



Watersheds

C A N A D A

Your Lakes. Your Rivers. Your Future.

WWW.WATERSHEDS.CA

STRATEGIC PLAN

MARCH 2014

Watersheds Canada is a federally incorporated non-profit organization and registered Canadian charity committed to providing programs in communities across the country to engage and help shoreline owners enhance and protect the health of lakes and rivers.

VISION We envision people caring for their waters, resulting in clean, healthy lakes and rivers that will support humans and wildlife for years to come.

MISSION We work with landowners, communities, and organizations to protect lakes and rivers through developing effective, transferable, long-term solutions.

VALUES We love our lakes and rivers, and work to support the health and beauty of our freshwater by embracing the following values:

Integrity & Accountability

We meet our deliverables by transforming action into results with an honest, reliable, positive and professional attitude.

Inclusivity & Respect

We thrive when working with others of all backgrounds, taking into account the uniqueness of each partnership.

Innovation & Sustainability

We continually adapt and improve our programs to ensure long-term benefits while considering not only the environment, but also the economy and society.

Community & Collaboration

We support and encourage the development of others within the environmental field by sharing our resources, including, knowledge, expertise, lessons learned, and fundraising successes.



NICHE Partnering with local groups at lake, river, and watershed levels ensures our programs are specific and impactful. We connect with the communities to which we deliver our programs, and take the time to understand their needs.

Being solution-oriented, we encourage linking science with on-the-ground projects. We also encourage industry-wide cooperation by sharing our best practices and strategies, and providing training to other groups to help them improve their local programs and operations.

We are a non-regulatory and non-advocacy organization dedicated to the work we love.



STRATEGIC GOALS: PROGRAMS

The work we do falls within one or more of our five key program goals: education, training, action, communication and cooperation. We use the following objectives to guide our efforts for each of these program goals.

- I. **EDUCATION:** Provide accurate, current, state-of-the-art information and tools to our stakeholders and partners pertaining to healthy lakes, rivers, and shorelines by:
 - i. Responding to the needs of our partners by delivering workshops, facilitating management plans, assessing and naturalizing shoreline properties, and creating additional programs as needed;
 - ii. Developing and sharing program materials and resources that promote healthy lakes and rivers, such as print, digital, and other creative media;
 - iii. Building a publicly accessible information website deemed the best in Canada information on lake, river, and shoreline management.
- II. **TRAINING:** Provide valuable, hands-on training for community groups and organizations to meet mutual goals for lake and river health by:
 - i. Providing and delivering packaged training and resource programs for shoreline assessments (Love Your Lake) and shoreline plantings, BioBlitz, and other programs;
 - ii. Creating lake, river, and shoreline tools and resources as needed;
 - iii. Developing and delivering training as required that meets the needs of our partners and their local communities.
- III. **ACTION:** Work in collaboration with partners to develop and deliver programs and projects that result in healthy lakes, rivers, and shorelines by:
 - i. Developing and delivering on-the-ground programs that engage our partners, communities, and individuals to foster a stewardship ethic;
 - ii. Improving engagement and communication strategies to encourage active participation in local stewardship efforts;
 - iii. Developing and delivering a Community-Based Social Marketing program focused on encouraging shoreline stewardship practices;
 - iv. Providing programs, facilitation, and project management services to partners and community groups as needed.
- IV. **COMMUNICATION:** Adapt communications to meet program and organizational goals by:
 - i. Establishing consistent external communications about program activities with the guidance of an annual communications plan;
 - ii. Developing and sharing annual reports each March, highlighting and summarizing the past years' work and next years' goals;
 - iii. Following an engagement pyramid to achieve targeted participation in our programs and encourage effective correspondence with landowners, communities, and program partners;
 - iv. Using appropriate systems and technologies to effectively track, grow and communicate with our various audiences.
- V. **COOPERATION:** Work with partners in program planning and delivery to provide effective, high-quality results with positive impacts in local communities by:
 - i. Maintaining current partnerships through regular correspondence and ongoing support, resources, and opportunities for continued stewardship efforts;
 - ii. Developing a procedure for creating new partnerships and partnership agreements for future programs and pursuit of funding opportunities;
 - iii. Encouraging and supporting partners and fellow organizations by sharing news, events, and opportunities through our online and social media platforms.

STRATEGIC GOALS: OPERATIONS

To continue developing and delivering ground-level programs with communities and partner organizations, our internal operational goals and objectives encompass organization administration, staff, board, volunteers, and funding.

- I. **ADMINISTRATION:** Ensure that the administrative capacity of the organization reflects the needs of program development and delivery by:
 - i. Securing appropriate office space for the long-term needs of the organization;
 - ii. Developing internal tracking systems to collect both qualitative and quantitative progress information for programs and events.
- II. **STAFF, BOARD & VOLUNTEERS:** Retain and recruit skilled and dedicated staff members, board members, and volunteers who support the vision, mission and values of the organization by:
 - i. Offering staff and board members professional development opportunities;
 - ii. Establishing a benefits program for staff members;
 - iii. Ensuring competitive pay and long-term contracts for staff by securing sustainable funding;
 - iv. Engaging the board of directors to participate in program development and delivery, fundraising, and promotions for the organization;
 - v. Using the skills of the board of directors by creating board committees as required;
 - vi. Increasing the use of volunteers and students by growing staff capacity to recruit, maintain and manage their work more effectively;
 - vii. Offering opportunities for highly skilled and/or enthusiastic volunteers who will contribute valuable input and grow their own talents.
- III. **FUNDING:** Increase revenue diversity to improve organizational sustainability and program longevity by:
 - i. Diversify funding streams by increasing the number of funders by 10% per year;
 - ii. Conduct at least one fundraising event annually;
 - iii. Generate an unrestricted funding stream for administrative costs and staff support;
 - iv. Develop a sponsorship program to stimulate individual and private-sector donations.

