



**Project Webfoot
Wetland Education Program
School Year: 2006-2007**

Final Report

Submitted to:

Nova Scotia Habitat Conservation Fund

Submitted by:

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1. Executive Summary

In the 2006-2007 school year, with the support of the Nova Scotia Habitat Conservation Fund and many others, Ducks Unlimited Canada was able to provide 84 grade 4 classes in Nova Scotia (approximately 2,025 students) with the Project Webfoot experience. More specifically, 67 classes (1666 students) received the in-class resource kit and 67 classes (1609 students) participated in the field trip component. The Nova Scotia Habitat Conservation Fund enabled us to offer the program to 22 classes (21 classes received a field trip, and 13 classes received a resource kit). Please recall that Project Webfoot program is a sponsorship-based program that consists of two components, an in-class wetland resource kit (\$300/class) and a wetland field trip (\$200/class).

Field trips were scheduled to occur during the months of May and June 2007 with each field trip session lasting from 2 to 2.5 hours. Field trips were offered at 4 sites this year and involved 1 full time Ducks Unlimited staff and 4 delivery partners: Friends of the Cornwallis River Society (Kentville), HRM Adventure Earth Centre (Halifax), Shubenacadie Provincial Wildlife Park (Shubenacadie), and Tantramar Wetlands Centre (Sackville, NB). Classes participated in hands-on activities, such as bird watching, catching aquatic invertebrates with nets, nature hikes and playing ecological games. This hands-on element of the program gave youth the opportunity to experience wetlands first-hand and instill in them an appreciation for these natural habitats.

Feedback forms indicated a high level of student and teacher satisfaction with the program. On a 5 point rating scale (excellent, good, average, poor, very poor) 94% of respondents rated the field trip program as either "excellent" or "good" and 90% rated the in-class component as "excellent" or "good".

A total of 27 sponsors generously contributed to this program. The total cost of the project was \$47,550 including the Nova Scotia Habitat Conservation Fund contribution of \$8,000 representing 17%.

The new Greenwing Legacy Centre and a marsh rehabilitation project at Shubenacadie Wildlife Park, a partnership between Ducks Unlimited, the Province of Nova Scotia, and numerous generous sponsors held their first field trips this past spring. The new facility delivered field trips to 36 classes from Dartmouth through to Truro region of Nova Scotia.

2. Project Objective

1. To increase youth awareness about the importance of wetlands by engaging 84 Nova Scotia grade 4 classes (2025 students) in DUC's Project Webfoot wetland education program whereby students will participate in hands-on wetland activities at a local wetland site.
2. To instill in these youth an appreciation for wetlands so that they will make sound choices as adults that will ensure the continued protection of these wetland habitats.

3. Description of Activities Completed and On Going

2006-2007 School Year Program

- Spring 2006 – February 2007: -DUC staff and volunteers secured funds to “sponsor” 84 grade 4 classes in Nova Scotia during the 2006-07 school year.
- Sept. 2006 – February 2007: -Schools were contacted by the DUC Atlantic Education Specialist and enrolled in the program.
- Sept. 2006 – February 2007: -Once enrolled, approval was given by a class/school, resource kits were mailed from our head office in Winnipeg and sent directly to the school teacher for use and distribution to students (a total of 67 kits were distributed).
- Sept. 2006 – June 2007: -Teachers used the resource material to help them deliver learning objectives related to “Habitats and Communities” under the Atlantic Science Curriculum.
- March 2007 – April 2007: - Field trip delivery partner relationships were affirmed and Memoranda of Understanding were signed with each partner that described the responsibilities of each party.
- April 2007: - The field trip schedule was developed and invitations were sent to schools and classes were registered for field trips.
- May – June 2007: - Field trips are delivered by delivery partners; feedback forms are distributed to participating teachers.
- Two to two-and-a-half hour wetland field trips were delivered to the NB Project Webfoot classes at the 4 designated field trip sites.
- Field trip feedback forms were distributed to class teachers who attended a field trip. The results were then collated.
- May – Sept 2007: - Teachers/schools are sending in their bussing invoices to DUC to claim their bussing subsidy of \$75/class to cover the costs to the field trip site.
Bussing invoices are being reviewed and paid accordingly.
- Invoices for project expenses are being paid.
- August 2007: - Thank you ads are being produced and printed in the Halifax Chronicle Herald to thank all sponsors who contributed to the 2006-07 Project Webfoot program.
- July – August 2007: -Feedback from delivery partners was solicited from field trip delivery partners and recommendations were reviewed in DUC's ongoing effort to ensure goals were met and to enhance program quality.
- Aug – Nov 2007: - Cancelled cheques are being received from our Head Office (Winnipeg) for the expenditures of the program. Final report to the Nova Scotia Habitat Conservation Fund was completed.

4. Project Results

In the 2006-2007 school year, Ducks Unlimited Canada was able to provide 84 grade 4 classes in Nova Scotia (approximately 2,025 students) with the Project Webfoot experience. More specifically, 67 classes (1666 students) received the in-class resource kit and 67 classes (1609 students) participated in the field trip component. The Nova Scotia Habitat Conservation Fund enabled us to offer the program to 22 classes (21 classes received a field trip, and 13 classes received a resource kit). Please recall that Project Webfoot program is a sponsorship-based program that consists of two components, an in-class wetland resource kit (\$300/class) and a wetland field trip (\$200/class).

Appendix A provides a list of classes that were sponsored by the Nova Scotia Habitat Conservation Fund.

5. Project Assessment

Field trip feedback forms were issued to all teachers who attended a field trip. We received completed feedback forms from 22 teachers (40% return rate). The feedback results indicated a high level of teacher and student satisfaction in the field trip program. On a 5 point rating scale (excellent, good, average, poor, very poor) 94% rated the field trip program as either “excellent” or “good” and 90% rated the in-class component as “excellent” or “good”. A total of 27 sponsors generously sponsored this program.

Teacher feedback, combined with consultation with staff and delivery partners involved in this program, resulted in the following project assessment:

1. Field trips are a highly valued and much appreciated component of this program. Wherever possible, DUC will promote class sponsorship at the \$500 level to ensure that all registered classes receive a field trip.
2. Due to limited funding for this program, DUC will have to be very strategic as to where we register classes for field trips. We will have to focus our attention in areas that are conservation priority areas for our organization and also areas that have large urban centres where children might not have experienced wetlands before.
3. With the growing number of schools wanting to be involved in the program, finding sufficient field trip sponsorship continues to be a challenge. DUC will try to find larger, corporate sponsors who may be interested in pledging their support to fund a number of field trip classes throughout the province of Nova Scotia. Our aim is to provide every registered class with a field trip.

6. Financial

The total cost of the project was \$47,550 from an estimated budget of \$ \$59,550. *Please note that the discrepancy between budget and actuals is due to the fact that the budget was based on the delivery of 100 classes but we actually only delivered programming to 84 classes because of insufficient funding.* The Nova Scotia Habitat Conservation Fund contribution of \$8,000 represented 17% of the total project cost. Table 1.0 below summarizes the expenses for this program.

Table 1.0 Budgeted and Actual Costs of Nova Scotia Project Webfoot Wetland Education Program, 2006-07

Ducks Unlimited Canada Grant: \$8,000				
Description	Budget	Actual (Based on funds raised)	NS HCF Contribution	Receipts attached
Education Coordinator	9,500.00	9,500.00		N/A (in kind, for Coordinator's salary)
Partner Training Delivery – Travel, Meals and Accom.	1550.00	1550.00		N/A (in kind)
Partnership Delivery Fees/ Field Trip Registration Fees	8750.00	8375.00	3445.00	Tantramar Wetlands Centre, Shubenacadie Provincial Wildlife Park, Friends of the Cornwallis River Society
In-class Registration Fees	30,000.00	20100.00	3900.00	Resource Kits
Marketing and Media	4500.00	3000		The Chronicle Herald – other fundraising
Travel (bussing for schools)	5250.00	5025.00	655.00	Various bussing receipts from schools
Total	\$59,550	\$47,550	\$8000	

7. Communication/Marketing and Media

Each Project Webfoot class was made aware of their sponsor when they were sent the resource kit and when they were invited to attend a field trip. Included in the resource kit was a “Sponsor Thank You Certificate”; classes were encouraged to send it to their sponsor along with letters, cards, and pictures.

Sponsors were also personally thanked by the Atlantic Education Specialist via a thank you letter and personalized DUC Sponsorship Certificate that was sent out upon receipt of the sponsorship. DUC national office also issued a standard DUC thank you letter.

During field trips, our delivery partners displayed large sandwich boards where the sponsors’ names were written for the teachers, students and accompanying parents, and the public to see.

When teachers were invited on a field trip, they also received a one page sheet entitled ‘Thanking Your Sponsors’ to enlighten them about the number of people and organizations who contributed funds to enable their participation in Project Webfoot. The Nova Scotia Habitat Conservation Fund logo appeared there as well.

In addition to this recognition, DUC is in the process of producing newspaper thank you ads that will thank each individual sponsor who donated to the 2006-07 Project Webfoot program above \$1000. An ad will be run in the Halifax Chronicle Herald in early September. Sponsors who

donated at the \$5000 level or greater also had their corporate logo included in the ads. As such, the Nova Scotia Habitat Conservation Fund logo will appear in this ad.

8. Conclusion

Project Webfoot remains a curriculum-based program that is enormously successful. “Adopting” classes by sponsors continues to be the primary way this program is funded. Nonetheless, it is becoming increasingly difficult to raise the requisite funds to meet past goals and surpass them. We are extremely thrilled to have once again received a grant from the Nova Scotia Habitat Conservation Fund and look forward to your continuing support so that we can overcome our funding barriers and ensure Project Webfoot’s continuing success