

Friends of Birds Hill Park
Activity Plan
2008-09

List of Current and Future Projects
including assessment of risk for current year activities

1. **Annual Park Clean-up** (risk assessment* – low)

Enhance User Experience

Conserve and Preserve the Park

Support opportunities for experiencing and enjoying BHP that are compatible with its ecological preservation.

Support education programs

Enhance community awareness and stewardship of BHP - foster an understanding of its natural history and educate to minimize the human impacts on the Park ecosystem.

Coordinate a volunteer clean-up on May 25, 2008

2. **Recycling Initiative** (risk assessment* - low)

Conserve and Preserve the Park

Support education programs

Raise funds for the promotion of the organization and its projects and activities

Explore opportunities to support the park-wide recycling program, with an emphasis on developing communication, promotion, and education programs

3. **Adopt-a trail** (risk assessment* – low)

Conserve and Preserve the Park

Enhance User Experience

Support opportunities for experiencing and enjoying BHP that are compatible with the protection of its ecological resources.

Support education programs

Enhance community awareness and stewardship of BHP - foster an understanding of its natural history and educate to minimize the human impacts on the Park ecosystem.

Support low impact outdoor recreational activities.

Support diverse and dispersed activities and uses to minimize user conflict and congestion and ensure a safe experience for Park users.

Develop a project to adopt Cedar Bog Trail, including fund-raising and/or hands on volunteer involvement, to address A) pressing repairs required to make it a functional trail, including improvement/rebuilding trail surface in wet areas B) provision of amenities such as additional benches or signage.

* risk assessment is based on current year workplan

4. Active Living Fair (Activity Expo) (risk assessment* – low)

Enhance User Experience

Support opportunities for experiencing and enjoying BHP that are compatible with the protection of its natural resources.

Support diverse and dispersed activities and uses to minimize user conflict and congestion and ensure a safe experience for park users.

Support education programs

Enhance community awareness and stewardship of BHP - foster an understanding of its natural history and educate to minimize the human impacts on the Park ecosystem.

Support (low impact) outdoor recreational activities.

Plan Active Living Fair 2010

- Engage park user groups
- Draft coordinator's plan

5. Organizational Development (risk assessment* – low/moderate)

Communications

Organizational Development

Broaden and diversify membership and participation in an organization that strives to fulfill its mission in a manner that is meaningful, fun and fulfilling for its members.

- a. Engage in a Strategic Planning Process
- b. Undertake Board Development Activities
 - Hold a social event to inform and engage potential Board members
- c. Increase membership participation
 - Survey members
 - Develop volunteer opportunities
 - Host member events/activities that fall within acceptable risk levels
 - Execute an engaging AGM
- d. Increase member numbers
 - Promote sale of gift memberships
 - Develop organization's value proposition
- e. Communications Program
 - Development a communications plan
 - Re-develop and launch website
 - Re-develop promotional messaging (brochures, cards etc...)

* risk assessment is based on current year workplan

6. Fundraising

Friends of Birds Hill Park Fundraising Plan (risk assessment* - low)

Fundraising

Raise funds to undertake projects and activities that supports our mission.

- a. Document FoBHP fundraising plan to record details on current programs
- b. Develop corporate sponsorship programs related to current projects and activities (Adopt-a-trail, Active Living Fair, Website)
- c. Manage distribution and collection of merchant boxes
- d. Manage merchandise sales
- e. Manage Tri-Card and Red River Co-op Rebate Program

* risk assessment is based on current year workplan