



# 2019 Impact Report

- Natural Edge: Ontario Delivery Support
  - The Daniel and Susan Gottlieb Lake Stewardship Grant
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For: The Daniel and Susan Gottlieb Foundation

# THE NATURAL EDGE

The spring of 2019 was a difficult one among shoreline communities with devastating floods and many shoreline properties suffered from severe erosion and land loss. The generous funding received through the Daniel and Susan Gottlieb Foundation meant that we were able to offer our Natural Edge Program to all waterfront property owners in Eastern Ontario and we did not have to turn anyone away!

Three partners offered the Natural Edge Program in Ontario in 2019 using our newly created App and program model including Watersheds Canada, The Land Between, and the Muskoka Watershed Council.

## What We Accomplished:

- The App was used to create **125** planting plans among 6 partners;
- We completed **57 free site visits** where we met with landowners, walked their shoreline and provided advice on erosion control, pollinators, shoreline habitat enhancements, and native plants suitable to their properties. In some cases, recommendations for Conservation Authority involvement and further shoreline erosion control was given, while in other cases we recommended planting using native plants.
- We created **52 custom planting plans** laying out the planting compartments using the App, outlined native plant species suitable to site conditions, carried out landowner surveys, and signed Landowner Stewardship Agreements.
- **27 shorelines** were planted in the fall of 2019! Due to the high water levels and excessive damage we couldn't complete all the plantings we had planned in the fall. Therefore, we have **25 plantings lined up for the spring of 2020!**
- Once all sites are planted this spring, we will have restored approximately **3,200 m** of shoreline covering an area of **20,000 m<sup>2</sup>** using **over 3,500 native trees, shrubs, and wildflowers!**



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**Landowners who took part received:**

- Free site visit
- Custom planting plan
- 50 plants (35 bareroot, 10 potted, 10 wildflowers) with option to purchase more plants based on site conditions
- Cocomats for each plant
- Mulch for wildflowers
- Tree guards
- Habitat Creation Manual
- Native Plant Care Guide
- Wildflower Garden Guide



We received positive feedback from both participating landowners and delivery partners. Delivery partners particularly loved the fact that they could help more property owners through this funding. We're grateful for the generous funding we received from the Daniel and Susan Gottlieb Foundation and we look forward to continue offering the Natural Edge Program to all who need it. Without your support this would not be possible and we would not be where we are today!



## Compartment A

### Naturalization Area

-  PH: normal
-  DEPTH: potted, bareroot, wildflowers
-  MOISTURE: dry
-  SOIL TYPE: sandy
-  PLANT HEIGHT: max 1.5m
-  LIGHT CONDITIONS: full sun, partial sun



 Pasture Rose  
6

 Ninebark  
3

*“In this time of planetary bad news this program made me feel like I am doing something positive and important to the place I love and want to see flourish. The people involved In Watersheds Canada know about how to naturalize the shoreline and environs. I learned a lot in a short time and feel like I can continue to improve my property a little at a time. The website is really helpful for knowing more about the soil and sunlight conditions necessary for different varieties. Chloe listened to what I wanted to do and made that happen. I’m very grateful and will continue to recommend the Natural Edge program.”*

– Fran Murphy, Natural Edge Participant on Trout Lake, Barry’s Bay



## TESTIMONIALS

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Partner organizations were very impressed with the Natural Edge Program and loved being a part of the program. Here's what they had to say about our program in 2019:

“*With The Natural Edge, landowners are provided with everything they need to get started on their shoreline re-naturalization projects. The site visits provide an opportunity to educate landowners on good shoreline stewardship practices even beyond re-naturalization, and the planting plans get them excited about the possibilities for their properties while providing roadmaps for future efforts. It's an opportunity to break down the re-naturalization process into manageable actions that make the project less daunting and more likely to be carried out.*

*We had a great response to The Natural Edge Program from the public in 2019 and we anticipate that the demand for Shoreline Re-naturalization Starter Kits will only grow in future as the program becomes more well known. MWC greatly appreciates the resources and support offered by Watersheds Canada and we look forward to continuing the relationship in 2020 and beyond.”*

*– Rebecca Willison, Muskoka Watershed Council, Natural Edge Delivery Partner*

“*The NE Program and Starter Kit offered a vital portfolio of tools and services, with customizable and accessible designs and arrangements. It was highly accessible and impactful, delivering education and orientation, as well as the means that enabled landowners to feel that they were in the driver's seat when it came to caring for their properties while contributing to lake biodiversity and health.”*

*– Leora Berman, The Land Between, Natural Edge Delivery Partner*

## 2019 DANIEL AND SUSAN GOTTLIEB LAKE STEWARDSHIP GRANT

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With the generous funding received from the Daniel and Susan Gottlieb Foundation in 2019, Watersheds Canada was able to launch the first Daniel and Susan Gottlieb Lake Stewardship Grant. We were so excited to be able to provide lake associations and stewardship groups with the needed funds to engage their communities to participate in stewardship activities. With its announcement in June, we received a positive and enthusiastic response from the lake communities. A grant review committee was organized with representation by three outside members of lake communities and one Watersheds Canada Staff member. Each member reviewed the applications received and assessed each application against a set of criteria to ensure accountability and appropriate use of funds. Grant recipients were then notified in early August.

We are happy to report that we were able to help **15** volunteer lake stewardship groups in Ontario. We awarded each organization with up to **\$500** of funding support towards projects that have a positive impact on the health of our lakes and rivers and involvement of their lake community. Because of this generous funding, groups were able to naturalize shorelines, conduct water quality sampling, create loon nesting platforms, conduct public outreach, and many other activities.



**Grant Recipient Canning Lake Property Owners Association doing a Water Quality Sampling.**

## 2019 Daniel and Susan Gottlieb Lake Stewardship Grant Recipients

- **Battersea Loughborough Lake Association – *Buckthorn Eradication Program*** – the association used the funds towards purchasing two Buckthorn Extractigators to control the spread and bring awareness to Buckthorn in the area.
- **Big Rideau Lake Association – *Water Quality Sampling Program*** – funding went towards the lab costs of sampling over 40 water quality sites, monthly from May to October.
- **Canning Lake Property Owners Association – *Water Quality Sampling Program*** - funding covered the lab costs associated with the water quality sampling program, as well as analysis of aquatic invasive species samples.
- **Cavendish Community Ratepayers Association – *Shoreline Naturalization Program & Lake Protection Booklets*** - funding went towards providing a Shoreline Naturalization Workshop and allowed the association to provide over 450 native plants to members for naturalize their shorelines. As well as providing 134 Lake Protection Booklets to their community.
- **Christie Lake Association – *Loon Nesting Program*** - Christie Lake was able to expand its Loon Nesting Program by building and deploying five new loon-nesting platforms on Christie Lake.
- **Dog Lake Association – *Association Awareness & Outreach Campaign*** – DLA was able to reach out to 177 property owners who are NOT members of the association, providing each family with educational material on the work of the association, health of the lake, blue green algae, environmental practises and the benefits of becoming members of the association.
- **Gooseneck Lake Property Owners Association – *Gooseneck Lake Action Plan*** - the association is working with Randy French and their community to create a Lake Action Plan for Gooseneck Lake.
- **Kashwakamak Lake Association – *Distribution of Lake Protection Booklets*** - funding allowed the association to provide a copy of the Lake Protection Booklet to over 350 members.
- **Lake Kasshabog Residents Association – *Shoreline Naturalization Workshop*** – the association will be able to educate their members on the importance and benefits of naturalizing shorelines during a workshop scheduled for the spring of 2020.
- **Kawartha Lake Stewards Association – *Enhanced Water Quality Monitoring Program*** – the KLSA was able to purchase a dissolved oxygen meter for use by over 62 volunteers to sample 16 different lakes, providing reliable water quality data to a membership of over 600 individuals.

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- **Leonard Lake Stakeholders Association – *Water Quality Sampling Program*** - with increased blue-green algae sightings on Leonard Lake, the funding will enhance the water quality program, covering most of the lab costs.
- **Mississippi Lakes Association – *Invasive Species Program*** – funding will go towards the invasive species management action plan of frog-bit, as well as mapping out and marking areas of Eurasian Milfoil and education/training for community volunteers.
- **Salmon Lake Cottagers Association – *Water Quality Monitoring & Lake Protection Booklets*** – the SALACOA were able to continue their water quality monitoring with Trent University and provide 110 members with copies of the Lake Protection Booklet.
- **Three Mile Lake Association – *Shoreline Naturalization Program*** – this association, in partnership with the Muskoka Watershed Council, was able to naturalize a shoreline property with native plants.
- **Wollaston Lake Home and Cottage Association – *The Blue Lakes Program & Community Outreach Event*** – the WLHCA was able to host a community BBQ with presentations by The Land Between and Watersheds Canada to educate the property owners on The Blue Lakes Program as well as initiate their Eurasian Milfoil action plan with volunteers.



**Grant recipient Christie Lake Association building loon nesting platforms.**

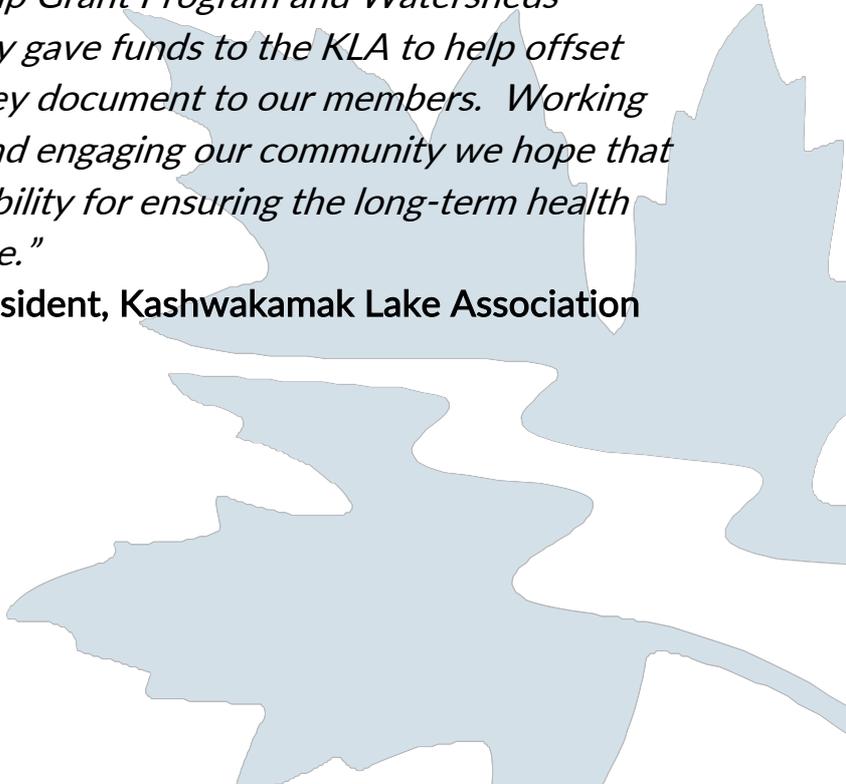
We are so proud of all the 2019 recipients and their efforts to ensure the healthy future of Canada's freshwater. The positive response of this grant program has been incredible and we are hoping to be able to support even more lakes next year with your help.

\*Total funding dispersed this round will be a maximum of \$7,500 based on applications and subsequent costs submitted for reimbursement. We would like to propose that the remaining funds be rolled into another round of funding in early spring of 2020, allowing more groups to participate and make a difference in their freshwater communities.

# Thank you Daniel and Susan for helping make "Every Action Count"!

*"We want to acknowledge and thank The Daniel and Susan Gottlieb Lake Stewardship Grant Program and Watersheds Canada which generously gave funds to the KLA to help offset the distribution of this key document to our members. Working together by educating and engaging our community we hope that everyone takes responsibility for ensuring the long-term health and prosperity of the lake."*

**- Gorden B. Hunter, President, Kashwakamak Lake Association**



# RECOGNITION

The Daniel and Susan Gottlieb Foundation was recognized for the Starter Kit, Lake Protection Workbook, and Lake Stewardship Grant through:

## 1. YouTube videos

"Restoring Shorelines with the Help of Technology" - Latornell 2019 [video](#)

## 2. Latornell Conservation Symposium Presentation

Chloe Lajoie, Natural Edge Program Manager, presented at the 26<sup>th</sup> Annual Latornell Conservation Symposium. Focusing on Restoring Shorelines with the Help of Technology, Chloe discussed the Natural Edge program, starter kit, and App developed by Watersheds Canada.

## 3. Lake Association AGM's and Environmental Events

Carson, Trout, Lepine, and Greenan Lakes Association; 14 Island and Mink Lakes Association; Friends of Stoco Lake; Friends of Wellers Bay; Mazinaw Property Owners Association; and Watershed Discovery Day

## 4. 2018-2019 Annual Report

Half page donor spotlight and listed as a financial supporter

## 5. Social Media

Facebook (10 posts), Twitter (3 posts), and Instagram (3 posts)

The screenshot shows a Facebook post from Watersheds Canada, dated July 31, 2019. The post text reads: "Check out the new 'Lake Protection Workbook: A Self-Assessment Tool for Shoreline Property Owners'. Diagnose any shoreline property problems, and see how you can help your shoreline! Available for free, open access download at the link below, or contact us for a physical copy for \$1.50! Created by the Lake Links Committee. Printing funded by Watersheds Canada and the Daniel and Susan Gottlieb Foundation. <https://watersheds.ca/our-work/resources/>". Below the text is a collage of six images related to lakes and shorelines. The main image is a dark blue banner with the text "Lake Protection Workbook A Self-Assessment Tool for Shoreline Property Owners" and logos for "LAKE LINKS" and "Watersheds CANADA". The post shows 1,110 People Reached and 89 Engagements. On the right, a "Performance for Your Post" sidebar provides a breakdown: 1,110 People Reached, 40 Likes, Comments & Shares (29 Likes, 9 On Post, 20 On Shares), 1 Comments (0 On Post, 1 On Shares), 10 Shares (10 On Post, 0 On Shares), 49 Post Clicks (7 Photo Views, 7 Link Clicks, 35 Other Clicks), and 0 Negative Feedback (0 Hide Post, 0 Report as Spam, 0 Hide All Posts, 0 Unlike Page). At the bottom, there are buttons for Like, Comment, Share, and Boost Post.

## 6. Websites

- a. [Natural Edge homepage](#): donor mention
- b. [Natural Edge Program page on main website](#): donor mention
- c. Listed on "[Financial Supporters](#)" page on main website: donor mention
- d. "[Daniel and Susan Gottlieb Lake Stewardship Grant Program](#)": donor thank you
- e. "[Cavendish Community Ratepayers Association Inc. – CCRAI Love Your Lake Program](#)": donor thank you
- f. "Donor Spotlight – Daniel and Susan Gottlieb"  
(<https://cavendishcommunitycentre.files.wordpress.com/2019/08/grant-bio-ccrai.pdf>): donor profile and thank you - available online and sent to all members
- g. "[Lake Stewardship Committee: Austin Sweezey – Loon Nesting Platforms](#)": donor thank you
- h. "[Watersheds Canada – Lake Protection Workbook for Shoreline Property Owners](#)": donor mention
- i. "[2019 Daniel and Susan Gottlieb Foundation Lake Stewardship Grant Recipient](#)": donor thank you
- j. "[2019 Daniel and Susan Gottlieb Foundation Lake Stewardship Grant Recipient](#)": donor thank you
- k. "[Resources](#)" page ([Lake Protection Workbook](#)): donor mention

## 7. Mentions in Media

- a. November 4, 2019: "[Media Release – Lake Protection Workbook Now Available](#)"
- b. November 4, 2019: "[Daniel and Susan Gottlieb Lake Stewardship Grant Recipients 2019](#)"
- c. Kash Kourier Fall 2019 Newsletter – Kashwakamak Lake Association page 15 donor thank you

## 8. E-Newsletters (sent to ~2800 emails)

- a. August 2019: donor spotlight, and listed as funder for Lake Protection Workbook
- b. October 2019: listed as donor for shoreline re-naturalization starter kit



# Thank You!



Watersheds  
C A N A D A

