



STRATEGIC PLAN 2020-2025

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

People engaged and caring for clean, healthy lakes and rivers that sustain humans and wildlife for years to come

Mission

In partnership with others, Watersheds Canada protects and restores freshwater through the development and delivery of adaptive and resilient solutions and programs

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

Our work depends on partnerships at lake, river and watershed levels, ensuring that our programs are focused and offer real service.

Our work is grounded in the local knowledge and efforts of our community partners.

We add value to partnerships and local knowledge by linking with science and other expertise, sharing best practices, offering training, and providing logistical support.



GOALS & OBJECTIVES



STRATEGIC GOALS – PROGRAMS

I. Watersheds Canada ensures a well-informed and well-resourced freshwater community in Canada

- Co-generate and share state-of-the-art and accurate information and tools with our partners about healthy lakes, rivers and shorelines.
- Develop and deliver ground-level programs and training that promotes healthy lakes and rivers, and meets the needs of our partners in freshwater communities across Canada.
- Stay current on technological and social developments and incorporate new opportunities into programs.
- Build a well-linked resource website to share relevant information in Canada on lake, river and shoreline management.

II. Watersheds Canada works in collaboration with partners to deliver impactful programs in communities

- Engage partners through delivery of on-the-ground projects tailored to the needs of their communities and organizations.
- Maintain and improve current partnerships through support, resources and opportunities for continued stewardship efforts.
- Develop new, strategic partnerships that promote the growth of existing programs and expand the geographic scope of Watersheds Canada.
- Capitalize on funding opportunities in collaboration with partners to meet mutual goals for lake and river health.
- Work with community partners to develop success stories that can be shared to inspire the same success for both the partners and Watersheds Canada.

III. Watersheds Canada promotes resiliency and innovation in the freshwater community

- Create space for emerging ideas and innovations that emerge through collaborative discussion and work.
- Develop a strategy for national service, giving consideration to the geographic regions most suited to Watersheds Canada approaches.
- Evaluate existing and potential program and partnership benefits, based on local-level knowledge, science, and other expertise.
- Grow sustainable partnerships and relationships to ensure resilience and adaptation in the face of changing political landscapes.



GOALS & OBJECTIVES

STRATEGIC GOALS – OPERATIONS

I. Watersheds Canada champions freshwater protection and stewardship

- Establish consistent external communications about program activities with the guidance of an annual communications plan.
- Develop and share annual reports, highlighting and summarizing the past year's work and next year's goals.
- Increase engagement of landowners, program partners and communities through use of appropriate technologies, ecological understanding and social approaches.
- Improve engagement and communication strategies to encourage active participation in local stewardship efforts, including media, digital communications, in-person engagement opportunities, etc.

II. Watersheds Canada cultivates a dedicated team of staff members, board members and volunteers

- Ensure competitive compensation and long-term contracts for staff by securing sustainable funding.
- Engage the board of directors to participate in program development and delivery, fundraising, promotions for the organization, in addition to regular board responsibilities for policy development and financial oversight.
- Capture the skills of the board of directors by creating board committees as required.
- Include volunteers to support and enhance staff capacity.

III. Watersheds Canada grows its financial resilience and organizational stability

- Develop funding models and long-term funding plans for programs, with a focus on diversity.
- Develop a sponsorship program to stimulate individual and private-sector donations.
- Explore feasibility of social enterprise models for appropriate programs.
- Grow fee-for-service aspects of existing programs where possible.
- Increase engagement of donors through use of appropriate technologies and regular communications.

