Haliburton-Muskoka-Kawartha

children's water festival

October 2 & 3

2017

Sponsor Information Package

Making a Splash in Youth & Water Education!

For more information please,
visit our website at www.hmwaterfestival.ca ,
or contact:

Irene Heaven, Festival Coordinator
(705)286-3181
iheaven@outtolearn.ca

Overview

For two days, yellow school busses roll through the autumn painted landscape of the Haliburton Highlands bringing hundreds of children to learn about one of our most valuable natural resources, water. Nestled amongst the brilliant coloured forests with a lake and wetland, the Kinark Outdoor Centre becomes a unique outdoor classroom where elementary students explore the diversity of water and come to understand its importance. Children laugh and run, visiting 40-50 interactive hands-on activity stations where they learn about water, all the while making ecological connections to the natural environment they are enjoying. The Haliburton-Muskoka-Kawartha Children's Water Festival complements the Ontario curriculum and provides children with a unique outdoor experience allowing them to make a connection to their natural world, laying the foundation for good water stewardship.

The Haliburton-Muskoka-Kawartha Children's Water Festival (HMK Children's Water Festival) has been offering this unique festival without charge since 2005. Please help us develop and sustain this important opportunity for our children and communities.

Background

Educating communities and particularly children about the importance of healthy water and water systems lays the foundation for good water stewardship. The best long term strategy to protect valuable resources such as water is to ensure that children understand its importance. When children and people in general, understand their connection to these systems and realize their ability to affect conditions of water they then want to share that knowledge with others and take care of it. Children themselves become good water stewards and not only spread messages about the vitality of water but also take control of the future of this essential natural resource. Good water stewardship values are spread throughout communities to the young and old alike. The insurance of a long term environmental benefit lies in the education that the HMK Children's Water Festival is providing. This is an invitation to be a partner in youth and water education!

The Haliburton-Muskoka-Kawartha Children's Water Festival is a fun filled experiential educational event free to students from the Trillium Lakelands District School Board (TLDSB) area. The TLDSB covers a large geographic area, approximately 11,500 Km^2, encompassing Haliburton County, the Regional District of Muskoka and the City of Kawartha Lakes.

The HMK Children's Water Festival brings together the expertise of educators, water quality and quantity specialists, community volunteers, Trent University students, conservation groups, industry and government to provide elementary students the opportunity to explore many different facets of

water. Attending the HMK Children's Water Festival and learning in such a fun and interactive way not only complements classroom lessons and helps teachers fulfill Ontario's school curriculum expectations but also excites and motivates students to share information that they acquire with others, causing a ripple effect. Through this experience, participating students come to understand that their attitude towards water does matter and that their actions do make a difference and, ultimately, we are all responsible for maintaining healthy water systems for healthy living.

The Haliburton-Muskoka-Kawartha Children's Water Festival was established in 2004 under the aegis of the Haliburton Highlands Outdoor Association (HHOA) with the support of the Ontario Trillium Foundation. In 2008, the HHOA decided that the HMK Children's Water Festival was beyond their mandate and the determined steering committee lost no time in finding a new home under the charitable organization, Friends of Ecological and Environmental Learning (FEEL). In 2011, "Kawartha" was incorporated within the name of the festival in order to better represent all areas whose children benefit from the messages learned at the water festival.

The Haliburton-Muskoka-Kawartha Children's Water Festival has changed its format over the years, going from a three day event (2005 – 2007) to a two day event (2008 to present) and reducing its academic focus from a grades 3-6 range (2005 – 2007) to grade 4 and grade 6 (2008 to present), to increase the overall quality of the event by narrowing the curriculum focus and reducing repetitiveness for returning students. Since 2005, the festival has hosted an annual average of 487 students every day with an overall increase in participation since 2010. 2014 and 2016 marked the highest participation with an average of 620 students from grades 2 through to grade 6 taking part each day. In 2016, for the first time, it was necessary to establish a waiting list which included 23 classes. The high registration numbers and the need for a waiting list, is an indication that teachers value the learning experience their students receive at this event.

Jody White. Teacher, Grade 3 FI, Riverside Public School.

October 1, 2013.

"On behalf of my Gr. 3 class at Riverside Public School I would like to say thank-you for an amazing day! My students loved the Water Festival and were totally engaged in the activities. I am looking forward to their arrival this morning to share all that we learned at the various stations. The Trent University students and the community members were exceedingly patient and well-versed in their presentations and interactions with the children. Kudos to all of you for your hard work!"

October 25, 2013.

"The kids and I still talk about it (the festival). In our new Social Studies unit we are learning about threats to our environment and how we can help prevent them (which also ties in with Science). They were recalling learning about water pollution and conservation at the Festival. How's that for proof that the Water Festival opened up their minds and helped us continue the dialogue? I'm delighted!"

	County of Haliburton		Muskoka District		City of Kawartha Lakes		Other (Separate, Homeschooled)			
	Student #'s	%	Student #'s	%	Student #'s	%	Student #'s	%	Festival Total	Av./day
2005 (3days)	309	27	76	7	772	66			1157	386
2006 (3days)	322	23	350	25	747	52			1419	473
2007 (3days)	407	46	300	34	146	20			883	294
2008 (2days)	44	10	86	20	300	70			430	215
2009 (2days)	152	21	80	12	481	67			713	357
2010 (2days)	130	16	280	34	316	38	108	13	834	417
2011 (2days)	167	18	427	46	338	36			932	466
2012 (2days)	264	29	370	41	269	29	10	1	913	457
2013 (2days)	300	26	620	55	207	18	9	1	1136	568
2014 (2days)	374	30	564	45	293	24	13	1	1244	622
*2015 (2days)	330	33	285	28	374	37	17	2	1006	503
2016 (2days)	262	21	476	39	472	38	24	2	1234	617

Festival deferred to Sept. 26 & 27, 2016 due to work to rule actions by elementary school teachers. Represented here are registrations numbers prior to work to rule action in early June. Numbers are included here to indicate the interest of teachers to participate.

Mission Statement

The Haliburton-Muskoka-Kawartha Children's Water Festival is a unique approach to inspire children to become wise stewards of water and related systems through educational, fun and hands-on activities.

2016-2017 HMK Children's Water Festival Steering Committee

The steering committee is made up of representatives of supporting organizations and other interested individuals from the community.

Friends of Ecological and Environmental Learning (FEEL) - Rebecca Krawczyk (Chairperson)

Friends of Ecological and Environmental Learning (FEEL) - Norm Thomas

U-Links Centre for Community Based Research - Sonja Marx (Volunteers Sub-committee lead)
Kinark Outdoor Centre - Ryan Mortell (Facilities Sub-committee lead)
Rick Whitteker (Education/Program Sub-committee lead)
Elisha Weiss
Tony Armstrong (past Trillium Lakelands District School Board trustee)
Ron Reid
Irene Heaven (HMK Children's Water Festival coordinator)

The Haliburton-Muskoka-Kawartha Children's Water Festival is a project of the charitable organization, *Friends of Ecological and Environmental Learning (FEEL)*. The mandate of Friends of Ecological and Environmental Learning is to advance the public's awareness, understanding and appreciation of ecosystems through education.

Volunteers

Volunteers are essential to the success of the HMK Children's Water Festival. Aside from contract fees for the festival coordinator and financial manager, the HMK Children's Water Festival runs on volunteer effort that constitutes approximately 50% of the total budget.

- 90-120 students from Trent University, first year Environmental and Resource Studies Program
- 25 students from Fleming College (Lindsay), Outdoor Instructional Skills Course (New this year)
- 10-20 members from the community
- 5 staff from Kinark
- 9 members from HMK Children's Water Festival steering committee
- 48 Outside Presenters from various organizations
    - Haliburton County Emergency Medical Services
    - Muskoka Watershed Council
    - Haliburton Fire Centre, Ministry of Natural Resources
    - Dorset Environmental Science Centre, Ministry of Environment
    - Watershed Canada
    - Bahai of Haliburton
    - Ontario Provincial Police
    - Friends of the Osprey
    - Kawartha Conservation
    - Kawartha Turtle Trauma Centre
    - Bancroft Stewardship Council
    - Ontario Power Generation
    - Ontario Water Association
    - Larry Dyke
    - Barry "Bazza" Hayward

Brenda St. John. Teacher, Grade 5/6, Pine Glen Public School.

April, 2014.

"Yes, we can't wait to come and see you again this year. It is one of the best environmental learning experiences out there. Thank you so much for continuing to offer such a high quality program!"

Through a long existing partnership with Trent University and facilitation by U-Links for Community Based Research, students from the first year Environmental and Resource Studies Program can volunteer at the HMK Children's Water Festival for part of their course.

In 2016, a new partnership with Fleming College in Lindsay was initiated and 25 students helped deliver the activity stations at the HMK Children's Water Festival as part of their Outdoor Instructional Skills Course.

Outside Presenters are those organizations that donate staff, resources and time to provide activity stations and/or hands on demonstrations at the HMK Children's Water Festival. The expertise of these contributors increases the overall quality and diversity of water education available to the children at the festival. Fifteen to twenty activity stations are provided annually by Outside Presenters.

2017 Preliminary List of Activity Centres

WC: Water Conservation WA: Water Attitudes WT: Water Technology WP: Water Protection WS: Water Science

	Activity Centre	Theme	Location	Map #
	Algonquin Highlands Fire Service	WC	Eagles Nest (Outside)	29
	Amazing Aquifer	WP	Eagle's Nest (Inside Upper Level)	33
	Beaver Fever	WP	The Challenge Course/The Pines	39
	Bugs in the Mud	WS	Waterfront	10
	Creeks and Critters	WP	Waterfront	12
NEW	Discover the Water Table	WS	Waterfront	14
NEW	Earth in Balance	WP	Baseball Diamond Field	28
	Getting to Know the Osprey	WP	Baseball Diamond Field	25
NEW	GREAT Lakes!	WS	Eagle's Nest (Inside Upper Level)	35
	Haliburton Fire Crew	WC	Waterfront	8
	How Clear is Your Lake?	WS	Waterfront	11
	How Much Water Does It Take?	WT	Dining Hall (Outside)	18
	How Wet is Our Planet?	WS	Eagles Nest (Back Porch)	37
	It's a Trout's Life	WP	Waterfront	6
	Just Dam It!	WP	The Challenge Course/The Pines	40
	Lather Up!	WC	The Pines	44
	Lay My Egg!	WP	Waterfront	16
	Migration Headache	WP	The Pines	49
	Mother Nature's Respirator	WS	Waterfront	9
	Municipal Wastewater Treatment	WT	The Pines	46
	No Water Off A Duck's Back	WP	Eagle's Nest (Inside Lower)	30
	Ontario Provincial Police Marine Unit	WA	Dining Hall (Outside)	24
	Osprey Survivor	WS	Dining Hall (Outside)	22
NEW	Panning for Gold	WA	Waterfront	13
	Pioneer Water Race	WA	Dining Hall (Outside)	23
NEW	Power of Water (Tuesday Only!)	WT	The Pines	48
NEW	Reign in Garbage! (EnviroScape® Model)	WP	Eagle's Nest (Front Porch)	38
	Reservoir Rendezvous	WC	Dining Hall (Outside)	17

	Riparian Repair	WP	Waterfront	1
	Rolling Through the Shed	WP	Baseball Diamond (Hill Beside)	20
	Round You Go, H_2O!	WS	Waterfront	2
	Septic Sights/Rural Home Wastewater Treatment System	WT	The Pines	45
	Settle Down!	WP	The Waterfront	7
	Shoreline Do's & Don'ts (a display)	WP	Eagle's Nest (Inside Upper Level)	34
	Somethin's Fishy Going On	WS	Waterfront	4
	Stream Savers	WP	Eagle's Nest (Inside Lower Level)	31
NEW	Stay Clear, Stay Safe	WT	The Pines	50
	The Fish is Right	WP	Baseball Diamond Field	26
NEW	The Natural Edge	WP	Waterfront	15
	The Ribbon of Life	WP	The Pines	42
	The Soap Box	WA	Dining Hall (Outside)	21
	Three Times A Day	WC	Waterfront	3
	Tread Lightly	WA	The Pines	41
	Turtle Trauma	WP	The Pines	47
	Unwelcomed Guests	WP	Waterfront	5
	Up on the Watershed	WA	Baseball Diamond Field	27
	Wash Out!	WA	Dining Hall (Outside)	19
	Water Hero Scavenger Hunt	WA	Throughout Festival Grounds, Finish at "The Soap Box"	21
	Water Runs Downhill	WS	Eagles Nest (Inside Upper Level)	32
	Where Are all the Turtles? (Monday Only!)	WP	The Pines	48
	Why So Porous?	WS	Eagles Nest (Back Porch)	36
NEW	Wonderful Wetlands	WP	The Pines	43

Angela McGreevy. Parent.

October 25, 2013.

"I loved the children's water festival. I attended as a parent volunteer and cannot say how impressed I was with the many and varied topics covered at the learning stations and the creative ways in which the children were engaged in learning. The children ran from one activity to another eager to learn more.

I attended this year's Children's water festival as a parent volunteer for my son's class. I expected to observe the children learning and having fun, what I didn't expect was that I would be the one learning and having fun! I want to go again next year. Our children need this festival and now I can see that adults can benefit from it too."

Kim Wiles. Gr. 5/6 Teacher, Bracebridge P.S.

September 30, 2014.

"Thank you for another wonderful Water Festival event. The students in my grade 5/6 really enjoyed their day and had lots of positive things to say.

They specifically spoke highly of the "Bugs in the Mud" station and the station where they san an Ojibwa song and threw tobacco into the water. When I posed the question, "What are we supposed to take away from the Water Festival?: I got the following responses, "Water is important", "We need to keep our water clean and healthy" and "We need to conserve water". It seems that they did understand the big picture. This make me VERY happy as their teacher."

2017 Proposed Operating Budget

Item	Expenses	Revenue
Administration Costs	$32,328.00	
Programming Costs	$17,000.00	
Facility & Other Event Costs	$53,910.00	
Marketing & Communication Costs	$1,200.00	
Cash		
Grants		$16,700.00
Partnerships, Corporate Sponsorship and Other		$26,128.00
In-Kind Support		
Steering Committee		$6,300.00
Programming		$13,100.00
Volunteers		$36,760.00
Facility Needs		$5,450.00
Balance	**$104,448.00**	**$104,438.00**

Jo MacArthur. Parent and HMK Children's Water Festival Steering Committee member

October 1, 2013.

"I got to experience the festival as a parent today, as my son's class was able to attend. It was absolutely magic. The festival atmosphere brought such a feeling of excitement and energy to the day, while the kids found themselves captivated in experiential learning. Sometimes, as an adult, I would worry that a station might 'bore' them…. but it never happened. The kids were completely enthralled in what they were learning, and they were getting it too!

It brought tears to my eyes a few times when I looked around to see all the people working hard, contributing, collaborating… to bring all of this, to all of these kids. Even the volunteer students seemed to be able to grow and flourish with their responsibilities. I only wish we could host a new festival each month (ha!), because I know the impact is tremendous. The kids took a lot away from the day….and that is a terrific success for a little volunteer group of community environmentalists! I'm not sure that there really is anything more important to accomplish…."

Sponsorship Opportunities

The Haliburton-Muskoka-Kawartha Children's Water Festival is seeking sponsors to support a fun and active learning event aimed at children of the Haliburton, City of Kawartha Lakes and Muskoka areas. This is a free educational event for children focusing on the importance of water and the environment. We appreciate support in the form of cash donations, products, in-kind services and volunteer time.

Be active in good water stewardship!

Sponsors are recognized in the following manner:

In-Kind	**Applicable Product or Service provided in-kind**
• Benefits based on equivalent monetary value of donations	
Sponsor an Activity Station!	**$250.00**
• Name & Business Logo (if applicable) on location sign of Activity Station for one event • Name listed in teacher/parent/volunteer information packages and on website sponsor page • Name listed on Festival supporter recognition sign • Letter of Appreciation	
Stream	**Up to $499.00**
• Name listed in teacher/parent/volunteer information packages and on website sponsor page • Name listed on Festival supporter recognition sign • Letter of appreciation and receipt of charitable donation (for donations of $20.00 or more)	
River	**$500.00 - $999.00**
• Name listed in teacher/parent/volunteer information packages and on website sponsor page • Name with hyperlink on website sponsor page • Name listed on Festival supporter recognition sign • Letter of appreciation and receipt of a charitable donation	
Lake	**$1,000 - $3,999.00**
• Logo displayed on cover of teacher/parent/volunteer information packages and website sponsor page • Logo with hyperlink on website sponsor page • Name listed on Festival supporter recognition sign • Recognition in media releases and events • Logo printed on volunteer festival garment • Logo printed on Festival Guided Tour invitations and recognition at Festival Guided Tours • Letter of appreciation and receipt of a charitable donation	
Ocean	**$4,000.00+**
• Logo displayed on sponsor recognition sign in Minden throughout the year • Logo displayed on cover of teacher/parent/volunteer information packages and website sponsor page • Logo with hyperlink on website sponsor page and on any media related material • Logo and name displayed on Festival supporter recognition sign • Recognition in media releases and events • Logo printed on volunteer festival garment • Logo printed on Festival Guided Tour invitations and recognition at Festival Guided Tours • Corporate Banner Placement at Festival (each organization is responsible for providing their banners) • Certificate of appreciation • Letter of appreciation and receipt of a charitable donation	

Sponsorship Form

Your contribution is not only an investment in the program but is an investment in healthy water systems for future generations!

The Haliburton-Muskoka-Kawartha Children's Water Festival is a project of Friends of Ecological and Environmental Learning (FEEL), registered charitable organization #869531343 RR0001.

Please make cheque payable to *Friends of Ecological and Environmental Learning* - re*:* HMKCWF and mail to:

Haliburton-Muskoka-Kawartha Children's Water Festival (FEEL)
P.O. Box 1292
Haliburton, ON K0M 1S0

For more information please,
visit our website at www.hmwaterfestival.ca or contact:
Irene Heaven, Festival Coordinator
(705)286-3181
iheaven@outtolearn.ca

YES! We want to support the Haliburton-Muskoka-Kawartha Children's Water Festival. Our organization will be participating in the Sponsor Program as:

Please Check One …

- ☐ In-Kind
- ☐ Sponsor an Activity Station ($250.00)
- ☐ Stream (Up to $499.00)
- ☐ River ($500.00 - $999.00)
- ☐ Lake ($1000.00 - $3,999.00)
- ☐ Ocean ($4000+)

Please fill out the following information and return with your donation:

Organization:_____

Contact Person:_____ Position:_____

Address:_____

City:_____ Postal Code:_____

Phone:_____ Fax:_____email:_____

Website:_____

Do you require an official receipt for donation? No ☐ Yes ☐

Thank You!