



A Watershed for Life



Lake Simcoe
Conservation
Foundation

2012 ANNUAL
REPORT



Another Year of Success on Behalf of Our Watershed

The year 2012 saw the completion of more exciting conservation initiatives that were done to protect our beautiful watershed—and this is something for us all to celebrate! This last year was particularly significant because it marked the end of our six-year campaign in the East Holland River. This project, which was launched in the fall of 2007, saw improved water quality and animal habitats as well as enhancements made to many of our natural spaces. There is no doubt that the effects of this campaign will be enjoyed for generations to come, and none of it could have happened without the generous support of our donors—thank you!

As well as the launch of a new conservation initiative called The Creeks Project Campaign, and the growth of the Marinas Care Program, last year also saw events such as our polar bear dip, annual dinner and bird banding initiative. We also had great success with our Tree Memorial initiative with funeral homes. There are now three funeral homes involved with this initiative: Innisfil Funeral Homes, McClelland and Stewart and Roadhouse and Rose. Since the Tree Memorial program started in 2010, 22,400 trees and shrubs have been planted in our watershed on behalf of people’s loved ones. This has contributed significantly to the 50,000 trees planted by the LSRCA each year—now we just need more homes to join us!

Our Inspiring Greener Communities Program was also launched in 2012, and we have just closed our first 50 residences with Geranium Homes.

We have received the first significant donation to the program, which means new home owners in Ballantrae have started receiving their Welcome Home bags. This is a huge accomplishment!

The Lake Simcoe watershed is so important in all of our lives—it is where we live, play and spend time with our families. The natural spaces around us are truly what make our lives worth living, and what makes us all so lucky to have homes where we do. The following wrap-up of our year’s work illustrates exactly what we have accomplished and what still needs to be done.

Thank you again for your kind support of LSCF initiatives.

Sincerely,



Debby Beatty,
President

Cheryl Taylor,
Executive Director

East Holland River Project Campaign Comes to a Close



“Thank you for all your continued support over the last six years for the East Holland River Project. This project has been extremely successful and we look forward to the continued partnership in our future endeavors with The Creeks Project!”

*Dan Andrews,
LSRCA Watershed
Coordinator*

For the last six years, the East Holland River Project campaign has been addressing water quality in the watershed with a list of important projects. This significant campaign, which has seen immense improvements to many vital areas, was launched in the fall of 2007 and triumphantly wrapped up in December of 2012.

The East Holland River is one of Lake Simcoe’s most populated subwatersheds. In addition to some of the most urban areas in the watershed, it also contains some of the watershed’s most popular recreational areas as well as a fairly high level of agriculture. During the campaign, 75% of the projects completed were in urban and suburban areas, while 25% were in more rural areas. A total of 189 projects were completed during this time, including:

- tree and shrub plantings
- septic system upgrades
- streambank erosion control projects
- garbage clean ups
- clean water diversion
- chemical fuel storage upgrades

The campaign saw 190.2 hectares of catchment treated through Stormwater Management (SWM) Pond projects. A significant quantity of sediment was reduced, more than a kilometre of stream was restored and 64 drinking water sources were protected.

All these numbers add up to one gigantic success! There are so many to thank for their work on this project, including our generous donors for making this work possible. Of particular note, the **RBC Blue Water Project** Leadership Grant was instrumental in helping complete the George Richardson Park Project, part of the East Holland River Project. Throughout the course of this campaign, approximately 1,265 volunteers assisted with conservation projects or attended community events that also raised vital awareness. Thank you to each and every one of you! The East Holland River Campaign may be finished, but the benefits of the projects implemented will last for generations.

Introducing The Creeks Project Campaign!



The Creeks Project was launched in January 2013 and will continue until the end of 2016. We hope to raise 2 million dollars in order to support this vital campaign.

With the East Holland River projects coming to completion, we are now looking forward to the next exciting campaign planned for the LSCF. “The Creeks Project Campaign” will focus on 98 square kilometres around Lovers and Barrie Creeks. Over the next four years we plan to undertake 30-45 projects to help protect the key environmental spaces in this area.

There are two municipalities contained within the area that contain urban locations that will allow for new types of projects. The area was also selected because it has the highest average phosphorus loading levels in Lake Simcoe with high levels of organic pollution and a low diversity of fish present.

The innovative projects planned—including work in Kempenfelt Bay and Bunkers Creeks—will protect the diversity of fish and plant life, as well as improve water quality for everyone living in the area. There will also be tree planting and other low impact development projects undertaken in an effort to beautify the land. We will partner with local and regional municipalities, private landowners, like-minded agencies, as well as service clubs, schools and community groups to make this campaign a reality.

Please stay tuned for more updates on this ambitious initiative.

Happy “Hull-i-days”! *Five years of Fishing with Santa at Vaughan Mills*

It’s hard to believe, but Santa has been coming to his wilderness cabin at Vaughan Mills shopping centre each December to fish with all his friends for five years now. Thanks to Vaughan Mills, the entire experience is free, but because Santa cares so much about all the fish in the Lake Simcoe watershed, donations to LSCF are encouraged and accepted. Santa’s elves capture the fun of each fishing adventure and they can be viewed online to share with friends and family. Thank you Vaughan Mills and all the little anglers for helping take care of our precious eco-system!





Marinas Show they Care

Another important LSCF campaign gained momentum in 2012. The Marinas Care Program was launched as a way to allow marinas to help us ensure the sustainability of our lake. By inviting Marinas on the lake to show their concern for the future of the water that is their livelihood, we have been able to make important gains towards preserving Lake Simcoe. The program asks marinas in the area to make a donation to the LSCF in an effort to help fight the issues facing our lake.

There are a number of different problems that are threatening the health of our lake. Development pressures around the lake are increasing, especially on the west side of Lake Simcoe in the Barrie and Innisfil area. These new developments will put pressure on our ecosystems and create potential problems that the LSRCA will be monitoring and working to prevent.

As well, the increased amounts of phosphorus entering our lake means that aquatic plants—which typically provide shelter, food and nursery areas for fish—have begun to grow in over-abundance. When aquatic plants grow excessively, they can become a nuisance by getting tangled in boat propellers, detracting from swimming and recreation activities and washing up on beaches in large quantities. When these same plants decay,

they threaten fish survival by using up oxygen in the water. This abnormal growth—if not stopped—could dramatically alter life on the lake.

We are pleased to report that the Marinas Care Program is now partnered with four different marinas that have recognized that the health of our lake is important to their business and to all of the people they serve. These marinas are: Keswick Marine, Lefroy Harbour, Kon Tiki and Monto Reno.

We are grateful to the marina staff members who have chosen to contribute to the health of the lake, and hope to continue to attract new partners to this program in the years to come. We welcome all Lake Simcoe Marina's to participate!

“I think that our involvement in the Marinas Care Program is a must. In our industry, there is an overriding benefit to protecting the lake. If we want to be in business tomorrow, we have to protect what we have today.

From a business stand point, I also believe you gain some competitive edge being involved in a program like this. I believe that people make a more environmentally conscious decision when they choose a business that is more green.”

*Ryan Stovold,
General Manager,
Lefroy Harbour*



Inspiring Greener Communities

Communities need to work together to protect the natural spaces near their homes. This is the motivation behind the newly-integrated Inspiring Greener Communities Program. This new initiative partners with builders and developers in the Lake Simcoe watershed by providing all new home owners with approximately \$500 in discounts for environmentally friendly products and services to help them get settled.

As well as enabling new home owners to become active partners in a healthier environment, the Inspiring Greener Communities program will raise funds for critical environmental programs and projects within the watershed. The home builder will make a \$250 donation for each new home that closes in their development. In return, new residents will be connected with their new communities and encouraged to make contributions to the conservation work being done in our area.



Discounted services include
Bradford Greenhouses
Coupon Book, Nature
Clean products,
GLAD composta-

ble bags and coupon, a family pass to the Scanlon Creek Conservation area, as well as a map of the area, copy of Lake Simcoe Living magazine and a letter welcoming them to the area. These items are all delivered in an environmentally friendly bag by Eco-Guardian. We began delivering these bags in 2012, with 50 new homeowners already involved. Stay tuned for more updates on the growth of this exciting program!

Thanks to Geranium Homes, Brookfield Homes and Brightstar Corporation who are already participating. Our hope is that all Lake Simcoe watershed builders and developers join the IGC program!

“With the population in our Lake Simcoe watershed growing at an unprecedented rate, it’s not surprising that many of its areas have been provincially designated as “places to grow”. The Foundation believes in a community that works together to respect and support a healthy ecosystem that is balanced by sustainable and low impact development.

It is now more important than ever to work together to achieve this shared vision. Together, we can realize a Watershed for Life!”

*Debby Beatty,
LSCF President*

Friends Come Together for Scanlon Creek



Scanlon Creek is an area worth protecting! This section of our watershed is home to over 10 kilometers of trails that provide unique opportunities to hike, bike, snowshoe and cross-country ski. The Friends of Scanlon Creek Committee was formed in 2012 in an effort to encourage community enjoyment and support of Scanlon.

All the members of this group are volunteers comprised of local residents and community members who care about the creek. Funds are raised through on-going events, workshops and projects in order to increase community involvement, recreation and education opportunities at Scanlon.

The Committee recently announced the Scanlon Creek Wetland Boardwalk Campaign. This multi-year project will build and revitalize a new wetland boardwalk attraction located on the site of the old pond. The completed campaign will feature interpretive signage, viewing platforms and an opportunity to rest and reflect.



“Our group of volunteers cares deeply about the environment and future of Scanlon Creek Conservation Area. We believe that the value of Scanlon Creek as nearby green space for wildlife and outdoor recreation will increase exponentially in the coming years as a result of increasing urbanization.

By providing events for the public, the Friends of Scanlon Creek seek to enhance the understanding, appreciation and enjoyment of this important local natural resource. Periodic fundraising and volunteer contributions to maintain and enhance the park’s facilities, will provide additional opportunities for involvement and support of the local community.”

*Ken Vogan,
Chair of the Friends of Scanlon Creek
Committee*

Volunteer Profile – Kim Morrissey

Kim Morrissey has volunteered for the Foundation for just over a year. She knows that charitable organizations like ours depend on volunteers to be successful, and when she retired from Bell after 31 years of work, she knew she wanted to give back to her community.

She chose the Foundation because of the close relationship that her and her family have always had to Lake Simcoe. Her husband's family has a cottage on the lake, and when she first started spending time there, they could walk out barefoot and enjoy all that the water had to offer. Unfortunately, mussels started arriving which meant that she and her family could no longer go into the water without wearing shoes.

She heard from the Authority Board Chair that the Foundation was a small dedicated group that needed a volunteer, so she met with our staff there and really liked our approach. Together, we established some weekly commitments and goals for her to work towards.

Today, Kim is working about four hours a week in the Foundation office, and occasionally from home performing office duties assigned by her coordinator. She's been focused mainly on supporting the Conservation dinner, which includes creating a volunteer package, securing auction items and doing data entry. She enjoys the atmosphere in the office and the time she spends working towards a healthier future for our watershed.

If you or someone you know might also be interested in volunteering with the Foundation, please contact Cheryl Taylor at 905.895.1281 x310 or C.Taylor@lsrca.on.ca.

"I know that the health of the lake and the surrounding watershed needs to be protected, and it's for that reason that I give my time to support the work of the Authority through the Foundation."

*Kim Morrison,
LSCF Volunteer*

The Conservation Foundation would like to thank our incredible volunteers. Your continued guidance and dedication to a healthier watershed is greatly appreciated.

Volunteer Dinner Committee

Thank You to all the very hardworking dinner volunteers who helped raise over \$125,000 at our 24th Annual Conservation Dinner.

- Debby Beatty
- Janice Bennett
- John Brown and staff
- William Carey
- Tom Connell
- Dana Eldon
- Shelley Fogelman
- Megan Hollingsworth
- Diane Humeniuk
- Jessica Kemp
- Jean Maltais
- Susan McKinnon
- Lori McLean
- Judy Milner
- Patricia Milner
- Genna Morrissey
- Kim Morrissey
- Alex Morrissey
- Marj Mossman
- Janice Robinson
- Brad Rogers
- Jules Rys-Sedzicki
- Christa Sharp
- Drew Taylor
- Brenda Winter

Board of Directors

(May 2012 to May 2013)

OUR EXECUTIVE

- Debby Beatty, President
- Brad Rogers, Vice President
- William Carey, Secretary Treasurer

OUR DIRECTORS

- Debbie Bath
- Thomas Connell
- Alan Chapple
- Timothy Crooks
- Ernie Crossland
- Bobbie Drew
- Robert Grossi
- Virginia Hackson
- John McCallum
- David Ouchterlony
- Janice Robinson
- Andrew (Sandy) Robinson
- Gayle Wood (ex-officio)
- Cheryl Taylor (ex-officio)

Thanks to the following Board Directors who will be retiring from the LSCF Board this year:

- Tim Crooks
- Bobbie Drew
- Virginia Hackson
- Sandy Robinson
- Janice Robinson

OUR STAFF

- Cheryl Taylor, Executive Director
- Judy Milner, Development Officer
- Brenda Winter, Project Coordinator and Community Outreach

In Memory of Ernest Ford Crossland

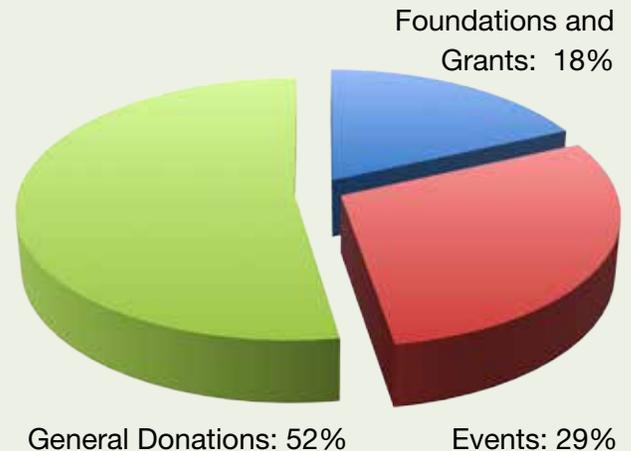
August 5, 1920 – January 10, 2013

Ernie was a tireless community builder and a vocal and active advocate for the environment. Ernie served on the LSCF Board for almost 30 years including 5 years as President.

2012 Financial Summary

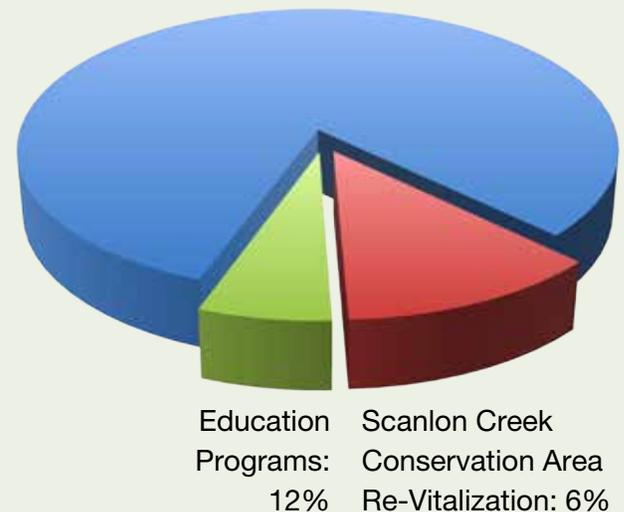
2012 REVENUE: \$ 537,662

Where did it come from?



Where did it go?

East Holland Restoration Projects: 82%



Audited financial statements are available on our website at lakesimcoefoundation.ca.

Incredible Memories of 2012



Our 1st Annual Freezin' for a Reason Polar Dip raised almost \$12,000 on February 25, 2012.



Fishing Day at the Franklin Club is always a fun day for avid fly fishers.



The 24th Annual Conservation Dinner held on June 1, 2012 raised almost \$125,000.



Scanlon Creek Conservation Area events provide opportunities for people to enjoy and appreciate nature

Thank You To Our Generous Donors

ECO CHAMPION

(\$250-\$999)

- John Adams
- John and Barbara (BJ) Auston
- Barbara Bamford
- Maurice Edward Bilyea
- Earl and Esme Bogoch
- Bruce C. and Nancy Bone
- Jackie Burkart
- Peter J. Burtch
- Ian and Margaret Clarke
- Timothy V. and Roz Crooks
- Geoffrey Dawe
- Deloitte & Touche Foundation Canada
- Michael and Maureen Douglas
- Norah Dunning
- Wendy Gilbert
- Great Gulf Group of Companies
- Mark Harris
- Innisfil Fire Dept. - Station 2
- Innisfil Lions Club
- Renee Jarrett and Nick Saccone
- Brian and Susan Kemp
- Sonia Labatt
- Bruce and Judith Langstaff
- William and Jean C. Lawrence
- Jocelyn Lee
- Samuel and Ann Malcolmson
- Judi McCutcheon
- Mobal-izers Limited
- Walter and Marylou Montanera
- Jerome R. and Catherine Lawrence Morse

- Katherine O'Brien
- Douglas R. Osborne
- Hugh and Ann Osler
- Geoffrey Peat
- Andee Pelan
- John T. and Mitzi Pepall
- John and Joan Pequegnat
- Douglas G. Reid
- John and Anne Marie Ritchie
- Royal Canadian Legion Branch 547
- Mary Jane Sarjeant
- Joel and Adrienne Slan
- Gary and Janis Soren
- Barbara Taylor
- The Lions Club of Bradford Activity
- The Lloyd and Gladys Fogler Foundation
- Dr. Mark Trudeau
- Harry and Anne Walker
- John A. Wardrop
- Ariana Whitman
- William Prager Limited
- Gayle Wood
- Kelin Zhao

ENVIRONMENTAL LEADERS

(\$1,000-\$4,999)

- 002165243 Ontario Inc.
- Donald Bainbridge
- Edward Bertram and Judy Brundridge
- Joanne Best
- Betty and Chris Wansbrough Family Foundation

Thank You To Our Generous Donors

ENVIRONMENTAL LEADERS CONTINUED

- Bruce Blacktopp
- William Carey
- Dr. Robert Casper and Jennifer Wardrop
- Dr. Suzanne Caudry and Zarum Uzi
- Hugh and Carolyn Cleland
- George and Sheila Connell
- Tom Connell and Sara Griffiths
- John and Catherine Dale
- Larry and Joyce Dare
- Mayor Geoffrey Dawe
- Darryl Bossence Chiropractic Professional Corporation
- Environment Canada
- Jonathan and Roberta Fidler
- Jack and Mary Lovett Gibbons
- Groundswell Urban Planners
- Virginia I. Hackson
- Edythe Hall
- Nick and Beryl Hamilton-Piercy
- Bryce and Connie Hunter
- William and Mary Horan
- Keswick Marine (1977) Ld.
- Gordon and Doreen Lak
- Brian and Joannah Lawson
- Lefroy Harbour Resorts Inc.
- General Steve Martin
- Wayne and Beverley McLeod
- Arthur R. and Briget W. McMurrich
- North Newmarket Lions Club
- Roger Oatley
- Drs. David and Donna Ouchterlony

- Andrew and Judy M Robinson
- Mark and Marlo Shoom
- James and Carolyn Swan
- Jan and Kathleen Tesar
- The Lawrence and Judith Tanenbaum Family Foundation
- Robert and Diana Tweedy
- John West and Frances Neale
- James L Vigmond
- Mary Grace Wright

NATURE LOVERS

(\$5,000-\$9,999)

- James C. Baillie
- Environment Canada
- Ivanhoe Cambridge II - Vaughan Mills
- TD Friends of the Environment Foundation

WATERSHED HEROES

(\$10,000-\$50,000)

- Bill and Karen Barnett
- David R. and Deborah Beatty
- Debby Beatty
- BMO Financial Group
- Helen McCrea Peacock Foundation
- Royal Bank of Canada Foundation
- The Ontario Trillium Foundation
- Uplands Foundation
- Innisfil Funeral Home Limited
- McClelland & Slessor Funeral Homes
- Roadhouse and Rose Funeral Home

Thank You To Our Generous Donors

HAPPY BIRTHDAY

Debby and David Betty's 70th Birthday

- Earl Bogoch and Esme Carroll
- Ruth A.E. Green
- Michael Jackson
- Susan Kime
- Arthur and Sonia Labatt
- Edmund and Martha Osler
- Drs. David and Donna Ouchterlony
- Ralph Southward

HAPPY HOLIDAYS

Mayor Virginia Hackson, Tom Webster, John Eaton, Marlene Johnston, Cathy Morton and Tara Roy-DiClemente from

- Doug Skeffington of Royalpark Homes

Peter and Deanna Cruise

- Justin Cruise

IN MEMORIAM

Frank Daly

- Judy Cooke

Dan Dunlop

- Jennie Marie Burns

Noreen Lewington

- Kristin Bristow
- Lisa Dreasher
- Barbara MacKenzie-Wynia
- Donna MacQuarrie
- Don Pearson

Robert John Pugsley

- Ian Walterhouse

Alfred James Vogel

- Langton G. Baker
- Jeanne Carter
- Tracey Crane
- Britton and Nancy Doherty
- Carmen Folan
- David and Dooney Gibson
- Andre-Philippe Hardy
- Stephanie Bruce Johnson
- Fraser G. Lynn
- Nancy I. Lynn
- Robert David Smith
- Andrew John Stephenson
- The Eastbourne Golf Club

IN HONOUR

Pine Beach Land Owners Association

- Patrick Devine

Debby and David Beatty from

- Suzanne Arrell
- Cindy Blakely
- Gwyneth Buck
- Carol and Bryan Finlay
- James and Mary Fisher
- Claude and Lorraine Lamoureux
- Lorrie McKenzie
- Anthony and Susan Pigott
- David and Kathy Richardson
- Ian and Nancy Robinson
- Michael and Pamela Stein
- Brenda M. White

Thank You To Our Generous Donors

24TH ANNUAL GEORGE RICHARDSON CONSERVATION DINNER SPONSORS

Nature Lovers

- Great Gulf Group
- Magna International Inc.
- Sharon Village

Environmental Leader

- Cortel Group
- Green Earth Village
- Holland Landing Landowners Group

Eco-Champion

- Azimuth Environmental Consulting Inc.
- Brookfield Homes
- Burnside
- Lormel Homes
- M.A.M. Group Inc.
- Miller Thomson LLP
- Preston Group
- SCS Consulting Group Ltd.
- Urbantech

Evening and In-Kind Sponsors

- Sharon Village
- Fidelity Investments
- Fieldgate Developments
- Maxine M. Kerr, Barrister & Solicitor
- Hill Hunter Losell Law Firm LLP
- Aquafor Beech
- Northlands Printing
- Lake Simcoe Living Magazine

We also recognize the many donors who have given smaller amounts as well as those who wished to remain anonymous. Every gift makes a difference.

Message from LSRCA Chair

OUR PAST IS PROUD



It cannot go without saying; it's only through the continued and unwavering support of our communities, our municipal, provincial and federal partners, and the **Lake Simcoe Conservation Foundation**, that collectively we enjoy

the benefits of the improved health we see in our watershed today.

I'm so proud to report that 2012 was another tremendous year for LSRCA. We continued to focus on the course we plotted in our Strategic Plan – *Focused Future 2014*, and now just past the midpoint, we've realized some key accomplishments that continue to support our vision of *A Watershed For Life*.

As we began business in 2013, our Board of Directors welcomed an exciting change with the election of our new Chair, Mayor Robert Grossi from the Town of Georgina. Mayor Grossi, a mem-

OUR FUTURE IS BRIGHT



As the new Chair of LSRCA and a member of the Lake Simcoe Conservation Foundation Board, it's my pleasure to thank Mayor Hackson for her many years of outstanding leadership. I look forward to this new challenge and to

working with the Foundation and all our partners to continue to build on our tremendous track record.

In 2013 we will remain focused on our core strategies outlined in *Focused Future 2014*. We will continue to cultivate new funding partnerships

and advance existing ones; grow our communication and outreach activities to generate a better understanding of how each of us is connected to our watershed; provide leadership as our municipal partners begin to implement the drinking water source protection plan; work with communities to promote and implement water-sensitive and low-impact urban development at the design stage; and begin piloting exciting projects within the framework of our refined Landowner Environmental Assistance Program (LEAP).

ber of the LSRCA Board for a decade already, brings with him a wealth of knowledge about the Conservation Authority's business, as well as the leadership necessary to continue on our track to success.

As the former Chair of LSRCA for 7 years and a former member of the Lake Simcoe Conservation Foundation Board for 10, I feel privileged to have had an opportunity to participate in, and witness, groundbreaking innovations, leading-edge research and technological advancements, international achievements and strengthened partnerships. I look forward to continuing to support LSRCA as a Board Member. But now, with gratitude and best wishes, I pass the torch to Mayor Grossi. I know his passion for our watershed burns as intensely as mine and that he will continue to lead LSRCA down the path to great achievement.

Mayor Virginia Hackson,
2012 Chair of LSRCA

and advance existing ones; grow our communication and outreach activities to generate a better understanding of how each of us is connected to our watershed; provide leadership as our municipal partners begin to implement the drinking water source protection plan; work with communities to promote and implement water-sensitive and low-impact urban development at the design stage; and begin piloting exciting projects within the framework of our refined Landowner Environmental Assistance Program (LEAP).

Indeed, 2013 looks bright!

Mayor Robert Grossi,
Chair of LSRCA



**Lake Simcoe
Conservation
Foundation**

The Lake Simcoe Conservation Foundation

120 Bayview Parkway, Box 282
Newmarket, Ontario, L3Y 4X1
Charitable No.: BN 11900 3317 RR0001
foundation@lsrca.on.ca
LakeSimcoeFoundation.ca

Established in 1973, The Lake Simcoe Conservation Foundation is a registered environmental charity working to help restore and protect the land and water of the Lake Simcoe watershed. The Foundation accomplishes this by raising funds in support of the valuable conservation programs and projects of the Lake Simcoe Region Conservation Authority.