



July 12, 2013

To Members and Friends of the Tay Watershed,

As our organization moves well into its second decade, your Board of Directors took the best part of a frosty January day to take stock of all the changes that have occurred in the Tay Watershed and beyond since our founding in 2001 and to set some directions for our future.

As a result, we have come up with a revised mission statement and some key areas of strategic focus which we want to share with you.

**Vision:**

The Tay River Watershed is a healthy ecosystem supporting vibrant communities that share a passion for its on-going health.

**Mission:**

The Friends of the Tay Watershed deliver activities and work with individuals, communities, and other organizations to ensure the health of the Tay Watershed for present and future generations.

**Strategic Directions:**

**Education and Outreach:**

Engage and educate the public to encourage their participation in the achievement of our watershed goals.

**People:**

Increase active involvement of Friends of the Tay Watershed in the greater watershed community.

**Monitoring and Reporting:**

Assess and analyze conditions and data to produce more meaningful indicators on the health of the Tay Watershed.

**Advocacy for the River and Watershed:**

Promote the importance of the health of the Tay Watershed to all levels of government.

**Climate Change:**

Identify and acknowledge climate change effects on the watershed and take steps to mitigate its causes and adapt to its consequences.

**Fundraising:**

Continuously identify project opportunities consistent with our objectives and to seek specific funding therefor.

We will populate these directions with specific goals and activities in the course of our yearly planning and budgeting.

Please feel free to give us any feedback you might have.

As usual, The Friends are gearing up for a busy summer, participating in the Stewart Park Festival ( 19,20,21 July), the Rideau Ferry Regatta (17,18 August) and our annual banner Watershed Discovery Day (14 September at the Crystal Palace in Perth).

Please consider giving us a helping hand at these events by replying to this email.

Also, if you wish to renew your membership, you will find a fillable and printable membership form at [www.tayriver.org/membership.rtf](http://www.tayriver.org/membership.rtf).

Your Board of Directors wish you a safe and waterwise summer.