

## Strategic Plan 2019-2024



### Friends of the Gatineau River- Te-nagàdino-zìbi

Together, keeping it flowing wild, clean, and safe for future generations



#### The Spectacular Gatineau River

The Gatineau River (Te-nagàdino-zìbi) is 386 km long and has 50 streams and rivers flow into it including 8 watersheds. The Gatineau River is an ideal habitat for several species of terrestrial and aquatic wildlife. There are approximately 472 species, including 82 fish species, 18 amphibians, 14 reptiles, 308 birds and 50 mammals. 80% is forested, the remaining is agricultural or to the south residential. Increasingly, it has become a tourist destination for camping, boating, fishing and swimming and other recreational activities. Also, increasing is residential and commercial development in the 10 municipalities along the river. Although, the Gatineau River is one of the cleanest in Quebec, we must stay vigilant and careful to keep it that way.

#### Who we are:

FOG is an independent, not-for-profit, volunteer-based organization working with residents as well as business community and governmental partners. We work together to protect and improve the Gatineau River for future generations. Since 1996, we have been the voice and eyes of the Gatineau River.

#### Our Mission:

Our mission is to inspire the community to work together to protect and improve the Gatineau River for future generations by monitoring, advocating, educating and celebrating.



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**Our Programs**

<i>Monitor</i>	<i>Advocate</i>	<i>Educate</i>	<i>Celebrate</i>
<ul style="list-style-type: none"> <li>- Continue our base testing is E coli, nutrient, physical parameters.</li> <li>- Expand our testing to include other elements such as: Microplastics, Metals, Pharmaceuticals.</li> <li>- Expand network of river watchers.</li> </ul>	<ul style="list-style-type: none"> <li>- Foster partnerships and alliances with people and organizations with common goals and interests.</li> <li>- Advocate with municipal governments for the development and enforcement of regulations protecting the river.</li> </ul>	<ul style="list-style-type: none"> <li>- Continue our outreach an awareness through BioBlitzs, shoreline cleanup campaigns and school programs</li> <li>- Develop information packages for new residents, realtors and developers</li> <li>- Publish reports via newspapers and social media</li> <li>- Develop a virtual library on our website</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure that we celebrate our beautiful river with events such as the Annual Riverfest and our annual general meeting.</li> </ul>
<p><b>Build Capacity</b></p> <p>In order to deliver on all the programs above, FOG must focus build its capacity and resources.</p>			
<p><b>Raise Funds</b></p> <ul style="list-style-type: none"> <li>- Continue and expand our fundraising efforts via grants, corporate and public sponsorship and donations as well as celebration events.</li> </ul>		<p><b>Recruit Volunteers</b></p> <ul style="list-style-type: none"> <li>- Recruit and train more volunteers to deliver on the planned programs mentioned above.</li> </ul>	