

## Cataraqui Conservation Foundation

### President's Report

#### Annual General Meeting Fiscal Year 2012

May 14, 2013

The Cataraqui Conservation Foundation board has been working hard over the past year putting together strategies to support our new strategic plan. The 4 working groups assigned to work on the goals of the plan have met and will continue to meet over the next few months to put in place a set of recommendations for the board which will guide our activities over the next 3 to 5 years. All of these activities bring us closer to the overall goal of the board, which is to provide sustained support for the CRCA educational programs and land acquisition plans.

Our new website has been managed by our past-president, Michael Bell. The website tells the public about recent and upcoming events, as well as some features which will be of interest to our supporters. It is our tool to provide maximum transparency about the the Foundation's activities.

The database used by the board for fundraising has added many new names over the past year, thanks largely to Marilyn Shurtleff for her many hours inputting the newly acquired data. This activity is part a year-long project to clean up the list, keep it current, and integrate it with our fund-raising management software

Our membership in Leave a Legacy provides access to its national marketing strategy to reach out to those who may contemplate leaving a part of their estate to the Foundation. This is a long term strategy.

The President's Council met again in September of 2012. Once again the valuable input from past members and staff helped to focus the Foundation's activities and provided commentary on the Strategic Plan outline prepared as part of the Foundation's application for standing under the Imagine Canada peer reviewed accreditation programme. As was mentioned at the beginning of this report, activating the strategic planning process has resulted in 4 working groups, each with a board member acting as lead. Group 1, led by Betty Boone, will be looking at strategies that will strengthen the Foundation brand recognition.

Group 2, led by Michael Bell, will look at ways to strengthen the Foundation board.

Group 3, led by John Kitney, will work toward building organizational capacity.

Group 5, led by Karen Bach will examine current and alternative ways to meet our fundraising goals.

All of these groups have met to establish work plans; final recommendations will go to the board retreat in January 2014 for consolidation.

The Partners in Education direct mail campaign moved to a new mailing date in 2012. The decision to move the campaign to April from September appears to have had no negative effect. Our Forever Green Gala was convened by Betty Boone with much assistance from the Foundation Board members, CRCA staff, and volunteers. The funds raised from the Partners Campaign and the Forever Green Gala were on target for our budget expectations for the year 2012.

Earth Day 2012 provided the occasion to present the Education Conservation Award to the Environmental Science Class at Sydenham High School to acknowledge the work done to cleaning up a local watercourse.

This is the first year experiencing changes and making the transition of our membership from only those who take out a membership to include anyone contributing \$ 25 or more. This permits the Foundation to acknowledge those who support our activities, but were not members under the old system.

John Allan has capably guided us through the new changes in our By-laws, which will be presented to you at this AGM. These changes come as a result of the changes in the federal and provincial legislation regulating the charitable organizations. Thank you, John, for your due diligence with this task!!

Our accreditation by Imagine Canada has put us in good stead with our policies and practices. Many thanks to Michael Bell for pushing and prodding us to complete the work in a timely fashion. Our accreditation in this program acknowledges the Foundation as a not-for-profit charitable foundation that has credible practices and operates ethically. We are in good company!!! You will see some of the new practices reflected in agenda items for this AGM.

Board membership is always an ongoing process of renewal and recruitment. John Allan will be leaving us to attack his very large reading list and lots of travel. We have enjoyed having John as a board member and will miss him, his wisdom, and attention to detail. Thank you John. Karen Bach, Margo Warner, Marilyn Shurtleff, and Peter Siemonsen round out the new board members as the Foundation goes forward. We are excited and pleased to have such a talented new group to stand for election this year. Betty Boone, John Kitney, and Michael Bell have agreed to extend their term for 1 year to allow for a smoother transition for the new board. The Foundation will have to review its current practice of officers serving two years, given the changes in the legislation limiting periods of service in executive positions to 6 years. In the course of the transition, Karen Bach has agreed to let her name stand as our vice president. Thank you Karen!

The CRCA staff has, as always been an incredible force in helping us focus our efforts. Thank you all!!

Marian Ellis, our resident membership coordinator continues to help us with labels, receipting activities, and the ongoing questions related to our database. What would we do without Marian?

As I finish out my second year as president of the Foundation, it occurs to me that this position has allowed me to work with a group of incredible board members. Each of these folks donates generously of their time and does it with a lot of patience and humour. To each of them, I thank you.

Betty Boone  
President