



— NIAGARA PENINSULA —
CONSERVATION FOUNDATION

ANNUAL REPORT 2020

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— NIAGARA PENINSULA —
CONSERVATION FOUNDATION



MESSAGE FROM THE CHAIR AND EXECUTIVE COORDINATOR

The Niagara Peninsula Conservation Foundation ended the year with a literal splash of color and lights.

In November we partnered with the Niagara Peninsula Conservation Authority to host our first Ball's Fall Holiday Trail initiative. A special Giving Weekend in December allowed us to fundraise through an outdoor, socially distanced event that provided the community with the opportunity to explore the fabulous Ball's Falls Conservation Area at night – awash with color. It was truly a magical experience.

We learned in the past year that people are craving the outdoors. This need blends well with our Foundation's mission to raise funds toward environmental endeavors that include increasing green space, improving water quality, restoring habitat, conducting environmental research, and providing education.

Despite its challenges, 2020 brought many opportunities. The Foundation and Conservation Authority developed a Memorandum of Understanding to demonstrate the commitment of both organizations to the long-time partnership. Our success would not be without the support of Conservation Authority staff who assist in the financial, administrative, communications, and operational needs of the Foundation. We also launched our first Director's Donation Challenge, where the Boards of the Foundation, Authority and the NPCA's Public Advisory Committee, in addition to Staff Directors, contributed and far exceeded our expectations. We thank you all for your participation.

We welcomed Andrea Crosby-DiCenso back as our Executive Coordinator. Andrea expressed her "delight and excitement in returning to her first passion – conservation."

We also wish to express our deepest thanks to the Foundation's Board of Directors who were enthusiastic in welcoming our newest member in 2020 - Mary Sergenese. Mary brings a wealth of fundraising talent from the health care sector. There is no doubt in our minds that our health and well being is strongly linked to our ability to connect with nature.

We also thank our many donors, sponsors, and volunteers for your exceptional support during a year that brought challenges for many. We look forward to a bright future and the promise that 2021 will bring hope and prosperity to all.

Tom Insinna
NPCF Chair

Andrea Crosby-DiCenso
Executive Coordinator



BOARD OF DIRECTORS



TOM INSINNA
Chair



D. GAYLE WOOD
Secretary-Treasurer



CHANDRA SHARMA
Director



ROB FOSTER
Vice-Chair



MARY SERGENESE
Director



DOMINIC "MICKEY" DIFRUSCIO
Director



ABOUT THE FOUNDATION

VISION

A leader in providing resources to support conservation work throughout the Niagara Peninsula watershed.

MISSION

It is our mission to raise funds towards environmental endeavors that include increasing green space, improving water quality, habitat restoration, environmental research and education and conservation programs and projects, including museum projects.

STRATEGIC PRIORITIES

1. Strengthen organizational governance.
2. Become Niagara's environmental charity of choice.
3. Build strong community partnerships.
4. Continue with ongoing programs.
5. Development a Fundraising Strategy.

The Niagara Peninsula Conservation Foundation (NPCF) is a registered charity that was founded on May 5, 1969.

Governed by a volunteer Board of Directors, we fundraise in support of the Niagara Peninsula Conservation Authority (NPCA) towards projects that aid in the conservation of our natural resources for present and future generations.

When you donate to the Foundation, you help sustain conservation projects and programs that contribute to improving our watershed.

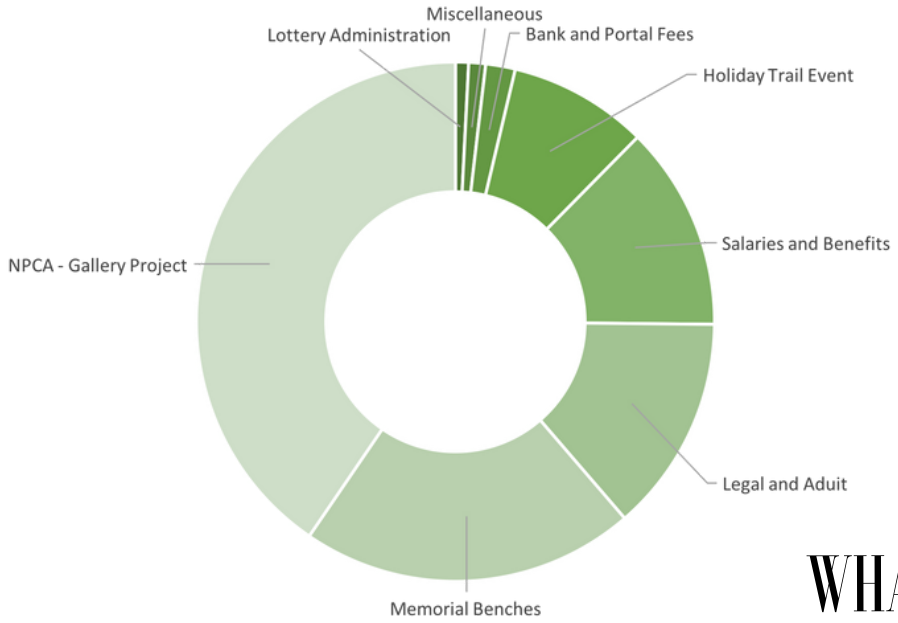
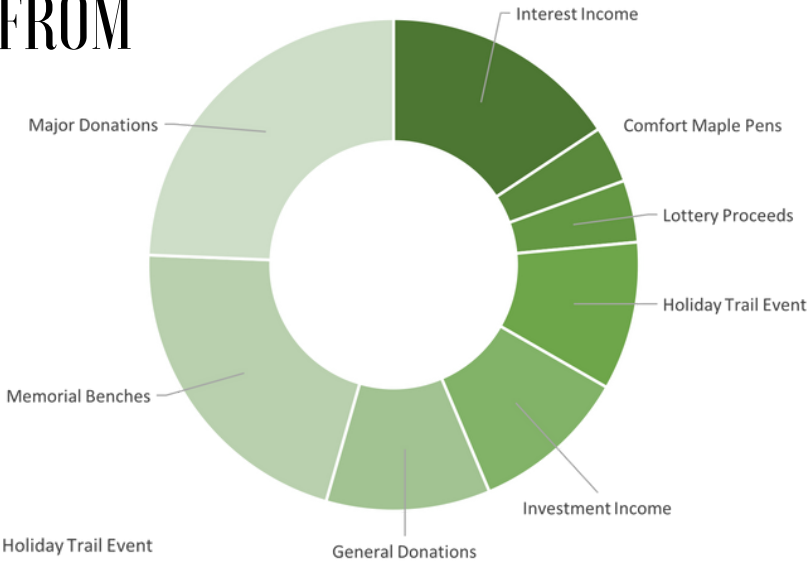
Donations can be made online at:
www.niagaraconservationfoundation.com



FINANCIALS

WHERE NPCF DOLLARS COME FROM

Interest Income \$ 1,002 1.8%	Investment Income \$ 6,584 12%
Comfort Maple Pens \$ 2,381 4.4%	General Donations \$ 6,885 12.6%
Lottery Proceeds \$ 2,599 4.8%	Memorial Benches \$ 13,500 24.7%
Holiday Trail Event \$ 6,221 11.4%	Major Donations \$ 15,519 28.4%



Lottery Administration \$ 470 0.8%	Salaries and Benefits \$ 7,324 12.7%
Miscellaneous \$ 605 1.1%	Legal and Audit \$ 7,763 13.5%
Bank and Portal Fees \$ 1,061 1.9%	Memorial Benches \$ 12,000 20.9%
Holiday Trail Event \$ 5,000 8.7%	NPCA - Gallery Project \$ 23,250 40.5%

WHAT NPCF DOLLARS SUPPORT



MEMORIAL PROGRAM



2020 REVENUE

- A total of five benches were installed in 2020.
- Total revenue: \$13,500.



2021 OVERVIEW

- \$5,000.00 per bench (including plaque and tax)
- 10% deposit required (non-refundable)
- Tax receipt provided by NPCF
- Installation June to October

If you're interested in participating in our Memorial Program, please email foundation@npcf.ca or online at niagaraconservationfoundation.com



COMFORT MAPLE PENS

The Comfort Maple Conservation Area conserves what is widely believed to be the oldest and finest sugar maple tree in Canada, estimated to be over 540 years old, and was designated a heritage tree in June 2000 under the Ontario Heritage Act.

Originally in an area of hardwood forest, the tree's size and shape suggest the forest was cleared when the tree was still young, likely for agricultural purposes. The 0.2-hectare area was land owned by the Crown and granted to Major Robert Secord in 1808. It was then sold by the Secord family to the Comfort family in 1816, and later entrusted to the NPCA on April 30, 1961 by Miss Edna Eleanor Comfort (Lease for 999 years), to conserve the 'old growth' tree for its historical and biological significance.

Over the years, NPCA arborists have collected the wood pruned annually for repair and health, and in 2015, the NPCF launched a fundraiser selling pens by turner Marv Ens of Fenwick, ON. Mr. Ens continues to make these hand-crafted pens to preserve and highlight the beauty and character of this magnificent tree. It is truly a "one of a kind" writing instrument.

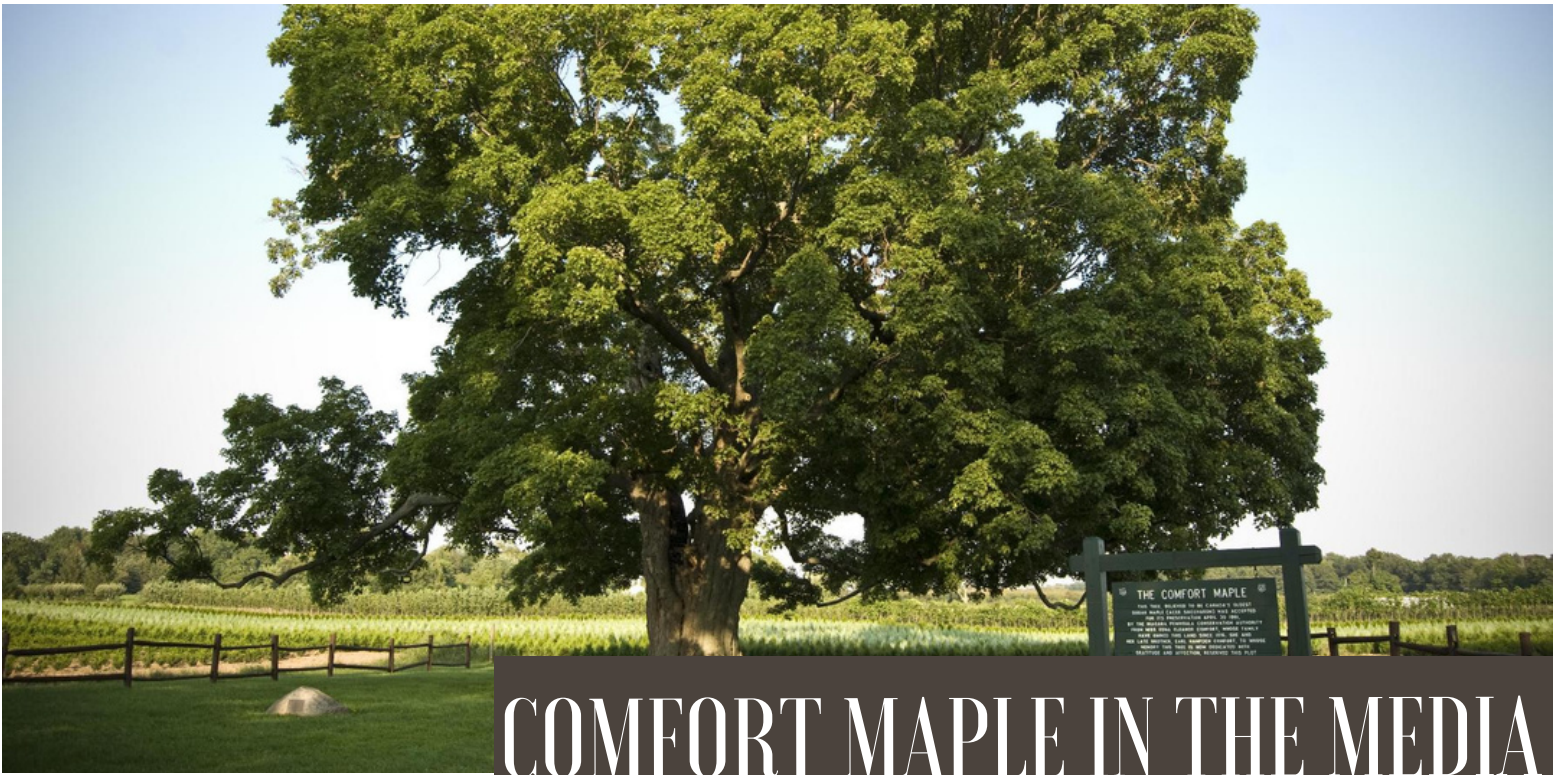


2020 REVENUE

- A total of 19 pens were sold
- Total revenue: \$ 1,900

To purchase your own piece of Canadian Heritage, please email foundation@npca.ca or online at niagaraconservationfoundation.com





COMFORT MAPLE IN THE MEDIA

THE COMFORT MAPLE TREE
HAS BEEN FEATURED BY:

[CTV](#)

[Toronto Star](#)

[CBC](#)

[National Post](#)

[National Observer](#)

[Cottage Life](#)

[YourTV Cogeco](#)

[Narcity.com](#)

[The Voice of Pelham](#)

[Niagara This Week](#)

[St. Catharines Standard](#)

[Histoires d'Arbres Saison 2 Les Nourriciers](#)

(French Documentary)





DIRECTORS DONATION

The Directors' Donation Challenge was a new initiative launched in 2020. This idea stemmed from esteemed Foundation Member Dominic "Mickey" DiFruscio who envisioned that every Niagara Peninsula Conservation Foundation and Conservation Authority Board Member should donate to protect greenspace and enhance environmental education.

Foundation Chair Tom Insinna and Conservation Authority Chair Brenda Johnson led the charge! This initiative resulted in close to \$8,000 raised from Board Members, Staff Directors, and the Authority's Public Advisory Committee.

Chair Insinna marvelled at Chair Johnson's leadership by donating her Conservation Authority honourarium to this fundraising initiative. Chair Johnson noted that "It's important to lead by example. Representing the City of Hamilton on the Authority Board, I want to ensure that part of my donation is focused on the Binbrook Conservation Area and the great work done by the Glanbrook Conservation Committee."

"The importance of protecting greenspace has never been more prominent in the minds of the watershed community than during the last year" stated Chair Insinna. "On behalf of the Foundation, I want to thank all those who generously supported our work in 2020."





NPCF GIVING WEEKEND

AS PART OF THE **BALL'S FALLS** HOLIDAY TRAIL

The Foundation and Niagara Peninsula Conservation Authority (NPCA) welcomed the community to beautiful Ball's Falls Conservation Area this winter season as part of the Holiday Trail. The initiative received significant attention bringing in guests from all over the region to share in a new holiday tradition which safely allowed them to enjoy this illuminated hiking experience at their leisure during pre-booked time slots.

Guests began at the Centre for Conservation where they were greeted by staff, and a number of holiday displays and decor generously sponsored by Niagara Nurseries, Rice Road Greenhouse, Gauld Nurseries and Songbird Christmas Tree Farm. After exiting the Centre, guests journeyed down the Switchback Trail, crossing over the Twenty Mile Creek on the illuminated bridge, to the magically lit village of Glen Elgin featuring an illuminated Barn, Chapel, Cabin and Victorian Home. To complete their experience, guests were encouraged to take in the breathtaking views of the lower falls, illuminated to showcase what Ball's Falls is known for.

The Foundation held a Giving Weekend from December 12th - 13th with a kickoff event on December 11th. The Foundation saw a total of 319 registrations which translated to 1,041 guests and raised \$6,221.24.

“In light of not being able to hold physical events this year, this is a great starting point for both the Authority and Foundation to begin a new tradition, one that will only improve in the coming years,” said Tom Insinna, Foundation Board Chair. “It’s been a tough year for all, so we are hoping to - quite literally - shed some light on everyone’s holiday season.”





RT. HON. JOHN TURNER

The Niagara Peninsula is a summary of what water can do for our nation and community. We have a good fortune of having 20% of the fresh water in the world and citizens have to be concerned about conserving it.

RT. HON. JOHN TURNER



In 2015, the Rt. Hon. John Turner Water & Environmental Leadership Award Gala was established as a signature event of the Foundation, held at Queen's Landing Hotel in picturesque Niagara-on-the-Lake.

The Award Gala recognizes outstanding work in environmental and water improvement, education and leadership by individuals or organizations that reside in the Region of Niagara, City of Hamilton and Haldimand County.

Proceeds from the event support conservation improvement projects within the NPCA watershed, as well as a scholarship at Brock University and bursary at Niagara College for students pursuing post-secondary education in environmental studies.

The Water & Leadership Award honors the passion, dedication and commitment of Canada's 17th Prime Minister, the Rt. Hon. John Turner who brought forth a strong and influential voice to issues surrounding the protection of Canada's natural resources. Although the Gala hasn't been held since 2018, it is hoping to return in the near future.



IN MEMORIAM 1929-2021

Mr. Turner served in the House of Commons for almost 25 years and is the only person in Canadian history to have represented three provinces as a Member of Parliament: Quebec, Ontario and British Columbia.

A strong passion for the great outdoors, he canoed all over Canada including epic trips with his family and friend Bob Engle into the waterways of the Northwest Territories, with his final canoe trip through Algonquin Park in his 77th year.

The Right Honourable John Napier Wyndham Turner P.C., C.C., Q.C. passed away peacefully at home in Toronto on September 19, 2020, at the age of 91.





THANK YOU

On behalf of the Niagara Peninsula Conservation Board of Directors, we wish to extend a sincere thank you to all our donors, corporate sponsors, partners and volunteers.

Your generous support of our organization allows us to continue providing resources to conservation projects across the Niagara watershed that benefit all residents in the community for present and future generations.

CORPORATE SPONSORS AND PARTNERS

Niagara Peninsula Conservation Authority (NPCA)

Peninsula Field Naturalists

Art and Val Fleming Fund

Aviva

Northland Power

Ontario Power Generation

Small Scale Farms

Rice Road Greenhouse

Gauld Nurseries

Niagara Nurseries

Evergreen Acres Christmas Tree Farm

*Never doubt that a small group of thoughtful,
committed citizens can change the world. Indeed
it is the only thing that ever has.*

MARGARET MEAD



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