

# **Second Annual BC Interior Area Stewardship Workshop**

**March 7<sup>th</sup> and 8<sup>th</sup>, 2006  
William's Lake, British Columbia**



***“Stewards Conserve, Restore and Protect”***

**Hosted by Fraser Basin Council – Thompson Region  
in partnership with  
Fisheries and Oceans Canada**

## **Introduction**

The Second Annual Stewardship Workshop was a success! Attended by 61 stewards from throughout the interior, the two-day event focused on strategic communications and tools for stewards. The event allowed stewards to expand their knowledge and networks, and to build connections and partnerships with a diverse range of stewards. The event was attended by a broad range of interests, including community stewards, agency representatives, industry representatives, local government, first nations, and more.



John Vivian entertains stewards with a poem about the Salmon River.

Stewards enjoyed a dinner hosted by the Cariboo Cattlemen's Association on the evening of March 7<sup>th</sup>, at which King Campbell and John Vivian provided entertainment. King described the importance of ranching in the Cariboo, and John shared his poem about the Salmon River. We thank the Cariboo Cattlemen's Association, King, and John for their contributions!

Any stewards who were interested were also invited to attend an afternoon tour of the valley on March 8<sup>th</sup>. We thank Sue Hemphill from the Scout Island Nature Conservancy for organizing this tour.

The following is a summary of the workshop, categorized by date and speaker. Contact information for all speakers and attendees is provided in **Appendix 1** should you require further information.

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## **March 7<sup>th</sup> Workshop Summary**

March 7<sup>th</sup> consisted of a four-hour workshop on communications facilitated by the Institute for Media, Policy and Civil Society (IMPACS). Prior to attending the workshop, stewards were asked to complete a short survey regarding their communications experiences to date. The survey allowed IMPACS to tailor the session more specifically to the needs of participants.

Suzanne Hawkes facilitated an interactive session on strategic communications; the following is a summary of her session. Copies of her presentation were also provided on site to all participants in slide format.

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### ***Communications Savvy: Getting the Message out on Stewardship***

**Presented by:** Suzanne Hawkes, Senior Strategic Counsel, IMPACS

The keys to successful communications planning are (1) Defining Success, (2) Knowing the context, and (3) Delivering the right message to the right audience, at the right time, many times.

#### **1. DEFINE SUCCESS**

The session began with the question, "*What are you trying to do: change public policy or change behavior?*"

The majority of participants answered that they are trying to get individuals to change their behavior.

A **successful objective** is concrete, measurable and achievable. For example, it would be difficult to prove your success if your objective was, “educating the general public about the risks of smoking.” The objective is not concrete, measurable or necessarily achievable!

- **Measurable:** We need to ask the question, “Is there a general public?” If there is, is it possible to reach them all? Or should you be more specific when defining your objective?
- **Achievable:** Does education lead to a change in attitude, followed by a change in behavior? The answer is not necessarily. The 1970's-based “K-A-B” model (knowledge leads to changes in attitude which leads to changes in behaviour) generally does not work – as corporate marketers have known for years. Therefore, educating on the risks of smoking will not necessarily change public behavior. Tapping into their deeply held values and aspirations, however, can.
- **EXAMPLE:** A better definition of success (i.e. how you phrase your objective) would be to “reduce the number of new smokers among 13-18 year-old girls in Manitoba by 25% in 3 years.” This is measurable, concrete and achievable.

## 2. **KNOW THE CONTEXT** (the context is the landscape in which you deliver your message)

Know your **threats and opportunities** regarding:

- Your organization's positioning and profile:
  - i. Do people know you? Are you respected for the work you do? Are your spokespeople credible?
- Communication skills and resources,
  - i. Do you have email lists that allow you to contact supporters through e-newsletters, for example? Do you have skilled volunteers, or an outstanding public speaker, or a well-connected board member that can provide “access to podiums” for your organization?
- Allies – with communications footprints!
  - i. Which allies have communication profiles, access to certain audiences, skills, resources etc. from which you can benefit?
- Key publics,
  - i. What are the broad public attitudes toward, and awareness of, your issue?
  - ii. Who are you tailoring your message to?
- Media:
  - i. What are the current trends and opportunities in your local or provincial media? Are there editorial edicts? Do you or your volunteers have relationships with key reporters? Are there any news stories that provide “piggyback” opportunities for stories about your issue or organization?
- Decision-making landscape (for policy or fundraising):
  - i. Develop your power map (refer to your worksheets),
  - ii. Identify the levers of change.

Among any typical cross-section of 10 British Columbians, you might find that they break down something like this:

- 2 *opposed* (know what they're saying to others – but don't try to change their minds with limited resources),
- 2 *supportive* (reach out to them to keep them in the loop and actively engage – but don't stop there),
- 3 *apathetic* or distracted (don't bother trying to reach them),
- 3 *persuadable* – if you are trying to broaden your base of support beyond the “converted”, spend most of your time and energy here!

**Identify your audience:** Who has the decision-making power? Who then influences them? Are there key publics that speak to that decision maker?

**Profile your audience** – refer to Pg #8 in your worksheet package. Fill in the table to determine how to target your audience.

Group discussion determined that the stewardship audience is motivated by benefits to them that may include:

- A sense of community in isolated areas, a chance to connect and get involved.
- To protect their children and the area for their children.
- To be good neighbors – benefits their family, neighbors, community, etc.



Stewards spent time in small groups discussing how to profile their audience. After the breakout sessions, groups reported back – see Page #4 for a summary.

### 3. DELIVER YOUR MESSAGE

**Qualities of an effective message** are:

- Clear, simple, brief;
- Compelling – lead with values, follow with facts;
- Tailored to the values and language of your target audience;
- Positive – what we're for, rather than what we're against;
- Funny or ironic;

- Visual (graphics are useful);
- Tested (even informally);
- Repeated, repeated, repeated!

In BC, people are drawn to the quality of life. So when speaking of the environment it is generally good to use terms like web of life, food chain, nature, quality of life, legacy, ecosystem, images, stories, abundance and opportunity. Similarly, it is generally good to avoid using technical jargon, acronyms, and scientific terms, as well as terms like biodiversity, regulation, control, and complex descriptions of processes.

The most valuable, high leverage opportunity is the one-on-one relationships that require your sensitivity in approach (i.e. learned respect, etc.). In this situation there is a top-down and bottom-up respect for a person's identify on a landscape, and their sense of place.

How do you bring words into people's vocabulary? It takes time, but they can be linked with pictures and built into planning so that the public becomes more comfortable with their meaning.

In rural areas it is often effective to use terms such as ours/we/us to share the common threads and create a connection. Audiences will differ, so it is important to make the connection that what is good for the stream is good for all who work and play in and around it as well.



Suzanne Hawkes explains how to chose the right message for your audience.

**Delivery Strategies** include:

- Gatekeeper – Identify the individual whom you should target to help gain access;
- Inside Champions – business leaders, etc;
- Celebrity endorsement – someone well-known and respected in the community;
- Trickle up – educate children to inform parents;
- Markets;
- Viral – Online forums and messages sent via email, etc.

**Delivery Tactics** include:

- Publications,
- Events,
- Award ceremonies,
- Posters and calendars,
- Displays and banners,
- On-line tools,
- News articles,
- Advertising,
- Face to face discussions and presentations.

Setting priorities requires you to determine which tactics will have the highest impact for the lowest cost (see cost versus impact quadrant in presentation notes).

**Timing** of delivery is very important:

- The average message must be heard 17 times in order to resonate. So repeat your message often!
- Calendarize community events: This allows you to avoid competition, or to get involved when the timing and venue are right. For example, you may be able to use other events to promote your message (i.e. a booth at the fall fair, etc.).



Stewards work in small groups after receiving instructions from Suzanne on how to determine their audience.

**Note:** Fraser Basin Council has developed an extensive database of interior stewards, which can be used to distribute relevant information within the larger stewardship community; yet another way to deliver your message to a broader audience. Please contact FBC if you would like more information.

## Audience Profile – Breakout Groups Report Back Summary

Refer to Page #8 in your worksheets.

AUDIENCE	1: Ranchers doing Environmental Farm Plans (EFPs)	2: RPF'S to become members of the stewards community (Registered Prof. Foresters)
<b>Demographic</b>	60ish, male and female; involved with 4H and BCCA	
<b>Call to Action</b>		
<b>Relevance</b>	Profit, sustainability, family, future, independence, control of life, good neighbors	Provide their perspective, professional reputation, doing the right thing based on code of ethics. Recognition for good work, advocate resource management, networking, share info and their work
<b>Benefits</b>	Voluntary EFP prevents regulators from requiring it, \$ available to do work	
<b>Awareness and Attitudes towards Us</b>		
<b>Awareness and Attitudes towards our Issue</b>	Are EFPs regionally accepted or known?	Alter agenda to accommodate, high level of issue awareness
<b>Influencers / Opinion leaders and messengers</b>		ABCFP, Chief forester, etc.
<b>Pathways</b>	Reach persuadable farmers by coffee shops, BCCA, farmers institutes, 4H Clubs, fairs	

## **March 8<sup>th</sup> Workshop Summary**

We were honored to begin day two of our workshop with Jean William, an elder from the William's Lake Band, who welcomed participants to the territory on behalf of the Elders, and Chief and Council. Jean shared some of her extensive knowledge with us and helped us to open day two of our workshop.



Jean William welcomes stewards to Shuswap territory.

The first half of the morning was dedicated to funding, and consisted of two presentations.

Lisa De Goes, the Community Involvement Coordinator with Fisheries and Oceans Canada (DFO), presented *Keys to Securing Funding*. Lisa provided a funder's perspective on how to complete a successful application, and offered excellent advice to our stewards.

Dianne Ramage, Salmon Programs Manager with Pacific Salmon Foundation (PSF), presented the results of an ongoing survey done by PSF targeted at stewardship groups. PSF is assessing the needs of stewards to ensure their programs meet these needs, and if not, can PSF realign their programs or create partnerships to address the gaps. Dianne explained the results received to date.

The PSF asked local stewards to complete the questionnaire to help capture the Interior Fraser Region's issues and challenges. The questionnaire was distributed

after the workshop. Please submit responses directly to Dianne. Paper copies of both Lisa and Dianne's presentations were also provided to all attendees in slide format.

The second half of the morning was devoted to two topics: the Cariboo Watershed Stewardship Council program and the application of traditional knowledge to stewardship activities. King Campbell, Chair of the Watershed Stewardship Council, introduced us to the program and invited Bev Madley and Ranier Krumsiek, ranchers involved in the program, to provide their success stories. We thank King, Bev and Ranier for sharing their successes with our group. Les Hesketh, a Program coordinator with the BC Cattlemen's Association (BCCA), also took the opportunity to introduce a new BCCA stewardship program, as well as invite all stewards to attend the BCCA AGM this May in Salmon Arm (details to follow).

Our final topic of the day was traditional knowledge and the role it plays in stewardship activities. Jean William, an Elder with the William's Lake Band, provided her perspective on how stewardship values and beliefs are learned throughout our lifetimes. Dave Coutlee, the Natural Resources Manager with the Nicola Watershed Stewardship and Fisheries Authority (NWSFA), spoke to us of balancing traditional knowledge with scientific knowledge. Dave also introduced us to many joint stewardship activities occurring in the Nicola Valley.

## Keys to Securing Funding

**Presented by:** Lisa De Goes, DFO Community Involvement Coordinator

The objectives of this presentation were to:

- Provide an overview of sources of funding and the principles and methods of fund raising,
- Identify methods to prioritize funders,
- Proposal writing tips such as setting effective outcomes and objectives,
- Provide a funder's perspective.

Currently, the majority of fund raised money available for stewardship activities comes from government (60%), earned income (26%), and the private sector (14%), respectively. In BC, the provincial government is the largest funder and corporate giving is very small.



Lisa explained the origin of stewardship funding in BC.

The **principles of fundraising** were described as follows:

- 25% of your volunteer time should be devoted to fund raising.
- Build relationships with funders. The purpose of fundraising is to build relationships, to raise donors not money. Therefore, an organization must relate to donors as individual humans not as ATMs. Contact information is provided for a reason, and you are encouraged to phone and make the connection with funders to assist you with your application.
- Diversify your funding sources so that you have both flexibility and insurance against cancelled programs, etc. An organization should not receive more than 30 percent of their funding from any one source or for more than one or two years. There is no set number of sources that constitutes healthy diversity. However, the general rule is, the more funding sources the better.
- The main characteristics of a fund raiser are:
  - Simple, common sense,
  - A commitment to a cause,
  - A basic affection for people.
- Don't confuse the process of giving money and the process of asking for it. There is a significant difference between them. People feel good about giving money, but rarely do people feel good when they ask for money until they get used to it. Therefore, fundraisers should focus on what they like about giving, not what they hate about asking.

**Methods of fundraising** include:

- Direct appeals,
- Individuals: gifts and legacies,
- Community events (dinners, auctions, lotteries, raffles, fish races, etc.),

- In kind donations.

There are a number of **funding databases** available online that can assist stewards with finding funding programs that will fit their project requirements. They are as follows:

- GreenSource: [http://www.ec.gc.ca/ecoaction/grnsrc/index\\_e.cfm](http://www.ec.gc.ca/ecoaction/grnsrc/index_e.cfm)
- Stewardship Centre for BC, Funder's Guide: <http://www.stewardshipcentre.bc.ca/>
- DFO Stewardship and Community Involvement Unit: [http://www-heb.pac.dfo-mpo.gc.ca/community/tools/fund\\_e.htm](http://www-heb.pac.dfo-mpo.gc.ca/community/tools/fund_e.htm)
- Community of Science Database: <http://www.cos.com/services/>
- Big On-Line: <http://www.bigdatabase.ca/>

Are you choosing funding programs that are **compatible** with your group and projects?

- **Compatibility:** Get the funders' application form and check their criteria to see if your project meets their requirements. Find out application deadlines right away. Also, come to the relationship with confidence about the benefits you are offering. Look for past funding record – do they fund projects like yours? Talk to other community groups who have received this funding.
  - Candidate funders list.
  - Focus on best match.
- **Build Relationships:** Establish a relationship with the funder to insure that you include the correct information required in your application. While you're on the phone, double-check the contact information, including the organization's address, the title of the appropriate contact person and the spelling of his or her name. The last thing you want to do is to misspell the name of an executive director or to send your proposal to the wrong person altogether.
- **Funding requirements:** Do you need deficit funding, matching funds or gifts-in-kind. Does your prospect provide the type of funding you require?
- **Timing is everything:** In the absence of specific deadlines or application processes, proposals sent just before or after the organization's year-end tend to be the most successful. Submitting your proposal just before year-end may allow you to receive any unallocated funds, while sending your proposal right after year-end can put you first in line for a spot in the funder's new budget. Either way, you win.
- **Letters of introduction and enquiry:** This step will show the prospective funder your professionalism and, if the funder responds positively, confirm your eligibility for funds. It's a simple gesture that won't waste your time or theirs. No one wants to read - or write - a twenty-page eye-straining proposal unnecessarily.

The **anatomy of a proposal** is as follows:

- **Introduction:** short title of the project, succinct purpose, your information (include status and mission), geographic area served, population that your organisation serves, timeframe and amount requested.

- **Statement of the problem:** document evidence of the problem, and community concern over it, state whom the problem effects and what it is linked to, identify the root causes of the problem (including behaviours that need changing), identify risks.
- **Proposed solution(s):** clearly state your objectives and outcomes. They should be concrete, measurable and achievable.
- **Program of implementation:** targets and how you are going to reach them, how barriers will be overcome, describe key stakeholders and other resources.
- **Evaluation:** identify what success will look like and criteria for judging this, what results will you achieve by the end of the project?
- **Conclusion and recommendations**
- **Qualifications**
- **Budget:** revenue, expenses, cash flow, other contributions (confirmation), justification.

**Successful Proposals** are:

- Organized and professional,
- Clear and concise. Your reader will evaluate your plan according to how well your written presentation answers questions about WHAT you are proposing, HOW you plan to do it, WHEN you plan to do it, and HOW MUCH it is going to cost. Use clear headings, logical dividers, numbers and bullets.
- SPECIFIC, but not sparse. Remember people reading the application know nothing about your project.
- Include pictures and media coverage. A picture, map or graph can say a thousand words.
- Have clear objectives, deliverables, outcomes and performance measures. Consistency with funding source's objectives, policy and procedures. Make sure you clearly identify costs by unit.

***The general purpose of any proposal is to persuade the readers to do something. Make sure you identify how your project fits in the "big picture."***

**Proposal Writing Tips:**

- Look for 'key words' from the application forms that apply to your project.
- Proofread your proposal and send the right version – be professional!
- Give the funder time to read the proposal and call you back with questions and suggestions for improvement *before* the deadline.
- Be prepared to make revisions.
- Follow up on a rejection and ask why your project was not approved. You will be more likely to receive funding in the future if you take the feedback and apply it to your next application submission.
- Be innovative.

- Demonstrate a positive impact.
- Demonstrate you have 'done your homework.' Funders will do their research when reviewing your application, so make sure you have done it ahead of time.
- Clearly identify your competency and capability (previous track record and experiences).
- Don't be shy about community support (in-kind donations or support from others):
  - Ensure that all of the right people are involved in your project – this demonstrates support and involvement.
  - Indicate other sources of funding that will be used to partner with or match the funds you are applying for.
  - Show YOUR commitment (in-kind project coordination, etc.)
- Develop a good proposal to use again and again.

### **Setting Effective Outcomes - Definitions:**

- **Objective:** As desired future condition or state one tries to achieve using a sustained effort and energy.
- **Outcome:** A demonstrable and measurable result that stems from a directed activity or program.
- **Output:** The means by which you reach our outcome (products, programs or activities).

**Focus on SMART outcomes.** In other words, they need to be **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**imely. Examples of each are as follows:

#### **Specific Outcomes:**

- General: Human activity will be reduced near sea turtle nests.
- Specific: There will be a 50% reduction of local beachgoers accessing the south peninsula of Norman Beach where sea turtles nests are located, compared to last year's data.

#### **Measurable Outcomes:**

- General: The public will no longer cut down streamside vegetation to protect themselves from bugs.
- Measurable: There will be a 50%\* reduction of damaged or destroyed plants between the months of May to August in six designated locations of the Thompson River (\*Compared to data compiled last year).

#### **Attainable Outcomes:**

- General: Fewer local anglers will catch white sturgeon.
- Attainable: More local anglers will use equipment, provided free of charge at local Game and Fishing show, designed to prevent capture of white sturgeon while fishing for other species.

#### **Relevant Outcomes:**

- General: More people will recognize that an expanded condo market may contribute to the Interior Fraser Coho decline.
- Relevant: Local developers will reduce the amount of foreshore development and include 10 m of riparian set backs in all new developments to encourage the survival of Interior Coho.

**Timely Outcomes:**

- General: Ten local landowners will participate in a naturalized shoreline program.
- Timely: Following an extensive awareness campaign and follow-up, ten local landowners will participate in a shoreline naturalization program in the summer of 2006.

**Evaluating** your outcomes:

- Measure your results based on your outcomes, not your outputs.
- Ensure that your outcomes are SMART.
- Ensure that you have a solid baseline of data.
- Develop your performance indicators at the beginning of your project and plan enough resources and time to measure them.

**Sample project budgets:** These budget examples illustrate the level of details expected in submitted project budgets.

Personnel Type	Daily Wage	# of days	# of Staff	Amount	Other Funds*	Contributor	Confirmed	Total
Biologist	\$200	8	1	\$1000	\$600	MOE	Yes	\$1600
Technician	\$250	130	1	\$22,750	\$9,750	ABC Fund	Yes	\$32,500
Transportation, Field and Equipment Costs	Rate	#	Amt	Other funds	Contributor	Confirmed	Total	
Mileage	.42/km	6,000 km	\$2,520				\$2,520	
GIS maps	500	10	\$0	\$5000	UBC	yes	\$5,000	

**Sample Cash Flow:**

Item	April	May	June	July	August	September	October	Nov-March	Total
Database Technician			\$6,250	\$6,250	\$6,250	\$6,250	\$7,500		\$32,500
Stewardship Coordinator			\$3,375	\$3,375	\$3,375	\$3,375	\$3,375		\$16,875
Landowner Contact Technician			\$1,800	\$1,800	\$1,800	\$1,800	\$1,800		\$9,000
Biologist			\$2,925	\$2,925	\$2,925	\$2,925	\$2,925		\$14,625
Biologist assistant			\$400	\$400	\$400	\$400			\$1,600

<b>Total</b>			\$14750	\$14750	\$14750	\$14750	\$15600		<b>\$74600</b>
<b>Cumulative</b>			\$14750	\$29500	\$44250	\$59000	\$74600		<b>\$74600</b>

Although we ran short on time and were not able to complete the planned educational activities, it is a useful exercise for groups and individuals to complete on their own.

Therefore, Activities 1 and 2 have been provided in **Appendix 2**.

## **Pacific Salmon Foundation Aquatic Stewardship Community Questionnaire**

**Presented by:** Dianne Ramage, PSF Salmon Programs Manager

The **vision of the PSF** is “to achieve healthy, sustainable and naturally diverse Canadian Pacific salmon stocks.”

The **mission of the PSF** is “to conserve and rebuild Pacific salmon populations through strategic and focused efforts where people and resources are mobilized to work together to achieve common goals.”

The Pacific Salmon Foundation recently began a survey of the Aquatic stewardship community, entitled *strengthening the link for shared success*. The questionnaire was distributed through the Salmon Enhancement and Habitat Advisory Board (SEHAB) and through DFO Community Advisors. Refer to **Appendix 3** for a summary of comments from these two sources. Further, Dianne asked attendees of the Stewardship workshop for feedback to add to the questionnaire results. The following is a summary of that discussion:



Dianne introduces PSF's Aquatic Stewardship Community Questionnaire.

- The majority of stewards in attendance did not receive a questionnaire. Fraser Basin Council has since distributed a copy to all attendees and feedback has been requested.
- **Question:** What is an acceptable measurement of the success of a project?
- **Answer:** One measure of success is community involvement. Can the change brought about by the project influence government policy or change individual behaviour?
- **Question:** What does the application need to ensure funding for basic stewardship activities, like attending planning meetings?
- **Answer:** Your objective should be stated as attending five planning opportunities to ensure your values are recognized.
- **Question:** Will you provide funding for wages?
- **Answer:** No
- **Question:** how is equipment use funded? As a capital expense?
- **Answer:** Capital equipment like trucks and other readily available equipment can be leased to a project and are generally in-kind, while construction equipment integral to a project are

frequently funded according to rates outlined in the B.C. Road Builders & Heavy Construction Association's Blue Book ([http://www.roadbuilders.bc.ca/bluebook\\_index.htm](http://www.roadbuilders.bc.ca/bluebook_index.htm)).

**General Comments:**

- Should provide funding to groups at a flat rate.
- Is there a dictionary on who the key funders are and what criteria are needed?
- Apply common sense to application approval process.
- Multiple levels of approval are needed to spend the portion of PSF funds that are government dollars or are from partnerships. The PSF application process is built to reduce these barriers to you while ensuring that the levels of approval are met to PSF's funders' satisfaction.

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**Cariboo Cattlemen's Watershed Stewardship Council**

**Presented by:** King Campbell, Cariboo Watershed Stewardship Council Chair

The goal of the Cariboo Cattlemen's Watershed Stewardship Council is to encourage land management practices resulting in a healthy environment, while providing economic benefits to producers. The Council encourages stewardship for the economic sustainability of family operations and the broader link to community prosperity...the value of ecological goods and services to our communities.

The Council aims to recognize producers as good stewards of the land with a commitment to sustainable practices. The Water Stewardship Council will:



King explains Beneficial Management Practices.

- Increase awareness of riparian habitats and water quality (34 projects).
- Improve communication between government agencies and producers...important in solving long-term issues (contacted over 650 producers at various presentations).
- Host seminars, field tours and workshops to demonstrate new technology (total of 14).

The Council allowed over 220 Cariboo producers to attend Cows and Fish field days, and those producers who completed cows and fish stream assessments at home had the opportunity to win an electric stock trough. The Council encourages practical projects, such as windbreaks that encourage cattle away from riparian areas.

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**Presented by:** Bev Madley, Canyon Enterprises Ltd., program participant

Al and Bev Madley own and operate Canyon Enterprises Ltd in Alexis Creek, BC. They were participants in the Council's programs and recently completed an Environmental Farm Plan. They received funding from both Ducks Unlimited and the Environmental Farm Plan program. Bev

commended King for his role in building a connection between ranchers and agency people, as well as finding dollars to support on farm projects.

**Question:** does understanding the EFP process help?

**Answer:** The EFP process has been a learning curve, but now we are seeing results of past projects, such as Grazing enhancement Fund fencing done 7-8 years ago. A stock a watering project was completed in the fall of 2005, so it is too soon to see the results.

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**Presented by:** Ranier Krumsiek, Big Bear Ranch, program participant

Ranier owns and manages Big Bear Ranch near Horsefly, BC. The ranch is managed for biodiversity and is certified organic. Ranier is a certified Environmental Farm Planner, but has yet to complete his EFP. The ranch uses natural features to protect and provide habitat; for example,



Ranier explains the strategies his ranch employs to maintain biodiversity.

rock piles are maintained to provide habitat for mice, etc. Troughs are placed in nutrient poor areas, which are then seeded to grass when the trough is removed. Ranier incorporates controlled grazing and uses species that are hardy in the area. For example, Icelandic horses thrive on dry grass, as do Galloway cattle, and ternerith pigs are bred to forage on pastures. Ranier uses these breeds, and also does custom cattle grazing on ranch pastures. AUMs (Animal unit Months – a measure of animal stocking rate used for grazing) were reduced by half on the ranch so that every year half of the ranch is rested (not grazed).

The ranch has also had problems with orange hawkweed. Management to this point, as a certified organic ranch, has included burning and grazing. Ranier recommends organic growing as it improves economic returns even with fewer animals because the animals you do have will do better, save you time, money and energy, and reduce vet bills, etc.

**Question:** Are you noticing Canada thistle problems in riparian areas that have been fenced off from grazing?

**Answer:** Canada thistle has mostly been found in shelterbelt areas, but it can be managed with high intensity, low frequency grazing (higher stocking rate for a short period of time).

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### ***BC Cattlemen's Association Update***

**Presented by:** Lee Hesketh, BCCA Program Coordinator

Lee has been coordinating stewardship activities with the BCCA for a number of years. BCCA has recently partnered with the BC Ministry of the Environment to develop a program to move the stewardship agenda forward. The **Farmland – Riparian Interface Stewardship Program (FRISP)** was developed to help agricultural producers to protect and enhance water quality, protect and enhance riparian vegetation, and prevent and mitigate agricultural impacts on streams and lakes throughout the province of BC. Through the program, producers can receive free technical advice from technical advisors for work that shall include:

- Technical background, prescriptions and cost estimates for riparian enhancement, waste management solutions and/or restoration projects;
- Mediation service between landowners and regulatory agencies in regard to riparian damage resulting from agricultural practices, including assistance of remediation plans;
- Joint planning of habitat restoration and farmland activities between landowners, resource management agencies and community groups;
- Leveraging of provincial funding to access other funding sources for prescriptions and work projects.
- For more project information please contact:

BC Cattlemen's Association (250) 573-3611

[bccattle@kamloops.net](mailto:bccattle@kamloops.net)

Lee Hesketh, Program Coordinator (250) 547-6586

[silverhillsranch@aol.com](mailto:silverhillsranch@aol.com)

As the President of the North Okanagan Livestock Association, Lee also invited all workshop attendees to the **BC Cattlemen's AGM and Tradeshow** at Salmon Arm's Sunwave Centre on **May 25<sup>th</sup> – 27<sup>th</sup>, 2006**. There will be an extensive tradeshow, and stewardship groups are invited to enter a booth, as well as attend the Rick Tippe concert on May 27<sup>th</sup> (tickets are open to the public). More information is available from Lee as per the above contact info.

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## ***Traditional Knowledge and Stewardship***

**Presented by:** Jean William, Elder, William's Lake Band

Jean explained that children are taught from a very young age of the Medicine Wheel, with its four sacred elements of fire, air, earth and water. Each element is part of the physical world and we must have a respect for it as people. Water is the heart of the medicine wheel, and we are on the outside. Water is the blood of Mother Earth and rivers are the veins. Children are taught at a young age the sacredness and respect of water. Water provides us nourishment, it cleanses the rivers in the spring and new growth begins. Although we may not be able to see or understand this cycle, a symbol is a baby born. Legends are told to children as they grow up, although less now with integration, and children are taught a respect.



Jean explains the Medicine Wheel, which represents the elements of fire, air, earth and water.

Children are also taught a respect for the land; a respect for wildlife, people, and ancestral areas. Sacred songs are sung to the river as a form of respect. You follow when you have respect, your elders, your land, and your beliefs. You don't hesitate to fight for what you have or to pass on your knowledge.

As an adult, you then have license to appreciate the things you learned as a child. The water is active and it heals, and there is a spiritual connection to the water and to stewardship.

## **Traditional Knowledge and Stewardship**

**Presented by:** Dave Coutlee, Natural Resources Manager, Nicola Watershed Stewardship and Fisheries Authority (NWSFA)

Dave began by explaining that he was educated in two schools of thought. He holds diplomas in Fisheries management from both NVIT and Malaspina College, mainstream science; however, Dave also learned traditional science as a child. He spoke of finding a balance between mainstream and traditional science in his present work with the NWSFA.

In many cases First Nations participation is hindered by a lack of capacity. However, there are also reasons for the lack of participation in some cases. For example, individual First Nations people cannot apply for water licenses, as they are granted to Indian Reserves, not individuals. Residential schools have also left their legacy on First Nations people, and these things influence the willingness of people to participate today.



Dave explains projects that the NWSFA has been involved with.

Shackan Greenhouse has been in operation since March 18, 1996, with two full time employees. The nursery employees have an extensive amount of traditional knowledge that they incorporate into their stewardship work. Originally the greenhouse was funded through the Aboriginal Fisheries Strategy (AFS), but it now operates as a stand-alone operation depending on sales. The nursery produces roughly 60,000 indigenous plants per year using cuttings, styro-blocks, special orders, and growing from locally collected seed. Seeds are often collected from bear scat to produce native species.

The nursery is involved in road deactivation, stream bank restoration, side channel enhancement, and

education. Education includes tours with NVIT students and the use of rehabilitation sites for demonstration purposes.

Juliet Creek Beaver Pond is an example of partnering for habitat. The project involved DFO, PSEF, Terasen, Duke Energy, Ministry of Transportation, NWSFA, Nicola Community Watershed Roundtable, NTA and many others.

Dave shared a quote from Barney M. Stirling: *“For the benefit of those not yet born we must ‘all’ work together to ensure that the future generations will see what we have today as well as what our ancestors have seen in the past.”*

Traditional stewardship is blended with modern science in Dave's work. Dave commended the agricultural community in the Nicola Valley for starting the Water Use Management Plan (WUMP) workshop, and for keeping the process moving.

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## **Stewardship: What is it and why should people get involved?**

**Presented by:** Adrian Wall, Habitat Partnership Coordinator, Fisheries and Oceans Canada

Adrian emphasized the importance of connecting and building partnerships within the department. There is a desire to connect with communities and build relationships to further the case of stewardship. Fraser Basin Council is able to attract a broad spectrum of the public to this event, which leads to the development of extensive partnerships and connections.

The definition of stewardship is very important to the work that we do. Stewardship can be defined as: *An ethic, based upon individual and community values, which are derived from an understanding of the need to conserve wildlife and restore ecosystems for current and future generations.*

Stewardship is not a technique. Stewardship is a philosophy and behaviour of doing business in a sustainable way. The concept of stewardship goes beyond legal obligations to include moral obligations and a sense of responsible care. It refers to a wide range of actions and activities undertaken by individuals, communities, groups and organizations, acting alone or in partnership, to protect, promote, monitor, conserve and restore ecosystems. Stewardship is the collective responsibility of all individuals, including Aboriginal and local communities, businesses, industries, governments and other organizations. Whether you are acting alone or in partnership to protect, maintain and restore habitat, resources, species or the land base in a sustainable manner, you are a steward.



Adrian explains the definition of stewardship.

The challenge we are now faced with is finding ways to illustrate to decision makers the value of stewardship. We need to stress the tangible economic, environmental, and social benefits that are a direct or indirect result of stewardship activities. There is also a certain leveragability associated with the stewardship activities that we undertake. Recently, there has been much discussion about the value of natural capital. Stewards must stress the value of the work they do to preserve natural capital. There are avenues that stewardship groups can take to send the message on stewardship, such as talking to Fraser Basin Council carry your message.

Policy is significant only when it is manifested on the ground. Government will learn to value access to local and traditional knowledge and resources, which can then be used to compliment scientific knowledge. This workshop is designed for current and future generations – we need to leave a good legacy for generations to come.

On behalf of himself, Jason Hwang and Barry Rosenberger, the Interior Management Team of Fisheries and Oceans, Adrian thanked attendees for their interest and support.

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## **Feedback**

Thank you to those stewards who completed a workshop evaluation form, we very much appreciate your comments and suggestions. Like last year, we will use this feedback to continually improve our workshops. For example, following up on feedback from last year led us to alter the workshop format this year to stretch over two days. We feel that the change provided an excellent opportunity for stewards to network and build their connections within the community.

After another successful workshop in 2006, Fraser Basin Council and the members of the workshop planning team are already looking ahead to next year! Our goal is to make the workshops as relevant and community-driven as possible, so we are always looking for your ideas

on content and speakers. Don't hesitate to contact us with your ideas throughout the year. Using your suggestions, we will endeavor to make each workshop more successful than the last.

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## **Conclusion**

Attached in **Appendix 1** is a contact list of attendees at this year's workshop. It is our hope that the conversations that began at the workshop will continue on throughout the year. Use this summary and contact information to build your partnerships, expand your networks, and to make connections with other stewards who are working towards similar goals. Share your stories with others, and invite them to share with you, in the hope that we can all learn from our experiences and support each other in our continued stewardship efforts.

We hope you kept the working documents provided by the speakers. They will go a long way in assisting you in your activities. Should you need additional copies please contact us and we would be pleased to send them to you. Should you have a need to determine information sources the three regional offices of Fraser Basin Council would be pleased to assist. Please do not hesitate to call.

On behalf of the members of the workshop planning team, Fraser Basin Council would like to extend a thank you to all of our speakers for sharing their knowledge and perspectives with the group. Your contribution was very much appreciated.

We would also like to extend a thank you to the diverse group of stewards who attended this workshop, and who continue to be the voice of stewardship in BC. We thank you for your continued support and for your dedication to stewardship activities in the Interior.

We look forward to another successful event in 2007!

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*Please contact Fraser Basin Council for more information:*

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**#200A – 1383 McGill Road**  
**Kamloops, BC V2C 6K7**  
**Tel: (250) 314-9660**  
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## Appendix 1: Workshop Contact List

**Note:** Stewards are listed in alphabetical order by last name.

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## **Appendix 2: Sample Funding Activities**

### **ACTIVITY 1: Should you apply?**

- What are their objectives?
- Who is the main contact?
- Will this be a good marriage or an ugly divorce?
  - Do your objectives match theirs?
  - Are you eligible?
  - Do you meet their requirements?
- Do you have the capacity to meet these requirements?
  - Ex. reporting and evaluation,
  - Timelines???

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### **ACTIVITY 2: Should we fund you?**

The following information is a ***fictional*** scenario ('Applicant's Sheet') that can be used to guide this activity:

*The Environmental Education Grants Programme funds activities that support the government's objective of improving the community's capacity to protect the environment.*

*Grants are intended to complement the Environment and heritage Portfolio's environmental education activities, particularly the objectives of the National Action Plan for Environmental Education.*

*To promote a coherent national approach to environmental education, and ensure that our efforts and investment are as effective as they can be, an important consideration in assessing proposals is the impact the funding will have in acting as a catalyst for national change.*

*If you are interested in applying for funding for the 2005-06 round of the Environmental Education Grants Programme, you should contact the Environmental Education Section with a one-page email summary outlining your project's suitability for funding, before submitting an application.*

#### ***Environmental Education for a Sustainable Future: National Action Plan***

*The purpose of this National Action Plan is to address in a substantive and effective way the current needs of environmental education in Australia. These needs have been identified in the community consultative process associated with the discussion paper, "Today Shapes tomorrow: Environmental education for a Sustainable Future," issued by the Federal Minister for the Environment and Heritage in January 1999, and other review processes.*

*Principles of Environmental Education:*

1. *Environmental Education must involve everyone.*
2. *Environmental Education must be life-long.*
3. *Environmental Education must be holistic and about connections.*
4. *Environmental Education must be practical.*
5. *Environmental Education must be in harmony with social and economic goals and accorded equal priority.*

*The community consultative process generated strategies for action:*

1. *Development of a national framework for environmental education activities;*
2. *Raising the profile of environmental education in Australia;*
3. *Better coordination of environmental education activities;*
4. *Greater access to quality materials;*
5. *More professional development opportunities for teacher in the formal education sector;*
6. *More integration of environmental education principles into mainstream education (including tertiary level education) and vocational training activities;*
7. *Better resourcing of community organizations involved in environmental education.*

### **Priority Areas for Support**

*The Department of Environment and Heritage encourages applications for funding that contribute to the priority areas identified by the National Environmental Education Council, including:*

1. *Further and higher education – to develop strategies to assist in the incorporation of sustainable development principles into teaching programmes and campus activities;*
2. *Business and industry – to encourage businesses and industry to develop practices consistent with sustainable development;*
3. *Community – to develop resources and consistent approaches to environmental education that reflect sound environmental knowledge and practice.*

*Preference will be given to projects that are national in focus, have the potential for national application or that will act as a catalyst for national change.*

*Applications will be assessed on the basis of:*

1. *Value for money, as demonstrated through the number of participants, partnership arrangements with other supporting organizations, entries/nominations for awards programme, general standing of the programme, innovative qualities, media interest, etc.; and*
2. *Capacity of the applicants, including previous experience and expertise, to achieve stated outcomes.*

### **QUESTIONS:**

- WHAT are you proposing?
  - How does it match my needs as a funder?
- HOW do you plan to do it?
  - Is it technically feasible?
  - Are approvals, people and resources in place?
- WHEN do you plan to do it?
  - Does it meet our deadline?
  - Is it logical and 'do-able'?
  - Cash flow
- HOW MUCH?
  - Is this the best value for our money?
  - Are you charging too much?

## **Appendix 3: Pacific Salmon Foundation**

### **Aquatic Stewardship Community Questionnaire Results**

Provided by: Dianne Ramage

Responses: 30

Potential: 325

#### **Limiting Factors and Challenges - Excerpt Comments**

##### **Lack of Coordination Funding – Project and Watershed 11/116**

- Lack of funding coordination
- Lack of human resources funding to coordinate projects, leading to limited ability to utilize volunteers to their fullest potential
- Coordination capacity limits us to two projects each year
- Lack of core funding for watershed level coordination to support stewardship
- Lack of core funding for advocacy
- Funding for project coordinators
- Efforts to fully integrate education programs offered by DFO, Wild BC, SeaChange were submitted and not funded
- Lack of watershed coordination of projects
- Lack of funding for watershed level coordination to represent us while we are at work in processes, consultations and negotiations that happen while we are at work, or just too often to be able to attend them all
- Now that the main barriers to fish access are no longer an issue, we lack a long-term objective, except to protect our watercourses
- Loss of Streamkeeper coordinator- HCSP

##### **Lack of Administration and Overhead Funding 25/116**

- Lack of funding for support Staff, Administration and Overhead
- Societal and government attitude that anyone working in environmental education or protection field should be a volunteer
- Lack of funding for administration, supplies or wages X10
- Projects are down because each project we undertake involves so much time, first to research the priorities, second to develop the proposal and then if we do get funded I am required to coordinate important work without getting paid
- Without administration funding we simply can not take on anymore
- We could/should be spending all our time developing community education and action/fundraising and the rest to monitor what we have accomplished already - let alone developing new projects
- If there was a way that several funders could work together to better address administration costs I think you will see a major increase in applications
- Lack of core funding
- Funding, limited staffing X3
- Time, paperwork and then funds
- Lack of funding for (1) administration, supplies or (2) wages, funding shortfalls- including the 50% PSF requirement
- The objectives concerning the creation of aquatic stewards is a long-term project
- Support and Resources
- Administrative support always limited, considering the amount of reporting required for a small stewardship group with no admin staff

##### **Lack of Funding or Assistance for Project Elements: Technical, Professional or Materials 18/116**

- Lack of funding for projects, funding shortfalls- including the 50% PSF requirement X10
- Funding shortfalls have been a problem in the past, when we didn't get what we asked for
- What is most lacking is funding for technical support
- We have no funding to secure a permanent work force, therefore keeping trained in-the-field work force is a challenge
- Lack of support; (1) technical
- Difficulty getting funds to pay professional hydrolysis, engineers, biologist
- On the ground technical support for mapping limited

- We can find technical support in my community but don't have the funds required or have used their volunteer commitment already and they too are overloaded
- We need field, LEGAL, technical and financial support staff and advice

#### **Lack of Government or Regulatory Support 44/116**

- Lack of support -political, regulatory and administrative X4
- We have brought salmon back to 7 streams, 2 to go, but low or flows fish cannot get through culverts and other obstacles within DFO's area of responsibility
- Streams are over engineered and heavily impacted – cumulative impacts not addressed, developments still approved in unstable watersheds
- Relationship with Municipal government, land use decisions
- The state of DFO and their lack of protection of the resource
- Lack of senior government support- lack of response to complaints of habitat degradation, fish kills, or other problems
- We believe that politically and financially, DFO and volunteer community organizations have been abandoned by federal politicians and the budget
- Lack of enforcement and legal follow-up for ones that they do respond to
- Complete lack of an assured regulatory deterrent for breaking the Fisheries and other environmental laws
- Authorization of HADDS, Developments, Resource Extraction, Linear development that directly degrades or destroys habitat.
- Frustration that we are working in the creeks with sticks and rocks and whole watersheds are being destroyed by development, forestry, mining, aquaculture, agriculture
- As we gained capacity and expertise in challenging the lack of monitoring or enforcement of regulations, the laws and regulation were changed to allow the status quo to continue
- Lack of resources within senior and local government to provide the assistance, review, oversight, monitoring, protection, prosecution, or incentives needed to achieve the spirit of our laws- protection of natural processes and natural capital, and protection of the fish and wildlife and humans dependant on it
- Broader watershed issues; water use plans not actually meeting fish needs, lack of regulatory compliance monitoring, unfunded disjointed watershed monitoring and assessment being done by government , consultants on behalf of developers, while stewards and those with intimate knowledge, being discounted as – idealistic-controversial- whiney- TROUBLE, you cannot have salmon long-term if you only think about today's profit and tomorrow's election
- We have had a number of instances when we felt lack of support by government agencies
- Broader watershed issues; water use plans, regulatory compliance, watershed monitoring and assessment X6
- Insufficient number of enforceable environmental laws
- Cutbacks with enforcement agencies
- Land use decisions, intergovernmental policy X8
- Lack of enforcement re land use
- Never enough monitoring or follow up on non-compliance, especially construction issues
- Lack of full cost accounting during the review and implementation of everything from regulatory changes to development proposals, and to the evaluation of the impacts erodes the very value and ethics that we are all working towards
- City development rates and inattention to watershed protection
- Lack of watershed based SWM with implementation. Continued increase in % impervious
- Attitudes of some city departments toward stream protection or enhancement
- Land use decisions
- Intergovernmental policy
- The provincial government has jumped ship and offers no support or direction
- Reasonably good support from the City in some instances, but City land use issues in others
- Inability of DFO to provide the engineering and large scale watershed assessment to undertake the major projects that remain outstanding in many watersheds- the easy jobs have been done
- Difficulty getting funds to pay professional hydrologists, engineers, biologist ect if DFO ones are not available
- The DFO reorg (New Directions) and the dismantling of the CID has resulted in both our biological and engineering support disappearing
- Need DFO staff to be in position long enough so they know their job and us
- Have strong policies that are clearly written and understood

#### **Stewardship and Volunteer Challenges 18/116**

- Financial Cost for Stewards to Volunteer
- Stewardship community skills and abilities-training X8

- Hard to recruit volunteers from some demographic groups or some areas
- Volunteer burnout
- Volunteers here are not retirees but working people, we are thus limited in time and scope
- Groups are reluctant to apply for project funding when it will create a situation where volunteers will be required to carry out functions that are often time consuming and quite technical in nature
- Volunteer burnout, not from too much work or not loving what they do, but by being pushed back by the very government that enabled you, successful advocacy will bring change in status quo- may reduce profits
- More technical training necessary for our projects
- Salmonid enhancement strategies and objectives concerning the creation of aquatic stewards are long-term
- Recognition of citizen science as valid
- Too few members on some areas, hard to increase membership because of demographics

### **Community Salmon Program (CSP) - Excerpt Comments**

#### **Wages 4/26**

- You do not cover wages
- Without funds for human resources to manage/coordinate projects, it takes too much energy to leverage the funds
- If funding could be used for wages it would be a ...
- CSP will not pay for program interpreters, highly skilled and integral to a successful education program

#### **Ongoing Programs 3/26**

- You do not support ongoing projects which prevents us from applying again since our program is ongoing with similar funding needs each year
- If funding could be for multi-year it would be a breath of fresh air
- CSP will not fund ongoing programs

#### **Program Objectives 5/26**

- The funding by the PSF has been much appreciated, and a great help to the local sustainability of our resource.
- I appreciate that the money is up front so we can work on the project without a hold back that we would have to cover
- The 50% requirement is a bit high, but I think a contribution by the proponent or volunteer requirement is a good thing
- The 50% requirement to be reasonable and effective in forging partnerships
- The 50% requirement limits the very small groups

#### **Process 5/26**

- I find difficult y sending original invoices to the PSF, I would prefer to send a copy and keep the originals for you
- We found both the application and reporting to be straightforward and not too onerous, a streamlined process
- We appreciate the simplicity of both the application process, receipt of grant money and ease of reporting structure
- PSF's recent shift in labour intensive reporting requirements is unfair, administrative compensation could be provided
- Short form may encourage us to apply, we never have before, if we find ourselves short

#### **Thumbs UP 9/26**

- On our river, we greatly appreciate the PSF
- You are a supportive partner with our programs and other in neighbouring communities, we are grateful for support
- History of only giving ½ of what was asked, getting better now though
- The CSP meets our group's needs locally on a year to year basis
- Program ensures that we have annual funding available for materials and supplies costs for education and outreach programs and habitat enhancement projects
- When we are ready for an in-stream or watershed based physical project, the CSP will be one place we approach
- PSF is great for technical support
- This program has been the life-blood of the stewardship community
- We appreciate the support shown to us by PSF and the CSP

## Community Salmon Program (CSP) - Excerpt Recommendations

### Funds For Ongoing Programs 5/20

- The CSP program should be modified to provide much needed support for what established groups with proven track records do well, rather than groups changing their direction to suit the requirements of funders
- Fund ongoing proven programs
- There could be funding for ongoing projects
- Support ongoing projects
- Provide multi-year funding that can be used for wages

### Funds for Wages and Technical and Professional Skills 10/20

- PSF could offer (at 100%) core infrastructure, technology, computers, camera's, GPS etc funds
- Some valuable activities fall by the wayside, a stipend for coordination would free up a capable person
- Provision of human resource funding would be our only suggestion
- I encourage PSF to consider a proactive role in developing long-term funding strategies for education
- We need organizational core funding, to cover salaries; almost all funding sources are project oriented
- It would be an improvement if the CSP allowed for administration costs and coordination costs
- CSP needs to move away from this "wages are evil" philosophy
- Include funds for human resources beyond technical support
- PSFs lack of recognition that nature interpreters are a profession and just as important to an education program as an engineer is to hab rehab
- If there was a way that several funders could work together to better address administration costs I think you will see a major increase in applications

### Program Scope 3/20

- It is important that the CSP support projects that recognize the importance of healthy freshwater and marine habitat. There is no reason to exclude marine-based projects or to lower their priority, as long as the proponent shows that the activity will have a beneficial effect on Pacific Salmonids
- Include the entire watershed, including estuaries which would increase the likelihood of salmon survival
- DFO Pacific Region and PSF should work together to determine Regional needs re education (In and out of the classroom)

### Processes 2/20

- Keep it pretty much the same- it has outlasted EVERY OTHER PROGRAM and maybe because it has a few rules and sticks with them, if you need to change something make another separate program and protect the integrity of this one
- Provide a short form for funding request under \$6,000 and/or provide a 15% administrative grant for each approved grant

### Positives, other than PSF Excerpts 10/30

- Our manmade stream, with a water license, is now on district maps and is considered in land use decisions
- In the past we have received very good technical support from the Community Involvement Division (CID), SEP, DFO
- Community Advisor continues to offer support and to be a tremendous asset to the community
- Pacific Streamkeepers Federation gives us the training and methodology to be able to go to developers and government and advocate for habitat and fish protection based on science
- DFO PIP Funding
- Our Community Advisor is our champion, he advocates on our issues and is very knowledgeable
- Good support from our DFO CA
- We have great support from our CA and DNV, CNV
- Our CA, Streamkeepers federation PSKF provide critically needs support and resources
- Our Community Advisor is pivotal in our success