have a *home or cottage in Central Algoma*? Do you have a few hours to take a stroll around your property to help us identify trees, plants, soils, and

wildlife? We are developing a Do-It-Yourself Survey to help us identify species in our watersheds and it will help you learn more about your property. All survey data will be compiled to be kept anonymous..

### Water Sampling

Between May—August, for a total of approximately two hours (one day) a month, we need someone to take CAFC staff out on the lake to take some water samples. Lakes where we need volunteers are: *Little Basswood, Cranberry, Bright and Brownlee*.

If you would like more information or would like to sign up to become a volunteer, please contact us:

PO Box 88  
Bruce Mines, Ontario, P0R 1C0  
705-297-2201



## MARK YOUR CALENDARS

### WORLD WATER DAY March 22

World Water Day is held annually as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

The United Nations General Assembly responded by designating 22 March 1993 as the first World Water Day. This year's theme is "**Water and Sustainable Development**".

For more information:

[www.unwater.org/worldwaterday](http://www.unwater.org/worldwaterday)



### EARTH HOUR March 28

Each year, millions of people come together to support this grassroots environmental event. In a symbolic act demanding action on climate change, residents, governments and businesses turn off their lights for 60 minutes at *8:30PM local time*.

Led by the World Wildlife Fund, **Earth Hour** provides a platform to discuss the importance of change, action, and coming together.

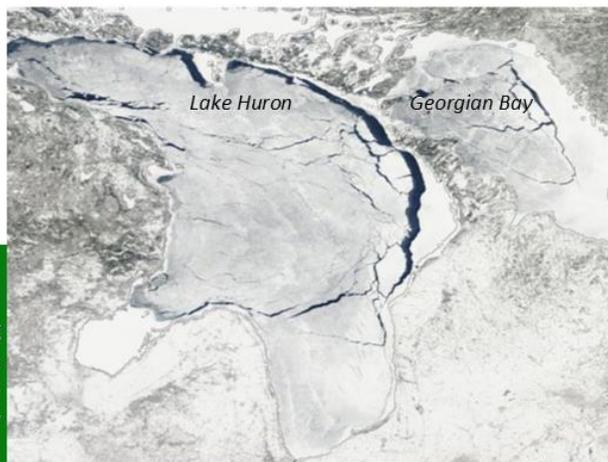
For more information:

<http://www.earthhour.org>





**Freshwater Coalition**  
 This Volume has been prepared by:  
 Victoria Thomas  
 Watershed Management Facilitator  
 705-297-2201  
 cafreshwatercoalition@gmail.com



**Mailing Address:**

9154 Hwy 17 East  
 PO Box 88  
 Bruce Mines, On  
 P0R 1C0

Like us on  
 Facebook!



**Did You Know:** Volunteer-based surveys are used across Canada for many programs including bird surveys, invasive species identification, and water monitoring. Help keep our region healthy by becoming a volunteer today!

**BECOME A MEMBER OF CAFC! SUPPORT CENTRAL ALGOMA!**



PAY ONLINE through PayPal

**Working Together To Make A Difference!**  
 Our membership year is from May 1st—April 30th.

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Membership Type:

<input type="checkbox"/> Individual	\$25.00
<input type="checkbox"/> Spousal	\$35.00
<input type="checkbox"/> Family	\$50.00
<input type="checkbox"/> Organization	\$100.00
<input type="checkbox"/> Lake Association	\$100.00

Please make cheques payable to  
The Central Algoma Freshwater Coalition  
 PO Box 88  
 Bruce Mines, Ontario, P0R 1C0

**>>Upcoming Events**

- March 5**—Growing Your Dollars: Grant Writing & Identification
- March 10**— CAFC BOD Meeting
- March 12**—Your Water Your Voice Regional Launch Meeting
- March 17**—St Patrick’s Day
- March 16—22**—Canada Water Week
- March 22**—World Water Day
- March 28**—Earth Hour 8:30pm—9:30pm
- March 31**—Deadline to apply for the Healthy Habits for Healthy Habitats Contest—\$100 MEC Gift Card
- April 3**—Good Friday—CAFC Office Closed

March 2015						
Sun	Mon	Tue	We	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

“Teamwork makes the dream work.”

~ Unknown

# **Stakeholder Launch Meeting**

# Watershed Unification Project

## Regional Stewardship Strategy Launch Meeting



October 21, 2014 M. A. Delangelo Consulting 1

# Agenda

1. Welcome & Introduction 10:00
  - Session Background & Project
  - Facilitator's Role
  - Approach
  - Watershed Unification Project and Strategic Planning Process
2. Gather Input 10:30
3. Next Steps 11:55
4. Close 12:00

October 21, 2014 M. A. Delangelo Consulting 2

# Background & Project

- **Background**
  - In 2007, a group of concerned stakeholders met to discuss the degrading water quality in Central Algoma
  - From that meeting, the Central Algoma Freshwater Coalition was created
  - While many steps have been taken, there are still water quality issues facing the region that impacts everyone here
- **Project - Watershed Unification Project**
  - Goal - Create a Regional Strategic Stewardship for Central Algoma to help ensure its economic and environmental sustainability into the future
  - Develop a unified vision for the region and embed the vision and strategy into the Plan

October 21, 2014 M. A. Delangelo Consulting 3

# Today's Objectives

- Announce the Watershed Unification Project objective
- Present the strategic planning process (road-map)
- Obtain input on engaging Central Algoma in successful round table sessions
- Discuss continued collaboration into the future

October 21, 2014 M. A. Delangelo Consulting 4

# Facilitator Background & Role

- **Background**
  - Independent management consultant with focus on strategy development, facilitation, organization change management, transformation, restructuring and leadership development
- **Role**
  - As a facilitator for this session, no affiliation with any group here today
  - Communicate session objectives and drive us to a successful completion
  - Ensure everyone here has the opportunity to participate
  - Assess when a topic has been covered to meet the session objectives and move us along
  - Capture output of the session
  - Probe and question on specific topics to ensure i) common understanding exists; ii) feasibility, validity, relevance of input

October 21, 2014 M. A. Delangelo Consulting 5

# Approach

- Present Watershed Unification Initiative and strategic planning process - high level road map
- Break into groups to discuss key elements of the project
- Incorporate today's input into planning, round tables and strategies for moving forward
- Feedback - forms at tables
- Parking lot

October 21, 2014 M. A. Delangelo Consulting 6

## Watershed Unification Project

- Central Algoma has many dedicated groups and individuals doing amazing work in their individual areas
- Stakeholders concerned about their respective areas; concerned about Central Algoma
- This project is intended to help develop a united vision for the Region which will hopefully result in a stronger economy and more sustainable environment

October 21, 2014

M. A. DiAngelo Consulting

7

## CAFC Strategic Planning Process



October 21, 2014

M. A. DiAngelo Consulting

8

## Break Outs

- Separate tables responding to four common questions
- Recorders
  - Capture responses as stated; paraphrase for shared understanding;
  - Park important items that are out of scope
  - Report on input where different
- Table Recorders
  - Meghan Jarrett
  - Nancy Maltman
  - Bob Kellum
- Time
  - Gather: 10 minutes per question
  - Report back: 15 minutes per table (all 4 questions)

October 21, 2014

M. A. DiAngelo Consulting

9

## Questions

1. What are the benefits of a Regional Strategic Stewardship Plan?
2. What are the common issues facing Central Algoma?
3. What are the factors needed for a Plan to succeed?
  - Who are the key players that need to be invited to round tables?
4. What are the barriers to moving forward collaboratively?
  - How can barriers be removed / addressed?

October 21, 2014

M. A. DiAngelo Consulting

10

## Next Steps

- Release session material
- Hold the Community Round Table Sessions (November 3,4,5)
- Hold Regional Meeting (February)

October 21, 2014

M. A. DiAngelo Consulting

11

## Close

*Thank You!*

October 21, 2014

M. A. DiAngelo Consulting

12

# **Community Round Tables**

# Central Algoma Region: Planning For Our Future

The Central Algoma Freshwater Coalition (CAFC) has enlisted Freshwater Futures to support public meetings throughout Central Algoma. Freshwater Futures will assist in creating objectives, prioritizing projects, and providing recommendations for our area as part of the Watershed Unification Project. Creating a unified vision for Central Algoma will highlight its dependence on healthy water quality and help to ensure the region's prosperity.

The public meetings will be held in 3 locations across the region: Laird, Johnson, and Huron Shores. RSVPs are appreciated however walk-ins are welcome.

**Choose the location and meeting time that best suits your schedule.** Everyone is welcome to attend.

CAFC looks forward to working with you towards a common vision for the Central Algoma Region.

**For more information or to RSVP please contact:**

Victoria Thomas  
Watershed Management Facilitator  
705-297-2201 or [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)  
[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)



## Western Area Round Table

Laird Township Hall  
Monday November 3  
Doors: 6:30pm  
Meeting: 7pm—9pm  
Refreshments provided.

## Central Area Round Table

Johnson Township Community Centre  
Tuesday November 4  
Doors: 10:30am  
Meeting: 11:00am—2:00pm  
Lunch included; RSVP required.

## Eastern Area Round Table

Sowerby Hall  
Wednesday November 5  
Doors: 6:30pm  
Meeting: 7pm—9pm  
Refreshments provided.

# Your Water – Your Voice

## Central Algoma Region Watershed Unification Project

*Community Round Tables Report  
November 19<sup>th</sup>, 2014*

Prepared By:



Ensuring the Healthy Future of Our Waters

*P.O. Box 2479  
Petoskey, MI 49770*

Prepared For:



*PO Box 88  
Bruce Mines, ON, P0R 1C0*

## Forward

The Central Algoma Freshwater Coalition has undertaken a regional initiative to foster relationships, build partnerships, leverage funds, and strengthen resources in the Central Algoma Region. The Watershed Unification Project has been designed to develop a unified vision for Central Algoma which will help insure its sustainability and prosperity into the future.

The outcomes of this initiative will be a Regional Strategic Stewardship Plan that will help to unite the one-off projects taking place throughout the area to work towards a larger to-be-established common vision.

In phase 1 of this project, consultants were hired to facilitate 4 meetings across Central Algoma. The first was held October 21<sup>st</sup> 2014 with key partners to launch the idea of the Watershed Unification Project and to obtain input and feedback on the initial plans for the project. Following that, three community round tables held across the region during the first week of November to obtain community input and garner support for the initiative.

This report is a summary the findings of Freshwater Future, consulting firm. Next steps will be the development of a Regional Strategic Stewardship Plan which will be released for public comment in January 2015, and then a Regional Launch Meeting of the Strategic Plan in February 2015.

As a valued stakeholder in the Central Algoma Region, your input and participation in this initiative in 2015 is crucial. Looking forward to working with you on the Watershed Unification Project.

Sincerely,



Edith Orr  
President, Board of Directors  
Central Algoma Freshwater Coalition

# Index

<b>Forward.....</b>	<b>3</b>
<b>Index.....</b>	<b>5</b>
<b>Executive Summary.....</b>	<b>7</b>
<b>Report.....</b>	<b>9</b>
<b>Background.....</b>	<b>9</b>
<b>Vision.....</b>	<b>10</b>
<b>Methodology.....</b>	<b>10</b>
<b>Discussion Results.....</b>	<b>10</b>
<b>Recommendations.....</b>	<b>15</b>
<b>Conclusions.....</b>	<b>16</b>
<b>Appendices.....</b>	<b>17</b>
<b>October 21<sup>st</sup> Launch Meeting Raw Notes.....</b>	<b>17</b>
<b>November 3<sup>rd</sup> Round Table Raw Notes.....</b>	<b>19</b>
<b>November 4<sup>th</sup> Round Table Raw Notes.....</b>	<b>21</b>
<b>November 5<sup>th</sup> Round Table Raw Notes.....</b>	<b>23</b>



Ensuring the Healthy Future of Our Waters

**Community Round Table Results  
Watershed Unification Project  
Report to the Central Algoma Freshwater Coalition**

**Executive Summary**

The Central Algoma Freshwater Coalition (CAFC) hosted three community round table discussions to obtain community input for the development of a unified vision and strategic plan for the protection, improvement, and restoration of the watersheds throughout the Central Algoma Region. The information discussed at these meetings saw a consensus emerge where participants agreed that having a unified vision and strategic plan is a good approach to ensure the watersheds in the region stay healthy, so they can continue to support the communities and economies that the residents and visitors to the region depend upon.

One of the key ideas that emerged was that future projects need to include both an overarching vision such as protecting and restoring water quality in the region, as well as have community-specific priorities such as septic system re-inspections or invasive species prevention. To meet these needs, an organization focused on this regional unified vision is needed. Shared leadership will be important to the success of the initiative because of the many different stakeholders with water-related interests in the region. Finally, in order to truly connect and motivate the region toward watershed protection and restoration, tools such as shared websites and common educational materials will be important.

For this initiative to be successful, Freshwater Future suggests the development of a collective impact model that is built upon the existing capacity of CAFC as a shared administrative backbone. Collective impact is an innovative method to working toward solutions for complex issues that require many different players to change their behavior; water quality is certainly one of those issues. This structure would allow for shared leadership among many types of entities, local decision-making around project priorities, cooperative tool development such as communications and websites and, a shared vision that unites the region around protecting water quality.



Ensuring the Healthy Future of Our Waters

**Community Round Table Results  
Watershed Unification Project  
Report to the Central Algoma Freshwater Coalition**

**Background**

The Central Algoma Freshwater Coalition (CAFC) was formed in 2007, to unite the voices of concerned property owners, residents, business owners and non-governmental organizations to address the threats to good water quality, particularly blue-green algae. CAFC has since expanded its focus to include all aspects of healthy watersheds. CAFC's vision is healthy watersheds throughout Central Algoma where people can drink, swim, fish, relax and pursue recreational activities without poor water quality affecting their health and the enjoyment of the outdoors. CAFC is dedicated to the protection, restoration, and improvement of watersheds throughout the Central Algoma Region, which stretches from the eastern boundaries of the City of Sault Ste Marie to the eastern boundaries of the Municipality of Huron Shores, including St Joseph Island.

Through the work of CAFC, in collaboration with numerous partners, many successful projects have been conducted throughout the region including water monitoring programs, vegetation studies, algal monitoring, educational presentations and events, septic re-inspection programs, invasive species prevention workshops, restoration projects and more. CAFC frequently partners with municipalities, organizations (such as stewardship councils, lake associations, not-for-profits, and land trusts) and agencies (such as Algoma Public Health, Ministry of the Environment and Climate Change, Ministry of Natural Resources and Forestry, and the Rural Agri-Innovation Network) to develop public outreach initiatives, host workshops, and distribute resources to help educate and raise awareness in empowering people to take steps to protect and improve the water quality within area watersheds.

While specific economic information for the Central Algoma region is not currently available, the following reference provides an example of the importance of water to Great Lakes coastal economies. A Great Lakes Recreational Boating Economic Benefits Study (Nov. 2004) that was prepared for the U.S. Army Corps of Engineers by the Great Lakes Commission holds several useful highlights. First, the economic impact of Great Lakes marinas is significant, "at a typical Great Lakes marina, ..., the 395 boats renting slips spent \$2.85 million on annual craft expenses and another \$2.85 million on boating trips... The direct economic impacts of trip spending were \$1.8 million in sales, \$661,000 in wages and salaries and \$952,000 in value added to the local economy, supporting 37 jobs. Annual craft expenses directly supported an additional 44 jobs from \$2.6 million in direct sales, \$834,000 in wages and salaries and \$1.5 million in value added."

## **Vision for Unifying the Region's Watersheds**

The type of work CAFC conducts is important to the area for many reasons including the tourism economy, human health, ecosystem health, recreation, and aesthetics; however, their small voice needs additional strength to have real impact. To that end, the group developed the idea of unifying the region's watersheds as a coordinated voice. In order to create a coordinated voice, the group developed the Watershed Unification Project to hear community desires, concerns and hopes related to water and to outline commonalities across communities upon which a collective vision can be created.

## **Methodology**

CAFC held meetings at the Laird Township Hall on Monday November 3<sup>rd</sup>, 2014, at the Johnson Township Community Centre on Tuesday November 4<sup>th</sup>, 2014, and at the Sowerby Hall on Wednesday November 5<sup>th</sup>, 2014. Outside facilitators (Freshwater Future) were used to ensure robust discussion and to collect the data that form the basis of this report. Questions were developed for the discussions by board members and Freshwater Future staff, and were refined after receiving feedback at the first round table. CAFC board members provided an overview of the project idea at the beginning of each round table, and Freshwater Future staff presented questions and collected feedback from participants. More than 50 individuals participated in the round tables, including landowners, elected officials, agency officials and local organizational representatives.

## **Round Table Discussion Results**

### *Visions, Hopes for Water*

When asked what participants want to see in terms of their local waters, in other words, what is important to them regarding water, responses were many, but common themes did emerge, including:

- A standard to know what is "clean" or "healthy." Swimmable, fishable, drinkable was suggested.
- The right to use water also carries a responsibility to care for it.
- Wetlands that connect cottages to the lakes.
- Healthy ecosystems.
- Protected wildlife.
- Strong government and policies to protect water.

Comments and discussions around what participants would like to see for the waters in the region focuses on some common definition of healthy waters. People want to know that their water is and will be safe for swimming, fishing and drinking. While this is a relatively common desire throughout the continent, it is also becoming more difficult to ensure as pressure from development, energy extraction, recreational uses, property owners and more continues to build. These discussions seem to indicate a clear need for a group or collaborative to work to

ensure that a common standard for water health is achievable and to ensure that communities and individuals are taking steps to achieve that goal.

### *Concerns about Water*

In response to questions about how water impacts participants and what their water-related concerns are, the following themes emerged:

- Uncertainty about whether the water is clean and healthy.
- People are not sufficiently educated about the impacts of their personal actions on water.
- Property values are impacted by water quality, but they feel that is beyond their personal control.
- Invasive species introductions have major impacts.
- Ground water and connecting waters are just as important as rivers, lakes and wetlands.
- Potential health issues from water quality issues.
- Habitat loss.
- Water levels can have impacts on tourism.
- Marine traffic can have impacts on tourism.
- Water treatment costs can be impacted by water quality.
- Not clear who has the authority to enforce existing laws.
- Potential spills such as oil and the impact on the region.
- Septic systems that are not maintained and properly functioning.

These concerns logically follow from the visions individual participants have for the waters of the region, and seem to be based on what they are seeing in communities. Common elements were:

- Concerns about septic systems polluting the water,
- Fears of invasive species being introduced through uninformed or careless recreational water users,
- Lack of belief that someone is reliably monitoring the water for problems,
- Confusion about who has the authority to enforce existing laws and regulations, and
- Concerns that each of these issues may impact tourism and the local economy.

### *Thoughts about a Collective Regional Vision for Water*

- There is a need to create vibrant rural communities ourselves.
- It can be a source of information on how people can address issues on their own property.
- Must be local and approachable.
- Cooperation so we don't have to reinvent the wheel.
- Share data results and provide analysis.
- Make information available through modes people read.
- Can help with sharing of ideas and information.

The Central Algoma Freshwater Coalition was careful to emphasize that they do not need to assume ownership of the Unified Vision and Regional Stewardship Plan, but simply want to ensure it moves forward if communities in the region agree there is a need for the project. It was clear through the round tables that there is a need for the project and that other groups are not

likely to step forward to take over the project. As CAFC is an established and trusted partner in the region, they are well positioned to move forward the initiative.

#### *Things to Keep in Mind While Creating a Unified Vision for Water*

- Ensure cooperation, not antagonism.
- Pay attention to community perceptions.
- Provide the facts.
- Online communication materials must be fresh and up to date (maybe cooperation with Sault College to help maintain materials for all municipalities)
- Ensure the project has measurable goals that can demonstrate change.
- Beware of public apathy.
- Funders are more likely to fund collaborative and strategic projects.
- Find ways to utilize data and information that already exists from agencies and find ways to access it region wide.

These ideas provide many suggestions for ways to make the implementation of a regional vision effective and efficient. As goals and work plans are created for the project, this list should be utilized as a resource.

#### *Potential Models for Working Toward a Shared Vision*

The following organizations might provide insights about what has worked elsewhere for entities working towards a common vision. These are not intended to be a complete list or to provide an exact fit, but rather as resources from which different tools may be borrowed in order to develop the appropriate collective toolbox.

- Waterkeeper Alliance ([waterkeeper.org](http://waterkeeper.org)) Waterkeeper Alliance connects and supports local Waterkeeper programs to provide a voice for waterways and their communities worldwide. To champion clean water and strong communities, Waterkeeper Alliance: Supports and empowers member Waterkeeper organizations to protect communities, ecosystems, and water quality; promotes the Waterkeeper model for watershed protection worldwide; and advocates for issues common to Waterkeeper programs.

The portion of the Waterkeeper Alliance that we suggest might be useful is the idea of local affiliates that provide local communications, ideas and education. Because of the strong desire to have the 12 municipalities in the region play key roles in the collaborative, those municipalities might be thought of as similar to the Waterkeeper affiliate idea.

- Tip of the Mitt Watershed Council ([watershedcouncil.org](http://watershedcouncil.org)) The Tip of the Mitt Watershed Council speaks for Northern Michigan's waters. They are dedicated to protecting our lakes, streams, wetlands, and groundwater through respected advocacy, innovative education, technically sound water quality monitoring, thorough research and restoration actions. The watershed council achieves their mission by empowering others and believes

in the capacity to make a positive difference. They work locally, regionally and throughout the Great Lakes Basin to achieve their goals.

The Watershed Council model that could apply to the collaborative is that of having local lake associations as members of the organization. These lake associations provide information about the needs of their lake and watershed, partner with the Watershed Council on projects, provide input for regional policy and funding needs. Local lake associations, river groups and other affinity groups could be organized in a similar fashion.

- Canadian Freshwater Alliance ([freshwateralliance.ca](http://freshwateralliance.ca)) The Freshwater Alliance is a national capacity building initiative that assists Canada's diverse non-profit water community in reaching goals to secure healthy, thriving waters from coast-to-coast-to-coast. Living waters are essential to the health and wealth of all our communities, our environment and our country. In a time when increasing pressures are threatening the health of many of our waterways, the work of the Alliance and its partners is paramount. The Canadian Freshwater Alliance, a project of Tides Canada Initiatives, is committed to serving the needs of Canada's diverse freshwater community.

The Canadian Freshwater Alliance provides a critical service to its members in developing shared resources that help its members have access to high quality resources at low cost. For example, they provide access to database tools at highly reduced cost due to group bargaining. In addition, they provide training and assistance to their members to utilize the tools. Discussions of assisting municipalities with information dissemination and finding partnerships to accomplish common tasks might be a good fit for this model.

- Centre for Sustainable Watersheds ([watersheds.ca](http://watersheds.ca)) works with landowners, communities, and organizations to protect lakes and rivers through developing effective, transferable, long-term solutions.

The transferable idea from the Centre for Sustainable Watersheds is their work to bring solutions to landowners, communities and organizations. This may provide a model of how to develop and market the ideas for local solutions throughout the region.

- The Elizabeth River Project ([www.elizabethriver.org](http://www.elizabethriver.org)) is the non-profit leading community efforts to restore the environmental health of the river while affirming her value to their port economy. The mission of the organization is to restore the Elizabeth River to the highest practical level of environmental quality through government, business and community partnerships.

This may present a good example of the collective impact model with an organization that similarly values municipal, NGO, business and citizen involvement in creating solutions in a complex water environment.

### *Infrastructure Needs*

- CAFC is interested in finding the best structure to carry out the development of a collective vision for the region's watersheds.

Having another organization created in order to lead this effort, could be beneficial as it would create:

- 1) a new identity to rally stakeholders around,
- 2) shared sense of ownership of the organization,
- 3) the form of the organization can be built around the needs of the organization as it grows.

The downsides of a new organization may include:

- 1) resources will be needed to incorporate and form the organization,
- 2) identity of the entity will have to be developed,
- 3) funders will have to be educated about the new entity and need for such an entity, and board members and volunteers will have to be recruited.

CAFC's current structure offers several likely advantages:

- 1) it already exists with nonprofit status,
- 2) it has some brand recognition,
- 3) it has effective board members and volunteers that can help to move things forward,
- 4) it believes in this idea, and
- 5) this effort fits well under CAFC's mission.

Possible disadvantages to CAFC's current structure include:

- 1) some may perceive the organization in ways that don't lend to the new work,
- 2) people will have to be re-educated about the work of the organization, and
- 3) not all stakeholders may identify with the existing entity.

A third option that might take advantage of the strengths of the structural possibilities outlined above is a collective impact model. Collective impact is an innovative method to working toward solutions to complex issues that require many different players to change their behavior, and water quality is certainly one of those issues. The difference between collective impact and other collaborative processes is "collective impact initiatives involve a centralized infrastructure, a dedicated staff, and a structured process that leads to a common agenda, shared measurement, continuous communication, and mutually reinforcing activities

among all participants<sup>13</sup>.” The benefits of utilizing a collective model could include:

- 1) The ability to utilize individual organizational strengths across many organizations in order to reach a common goal such as improving and maintaining water quality in the Central Algoma region.
- 2) Shared measurement can help to show progress toward the common goal rather than individual groups showing their individual progress in isolation.
- 3) A shared administrative backbone can help all parts of the collective be more effective and efficient in making meaningful progress.
- 4) Because of the common agenda of the group, there is less competition for resources and in fact, opportunities for assistance with fundraising from the backbone organization become possible.

Possible challenges or disadvantages of the collective impact approach may include:

- 1) Building sufficient trust and common goals among the groups takes time and resources.
- 2) There are costs to maintaining the backbone infrastructure that must be created on a sustainable basis.
- 3) Developing a shared vision and goals will take time and resources.

### *Recommendations*

Based on the input received at the three round table discussions, Freshwater Future offers the following recommendations. It should be noted however that CAFC and the participants know the region and the needs of the region much better than we do, and those should be the primary considerations in developing the final tools and methodology to move this collaborative idea forward.

- **Shared Leadership:** Although the existing structure of CAFC could help move this idea forward quickly without many startup costs, there is a need for a shared leadership model for the effort. This could be achieved through an expanded board committee structure. For example, municipal, lake and river association, business and agricultural committees could be added so that all interested communities/stakeholders could have a seat at the table and help to carry out the work.
- **Project Focus:** While selecting an overarching theme for work that impacts much of the region may provide a good way to strengthen the collective voice, in order to truly be responsive to needs of multiple communities, locally-focused projects that address specific needs will also be important. Therefore, combining annual

---

<sup>13</sup> John Kania & Mark Kramer. Collective Impact, “Stanford Social Innovation Review,” Winter 2011. Stanford University.

or long-term themes that impact the region as well as local partnership projects that can be suggested by partners may be needed. The collective impact model may provide a good structure for ensuring that each community is able to address local issues that all lead to the common goal of protected and restored water quality in the Central Algoma region.

- **Mapping:** In order to develop the collective voice and communicate both needs and progress, a mapping project that indicates current issues or needs in communities along with up-to-date project successes may help to unify the region. Such a mapping project could also provide results of past and present monitoring efforts as well show locations where groups or individuals are needed to carry out future monitoring projects.
- **Information Dissemination:** A common need articulated by participants was for clear, timely, accurate and coordinated informational resources. Developing a shared web-based platform that can be linked or embedded into partner websites may help to provide effective resource use as well as a way to unify the region's voice through common materials and "one stop shopping" for water information.
- **Structure:** Of the three potential models described briefly above, we believe the most promising structure may be the collective impact model based on the input received from the round tables and because CAFC has existing infrastructure that could help get the work going right away. This model could take advantage of existing strengths of many collaborators, ensure a collective vision is developed, provide a shared leadership among collaborators, as well as appropriate infrastructure for information dissemination, joint projects such as mapping and allow for local project focus while maintaining a collective overall goal of good water quality.

### *Conclusion*

It is clear that many entities in the Central Algoma region agree that a common vision and collaborative projects are needed in order to protect the water resources upon which the economy and way of life of the region depend. Participants also agreed that several criteria are needed in order to move forward such an idea. Those criteria include a structure that enables: 1) shared leadership, 2) a common vision, 3) projects focused on individual community needs, and 4) sharing of resources for communication and other needs. We believe that the collective impact model of organizing may present the best fit for ensuring these criteria are met and for developing solutions to this very complex issue among a broad set of stakeholders. Our review also indicates that developing such a structure may be jump started by utilizing the existing infrastructure of CAFC as the administrative backbone on which this effort can be initiated in a collaborative and innovative way. If the resources can be devoted to developing this collaborative we believe the region could become a model for bringing together diversity entities under a common vision to solve a complex set of issues relating to water quality of the region.

# **Strategic Plan Report**



# **Central Algoma Freshwater Coalition Strategic Plan**

***Watershed Unification Project  
February 12, 2015***

**Central Algoma Freshwater Coalition**  
*9154 Highway 17 East  
PO Box 88  
Bruce Mines, Ontario, P0R 1C0  
[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)*

## Table of Contents

<b>Forward.....</b>	<b>3</b>
<b>Strategic Plan .....</b>	<b>5</b>
<b>Appendices.....</b>	<b>9</b>
<b>Round Table Report .....</b>	<b>11</b>
<b>Forward.....</b>	<b>12</b>
<b>Executive Summary .....</b>	<b>13</b>
<b>Report.....</b>	<b>14</b>



February 12<sup>th</sup>, 2015

Dear Central Algoma Neighbours,

The *Central Algoma Freshwater Coalition Strategic Plan*, which was developed as part of the Watershed Unification Project, will serve as the framework for developing stronger and more fruitful collaborative partnerships throughout the Central Algoma Region. These partnerships will enhance the stewardship of the beautiful lakes, rivers, and streams found within Central Algoma watersheds. These waters attract countless people to the area and their protection will help to ensure the sustainability of our region.

### **Background**

In November of 2014, the Watershed Unification Project held a launch meeting with key Central Algoma and government stakeholders, as well as three subsequent community round table meetings across the region. These meetings were to gather input and information from residents about their water quality needs and the role they saw for CAFC.

The information gathered by Freshwater Future, a bi-national consulting firm working for the Great Lakes Basin, was distributed to the public in December 2014, and used to inform and develop this Strategic Plan. We heard loud and clear from a diverse range of participants region-wide that collaborative solutions are needed to make our waters better.

### **Rationale**

Our region depends on its water for the health of its people and its economy. Water is our "canary in the coal mine" and our local waters face challenges that are not yet well understood. These challenges would best be addressed by bringing communities and resources together.

We understand that when we care for our waters, we care no less for ourselves and our communities. The *Watershed Unification Project* will provide the opportunity to work together to create sound policies that will sustain our vital communities along the North Shore.

## Next Steps

The attached Strategic Plan has been developed to ensure a healthy future for both our waters and our region. By way of collaborative partnerships, we will have positive impacts on more than just water quality; we will increase tourism and economic growth through access to shared resources. We are seeking support from organizations and sectors interested in our region's success.

The Central Algoma Freshwater Coalition welcomes any feedback you may have regarding our public engagement process, strategic plan, and implementation phase. We look forward to working with you over the coming years to ensure the Central Algoma Region remains a place where people can live, drink, swim, fish, relax and play with healthy waters.

Sincerely,



Edith Orr  
President, Board of Directors  
Central Algoma Freshwater Coalition



Victoria Thomas  
Watershed Management Facilitator  
Central Algoma Freshwater Coalition

On behalf of the Central Algoma Freshwater Coalition

### Executive

Edith Orr, President  
Nancy Maltman, Vice-President/Secretary  
Mark Graves, Treasurer

### Staff

Victoria Thomas, Watershed Management Facilitator  
Becca MacDonald, Watershed Science Intern

### Directors

Meghan Jarrett  
Reijo Kamula  
Bob Kellum  
Dave Ratz  
Peter Woolcott



Dedicated to the protection, improvement and restoration of our waterways



Central Algoma Freshwater Coalition  
9154 Hwy 17 East, PO Box 88, Bruce Mines, Ontario, P0R 1C0  
Phone: 705-785-1071 E-mail: [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com)  
[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)



**Watershed Unification Initiative  
Central Algoma Freshwater Coalition  
*Strategic Plan***

**CAFC's Vision**

Healthy watersheds throughout Central Algoma where people can live, drink, swim, fish, relax and play with good water quality.

**CAFC's Mission**

To unite individual grassroots projects in the region towards the larger regional vision and to support and enable partnerships to leverage funds and pool resources for a more sustainable Central Algoma.

**Overall Strategic Direction**

The Central Algoma Freshwater Coalition (CAFC), with the support of its network, will be a forum where local stakeholders can come for support and guidance to carry out their stewardship initiatives.

CAFC will provide support including, but not limited to:

- Human resources
- Print resources
- Capacity building
- Leveraging funds
- Sharing engagement strategies
- Assisting with the development of work plans

CAFC will provide guidance including, but not limited to:

- Facilitate organizational development
- Facilitate meetings and workshops
- Provide structural framework support
- Help divide the task/challenge into achievable objectives

**Goal 1: Champion a Regional Approach for Continued Stewardship in Central Algoma**

Objective 1: Become a forum where local stakeholders can come for support and guidance to carry out their stewardship initiatives

Objective 2: Operate an office, meeting space and resource centre open to the public

Objective 3: Employ full time staff dedicated to the Central Algoma Freshwater Coalition's initiatives

**Goal 2: Develop Environmental Education and Public Awareness Campaigns**

Objective 1: Coordinate and facilitate capacity building workshops on a variety of topics

Objective 2: Provide training opportunities for individuals and organizations

Objective 3: Develop resources and relationships to help foster accountability.

**Goal 3: On-the-Ground Projects**

Work with partners to prioritize, secure needed resources to support, and implement on-the-ground projects that advance the regional stewardship synergy.

Objective 1: Provide a forum for groups to present their water quality concerns

Objective 2: Be a partner for strategizing solutions

Objective 3: Assist in developing a project plan

Objective 4: Support and guide local stewardship initiatives

**Goal 4: Administrative Role**

Provide effective administrative capacities in order to successfully support local grassroots initiatives.

Objective 1: Assist partners in leveraging funds, resources and connections to allow partner projects to flourish.

Objective 2: Provide coordination services for the project such as website maintenance, meeting facilitation, agenda and logistics development, tracking progress and supporting communications and networking.

**Goal 5: Fundraising**

Develop fundraising tools and capacities for stewardship projects and initiatives throughout the region.

Objective 1: Work with a diversity of funding sources to secure funds for the start-up of the project.

Objective 2: Work with partners to secure funds for local community projects

# **Sustainable Funding Plan**



# **Central Algoma Freshwater Coalition Sustainable Funding Plan**

***Watershed Unification Project  
March 20, 2015***

**Central Algoma Freshwater Coalition**  
*9154 Highway 17 East  
PO Box 88  
Bruce Mines, Ontario, P0R 1C0  
[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)*

# Central Algoma Freshwater Coalition Sustainable Funding Plan 2015 - 2019

## 1. INTRODUCTION

CAFC's Vision Healthy watersheds throughout Central Algoma where people can live, drink, swim, fish, relax and play with good water quality. In order to achieve this vision, CAFC requires a stable funding source

***Our Mission:*** To unite individual grassroots projects in the region towards the larger regional vision and to support and enable partnerships to leverage funds and pool resources for a more sustainable Central Algoma.

### ***Background***

The Central Algoma Freshwater Coalition (CAFC) is a not-for-profit organization dedicated to the protection, improvement, and restoration of the watersheds throughout the Central Algoma Region. Central Algoma is a region that stretches from the easterly boundary of the City of Sault Ste. Marie to the easterly boundary of the Municipality of Huron Shores, including St. Joseph Island and the unorganized territories to the North.

The work that has been, and continues to be, carried out across the region is impressive and important for the sustainability of the environment, the economy, and the communities. As a regional body, CAFC sought to investigate partnerships and collaborative opportunities in Central Algoma and thus, the Watershed Unification Project was created.

The Watershed Unification Project is a multi-year, integrated, and regional, approach to managing Central Algoma watersheds impacting the North Channel of Lake Huron. Due to the individualized governance of the municipalities in the region, there is no coordinating body to facilitate projects, foster partnerships, leverage and streamline funding, support the pooling of resources, develop stewardship programs, or create the public awareness campaigns to help create sustainable communities.

There are a number of hardworking and dedicated groups and organizations in the region, working on projects that will protect and improve our water resources. The unification of these individual projects being undertaken will provide a larger impact and a more effective and coordinated effort. The development of a unified vision for sustainability, the creation of a strategic plan for a regional approach, and the implementation of a sustainable funding plan for CAFC will help ensure the region's sustainability and prosperity into the future.

Freshwater Future was contracted to assist in the development of a Sustainable Funding Plan to strengthen CAFC's ability to implement Phase 2 of the Watershed Unification Project, as well as

continue to operate in its current capacity. The Plan was created with the newly developed Strategic Plan goals in mind.

## **2. STRATEGIC GOALS**

Overall Strategic Direction--The Central Algoma Freshwater Coalition (CAFC), with the support of its network, will be a forum where local stakeholders can come for support and guidance to carry out their stewardship initiatives.

CAFC will provide support including, but not limited to:

- Human resources
- Print resources
- Capacity building
- Leveraging funds
- Sharing engagement strategies
- Assisting with the development of work plans

CAFC will provide guidance including, but not limited to:

- Facilitate organizational development
- Facilitate meetings and workshops
- Provide structural framework support
- Help divide the task/challenge into achievable objectives

### **Goal 1: Champion a Regional Approach for Continued Stewardship in Central Algoma**

*Objective 1:* Become a forum where local stakeholders can come for support and guidance to carry out their stewardship initiatives

*Objective 2:* Operate an office, meeting space and resource centre open to the public

*Objective 3:* Employ full time staff dedicated to the Central Algoma Freshwater Coalition's initiatives

### **Goal 2: Develop Environmental Education and Public Awareness Campaigns**

*Objective 1:* Coordinate and facilitate capacity building workshops on a variety of topics

*Objective 2:* Provide training opportunities for individuals and organizations

*Objective 3:* Develop resources and relationships to help foster accountability.

### **Goal 3: On-the-Ground Projects**

Work with partners to prioritize, secure needed resources to support, and implement on-the-ground projects that advance the regional stewardship synergy.

*Objective 1:* Provide a forum for groups to present their water quality concerns

*Objective 2:* Be a partner for strategizing solutions

*Objective 3:* Assist in developing a project plan

*Objective 4:* Support and guide local stewardship initiatives

#### **Goal 4: Administrative Role**

Provide effective administrative capacities in order to successfully support local grassroots initiatives.

*Objective 1:* Assist partners in leveraging funds, resources and connections to allow partner projects to flourish.

*Objective 2:* Provide coordination services for the project such as website maintenance, meeting facilitation, agenda and logistics development, tracking progress and supporting communications and networking.

#### **Goal 5: Fundraising**

Develop fundraising tools and capacities for stewardship projects and initiatives throughout the region.

*Objective 1:* Work with a diversity of funding sources to secure funds for the start-up of the project.

*Objective 2:* Work with partners to secure funds for local community projects

### **3. SUSTAINABLE FUNDING PLAN**

This document provides a framework to guide fundraising activities for the Central Algoma Freshwater Coalition. It presents realistic projections of revenue and their sources, time, and resources needed to raise those revenues, strategies, and timetables.

#### Central Algoma Freshwater Coalition Fundraising Goals

CAFC's basic operating costs are projected to be as follows for 2015:

<b>Expenses</b>		
Office	Facility	\$12,000.00
	Utilities	\$1,500.00
Phone/Internet	Bell (Internet & Landline)	\$1,100.00
	Telus (Cell Phone)	\$1,200.00
Insurance		\$1,500.00
Supplies		\$2,200.00
Equipment		\$4,000.00
Marketing		\$4,000.00
Printing		\$3,500.00
Mileage		\$6,000.00
Human Resources	Manager	\$60,000.00
	Internships	\$8,000.00
	Professional Development	\$5,000.00

Programs, such as Healthy Habits for Healthy Habitats, and projects, such as a Regional Beaver Management Strategy, will require additional grant and funding sources to carry out. Some

grants allow for overhead costs which is why they are included as a funding source for sustainable baseline funding.

Year	Budget
2015	\$110,000
2016	\$115,000
2017	\$120,000
2018	\$125,000
2019	\$130,000

Developing a stable funding base for an organization requires multiple funding sources. Having a diverse group of revenue sources that includes individual donors, municipalities, businesses, lake associations, and government grants, ensures that your organization can weather all economic climates. This fundraising plan sets goals to generate revenues from a variety of sources and is based on data that demonstrates that the majority of funding for nonprofit organizations is generated from individuals:

- In Canada, in 2010, individuals donated \$10.6 billion to charities representing approximately 65% of the total giving.
- In 2013, Foundations granted \$4.6 billion representing, roughly 28% of all giving.

This plan will help Central Algoma Freshwater Coalition begin to diversify funding by generating revenue in the following areas to support the important work of the organization:

1. Individual Membership (Recruitment and Renewals)
2. Municipal Partners
3. Business and Lake Association Sponsorships
4. Events
5. Grants (Government and Foundations)
6. Board Giving
7. Major Donors

**A. INDIVIDUAL MEMBERSHIP**

**Plan:** Central Algoma Freshwater Coalition has a current membership of 26 members, including individuals, organizations and municipal memberships. In 2014, our members contributed \$330. We will strive to increase our individual membership incrementally by a minimum of 25% each

year over the next four-years with a goal of having 140 members that contribute \$7,000 by tapping into our distribution list of more than 550 individuals.

**Strategy:** The following steps have been identified to expand membership of the organization:

1. Review membership benefits and funding levels that will support the work of Central Algoma Freshwater Coalition.
2. Send a member renewal annually in March.
3. Develop and send out an e-mail campaign to existing email list and volunteers.
4. Gather a list of friends and connections from Board Members (20 from each member) Send request either via email or with personalized notes (could be two-page letter, use Central Algoma Freshwater Coalition letterhead with full list of board members).
5. Send a year-end appeal for donations to meet annual plan to members.
6. Send year-end donation request to the email list.

In order to recruit new members, CAFC will target new audiences to solicit new memberships, including:

- Lake residents, including seasonal, and concerned residents
- Community members involved in the unification project
- Lake Associations—ask to do joint mailings
- Event participants

**Proposed Individual Membership Levels, Benefits, and Messaging:**

Freshlings	\$25 (students only)
Fresh	\$50
Fresher	\$100
Freshest	\$200

*Membership Benefits:*

All contributions go toward supporting CAFC’s governance and existence and will continue to be used as leveraging dollars for new grant applications.

As a member you are **an integral part of the solution**, for generations to come, by:

- Contributing to clean and healthy waters
- Protecting the natural resources of our tourism-based economy
- Leveraging local contributions to achieve Regional cooperation and vision
- Sharing the unified vision for Central Algoma to create vibrant and sustainable communities
- Supporting projects that bring the Region closer to our joint vision

As a member you **will receive:**

- Regular updates on the projects and accomplishments
- Discounts on select CAFC events, such as our Workshop Series
- Recognition on our website

- A certificate demonstrating your support of the Central Algoma vision
- First notice of great opportunities to get involved to volunteer in fun on-the-ground projects

**Memberships Messaging**

Clean, Healthy Freshwater—it is what every member of Central Algoma Freshwater Coalition desires for our region. Whether you love swimming, fishing, boating, or just knowing that healthy water is there—as a member, your donation helps keep our waters FRESH!

How FRESH are you? You can be Fresher or even the Freshest—all it takes is sharing more with Central Algoma Freshwater Coalition because you believe our waters deserve it.

Investing in CAFC is an investment in local communities’ through healthy watersheds. Your donation will help keep Central Algoma a place where people can live, drink, swim, fish, relax and play for generations to come.

**Appeals:** Appeals provide members an opportunity to increase their giving above and beyond their membership to support specific programmatic work. One annual appeal will be planned as a year-end appeal. This can be used as your annual appeal to contribute to the key projects you are working on.

**Timetable:**

Prepare materials	October - November
Annual Donation Appeal	December
Personalized Written Letters to Current Members	March
Newsletter & E-mail Blast to Distribution List	April
Personal Phone Calls for Outstanding Memberships	Early May
Send Thank You’s & Certificate	Late May
AGM & Members Social	July
Send End-of-Summer Project Update	September

**Projected Income:**

Summary of Membership Goals:

Year	Members	Revenue
2015	50 @ \$50	\$2,658
2016	73 @ \$50	\$3,650
2017	96 @ \$50	\$4,800
2018	120 @ \$50	\$6,000
2019	140 @ \$50	\$7,000

**B. MUNICIPAL PARTNERS**

**Plan:** CAFC works closely with a diverse group of partners including municipalities. Our work provides many direct benefits to municipalities and as a result we request funding support based on a percentage of taxable revenue (\$0.03/\$1,000). In 2014, we had the support of three municipalities. We will recruit additional municipalities per year until all are participating and engaged with our programs.

**Strategy:** In December of each year we will prepare materials to provide to the municipalities highlighting benefits of participation. In January, we will meet with select leaders in each community to provide a personal report and gather information about needs. In March, we will present a renewal request to the Council. Written updates will be provided to the municipalities again in June and October.

**Timetable:**

Prepare materials	December
Schedule and conduct pre-meetings	January
Prepare and give presentations to municipalities; send out request letters	January - February
Send Thank You's, Framed Certificate & Decals	April
Give update reports	June, October
Gather input for next year	October - November

**Projected Income:**

Summary of Municipalities:

Year	Revenue
2015	\$11,892 (6 municipalities)
2016	\$18,683 (9 municipalities)

2017	\$23,032 (11 municipalities)
2018	\$25,051 (12 municipalities)
2019	\$25,051 (12 municipalities)

Below are the municipalities within the Central Algoma region, their 2012 assessment values (Ministry of Municipal Affairs and Housing), and the amount CAFC intends to request. Recognizing that assessment rates are dynamic and will reflect changes year to year, this table is for planning purposes only. In our proposals to each municipality we will present options for rates with \$0.03 per \$1,000 as the recommended contribution. In addition to the annual contribution, our request to municipalities will provide opportunities for inclusion on grant applications and offer assistance with grant application preparation for pertinent projects, as well as increasing awareness with a write up in municipal newsletters and information included with tax bills.

<b>Municipality</b>	<b>Assessment</b>	<b>\$0.03/\$1,000</b>	<b>Contributing 2014</b>	<b>Target Year</b>
Bruce Mines	\$30,366,019	\$910.08		2015
Hilton	\$52,023,465	\$1,560.70	✓	
Huron Shores	\$148,817,905	\$4,464.54	✓	
Jocelyn	\$50,568,588	\$1,517.06		2017
Johnson	\$57,365,072	\$1,720.95	✓	
Laird	\$76,907,145	\$2,307.21		2015
Macdonald, Meredith &Aberdeen	\$88,762,820	\$2,662.88		2016
Plummer Additional	\$60,708,233	\$1,821.25		2016
St. Joseph	\$144,987,158	\$4349.61		2017
Tarbutt & Tarbutt Additional	\$55,606,566	\$1668.20		2016
Thessalon	\$52,246,292	\$1567.39		2015
Village of Hilton	\$15,677,839	\$470.34		2017

As a partner you are **an integral part of the solution**, for generations to come, by:

- Contributing to clean and healthy waters
- Protecting the natural resources of our tourism-based economy
- Leveraging local contributions to achieve Regional cooperation and vision.
- Sharing the unified vision for Central Algoma to create vibrant and sustainable communities
- Collaborating on projects that bring the Region closer to our joint vision

As a partner you **will receive**:

- Regular updates on the projects and accomplishments
- Window decal and framed certificate demonstrating your support of the Central Algoma vision
- Discounts on select CAFC events, such as our Workshop Series
- Recognition in our newsletters, on our website, and at our events, and
- A position on the CAFC Board of Directors

### **C. BUSINESS AND LAKE ASSOCIATION SPONSORSHIPS**

**Plan:** The Central Algoma region contains a range of year-end and seasonal small to medium businesses and expanding lake associations that depend upon a healthy environment to support their enterprise. In addition, hospitals and universities and other similar businesses want to provide a high quality of life for their employees. The Central Algoma Freshwater Coalition’s work benefits many businesses in our communities. We will work to develop relationships with these businesses to build a business membership program and sponsor opportunities.

**Strategy:** We will strengthen our relationships with businesses and lake associations through developing sponsorship opportunities. Business memberships will be annual with renewals sent out in April. Business membership benefits will include tangible benefits that focus on how CAFC’s members and network are potential customers and intangible benefits that support the quality work of CAFC for regional benefit. CAFC is currently checking with a legal team to determine if the advertising benefits received through a CAFC membership can be considered a business expense. Working with a few of our business friends, we will vet our strategy and gather feedback to improve. After finalizing our business membership approach we will do the following to gain memberships: send letters with request to join and include examples how they will be recognized; contact with a follow-up call or visit (where board members have good connections); attend chamber events and make requests.

Membership levels for businesses will be as follows:

Fresh	\$100
Fresher	\$200
Freshest	\$300
Blue	\$500+

As a sponsor you are **an integral part of the solution**, for generations to come, by:

- Contributing to clean and healthy waters
- Protecting the natural resources of our tourism-based economy
- Leveraging local contributions to achieve Regional cooperation and vision.
- Sharing the unified vision for Central Algoma to create vibrant and sustainable communities
- Supporting projects that bring the Region closer to our joint vision

As a sponsor you **will receive**:

- Regular updates on the projects and accomplishments
- Window decal and framed certificate demonstrating your support of the Central Algoma vision
- Discounts on select CAFC events, such as our Workshop Series, (Blue Sponsors will receive 2 complementary tickets and a display booth at our events) and
- Recognition in our newsletters, on our website, and at our events

Sponsorship opportunities will evolve over the next 5 years and be tied to specific projects and events.

**Timetable:**

Prepare materials	October - November
Annual Donation Appeal	December
Personalized Written Letters to Current Members	March
Newsletter & E-mail Blast to Distribution List	April
Personal Phone Calls for Outstanding Memberships	Early May
Send Thank You's & Certificate	Late May
AGM & Members Social	July
Send End-of-Summer Project Update	September

**Projected Income:**

Summary of Sponsorship Goals:

<b>Year</b>	<b>Sponsors</b>	<b>Revenue</b>
2015	5 @ \$100	\$500
	2 @ \$500	\$1,000

2016	10 @ \$100	\$1,000
	3 @ \$500	\$1,500
2017	15 @ \$100	\$1,500
	4 @ \$500	\$2,000
2018	20 @ \$100	\$2,000
	5 @ \$500	\$2,500
2019	25 @ \$100	\$2,500
	6 @ \$500	\$3,000
<b>Total:</b>		<b>\$17,500</b>

#### D. EVENTS

**Plan:** Central Algoma Freshwater Coalition conducts two types of events, program oriented events to build collaboration and education purposes and fundraising events. Our program events will raise revenue through registration fees and sponsorships. Our annual fundraising events will look for new approaches that will add program-related elements that will make good use of staff and volunteer time to and raise critical unrestricted funds.

**Strategy:** Conduct four to eight program-related events and set registration fees to be able to recoup the cost of the event plus a small margin. Gather information from our members and supporters about the type of fundraising event they would most like to attend.

Co-hosting has proven to be successful in our program events we will continue to pursue these opportunities throughout the region.

#### Timetable:

Plan 2 Fundraising Events	November
Plan 4-8 Program Events	November
Organize Keynote Speakers/Performer for Events	December
Seek Sponsorships for Program Events	January
Host Program Event #1	January
Host Program Event #2	March
Fundraising Event #1	April
Host Program Event #3	May
Host Program Event #4	June

AGM & Members Social	July
Host Program Event #5	September
Fundraising Event #2	October
Host Program Event #6	November

**Projected Income:**

Summary of Fundraising Goals:

Year	Program Events	Revenue	Fundraising Event	Revenue
2015	4-8	\$500	1-2	\$3500
2016	4-8	\$600	1-2	\$4000
2017	4-8	\$700	1-2	\$4500
2018	4-8	\$800	1-2	\$5000
2019	4-8	\$800	1-2	\$5200

**E. GRANTS**

Submit grant applications to foundations to implement projects that are in line with the Central Algoma vision and regional strategic plan.

**Strategy:** Identify potential grant sources and application deadlines that will help Central Algoma Freshwater Coalition accomplish their strategic goals.

Set up meeting with our Member of Parliament and Member of Provincial Parliament to keep them informed about CAFC and to inquire about access to federal and provincial funding.

CAFC will continue to apply for Ontario Trillium Foundation grants to help subsidize salary costs and to implement a new project each year/two years. Additional grants that will be considered include: The Great Lakes Guardian Community Fund, TD Friends of the Environment Fund, RBC Blue Water Fund, Trees Ontario, Land Stewardship and Habitat Restoration Fund, Habitat Stewardship Fund, as well as more educational and outreach funds that have not previously been explored.

**Timetable:**

Deadlines vary for each proposal. Central Algoma Freshwater Coalition will keep tabs on the funding sources best suited to our mission and goals.

**Projected Income:**

2015	2016	2017	2018	2019
\$45,000	\$50,000	\$75,000	\$75,000	\$75,000

Please note: The projected grant income is low and will increase once projects and funds have been identified.

## F. BOARD GIVING

**Plan:** One of the primary responsibilities of the Central Algoma Freshwater Coalition Board is to ensure adequate resources for the organization. We have a talented and hardworking board with members who continue to give their time and energy to the organization. Our goal is to encourage Directors to contribute financially to the organization. With Board Members contributing in many and diverse ways, it demonstrates to the communities, governments, and our members that the people closest to the organization are committed, supportive, and engaged.

**Strategy:** CAFC acknowledges the personal contributions of its Board of Directors who continue to give their time, energy, and resources to the organization.

The CAFC board will form a fundraising committee that will continue to shepherd and update the fundraising plan. The fundraising committee will review potential grants, plan fundraising events, prepare individual membership requests, business sponsorship requests, and letters to municipalities. The board will also document time spent on CAFC and in-kind donations received.

## G. MAJOR DONORS

**Plan:** Major donors provide unrestricted funds to assist with specific project and organizational costs. They provide a great way to develop deep relationships with people who care about your work. Central Algoma Freshwater Coalition will initiate a Major Donor program.

**Strategy:** The first step will be for the board and staff to identify contacts that have the ability to give at this level, belief in the organization, and have a contact with someone involved in the organization. Once the contacts are identified, we will set up meetings to learn about their interests, explain the current program work and make a request for funding. Our initial giving level to be considered a Major Donor to Central Algoma Freshwater Coalition will be \$250.

### Timetable:

Prepare materials	October - November
Annual Donation Appeal	December
Send Thank You's & Certificate	February

Personalized Written Letters to Current Members	March
Newsletter & E-mail Blast to Distribution List	April
Personal Phone Calls for Outstanding Memberships	Early May
Send Thank You's & Certificate	Late May
AGM & Members Social	July
Send End-of-Summer Project Update	September

**Projected Income:**

Summary of Membership Goals:

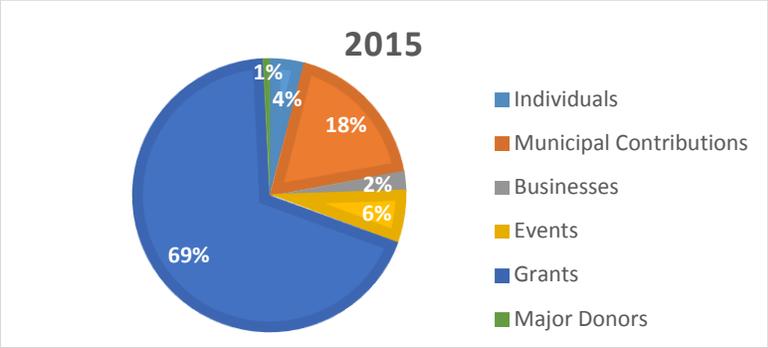
<b>Year</b>	<b>Members</b>	<b>Revenue</b>
2015	2	\$500
2016	4	\$1,000
2017	6	\$2,000
2018	8	\$4,000
2019	10	\$4,500

**4. Summary of Revenue Goals for 2015-2019**

Based on the revenue projections outlined above, the table below summarizes the revenue sources for CAFC over the next 4 years.

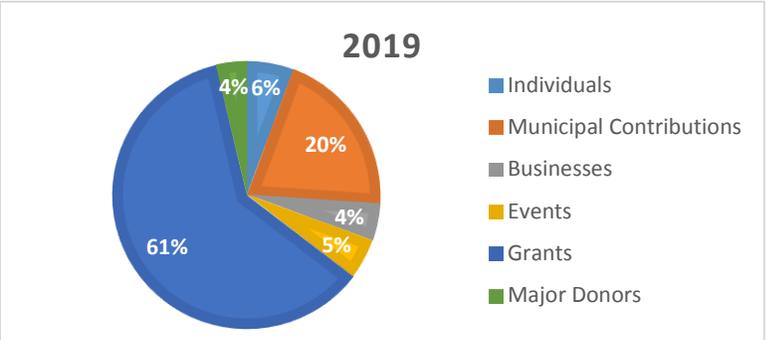
<b>Year</b>	<b>Individuals</b>	<b>Municipal Contributions<sup>14</sup></b>	<b>Businesses</b>	<b>Events</b>	<b>Grants</b>	<b>Major Donors</b>	<b>Total</b>
2015	\$2,658.00	\$11,892.00	\$1,500.00	\$4,000.00	\$45,000.00	\$500.00	<b>\$65,550.00</b>
2016	\$3,650.00	\$18,683.00	\$2,500.00	\$4,600.00	\$50,000.00	\$1,000.00	<b>\$80,433.00</b>
2017	\$4,800.00	\$23,032.00	\$3,500.00	\$5,200.00	\$75,000.00	\$2,000.00	<b>\$113,532.00</b>
2018	\$6,000.00	\$25,051.00	\$4,500.00	\$5,800.00	\$75,000.00	\$4,000.00	<b>\$120,351.00</b>
2019	\$7,000.00	\$25,051.00	\$5,500.00	\$6,000.00	\$75,000.00	\$4,500.00	<b>\$123,051.00</b>
Total	\$24,108.00	\$103,709.00	\$17,500.00	\$25,600.00	\$320,000.00	\$12,000.00	<b>\$502,917.00</b>

<sup>14</sup> The municipal request will not increase, we will be engaging more municipalities.



Over the next 5 years, CAFC will reduce our reliance on grants through expanding our individual member base, and the number of municipal partners, and business sponsorships.

Major donors will also increase providing a small but growing revenue source.



CAFC will continue to work towards decreasing on grants and event fundraisers while increasing sustainable funding sources.

The baseline budget table provided at the start of the funding plan, for CAFC’s operational budget only (not project related costs), has been updated below to reflect the revenue sources and any overages or shortages, based on the provided numbers.

Year	Budget	Total	Over/Short
2015	\$110,000.00	\$65,550.00	-\$ 44,450.00
2016	\$115,000.00	\$78,933.00	-\$ 36,067.00
2017	\$120,000.00	\$111,532.00	-\$ 8,468.00
2018	\$125,000.00	\$117,851.00	-\$ 7,149.00
2019	\$130,000.00	\$123,051.00	-\$ 6,949.00
<b>Total</b>	<b>\$610,000.00</b>	<b>\$496,917.00</b>	<b>-\$113,083.00</b>

As CAFC’s projected revenue is not sufficient to cover projected expenditures, additional grants and revenue sources will need to be identified moving forward.

In order for CAFC to continue to exist in its current capacity, CAFC needs continued financial support for the next 5 years, in decreasing intervals as indicated in the table above. We need time to get new partners (individuals, businesses, and municipalities) on board in order to reach financial stability. CAFC is committed to achieving this goal as well as secure project dollars to implement the strategic plan.

This seed money and other unrestricted funds secured will serve as the core dollars to leverage addition funds and propel CAFC into financial sustainability. Financial sustainability will allow for the progress and success of CAFC to continue into and beyond 2020.

# **Regional Development**

# The Central Algoma Freshwater Coalition & The Bruce Mines & District Chamber of Commerce *presents*

## BOARD GOVERNANCE & RISK MANAGEMENT TRAINING WORKSHOP

The Central Algoma Freshwater Coalition and the Bruce Mines and District Chamber of Commerce are pleased to co-host a one day training workshop with David Hartley. This is an opportunity for all non-profit and charity organizations (big or small) to learn from the best!

### Who is David Hartley?

Trainer/Facilitator David Hartley is engaging, straight-forward and no one else trains Canadian non-profit boards more than David. He has trained or consulted with over 15,000 Canadian non-profit senior staff or board members over the past 7 years in the areas of board governance, team leadership and healthy conflict, risk management and insurance with his company **nonprofit help**.

### When Can I Come?

Date: Thursday January 22nd 2015

Time: 9:00am (*coffee*)

9:30am (*start*)

12:30 (*lunch included*)

3:30pm (*wrap up*)

Where: Bruce Mines Community Hall  
9180 Hwy 17 East, Bruce Mines



### What Will I Learn?

The morning will centre on the **Best Practices in Board Governance** including such topics as nine governance principles that every Board or Executive need to know, how to re-energize your board, making those big decisions, role of the chair, evaluating your Board, and more.

**Managing Non-profit Risk Confidently** will be the focus of the afternoon session identifying 14 key risk categories; critical legal concepts & 5 steps to protect your legal liability, simple and practical strategies to protect your people and reputation, reasonable screening, key policies, and more

### How Do I Get Tickets?

Tickets are \$10each (\$5 if you're a member of CAFC or the Bruce Mines & District Chamber of Commerce) and include all your materials and lunch.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Apt 2), from the Bruce Mines & District Chamber of Commerce, and online at: <http://centralalgomafreshwatercoalition.ca/events.php>



**The Central Algoma Freshwater Coalition**  
*and*  
**The Bruce Mines & District Chamber of Commerce**  
*presents*

**TRACKING YOUR DOLLARS:**  
***Financial Planning for Charities & Non-Profits***

The Central Algoma Freshwater Coalition and the Bruce Mines & District Chamber of Commerce are pleased to co-host a one day training workshop with Eric Plato. This is an opportunity for all non-profit and charity organizations (big or small) to learn from the best in financial planning!

**Who is Eric Plato?**

As a Certified Management Accountant, Eric started in the charitable sector in 1990 working at the YMCA of Greater Toronto and has remained in the sector ever since. Throughout his career, Eric has always enjoyed teaching and supporting staff in the area of financial management and has delivered training to individuals, small staff groups and to larger groups of various non-profit umbrella organizations with his company **Plato Training and Consulting**.

**When Can I Come?**

Date: Thursday February 26<sup>th</sup>, 2015

Time: 9:00am (coffee)

9:30am (start)

12:30 (lunch included)

3:30pm (wrap up)

Where: Bruce Mines Community Hall

9180 Hwy 17 East, Bruce Mines, On, P0R1C0



**What Will I Learn?**

Eric will provide a one-day workshop geared towards non-profits with topics including: best practices in budgeting, audited financial statements, internal controls in a one person shop, how to spot signs of financial trouble, measuring what really counts, and much more.

**How Do I Get Tickets?**

Tickets are \$15 each (\$10 if you're a member of CAFC) and includes all your materials and lunch. Registrations will not be taken at the door.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Unit 2, Bruce Mines, ON), and online through Eventbrite at: <http://centralalgomafreshwatercoalition.ca/events.php>



**The Central Algoma Freshwater Coalition**  
*and*  
**The Bruce Mines & District Chamber of Commerce**  
*presents*

**GROWING YOUR DOLLARS:**  
***Grant Writing & Identification***

The Central Algoma Freshwater Coalition and the Bruce Mines & District Chamber of Commerce are pleased to co-host this one day training workshop. This is an opportunity for all organizations, municipalities, businesses, and Aboriginal communities who would like to learn more about the ins and outs of grant applications and select funds!

**When Can I Come?**

Date: Thursday March 5<sup>th</sup>, 2015

Time: 9:00am (coffee)

9:30am (start)

12:00 (lunch included)

3:30pm (wrap up)

Where: Bruce Mines Community Hall

9180 Hwy 17 East, Bruce Mines, On, P0R1C0

**What Will I Learn?**

- \$ Writing successful grant applications with Tracey Cooke from the Ministry of Natural Resources & Forestry
- \$ Funding opportunities with:
  - o FedNor
  - o Ministry of Natural Resources and Forestry
  - o Ministry of Tourism, Culture, and Sport
  - o Northern Ontario Heritage Fund Corporation
  - o Ontario Ministry of Agriculture, Food, and Rural Affairs
  - o Ontario Soil and Crop Improvement Association
  - o Trees Ontario
  - o and more!
- \$ Learn from a panel of experts

**How Do I Get Tickets?**

Tickets are \$15 each (\$10 if you're a member of CAFC or the Bruce Mines Chamber of Commerce) and include all your training materials and lunch. Registrations will not be taken at the door.

Tickets are available at the CAFC Office (9154 Hwy 17 East, Unit 2, Bruce Mines, ON), and online through Eventbrite at: <http://centralalgomafreshwatercoalition.ca/events.php>





Ontario Community Environment Fund	<a href="http://www.ontario.ca/environmental-activities/ontario-community-environment-fund">www.ontario.ca/environmental-activities/ontario-community-environment-fund</a>	Funds and watersheds available change every year.	Ontario	Projects focused on environmental remediation, restoration, research and education.	Project	Projects must be based in a watershed where environmental penalties were collected for a violation.	November 5
Northern Ontario Heritage Fund	<a href="http://www.northern.ont.ca/heritage/">www.northern.ont.ca/heritage/</a>	<p><b>1) Strategic Economic Infrastructure Program:</b> 50% of \$1 million towards eligible projects</p> <p><b>2) Event Partnership:</b> Up to 30% of eligible costs or up to \$100,000 for major tourism event capital costs or up to \$15,000 for event partnership projects</p> <p><b>3) Applied Research &amp; Technology Development Projects:</b> Up to 50% to a maximum of \$250,000</p> <p><b>4) Pilot Demonstration &amp; Commercialization Projects:</b> 50% to a maximum of \$500,000</p> <p><b>5) Business Expansion Projects:</b> 30% may be in the form of a conditional grant with the remainder in a repayable loan</p> <p><b>6) Small Business Start-up Projects:</b> Conditional contribution of up to 50% to a maximum of \$200,000</p> <p><b>7) Northern Ontario Internship Program:</b> 90% of an intern's salary to a maximum of \$31,500 for non-profits and public sector or up to 50% to a maximum of \$31,500 for private sector</p> <p>Seed Grant: \$75,000; Grow Grant: \$250,000; Capital Grant: \$150,000; Collective Impact Grant: \$900,000</p>	Northern Ontario	Support economic development in northern communities	Project & Program (1 year Internship salary)	Candidates for internships must be under 30 years of age and a recent graduate.	Open intake all year
Ontario Trillium Foundation	<a href="http://www.trilliumfoundation.org">www.trilliumfoundation.org</a>	Note: This program is currently being revamped. The new rollout will occur in Spring 2015.	Ontario	Non-profit organizations working in the arts and culture, environment, human and social services and sports and recreation sector to help build bright and healthy communities.	Program & Project	Must be a self-sustaining program and typically a collaborative.	March 1, July 1, November 1
RBC Bluewater Program	<a href="http://www.rbc.com/community-sustainability/environmental/bluewater/">www.rbc.com/community-sustainability/environmental/bluewater/</a>	Community Action Grant: \$10,000; Leadership Grant \$100,000	Worldwide	Initiatives that protect freshwater, watersheds and drinking water in urban environments	Not specified	Project must be located in an urbanized area of over 10,000 people, involve collaboration and provide community involvement.	January 22 & December 15
Species at Risk Farm Incentive Program	<a href="http://www.ontario.gov.on.ca/nature/conservation/programs/species_at_risk.htm">www.ontario.gov.on.ca/nature/conservation/programs/species_at_risk.htm</a>	Level 1: 40% to \$3000; Level 2: 50% to \$4000; Level 3: 90% to \$10,000; Level 4: 80% to \$20,000	Ontario	Farm businesses interested in habitat creation, species protection and production-based projects on the agricultural landscape using best management practices (BMP).	Project	Must possess a Premises Identification Number and a Farm Business Registration Number. Must also complete an environmental farm plan and implement a BMP.	February 15
Sustain Our Great Lakes Program	<a href="http://www.sustainourgreatlakes.ca">www.sustainourgreatlakes.ca</a>	\$1,500,000	Great Lakes basin	Restore and enhance habitat in the Great Lakes basin with a focus on improving the quality and connectivity of streams, riparian zones and coastal wetlands.	Project	Available to non-profits, state and local government agencies, municipalities, first nation communities and educational institutions.	February 18
TD Friends of the Environment Foundation Grant	<a href="https://fdftf.com/">https://fdftf.com/</a>	\$3,000 for each community catchment area	Canada	Environmental initiatives with a focus on environmental education, urban greening and biodiversity enhancement and energy conservation.	Project	Must be a registered charity, educational institute, municipality or an Aboriginal group.	February 15, July 15, October 15, December 15
Take Root Grant Program	<a href="http://www.environment.ca/act/programs/take-root/">http://www.environment.ca/act/programs/take-root/</a>	\$5000+ per camera	Canada	Environmental stewardship projects including monitoring and restoration activities, public education and community development.	Project & Program (\$1000 towards wages)	Projects must provide opportunities for the community to plant native tree and shrub species during a tree planting event.	June 6
Walmart - Evergreen Green Grant Program	<a href="http://www.evergreen.ca/act/programs/evergreen-green-grant/">http://www.evergreen.ca/act/programs/evergreen-green-grant/</a>	\$10,000 (Up to 50% of the total project budget)	Canada	Supports environmental projects working on community development and environmental initiatives including invasive species, wildlife habitat, aquatic stewardship, environmental workshops and educational events.	Project & Program (20% of wages)	Available to non-profits that are working collaboratively with a municipally, institution or other project partners. Projects must be located on publicly accessible lands.	February 4
Fund for Wild Nature	<a href="http://www.fundwildnature.org/">http://www.fundwildnature.org/</a>	\$3000 per project per year	North America	Innovative conservation efforts that meet emerging needs for protecting biodiversity and threatened wilderness.	Project	Must be a non-profit with an annual budget not exceeding \$250,000.	May 1 & October 1
Science Horizons Youth Internship Program	<a href="http://www.sc.ca/education/programs/and/21494554834818589990001">www.sc.ca/education/programs/and/21494554834818589990001</a>	\$25,000	Canada	Advancing research and achievements in environmental science while giving young people the opportunity to develop knowledge, skills and experience that will prepare them for sustainable employment.	Program	Projects must provide meaningful work experience and be a 6 months to 1 year. Organizations must also provide a minimum 30% of the total project costs.	March 11

\*This is a partial list of available funds and funders are able to change their program requirements.\*

Eco Canada Intern Subsidy	<a href="http://www.eco.ca/eng/government-subsidy/#/form_intern">www.eco.ca/eng/government-subsidy/#/form_intern</a>	\$10,000 - \$25,000	Canada	Creation of jobs for young environmental professionals	Program	Must offer a full time position that has an environmental component and support the intern's application to become a Certified Environmental Professional in Training.	Not specified
Land Stewardship & Habitat Restoration Program	<a href="http://www.ontario.ca/environment-and-energy/land-stewardship-and-habitat-restoration-program">www.ontario.ca/environment-and-energy/land-stewardship-and-habitat-restoration-program</a>	\$20,000 per project with a 1:1 match funding requirement	Ontario	Projects that maintain or restore wildlife habitat such as stream or wetland restoration, invasive species control or native species reintroduction.	Project & Program (costs directly involved in the project)	Project must have a direct benefit to wildlife and biodiversity conservation. Priority will be given to projects that address priorities within conservation plans.	December 9
Great Lakes Guardian Community Fund	<a href="http://www.ontario.ca/environment-and-energy/guardian-community-fund">http://www.ontario.ca/environment-and-energy/guardian-community-fund</a>	\$25,000 per project for up to 100% of eligible project costs	Great Lakes Region	Help people take action to protect and restore their corner of the Great Lakes.	Project	Projects must have an environmental benefit and support at least 1 of the 3 goals (protect water quality, species or habitat or improve wetlands, beaches and coastal areas).	May 9
Freshwater Future Project Grant Program	<a href="http://freshwaterfuture.org/en/submit-project-grant-program/">http://freshwaterfuture.org/en/submit-project-grant-program/</a>	\$3500 (USD)	Great Lakes Region	Projects that promote water resource protection and restoration.	Project	Available to Freshwater Future members, grassroots initiatives, non-profits, charities. Projects must be located in the Great Lakes watershed.	March 31 & September 30
Loblaw Water Fund	<a href="http://www.waterconservationforfreshwater.org/new_water_fund/">http://www.waterconservationforfreshwater.org/new_water_fund/</a>	\$25,000	Canada	Projects aimed to conserve, protect, or restore freshwater and riparian habitats and the species living within them.	Project	Available to municipalities, municipal or public bodies performing a function of government and registered charities.	January 27
Growing Forward 2	<a href="http://www.growingforward.ca/en/apply-for-growing-forward-2">http://www.growingforward.ca/en/apply-for-growing-forward-2</a>	1) Capacity Building Funding Assistance: Up to 50% cost-share for producers with a cap of \$350,000 per producer over 5 years 2) Implementation Funding Assistance: 35% cost-share for producers with a cap of \$350,000 per producer	Canada	Encouraging innovation, competitiveness and market development in the agri-food and agri-products sector through cost-share funding opportunities	Project & Program	Must address the six areas of focus: 1) Environment and Climate Change, 2) Assurance Systems (Food Safety, Traceability, Animal Welfare), 3) Market Development 4) Animal and Plant Health, 5) Labour Productivity and Enhancement, 6) Business and Leadership Development	Ongoing basis
Community Hatchery Program	<a href="http://www.communityhatcheries.com/">http://www.communityhatcheries.com/</a>	2/3 of grant funding for general operating costs and 1/3 of grant funding for capital improvements	Ontario	Supports the raising of public fish for public waters through community hatchery operations	Program	Hatcheries must be volunteer operated, raising public fish for public waters and must provide proof of licence	April 30
Summer Experience Program	<a href="http://www.artsandsports.ca/eng/summer-experience-program">http://www.artsandsports.ca/eng/summer-experience-program</a>	Maximum of \$2,875 based on a minimum of 30 days of employment at a minimum of 6 hours per day and a maximum of 7.25 hours per day	Ontario	Create meaningful summer employment opportunities for youth	Program (wages)	SEP positions must employ students between 15 - 24 years (up to 29 for persons with a disability) that are residents of Ontario and eligible to work in Canada. Students must also work full time for a minimum of 30 days at a minimum of 6 hr per day.	February 26
Ontario Sport & Recreation Communities Fund	<a href="http://www.ontario.ca/eng/sports-recreation/communities-fund">http://www.ontario.ca/eng/sports-recreation/communities-fund</a>	Up to 60% in communities with a population <20,000 or up to 80% in communities with a population >20,000	Ontario	Promote sport, recreation and physical activity opportunities	Project	Must be a non-profit or university or college	February 2
Mountain Equipment Co-op Environmental Fund	<a href="http://www.mec.ca/ST/Content/Programs/Community/CommunityContribution/About/Programs/LEF/SupportLEF">www.mec.ca/ST/Content/Programs/Community/CommunityContribution/About/Programs/LEF/SupportLEF</a>	\$100,000 for land acquisitions and \$10,000 for all other projects	Canada	Projects that help preserve the environment and educate the public about environmentally responsible use of the outdoors.	Project	Must be a MEC member to apply.	March 10 & September 10
Tree's Ontario 50 Million Tree Program	<a href="http://www.treesontario.ca/eng/our-projects/50-million">http://www.treesontario.ca/eng/our-projects/50-million</a>	Up to \$1,35/acre (from \$800 - \$1200/acre) and up to 85% of the total cost of stock, site prep, tree planting, tending and assessment	Ontario	Tree planting programs and forest management and stewardship to support sustainable forests	Project	1 hectare of open or mostly open land that hasn't been a woodland since 1989. Landowners must also protect forest for 15 years and employ good forestry practices	Not specified
Wildlife Habitat Canada Grant Program	<a href="http://www.whfc.org/">http://www.whfc.org/</a>	No more than 20% of the total available Wildlife Habitat Canada grant funding in a given year	Canada	Conservation, restoration and enhancement of wildlife habitat in Canada.	Project	Projects must support activities under the NAWMP migratory game bird habitats or the Newfoundland & Labrador Murre Conservation Fund.	November 1

\* This is a partial list of available funds and funders are able to change their program requirements. \*

# **Regional Launch Meeting**

# Your Water – Your Voice

Watershed Unification Project Facilitated by The Central Algoma Freshwater Coalition

## CENTRAL ALGOMA REGION COMMUNITY MEETING

It has been an exciting 6 months for the Central Algoma Freshwater Coalition as we explored opportunities for partnerships, economic growth, and improved water quality, through the Watershed Unification Project.

Come hear about what we've learned, what has been accomplished, the Strategic Plan that has been developed, and next steps.

### When Can I Come?

Date: Thursday March 12<sup>th</sup>, 2015

Time: 2:00pm and 7:00pm

Where: Bruce Mines Community Hall  
9180 Hwy 17 East, Bruce Mines, On, P0R1C0



There will be a 30 minute presentation, followed by an opportunity to ask questions, provide input, and socialize. Refreshments provided.

### For More Information:

**Contact Victoria** - [cafreshwatercoalition@gmail.com](mailto:cafreshwatercoalition@gmail.com) or 705-297-2201





# Watershed Unification Project Accomplishments & Next Steps

Regional Launch Meeting  
March 12<sup>th</sup> 2015

9154 Hwy 17 East, PO Box 88, Bruce Mines, Ontario, P0R 1E0  
www.centralalgomafreshwatercoalition.ca

## Central Algoma Freshwater Coalition Who Are We?

- ▶ A Volunteer organization established in 2007; incorporated in 2009, to unite the voice of stakeholders concerned about recurring blue-green algae blooms
- ▶ We have expanded our focus to include all aspects and activities related to healthy watersheds.
- ▶ We have evolved into an organization "Dedicated to the protection, improvement and restoration of the Central Algoma watersheds"

**Executive**  
Edith Ory  
President  
Nancy Maloney  
Vice President/Secretary  
Mark Gowan  
Treasurer

**Directors**  
Angela Smith  
Erika Loomis  
Bob Kellow  
Chuck Mills  
David East  
Paul Wozniak

**Staff**  
Viviana Thomas  
Coordinator

**Advisory Panel**  
Dr. Paul Bennett  
George Gowan  
Murray Hill  
Dr. Howard Kesteven  
A. Neil Stevens



## CAFC: What Do We Do?

- ▶ Organize and participate in environmental projects that:
  - ▶ Preserve, protect and restore our lakes and rivers
  - ▶ Identify and remediate threats to our water quality
  - ▶ Sustain and improve our water resources
- ▶ Educate the public and increase awareness and understanding of the factors that are affecting water quality
- ▶ Conduct scientific research and individual consultations




## CAFC: History of Success

We developed valuable partnerships with municipalities, businesses, property owners, seasonal residents, farmers, and government agencies:

- ▶ Fostered and supported the formation of Lake Associations
- ▶ Remedial action projects
  - ▶ Riverbank protection
  - ▶ Tree planting
  - ▶ Exclusionary fencing
- ▶ Background reports
  - ▶ Lake Characteristic studies
  - ▶ Lake Capacity studies
  - ▶ Vegetative studies
- ▶ Workshops
  - ▶ Lake Links for Water Quality
  - ▶ Protect Your Property Investment
  - ▶ Invasive Species Prevention
  - ▶ Public Outreach Activities & Presentations
  - ▶ Coordinated 6 Successful Environmental Fairs - "The Green Expo"
  - ▶ Monitoring of local lakes through M.O.E. Lake Partner Program
  - ▶ Partnering for funding applications



## CAFC: History of Funding

**\$386,678 Direct Dollars**

Year	Source	Amount
2010	Stobie Creek Tree Planting Future's Project FLOW	\$580.50
2011	Bottom River Bank Stabilization (1st Huron Shores)	\$7,890
2012	Water Shed Science Project (NOFAC)	\$26,850
2013	Watershed Management Planning Ontario Trillium Foundation	\$200,200
2014	Latest! Conservation Temporary Scholarship	\$2,000
2015	Young Conservation Professionals Leadership Program (S&O - Healthy Quality for Living in Healthy Mountain Environment Circle)	\$12,200
2015	Community Outreach (Canadian Sustainable Living Grants)	\$2,273.36
2015	Fraser River Future	\$7,000
2015	Water Shed Unification Project	\$75,000
2015	Watershed Science Project (NOFAC)	\$26,850
2015	Watershed Project	\$1,000

## CAFC: Current Projects

- ▶ **Watershed Management Plans for Central Algoma**
  - ▶ Development of watershed plans for Stobie Creek, Bright Lake and Desbarats Lake Watersheds
- ▶ **Stobie Creek Restoration Project**
  - ▶ Restoration of a stretch of local waterway to prevent erosion and nutrient loading
- ▶ **Healthy Habits for Healthy Habitats**
  - ▶ Development of educational videos, brochures, and other public outreach documents to raise awareness
- ▶ **Watershed Unification Project**
  - ▶ Development of a Regional vision for sustainability
  - ▶ Development and implementation of a Strategic Plan for Central Algoma






*"Teamwork makes the dream work."*  
- Unknown

## Watershed Unification Project

- ▶ Multi-year integrated Regional approach to:
  - ▶ facilitate projects,
  - ▶ streamline funding,
  - ▶ develop stewardship programs, and
  - ▶ create public awareness for sustainable communities
- ▶ CAFC undertook this regional initiative to:
  - ▶ foster relationships,
  - ▶ build partnerships,
  - ▶ leverage funds, and
  - ▶ strengthen resources in the Central Algoma Region

Your Water – Your Voice

## Objectives

- ▶ Develop a unified vision for Central Algoma
  - ▶ Help us to sustain and prosper our Region...into the future!
- ▶ Development of a Strategic Plan and a sustainable funding model
- ▶ Unite the individual projects in our Region
- ▶ Study the larger impact of coordinated group efforts
- ▶ Pooling of all resources



## Stakeholder Launch Meeting

October 21<sup>st</sup> 2014



## Community Resource Centre

- ▶ 9154 Highway 17 East, Unit 2
- ▶ Office space for CAFC staff
- ▶ Accommodation for out-of-town consultants
- ▶ Resource library for everyone!
- ▶ Public Boardroom: equipped with internet, online audio-visual conferencing, projector, screen, television, DVD, flipcharts
  - ▶ Utilized by various organizations and associations



## Community Round Tables

- ▶ Facilitated by Freshwater Future
- ▶ Monday November 3<sup>rd</sup> - Laird Community Hall
- ▶ Tuesday November 4<sup>th</sup> - Desbarats Arena
- ▶ Wednesday November 5<sup>th</sup> - Sowerby Hall



## Freshwater Future: Round Table Report

**Your Water - Your Voice**  
Central Algoma Region  
Watershed Unification Project  
Community Round Table Report  
November 13th, 2022

- A regional approach and common vision of sustainable planning is key
- Information dissemination is critical
- Locally-focused and long-term projects that will benefit everyone
- CAFC is already established & capable to lead this project
- Map regional concerns and resource efforts
- The economy and vibrancy of our communities depend on collaborative solutions to water quality

## Strategic Plan

**Watershed Unification Initiative  
Central Algoma Watershed Unification  
Strategic Plan**

CAFC will provide guidance including, but not limited to:  
 - Technical expertise  
 - Financial support  
 - Marketing and public relations  
 - Regulatory compliance  
 - Project management  
 - Stakeholder engagement  
 - Risk management  
 - Environmental assessment  
 - Monitoring and evaluation  
 - Reporting and communication  
 - Capacity building  
 - Training and education  
 - Policy development  
 - Research and innovation  
 - Advocacy and public awareness  
 - Collaboration and partnership  
 - Leadership and governance  
 - Accountability and transparency  
 - Integrity and ethics  
 - Inclusivity and diversity  
 - Sustainability and resilience  
 - Innovation and digital transformation  
 - Risk mitigation and disaster preparedness  
 - Crisis management and emergency response  
 - Continuous improvement and learning  
 - Stakeholder consultation and feedback  
 - Transparency and accountability  
 - Ethical and responsible conduct  
 - Environmental stewardship and conservation  
 - Social and economic development  
 - Cultural heritage and historical preservation  
 - Language and communication accessibility  
 - Information security and data protection  
 - Intellectual property and knowledge management  
 - Compliance and legal obligations  
 - Governance and organizational structure  
 - Human resources and talent management  
 - Procurement and supply chain management  
 - Information technology and digital infrastructure  
 - Environmental and social impact assessment  
 - Sustainability reporting and disclosure  
 - Stakeholder engagement and consultation  
 - Risk assessment and mitigation  
 - Crisis communication and public relations  
 - Reputation management and brand protection  
 - Governance and ethical leadership  
 - Diversity, equity and inclusion  
 - Accessibility and universal design  
 - Environmental and social governance  
 - Stakeholder engagement and consultation  
 - Risk assessment and mitigation  
 - Crisis communication and public relations  
 - Reputation management and brand protection  
 - Governance and ethical leadership  
 - Diversity, equity and inclusion  
 - Accessibility and universal design  
 - Environmental and social governance

## Community Capacity Building

- ▶ January 21st - Board Governance & Risk Management Workshop  
 ▶ David Hartley, Non Profit Help
- ▶ February 26th - Tracking Your Dollars: Financial Planning Workshop  
 ▶ Eric Plato, Plato Training & Consulting
- ▶ March 5th - Growing Your Dollars: Grant Writing & Identification Workshop  
 ▶ Tracey Cooke, Ministry of Natural Resources & Forestry
- ▶ April 9th - Branding Your Message: Using Social Media & Fundraising to Reach Your Audience Workshop  
 ▶ Heather & Rob, Algoma Country & Ann Baughman, Freshwater Future
- ▶ May 30th - Protect Your Property Investment Workshop  
 ▶ Algoma Public Health, CAFC, Building Inspectors, Real Estate Agents

## Sustainable Funding Model

- ▶ Funding is the most significant challenge to continuing the Watershed Unification Project and its Workshop series
- ▶ Grants and Project funding are only a piece of the puzzle
- ▶ Help CAFC go the extra mile to achieve the Central Algoma Regional Vision
  - ▶ Individual Memberships
  - ▶ Business Sponsors
  - ▶ Municipal Partners

## Regional Launch Meeting

- ▶ Present our Watershed Unification Project and engage Central Algoma
- ▶ Present Phase 2: Implementation Ideas
- ▶ Gather input from you regarding Phase 1 results and Ph2 plans

*“Coming together is a beginning; keeping together is progress; working together is success.”*

~ Henry Ford

## Next Steps

- ▶ Great momentum has been gained in Central Algoma over the past 6 months during the Planning Phase of the Watershed Unification Project
- ▶ Phase 2 is the Implementation of Phase Deliverables
  - ▶ Provide 14 presentations reflecting the benefits of working in partnership to ensure our Region's sustainability
  - ▶ Host 2 large educational events designed to increase public awareness and raise funds
  - ▶ Facilitate 5 Community Capacity Building Workshops for our Region (i.e., scientific explanations of cyanobacterial blooms, the relationship between beavers and water quality, protecting your property investment, proper buffer strips and riparian zones, etc.)
  - ▶ Participate in 1 new local stewardship initiative
  - ▶ Conduct 1 significant or major training event



# THANK YOU!

*Keeping Central Algoma a place  
where people can live, swim, drink, fish, and play  
for generations to come!*



## What Role Can You Play?

- ▶ Questions
- ▶ Feedback
- ▶ Input
- ▶ Suggestions
- ▶ Recommendations
- ▶ Ideas
- ▶ Volunteer
- ▶ Etc...



# **Watershed Unification Project Phase 2 Project Proposal**

**Central Algoma**  
**Watershed Unification Initiative**  
*Phase 2: Implementation*

***Project Overview & Funding Request***  
***February 5<sup>th</sup>, 2015***



**Freshwater Coalition**  
Central Algoma Freshwater Coalition  
9154 Highway 17 East  
PO Box 88  
Bruce Mines, Ontario, P0R 1C0

cafreshwatercoalition@gmail.com  
[www.centralalgomafreshwatercoalition.ca](http://www.centralalgomafreshwatercoalition.ca)

## **Watershed Unification Initiative Phase 2: Implementation**

### **Background**

In September of 2014, the Ministry of Natural Resources and Forestry provided the Central Algoma Freshwater Coalition (CAFC) with \$75,000 to investigate community interest in a regional body to coordinate projects, connect resources and help to leverage funds for local grassroots projects.

Through community meetings, we heard loud and clear from a diverse range of participants region-wide that there is a need and a desire for a regional entity to assist in the coordination of projects, to support local groups in carrying out their grassroots initiatives, to provide guidance on larger regional projects, and to be a resource for all things watershed-related in Central Algoma.

The Central Algoma Freshwater Coalition is a not-for-profit organization dedicated to the protection, improvement, and restoration of the watersheds throughout the Central Algoma Region. CAFC has worked closely with lake associations, community interest groups, municipalities, the Ministry of Natural Resources and Forestry, the Ministry of Environment and Climate Change, and more on a number of projects across the region. As such, CAFC will be enhancing our current mandate and mission to meet the needs of the larger regional community as identified during the round tables.

### **Project Objective**

The Watershed Unification Initiative is entering into its second year of a multi-year approach to managing Central Algoma watersheds along the North Channel of Lake Huron. The Central Algoma Region stretches from the eastern boundaries of Sault Ste. Marie to the eastern boundaries of the Municipality of Huron Shores, including the headwaters in unorganized areas to the north, 12 municipalities, and two First Nation communities.

Due to the individualized governance, there is no coordinating body to facilitate projects, streamline funding, develop stewardship programs, or create public awareness campaigns. The Central Algoma Freshwater Coalition is dedicated to all watersheds within Central Algoma and is an excellent fit as the coordinating body for this continued initiative.

### **Scope of Project**

Over each of the next two years, stable funding is essential to further grow CAFC as this critical regional resource. In this role, CAFC will be the champion, the coordinating body, and a resource for all municipalities and organizations in Central Algoma, government ministries and agencies, as well as a vital link to the larger Lake Huron-Georgian Bay Framework for Community Action. As such, CAFC will need continuing office space; not only for staff but to serve as a file repository, meeting venue, resource library, and a one-stop facility of water-related resources. In doing so,

CAFC will fill a critical gap in stewardship coordination in Central Algoma. A permanent staff member is a necessity for the Board of Directors to implement the goals and objectives of Phase 2, establish and maintain networks, operate the Resource Centre, coordinate projects and groups, and be the first point of contact for water-related issues and opportunities.

The region gained great momentum during Phase 1's meetings and workshop series. CAFC will continue to strengthen relationship with stakeholders throughout the region by delivering presentations to local groups and provide capability building opportunities through workshops and training events, as well as attending their events when requested. Through the development of educational materials, programs, and on-the-ground projects, CAFC will work to raise awareness of the challenges and threats to water quality facing Central Algoma and remediation options to keep the region a place where people can live, drink, swim, fish, relax and play.

### **Deliverables**

1. Provide 14 presentations reflecting CAFC as a resource and benefits of working in partnership to ensure the region's sustainability (i.e., municipalities, First Nations communities, lake associations, and interest groups)
2. Host 2 large educational events designed to increase public awareness and raise funds
3. Facilitate 5 capacity building workshops for the region (i.e., scientific explanations of cyanobacterial blooms, the relationship between beavers and water quality, protecting your property investment, proper buffer strips and riparian zones, etc.)
4. Participate in 1 new local grassroots stewardship initiative  
(i.e., Water quality and buffer zones around Muskegon Bay)
5. Conduct 1 significant or major training event  
(i.e., Conducting volunteer training on how to conduct a "Stream Walk")

### **Measurable Targets**

1. The number of groups involved in workshops, training, and conversations with CAFC
2. The number of new collaborative partnerships developed
3. The number of dollars leveraged for Central Algoma grassroots water quality work

## Budget

Category	Item	Year 1	Year 2
<b>Human Resources</b>	Watershed Unification Staff	\$ 50,000.00	\$ 50,000.00
	Staff Development	\$ 1,500.00	\$ 1,500.00
<b>Administrative Costs</b>			
<b>Administrative Costs</b>	Office Space	\$ 12,000.00	\$ 12,000.00
	Insurance	\$ 1,000.00	\$ 1,000.00
	Mileage	\$ 2,000.00	\$ 2,000.00
	Telephone/Internet	\$ 1,500.00	\$ 1,500.00
	Video/Audio Conferencing	\$ 1,000.00	\$ 1,000.00
	Office Supplies	\$ 1,000.00	\$ 1,000.00
<b>Program Expenses</b>			
<b>Program Expenses</b>	External Presenter Fees	\$ 8,000.00	\$ 8,000.00
	Meeting Venues	\$ 500.00	\$ 500.00
	Workshop Amenities	\$ 2,000.00	\$ 2,000.00
	Marketing/Advertising	\$ 2,500.00	\$ 2,500.00
	Printing	\$ 2,000.00	\$ 2,000.00
	Environmental Education Program Development	\$ 1,000.00	\$ 1,000.00
<b>Total</b>		<b>\$ 86,000.00</b>	<b>\$ 86,000.00</b>





**Central Algoma Freshwater Coalition  
9154 Highway 17 East  
PO Box 88  
Bruce Mines, Ontario, P0R 1C0**

**cafreshwatercoalition@gmail.com  
www.centralalgomafreshwatercoalition.ca**