



## **ACTION SAINT-FRANÇOIS PARTNERSHIP PLAN**

### **Introduction**

In a [joint report](#) published on June 10, 2021, IPCC and IPBES scientists stressed the importance of protecting biodiversity, which plays a key role in curbing climate change. According to the two expert groups, 30 to 50% of Earth’s land and ocean area must be protected if we wish to keep our planet habitable and sustain its abundant biodiversity.

Ecosystem restoration plays a big part in mitigating climate change. This rapid and cost-effective strategy helps control floods, improve water quality, create habitat for wildlife, prevent soil erosion, and capture carbon emissions.

“We’re at war with nature. If we win, we’re lost.”  
 – *Hubert Reeves*

### **Table of Contents**

Acting locally, thinking globally .....	2
Contribute in your own way.....	2
Details about each type of contribution .....	2
1. Become a member of the organization .....	2
2. Become a funding partner or donor for one of our activities.....	3
WATERCOURSE CLEANUPS .....	3
À PROP’EAU CONFERENCES.....	5
SALON DE LA NATURE SHOW .....	6
TREE AND SHRUB PLANTING .....	9
3. Donate supplies for our activities .....	10
4. Other ways to support our work.....	10



## Acting locally, thinking globally

Established in 1992, Action Saint-François is a registered charity who takes meaningful action to care for nature in the Eastern Townships. Thousands of citizens have taken part in the organization's watercourse cleanups and tree planting activities. Not only does the organization take concrete, constructive actions on the field, but it also raises awareness among citizens through conferences and activities such as the *Salon de la Nature* show.

Action Saint-François has a number of projects in mind for the upcoming years, but needs funding to carry them out. Ever since the organization's early days, many determined citizens have financially supported its activities, but donations are still not enough to make ends meet. In 2022, we are inviting companies to do their part to protect our environment.

## Contribute in your own way

- I. Become a member of the organization for \$150 per year, which can help cover some of the organization's basic expenses.
- II. Become a donor or financial partner for one of our activities: watercourse cleanups, tree and shrub planting, conferences, *Salon de la Nature* show, field trips, or any of the organization's other projects.
- III. Donate supplies for our activities: tools, books about nature and the environment, snacks for volunteers, etc.
- IV. Mobilize your staff members to volunteer during our cleanups or planting activities, or donate services to Action Saint-François in your area of expertise.

Note : A donation is not the same as a partnership, as the latter involves funding Action Saint-François in exchange for visibilities. Only donations, including in-kind donations and membership dues, are eligible for a tax receipt.

## Details about each type of contribution

### 1. Become a member of the organization

Membership dues are \$150 per year, which helps cover some of the organization's basic expenses like wages and rent.

Our corporate memberships are a cost-effective option for small businesses who wish to take meaningful action for the environment in the Eastern Townships.



### **Reasons to become a corporate member**

- You will get a charitable tax receipt for your annual dues of \$150.
- Your company name will appear in Action Saint-François' seasonal newsletter.
- Along with having the right to vote at the organization's general meetings, your company will be eligible to a position on our Board of Directors. A maximum of two (2) corporate members are allowed on the Board.
- And of course, your company's membership dues will be invested into real action to protect the environment!

## **2. Become a funding partner or donor for one of our activities**

- Watercourse cleanups
- À Prop'EAU conferences
- *Salon de la Nature* show
- Tree and shrub planting

Each activity is linked to a suggested financial contribution. Your company can either make a tax-deductible donation or become a financial partner in exchange for exposure on the organization's platforms.

Action Saint-François offers several visibility options to corporate partners based on their chosen activity, as detailed in pages 4-8 of this document. For example, if your company decides to sponsor watercourse cleanup activities, Action Saint-François will give it exposure proportional to its contribution for the entire cleanup season.

Note: All financial contributions towards our activities include the \$150 corporate membership fee, which means that our partner companies automatically become members.

### **WATERCOURSE CLEANUPS**

During watercourse cleanup activities, participants remove waste materials (metal, plastic, tires, glass, trash, etc.) from shores and riverbeds within the St. Francis River watershed in the Eastern Townships. Since its creation, the organization has cleaned up nearly 600 tonnes of waste materials dumped into watercourses, but estimates it has only cleaned up 10% of the river's watershed.

On average, Action Saint-François conducts 25 cleanup activities per year, i. e. one activity per week, from spring until fall. Expenses for these activities (wages, materials, etc.) amount to approximately \$30,000. A company can contribute financially to these cleanup activities either in part or in full.



**VISIBILITY FOR CORPORATE PARTNERS**

(The logo size is proportional to your company's investment.  
 Corporate partner logos will remain on the Action Saint-François website for 1 year.)

Visibility options	\$10,000 and up	\$ 5,000	\$ 1,000
Company logo displayed at the end of cleanup videos (25/year)	✓	✓	✓
Logo with link displayed on the homepage of Action Saint-François's website	✓	✓	✓
Logo with link displayed on Action Saint-François's Facebook cover photo (for 6 months)	✓	✓	✓
Logo displayed on the acknowledgments page of the organization's newsletter	✓	✓	✓
Logo and company blurb (advertisement) in the newsletter body	✓	✓	
Exclusive post about your company on the organization's Facebook or Instagram page	✓	✓	
Logo displayed on invitations and press releases	✓		
Logo included in the organization's email signature	✓		
Logo printed on the coroplast sign on the organization's trailer	✓		
Invitation to speak during press conferences about cleanup activities	✓		
Logo printed on the organization's merch (baseball caps)	✓		



## À PROP'EAU CONFERENCES

We host eight to ten À Prop'EAU water-themed conferences per year, from January to June and from September to December. These conferences are presented by environmental professionals and mainly focus on aquatic environmental issues. Speakers are required to professionally explain their topic in plain language while covering important scientific aspects. Facilitation skills are also important, as we strongly believe in creating a good connection with the public. This is why we carefully choose our speakers!

### VISIBILITY FOR CORPORATE PARTNERS

(The logo size is proportional to your company's investment.  
 Corporate partner logos will remain on the Action Saint-François website for 1 year.)

Visibility options	\$10,000 and up	\$ 5,000	\$ 1,000
Logo displayed on a coroplast sign at each in-person conference	✓	✓	✓
Logo with link on the homepage of Action Saint-François's website	✓	✓	✓
Logo with link on the organization's Facebook cover photo (for 6 months)	✓	✓	✓
Company acknowledgment during each conference	✓	✓	
Logo and company blurb (advertisement) in the newsletter body	✓	✓	
Logo displayed on the poster advertising the conference	✓	✓	
Logo included in the organization's email signature	✓		
Invitation to speak at press conferences	✓		
Logo on invitations and press releases	✓		
Logo displayed on the welcome screen before the conference	✓		



## SALON DE LA NATURE SHOW

The *Salon de la Nature* show brings together a myriad of exhibitors, public speakers, workshop and quiz facilitators, nature-themed characters, and last but not least, engaged and engaging citizens!

This event offers a gathering space for different parties who promote nature conservation and enhancement in the Eastern Townships. We have divided these parties into four categories to better structure our searches in the vast and diverse landscape of existing businesses: **Education and awareness**, **Development and use**, **Protection and conservation**, and **Leisure**.

We are on the lookout for people who focus their work on nature, no matter in which form (scientists, ethical advocates, comedians, etc.), and come from various organizations such as private companies, organizations, institutions, and municipalities—as well as individuals. Our goal is to offer these people a platform through **booths, conferences, practical workshops, various entertainment, and quizzes**.

### CONFERENCES

The *Salon* includes about fifteen conferences pertaining to nature and environmental themes, for example:

- Wildlife species including mammals, birds, insects, fish, reptiles, etc.
- Water and aquatic life
- Air and pollution
- Soil and sustainable agriculture
- Forests and conservation
- Biodiversity protection in the Eastern Townships
- Etc.

### BOOTHS

We plan to invite about fifty nature-related exhibitors, for instance:

- Environmental organizations from the Eastern Townships
- Groups of involved citizens, such as scouts, forest protectors, etc.
- Governmental or paragonovernmental groups such as the CREE and the COGESAF
- Artists exploring nature themes, such as painters and photographers
- Specific associations and clubs, such as birdwatching or herpetology groups and science clubs
- Etc.



**WORKSHOPS**

We plan on offering five practical nature workshops. Three will take place outdoors, while two will be held indoors.

3 outdoor workshops:

- Edible native plants in Quebec
- Forest survival
- Tree identification in springtime

2 indoor workshops:

- Insect identification
- Soil life and gardening

**ENTERTAINMENT, STORYTELLING AND QUIZZES**

There will be many forms of entertainment at the *Salon de la Nature*:

- Entertainment for children and adults in the form of nature characters (tree-men, Mother Nature, animal mascots, etc.)
- Nature-themed quizzes and trivia games with prizes (nature books and hiking gear)
- Storytelling sessions focused on nature

**VISIBILITY FOR CORPORATE PARTNERS**

(The logo size is proportional to your company’s investment.  
 Corporate partner logos will remain on the Action Saint-François website for 1 year.)

Visibility options	\$ 10,000 and up	\$ 5,000	\$ 1,000
<b><u>CONFERENCES</u></b>			
Logo displayed on a coroplast sign at each conference	✓	✓	✓
Logo displayed on the welcome screen before each conference	✓	✓	
Company acknowledgment during each conference	✓	✓	
Official partner title for all the <i>Salon de la Nature</i> conferences	✓		



<b><u>BOOTHS</u></b>			✓
One free booth			
Two free booths		✓	
Two free booths in a prime location	✓		
<b><u>WORKSHOPS</u></b>			
Company acknowledgment during each workshop	✓	✓	✓
<b><u>STORYTELLING AND QUIZZES</u></b>			
Logo displayed on a coroplast sign in the conference and quiz hall	✓	✓	✓
Company acknowledgment during each storytelling session and quiz	✓	✓	
<b><u>ADDITIONAL VISIBILITY</u></b>			
Link and logo on the organization's <i>Salon de la Nature</i> web page	✓	✓	✓
Logo with link on Action Saint-François's Facebook cover photo (4 months)	✓	✓	✓
Company logo on a large coroplast sign at the entrance of the event hall	✓	✓	
Logo displayed on <i>Salon de la Nature</i> invitations and press releases	✓	✓	
Quarter page advertisement in the <i>Salon de la Nature</i> directory	✓	✓	
Logo included in the organization's email signature	✓		
Invitation to speak at press conferences	✓		
Half page advertisement in the <i>Salon de la Nature</i> directory	✓		





## TREE AND SHRUB PLANTING

### CO<sub>2</sub> OFFSETTING:

Action Saint-François conducts shore naturalization activities, also known as shore revegetation. Since 2007, the organization has planted thousands of trees, shrubs, and herbaceous plants (approximately 35,000) on the shores of watercourses in the Eastern Townships. The main purpose of these activities is to bring back shores to their most natural state possible.

Shore revegetation yields many benefits:

- Riverbank stabilization via plant roots
- Shade created over bodies of water, ensuring a viable temperature for aquatic species
- Habitat for many terrestrial and semi-aquatic species
- Reduced sediment in water
- CO<sub>2</sub> capture and offsetting
- Etc.

Action Saint-François encourages companies in the Eastern Townships and other regions to support its shore naturalization activities in order to offset their CO<sub>2</sub> emissions due to transportation, heating, and other uses of fossil fuels. In short, we wrap two actions into one: protecting the environment by naturalizing shores and planting vegetation in order to capture CO<sub>2</sub>.

Our organization can ensure your company's CO<sub>2</sub> emissions are compensated thanks to professional planting services along watercourses in the Eastern Townships.

Together, we will calculate your company's CO<sub>2</sub> emissions and determine how many plants are needed to offset them.

### VISIBILITY FOR YOUR COMPANY

Unlike the aforementioned activities, this service is not associated with visibility tiers, but it counts as a corporate investment towards nature protection. Action Saint-François will nonetheless mention and thank all companies who support its planting activities on its website and social media channels.

On the planting activities page of its website, Action Saint-François will list the companies that have made an effort to offset their CO<sub>2</sub> emissions. We will also mention the number of trees and shrubs planted and the amount of CO<sub>2</sub> compensated.



### 3. Donate supplies for our activities

To carry out its environmental work, Action Saint-François needs the following supplies:

- Tools for cleanup activities (shovels, picks, bags, gloves, etc.)
- Trees, shrubs, herbaceous plants, soil, and fertilizer for planting activities
- Paper for office work
- Electronic devices for office work (computers, printers, etc.)
- Electrical appliances for field work (drills, chainsaws, etc.)
- Transportation equipment (truck, trailer, all-terrain vehicles, etc.)
- Etc.

The organization also accepts high-value gifts such as vehicles or property in exchange for a tax receipt.

#### **Tax receipts for in-kind donations**

Action Saint-François can issue a tax receipt for the fair market value<sup>1</sup> of the donated goods.

### 4. Other ways to support our work

#### **Volunteering**

Your company's staff members can volunteer at cleanup or planting activities organized by Action Saint-François. These activities are great for team-building, as we have noticed during previous activities in collaboration with corporate teams.

#### **Gift of services or visibility exchange**

Action Saint-François is open to gifts of services under certain conditions.

Finally, if your company does not have the financial means to make a donation, we are open to visibility exchanges on social media or Internet platforms. We can also offer a booth in exchange of services at the *Salon de la Nature* show when in-person events are allowed again.

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<sup>1</sup> The term "fair market value" refers to the highest price that could be charged to an informed consumer for the specific good.