



Haliburton-Muskoka-Kawartha  
**children's  
water  
festival**

**2022**

**Supporters Information Package**



*For more information,*

Please visit our website at [www.hmwaterfestival.ca](http://www.hmwaterfestival.ca)

or contact:

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**Making  
a Splash in  
Youth & Water  
Education!**

## Mission Statement

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The Haliburton-Muskoka-Kawartha Children's Water Festival inspires children in our region to become wise stewards of water and related systems through educational and fun hands-on activities.

### Join us!


**Natalie Cruz. Teacher, Grade 4, Monck Public School. October 6, 2016.**

*"Thank you for the wonderful day at the Children's Water Festival. We all learned a lot!"*



## Overview

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For over 13 years the Haliburton-Muskoka-Kawartha Children's Water Festival (HMK Children's Water Festival or HMKCWF) has been an event which actively inspires and teaches elementary students about water ecology and stewardship in their homes, classrooms, and communities. Since 2005, thousands of children and their teachers have attended a 'day camp' annual event to learn about the valuable natural resource, water. Children have fun while engaging in experiential learning, visiting 40-50 interactive, hands-on activity stations where they learn about all things water, while making ecological connections to the natural world around them. In more recent years we have developed new climate change related activities and a Water Heroes website ([waterheroes.ca](http://waterheroes.ca)) encouraging stewardship in follow-up to the festival.

Due to COVID-19 health and safety measures, the HMKCWF could not deliver in-person festivals in 2020-21. In lieu of this, "Water Week: In-Class Modules for Teachers" was created and shared. This resource provides informational guidance and lesson plans for classes to learn experientially through activities on school grounds. HMKCWF's goal for 2022 is to further adapt and deliver quality experiential, outdoor water stewardship education to the youth of our region, broaden our outreach, all while respecting the updated health and safety measures. If we can pool the resources, HMKCWF will partner with libraries and municipalities, to offer a series of self-guided, outdoor 'water storybook walks' for families, students, and youth groups. We will adapt our activity centres and storage to develop a carbon-emission sensitive transportation and delivery plan for two kinds of supported 'mobile festival' kits; those that can be used on school grounds for multiple classes and for families and groups at local shorelines and community events. We will update our Water Heroes website and program to reach more young people to inform and encourage their water stewardship acts more regularly through the year. In collaboration with partners and respecting evolving pandemic protocols, we will host outdoor Water Festivals with smaller groups at multiple community events, within school grounds and as a day-camp with school groups.

The Haliburton-Muskoka-Kawartha Children's Water Festival has been offering this unique programming without charge since 2005. Please help us adapt and sustain these important opportunities for our children and communities to become local Water Heroes.



## Why your support matters

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Educating communities, 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 and their environment they are then empowered to share that knowledge with others. Ultimately, they will use this knowledge to positively impact the natural world around them and inspire change. Children that become good water stewards not only spread



messages about the vitality of water but also take control of the future of this essential natural resource. The insurance of a long-term environmental benefit and our bustling economic success lies in the education that the HMK Children's Water Festival is providing. This is an invitation to be a partner to youth and water education!

## Sponsorship Opportunities

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The Haliburton-Muskoka-Kawartha Children's Water Festival is seeking sponsors to support fun and active learning programs for children of the Haliburton, City of Kawartha Lakes and Muskoka areas. As a sponsor, you would be supporting a diversity of free educational events for children focusing on the importance of water and the environment through the region and updating our Water Heroes program and website. We appreciate support in the form of cash donations, in-kind services, and volunteer time.

*Inspire water stewardship acts with us!*

### Currently we seek donations of \$20- \$5000 to support:

- Program development and delivery costs,
- water-related kid-friendly prizes to use as incentives for participation in our Water Heroes on-line programs and giveaways at events,
- storage containers for storing our activity centres,
- display materials,
- covered trailer for transitioning to a mobile festival.



### We are also looking for support in the following ways:

- Local retailers to display our poster, provide point of pick-up, and prizes for our water hero programs/contest,
- graphic design,
- filming/film editing,
- social media consulting,
- Carpentry assistance to help us update our activity centres and construct our "Water Storybook Walk" signage.



**Sponsors are generally recognized in the following manner (unique partnerships can be arranged):**

**Please ask us for a receipt of charitable donation (for donations of \$20.00 or more)**

In-Kind	Applicable Product or Service provided in-kind
<ul style="list-style-type: none"> <li>• Benefits based on equivalent monetary value of donations</li> </ul>	
<b>Sponsor an Activity Station / Water Storybook walk page</b>	<b>\$250.00</b>
<ul style="list-style-type: none"> <li>• Name listed in teacher/parent/volunteer information packages and on website sponsor page</li> <li>• Name listed on Festival supporter recognition sign</li> </ul>	
<b>Stream</b>	<b>Up to \$499.00</b>
<ul style="list-style-type: none"> <li>• Name listed in teacher/parent/volunteer information packages and on website sponsor page</li> <li>• Name listed on Festival supporter recognition sign</li> <li>• Recognition on our social media accounts such as Facebook</li> <li>• Name &amp; Business Logo (if applicable) on location sign of Activity Station for one event</li> </ul>	
<b>River</b>	<b>\$500.00 - \$999.00</b>
<ul style="list-style-type: none"> <li>• Identifiable insignia for business/advertising purposes</li> <li>• Name listed in teacher/parent/volunteer information packages and on website sponsor page</li> <li>• Name with hyperlink on website sponsor page</li> <li>• Name listed on Festival supporter recognition sign</li> <li>• Recognition on our social media accounts such as Facebook</li> </ul>	
<b>Lake</b>	<b>\$1,000 - \$3,999.00</b>
<ul style="list-style-type: none"> <li>• Identifiable insignia for business/advertising purposes</li> <li>• Logo displayed on cover of teacher/parent/volunteer information packages and website sponsor page</li> <li>• Logo with hyperlink on website sponsor page</li> <li>• Name listed on Festival supporter recognition sign</li> <li>• Recognition in media releases and events</li> <li>• Recognition on our social media accounts such as Facebook</li> <li>• Logo printed on Festival Guided Tour invitations and recognition at Festival Guided Tours</li> </ul>	
<b>Watershed</b>	<b>\$4,000.00+</b>
<ul style="list-style-type: none"> <li>• Identifiable insignia for business/advertising purposes</li> <li>• Logo displayed on cover of teacher/parent/volunteer information packages and website sponsor page</li> <li>• Logo with hyperlink on website sponsor page and on any media related material</li> <li>• Logo and name displayed on Festival supporter recognition sign</li> <li>• Recognition in media releases and events</li> <li>• Recognition on our social media accounts such as Facebook</li> <li>• Logo printed on Festival Guided Tour invitations and recognition at Festival Guided Tours</li> <li>• Corporate Banner Placement at Festival (each organization is responsible for providing their banners)</li> <li>• Certificate of appreciation</li> </ul>	



## HMK Children's Water Festival - Outreach...

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**Our outreach is broad and thus the exposure of your businesses' support will be expansive!**

Our Children's Water Festival provides programs for and reaches out to youth of Haliburton, Muskoka and Kawartha Lakes regions (combined populations of 155,000+). With our partner, Trillium Lakelands District School Board (TLDSB), we reach 41 elementary school communities and have hosted more than a thousand students in peak years at our fall festival day-camp events. Our "Water Heroes" program, our websites, and our support packages for teachers have reached youth and families well beyond those who attend festival events and our region (90,000+ unique visitors). Over 250 volunteers have supported our educational programs annually, including Trent University students, Fleming College students (Lindsay campus) as well as secondary-school students. Our 2022 program trials are based in locations in all 3 municipal regions of the TLDSB including, but not limited to, Haliburton, Minden Hills, City of Kawartha Lakes, Huntsville, Gravenhurst and various shoreline locations with partnering lake and conservation associations. We are based in the territories of and support the stewardship of the Anishinabewaki, Algonquin, Wendake-Nionwentsio, Mississauga, and Haudenosaunee peoples.

### ...And Community

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The Haliburton-Muskoka-Kawartha Children's Water Festival is the flagship 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.

The HMKCWF steering committee is made up 5-10 representatives of supporting organizations and other interested individuals from the community advising the coordinating contractors. Advisors join together 10-25 program delivery partners in our supportive communities, including but not limited to: Kinark Outdoor Centre, U-Links Centre for Community-Based Research, Township of Minden Hills, Municipality of Bancroft, regional libraries, Trent University, Sir Sanford Fleming College, Abbey Gardens, Minden Agriculture Association, Ministry of Natural Resources and Forests, Ministry of Environment and Climate Change, Muskoka Watershed Council and TRACKS (Trent Aboriginal Cultural Knowledge and Science).

## Seeking Volunteers and Outside Presenters

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Volunteers are essential to the success of the HMK Children's Water Festival, making up approximately 60% of our human resources, involving over 250 people annually. Volunteers gain invaluable experience while assisting children along their journey to wise water stewardship. If you have knowledge in environmental education, we invite you to volunteer with us and share that with the next generation of wise water stewards! No experience, no problem! We are also looking for volunteers to assist with all facets of our programs including but not limited to: fundraising, networking, event set up/take down, etc. Anyone interested is welcome to get in touch to find out more about how to get involved! We value our volunteers! Whether gaining experience for school or for professional portfolios, HMKCWF organizers are happy to provide references.



# Sponsorship Form

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Your contribution is not only an investment in our programming for children but is also an investment in the health of local watersheds for future generations! Any contribution helps us inspire young water stewards. Monetary contributions of \$20 and more can receive a charitable receipt (for-profit businesses only) and contributions of \$250 + will receive recognition at events on visible signage, on our websites and in social media posts. 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 payments to "Friends of Ecological and Environmental Learning" - re: HMKCWF**


Cheques can be mailed 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](http://www.hmwaterfestival.ca) or contact:

Kara Mitchell, Festival Coordinator  
Lauren Phillips, Assistant Coordinator  
[hmkchildrenswaterfestival@gmail.com](mailto:hmkchildrenswaterfestival@gmail.com)

Donations can also be made online via: <https://www.canadahelps.org/en/dn/7416>

 ***We invite you to donate when it's convenient for you! Please let us know when and what amount you would be able to contribute this year, and send the following information with your mailed donation or through email ([hmkchildrenswaterfestival@gmail.com](mailto:hmkchildrenswaterfestival@gmail.com)):***

**YES!** We want to support the Haliburton-Muskoka-Kawartha Children's Water Festival. Our organization will be sponsoring as:

- In-Kind / Specific other contribution: \_\_\_\_\_
- Sponsor an Activity Station / Water Storybook page (\$250.00)
- Stream (Up to \$499.00)
- River (\$500.00 - \$999.00)
- Lake (\$1000.00 - \$3,999.00)
- Watershed (\$4000+)

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Do you require an official receipt for donation? No  Yes

**Thank you for becoming a local water hero! We look forward to recognizing your support.**

