



**KAWARTHA
CONSERVATION**

Discover • Protect • Restore

2025 ANNUAL REPORT



LEADERS IN INTEGRATED WATERSHED MANAGEMENT

First Nations Land Acknowledgement

We would like to acknowledge that many Indigenous Nations have longstanding relationships, both historic and modern, with the territories upon which we are located. Today, this area is home to many Indigenous peoples from across Turtle Island. We acknowledge that our watershed forms a part of the treaty and traditional territory of the south-eastern Anishinaabeg. It is on these ancestral and treaty lands that we live and work. To honour this legacy, we commit to being stewards of the natural environment and undertake to have a relationship of respect with our Treaty partners.

Our Corporate Values

Our values guide our actions, as they shape the kind of organization that we are part of.

In all of our decision-making, we will:

- *Act with Integrity*
- *Value Knowledge*
- *Promote Teamwork*
- *Achieve Performance Excellence*
- *Foster Innovation*

2025 Board Members

Chair – Pat Warren (City of Kawartha Lakes)

Vice Chair – Harold Wright (Township of Scugog)

Tracy Richardson – City of Kawartha Lakes

Mark Doble – City of Kawartha Lakes

Gerry Byrne – Township of Cavan Monaghan

Peter Franzen – Municipality of Trent Lakes

Cria Pettingill – Township of Brock

Lloyd Rang – Municipality of Clarington

Robert Rock – Township of Scugog

Jeff Forbes – Mississaugas of Scugog Island First Nation

Our VISION

Engaged communities that love, respect and appreciate our natural environment.

Our MISSION

To champion watershed health as the recognized leader in natural asset management.

Our FOCUS

Outstanding water quality and quantity management, supported by healthy landscapes through planning, stewardship, science and education.

Message from the Chair and CAO

As we reflect on 2025, we do so with a deep sense of pride in the work of Kawartha Conservation's staff, Board of Directors, volunteers, and partners. It has been a year defined by meaningful progress, strong collaboration, and a continued commitment to serving the people, communities, and landscapes of our watershed.

Across all departments, our team delivered results that matter. From protecting people and property through flood forecasting, warning, and regulation, to advancing science-based watershed management, to restoring natural habitats, engaging residents, and welcoming thousands of visitors to our conservation areas, the impact of our work was felt throughout the watershed. These accomplishments are not accidental. They are the result of dedicated professionals who care deeply about this place and the people who call it home.

2025 was also a year of strong partnerships. We continued to work closely with our municipal partners, Indigenous communities, provincial and federal agencies, local businesses, community organizations, and volunteers. These relationships strengthen our ability to deliver practical, evidence-based solutions and to connect people to the land and water in meaningful ways.

At the same time, we would be remiss not to acknowledge that the broader conservation authority system in Ontario is entering a period of change. Provincial announcements and proposals signal potential structural and governance changes in the years ahead. This creates uncertainty, and with uncertainty comes understandable concern, both for the organization and for the communities we serve.

We are approaching this moment with clarity and balance. Change always brings challenges, but it can also bring opportunities to improve

Pat Warren
Chair, Kawartha Conservation Board of Directors

how we work, how we collaborate, and how we demonstrate value to the public and our municipal partners. Whatever form these changes may take, one thing remains constant. Kawartha Conservation's purpose does not change.

We will continue to put watershed residents first.

We will continue to protect people and property using sound science, reliable data, and professional judgment.

We will continue to support municipal decision-making with credible, evidence-based information.

We will continue to engage our communities, landowners, businesses, and partners in stewardship, education, and action.

And we will continue to deliver high-impact programs and services that improve environmental health, community resilience, and quality of life across the watershed.

The strength of Kawartha Conservation has always been its people. Our staff bring expertise, integrity, and care to their work every day. Our Board provides thoughtful governance and steadfast support. Our partners and communities bring energy, trust, and shared purpose. That foundation positions us well, not only to navigate uncertainty, but to continue building a stronger, more resilient watershed for generations to come.

As you read this Annual Report, we hope you feel the same sense of pride we do in what has been accomplished in 2025, and the same confidence we have in the path ahead.

Thank you for your continued trust, support, and partnership.

Mark Majchrowski
CAO

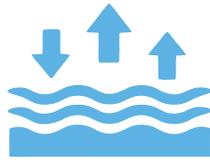
Our Role in the Watershed



**Flood
Forecasting**



**Planning and
Permitting**



**Watershed
Science**



Stewardship



**Conservation
Lands**



**Source
Water
Protection**

Kawartha Conservation is responsible for managing and protecting the natural systems that sustain our communities. Our work helps reduce the risk of flooding and erosion, supports safe and responsible growth, protects drinking water sources, restores and enhances natural areas, and provides opportunities for people to connect with nature.

The Kawartha watershed is a complex and living system. It includes rivers, lakes, wetlands, forests, agricultural lands, and growing communities. It is also increasingly shaped by climate change, extreme weather, development pressure, and rising demands on both natural and municipal infrastructure.

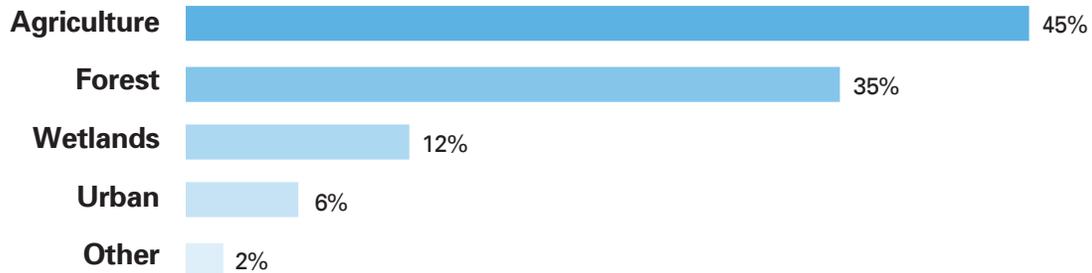
In 2025, Kawartha Conservation focused on delivering practical, science-based services that protect people and property, support municipalities and landowners, and strengthen the long-term health and resilience of the watershed.

Protecting communities from natural hazards and supporting safe, sustainable development is one of Kawartha Conservation's core responsibilities. This work helps municipalities, property owners, and businesses make informed decisions that reduce risk.



Kawartha Watershed By The Numbers

Land Cover in the Watershed



Land and Water

2,563 km²

Watershed Area

250+

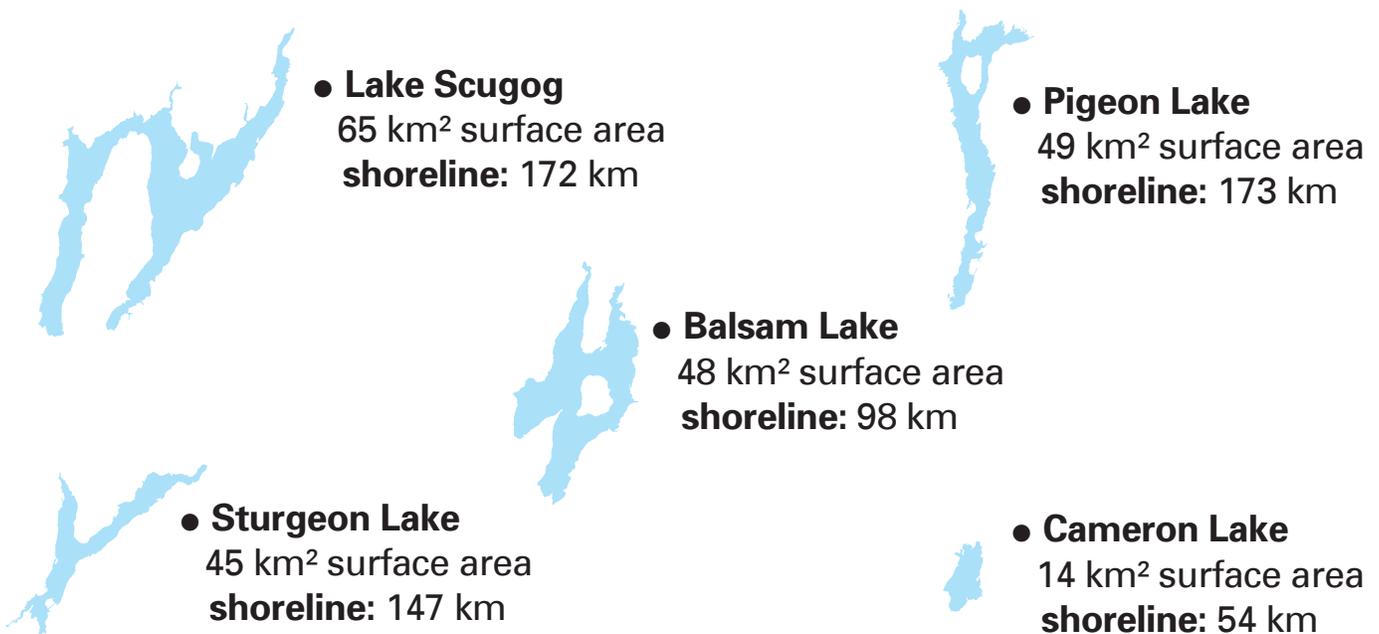
Lakes, Rivers & Wetlands

600 km

Rivers & Streams



Big Lakes



Planning and Permitting

Kawartha Conservation reviews development proposals in regulated areas to ensure that new construction does not increase the risk of flooding, erosion, or other natural hazards, and that it does not negatively impact these features and systems.

In 2025, this work continued to be a critical service to municipalities across the watershed, supporting both growth and public safety.

2025 Highlights

- Reviewed 369 planning and development applications across the watershed
- Issued 279 permits
- Processed 63 permit revisions
- Provided technical input to municipalities to support safe and informed land-use decisions
- Continued to meet service expectations for timely and consistent reviews

This work ensures that development occurs in appropriate locations and that communities are protected from avoidable risks.

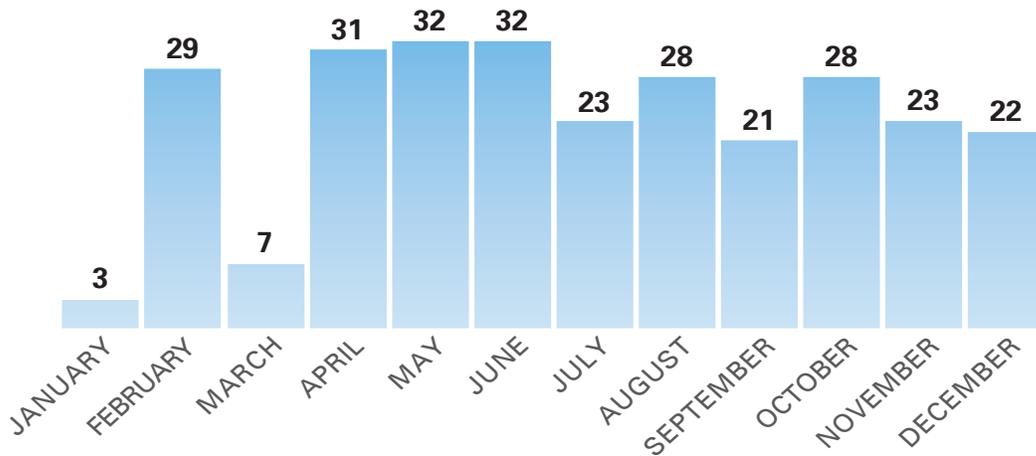
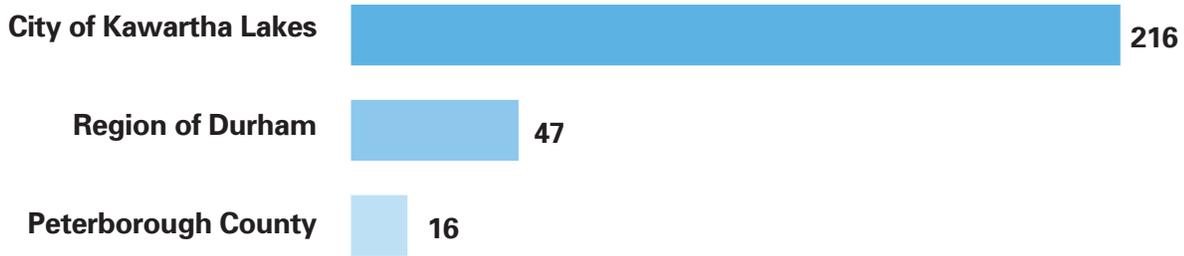
Why this matters

Good planning decisions today prevent costly and dangerous problems tomorrow. By reviewing development in hazard-prone areas, Kawartha Conservation helps protect lives, property, and public infrastructure.



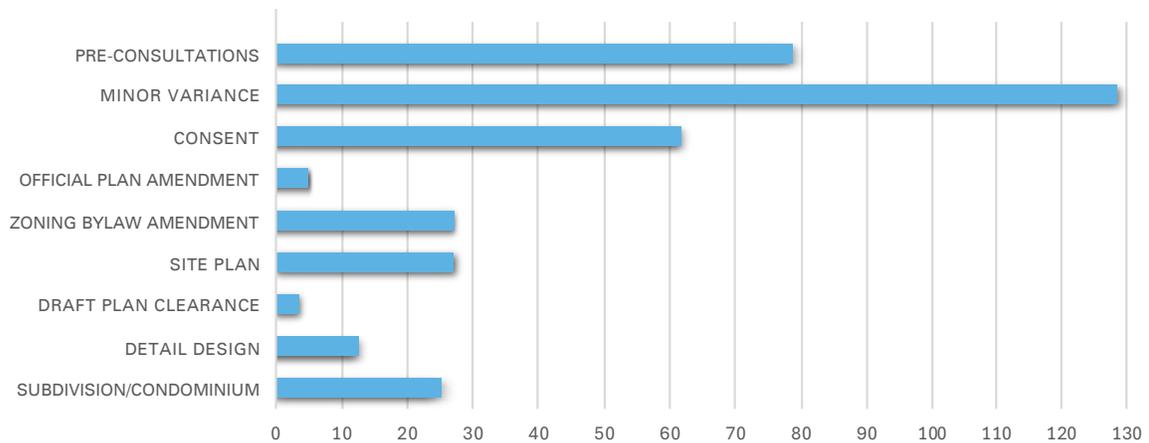
Permitting

279 Permits Issued



Planning

Planning Applications by Type - 2025



Planning Applications Reviewed

369

- City of Kawartha Lakes: 290 applications
- Durham Region: 62 applications
- County of Peterborough: 17 applications

Source Water Protection

Protecting municipal drinking water sources is a legislated responsibility and a critical public health function. Kawartha Conservation supports Source Water Protection through technical review, risk management services, landowner engagement, and collaboration with municipal and provincial partners.



In 2025, we worked closely with municipalities, developers, landowners, and stakeholders to ensure activities within vulnerable areas did not pose a risk to municipal drinking water supplies. This included reviewing development proposals, providing planning guidance, and managing source-protection related risks.

Education and future readiness were also a focus. A presentation to approximately 45 members of the Central Lakes Association of Realtors, supporting informed property transactions within vulnerable areas, was held. An inventory of Drinking Water Source Protection signage was completed across the City of Kawartha Lakes, with planning underway for new installations in 2026.

Kawartha Conservation also contributed to technical meetings related to major amendment packages for the South Georgian Bay, Lake Simcoe, and Trent Conservation Coalition Source Protection Plans, aligning local policies and vulnerability mapping with the Ministry of the Environment, Conservation and Parks' updated Technical Rules.

2025 Source Water Protection Summary

- 39 development applications reviewed
- 20 planning pre-consultations conducted
- 8 Source Water Protection inquiries addressed
- 7 fuel threats eliminated through conversion to alternative heating sources
- Drinking Water Source Protection signage inventory completed
- Education delivered to the local real estate community
- Technical input provided on 3 regional Source Protection Plan amendment packages

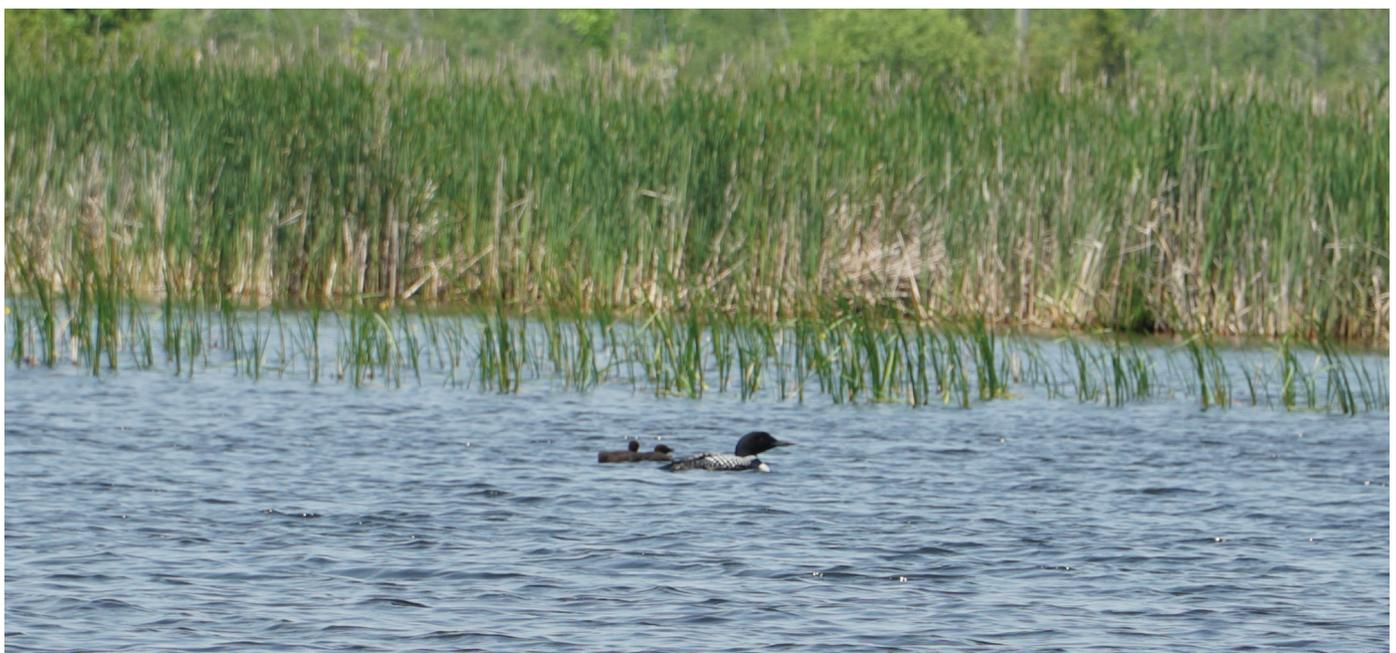
Integrated Watershed Management

Integrated Watershed Management brings together data, science, monitoring, and applied field work to support informed decision-making and long-term watershed health. In 2025, Kawartha Conservation advanced this work through coordinated technical analysis, field monitoring, applied research, and public education, strengthening both internal capacity and community understanding of watershed conditions.

- Ecological Land Classification updated watershed-wide using updated watershed-wide aerial imagery
- Efficiency gains realized through full automation of Watershed Report Card data processing
- Explored new data sets to refine regulation mapping features
- Internal mapping tool enhanced to expediate review times for planning and permitting applications
- Updated 100-year lake level elevations to current standards and re-mapped potential flood risk areas

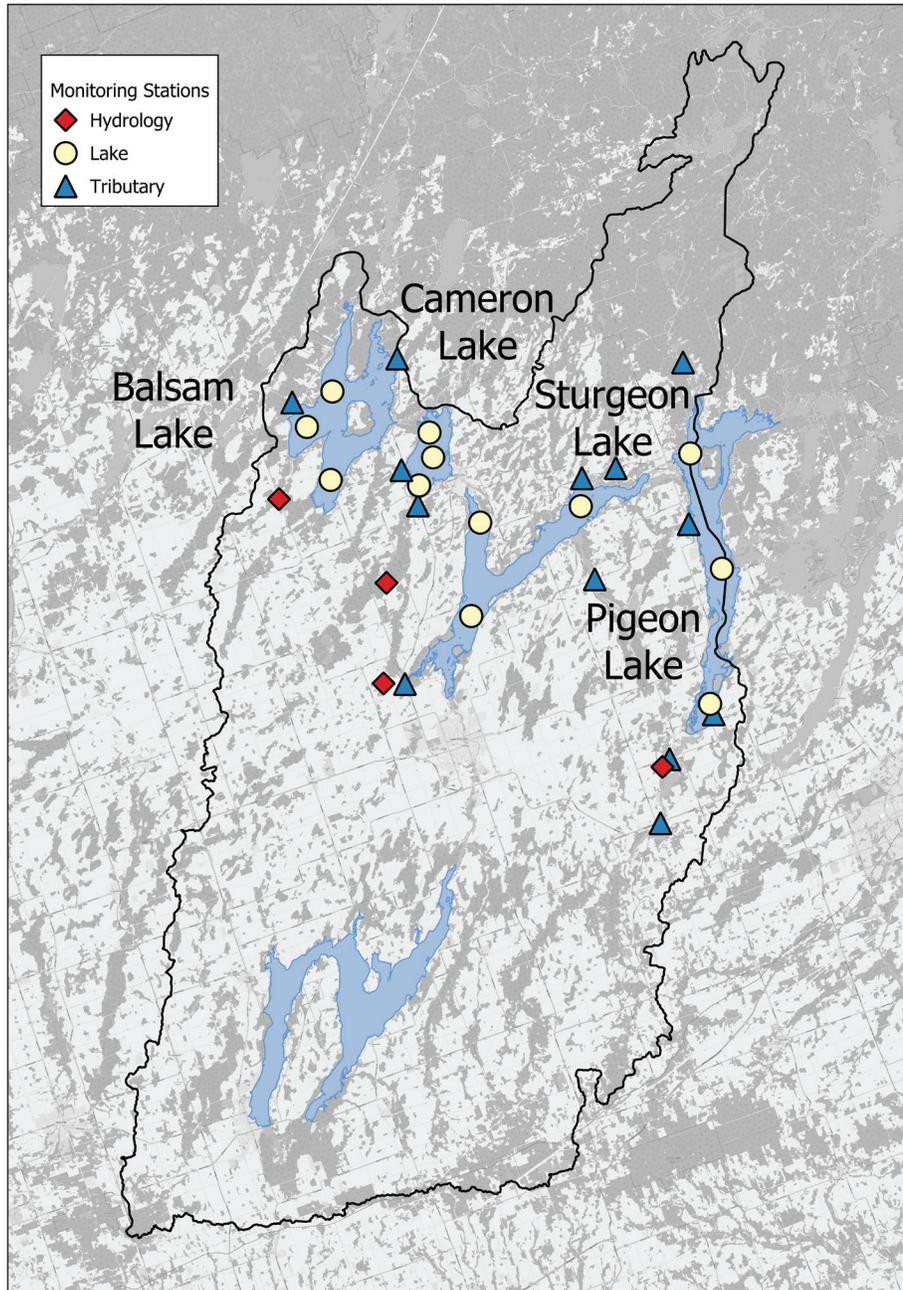
Environmental Information Services

Environmental Information Services focused on strengthening spatial data, automation, and analytical tools that support regulation, planning, and reporting across the organization. Updates to core datasets and workflows improved accuracy, efficiency, and consistency in watershed mapping and analysis.



Lake Health Monitoring

Lake Health Monitoring is focused on establishing baseline conditions across priority lakes, tributaries and nearshore environments. Data collection is built on the baseline monitoring established in the approved Lake Management Plans, which will support future trend analysis and lake management planning.



- Water quality monitoring completed at 17 lakes and tributaries
- Hydrology monitoring conducted at 4 creek and river locations
- Aquatic plant surveys completed on Lake Scugog and Sturgeon Lake
- Shoreline land use surveys completed on Lake Scugog and Sturgeon Lake



Watershed Monitoring and Applied Science

Watershed monitoring and applied science initiatives examined ecological responses to flow regimes, land use, and environmental stressors. Monitoring data supported both internal analysis and public reporting.

- Aquatic habitat and fish spawning conditions monitored along the Bobcaygeon River and a nearby Provincially Significant Wetland
- Water temperature monitored at 30 sensitive coldwater stream sites
- Aquatic biomonitoring conducted at 15 urban and reference stream and lake sites
- Updated watershed health and trend reports published online
- Scientific research and training undertaken in erosion and sediment control, aquatic plant control, and biomonitoring

Erosion and Sediment Control

Erosion and sediment control activities focused on compliance, innovation, and staff capacity building to reduce impacts from active development.

- Routine inspections conducted at active construction sites to identify deficiencies and improvement opportunities
- Two additional staff certified as Inspectors of Sediment and Erosion Control (CISEC)
- Partnerships established with two developers to pilot drone-based erosion mapping on large construction sites



- Educational videos produced on water quality, biomonitoring, fisheries, stormwater, sampling techniques, and monitoring technology

Education and Public Awareness

Education and outreach supported knowledge sharing and public understanding of watershed science and monitoring activities.



Lake Scugog Fisheries Enhancement

Targeted fisheries enhancement projects supported habitat connectivity and fish movement through strong partnerships and external funding.

- \$33,400 secured from partner organizations for fisheries enhancement
- Culvert replacement completed at Byers Road to improve fish passage

- Automatic water quality sampler deployed for high-flow event sampling
- Logger network expanded to monitor dissolved oxygen, conductivity, and water levels at multiple watershed locations
- Winter monitoring piloted to determine water levels and habitat suitability
- Internal flood forecasting dashboard enhanced with new sites and integrated historical and real-time water level analytics
- Automated drone missions piloted for shoreline and construction site mapping, testing their ability to collect consistent data, reduce labour-intensive fieldwork, and support future operational use

Technological Advancements in Environmental Monitoring

Technological innovation continued to expand monitoring capacity, data resolution, and year-round coverage across the watershed.

Flood Plain Mapping

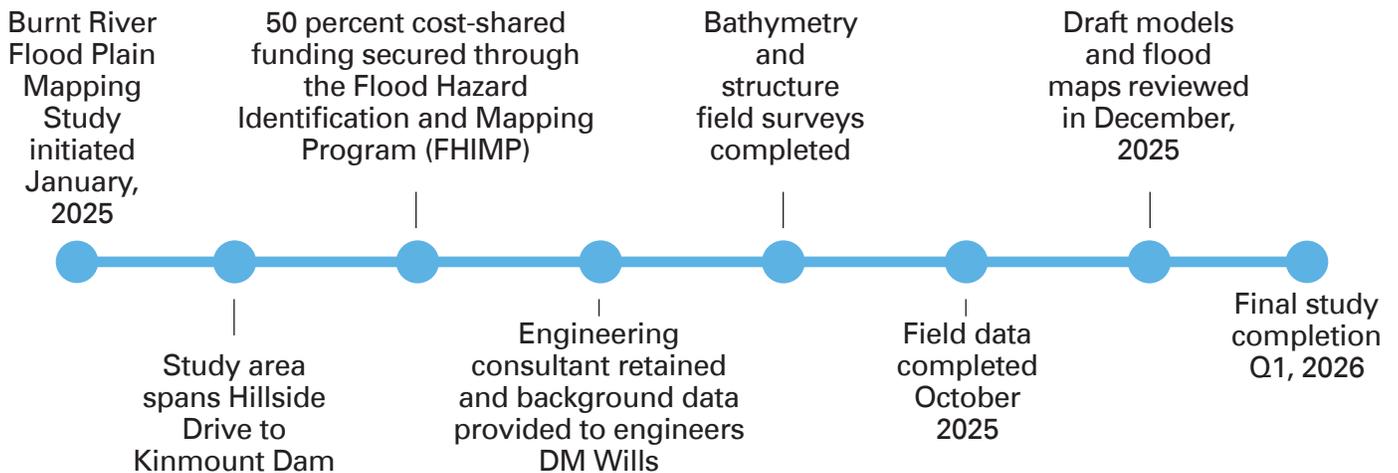
Flood plain mapping supports informed land use planning, emergency preparedness, and long-term community resilience. In 2025, Kawartha Conservation advanced flood plain mapping within the City of Kawartha Lakes, improving access to accurate, science-based flood hazard information for the municipalities, landowners, and residents.

A key focus for the Burnt River Flood Plain Mapping Study is the section of river between Hillside Drive and Kinmount Dam. The study began in January 2025 and is being completed through a 50 percent cost-shared funding arrangement under the federal Flood Hazard Identification and Mapping Program, with matching support from the City of Kawartha Lakes.

Throughout the year, Kawartha Conservation coordinated background data delivery to consulting engineers, conducted extensive field investigations, and oversaw hydrologic and hydraulic modelling. Field work, including bathymetric and structure surveys, was completed through the summer and fall. Draft models, technical reports, and flood maps are scheduled for review by federal representatives and an independent peer reviewer, with final mapping anticipated in early 2026.

This work strengthens flood risk awareness and supports evidence-based planning decisions to help protect people and property.

Burnt River Flood Plain Mapping Timeline



Education Partnerships

Education plays a key role in building long-term environmental awareness and professional capacity across the watershed. In 2025, Kawartha Conservation strengthened partnerships with schools, camps, community organizations, and post-secondary institutions, using conservation lands and facilities as living classrooms and training spaces.



Educational Partnerships and Community Learning

Education and outreach supported knowledge sharing, and public understanding of watershed science and monitoring activities.

- 2 Aquatic Monitoring sessions delivered for Kawartha Lakes Hockey Camp
- 1 Water Bugs session hosted with the City of Kawartha Lakes Summer Camp program
- Water Bugs session delivered at R.H. Cornish Public School, engaging more than 200 parents and children
- Ongoing partnership with At Last Forest School, including weekly forest school programming at Ken Reid and 3 weeks of summer camp
- Ampere Association summer camp hosted at the Field Centre
- Winter Tree Identification Hike delivered in partnership with Kawartha Land Trust
- Self-guided educational visits hosted at Ken Reid for:
 - ◆ Approximately 150 students and teachers from Leslie Frost Public School
 - ◆ Approximately 100 students and teachers from Central Senior Public School

Innovation Hub and Professional Development

The Innovation Hub continued to support professional learning, applied training, and workforce development, positioning Kawartha Conservation as a regional centre for environmental and regulatory education.

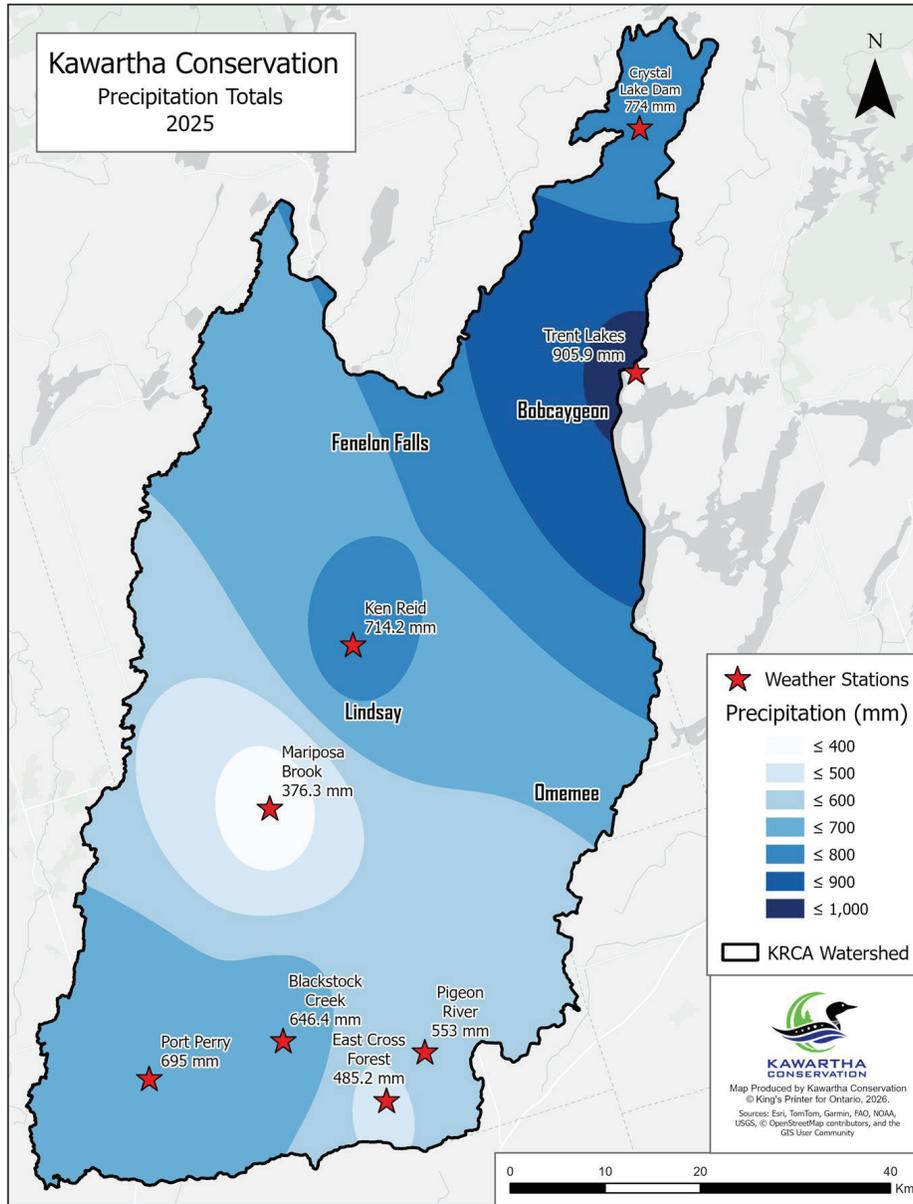
- 2 Ontario Building Code Part 8 Onsite Sewage System Exam Preparation courses
- 2 Ontario Benthos Biomonitoring Network (OBBN) Training and Certification courses
- 45 participants engaged in professional development and certification training
- Co-op student placements supported through partnerships with Trent University's School of the Environment and Fleming College

Education and innovation build capacity beyond a single program or project. By engaging youth, supporting educators, and providing professional training opportunities, Kawartha Conservation is helping grow the next generation of environmental stewards and skilled practitioners while strengthening regional expertise.



Flood Forecasting and Low Water Monitoring

Kawartha Conservation monitors watershed conditions year-round and translates real-time data into timely, actionable information for municipalities, emergency responders, and the public.



Flooding, erosion, and low water conditions remain some of the most significant natural hazards affecting the watershed. Kawartha Conservation operates and maintains a flood forecasting and warning system supported by a network of monitoring stations that track precipitation, streamflow, and watershed conditions in near real time.

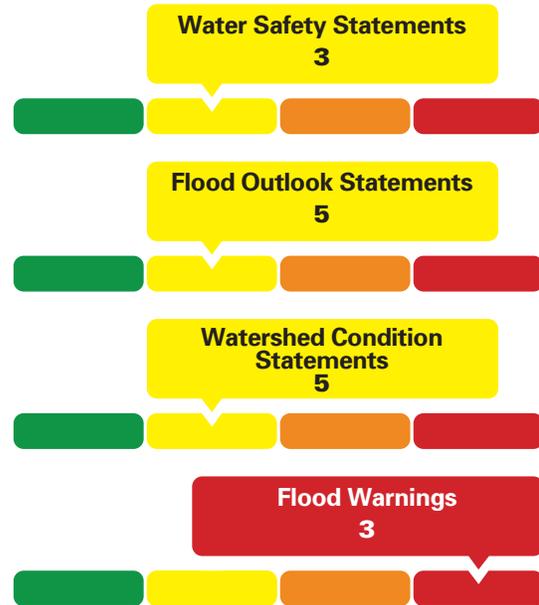
Throughout 2025, staff monitored changing conditions across the watershed, assessed potential risks, and issued advisories when elevated water levels or dry conditions warranted public awareness or response. This information supports municipal emergency management, infrastructure planning, and public safety, particularly during periods of intense rainfall, snowmelt, and extended dry weather.

2025 Flood and Low Water Activity Summary

In 2025, Kawartha Conservation issued flood and watershed condition messages as required and closely tracked low water conditions through late summer and fall.



Total flood and watershed condition messages issued: 17



Low water monitoring period: August to December 2025



Dry conditions emerged in late summer, prompting a Level 1 Low Water declaration in August. Conditions intensified in September, leading to a Level 2 Low Water declaration as streamflows and water availability declined across parts of the watershed. Improved precipitation in the fall resulted in a return to Level 1 conditions in October, with watershed conditions stabilizing and returning to normal by mid-December.

This progression highlights the importance of continuous monitoring and timely communication to support water users, municipalities, and watershed partners during both flood and drought-related events.

Clear, timely advisories help communities prepare, respond, and reduce risk during extreme weather and changing watershed conditions.

Conservation Lands

Kawartha Conservation's Conservation Lands program focuses on maintaining safe, accessible, and engaging natural spaces while balancing environmental protection and community use. In 2025, efforts were concentrated on infrastructure renewal, restoration following ice storm impacts, and expanded opportunities for recreation, education, and cultural engagement across conservation areas.



Infrastructure and Restoration

Infrastructure upgrades and restoration work strengthened site safety, protected sensitive areas, and prepared properties for future public access. Significant restoration efforts were also completed at Durham East Cross Conservation Area to rehabilitate degraded lands and prevent ongoing damage.

- Infrastructure and trail development initiated for the new Tuck'd Away Conservation Area to be opened in 2026
- Ice storm damage cleared across conservation areas, with additional work continuing through 2026
- Infrastructure work continued through 2025 including a new accessible pathway from the road to the Administration Building, memorial bench installation, as well as replacing sections of the marsh boardwalk
- Restoration completed across 6.5 hectares at Durham East Cross Conservation Area, including:
 - ◆ Closure of illegal access points and trails
 - ◆ Removal of invasive species including Spotted Knapweed and Scots Pine
 - ◆ Planting of 120 large caliper trees (30 mm to 40 mm)
 - ◆ Planting of approximately 1,500 native wildflowers and shrubs

Programs and Participation

Conservation lands served as venues for recreation, learning, cultural programming, and large-scale community events, attracting thousands of visitors and participants throughout the year.



1,200+ plants introduced as part of the sand hills restoration at Durham East Cross Forest through volunteer plantings

- Guided hike series delivered with support from the Greenbelt Foundation, engaging 110 participants in celebration of the Greenbelt's 20th anniversary
- Cross-country event hosted at Ken Reid with 820 student participants
- 19 group bookings hosted at Ken Reid, including educational, school, community, and private groups
- 4 public and 2 private Forest Therapy sessions delivered

Community Engagement and Events

Major seasonal events and innovative programming expanded access, strengthened partnerships, and significantly increased visitation across conservation lands.

- Talking Forest Trail App redesigned in partnership with Ampere Association and Hamilton Conservation Authority and relaunched October 23, 2025 earning an Inspiration Award
- Conservation Areas Workshop hosted at Ken Reid, welcoming just over 40 Conservation Area Technicians for a Talking Forest App showcase
- Hosted the 6th annual Christmas at Ken Reid event on December 6 with several hundred visitors, supported through numerous volunteers
- \$12,500 secured from Experience Ontario to support Christmas at Ken Reid and Illuminated Forest
- \$7,000+ leveraged through sponsorships, vendor registrations, and parking fees

7,000+ visitors to the Illuminated Forest at Ken Reid Conservation Area between December 12 and 28. The event was supported through a partnership with the City of Kawartha Lakes



Stewardship and Agricultural Stewardship

Stewardship programs supported landowners in implementing practical, on-the-ground projects that protect soil, water, and habitat across the watershed.

In 2025, Kawartha Conservation worked directly with landowners, farmers, and partners to turn stewardship goals into tangible action. Through technical guidance, funding support, and on-site assessments, projects were implemented that reduced erosion, improved water quality, and strengthened habitat on private and agricultural lands. These efforts reflect a collaborative approach that balances environmental protection with working landscapes.

Stewardship succeeds when landowners are supported with the right tools, knowledge, and partnerships to take action on the land.



ALUS Kawarthas Peterborough Northumberland (KPN) Program Transition

In 2025, Kawartha Conservation supported the transition of the ALUS KPN program from ALUS Peterborough, an initiative by the Ontario Federation of Anglers and Hunters. Kawartha Conservation now serves as the local delivery partner, to expand delivery capacity and strengthen partnerships in agricultural stewardship. This change positions the program to accelerate program implementation and enhance environmental outcomes on working lands moving forward.



Tree Planting and Habitat Restoration

Tree planting and habitat restoration efforts continued in 2025, strengthening forest cover, improving habitat connectivity, and engaging communities across the watershed.

Tree planting and habitat restoration projects were delivered across urban and rural areas in 2025, supported by community volunteers, landowners, and partner organizations. Projects focused on priority sites to stabilize shorelines, enhance natural cover, and improve ecological function. Together, these efforts contribute to healthier forests, stronger habitat corridors, and long-term watershed resilience.

Tree planting and habitat restoration are long-term investments that deliver lasting benefits for the watershed and the communities that depend on it.



39,478 Trees Planted

An estimated **228 tonnes of carbon dioxide equivalent** will be sequestered over the lifetime of trees planted in 2025. This estimate is based on standard sequestration models and reflects long-term environmental benefits rather than immediate offsets.

Water Fund and Urban Restoration

The Water Fund turns targeted investment into on-the-ground environmental improvements by helping landowners and communities move projects from idea to implementation.

**\$88,500
granted**

**30
projects
supported**

**\$315,000
leveraged
in total
project**



In 2025, the Water Fund provided financial support, technical guidance, and consultation to landowners and community groups undertaking projects that improve water quality and ecosystem health. By reducing financial barriers and offering practical expertise, the program enabled a wide range of projects that delivered benefits well beyond the initial investment.

Strategic investment through the Water Fund delivers measurable environmental outcomes while strengthening partnerships across the watershed.

Urban Restoration and Invasive Species Management

Urban restoration projects continued alongside Water Fund delivery, including the treatment of approximately **712 square metres** of Japanese Knotweed at priority sites. These efforts help restore native vegetation, protect infrastructure, and improve the ecological function of urban green spaces.





Community Engagement and Partnerships

Community engagement ensures local knowledge, experience, and priorities help shape watershed planning and decision-making.

In 2025, Kawartha Conservation continued to engage with municipalities, community groups, landowners, and partner organizations through consultations, presentations, and advisory roles. These conversations help inform programs, improve services, and ensure watershed management reflects both local conditions and community priorities.

Ongoing engagement ensures watershed management is informed by those who live, work, and care for the land and water.



- 210 landowners supported through free site consultations
- 21 community presentations delivered, reaching 760 participants
- Active participation on municipal, agricultural, and invasive species advisory committees
- Engagement with regional, provincial, and national partners across agriculture, conservation, forestry, and restoration sectors
- 200 subscribers engaged through the monthly Watershed Watch newsletter

ALUS Kawarthas Peterborough and Northumberland

The ALUS Kawarthas Peterborough Northumberland program supports farmers and agricultural landowners in delivering ecosystem services that benefit water quality, biodiversity, and climate resilience. In 2025, the program gained strong momentum, reflecting growing interest from the agricultural community and a clear pipeline of approved and implemented projects across the watershed.

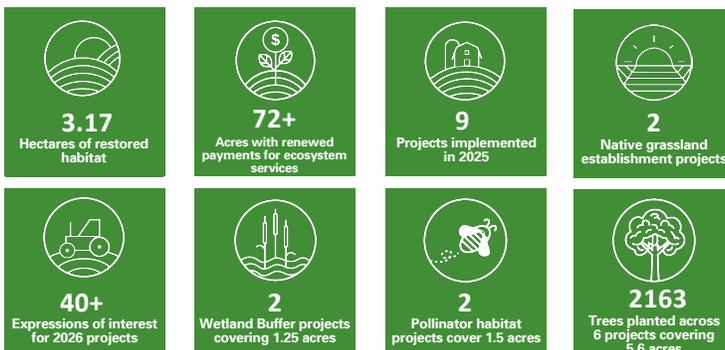
Demand for the program remained high throughout the year, with strong engagement from landowners and steady progress from project approval through to on-the-ground implementation. While many projects are scheduled for establishment in spring 2026, tangible restoration outcomes were achieved in 2025, laying the groundwork for continued success.

ALUS On-The-Ground Impacts

- Over 30 expressions of interest received from farmers and agricultural landowners
- 24 ecosystem services projects approved on 17 farms through the Partnership Advisory Committee



- 9 ALUS projects implemented in 2025

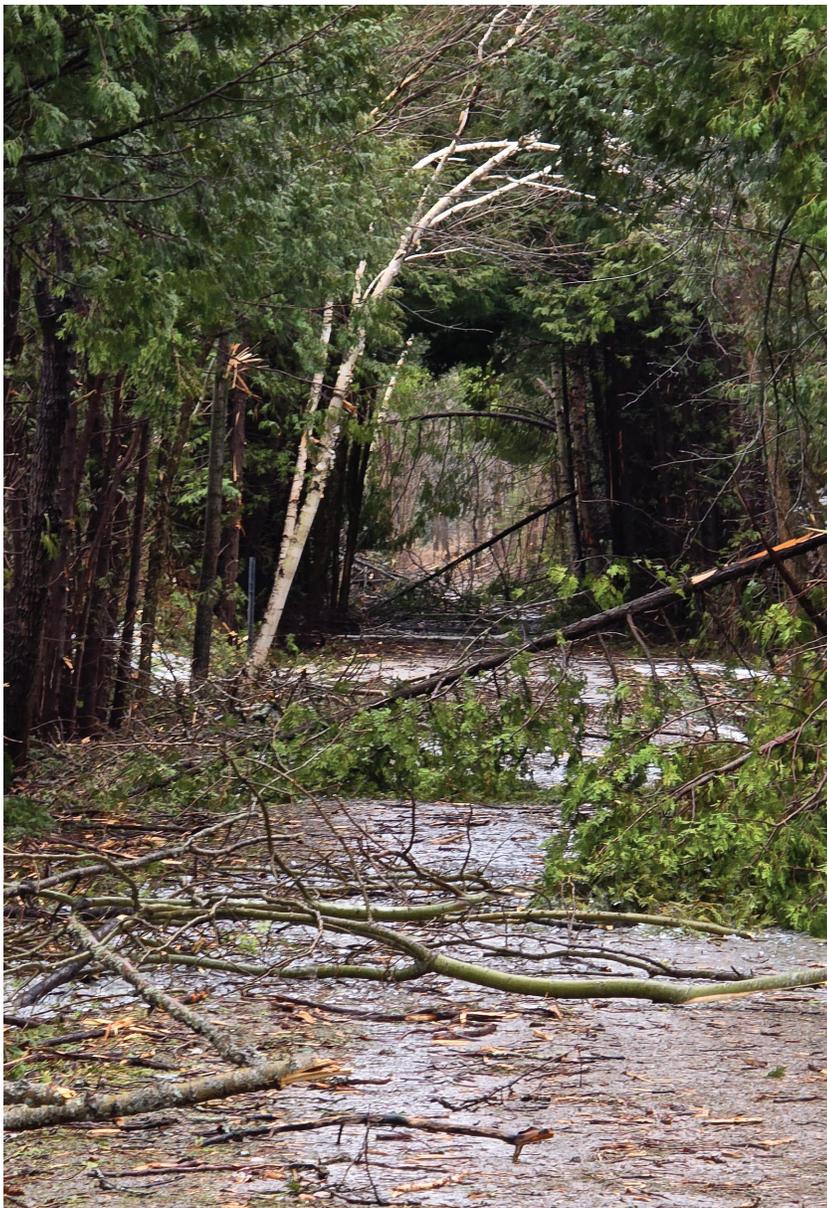


Corporate Services

Information Technology and Organizational Resilience

Reliable, secure information systems are essential to Kawartha Conservation's ability to deliver services, protect data, and respond during emergencies. In 2025, investments in information technology focused on cybersecurity, operational continuity, and modernizing systems that support field operations and monitoring programs.

Key improvements strengthened protection against cyber threats, improved access security for staff working remotely and in the field, and enhanced the organization's ability to remain operational during power outages and emergency situations. Technology upgrades also supported the expansion of monitoring, mapping, and drone-based data collection across the watershed.



- Continued to strengthen cybersecurity measures
- Managed detection and response services implemented to monitor and protect both on-site systems and Microsoft 365
- Building-wide emergency generator procured and installed to support uninterrupted operations at the Administration Building and Field Centre
- Fire and security systems integrated to enable automated emergency response
- Two-year roadmap developed to modernize device management and compliance standards through 2026 and 2027

Communications, Media and Public Engagement

Clear, timely, and accessible communication is central to building trust and connecting people to conservation. In 2025, Kawartha Conservation used a mix of traditional media and social media to share information, highlight community initiatives, support public awareness, and strengthen understanding of watershed issues.

Together, these channels extended the reach of conservation messaging, supported engagement with residents and partners, and reinforced Kawartha Conservation’s role as a trusted, science-based organization serving the watershed.

Traditional Media Coverage

- 212 media mentions across newspapers, online news, radio, and television
- Average of 17 media mentions per month, reflecting steady year-round coverage
- Estimated total media reach of 40.1 million *
- Average estimated monthly reach of 3.34 million *
- Coverage focused on conservation lands, watershed monitoring, stewardship initiatives, public events, and emergency response
- Sentiment of coverage:
 - ◆ 67.9% neutral
 - ◆ 26.9% positive
 - ◆ 5.2% negative, primarily related to emergency and extreme weather events

Note: Estimated media reach figures are based on the potential audience size of media outlets, assuming 100% of subscribers, listeners, or viewers are exposed to all content. These figures represent potential reach, not actual readership or viewership.



Social Media Engagement

- 2,230 posts published across all platforms
- 963,000 total post reach
- 75,900 engagements, including reactions, comments, shares, and saves
- 3.48% average engagement rate
- 199,000 video views, reflecting growth in visual storytelling
- 12,800 link clicks directing users to programs, events, and information
- 2,820 net new followers, bringing total followers to 29,800

Content was tailored by platform, with community-focused engagement on Facebook and Instagram, professional and partner communications on LinkedIn, and experimental short-form video content on TikTok.

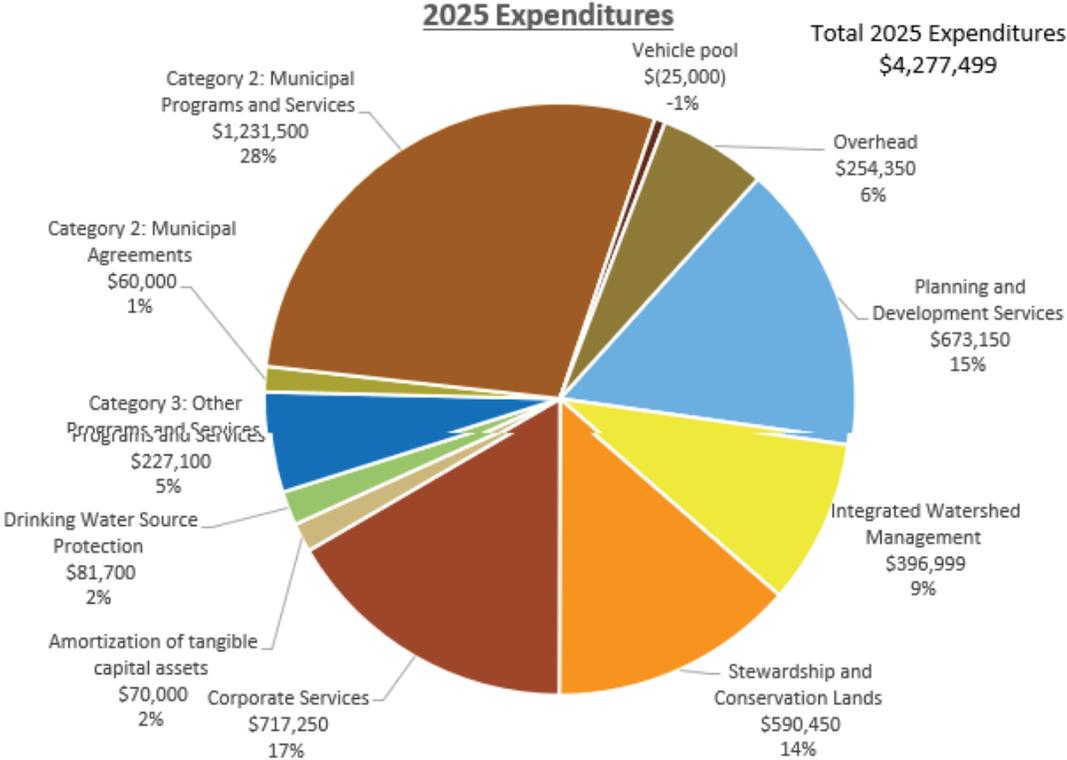
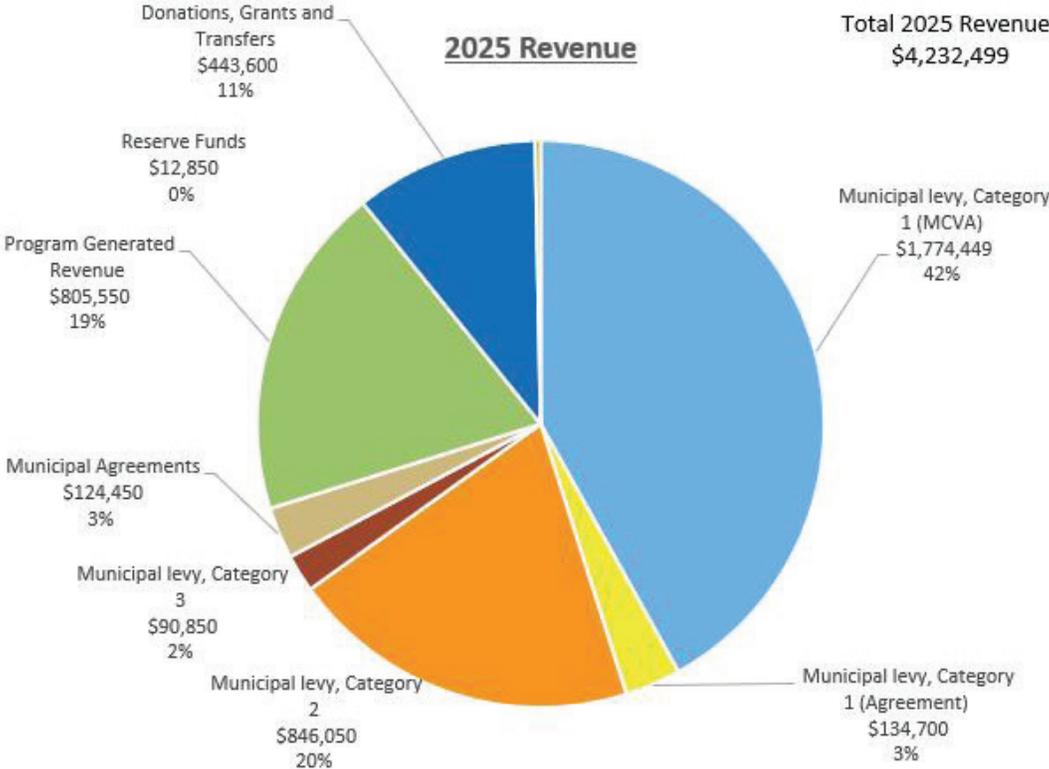
1.15
million
post impressions



Flood and Ice Storm Communications

During flood events and the historic ice storm, Kawartha Conservation provided timely, coordinated communications to support public safety. Updates were shared through media, social platforms, and municipal partners to communicate watershed conditions, access restrictions, and safety messaging as situations evolved, reinforcing Kawartha Conservation's role as a trusted local source during emergencies.

Financials



NOTE: This financial information is condensed from the Board of Directors' Approved 2025 Budget Summary. The complete auditor's report for the year ended December 31, 2025 is anticipated to be available in May 2026, copies of which will be available on our website.