

CONSERVATION MATTERS Annual Appeal

The importance of access to nature for personal well-being has been made evident to everyone this year. Attendance at our conservation areas more than doubled in 2020 as people sought safe places to exercise, engage at safe distances, and recover from the stresses of COVID-19.

This highlights the value that conservation authorities provide across Ontario. For more than 50 years, residents and municipalities have depended on Mississippi Valley Conservation Authority to deliver cost-effective services that meet the needs of local communities.

Water resources and habitat health cannot be taken for granted. Our changing climate and increased settlement place continuous pressure on lakes and groundwater, shoreline habitats, and the ecologic processes that support our communities and the wildlife we cherish.

When you contribute to the Mississippi Valley Conservation Foundation you are supporting on the ground work across the watershed, protecting people and property from flooding and erosion while striving to maintain healthy forests, wetlands and watercourses. Your contribution supports and provides:

- an interactive education app and development of teaching materials for use by schools at the new **Carp River Conservation Area** in Kanata;
- sustainable management of **conservation lands and heritage resources** held-in-trust for the enjoyment of current and future generations;
- scientific research to better understand how **climate change, invasive species, and human settlement** are impacting our watershed environment and potential risks to the local economy and jobs;
- development and delivery of **community stewardship programs** including shoreline plantings and reforestation of fallow land;
- update of **predictive modeling** to reflect our changing climate and to identify and plan for flood and drought risks and other changes on the landscape; and
- **advice to property owners** on how to mitigate flood and drought risks, protect and reinstate shoreline habitat, and prevent ground and surface water contamination.

Commitment to Conservation Authorities is more important now than ever. 2021 will continue to be a challenging year for Conservation Authorities including MVCA as they deal with the pressures of higher attendance at our conservation areas. The Foundation will be monitoring the situation closely to determine where and how best it can support continued conservation at the local level.

By contributing to Mississippi Valley Conservation Foundation you will help to ensure continuity in service delivery regardless of changes occurring in funding. You are also demonstrating to the government and your community the importance of ensuring robust and integrated watershed-based programming that supports conservation of local natural resources.

Here's how your donation helps to monitor, assess and conserve natural resources in your community:

- \$50 allows for laboratory analysis of 3 lake water samples

- \$100 buys 30 shrubs for shoreline plantings
- \$125 allows for a twice per day clean of a sanitation station
- \$150 pays a summer student for a day to conduct field investigations
- \$1,000 allows for installation of wayfinding signs at one of our five conservation areas
- \$3,000 buys a software license to perform advanced watershed and flood modeling
- \$5,000 allows for annual maintenance to boardwalks or construction of new trails
- \$10,000 will allow us to build a lookout over the Mississippi River

At this time of year, all of us are reflecting on life's priorities and where and how we want to dedicate our time and resources. This letter asks that you include nature conservation and the health of your watershed on your donation list this season, and to contribute to the Mississippi Valley Conservation Foundation.

There are **FOUR EASY WAYS** to donate:

1. **Visit** www.CanadaHelps.org and search for *Mississippi Valley Conservation Foundation* to make a one-time or monthly contribution.
2. **Send a cheque** made out to *Mississippi Valley Conservation Foundation* to:
10970 Highway 7, Carleton Place, ON., K7C 3P1
3. **Call or email** Angela Millar, Treasurer to arrange for credit card payment or monthly bank transfers (amillar@mvc.on.ca; 613-253-0006 ext. 224.)
4. **Spread the word!**

Donations of \$10 or more will receive a charitable tax receipt.

Thank you again for being a proponent of nature conservation and education. Your financial support directly contributes to the health of our watershed and the sustainability of your community.

Sincerely yours,



Paul Lehman, P.Eng.

MVCF President