



FRIENDS  
OF  
SECOND  
MARSH

*Our vision is to lead the protection and appreciation of Second Marsh and a healthy environment*

# STRATEGIC PLAN

2020 TO 2025



# MISSION

- Establish beneficial stewardship activities
- Develop and deliver high-quality educational programs
- Engage and involve all sectors of the community, for the delivery of projects and programs.
- Create partnerships with universities, research institutions and corporations to promote wetland and environmental research.



# GOALS

- **Maintain and Grow FSM** – organizational sustainability (operational and financial) and community impact and awareness
- **Habitat protection and restoration** – stewardship, marsh and wetlands health for flora and fauna
- **Community engagement and education** – increase membership, leverage citizen science opportunities, educational activities, restoration of walking trails
- **Wetland protection** – environmental research and project partnerships



# PRIORITIES 2021

- **Wetland Restoration** – Complete Let's De-Phrag the Marsh! Initiative (Year 2) management actions in McLaughlin Bay Wildlife Reserve
- **Education** – Create and implement invasive phragmites public education program; maintain environmental stewardship programs
- **Community Engagement** – Grow FSM membership and leadership capacity (Board); Build new and revitalize old community/government partnerships
- **FSM Sustainability** – Continue operations and programming under COVID-19 restrictions; Identify new funding sources to enable modest organizational expansion and mitigate financial risks; Review staffing needs and/or requirements
- **Trail Restoration** – Initiate discussions with stakeholders: GM, City of Oshawa/Region, CLOCA, etc.



# PRIORITIES 2022

- **Wetland Restoration** – Complete Let's De-Phrag the Marsh! Initiative (Year 3) management actions in McLaughlin Bay Wildlife Reserve
- **Education** – Expand invasive phragmites public awareness; maintain environmental stewardship programs; Re-establish Kids in the Marsh (in-person) Camp
- **Community Engagement** – Grow FSM membership; Seek opportunities to engage new Oshawa/Canada residents in a meaningful environmental fellowship; Seek opportunities for First Nations collaboration
- **FSM Sustainability** – Identify new funding sources and strategic partnerships to enable modest organizational expansion and mitigate financial risks
- **Trail Restoration** – Create infrastructure improvement plans with stakeholders: GM, City of Oshawa/Region, CLOCA, etc.



# PRIORITIES 2023 ~ 2025

- **Wetland Restoration** – Continue Let's De-Phrag the Marsh! Initiative management actions in adjacent properties zones and begin in Second Marsh Wildlife Area zones; Propose action plan(s) for other invasive plant species
- **Education** – Kids in the Marsh (in-person) Camp; Expand education scope to First Nations history and stewardship approach
- **Community Engagement** – Grow FSM membership; Re-establish significant annual public outdoor event
- **FSM Sustainability** – Stable funding model with strong strategic partnerships; Enhance FSM Board diversity to reflect our community
- **Trail Restoration** – Complete action plans and implement infrastructure improvements with stakeholders: GM, City of Oshawa/Region, CLOCA, etc.



# IMPACT MEASUREMENT

- 2025: Reduce Invasive Phragmites cover in McLaughlin Bay Wildlife Reserve, by 80%
- 2025: Committed Action plan for Second Marsh Wildlife Area invasive plant species including phragmites in sensitive marsh habitats
- 2025: Increase active membership to 100+ members
- 2025: Active, strategic, invigorated and diversified FSM Directors, Honorary and Advisory Boards
- 2025: FSM Staff expansion to support expanded capacity which could include an Executive Director
- 2025: Stable operating budget at \$150K-200K per year