



Strategic Plan 2021-2024

Our History and Impact

Brant Waterways is a charitable non-profit Foundation, established in 1988, whose objective is to provide funding assistance for projects that protect and enhance the Grand River and adjacent lands in Brant County, Brantford and Six Nations of the Grand River.

The Grand River and its major tributaries – the Conestogo, Eramosa, Nith and Speed Rivers – were designated ‘Canadian Heritage Rivers’ in 1994. The designation recognizes the outstanding human heritage values and excellent recreational opportunities along the rivers and encourages the public to enjoy and appreciate them. Brant Waterways inspired and helped fund the conversion of flood control dikes, abandoned rail lines and other trails into a river-based passive recreational trail system. Natural habitat restoration, tree planting, water and environmental education activities and the development/enhancement of river access points for people to safely experience the river are among the many other initiatives supported.

To date, more than \$5 million has been invested in our local communities, spearheaded by Brant Waterways Foundation’s commitment and efforts in the areas of advocacy, fundraising and collaboration with visionary funding partners.

Our Vision

We envision a community in which everyone benefits from a connection to our healthy waterways and trails, and works collaboratively to protect and preserve our natural resources.

Our Mission

Brant Waterways Foundation seeks to:

Provide funding assistance and advocacy to projects in Brantford, Brant County and Six Nations of the Grand River that enhance, restore, protect and preserve our natural heritage of the Grand River, its waterways and adjacent lands to provide recreational opportunities, a healthy environment and sustainable use.

Our Values

We are defined and motivated by the following values:

Accountability

We are honest and transparent in all our activities and are accountable to our partners, donors, supporters and the communities we serve.

Collaboration

We strive to build and strengthen community partnerships in order to share ideas and resources and to better achieve our common goals.

Inclusivity

We respect the strengths and sentiments of diverse groups and individuals in our local communities and value their efforts in helping further our mandate.

Guardianship

We are committed stewards of our natural resources and actively work to create positive change that will ensure the protection of the environment.

Sustainability

We focus on worthwhile, viable projects that will accrue long-term benefits to the community and promote enjoyment of the local Grand River watershed now and for generations to come.

Our Goals and Objectives

Goal 1 Fundraising: We will raise funds for projects that protect and promote sustainable use of natural areas.

Objectives:

- Plan, organize and host annual fundraising events with at least one targeted at families and the general community.
- Engage in complementary fundraising activities (e.g. direct mail, online campaigns, grant seeking) incorporating fundraising best practices.
- Seek new revenue-generating opportunities by thinking creativity and exploring opportunities.

Goal 2 Granting: We will contribute funds to projects that protect, preserve, restore and enhance local waterways, adjacent trails and natural areas.

Objectives:

- Stay informed about current needs, threats and opportunities and communicate regularly with partners and stakeholders.
- Assess potential projects for eligibility; distribute grants in accordance with the Foundation's established criteria, guidelines and procedures.
- Share project details with funding partners and other community stakeholders.

Goal 3 Advocacy and Community Awareness: We will promote awareness of Brant Waterways Foundation's role with respect to local waterways, trails and natural areas and lead efforts to advocate for their protection and preservation.

Objectives:

- Promote the Foundation's mission and activities with clear and consistent messaging, using a range of communications strategies and online platforms.
- Provide compelling and timely information about relevant issues and project updates.
- Strengthen community outreach through participation in forums, workshops and public events.
- Seek opportunities to solicit feedback and enlist support from community members.

Goal 4 Partnership Development: We will build and strengthen relationships with our partners and community members in order to achieve common objectives.

Objectives:

- Communicate regularly with municipalities, conservation authorities, user groups, funders/donors and other community stakeholders.
- Enhance relationships with corporate and business partners to assist in meeting our fundraising goals.
- Strengthen donor relationships through stewardship and gift appreciation/recognition activities.
- Offer rewarding volunteer opportunities for community members to assist with Foundation activities.

Goal 5 Capacity Building: We will continue to strengthen the organizational capacity of Brant Waterways Foundation in order to efficiently fulfill our mission and to maintain passionate and talented board and staff members.

Objectives:

- Maintain and follow effective governance policies and board/staff recruitment, orientation and succession planning procedures.
- Identify gaps in board/staff skills, systems and technology and provide training and upgrades as needed.
- Develop a comprehensive communications strategy that employs current tools and platforms.