

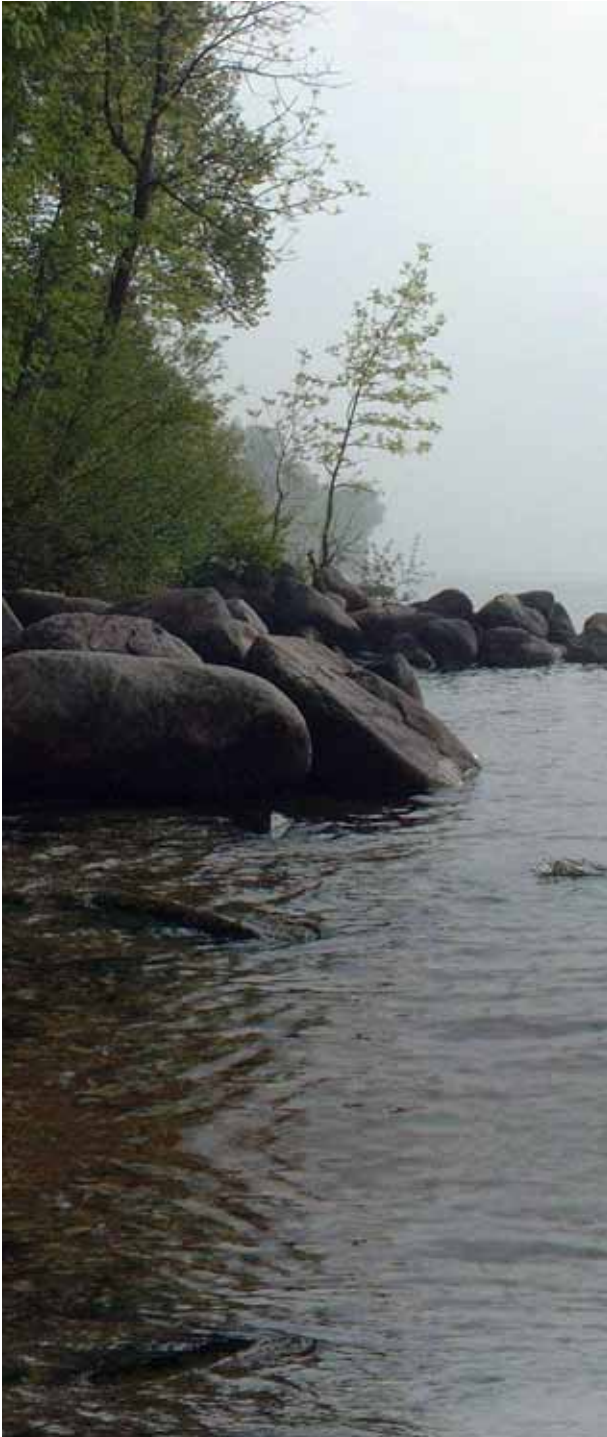
# EXECUTIVE SUMMARY

2016-2020 Strategic Plan



Lake Simcoe  
Conservation  
Foundation





# OUR MISSION

is to raise money to support a cleaner and healthier Lake Simcoe watershed through the funding of specific projects of the Lake Simcoe Region Conservation Authority.

## **WE WILL SUPPORT INITIATIVES THAT HELP MEET OUR OBJECTIVES:**

Improve water quality and fish habitat in Lake Simcoe, its rivers and streams

Reduce invasive aquatic plant growth in Lake Simcoe, its rivers and streams

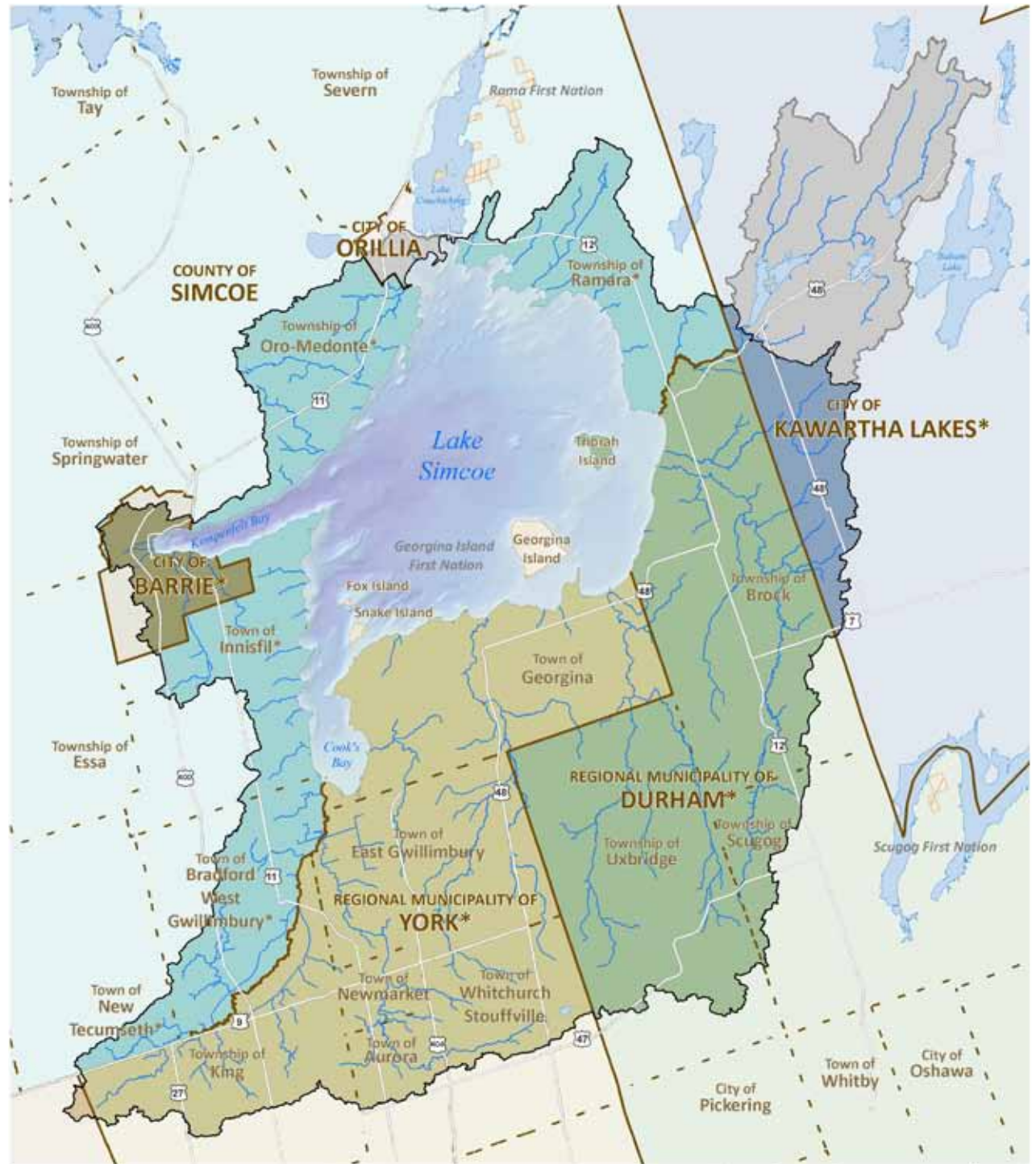
Provide environmental education to Lake Simcoe watershed residents

Protect, restore and enhance our green spaces and wetlands

Develop partnerships that promote Lake Simcoe watershed science, education and public awareness



A watershed is the area of land that collects and drains rainfall and snow melt through rivers and streams and into a body of water like Lake Simcoe.





## WE VALUE

**Transparency:** We are committed to measuring, achieving and reporting results, using donor dollars wisely

**Collaboration:** We are committed to and seek effective partnerships among donors, volunteers and staff

**Integrity:** We are committed to act in an ethical, honest manner

**Trust:** We are committed to act with integrity, ensuring the confidence of our donors, volunteers and staff





## LSCF AT A GLANCE

**LAKE SIMCOE CONSERVATION FOUNDATION (LSCF) HELPS PEOPLE AND ORGANIZATIONS** become connected to a healthier Lake Simcoe watershed through donations that support LSRCA's vision of a thriving environment that inspires and sustains us for generations to come.

**ESTABLISHED IN 1973**, LSCF is governed by an independent volunteer Board of Directors. Together with a small staff complement, we have raised millions of dollars.

**TYPICAL PROJECTS SUPPORTED** include outreach environmental education for children and youth, tree and shrub planting, stream bank restoration, wetland and trail enhancement, scientific research and wildlife protection.

**LSCF HAS ACHIEVED** and maintains Imagine Canada's prestigious Standards Program accreditation, demonstrating the highest standards in board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement.



# GOAL 1

Empower the work of the LSRCA by meeting our annual fundraising revenue targets



Fundraising programs deliver as much money as possible to assist the LSRCA in its execution of restoration, protection and environmental education projects in the Lake Simcoe watershed. Fundraising revenue targets are realistic and achievable with staffing and other resources aligned to support them.



## GOAL 2

Ensure money given to the LSRCA for priority projects has a positive environmental impact



LSRCA projects selected by the Board of Directors support our vision of a cleaner and healthier Lake Simcoe watershed. Through measured impact, these projects will inspire and motivate further support.



# GOAL 3

Build an extended professional team that delivers



The Foundation is the leading environmental charity in the Lake Simcoe watershed. The Board of Directors and staff are a dedicated, high-performing and competent team that is committed to the vision of a cleaner and healthier Lake Simcoe watershed.



A scenic view of Lake Simcoe with a wooden pier extending into the water, framed by tree branches.

## OUR VISION

“ We envision a cleaner, healthier  
Lake Simcoe watershed that will inspire,  
motivate and enrich us all.”



# We Invite You To Join Us



Lake Simcoe  
Conservation  
Foundation

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