



Peterborough Children's  
Water Festival

## **2007 Final Report**

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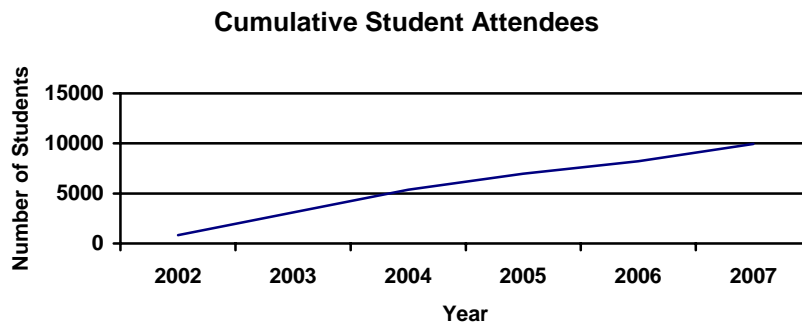
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## *Executive Summary*

2007 marked the 6<sup>th</sup> annual Peterborough Children's Water Festival. As one of 21 water festivals in Ontario, we are raising water awareness in our children, the water stewards of tomorrow.

This hands-on learning experience allows elementary and secondary students to learn different facts about water along side teachers and other adults. It is great to see that the same activity centre has messages for students and adults at the same time.

There were **1,700 students from the City and County of Peterborough** at this year's event. Since its inception, over **8,000** students have attended the Peterborough Children's Water Festival. **440 teachers and parent helpers** accompanied the children to learn about our most precious resource. Over **220 high school and adult volunteers** who worked at **35 activity centres** delivered the water related message.



Three major changes were successfully made at this Festival:

1. Grade 2's attended for the first time included because of the strong links to water in their curriculum,
2. Lunch for our volunteers was delivered to two key areas, and
3. High school student volunteers prepared in advance of the Festival as a class requirement.

Even with 3 significant changes, or perhaps in part due to them, the Festival ran very smoothly. Positive changes coupled with organization and an active Steering Committee created the opportunity for a great experience for all involved.

Increased publicity resulted in an increase in the number of attendees by **400** students this year. Publicity initiatives included:

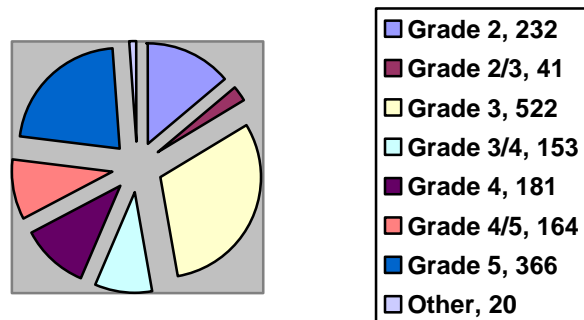
- o Creating a full colour, three-fold brochure that was sent to each school in the City and County, and to all homeschool contacts from previous years, and
- o Airing a thirty-second promotional clip on CHEX Television and Cogeco Cable for the months of January thru to June.

We saw the biggest percentage increase in the attendance of Homeschoolers.

*Figure 1: Attendees by school type and grade*

Totals	Schools	Students
Public board	14	913
Catholic Board	8	610
Home Schools	13	60
Alternative	3	113
<b>Total</b>	<b>38</b>	<b>1696</b>

**Grade Levels of Students Attending the Festival**



It is interesting to note that grade three students formed the largest cohort. This was surprising as the Festival occurs at the same time as the grade 3 and 6 EQAO testing. Grade 2's comprised 14% of the festival attendees. We are very pleased with the participation of this age group.

The Riverview Park and Zoo accommodated our request to hold the Festival one week later than in previous years. This may have contributed to an increase in attendance; it certainly helped with the weather!

The completion of a 30 second and a 2 ½ minute spot was a great achievement. This ambitious undertaking was designed to raise community awareness about the Festival. It not only made parents and teachers aware of the festival, but also allowed our sponsors to see first hand what their generous donations were supporting.

The PCWF has been a member of the Children’s Water Education Council since 2002. This membership provides many important benefits, including logistical support, exposure to new and innovative educational activities, and an opportunity to benefit from provincial funding opportunities.

Our website ([www.pcwf.net](http://www.pcwf.net)) continues to be the main information source for teachers and volunteers. The Peterborough Children’s Water Festival continues to be a website leader among Ontario Water Festivals.

The Risk Management Plan provides procedures for PCWF volunteers and Steering Committee to follow in case of emergencies. The plan also demonstrates due diligence by the Steering Committee in their evaluation of specific risks. The Plan is reviewed each year to ensure that it is up to date and accurate as the Festival evolves over time.

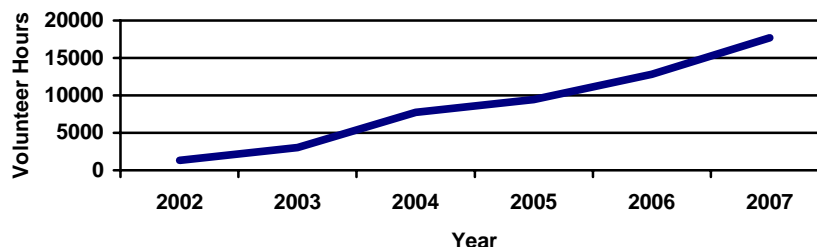
The Festival works hard to ensure that the fundraising efforts cover the approved budget. The undertaking of the promotional spots this past year, as well as other large projects in the past have been larger financial commitments. These items are now established and have been very successful for the Festival.

**2007 PETERBOROUGH CHILDREN'S WATER FESTIVAL  
INCOME STATEMENT**

<b>Expenses</b>	
Festival Education Program	\$ 352.26
Promotion & Advertising	\$ 7503.30
Program Expenses	\$ 26,728.08
Volunteer Support	\$ 1,371.07
<b>Total Expenses</b>	<b>\$ 35,954.71</b>
<b>Receipts</b>	<b>\$ 32,550.00</b>
<b>Net Gain/Loss</b>	<b>\$ - 3404.71</b>
<b>Carry Forward</b>	<b>\$ 5,618.02</b>
<b>Current Cash Position</b>	<b>\$ 2213.31</b>

Volunteers are essential to the Festival and each year we have the support of local highschools, partners and other community members. Overall, there were over **300 volunteers** who provided **2100 hours** of time.

**Cumulative Volunteer Hours**



## *Message from Chair*

On May 30<sup>th</sup>, the tents were erected and the flags rose at the Riverview Park and Zoo, to mark the beginning of the 6<sup>th</sup> annual Peterborough Children's Water Festival. This year, the Festival experienced a significant transition as Grant Murphy, Festival Chairperson since the event's inception, moved on. It would be remiss if we failed to acknowledge the vision and commitment that Grant brought to this event. The idea to create a festival in Peterborough, conceived in October 2001, evolved into the event we know today. Eight-thousand students from Peterborough County have learned about the value of water as a natural resource. Thank you Grant, the Festival is the legacy of your commitment to water education!

The second big change this year was the shift in focus from Grades 3-6 to Grades 2-5 student attendees (although Grade 6's are always welcome). Natural links exist between the Festival messages and the Grade 2 curriculum, so it was a logical extension to invite Grade 2's to the Festival. We received very positive feedback from the Grade 2 teachers, parents and students, and look forward to their participation next year.

I would like to acknowledge the efforts of all the organizations that support the Festival by allowing their employees to participate on the steering committee. I would also like to thank those individuals who contribute to making the Festival successful by serving on the Committee; while they participate with the support of their employers, they are generally juggling busy work schedules to make their participation possible.

Community support through monetary and in-kind donations are essential to the success of the festival. Though the Festival initially operated with assistance from the Ontario Government (in the form of a Trillium grant), the Festival now runs entirely due to community support. The continued success of the Festival is indicative of our community's recognition of the value of water as a resource. The support of each of our donors, whether their donation be large or small, is essential to the success of the festival - Thank you!

Without the support of volunteers, both from our partner organizations and from the local high schools, the Festival could not run. The preparedness and enthusiasm of our volunteers make the Peterborough Children's Water Festival an experience that the elementary students do not forget.

I would like to express our appreciation to our Festival Co-ordinator, Heather Kirby, who works tirelessly to keep us on task and on schedule.

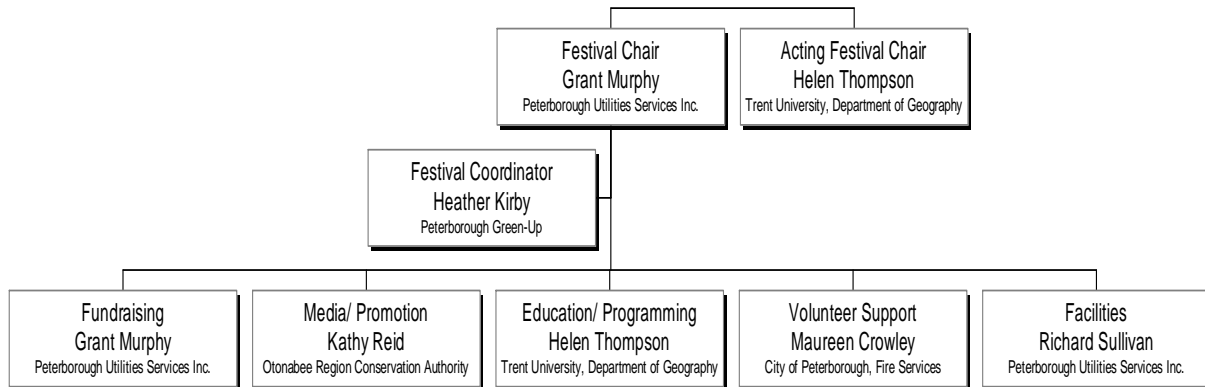
The Peterborough Children's Water Festival has become a permanent part of water education in Peterborough. Thank you for your support and participation in this event. We look forward to seeing you next year at the 7<sup>th</sup> annual Peterborough Children's Water Festival!

Sincerely,

Helen Thompson  
Acting Chair, 2007 Peterborough Children's Water Festival

## *Steering Committee*

This Steering Committee continues to operate efficiently and effectively. The contributions of all its members are valued.



The 2007 Steering Committee is made up of representatives from many local organizations within the City and County of Peterborough. Partners of the 2007 Festival are: Peterborough Utilities Services Inc, Riverview Park and Zoo, Peterborough Green-Up, Trent University – Department of Geography, City of Peterborough, Peterborough County OPP, Otonabee Region Conservation Authority, Kawartha Pine Ridge District School Board, Peterborough Victoria Northumberland and Clarington Catholic School Board, and Peterborough Fire Department.

The Steering Committee continues to grow and reach out to new organizations in our community. By encouraging volunteers from new partners to join the Steering Committee, the Festival stays healthy and sustainable.

## *Fundraising*

### **Responsibilities:**

- Identify sponsorship needs
- Plan and implement the sponsorship program
- Utilize contacts to prepare a list of individuals and/or businesses to be contacted for sponsorship
- Send appropriate correspondence to current and potential sponsors
- Make all necessary follow up calls to secure funding

**Committee Chair:** Grant Murphy (Peterborough Utilities Services Inc.)

**Sub-Committee Members:** Heather Kirby (Peterborough Green-Up)

This Festival is truly a grassroots event. Support comes from the municipal, corporate, small business and organizational levels. If not for these sponsors, the Festival would not have experienced the growth and success that it has.

Our promotional DVD was provided to all sponsors at the \$5,000+ level of support and to those who have sponsored the Festival for many years. This provided an opportunity to understand what their sponsorship dollars accomplished.

Fundraising packages were sent out in December and follow up calls were made in February. This year, \$32,550 was donated to the Festival. \$69,400 was requested. \$45,700 was budgeted for operations, and \$35,954.71 was spent (78% of budget)

### **Recommendations:**

1. Attract more members to assist with fundraising efforts,
2. Keep the fundraising professional and business like,
3. Continue the high level of customer service,
4. Ensure that the Peterborough Children's Water Festival is considered in the budgets of our two major contributors by advising them of the amount of sponsorship desired prior to their budgeting period.

### ***Education and Curriculum***

#### **Responsibilities:**

- Teacher Planning Guide
- Volunteer Activity sheets
- Ensure that the activity centres meet the curriculum demands of the teachers and principals
- Research and develop new activity centres
- Ensure that sponsored activity centres are within the mandate of the Peterborough Children's Water Festival
- Create content for the "Clear and Simple" section for new website
- Create Catholic Supplement

**Committee Chair:** Helen Thompson (Trent University, Department of Geography)

**Sub-Committee Members:** Alexis Armit (Trent University, Department of Geography), Susan Chow (Trent University – Department of Biology), Danielle DuMoulin (Ministry of Natural Resources), Ellen Dumas (Peterborough Victoria Northumberland and Clarington Catholic District School Board), Judy Gibbens, Dorothy Howard-Gill (Trent University- Environmental & Resource Science).

Our focus this year was to increase attendance at the Water Festival. We did this through two initiatives. First, we shifted the focus of the festival from Grades 3-6 to Grades 2-5. We felt that the Grade 2 curriculum matched the Festival messages more closely than the Grade 6 curriculum. It was also felt that it was easier for Grade 2's to

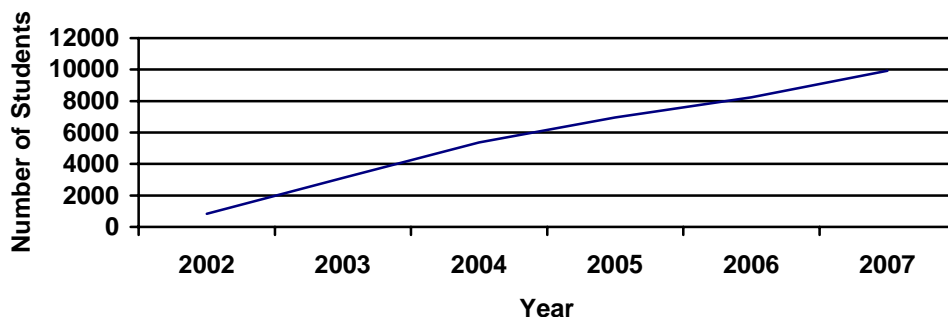
attend the Festival than the Grade 6's during the EQAO testing period. It should be noted that Grade 6 classes are still welcome to attend the Festival, and that the activities still link with portions of the Grade 6 curriculum; we have simply shifted our activity development focus to Grades 2-5. Our second initiative was to create a 3-fold promotional brochure. This was accomplished in conjunction with the Media and Communications Committee. The brochure specifically targeted teachers and was designed to raise their awareness of the educational opportunities available at the Festival. Both initiatives were very successful.

As we do each year, the Education and Curriculum Committee reviewed and printed descriptions for activity centre volunteers. These descriptions provide the volunteers with instructions about how to run the activity, some teaching tips, background material about the activity purpose and information about the science underlying the activity.

This year, in collaboration with the Volunteer Committee, we created an assignment for the high school volunteers which related directly to their Festival activity. The High School co-ordinating teachers were very receptive to the assignment and used it to help prepare their students. We also provided the teachers with a marking rubric to assist them with their assessment of the students work. We noted a marked improvement in the preparedness of the high school students this year compared to previous years.

We created pre- and post-festival activities for use by the teachers in their classrooms. We felt that this would not only reinforce student learning, but would provide the teachers with assessable materials and additional justification for their attendance at the Festival.

### Cumulative Student Attendees



### Recommendations

1. The Ontario Science and Technology curriculum is currently being review and significantly changed by the Ministry of Education. It will be necessary to revise all teacher materials to reflect the changes once the new curriculum becomes available,
2. Continue creating pre- and post- festival activities to make the festival more appealing to teachers,

3. Add 3 new activity centres to the festival. We want to offer the same number of activities per year, but recommend that the activities be rotated so that there is always something different each year. We would suggest that Climate Change and its impact on water be the focus of activity development for the next few years. The impacts of Climate Change will be felt by this generation and generations to come; increased awareness is essential to changing attitudes toward Greenhouse Gas emissions. Due to the importance of Climate Change, the new Science Curriculum will shift significantly ensure that children understand the issues surrounding climate change; this further strengthens the rationale for the focus for new activity development,
4. As alluded to in point 3, create a rotation of activities, such that not all centres are at the festival every year and returning students see new things. We suggest that the initial target be some of the activities that focus on Grade 3 curriculum – this will allow us to create activities which link with Grades 2, 4 and 5.

### *Volunteer Support*

#### **Responsibilities:**

- Recruitment and training of volunteers
- Volunteer Guide
- Ensure that all activity centres have the minimum number of volunteers to operate safely
- Ensure that all volunteers are fully aware of what is expected of them at the Festival
- Volunteer orientation review each morning of the Festival
- Monitor volunteers at Festival

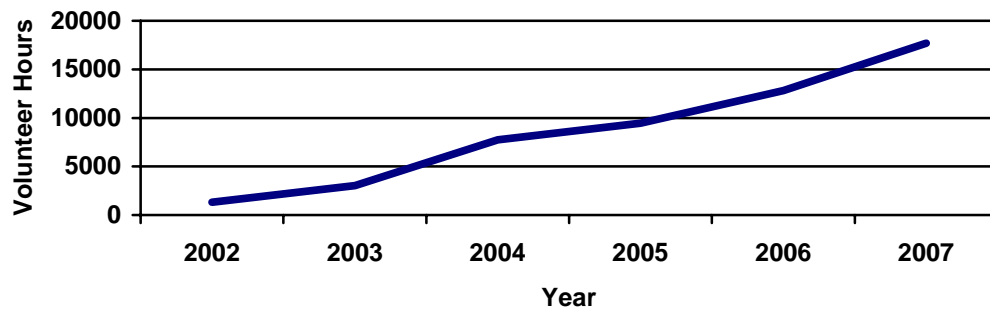
**Committee Chair:** Maureen Crowley (City of Peterborough Fire Department)

**Sub-Committee Members:** Peter Mabee (Ministry of Natural Resources), Kent Keeling (City of Peterborough), Jim Mulder (Crestwood Secondary School).

Each year, this community event runs smoothly because of the volunteers that bring excitement, energy and expertise. We truly appreciate the time and efforts of the organizations that support the Festival by allowing their staff to volunteer at the festival, and the high school teachers that provide this unique opportunity to their students.

With the completion of the 6<sup>th</sup> annual Festival, we now have high school volunteers who attended the Festival as elementary students. It is wonderful to see that they remember what they learned and are now able to share that information with others.

## Cumulative Volunteer Hours



### High School Volunteers

Over **180** students from **5** local high schools delivered our water related messages. The Peterborough Children's Water Festival would like to recognize the following schools for their enthusiastic support of the Festival:

- ✓ Adam Scott CVI
- ✓ Crestwood Secondary School
- ✓ Holy Cross Secondary School
- ✓ Thomas A. Stewart Secondary School
- ✓ St. Peter's Secondary School

This year, pre-festival preparation was encouraged through an assignment developed by the Volunteer and Education Committees. The goal was to make the students more comfortable with the materials they were presenting. Some of the students brought the results of their research, in the form of brochure or poster, to enhance their presentation.

On the days of the Festival, many of the adult volunteers and elementary teachers commented on how prepared the high school students were. This positive feedback has shown the success of this new initiative.

### Adult Volunteers

This year, **60** adults volunteered at the Festival. Adult volunteers play an important part in meeting the requirements of the Risk Management Plan.

All volunteers are connected to the Festival through their employer (which is either a sponsor or has representation on the steering committee) or are personally know to a Steering Committee member.

## Recommendations:

1. Give the highschool students their t-shirts and nametags at time of orientation; this will save much time the morning of the Festival,
2. Separate the coach and floater positions. Coaches are needed in the morning to prepare the activity centres and highschool students; and at the end of the day, to ensure that centres are closed properly and items requiring replenishment are reported. Floaters assist with the disembarking and embarking of students and assist with bus traffic (important Risk Management roles),
3. Contact the main volunteer sources in January to ensure scheduling,
4. Continue to build high school student preparedness to ensure the students effectively deliver their message. This should increase the level of commitment by the teacher.

## *Media Relations and Communication*

### Responsibilities:

- Implement a variety of media relations and communication strategies and tactics to advance community awareness of the PCWF
- Produce communication products to engage various audiences in the Festival
- Organize the Festival VIP Luncheon, including the presentation of Certificates
- Incorporate regular updates to the website, i.e. announcements of significant dates and complimentary programs
- Plan and execute a promotional video to be used as a fundraising tool
- Develop and distribute media information kits

**Committee Chair:** Kathy Reid (Otonabee Region Conservation Authority)

**Sub-Committee:** Heather Kirby (Peterborough Green-Up), Emma Murphy (CH2M HILL), Scott Seabrook (PUC), Chrissy Rusaw (PUSI)

The goal of the Media Relations and Communication Committee is to implement strategies that will strengthen community recognition, value and credibility of the Peterborough Children's Water Festival as the premier educational learning experience for students in grades 2-5 (6) in Peterborough County and City.

Local coverage of the 2007 PCWF by print and broadcast media was excellent. Of the stories/photos that appeared in print in The Peterborough Examiner, we calculated the ad value of coverage to be \$3,307.20.

Peterborough Kids Magazine featured a 1/12 page PCWF advertisement in the April/May issue. An editorial about the PCWF also appeared in the magazine.

At the 2006 Festival, video footage was captured for the purpose of producing :30 and 2:30 promotional spots that captured the excitement and education opportunities existing at the Festival. These promotional spots were completed this year and were

used in the 2007 Festival outreach efforts. These tools will be used to raise the Festival awareness of:

- ✓ potential financial sponsors within and beyond our own community,
- ✓ teachers who are unaware of the PCWF, and
- ✓ volunteers.

Television Coverage:

- ◆ CHEX Television and Cogeco Cable generously introduced the PCWF 30-second promotional into their commercial loop from January to June,
- ◆ Ryan Snoden of CHEX Newswatch Weather feature the PCWF,
- ◆ The PCWF was featured on Newswatch @ 5:30. The 9-minute report highlighted the importance of the event, two donor organizations and the key messages of two activity centres.

PCWF flags were raised at Peterborough City Hall, the Riverview Park and Zoo and Del Crary Park.

A PowerPoint presentation was created to raise community awareness of the PCWF and generate financial support from new sponsors. Such support was received from the local Public and Catholic school boards, who acknowledged the value of the Festival.

A brochure was created to capture the attention of teachers who have not come to the Festival in the past. It also reached those who have attended in a new format. The brochure was successful and resulted in increased numbers of attendees.

The Riverview Park and Zoo provided us with the opportunity to post public messages on the Zoo signboard on Water Street.

### **VIP Luncheon**

The 2007 Festival VIP Luncheon was very well received this year. Many festival donors attended and received their appreciation plaque or card. Keri Ferguson, CHEX Newswatch anchor, graciously emceed this event.

The annual luncheon is our way of acknowledging community support, providing vital Festival statistics, stating our objectives, and acknowledging the member agencies of the Organizing Committee. The program also included a message from the acting chair, Helen Thompson.

### **Recommendations:**

1. Potential media story: some of our high-school volunteers attended the festival as elementary students,
2. That the Media Relations and Communication Committee prepare a 2008 Plan of Action and accompanying budget notes for consideration and approval by the Organizing Committee.

## *Facilities*

### **Responsibilities:**

- Assist in construction and repairs of activity centres
- Schedule shelters, Orientation Centre, Gazebo.
- Arrange tent rental, determine tent locations, obtain underground locates for tent installations
- Arrange portable communication radios
- Arrange volunteer lunches, coffee carts
- Ensure water, hydro available for specific activities as required
- Map design, printing of map
- Purchase signs for activity centres, sponsors, directional signs, and installation on set up day.
- Activity set up, including tables, chairs, picnic tables, garbage receptacles, signs, banners etc. as required
- Temporary water hook up, truck water to non serviced activities
- Provide assistance as needed during event
- Assist with activity tear down; return garbage receptacles, tables, chairs etc.
- Assist in Activity Centre inventory following event

**Committee Chair:** Richard Sullivan (Riverview Park and Zoo)

**Sub-Committee Members:** Doug Wells (Riverview Park and Zoo), Jack Sisson (Riverview Park and Zoo), Corey Leeming (Riverview Park and Zoo)

The Riverview Park and Zoo continues to be a wonderful site to host the Water Festival. This year, the Festival ran a week later than it has in the past; this was not a challenge for the Facilities committee. Set up and tear down of the activity centres was again completed by Zoo staff. Thirty-five activities seems an optimal number for this site.

This year, the centres that were on the main corridor were moved to the back service road. This moved the attendees off of the main road, which allowed service vehicles to move more freely, and provided more space for Park and Zoo visitors.

The Festival utilizes the upper and lower sections of the property. A more equal distribution of centres would allow for better flow through the centres.

### **Recommendation:**

1. Adjust the Festival days to Tuesday, Wednesday and Thursday. This would allow Friday for tear down and adequate cleaning and sorting of the centres.

## *Website*

Our website continues to be the main link to the Festival for teachers and volunteers. It is a goal of the Steering Committee to ensure that the information is up to date and

can be a source of water related information to the community. The "News" section can show case any water related activities that the committee organizations are proud of.

The on-line registration continues to be successful for the teachers; they are able to access the site and register when it is convenient for them. The Teacher Planning Guide was posted on the website this year to ensure that all teachers had the most up to date information.

Volunteers can find links to the Steering Committee websites, as well as other websites to help them find background information on water to prepare for their day at the Festival.

### ***Risk Management***

Each year the Risk Management Plan is reviewed to ensure that it accurately reflects the changing needs of the Festival and the Riverview Park and Zoo.

### ***Surveys***

After each Festival, volunteers are asked to complete an evaluation to help the Steering Committee plan future events. The comments are very helpful in the planning process as they are the individuals actually delivering the messages at each activity centre. The response of these evaluations is quite high.

The teachers are also requested to submit an evaluation to help guide the Steering Committee on our approach and overall effectiveness of the event. The rate of response is low.

This information is used for planning purposes only. It is helpful to understand the Festival from an attendee's perspective.

### **Recommendations:**

1. Ask each steering committee member to talk directly with three teachers each day and fill out a questionnaire of information required as well as any comments from the teachers.

### ***New Sub-Committee***

Currently, the volunteer committee provides training for all volunteers. The Steering Committee recommends that a new committee called "Transportation, Safety and Food" be struck to coordinate: the use of golf carts and radios; the volunteer lunch; on-site

first aid; and risk management. This would allow the Volunteer sub-committee chair to focus on volunteer recruitment and training

### *Conclusion*

Every year that the Festival creates a new learning opportunity for all involved; while elementary students are the target, many others gain so much more:

- ✓ Steering Committee members learn the logistics of event planning as they strive to improve the Festival,
- ✓ High school volunteers look forward to their day at the Festival when they meet volunteers from partner organizations, and learn more about their environment through teaching elementary students,
- ✓ Adult volunteers enjoy working with the highschool students and watching the elementary students learn new concepts,
- ✓ Elementary students learn hands-on water concepts that they will remember and incorporate into their daily lives,
- ✓ Parent chaperones have the unique opportunity to learn alongside their children, and take some important messages home with them.

Creating a festival that runs smoothly and creates awareness about our local, provincial, national and world water issues is incredibly rewarding to each Steering Committee member. The PCWF is now 6 years old; 6 years ago, one of our high-school volunteers visited the festival as an elementary school student. We look forward to the day when some of those students are teachers and come back with their classrooms of students to see us again!

Thank you for your support!