

GREEN TRAILS FALL 2016 NEWS LETTER

We had a productive year in 2016. A major accomplishment for Green Trails in 2016 was a successful grant application that allowed Green Trails to purchase a tractor/mower which Green Trails donated to the Kawartha Trans Canada Trail Association.

The KTCT Association reports that the tractor greatly enhances their ability to limit the encroachment of vegetation onto the KTCT. To fully control vegetation on the KTCT bed, eventually grading will be required. This of course requires money. On an individual basis, some Green Trails directors have opted to participate in the KTCT 5+5+5 initiative. The 5+5+5 works as follows:

Fewer, Bigger, Longer Fundraising Strategy Launched

As you may be aware, with the completion of the Kawartha Trans Canada Trail, comes the challenge of managing annual operating costs for trail maintenance and awareness programs. Our trail is the only major trail in Kawartha Lakes that is not funded by the municipality. For that reason and reduced grant opportunities, we commissioned Jacks Communications of Lindsay to develop a fundraising strategy. They prepared a multi-faceted strategy titled 'Fewer, Bigger, Longer' which identified several new tactics to help our fundraising efforts.

Fundraising Goal. Our hard target is \$84,000 over the next five years, while our soft target is \$125,000. The latter would ensure basic operating costs could be covered for the next seven years – from 2016 through 2022. A minimum of \$12,000 each year from all sources (although \$15,000 is preferable to allow for modest inflation and unforeseen added operational expenses) is required each year.

Five. Five. Five. The cornerstone of the strategy centres on the premise that we need to attract support from four key groups: businesses, service clubs, user groups, and individuals. Businesses and service clubs are currently being approached one-on-one, while an outreach letter has been sent to select service clubs. So far we have had 6 businesses sign up for the 5-5-5. The focus is on individuals interested in legacy support. Collectively, these sponsors will be referred to as 'Five. Five. Five.' supporters to reflect their expected five year support, i.e. five key sponsors from each group, each contributing \$1,000 for five consecutive years commencing anytime.

We will continue to ask for contributions from other individuals on a donate-what-you-can basis. Reaching user groups presents a greater challenge since most are not organized or are difficult to reach.

Thank You. We want to acknowledge our first Five. Five. Five. Sponsors, Linden Mackey, Owner-Operator of Mackey Funeral Home Inc. and Greg Dowdall, Senior Financial Advisor, IPC Securities Corporation. These Lindsay-based business owners each committed, in writing, \$5,000 to our fundraising campaign prior to the official launch. We also received a pledge from Aaron Young, Owner-Operator of Bell World on Kent Street in Lindsay, on behalf of both himself and his wife, for the same amount. During our official campaign launch, Kawartha Lakes Realtor™, Brad Bird, the Broker of Record and owner of Mincom

Plus Realty Inc. stepped up and made the same pledge. Staples and Swain and Optimist Club of Lindsay have joined the 5-5-5 program. We are grateful for their support to a community trail that provides so many educational and recreational opportunities.

Visit ktct.ca for information about the Love Your Trail campaign and information about the trail.

A common goal of Urban Trails and the KTCT is to promote active life styles. In support of this goal some Green Trails Directors will participate in the Five.Five.Five program.

Each Green Trails Director involved is committing to \$100/YR. With your participation, we can help keep the KTCT in good shape. If you wish to be part of this initiative you can contact me at: billsteffler@hotmail.com.

URBAN TRAILS PROJECT

We are also working on a project that is in its infancy. The goal of this project is to place markers on urban trails - the Legacy Trail and the Rotary Trail. These markers would allow users to easily know the distance they've travelled on the trail. We would pick a starting point within Lindsay and then place markers from there e.g. 1K, 2K etc. Markers make it easy to set goals and have some fun reaching them.

We have been looking at different types of markers. The markers would have to meet municipal standards, especially regarding safety and trail maintenance. Hopefully we can complete this project in 2017.

We welcome any suggestions you might have. You can email me at the email address listed above.

Bill Steffler President – Green Trails Alliance.