



# 2017 GRATITUDE REPORT



**Credit Valley  
Conservation  
FOUNDATION**



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# WELCOME MESSAGE

It is with great pride that we present to you our 2017 Gratitude Report.

On January 1, 2016 we launched our **Protect, Connect, Sustain Campaign** in recognition of the supreme value of nature to the well-being of our communities, with a goal to raise \$5 Million dollars in 5 Years (2016-2020).

We are thrilled to report that as of December 31, 2017 we have raised **\$2.6 million of our \$5 million goal!** That's 52% of our five year target in the first two years.

Our in year success is really great too! Thanks to the incredible generosity of our donors, funders and sponsors, we raised **\$1,330,719** and made a **\$1,197,039** contribution to Credit Valley Conservation programs and projects. That means that **90%** of every dollar raised went direct to Credit Valley Conservation programs and projects.

With the ongoing support of our donors, partners, Board and volunteers, CVC Foundation is ready for the challenges and achievements that lay ahead of us in 2018! As always, our thanks and gratitude, to you.

Gratefully yours,



**Karen Ras,**  
**Chair**



**Terri LeRoux,**  
**Executive Director**



# OUR LEADERS

## 2017 Board of Directors

Karen Ras, Chair  
Ed Arundell, Vice-Chair  
Jim Muscat, Past Chair  
Deborah Martin-Downs, Secretary-Treasurer  
Dave Dyce  
John Farrell  
Nando Iannicca  
Ellen McGregor  
Martin Medeiros  
Michael Palleschi  
Bobby Sahni  
Michael Walker  
Jean Williams

## Staff

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







## 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 it's communities.



# ABOUT THE CREDIT RIVER WATERSHED

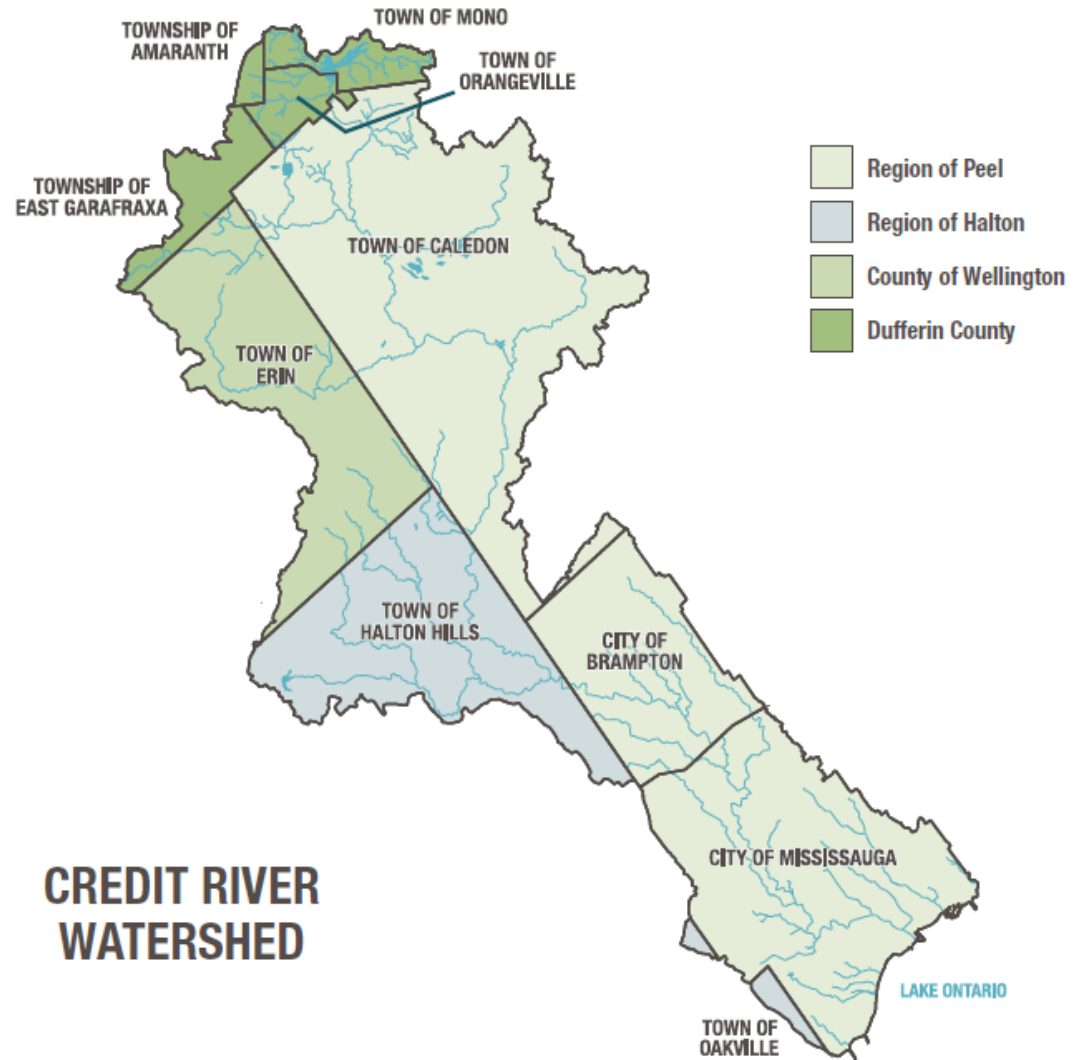
The Credit River Watershed contains some of the most diverse landscapes in southern Ontario. The Niagara Escarpment World Biosphere Reserve, the Oak Ridges Moraine and the Greenbelt all bisect the watershed.

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.







A group of five people, three men and two women, are wading in a river. They are wearing waders and gloves, and are focused on a task in the water. The man on the left is wearing a red cap and black waders. The man in the center is wearing a black cap and green waders. The man on the right is wearing a grey shirt and brown waders. The woman in the foreground is wearing a green shirt and green waders. The woman on the right is wearing a black shirt and green waders. They are surrounded by water and some dry sticks. A black spool is visible in the bottom right corner.

# 2017 DONOR IMPACT SHOWCASE



# CONSERVATION YOUTH CORPS

2017 Contribution: \$125,000



A youth volunteer program that engages and inspires youth, through hands-on environmental stewardship experience, to connect with the local natural environment and become environmental leaders in their communities. Activities include tree planting, building and maintaining trails, building bird boxes, creating habitat structures, invasive species removal and stream restoration.



# CORPORATE VOLUNTEER PROGRAM

2017 Contribution: \$31,863



Private and customized team building events for watershed businesses that support and enable employee participation in impactful and rewarding environmental stewardship activities. Businesses can work directly with conservation experts from Credit Valley Conservation to showcase their corporate environmental leadership.



# CREDIT VALLEY TRAIL

**2017 Contribution: \$110,500**



A continuous and connected 100 kilometre pathway through the Credit River Valley – from the Hills of the Headwaters in Orangeville to Lake Ontario in Port Credit – connecting people to the beauty of nature, rich cultural experiences, Indigenous heritage and values, and to the sacred, sustaining waters of the Credit River.



# EAST CREDIT STREAM DAYLIGHTING PROJECT

**2017 Contribution: \$339,779**



Re-creation of a headwater stream that was buried and piped, more than 30 years ago, to facilitate agricultural operations. All the ecological function was lost when the stream was destroyed. The stream re-creation, stream corridor restoration and addition of wetland features restores ecological function and provides habitat for brook trout, brown trout, Atlantic salmon and grassland birds.





# ISLAND LAKE AMPHITHEATRE

2017 Contribution: \$69,191



An on-water amphitheatre at Island lake Conservation Area that enhances the visitor experience, creates economic opportunity for community-based artists and organizations and improves the regional tourism draw to the Hills of the Headwaters area.



# TERRA COTTA

## SECOND CREEK RESTORATION

2017 Contribution: \$100,000



A series of three on-line ponds were created on Second Creek over 50 years ago for recreational purposes and the ecological function of the stream was lost as a result. Restoring the creek through by-pass channels and pond decommissioning restores natural stream and wetland function, improves fish passage and mitigates thermal impacts of the ponds to Second Creek and the main Credit River.





# 2017 FUNDRAISING EVENTS



# Curling Bonspiel



On a cold day in January, fourteen teams gathered at the Acton Curling Club for a fun day of curling in support of conservation initiatives in the Credit River watershed.

Hosted by CVC staff on behalf of the CVC Foundation, the event was open to all levels of curlers and featured a bucket auction, toonie toss, and paper airplane competition.

Thank you to everyone who came out to curl, to all those who helped organize and run the event on our behalf!



January



# 12<sup>th</sup> Annual Conservation Gala



This year's event, held at Lionhead Golf Club and Conference Centre in Brampton, included a special welcome address by Carolyn King, the former chief of the Mississaugas of the Credit First Nation, a live Birds of Prey display and an amazing auction with more than 125 items and experiences.

The final count showed a record level of support from the local business community. Over 375 guests raised \$237,000 in the spirit of the next 150 years of conservation in the Credit River watershed.

Funds raised support three key CVC projects: Conservation Youth Corps, Land Securement and the Credit Valley Trail.



May



# 9<sup>th</sup> Annual Canoe the Credit



June

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

Held at the mouth of the Credit River at the Mississauga Canoe Club, 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.

Congratulations to the 2017 Canoe the Credit Champions, Peel Regional Police, 11 & 12 Division.





# 9<sup>th</sup> Annual Island Lake Bass Derby



In July 2017, the Friends of Island Lake hosted their Annual Bass Derby at Island Lake Conservation Area.

A signature event in the Headwaters region, the Bass Derby attracts more than 300 anglers each year.

\$5000 in big catch prizes was on the line for the top 10 bass and the top pike, perch, and crappie.

The winner of the 2017 Derby pulled a 4.5 lbs largemouth bass from the water, which landed him a \$2,500 cheque.

July





# Inaugural Evening in Paradise



Generously hosted by Shane and Marnie Baghai at their country home at Paradise Farms in Caledon, this cocktail event brought CVC Foundation Board members together with watershed residents to cultivate support for Land Securement efforts.

A special feature of the evening was an art auction made possible by Canadian artist and Caledon resident Cory Trépanier. A fellow of the Explorer's Club and the Royal Canadian Geographical Society, Cory is an oil painter, and filmmaker, with a passion for capturing Canada's incredible wilderness on canvas.

September





# Island Lake Trail Donation Day



October

The Friends of Island Lake (FOIL) hosted Trail Donation Day to collect donations to support future trail development and improvements.

FOIL volunteers collected donations from trail users at the intersection of the west trail and the north dam.

Since 2005, FOIL has helped fundraise more than \$1.8 million in donations to complete and maintain the 8.3 kilometre Vicki Barron Lakeside Trail around Island Lake.





# Be A Conservation Hero Campaign



Kicking off on Giving Tuesday and running until the end of December, our annual Be a Conservation Hero online giving event celebrates Credit Valley Conservation Heroes (Friends of the Credit Award winners) and encourages others to be heroes too by making a donation in support of local environmental projects.

Our 2017 featured Heroes were Mark Whitcombe (pictured left), David and Susan Aiken and Andrew Chow.

December

**BE A CONSERVATION HERO**

**THIS IS SUSAN AND DAVID**

SUSAN AND DAVID DONATE BY CREATING HABITAT FOR LOCAL BIODIVERSITY IN MISSISSAUGA. SUSAN AND DAVID ARE HELPING TO PROTECT THE WATERSHED. BE LIKE SUSAN AND DAVID.

**DONATE TODAY!**

A photograph of a man and a woman standing together outdoors. The man is wearing a green cape and the woman is wearing a red cape. They are both smiling and looking at the camera.





**2017  
Supporters**



# CVC Foundation Supporters

**\$250,000 +**

Government of Canada, Department of Fisheries and Oceans

**\$100,000 - \$249,000**

The Weston Foundation

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

David and Faith Clarkson

Environment Canada

Government of Canada, Canada 150

Ontario Ministry of Tourism, Culture and Sport

RBC Foundation, Blue Water Program





# CVC Foundation Supporters

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

Canon Canada Inc

Friends of the Greenbelt Foundation

Government of Ontario

Ontario Ministry of the Environment and Climate Change

Jim and Micheline Muscat

Ontario Trillium Foundation

TD Friends of the Environment Foundation

Town of Orangeville





# CVC Foundation Supporters

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

Arbor Day Foundation

Bob Burnside

Ontario Ministry of Natural Resources and Forestry

Ian Ainsworth

Port Credit West Village Partners

Scotia Wealth Management

Wildlife Habitat Canada





# CVC Foundation Supporters

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

Aqua Tech Dewatering Company  
Argo (Wanless) Ltd.  
Brookfield Residential  
CON-DRAIN Company  
CRH Canada  
DG Group  
Dods & McNair Funeral Home & Chapel  
EcoSpark  
Fieldgate Developments  
Groundwater Environmental Management

Mayfield McLaughlin Development  
Mountain Equipment Co-Op  
Paradise Homes Corp  
Petro Canada Lubricants Inc  
Run Dufferin  
Shoreplan Engineering Limited  
Solmar  
Suncor Energy  
Terry and Wendy Carter  
Urbantech Consulting





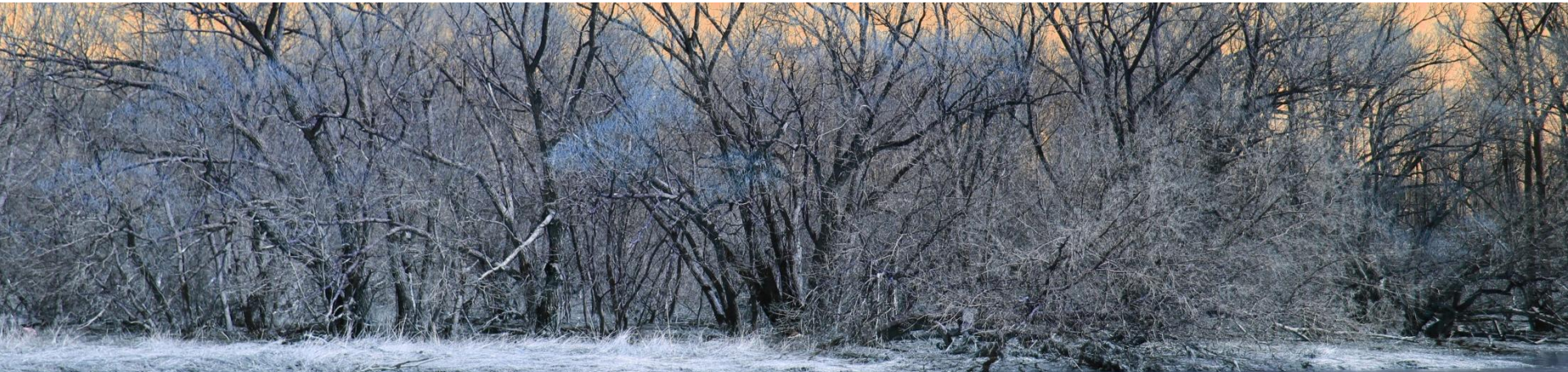
# CVC Foundation Supporters

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

A. Arscott  
ATB Financial  
BASF  
C. Devlin  
Canada Lands Company  
Canadian National Sportsmen's Show  
Canadian Tire  
Cole Engineering  
Community Foundation of Mississauga  
Co-operators General Insurance Company  
David Schaeffer Engineering Ltd  
Dufferin Child and Family Services  
Earth Rangers  
Elaine Kehoe

Erin Mills Development Corporation  
Fifth Avenue Dental Hygiene Inc.  
Flato Dundalk Meadows Inc  
Gardiner Roberts LLP  
Girl Guides of Canada  
Glen Schnarr & Associates  
Halton-Peel Woodlands & Wildlife Stewardship  
Intuit Canada  
Investors Group Financial Services Inc.  
J. Keohane  
Jean and Derek Williams  
Margorie Grime  
Mary Kay Cosmetics  
Match MG Canada Inc.

Mattamy Homes  
Nestle Waters Canada  
Orangeville Nissan  
Osprey Valley Golf Course  
P. Follett  
P. Roy  
PCLI Community Connect  
R & M Construction  
R. J. Burnside & Associates  
Royal Bank of Canada  
Schneider Electric Canada Inc  
Sears Canada Vaughan NLC Social Club  
Stantec Consulting Ltd.  
The Gould Team  
United Parcel Service





# Thank you to our In-kind Donors

Adam Wilford  
Adrienne Ockenden  
Alex Lenarduzzi  
Alex Waterfield  
Allan Pace Designs  
Alia Grace Designs Etsy Shop  
Alison Qua-Enoo  
Allan McGlade  
Annabel Krupp  
Art Gallery of Ontario  
At The Farm Table Bed and Breakfast  
Beaus Brewery  
Blackstock Ford  
Bob Morris  
Bob Shirley  
Canada Lands Company  
Canadian Outdoor Equipment  
Canadian Tire  
Canon  
Cave Rock Climbing  
Celeste Longhurst  
ChocoSol  
Citrus City Tattoos  
Cory Trepanier  
Country 105  
Country Trades  
Credit Valley Conservation  
Credit Valley Golf and Country Club  
CRH Canada  
Dan Cooper

Dave Dyce  
David Wells  
Deborah Kenley  
Deborah Martin-Downs  
Dixon's Distillery  
Dufferin Apparel  
Dufferin Lawn Life  
Dufferin Outdoors  
EarthCo. Soils  
Ed Arundell  
Eric Baldin  
Escarpment Outdoor Adventures  
Explore Pelee  
Firkin Pubs  
Fram Group  
Gary Murphy  
Gayle Soo Chan  
Generations Physiotherapy Centre  
Giant Tiger, Acton  
G&L Group  
Goodlife Fitness  
Hallmark Toyota  
Heather Nicols  
Henry Lenarduzzi  
Holly Nadalin  
Janel Sauder  
Jean Williams  
Jeff Payne  
Jim & Micheline Muscat  
Jonathan MacMull  
Julie McManus

Karen Buckle  
Karen Ras  
Kravinz  
Ljiljana Karapandzic  
Lord Dufferin Centre  
Loveleen Clayton  
Maple Leaf Sports and Entertainment  
Marco Polo Resto Bar  
Mark Keen  
Marks Work Warehouse  
Maureen Pogue  
MEC  
Melissa Creasey  
Melrose Investments  
Michael's Back Door  
Microsoft  
Mike Puddister  
Mike Walker  
Mississauga Canoe Club  
Mississauga Golf and Country Club  
Muskoka Brewery  
Nestle  
OMERS  
Orangeville Wildlife Artistry  
Patagonia Toronto  
Pelee Island Winery  
Peter McManus  
Petro Canada  
Pizzaiolo Gourmet Pizza  
Pommies

Ports Toronto  
Quinta Quinoa  
Raymond Neault  
Red Stone Winery  
Ripley's Aquarium of Canada  
Robert Bateman  
Rosemarie Humphries  
Scott Sampson  
Sean Hayes  
Shannon Lem  
Sharon Wadsworth-Smith  
Shoppers Drug Mart, Acton  
Snug Harbour Restaurant  
Sobey's, Acton  
Soleil Salon & Spa  
Solstice Wine Bar  
Spirit Tree Estate Cider  
Starbucks  
Starview Film Advisors  
Tawse Winery  
Terri LeRoux  
The Friendly Chef  
The Grime Team  
The WORKS Gourmet Burger  
Bistro Mississauga  
Tim Mereu  
Toppers Pizza  
Two Sisters Vineyards  
UPS  
Yasmine Slater  
Zwilling J.A. Henckels





# Thank you to our Committees and Volunteers

Canoe the Credit Committee

Curling Bonspiel Committee

Conservation Gala Committee

Friends of Island Lake

Land Securement Cabinet

Rattray Marsh Protection Association







# 2017 Financials



# Financial Statements

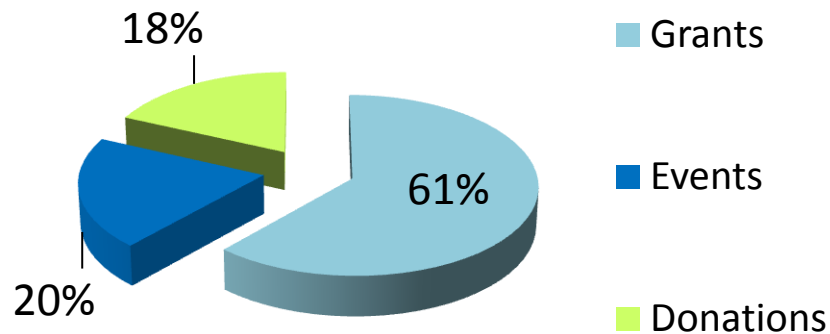
Financial highlights for the year ended December 31, 2017.

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/)

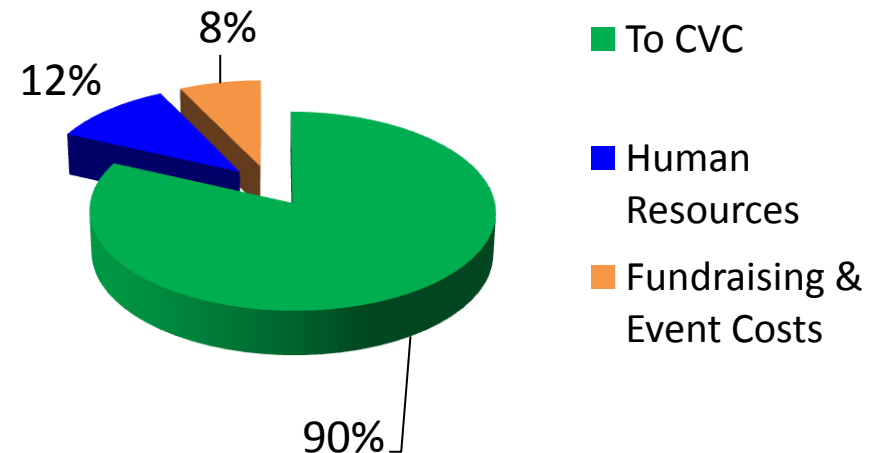
## Sources of Revenue

Total Revenue \$1,330,719



## Expenditures

Total Expenditure \$1,446,822





# TOTAL CONTRIBUTIONS

## TO CREDIT VALLEY CONSERVATION PROGRAMS

PROGRAM / PROJECT	AMOUNT
A.D. Latornell Symposium	\$15,000
Ainsworth Property Restoration	\$10,000
Brook Trout Habitat Restoration	\$16,150
Canada 150 Rattray Boardwalk	\$39,432
Conservation Youth Corps	\$125,000
Corporate Volunteer Program	\$31,863
Credit River Marshes & Estuary	\$20,000
Credit Valley Trail	\$110,500
Dog Strangling Vine Project	\$41,344
East Credit Stream Daylighting Project	\$339,779
Island Lake CA Lookouts / Fishing Piers	\$3,900
Island Lake CA Amphitheatre	\$69,191
Island Lake CA FOIL People Mover	\$11,176
Island Lake CA Trail Maintenance	\$70,000
Lake Ontario Flyway Project	\$33,490
Lake Ontario SHSM Student Conference	\$21,000
LID Performance & Risk Assessment in Western Lake Ontario	\$23,000
Memorial Bench Program	\$12,895
Rattray Marsh – Save our Ash	\$840
Regional Community Outreach	\$16,204
TCCA Second Creek Restoration	\$100,000
Terra Cotta Conservation Area	\$14,175
Urban Outreach and Restoration	\$100
Urban Stormwater Mitigation	\$60,000
Why Wetlands? A Multi-Media approach	\$12,000
<b>TOTAL</b>	<b>\$1,197,039</b>



# 2017 Support

## Highlights:

87

corporate supporters

274

individuals and  
families

24

community  
organizations and  
foundations

11

government partners

133

in-kind donors

875

fundraising event  
attendees





# 2017 Special Moment

## **Credit Valley Conservation Foundation was the proud recipient of the 2017 Mississauga Board of Trade Not-for-Profit of the Year Award.**

The Not-for-Profit of the Year Award recognizes a registered Not-for-Profit or charitable organization that has committed themselves to the service of others within the Mississauga community and beyond. They are innovators and leaders that are providing programming and services for the betterment of the community and have made measurable strides in their operating and growth.

### Award Criteria:

- Setting and achieving clear business objectives and effective use of resources.
- Demonstrates originality and sustainability in generating income or securing funding.
- Shows innovation in services or programs to meet changing demands in Mississauga community.
- Shows an analysis of measurable results in the communities they serve.
- Shows a commitment to people development, whether paid or volunteer, including qualified governance.
- Demonstrates strong and accountable governance leadership.



**MISSISSAUGA  
BOARD OF TRADE**  
*Spirit of Success.*





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