

Volunteers Needed: Tree Plant Event

Volunteer
recruitment
ad

Tuesday, May 16th, 2023

4:00 p.m. start*

Therrien Park

21 Therrien Court, Penetanguishene, ON L9M1P7

Help SSEA plant a variety of native tree & shrub seedlings as part of a now-mow & naturalization project

- ✿ Dress for the weather (*rain or shine, we will be planting*)
- ✿ Wear sturdy footwear (rubber boots recommended) & bring work gloves, a drink and snacks
- ✿ Severn Sound Environmental Association will supply the tree & shrub seedlings, loan shovels & buckets, and give a planting demonstration



** End time is when all trees are planted, or 6:30 p.m., whichever occurs first*

Please register by noon on May 15th

To register, or for more information, contact:
Emma Maurice

Climate Resilience – Habitat Intern

eresilience@severnsound.ca

705-534-7283 ext 208



June 19 - 25, 2023



Pollinator
WEEK

www.pollinator.org

What is a Pollinator?

- Pollinators are insects, birds or mammals that spread pollen from the anther - the male part of the flower - to the female part, the stigma
- Bees are efficient pollinators, but all pollinators are important and play different roles in our ecosystems



Why are pollinators important?

- Pollinators help flowering plants produce fruits, vegetables and seeds
- Without pollinators, agricultural economies, our food supply, and surrounding landscape would be severely affected



Social Bees

Social bees live in hives or with other bees, they make wax and honey.

They sting when they feel they or their hive is in danger, but have barbed stingers and die after they sting.

Honey bees and bumblebees are both examples of social bees.



*European Honey
Bee*



*Common Eastern
Bumble Bee*

Solitary Bees

Solitary bees live alone. They are usually very docile and rarely sting.

They find or make tunnels/holes where they can lay their eggs in individual cells that are sealed with various materials depending on the species.

Leafcutter bees seal their cells with leaves, and Miner and Mason bees seal their cells with mud.



*Leafcutter
Bee*



Help The Bees by Building These!

- Use hollow stems from plants such as aster, bee balm, cup plant, joe-pye weed, raspberry/blackberry, sumac or sunflowers, and/or drill multiple holes (2-10 mm in size) in blocks of untreated wood
- Be sure that the drilled holes or natural stems are closed at one end and free of splinters
- An angled roof is a good idea to deflect rain water
- Ideally install at about eye level (1.5-2 m high) on a solid structure such as a tree or fence post, facing either south or southeast, where flowers bloom so bees have a nearby source of pollen and nectar



Help Bees and Butterflies by Planting These!

Planting native plants and wildflowers with a variety of bloom times provides nectar and pollen for pollinators at different times of the year.

Here are examples of native species that pollinators love:

Butterfly Milkweed



New England Aster



Cardinal Flower



Black eyed-Susan



Providing a “bee bath” is a great addition to a pollinator garden

- A shallow dish with rocks or marbles serves as a landing pad for pollinators to safely get a drink without the risk of drowning



Wildflower Planting




Wednesday, August 16th, 2023

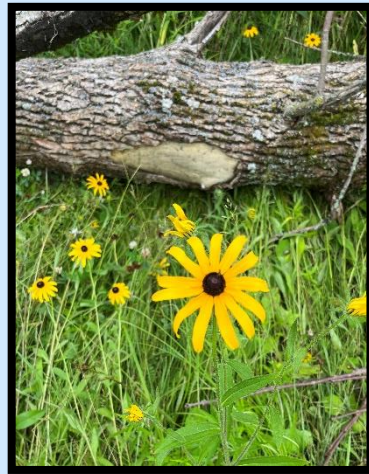
9:30 a.m. start

Ernest T. Bates Memorial Park

374 Irwin St Midland, ON, L4R 5M8

Help SSEA plant a variety of wildflowers as part of a no-mow & naturalization project

-  Dress for the weather (*rain or shine, we will be planting*)
-  Wear sturdy footwear (rubber boots recommended) & bring work gloves, a drink and snacks
-  Severn Sound Environmental Association will supply the wildflowers, loan shovels and give a planting demonstration



To register, or for more information, contact:

Emma Maurice

Climate Resilience – Habitat Intern

cresilience@severnsound.ca

705-534-7283 ext 208



Wildflower Planting




Thursday, August 31th, 2023

9:30 a.m. start

Edgehill Park

287 Bayshore Dr, Midland, ON L4R 3B8

Help SSEA plant a variety of wildflowers as part of a no-mow & naturalization project

-  Dress for the weather (*rain or shine, we will be planting*)
-  Wear sturdy footwear (rubber boots recommended) & bring work gloves, a drink and snacks
-  Severn Sound Environmental Association will supply the wildflowers, loan shovels and give a planting demonstration



Please **register by noon on August 30th**

To register, or for more information, contact:

Emma Maurice

Climate Resilience – Habitat Intern

cresilience@severnsound.ca

705-534-7283 ext 208



Improving Habitat in the Severn Sound Watershed (2022-2023)

Severn Sound Environmental Association (SSEA) received funding through the Provincial Great Lakes Local Action Fund for a one-year *Improving Habitat in the Severn Sound Watershed* project. Through this project, the SSEA is supporting the Towns of Midland and Penetanguishene in naturalizing and enhancing a total of 20,000 m² of habitat on municipal land and raising awareness of the benefits of naturalization.



Black eyed-Susan



Monarch butterfly on purple coneflower



Bumble bees on scarlet bee balm

Project activities include engaging the community and volunteers in managing invasive species and planting/seeding native species, to create and enhance habitat, improve water quality, and contribute to climate change mitigation and adaptation.

Improving Habitat in the Severn Sound Watershed - Site Locations

Midland

- Edgehill Park
- Ernest T. Bates Park
- Little Lake Park

Penetanguishene

- Therrien Park
- JT Payette Park



Glossy buckthorn removed during invasive species management



Trees planted by École Saint Joseph students



SSEA Staff and community volunteers during wildflower planting



Wildflowers planted by the BGC North Simcoe summer camp

For more information visit www.severnsound.ca



Habitat Naturalization and Enhancement

What is Naturalization?

Naturalization is the process of returning a cultivated landscape, such as a garden, lawn or mowed area, to a more natural landscape.

Naturalization can begin simply with establishing a no-mow zone, but ideally involves additional planning and work such as managing non-native and invasive species, and nurturing or planting/seeding native species to mimic naturally occurring habitats like forests, wetlands, and meadows.



Little Lake Park - Before Naturalization



Little Lake Park – Naturalization in Progress

Chemicals should not be used in naturalized areas - insecticides and herbicides can harm beneficial insects, bacteria and other life forms that perform important roles like pollinating flowers, aerating soil, and decomposing organic matter to cycle nutrients. Natural alternatives include using compost instead of chemical fertilizers, and hand weeding instead of using herbicides.

Benefits of Naturalization

- Naturalized areas and native plants provide valuable habitat and food for birds, pollinators and other wildlife.
- Native plants are adapted to their environment and do not depend on chemical application or frequent watering to survive.



Common Milkweed



Joe-Pye Weed

- Naturalized landscapes mean less time spent maintaining and mowing lawns, and reduced greenhouse gas emissions.
- Trees and other native plants produce oxygen and capture carbon.
- Plants anchor the soil and capture rainwater, reducing erosion and surface water runoff.
- Some native plants provide people with food sources, such as maple syrup, wild rice, and berries; many wild plants are important components of Indigenous medicine and culture.

For more information visit www.severnsound.ca





Flyer

FREE Guided Nature Walk

by Severn Sound Environmental Association



Join us **Sunday, September 17th, 2023** from **1:00 p.m. – 2:30 p.m.** at **Rotary Champlain Wendat Park** (8 Owen St. Penetanguishene, ON L9M 1M8) for some fresh air and learn about local plants, wildlife & habitat naturalization projects.



Rain or shine - please dress for the weather



Wear sturdy footwear – running shoes recommended



Bring a reusable water bottle

Register by NOON on Thursday, September 14th by phoning or emailing your name, telephone number and number of participants to:

Emma Maurice
Climate Resilience – Habitat Intern
eresilience@severnsound.ca
705-534-7283 ext 208

Improving Habitat in the Severn Sound Watershed/Great Lakes Local Action Fund - Communication Plan

The Great Lakes Local Action Fund project will support the Towns of Midland and Penetanguishene in the naturalization and habitat restoration of a total of 20 000 m² of habitat on municipal land. The activities will consist of managing invasive species and planting and seeding native species to create habitat.

The goal is to engage the community volunteers in the naturalization and habitat restoration project to improve water quality, enhance habitat and contribute to climate change mitigations and adaptations.

Communication products

- The flyer design itself can be the same for the physical and digital copies. Content to be updated as necessary throughout the project.
 - The digital flyer/website info page will include:*
 - Brief explanation of the GLLAF project
 - Volunteer Recruiting and their tasks
 - When the events will take place
 - Where the events sites are located
 - How and who they should contact to register or inquire about the events + due date to register
 - The physical flyer should include:*
 - Brief explanation of the GLLAF project
 - Volunteer Recruiting and their tasks
 - When the events will take place
 - Where the events sites are located
 - How and who they should contact to register or inquire about the events + due date to register
 - QR code
- SSEA Yard/sandwich-board sign for day of planting events
- Media release
- Attend community events to promote the project (i.e., as part of SSEA booth)
- Conduct stewardship public education webinars/in-person events, such as interpretive walks and/or deliver presentations to schools and local groups

- Ask municipalities if they would want GLLAF project on their websites
- Ask about monthly newsletter that we can include GLLAF project in
- Ask municipalities to track communications e.g.: Penetanguishene Sherry local residents

Targeted audience

The audience we are targeting is including but not limited to the following:

The Town of Midland

- Municipal staff and Council
- Huron Park Public School
- Sacred Heart School
- Mundy's Bay Elementary School
- Bayview Public School
- Monsignor Castex Catholic School
- Georgian Bay District Secondary School
- Saint Theresa's Catholic High School
- Hillcrest Village Care Center
- Villa Retirement Lodge

Both municipalities

- Georgian Bay Hunters and Anglers
- Georgian Bay Metis Council
- Georgian Bay Native Friendship Center
- Georgian Bay Native Women's Association
- Chigamik Community Health Center

The Town of Penetanguishene

- Municipal staff and Council
- James Keating Elementary School
- Canadian Martyrs Catholic School
- Burkevale Protestant Separate School
- École élémentaire catholique Saint Louis
- École élémentaire Saint Joseph
- Saint Anne's Separate School
- École Secondaire Le Caron
- Georgian Bay Senior Lodge & Memory Care
- Jennings Lodge Retirement Home
- Bayfield House Retirement Lodge

- Other community groups and service clubs (MPFN, Rotary club, summer camps, garden clubs/horticulture etc.)
- General public

Tentative Timeline

Note: rough timeline, specific dates to be determined

As soon as possible, ideally at least a month before the events:

Social media:

- Post digital flyer
- This will be posted on all SSEA social media platforms i.e.: Instagram, Facebook Twitter
- Ask the municipalities to share the post/flyer to their page

SSEA Website:

- Post blurb of GLLAF on SSEA website under the *Volunteer Opportunities Available* Tab
- Have volunteer contact person listed on site

Email:

- Email targeted audience with digital flyer attachment
- Include in email if they're within walking distance (according to google maps) of one or more of our sites
- The email could be customized according to the type of recipient i.e.: council members, high school etc.
- Maintain an email distribution list of people (general public) interested in project to provide regular updates/info on volunteer opportunities

Flyers:

- Give out flyers to all the community establishments that are involved with the GLLAF project (see targeted audience) and ask that they be hung up in public buildings i.e.: library, municipal office, community center, town hall etc.

Bi-weekly to monthly after the first initial communication of GLLAF project:

Social Media:

- Repost digital flyer
- The flyer should be reposted on all SSEA social media platforms i.e.: Instagram, Facebook Twitter

10 days before events (e.g. planting dates, site educational tours):

Social Media:

- Repost digital flyer
- In post- remind that the deadline to register is in a few days
- The flyer and deadline reminder should be reposted on all SSEA social media platforms i.e.: Instagram, Facebook, Twitter etc.

Email:

- Email involved project parties/email distribution list with digital flyer attachment
- Include in the email that the deadline to register is in a few days

A few days before the event:

Social Media:

- Final reposts of flyer

Email

- Send email to all registered participants saying:
 - thank you for volunteering and we look forward to seeing you
 - remember to bring/wear e.g.: closed toed shoes, long pants, gloves, water etc.

Day of event:

On site:

- Have SSEA yard/sandwich-board sign indicating there's an event

Within a few days after the event:

Social Media:

- General thank you to volunteers
- Project results (e.g. # of plants planted)

Email

- Send email to attendees:
 - Thank you for volunteering
 - Project results (e.g. # of plants planted)

Tracking communication

Communication will be tracked using a Microsoft Excel Spreadsheet

Social media:

likes, comments and shares will be tracked for each post

Email:

tracking who responded + pre-registered + attended events

Flyers:

Who the flyers were given to and quantity

SSEA will also support the two municipalities with their communications, as requested – e.g., letter to local residents, signage, etc.