



Lake Simcoe  
Conservation  
Foundation

2023-2025 STRATEGIC PLAN

# Lake Simcoe Conservation Foundation

Executive Summary

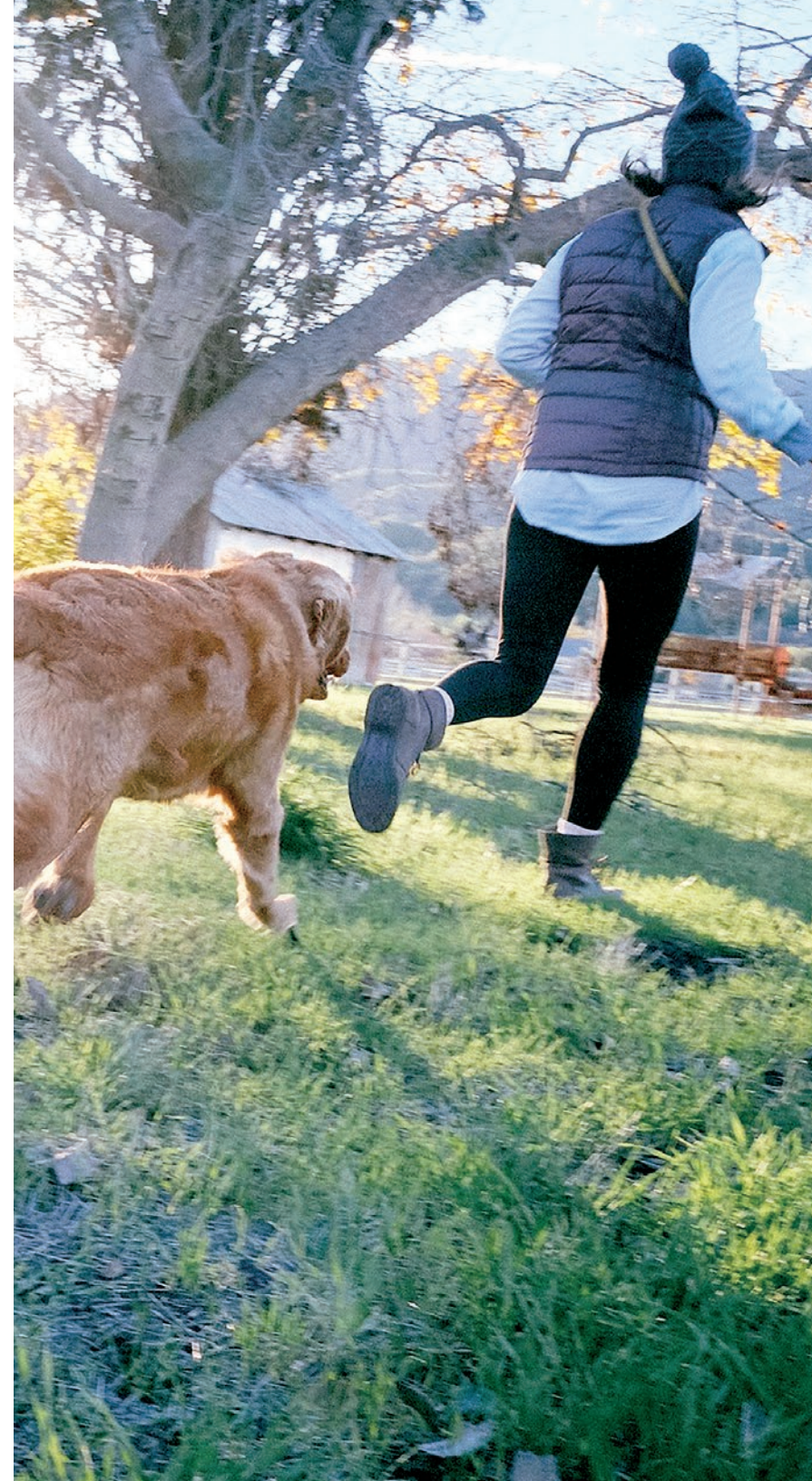
# RESILIENCE





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# Message from the President and the Executive Director



We are pleased to present Resilience 2023-2025, our new strategic plan.

In nature, things rarely stay the same. Change is constant and we must be resilient in order to thrive. The Lake Simcoe Conservation Foundation [Foundation] is at a challenging time in its history. To raise funds for environmental and educational initiatives of the Lake Simcoe Conservation Authority [Conservation Authority], we must adapt to ensure the continued success of our mission.

We are celebrating our 50th anniversary this year! This important milestone presents an opportunity for us to reflect on our role as a trusted community partner that consistently delivers funding for effective local environmental initiatives. Now, it's time to plan for a new future, and we are excited about this journey.

Resilience 2023-2025 will address the sustainability of our Foundation in terms of its relevance, impact, innovation, brand equity, and trust by the community. With an innovative and collaborative approach to fundraising, our Foundation will continue to engage with our generous stakeholders in new and meaningful ways. As the social, technological, economic, political, and environmental landscapes evolve, so do the expectations of how our Foundation can best play a role in supporting our Conservation Authority.

Our Foundation is proud to fund the building of an incredible new Nature Centre, and we will embark on new and innovative projects with the Conservation Authority. We will continue to nurture partnerships that help maintain a healthy and resilient Lake Simcoe watershed which is cherished by all community residents.

We thank our Board of Board of Directors, and all the staff, volunteers and stakeholders who contributed to the development of Resilience 2023-2025. This plan reaffirms our vision and mission and is our roadmap to success. Together, we will celebrate another 50 years!



**MARVIN GEIST**

Board President  
Lake Simcoe Conservation  
Foundation



**CHERYL TAYLOR**

Executive Director  
Lake Simcoe Conservation  
Foundation

## Board of Directors 2023

The Foundation Board of Directors provides strategic leadership and oversight, ensuring the success and long-term sustainability of the organization. The current Board of Directors include:

- Marvin Geist, President
- Sarah Kurtz, Vice President
- Clarence Lui, Secretary Treasurer
- Matthew Allen
- Debby Beatty
- Bruce Buchan
- Susan Donaldson
- Ahmed ElGanzouri
- Peter Ferragine
- Kerrigan Kelly
- Allan MacPherson
- Brad Rogers
- Tom Vegh





# About the Foundation

We are the Lake Simcoe Conservation Foundation, the charitable arm of Lake Simcoe Region Conservation Authority. Established in 1973, we inspire people and organizations to become connected to a healthier local environment through the support of our generous donors. These gifts support the Foundation's vision of a healthy, resilient Lake Simcoe and its surrounding land that will enrich our lives for generations to come.

We help fund priority initiatives that ultimately create more responsiveness to climate change by protecting our forests and wetland habitats and improving soil and water health. Your support helps increase biodiversity, protect pollinators, reduce phosphorus and much more. The Foundation also helps ensure children learn to understand and appreciate nature through on-going support of the Conservation Authority's Outdoor Education experiential programming. We also help improve our local Conservation Areas for nature appreciation and increased well-being. The Foundation is proud to fund the building of a brand-new Nature Centre at Scanlon Creek Conservation Area in Bradford, the anchor of education programming.

The Foundation is the leading environmental charity in our watershed and has been certified in imagine Canada's prestigious Standards Program since 2013, after demonstrating excellence in non profit management.



# Vision

We envision a healthy, resilient Lake Simcoe and its surrounding land that will enrich our lives for generations to come.

# Mission

We raise funds for the environmental and educational initiatives of Lake Simcoe Region Conservation Authority that lessen the impact of climate change and inspire action.





# The Lake Simcoe Watershed

The Lake Simcoe watershed is a 3,400 square kilometre area of land that sweeps across 20 municipalities, from the Oak Ridges Moraine in the south to the Oro Moraine in the north, through York and Durham Regions, Simcoe County and cities of Kawartha Lakes, Barrie and Orillia. The Conservation Authority is the local environmental agency dedicated to the health of the Lake Simcoe watershed that over 300,000 people call home.

The Lake Simcoe Watershed, like our planet, it is undergoing significant change. It has been inhabited by Indigenous Peoples since creation. The Foundation and Conservation Authority recognize the Williams Treaties First Nations, including the Chippewas of Georgina Island, Rama and Beausoleil and the Mississaugas of Alderville, Curve Lake, Hiawatha, the Credit and Scugog Island.





# Values and Guiding Principles



## Community and Caring

Through our relationships with our partners, supporters, and each other, we bring about greater insight, perspective, and enthusiasm for engaging purposefully with what work life presents. We make meaningful moments happen frequently. We are compassionate and caring toward all supporters and stakeholders.



## Leadership

We provide a role model for good leadership. We listen to our supporters and donors, demonstrating emotional intelligence, authenticity, and self-awareness. We are objective and promote good governance, collaboration, and inclusion of diverse perspectives. We mentor leadership and collaborate with other leaders in the community.



## Inclusion and Accessibility

We warmly welcome all supporters of our community with open arms. We believe in the inherent dignity of all people. We celebrate diversity and foster a culture where we value the collective sum of individual differences.



## Collaboration

We believe in a spirit of collaboration, partnership, and teamwork.



## Personal Growth & Engagement

We encourage personal growth and learning that contributes to the development of the whole person and the understanding of the human spirit. We believe that each of us will benefit from being nourished intellectually, socially, emotionally, and spiritually.

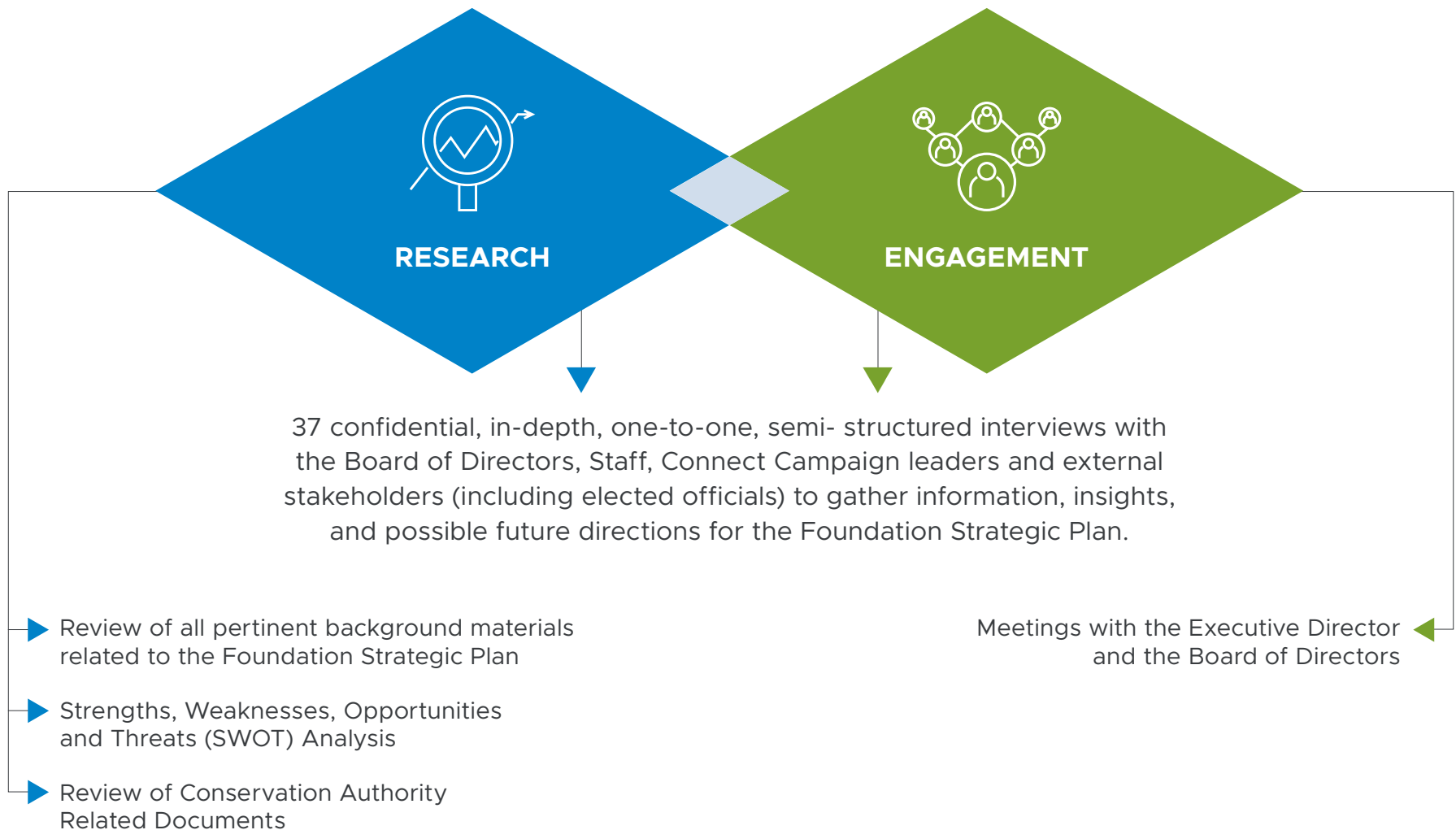


## Accountability, Integrity & Transparency

We are accountable, act with integrity, and are transparent in all that we do. We are committed to measuring, achieving, and reporting results, using donor dollars wisely. We exercise good governance and create a positive environment where our vision and mission can be achieved. We respect confidentiality and we are committed to act with integrity, ensuring the confidence of our donors, volunteers, and staff.



# SuccessMap™ Planning & Engagement Process



# Three Overarching Goals



## Grow Operational Capacity of the Foundation

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Develop and implement a strategy that attracts and retains staff and volunteers for the Foundation.



## Grow Brand Awareness throughout the Region

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Be recognized as a well-managed and successful Foundation, with an effective, dedicated, and professional Board of Directors and staff.



## Grow Revenue

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Generate sufficient revenue to support Conservation Authority environmental initiatives and Foundation operations.



# Objectives Summary 2023-2025

1

## Grow Operational Capacity of the Foundation

*Develop and implement a strategy that attracts and retains staff and volunteer resources for the Foundation.*

- Secure private and public sector grants to fund capacity building staff and volunteer recruitment and training.
- Establish a volunteer partnership with the Conservation Authority tapping their staff to volunteer with the Foundation.
- Leverage volunteer opportunities, including mature adults and student employment and work-place experience programs, to support Foundation programming.

2

## Grow Brand Awareness throughout the Region

*Be recognized as a well-managed and successful Foundation with an effective, dedicated, and professional Board of Directors and Staff.*

- Work in partnership with the Conservation Authority to leverage their communications programs and efforts to brand the Foundation.
- Consult with a PR consultant to drive Foundation public relation efforts.
- Work with the Conservation Authority Manager, Education to build Foundation and Conservation Authority awareness with students, teachers and administrators.
- Build strategic, collaborative partnerships with large corporations to generate awareness of the Foundation and the Conservation Authority.
- Leverage special events to increase Foundation awareness with corporations and families.

3

## Grow Revenue

*Generate sufficient revenues and operational reserves to meet the Conservation Authority programming priorities of today and into the future.*

- Raise sufficient revenues to replace Conservation Authority operational support.
- Identify and implement strategies to add fund raising skills and staff positions at the entry-level to mid-level that will allow the Executive Director to focus on major and corporate gifts.
- Complete on-going capital campaign and launch next cycle fundraising program based on feasibility study.
- Source and engage an increasing number of third-party fund raising events (fund raising events planned and implemented by a third party group).

# Measuring Results

The Foundation Strategic Plan will have succeeded when the stated Key Performance Indicators (KPIs) are met for each goal. A qualitative and quantitative evaluation of the Foundation Strategic Plan will demonstrate that the operational capacity of the Foundation has improved, that brand awareness is increasing, and that additional funds are being raised.

Through effective fund raising and financial management, the Foundation will have the resources, both financial and human, to support the project priorities of the Lake Simcoe Conservation Authority.

This Foundation Strategic Plan implementation will be monitored quarterly by the Board of Directors. This is a living document that will be flexible and adaptable to the changing external environment. An annual evaluation of the Foundation Strategic Plan's implementation will be shared with key stakeholders including the Conservation Authority.







**Lake Simcoe  
Conservation  
Foundation**

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