

REPORT ON THE 2009 DON'T MESS WITH THE MAD CAMPAIGN

WHAT WE ACCOMPLISHED IN 2009

The second year of the Don't Mess With the Mad Campaign saw some substantial gains. We conducted major access-road repairs on the Madawaska River (Aumond and Buck Bay roads). We widened parking lots. We replaced 14 outhouses in extremely remote regions of the Dumoine and Madawaska rivers. We removed over 300kgs of garbage. Equipped with chain saws, we removed life-threatening debris, fallen trees and generally improved portage trails on both rivers. Our partnership with the Ontario M.N.R., camps, outdoor centres, the paddling community and local logging operations is thriving. Over 400 volunteers contributed to weekly clean-up initiatives on the rivers, helping to keep them pristine.

Summary of 2009 Activities

- Weekly maintenance and clean up runs on the Madawaska from May-September using the services of over 400 volunteers
- Bi-weekly runs of a similar nature on the Dumoine River during July and August, using the resources of 184 student volunteers from Boundless High School
- Removal of spring flood debris on the Madawaska, and fallen trees (strainers) on the Lac Benoit to Burnt Island Lake stretch of the Dumoine River
- Total upgrades of Aumond and Buck Bay Roads in the Lower Madawaska Wild River Park
- Widened a parking lot on Buck Bay Road, creating turn around spaces for trailers and school buses, providing greater access to the river for the broader community
- Engaging environmental education curriculum was delivered to special needs volunteers and our high school students

MORE INFORMATION ON MADAWASKA ACCESS ROAD REPAIRS

We arranged for 15 loads of gravel to be spread on Aumond and Buck Bay roads after we carefully repaired ruts, uneven surfaces and washouts on both roads.

Many paddlers lauded our efforts and exclaimed how much safer the access roads and parking facilities have become.

OUR EVOLVING RELATIONSHIP WITH COMMUNITY PARTNERS

Establishing collaborations with all stakeholders was an important outcome for the project. We received financial contributions from the Ontario MNR, MKC, Trailhead and a few summer camps. Scores of paddlers made personal donations. The local logging community, anglers and hunters endorsed our project. There is much hope that paddlers and the local community can work closely together on future environmental projects that benefit all stakeholders.

The MNR has been wonderfully cooperative in issuing approvals, advice and overall support. This bodes well for the future planning, fundraising and joint initiatives.

THE ROLE OF M.K.C AND MEC

The Madawaska Kanu Camp played an important role in the project, collecting donations from scores of individuals and organizations to support the cause. This is an onerous task, and we thank them, one of our lead partners, for their excellent efforts. We also received a substantial donation from the Mountain Equipment Coop, whose support we were able to leverage into more donations!

AREAS WHERE WE FELL SHORT

- We were hoping to accomplish some erosion control on the riverbanks. This proved too onerous for our volunteers to accomplish – planting trees was simply too much to coordinate. We shall not state our intentions to accomplish erosion control in the future
- We anticipated 500 volunteers, but actually benefited for slightly over 400 volunteers. Some of our clients, in particular those with brain injuries and with physical challenges, simply could not access the remote regions where much of the work needed to take place

FINANCIAL REPORT 2009 PROJECT EXPENSES

Buck Bay and Aumond Bay Access Roads and parking lot	\$17,300
Website	\$750
Admin	\$1,500
Travel Exp	\$6,275
Volunteer Expenses	\$21,330
Food	\$4,600
Total Operating Costs	\$51,775

REVENUE

Ontario MNR	\$6,000
Mountain Equipment Coop	\$9,000
Individual donations	\$2,700
Other donations (Foundations and Corporate)	\$31,465
Total Revenue	\$49,165
Shortfall made up through Boundless Reserve Fund	\$2,610