

# 2016 GRATITUDE REPORT



# FOUNDATION



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*Cover Image: Upper Credit CA  
This Page: Terra Cotta CA*

# WELCOME MESSAGE

Your generosity is creating a better world – one that values, sustains and protects the natural environment. And since people need nature to thrive, you are helping to create a healthier, happier Credit River watershed for the 900,000 people that call it home.

Like you, we recognize the supreme value of nature to the well-being of our communities. It protects us and in turn deserves our protection.

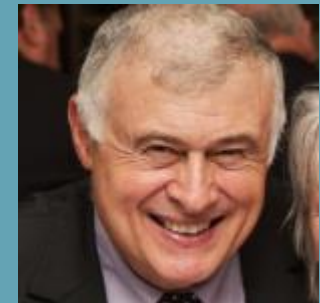
In 2016 we launched our Protect, Connect, Sustain Campaign and made a commitment to Credit Valley Conservation (CVC) that, together with our donors, we would provide \$5 million dollars by 2020 to enable CVC to:

- ❖ Secure new conservation lands to **protect** their benefit to the environment and connect more people with nature.
- ❖ Train, mentor and inspire youth to be future environmental **sustainability** champions through the Conservation Youth Corps.
- ❖ Work with our partners to develop a Credit Valley Trail that connects the waterfront to the headwaters, celebrates our shared local history and creates a strong sense of place and emotional **connection** to the Credit River and its valley.
- ❖ Develop and maintain trail systems with accessible options within our conservation areas that **connect** to other trail systems and features of historic, cultural and environmental importance.

Thank you for all that you do. We are really excited to continue on this journey with you,



Terri LeRoux,  
Executive Director



Jim Muscat,  
Chair



# OUR LEADERS

## 2016 Board of Directors

Jim Muscat, Chair  
Karen Ras, Vice-Chair  
Deborah Martin-Downs, Secretary-  
Treasurer  
Ed Arundell  
Adam Boutros  
Dave Dyce  
Nando Iannicca  
Martin Medeiros  
Michael Palleschi  
Michael Walker  
Wayne White  
Jean Williams

## Staff

Terri LeRoux, Executive Director  
Celeste Longhurst, Specialist,  
Corporate Engagement  
Jacob Pries, Coordinator,  
Community Fundraising



*Limehouse CA*



A man in a light-colored shirt, tan waders, and a cap is fly fishing in a shallow stream. He is standing in the water, casting his line towards the right. The stream is surrounded by green grass and some rocks. The right side of the image has a teal overlay with white text.

## WHO WE ARE

Credit Valley Conservation Foundation is a registered environmental charity.

### Our Mission

To raise funds and awareness in support of the conservation projects carried out by our partner, Credit Valley Conservation, that protect, connect and sustain the health and well-being of the watershed and its communities.

*Upper Credit CA*

# ABOUT THE CREDIT RIVER WATERSHED

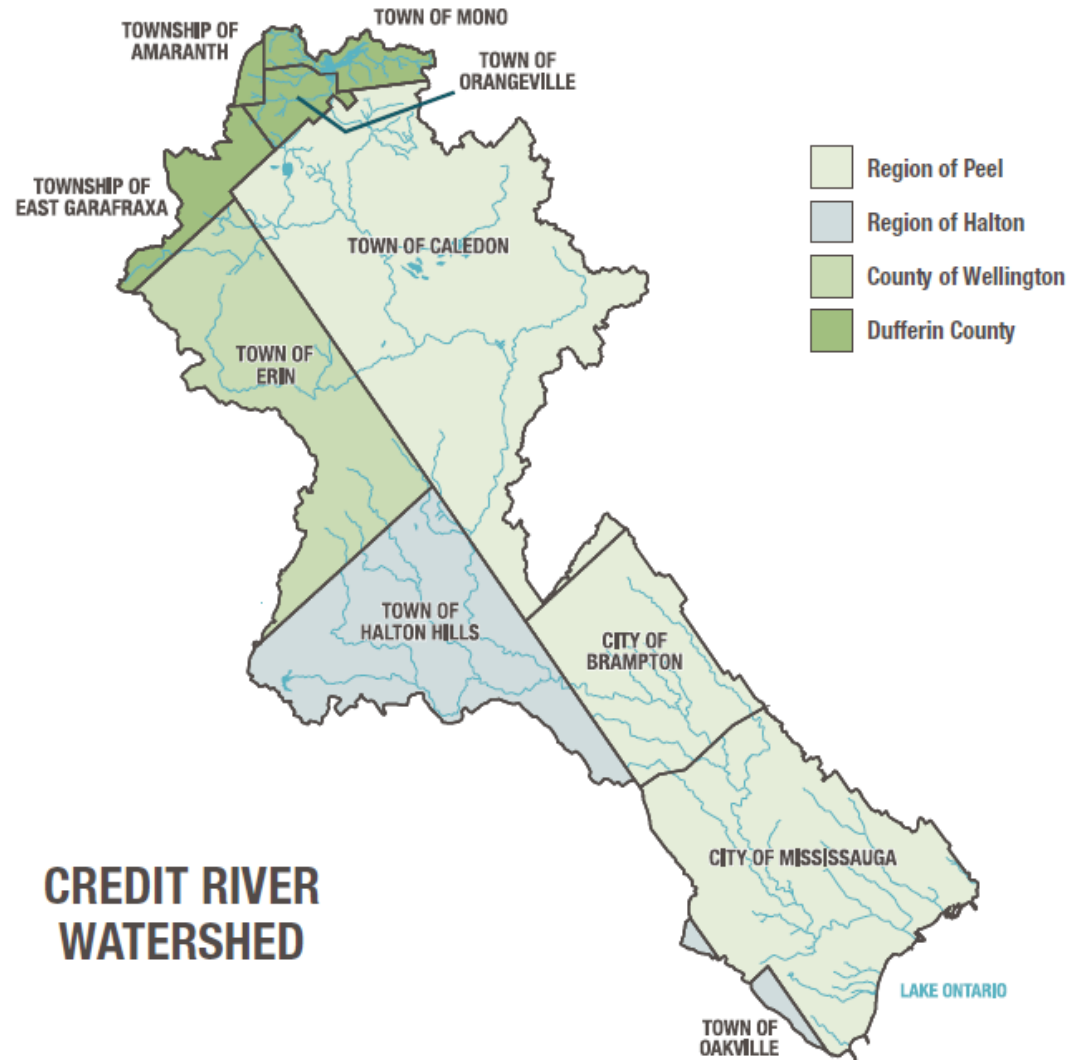
The Credit River Watershed contains some of the most diverse landscapes in southern Ontario. The Niagara Escarpment World Biosphere Reserve, the Oak Ridges Moraine and the Greenbelt all bisect the watershed.

The Credit River is 90 km long and meanders southeast from its headwaters in Orangeville and Mono, through nine municipalities, finally draining into Lake Ontario at Port Credit in Mississauga. Nearly 1,500 km of streams and creeks empty into the Credit River along this route including: Black Creek, Silver Creek, Shaw's Creek, Fletcher's Creek, Caledon Creek and the East and West Credit Rivers.

The river's headwaters are located above the Niagara Escarpment, a World Biosphere Reserve, and are the source of four rivers; the Credit, Humber, Etobicoke and Nottawasaga.

The Credit River is home to a wide range of wildlife including 244 species of birds, 64 fish species, 41 species of mammals, five species of turtles, eight kinds of snakes, 17 amphibians (frogs, toads, salamanders and newts) and 1,330 species of plants.

Home to 45 different species of fish, the Credit River is the most diverse cold-water fishery in Ontario, if not eastern North America.







**PROTECT.  
CONNECT.  
SUSTAIN.**

In January 2016 the CVC Foundation launched our **Protect, Connect, Sustain Campaign** in recognition of the supreme value of nature to the well-being of our communities. Nature protects us and in turn deserves our protection.

Our campaign goal is to raise **\$5 Million dollars in 5 Years (2016-2020)**

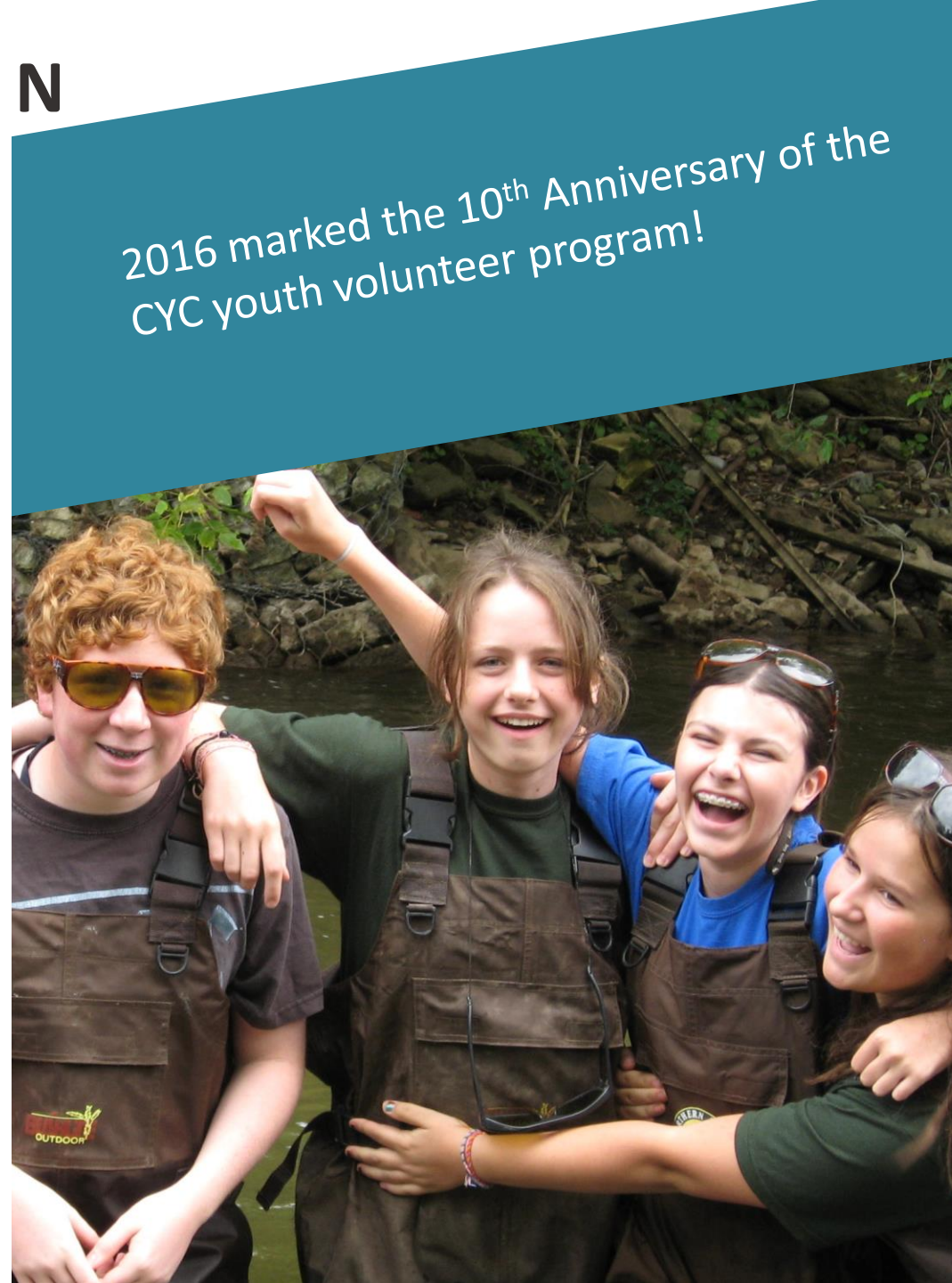
*Elora Cataract Trailway*

# CONSERVATION YOUTH CORPS

For the past ten years, Credit Valley Conservation has been engaging high school students from across the watershed in an award-winning youth environmental training program called Conservation Youth Corps (CYC). CYC provides local youth with unparalleled opportunities to participate in hands-on environmental stewardship activities, learn STEM-related technical job skills, and grow into champions of conservation.

There are 3 components to the CYC program:

- The CYC Summer Program provides opportunities for students to earn 35 volunteer hours while participating in week-long work terms in conservation.
- The Branch Out! program enhances secondary science and geography curriculum and raises awareness about local climate change issues.
- Frontline is a CYC student leadership program that provides training, workshops, and job-shadowing opportunities for youth.



2016 marked the 10<sup>th</sup> Anniversary of the  
CYC youth volunteer program!





**10th Anniversary  
Celebration**



## CYC 2016 HIGHLIGHTS

- 2,240 youth participants: 28 Frontline, 1,956 Branch Out, 256 Summer Program
- 12,945 volunteer hours logged
- 7,577 native trees, shrubs, and wildflowers planted in Mississauga, Brampton, Caledon, Halton Hills, Erin and Orangeville
- 4 Youth Crew Leaders employed
- 20 participating high schools
- 12 Community Partners: Alton Grange, City of Mississauga, Ecosource, Fly Fishing Club, Ontario Nature, Ontario Streams, Riverwood Conservancy, Solel Congregation, TRCA, Unitarian Congregation of Mississauga, Whole Village, Willow Park
- 18 unique project experiences including: tree planting, invasive species removal, bird box building, community gardening, electrofishing, trail maintenance, stream restoration and low impact development site maintenance

**\$1.1 MILLION**

**CONTRIBUTED THROUGH  
CVC FOUNDATION SINCE 2006**

Worked on  
**149**  
different properties  
watershed wide

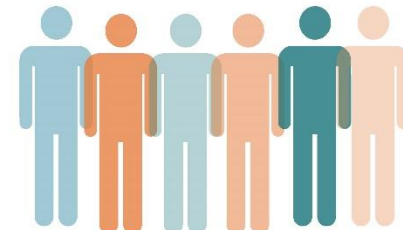
Total hours volunteered:



**84,000**

Equivalent of  
5 full-time staff  
per year

Total CYC Volunteers:



**OVER 12,000**

Total number of

**1,800**

CYC workdays

Total number of trees planted:



**54,000+**

Bags of garlic mustard  
removed:



**OVER 1,000**

Total wildflowers  
planted: **4,000**



**CREDIT VALLEY  
CONSERVATION**

# CREDIT VALLEY TRAIL

Following the path of the Credit River from the headwaters in Orangeville to the mouth of the Credit River at Lake Ontario in Port Credit, the Credit Valley Trail (CVT) will stretch approximately 98-km, promoting a deeper understanding of the indigenous history of our watershed; highlighting the watershed's natural environment; and promoting cultural heritage features.

More than just limestone screenings and directional signs, the trail will serve as a green gym, a destination in a tourism strategy, a history lesson, access to nature's art gallery, an active transportation corridor and perhaps most important – a community builder for the Credit River and the watershed.

The Credit Valley Trail is a legacy project that has been explored by Credit Valley Conservation for over 60 years.



*Belfountain CA*



# VISION FOR THE CREDIT VALLEY TRAIL

## WATERSHED MAP



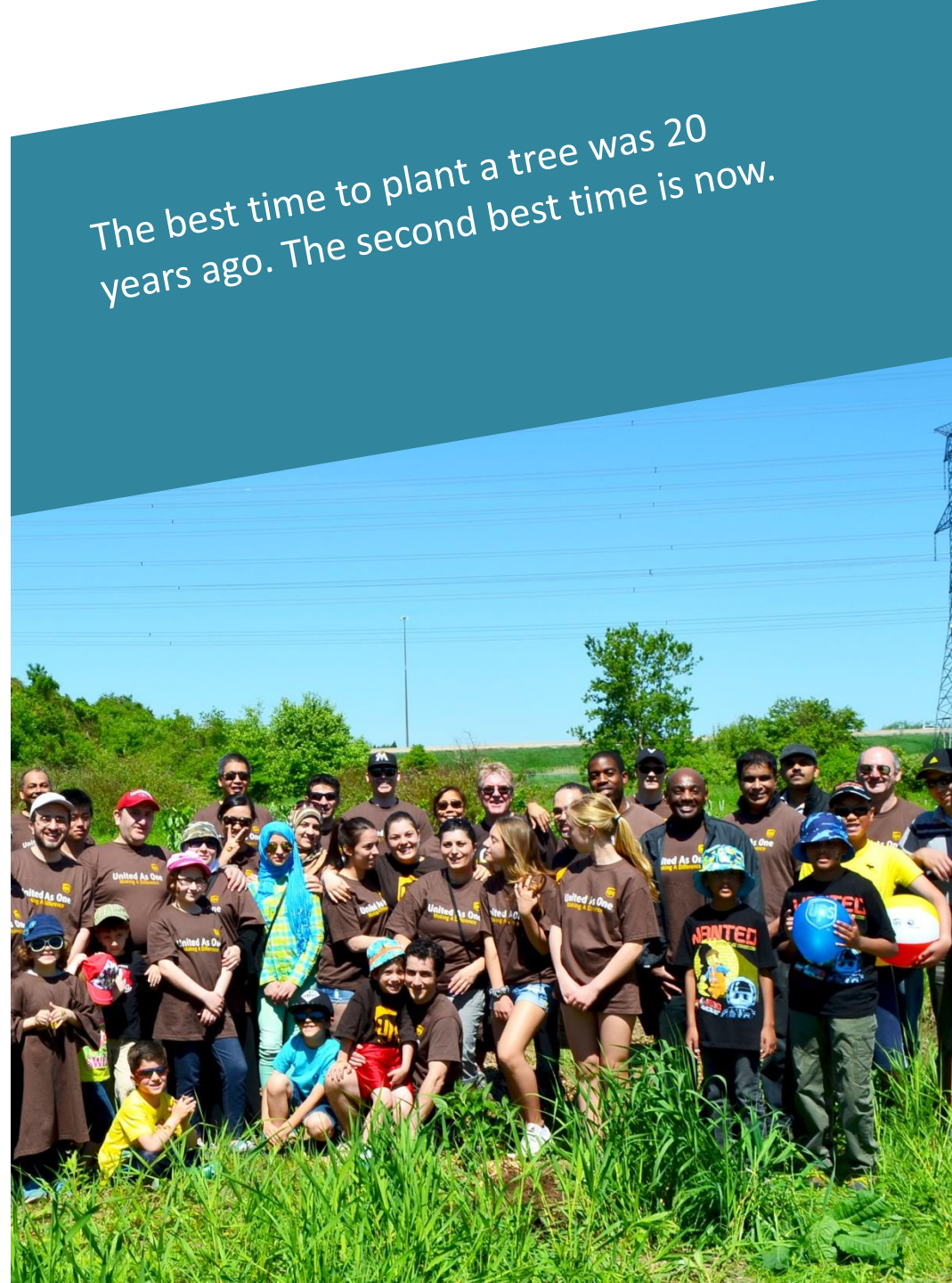
The guiding Credit Valley Trail strategy is being developed with indigenous partners, watershed municipalities, stakeholders and residents to identify an ideal route and to define short and long term actions . The CVT Strategy document will be published in 2017.

# COMMUNITY TREE PLANTING

CVC'S tree planting programs help to restore and improve our watershed by:

- Increasing forest cover
- Helping to reduce greenhouse gasses and fight climate change;
- Improving the quality of the natural environment
- Attracting more wildlife and increasing wildlife habitat
- Improving water quality in your streams and ponds
- Protecting groundwater supplies
- Improving your outdoor recreational activities
- Increasing residential property values and adding variety to landscapes

In 2016, 2343 community and corporate planting volunteers contributed 6103 hours and planted 8741 native trees and shrubs.







*"Our volunteers learn to appreciate how the forest plays a pivotal role in maintaining the ecosystem. We will definitely come back next year and continue to be a strong champion of the Rattray Marsh in the future."  
- Muaz Nasir (CivicMuslims)*



# STREAM BANK RESTORATION

## Upper Credit Conservation Area

Student volunteers from the Conservation Youth Corps Program worked with CVC and Trout Unlimited to narrow the width of the stream and re-establish shoreline vegetation, achieving these objectives:

- 650m of stream will be augmented using natural materials in July and August
- 750 trees and shrubs will be planted along the shoreline in July and August
- 8 habitat structures will be installed in July and August
- 375 beaver guards built in June and installed in July and August
- 450m of stream will be monitored for stream morphology in August
- 65m of stream will be monitored for fish populations in August

The Upper Credit Conservation Area contributes to the longest distance of publicly owned lands along the Credit River.

This unique area is made up of over 12 acres of provincially significant wetlands and is part of the Alton Wetland Complex.



The reach of the Credit River through Upper Credit Conservation Area has been identified as a critical cold-water fish community hosting 10 species of fish including Brook Trout.



# GRASSLAND BIRD

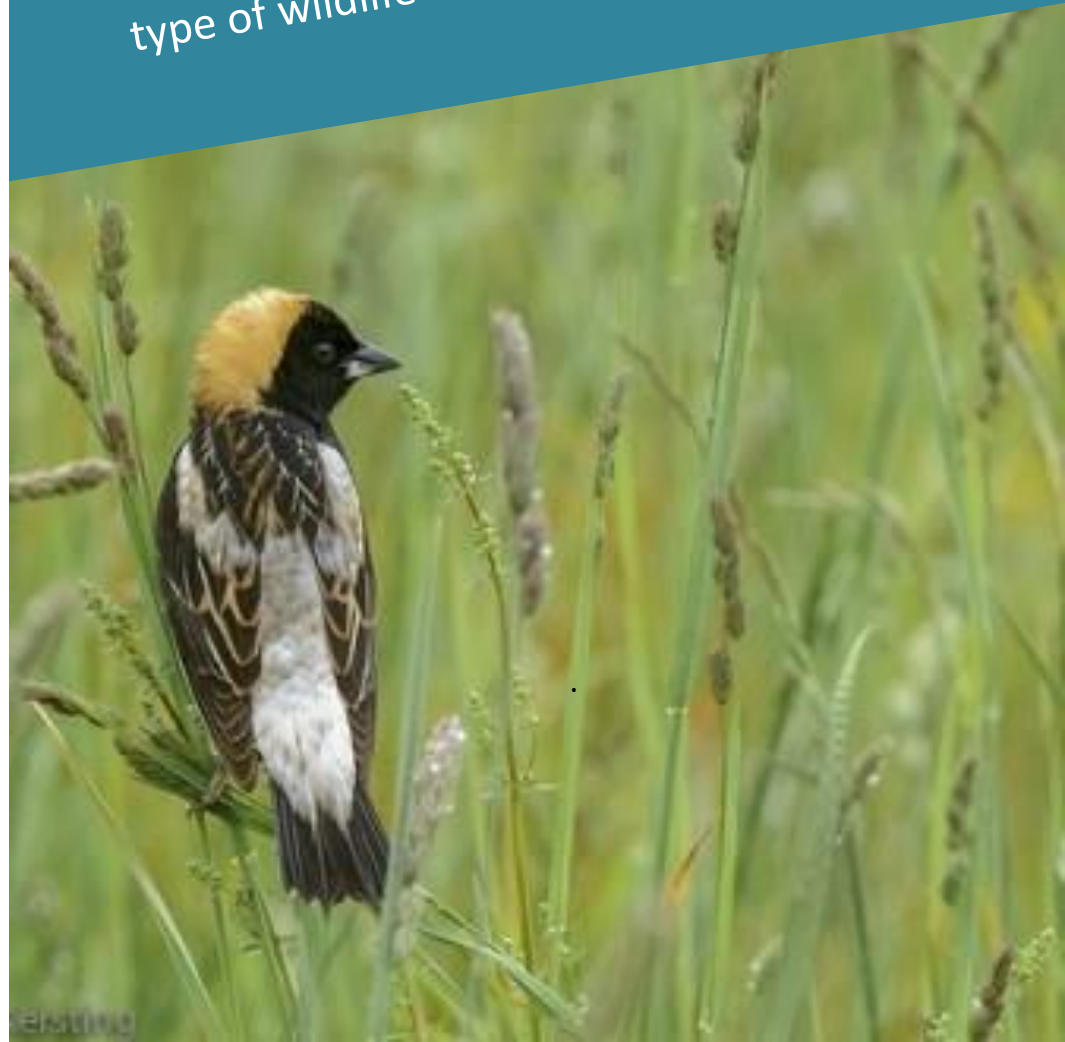
## RECOVERY PROGRAM

Birds are an important part of biodiversity in the Credit River watershed. Through their songs, movement and visual presence, birds connect us to nature. Sadly, according to many researchers, species of grassland birds are at risk of becoming extinct both in the Credit River Watershed and within Canada.

The **Credit River Grassland Bird Recovery Program** is dedicated to the protection of habitat for provincially at-risk species such as the Bobolink and Eastern Meadowlark.

Our watershed is home to four Grassland birds designated as “Species at Risk”, meaning that they are in danger of extinction or of disappearing from Canada.

More than 90% of grassland bird populations declined in eastern North America between 1966 and 1989 - a rate higher than any other type of wildlife in North America



# LAKE ONTARIO FLYWAY PROGRAM

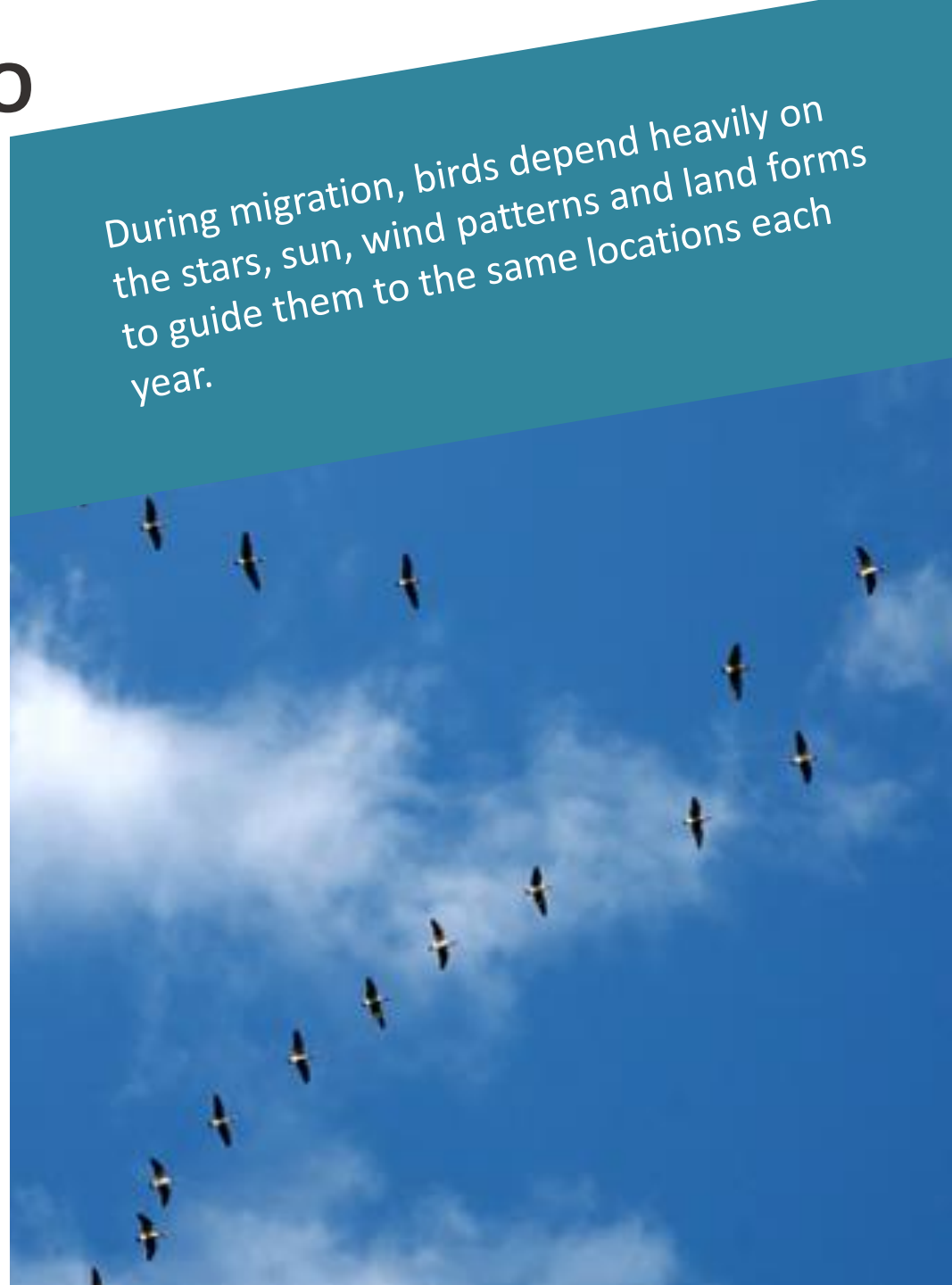
The Lake Ontario shoreline is an important pit stop for the travelling birds along two major routes — the Atlantic and Mississippi flyways. These are the flight paths that thousands of birds take as they travel the long distances between their winter homes in south and central America and summer homes in the north.

In Mississauga, the birds must stop to rest and refuel after making the trek from the south and the long journey over the lake.

The shore is not always as hospitable as it could be for migrating birds. Challenges include a lack of native plants for food and shelter and threats from domestic pets, plate glass windows and nighttime lights that interfere with navigation.

The protection of migratory birds through *Lake Ontario Flyway* program includes the creation of 4 hectares of bird habitat along the fully developed Lake Ontario shoreline.

During migration, birds depend heavily on the stars, sun, wind patterns and land forms to guide them to the same locations each year.







# SIGNATURE EVENTS



## Conservation Gala

We are thrilled to announce that the 2016 Conservation Gala raised \$235,000 in support of a thriving environment that protects, connects and sustains us.

Proceeds from the 2016 Gala supported the CVC Foundation's current priority fundraising projects such as land acquisition, the Credit Valley Trail and the Conservation Youth Corps Program.

Since its inception in 2006, the Gala has raised and invested more than \$1.37 million in projects that protect and enhance our local natural environment for present and future generations.

On behalf of the CVCF Board of Directors and the Gala Planning Committee, we would like to express our sincere gratitude to all our sponsors, guests, and volunteers who contributed to this shared success.





## Island Lake Bass Derby

In July 2016, the Friends of Island Lake hosted their 9<sup>th</sup> Annual Bass Derby at Island Lake Conservation Area. The event raised nearly \$25,000 in support of Island Lake Conservation Area projects and programs.

With an incredible prize board featuring more than \$5,000 in cash prizes, the event attracts more than 300 anglers each year.

Many thanks to the Friends of Island Lake for organizing such an invaluable fundraiser and community event.





## Canoe the Credit

Canoe the Credit is quite simply the best employee engagement opportunity in our watershed!

Corporate teams demonstrate their collective commitment to the local, natural environment while enjoying a full day of team building on the Credit River.

Event proceeds support the Conservation Youth Corps Program.

Big congrats to our 2016 Canoe the Credit Champions, Peel Regional Police, 12 Division.







DATE 2016-10-07

PAY to the order of Friends of Island Lake

five thousand three hundred eighty-two \$ 5382.00

RE 5k-10k IL Classic XX DOLLARS 100

PER Run Dufferin

# COMMITTEES





# Conservation Area Fundraising Groups

In 2016 the Friends of Island Lake continued to support improvements to the Island Lake Conservation Area trails, such as ensuring it exceeds the requirements of the Accessibility for Ontarians with Disabilities Act, and raising funds to build accessible fishing piers.

Planning for future trail amenities got underway and fundraising events such as the 8th Island Lake Bass Derby and Trail Donation Days were highlights of the year.

The Friends of Island Lake also hosted several community engagement events including Family Day and Seniors Day at Island Lake.







In 2016 the Ratray Marsh Protection Association helped coordinate and participated in several community clean-up and environmental stewardship days.

The Ratray Marsh Protection Association is ever present in CVC's most heavily visited conservation area, with a keen eye to ensuring a sustainable balance between use by residence and protection of vital habitat.

# Conservation Area Fundraising Groups



In 2016, the Friends of Terra Cotta worked to further the educational and environmental programs at Terra Cotta Conservation Area. Together with CVC and CVCF staff, they:

- Supported environmental education programs at TCCA through volunteerism, fundraising and promotion.
- Promoted TCCA as an outdoor recreation destination
- Supported CVC with the implementation of events at TCCA

For many years community volunteers have done incredible work to help make Terra Cotta Conservation Area an amazing destination.



***Our sincere thanks to the  
75 volunteers that dedicate their time, skills and energy in support of  
CVC's Conservation Areas.***





In 2016, the Land Securement Cabinet, which is made up of local residents and supported by CVCF and CVC staff, helped CVC secure and protect 165 acres in the Credit River watershed.

# Land Securement Cabinet



The cabinet also promoted several fundraising initiatives such as the 'Be A Conservation Hero' campaign and a crowdfunding ask at the Foundation's annual Conservation Gala.

In addition, the cabinet began long term planning for securing a route for the Credit Valley Trail and to expand the Foundation's individual giving program.

*Sprigg's Property, secured and protected in 2016*



A photograph of a pond filled with green lily pads. A single white lily flower is in bloom in the center. In the foreground, a wooden deck made of weathered planks is visible. A semi-transparent blue triangle is overlaid on the left side of the image.

# DONORS & SPONSORS

*Terra Cotta CA*



# Thank you to our Corporate Donors & Sponsors

## \$100,000 - \$249,999

UPS Foundation, Inc.

## \$25,000 - \$49,999

Enersource Corporation

## \$10,000 - \$24,999

Argo (Wanless) Ltd.

Canon Canada Inc

PPG Canada Inc.

TELUS Corporation

## \$5,000 - \$9,999

Aqua Tech Dewatering  
Company

BASF

Brookfield Homes (Ontario)  
Limited

CONDRAIN

CRH Canada

DG Group

Dods & McNair Funeral  
Home and Chapel

## \$5,000 - \$9,999

Flato Developments

Groundwater Environmental  
Management

R & M Construction

R. J. Burnside & Associates

RBC

Scotiabank

Shoreplan Engineering Limited

Sunshine Design & Construction



*Rattray Marsh CA*



# Thank you to our Corporate Donors & Sponsors

## \$1,000 - \$4,999

Apple Inc.  
Canada Lands Company  
Canadian National Sportsmen's  
Show  
Cole Engineering  
Earthco Soil Mixtures  
Erin Mills Development Corporation  
Escalade Wines & Spirits  
Liv Communities  
Mattamy Homes  
Mayfield McLaughlin Development  
Mondelez International  
Nestle Canada

## \$1,000 - \$4,999

NTN Bearing Corporation of  
Canada Ltd.  
Orangeville Equipment Rentals  
Orangeville Home Hardware  
Building Centre  
Orangeville Nissan  
Paradise Homes North West Inc.  
Samsung Electronics Canada Inc.  
Schaeffer & Associates  
Suncor Energy  
TD Bank  
The Cooperators Inc.  
The Gould Team

## \$500 - \$999

Dufferin Lawn Life  
JS Machining & Feedscrew  
Ltd.  
SCS Consulting  
SunOpta  
The Municipal  
Infrastructure Group  
Toppers Pizza  
Urbantech Consulting  
Wyndmere Estates Inc.



*Rattray Marsh CA*

# Thank you to our Government Partners

**\$50,000 - \$99,999**

Environment Canada

**\$25,000 - \$49,999**

Department of Fisheries and Oceans

Ontario Ministry of Natural Resources and Forestry

Town of Orangeville

**\$5,000 - \$9,999**

Ontario Seniors' Secretariat

**\$1,000 - \$4,999**

Ontario Ministry of the Environment and Climate Change

Town of Erin

**\$500 - \$999**

Ontario Ministry of Agriculture



*Island Lake CA*



# Thank you to our Individual & Family Donors

## \$25,000 - \$49,999

David Clarkson  
Jim & Micheline Muscat

## \$1,000 - \$4,999

Shane Baghai  
Vicki Barron  
Bob Burnside  
C. Chorlton  
J. Cronin  
Johanna Downey  
C. Gergven  
In Memory of Jeff Lee  
In Memory of Gerry  
Lindsay  
Deborah Martin-Downs  
M. Mullin  
Karen Ras  
H. Paul Roy  
Jean Williams

## \$500 - \$999

Nando Iannicca  
Julie McManus  
Brenda Mullan  
Patricia Mullin  
Mike & Betty Walker

We also wish to thank  
those donors  
who have chosen to  
remain anonymous.



*Terra Cotta CA*



# Thank you to our Community & Foundation Donors

## **\$25,000 - \$49,999**

Rotary Club of Orangeville Highlands  
Sitka Foundation

## **\$10,000 - \$24,999**

RBC Foundation  
TD Friends of the Environment Foundation

## **\$5,000 - \$9,999**

American Forest  
Run Dufferin  
The Gosling Foundation  
Tree Canada  
Trout Unlimited

## **\$1,000 - \$4,999**

Coalition of Canadian Trail Organizations  
Community Foundation of Mississauga  
Evergreen  
Halton-Peel Woodlands & Wildlife Stewardship

## **\$500 - \$999**

Theatre Orangeville



*Silvercreek CA*



# Thank you to our In-kind Donors

## **\$5,000 - \$9,999**

Microsoft Canada Co.

Zulu Nyala Group

## **\$1,000 - \$4,999**

Russel Clark

Cycling Elements

Credit Valley Golf & Country Club

Definitive Portrait

Mississauga Golf & Country Club

Jim & Micheline Muscat

Starwood Hotels & Resorts

The Complete Paddler

Toronto Police Services

## **\$500 - \$999**

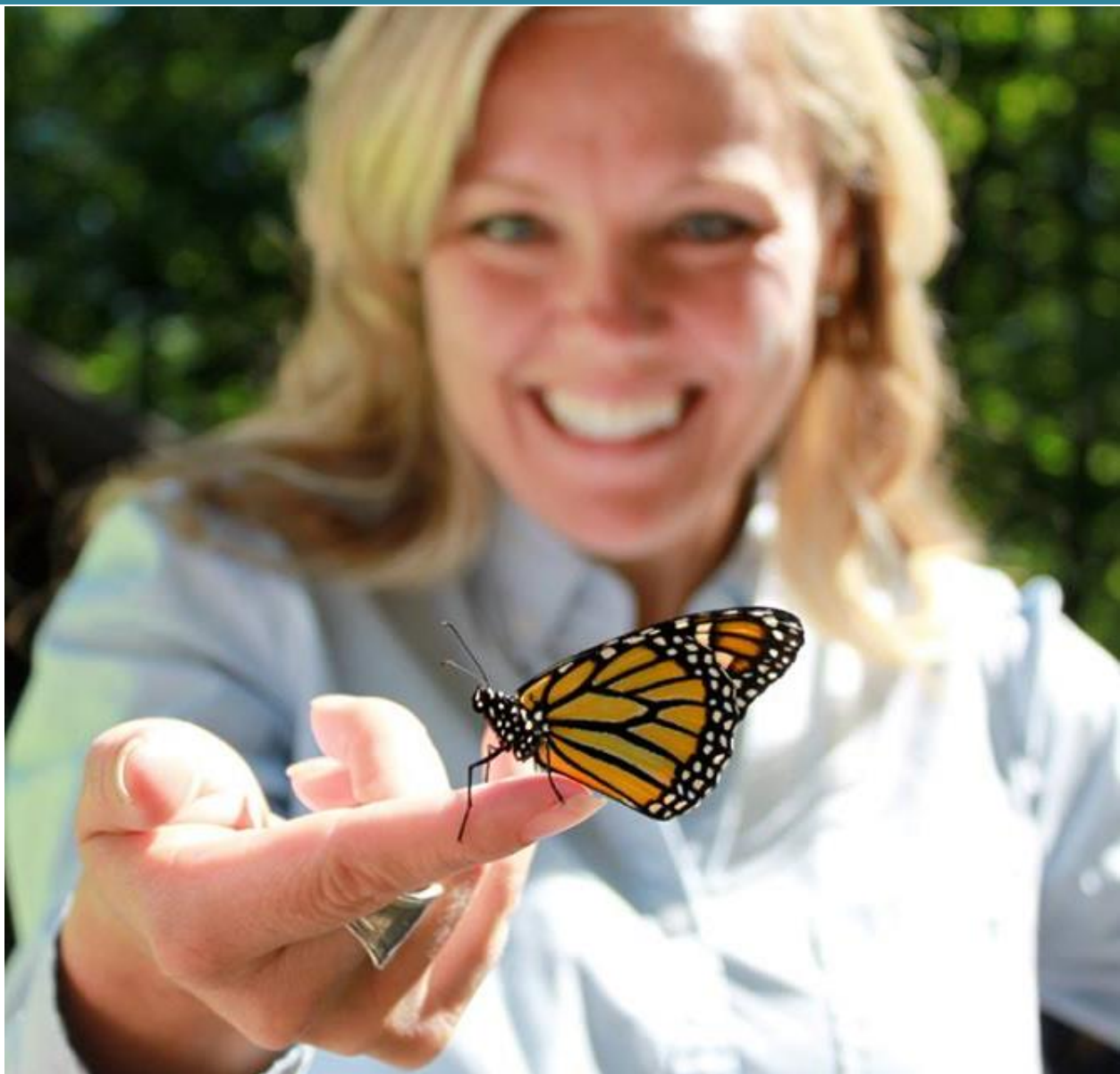
Ed Arundell

Conservation Halton

Rosemarie Humphries

Raptor Canada

Suncor



# Financial Statements

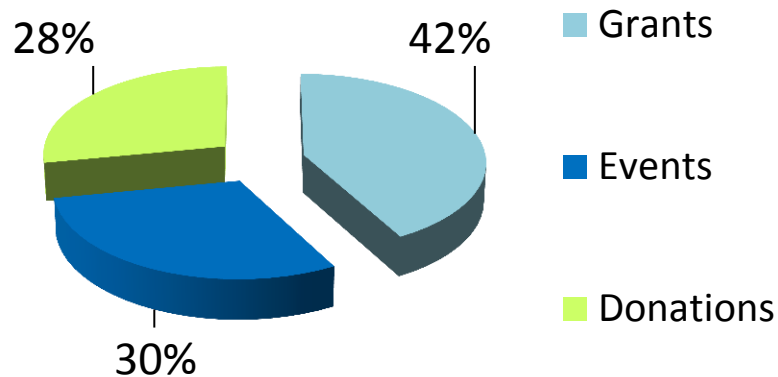
Financial highlights for the year ended December 31, 2016.

CVC Foundation is committed to the highest standards of accountability and transparency.

To view the audited financial statements, please visit: [cvcfoundation.ca/publications/](http://cvcfoundation.ca/publications/)

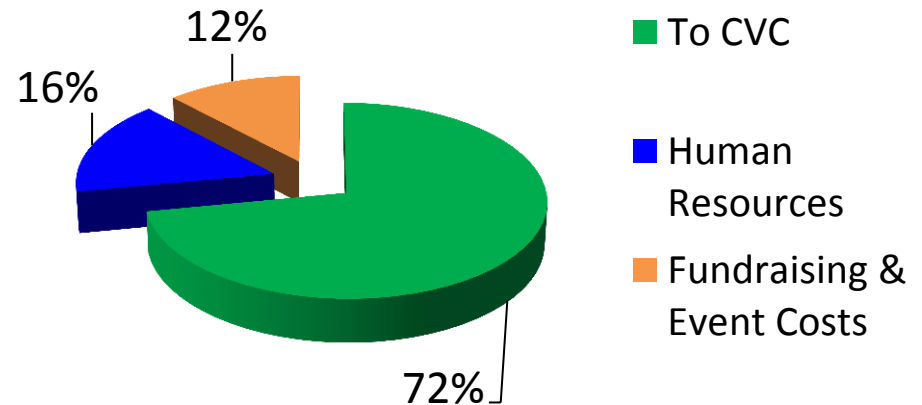
## Sources of Revenue

Total Revenue \$944,105



## Expenditures

Total Expenditure \$725,550





# Thank you to our donors, sponsors and volunteers



for protecting, connecting and sustaining the Credit River watershed.





Credit Valley Conservation Foundation  
Charitable Registration #118879048RR0001  
[www.cvcfoundation.ca](http://www.cvcfoundation.ca)

*Terra Cotta CA*