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## **Communications Committee**

# **Supplemental Agenda**

**Date:** September 25<sup>th</sup>, 2019

**Time:** 9:00 am

**Location:** Watershed Room, SNC

**Address:** 38 Victoria Street, Finch, ON K0C 1K0



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## Communications Committee

# Supplemental Agenda

September 25<sup>th</sup>, 2019 at 9:00 am

1. New Business
  - a. Updated Fundraising Plan: Taylor 3-8
  - b. Roadmap Update: Beyond Vision 2020 Strategic Plan: John 9
2. Discussion  
Update: *Fisheries Act* Amendments 10-11

John Mesman,  
Team Lead, Communications and Outreach.



**To:** Communications Committee  
**From:** Taylor Campbell, Communications Specialist  
**Date:** September 23, 2019  
**Subject:** Updated Fundraising Plan

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**RECOMMENDATION:**

The Communications Committee approve SNC's updated Strategic Fundraising Plan.

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**DISCUSSION:**

South Nation Conservation (SNC) delivers critical environmental outreach and landowner stewardship programming that supplements its mandate of protecting people and property from natural hazards.

These environmental initiatives are funded entirely by self-generated revenue, user fees, partnerships and donations.

SNC is a registered charity with a federal government; the Conservation Authority first developed a Fundraising Plan in 2005 to outline fundraising objectives and strategic timelines over a 5-year period.

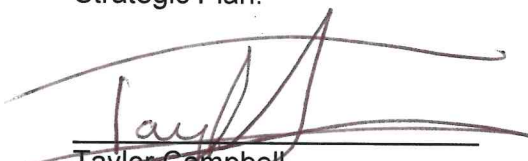
Staff have updated the Fundraising Plan to reflect SNC's current fundraising needs. The updated plan includes the following targets for 2019/2020, not previously identified:

- Charitable receipts will be provided for all donations over \$20;
- Registration and use of other online charity facilitation portals;
- Targets for environmental education, tree planting and land donation; and
- Better Identifying donations as a program revenue stream in SNC's budget.

**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget: SNC's Fundraising Plan is included in SNC's 2019 Budget, under Communications and Outreach, Partnership Development, pages 102-103.

SNC Policy Adherence: All fundraising expenditures will adhere to SNC's Purchasing Policy. The updated Fundraising Plan will help inform SNC's new Strategic Plan.

  
Taylor Campbell  
Communications Specialist

Attachments: Strategic Fundraising Plan

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# South Nation Conservation Strategic Fundraising Plan

**Developed by Communications and Outreach:**  
Taylor Campbell, Communications Specialist  
John Mesman, Team Lead, Communications and Outreach

September 2019



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## Introduction

South Nation Conservation (SNC) works to protect and enhance the local environment with funding support from its 16 member municipalities and self-generated revenue.

SNC delivers critical environmental programming that supplements its mandate of protecting people and property from natural hazards, including: delivering curriculum-based outreach and education programs to over 2,000 local youth, and planting over 100,000 trees per year across its 4,384 square-kilometer jurisdiction in Eastern Ontario.

These outreach initiatives and many landowner stewardship programs are funded entirely by self-generated revenue, user fees, partnerships and donations.

The purpose of this Strategic Fundraising Plan – last updated in 2005 – is to help SNC set achievable fundraising goals to deliver environmental education to local youth and support its tree planting programs, which are critical to protecting and enhancing our local environment, engaging communities, and increasing forest cover.

This plan will be updated as needed in response to demands and organizational goals.

## What is SNC's Fundraising Goal?

To raise enough funds to ensure the sustainable delivery of SNC's environmental outreach and landowner stewardship programs.



## Methods of Fundraising

### 2018 SNC BUDGET SUMMARY

2018 Budget: \$6,922,192

- General Levy: \$3,252,156
- Special Levy: \$620,221
- Government Grants: \$483,701
- Partners: \$1,224,596
- User Fees: \$830,035
- Other Sources and Donations: \$511,483

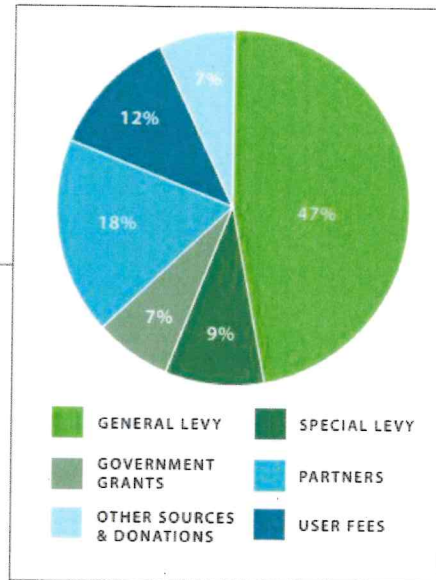


Figure 1. South Nation Conservation 2018 Budget Summary.

### Grants

SNC seeks out and applies for new and repeat grant funding opportunities with various levels of government, community organizations, private foundations and corporations.

Government grants accounted for \$592,852, or 8%, of SNC's 2019 Budget of \$7,494,977.

Some examples of grant funding received in 2019 include:

- National Disaster Mitigation Program:  
*Federal Government – Floodplain Mapping*
- TD Friends of the Environment:  
*Corporation – Recreation and Environmental Education*
- SDG Regional Incentives Program:  
*Municipal Government – Recreation and Environmental Education*
- Great Lakes Guardian Community Fund Program:  
*Provincial Government – Recreation and Environmental Education*
- EcoAction Community Funding Program:  
*Federal Government – Landowner Stewardship and Tree Planting Projects*





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### Cash Donations

South Nation Conservation is a registered charity with the Federal Government and accepts cash donations by mail, phone, in person or online; charitable tax receipts are issued for contributions greater than \$20, in compliance with regulatory requirements.

Other sources of funding including donations accounted for \$710,898, or 10%, of SNC's 2019 Budget.

SNC will work to continue cultivating cash donors through:

- Adding prospects to our donor base and encourage them to become active supporters, volunteers and regular donors;
- Creating campaigns to solicit donations for specific purposes (planting memorial trees, installing park benches, sponsoring youth programming, etc.);
- Creating online donor profiles for significant contributors, including land donors;
- Improving relationships with our donors, volunteers, and other SNC stakeholders, thereby enhancing understanding of how they can help this non-profit organization achieve its missions and objectives; and
- Using communications and outreach methods to convey the Conservation Authority's needs for donations.

### Land Donations

As a member of the Ontario Land Trust Alliance, SNC is approved to accept donations of land through Canada's Ecological Gifts Program. In most cases, tax incentives can be provided; in the case of easements, title is maintained by owners.

Ecologically significant land is protected following SNC's Land Securement Strategy; SNC uses donated land to improve forest cover, sustainably manage regional forests, plant trees, offer public recreational areas and deliver environmental education programs.

SNC will continue to work at cultivating land donors through communicating the environmental, economic, social, cultural and community benefits of donating land for conservation. Economic benefits for potential donors will also be highlighted.



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## Events

Special events are common fundraising devices used by not-for-profit organizations.

SNC currently hosts one special fundraising event each year to support its educational and recreational programming: The Friends of SNC Golf Tournament, raises \$4,000 to \$8,000 annually.

Event success is dependent on corporate sponsorships, donations and participation.

SNC will continue to improve upon the success of its annual fundraising golf tournament through maintaining strong municipal, corporate and community partnerships that will:

- Retain existing sponsors while exploring new sponsorship opportunities;
- Maintain the tournament's profitable registration base of 70 to 80 players while working to enhance registration; and
- SNC will select venues within its jurisdiction that geographically make sense for sponsorship and player recruitment.

SNC will explore further opportunities for new fundraising events inspired by the natural environment.





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## Communications Strategies

SNC will work to enhance public relations and support the objectives of this Strategic Fundraising Plan through:

- Networking, maintaining, forming and strengthening community partnerships
- Online appeals through registered charity facilitation portals
- SNC publications (budget document, annual report, etc.)
- Press releases and newsletters
- Print and digital advertising
- Social media campaigns
- Promotional videos
- Website updates

Core messaging should be developed and consistently communicated through these mediums. Meaningful examples include:

- South Nation Conservation is a non-profit organization dedicated to working with our community and municipal partners to protect our natural environment.
- Youth environmental education and tree planting projects are not entirely funded by governments; these programs are made possible through fundraising, grants and donations.
- South Nation Conservation works closely with its 16 partner municipalities to deliver environmental services that protect people and property from natural hazards, support sustainable development activities, and protect and enhance the environment. It's our local environment; we're in it together.

A Fundraising Reserve should be established to better identify donations as a critical program revenue stream in SNC Budget Documents. Donations accepted for the following purposes can be earmarked for future projects:

- o Tree Planting or Land Donation
- o Environmental Education

Consideration of these strategies are important during annual business and budget planning to identify revenue to support SNC's stewardship and outreach activities.



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## Integration and Success

Strategic fund development is most successful when actively managed and integrated into the operations of the organization.

SNC encourages all staff to actively seek out funding opportunities and where possible to participate in the process of securing funding, both monetary and gifts in-kind.

SNC staff will use the Strategic Fundraising Plan as a guide when gauging fundraising opportunities and progress.

SNC's Leadership Team along with Communications and Outreach staff will determine which fundraising activities are worthy of continued application. This strategy will be adjusted on an ongoing basis to ensure that goals and objectives are being met.

## Conclusion

Fund development is not a separate, nor independent, activity that can be pulled out whenever there is need. It should not be a focus of the few. Instead, fund development is an ongoing, rewarding process that ultimately engages all staff, board members, and the community at large. Achieving the desired outcomes outlined in this strategy is in the best interest of our local environment, the community, and our municipal partners.

Using this Strategic Fundraising Plan, SNC can achieve its goal of fundraising funds to ensure the sustainable delivery of environmental education and tree planting programs that supplements its environmental mandate of protecting people and property from natural hazards and supporting sustainable development.



**To:** Communications Committee  
**From:** John Mesman, Team Lead, Communications and Outreach  
**Date:** September 24, 2019  
**Subject:** Roadmap Update: Beyond Vision 2020 Strategic Plan

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**RECOMMENDATION:**

The Committee receive and file SNC's Beyond Vision 2020 Strategic Plan Update.

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**DISCUSSION:**

The Communication Committee and Board of Directors approved plans to engage partners and staff in a "Beyond Vision 2020" visioning exercise in 2018. (BD-146/18).

SNC staff formally engaged Board and Committees early in 2019 to gather preliminary input on SNC Programs and Services.

In April 2019, SNC engaged member municipalities and partner organizations to respond to postings made on Ontario's Environmental Bill of Rights regarding Conservation Authority (CA) mandates and operations.

To follow the postings, the Province introduced Bill 108: More Homes, More Choices Act which included legislative changes to the Conservation Authorities Act. SNC has engaged with the Province and other CAs to inform upcoming regulations.

With the change in Provincial government and associated policy changes, staff have directed efforts towards engaging governments and partners on CA legislated responsibilities and locally delivered programs.

SNC plans to share a new Strategic Plan to position SNC beyond the year 2020 to follow SNC's 2020 Budget and upcoming provincial regulations.

**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget: The Beyond Vision 2020 exercise is included in the 2019 SNC Budget: Communications and Outreach, Partnership Development, pg 102-103.

SNC Policy Adherence: New Strategic Plan will be presented to the Board of Directors.

John Mesman,  
Team Lead, Communications and Outreach.

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**To:** Board of Directors  
**From:** Brent Harbers, Watershed Biologist  
**Date:** August 20, 2019  
**Subject:** Update: *Fisheries Act* Amendments

**RECOMMENDATION:** The Board of Directors receive and file the *Fisheries Act* Amendments update.

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**BACKGROUND:**

In 2012, the Federal government made changes to the *Fisheries Act* and reduced protection for fish and fish habitat.

On February 6<sup>th</sup>, 2018 the federal government proposed changes to restore the *Fisheries Act* to its former state. The new *Fisheries Act* received royal assent and became law on June 21, 2019 and officially came into force on August 28, 2019.

The application of the new *Fisheries Act* changes the way SNC has been assisting municipalities and watershed residents with reviewing projects under the *Fisheries Act*.

**DISCUSSION:**

The following table summarizes the before and after implications associated with amendments to the *Fisheries Act* (table information taken directly from DFO website):

Current	Proposed
Protection for commercial, recreational or Aboriginal fisheries	Protection for all fish and fish habitat
Uncertainty around requirements for development projects	Clearer permitting for development projects
No provisions referencing the independence of inshore fishers	New ability to enshrine inshore fishing policies into regulations
No provisions specifically designed to create marine refuges	Better ability to protect biodiversity in the long-term
No provisions to include Indigenous participation in decision making	Indigenous traditional knowledge must inform habitat decisions
No provisions to restore degraded habitat and rebuild fish stocks	Increased focus on habitat restoration and rebuilding fish stocks

Further amendments and opportunities to be created from the proposed changes include:

- Increased transparency and consultation for projects that interfere with fish and fish habitat through the creation of an online project registry.
- Enhanced enforcement and monitoring of projects: DFO advised SNC that there will be a new group of DFO staff established to directly deal with potential cases of harm to fish and fish habitat.
- The ability to establish standards and codes of practice for the avoidance of the



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death of fish and harmful alteration, disruption and destruction of the fish habitat, the conservation and protection of fish or fish habitat, and the prevention of pollution.

- The establishment of a new system for project proponents to create fish habitat banks in exchange for habitat credits to offset a project's adverse effects on local fish and fish habitat.

SNC is no longer providing Letters of Advice to project proponents on behalf of the DFO in our local watershed.

SNC has been advised that a policy document and communications document pertaining to the details of the new Fish and Fish Habitat Protection Program will be released in the near future that will outline exactly how the program will be delivered. Further, a webinar on the new Fish and Fish Habitat Protection Program will be offered to help Conservation Authority staff understand the new legislation.

SNC's involvement with project review under the Fisheries Act helps residents move projects ahead in a timely and cost-effective manner. Staff will continue to advocate for local delivery of this program.

**FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:**

Compliance with Budget: Not applicable at this time.

SNC Policy Adherence: Not applicable at this time.

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Brent Harbers,  
Watershed Biologist