



# Ontario Hunter Education Program

The Ontario Hunter Education Program continues to see strong growth, and 2013 was another great year for recruitment. A total of 1,893 courses were run, with 3,935 more students participating than in 2012. We have experienced 12 years of consecutive growth from 2001 to 2013. In fact, we are the only jurisdiction in all of North America seeing this kind of consecutive growth. Annual student program registration has increased by 162% during this time span.

## Hunter Education by the 2013 Numbers

Total # of courses..... 1,893  
Average # of courses per instructor..... 7  
Average # of students per course .....12.9  
Total # of students ..... 25,235

## Staffing

Joe Reid, who has been with the MNR for 37 years, retired in August. For the last number of years he was the Hunting Program Administrator and OFAH staff worked closely with him on a daily basis. We wish Joe well in his retirement. William Johnson replaced Joe on an interim basis.

## Student Survey

We are happy to report that the student survey, designed to gauge course satisfaction, is up and running. This survey was a long time in the works with the MNR but it is finally completed. There are a total of 20 questions which will take the student less than five minutes to complete. This audit includes an online student survey that is completed using survey software called "Survey Monkey."

The survey will be promoted in the student kits, on the outside of the student kit envelope, and on the Hunter Education website at [www.ohep.net](http://www.ohep.net). All survey results will be tabulated by the software which will produce reports that will give us a clear idea of student satisfaction, and whether the course is being taught to course standards. First indications look very good for student satisfaction.

## Instructor Training

We have approvals to do more instructor training. This means that applications on file will need to be scored for the selection process. In 2014, we will train 12 to 14 instructors. Those chosen will teach in areas of need and where current instructors feel

they require more help to meet the demand. Some long-time instructors have recently expressed an interest to have someone trained in their area as they would like to retire soon. Training will likely begin in March or April. Approximately two-thirds of the instructors that took their instructor training in early 2013 have successfully delivered their first course. We have followed up with the remainder to see if they require anything in order to fulfill their requirements. Many of the new instructors are doing well and have put on several courses.

## Instructor Audit

We continue to audit instructors to ensure that all are adhering to course standards, and to take appropriate action where standards are not being met. As always, we monitor feedback from students.

## Other OHEP News

We were happy to hear that some of our stand-alone Hunter Education instructors have been approved to be trained to become firearms instructors. Training is expected to begin in the winter of 2014.

A new supply of manuals arrived in September. The only big change was that a page was added on the mourning dove. The book now has the Safe Food Handling Fact Sheet printed inside the back cover for students to review. There were 22,000 manuals printed.

Many instructors promote their courses on the OHEP website, so please forward any course date enquiries to the hunter education website at [www.ohep.net](http://www.ohep.net).

We continue to meet with the MNR with regard to renewing the agreement for administering the Hunter Education Program, and



are confident a new agreement will be in place before the current one ends on March 31, 2014.

Our annual financial audit was prepared in July and submitted to the MNR in August. As always, we were fiscally responsible and came in below the work plan budget.

## Hunter Education Conference

The 22nd Annual OFAH Hunter Education Instructors Conference was held in Peterborough in May, and by all accounts was a great success. Approximately \$6,000 was raised to further promote hunting heritage at the OFAH|Mario Cortellucci Hunting & Fishing Heritage Centre.



The 23rd OFAH Annual Hunter Education Conference will be held in London the first weekend in June, and promises to be action-packed.

## Young Hunter Education Scholarship (YHES)



The Youth Hunter Education Scholarship (YHES) fund continues to be in a healthy position due to the recent donation of \$5,000 from the Safari Club International Foundation in Arizona. Once again Len Dickinson, secretary/treasurer for OFAH

Zone F, was instrumental in getting this application in and approved for the future of young hunters here in Ontario.

Many instructors still quietly offer discounted or free courses to students in need in their community, which helps the program as well. The YHES fund helps families by not letting financial barriers deny a youth's interest in becoming a hunter. Youth who come from single-parent, low-income homes are the priority recipients, but other factors, such as disabilities, etc., are also considered.

An application for the YHES fund can be downloaded at [www.ohep.net](http://www.ohep.net) under **programs**.

## Ontario Wild Turkey Hunter Education Program

### Wild Turkey DVD Program

The Wild Turkey home learning DVD has played a big role in making this a record year for new licence applicants. In 2013, the OFAH processed over 11,300 wild turkey hunter licence applicants. Of these, close to 8,800 were DVD orders, while the remaining nearly 2,500 students took their course at one of 28 seminars held across the province.

We will once again promote the DVDs at the 2014 Toronto Sportsmen's Show, but because most new hunters are taking their wild turkey testing as part of their Hunter Education Program, we can expect diminished seminar numbers.

### 2014 Wild Turkey Courses

Based on 2013 attendance (2,452) we expect to average about 70 to 100 people per course. Due to smaller class sizes and an additional hunter education instructor on site, only one wild turkey instructor is being used per course in 2014. There will be one course offered at the Toronto Sportsmen's Show.

Visit [www.ofah.org/seminars](http://www.ofah.org/seminars) for more information about the Wild Turkey Hunter Education course.





# Education and Outreach



THE O.E.A.H. | MARIO CORTELLUCCI  
**HUNTING & FISHING**  
*Heritage Centre*

## OFAH | Mario Cortellucci Hunting & Fishing Heritage Centre

On April 15, 2013 the OFAH|Mario Cortellucci Hunting & Fishing Heritage Centre (HFHC) celebrated two important milestones. Not only had the HFHC been in operation for three full years, but we also welcomed our 5000th student visitor!

We have continued our partnership with the Quinte Elk Restoration Committee who has offered to pay for the bus and admission cost for schools to visit from the Quinte region. A partnership like this allows us to highlight first hand the efforts of hard-working local stewardship groups.

The HFHC once again qualified for funding to support three 10 week summer student positions through the federal government's Canada Summer Jobs program. Our summer staff play an integral role in promoting, planning and delivering unique HFHC programming all summer long.

Our Get Outdoors Summer Day Camp program is now in its 4th season. This year our Bass (campers aged 8 to 10) had the chance to travel to a local farm to learn about waterfowl hunting and watch award-winning retriever dogs hard at work. Our Muskies (campers aged 11 to 13) had the chance to participate in a one of a kind ATV safety program sponsored by Canadian Tire. Thanks to financial support from OFAH Zone E, the camp will continue to run for the next two summers.

The Stoeger Airgun and Excalibur Archery Ranges have been open to the public for a full year. In addition to private range rentals by families or community groups, the ranges are also utilized through our birthday parties, youth programs, field trips and open house events. A total of 1,695 users had the chance to learn the responsibility behind safe shooting and practice their aim on the ranges.



In 2013, the HFHC saw a total of 2,008 walk-in visitors with admission rates now at \$5 per person. The HFHC is open Monday through Friday 10 a.m. to 4 p.m. with additional weekend hours posted online. These additional weekend hours of operation coincide with other events that are occurring at the HFHC.

## Shimano Fishing Pond

The pond underwent minor re-construction in July as the wooden railway ties surrounding the pond were replaced with large limestone blocks. For the first time ever, we hosted two Cops and Kids fishing events. This was in partnership with the local Big Brothers and Big Sisters chapter and provided the HFHC with some unique media coverage and promotion through the local police detachment. In 2013, a total of 1,598 anglers from community groups, field trips, birthday parties and special care agencies made use of the Shimano Fishing Pond.



## Ontario Family Fishing Events



During the months of February and July, the province of Ontario declares licence-free fishing opportunities. During this time, Canadian residents do not require the otherwise mandatory fishing version Outdoors Card. This is a great opportunity for new and young anglers to discover the fun of fishing and is prime time

for families to share an experience in the outdoors together. The OFAH supplies promotional and educational material to those who plan to host an event in their community, including information booklets, posters, participation certificates, colouring draw entries and other items for children to take away from the event. This year's dates were February 16-18 and July 6-14.

Ontario Family Fishing Events (OFFE) has celebrated 20 years of summer events. Through mainstream media and diligent marketing, we have received significant impressions via the OFFE Facebook page, Facebook advertisements, and The Weather Network advertisements. Each year we look to increase the number of impressions to create awareness of the program and the opportunity for families. There were over 70 community events entered across the province in 2013 which received excellent feedback. We also received an overwhelming volume of colouring draw entries, with 10 enthusiastic winners.

In 2013, the OFAH hosted a winter event in Peterborough during the winter OFFE weekend which drew in over 1,200 participants; both local and from the GTA. We look to expand this event as participation in OFFE continues to grow all across the province.

We will continue our partnership agreement with the MNR to continue delivering winter and summer Ontario Family Fishing Events on behalf of the province.

To learn more, visit [www.ontariofamilyfishing.com](http://www.ontariofamilyfishing.com) or the program Facebook page, [www.facebook.com/onfamfish](http://www.facebook.com/onfamfish).

## OFAH TackleShare



**OFAH TackleShare**

The OFAH TackleShare program continues to provide education and practical experience to new and young anglers out on the water and continues to grow interest from participants and loaner

sites. In addition to the established loaner sites across Ontario, the program has welcomed eight new loaner sites as well as re-established the program at several sites that were previous participants. These loaner sites include Ontario Parks, public libraries, Conservation Authorities, Big Brothers and Big Sisters, and other community organizations. Ontario Parks and public libraries continue to be the strongest locations which provide the greatest amount of loans throughout the summer. With financial support from lead sponsor Ontario Power Generation (OPG), OFAH TackleShare has distributed hundreds of rod and reel combos and fully stocked tackle boxes to various loaner sites throughout the province. OFAH TackleShare also proudly supported the new Learn to Fish program through the MNR at four Ontario Parks. These parks were each supplied with 30 rod



and reel combos, 5 fully stocked tackle boxes, a rod holder, OFAH TackleShare bobbers and learning material.

The OFAH Travelling TackleShare program brings fishing gear to a variety of events in different locations during the summer. With a hands-on educational workshop, children learn about fish identification, invasive species, conservation and basic fishing techniques, followed by the opportunity to cast a line. The travelling component was delivered at seventeen events across the province and was well received. The OFAH TackleShare program also loaned its Travelling TackleShare rods and reels out to member clubs and other organizations for additional events this summer.

OFAH Travelling TackleShare was continuously promoted via media releases, the new updated TackleShare website, community events websites and local radio/TV shows and social media with new Facebook and Twitter accounts. Not only does this program break down barriers for new and young anglers to go fishing at no cost, it also reaches out to urban families who discover that the OFAH is important in leading environmental programs throughout Ontario. Visit [www.tackleshare.com](http://www.tackleshare.com) to learn more, or follow us on Facebook and Twitter.

## Women's Outdoor Weekend

For the past 19 years, the OFAH has been actively supporting women's growing interest in hunting, fishing, and other outdoor pursuits through our Women's Outdoor Weekend program. Many women have expressed interest in making the outdoors a greater part of their personal and family lifestyle, but did not know how to get started. The OFAH initiated the Women's Outdoors Weekend to break down this barrier, and is the only provincial program of its kind.

In 2013, 80 women participated in a three-day weekend of archery, fishing, fly tying, trap range, rifle range, high ropes course, wood carving, game calling, orienteering, outdoor survival, guest speakers, and evening entertainment at the Kinark Outdoor Centre near Minden. Many of these women were new to the outdoor activities that were available to them during the weekend, and have now taken them and applied them in their own lives.

The success of this program has been due to the sponsors and volunteers who help to make this weekend a truly memorable one.



## OFAH Get Outdoors

### Summer Leadership Camp

From all across Ontario, 180 youth participants leave their world of technology behind and come together for an equal purpose – discovering their place in the outdoors. Through actively participating in an incredible program provided by the OFAH,



campers enjoy kayaking, canoeing, archery, fishing tournaments, swimming, fly tying, .22 range, wild game calling competitions, wolfhowls, night hikes, conservation initiatives, sunset campfires and the most recent addition, ATV education and riding. Such a wide combination all in one

place creates the experience of a lifetime – OFAH Get Outdoors Summer Leadership Camp. In addition to skill development and sports instruction, the OFAH incorporates the most valuable aspect which children will take with them everywhere they go; the true appreciation of our rich outdoor heritage, to the Get Outdoors Summer Leadership Camp. OFAH successfully accomplished the goal of projecting the ‘voice’ of young anglers and hunters through this outdoor experience.

To even further the enjoyment of campers, OFAH worked alongside the Ontario Federation of All Terrain Vehicle Clubs (OFATV) to provide a youth rider educational program, DVD material and practical riding training. Through an ATV education training manual and Powerpoint presentation, riders understood their responsibilities, Ontario laws and regulations pertaining to ATVs, proper attire, safe operation as well as hand signals, and preparation suggestions to ensure all riders are fully educated. With the assistance of Canadian Tire’s generous donation of eight E-Ton Viper 90 Youth ATVs, campers had the opportunity of their lives out on the course and scenic trail. With the success of this year’s program, the OFAH will continue to use this activity for future programs.

In 2013, all 180 registrations were filled in just minutes and created a large waiting list of campers. Volunteers are the heart and soul of this camp and are the key to its twelve years of success. We appreciate their giving of their personal and family vacation time to deliver this one-of-a-kind program. Visit [www.getoutdoors.org/camp](http://www.getoutdoors.org/camp) to learn more or follow us on Facebook and Twitter.



## Youth Leadership Conference

In March, 80 enthusiastic youth conversationists came together at the Youth Leadership Conference, held in conjunction with the 85th OFAH Annual General Meeting and Fish & Wildlife Conference in Mississauga. The youth participated in a diverse and engaging trip to the Toronto Zoo, a partner in the Bring Back the Salmon program. Zoo educational staff were prepared with a program tailored to our youth, focusing on North American wildlife and conservation efforts across the country.

The Dufferin Northern Peel Anglers and Hunters Association also opened their club doors to host the youth for a day of hands-on activities including fly tying, wilderness survival and archery, as well as one-on-one instruction from qualified instructors on both the trap shooting and rifle ranges.

This year’s registration also resulted in a waiting list of youth. Visit [www.getoutdoors.org/conference](http://www.getoutdoors.org/conference) to learn more, or follow us on Facebook and Twitter.

## Youth Hunting

The OFAH in partnership with the Elgin, Perth, and Middlesex Stewardship Council continues to build youth hunting events throughout Ontario in an effort to recruit youth who want to try hunting, but have no one to mentor them. The following are a few highlights from 2013:

### The 1st Annual OFAH Youth Wild Turkey Hunt

This inaugural event was hosted by Bird’s Eye View Pheasant Farm on May 28 where four youth apprentice hunters got the chance to experience a day of spring wild turkey hunting with some of the best guides in Ontario. Our thanks go to Martin Ackerman, Brian Sheppard, and Kevin Bartley from Gobble Stalker calls for taking the time to mentor this new event.

### The 5th Annual Youth Hunting & Conservation Course

This event is held at the Long Point Research & Education Centre in Long Point from July 20 to 25. Thirty youth, ages 12 - 16 years, from across Ontario attended six days of classroom hunter education and firearms certification, hands-on activities, hunting demonstrations and FUN!

### The Second Annual DELTA/OFAH Waterfowler Heritage Day Hunt

This event was held on Rice Lake and provided youth with an opportunity to experience some premium hunting on September 21, Waterfowler Heritage Day. The OFAH/Mario Cortellucci Hunting & Fishing Heritage Centre hosted the orientation meeting on the evening of Friday, September 20 where 14 mentors met their 14 apprentice hunters and topics such as safe gun handling, swing through and lead techniques were presented. The group as a whole managed to bag 19 birds, mostly wood ducks, mallards, and black ducks. Participants also learned about cleaning and cooking the ducks along with decoy placement and retriever dog handling. “Despite all the rain I think we had a very good day,” said Brian Sheppard, one of the 14 mentors who generously gave their time and equipment to this annual event.

### Second Annual OFAH/Bird’s Eye View Youth Pheasant Hunt

This event was held on Saturday, October 19 near Colborne. Seven newly certified youth apprentice hunters ages 12 to 15 enjoyed a day

of skeet shooting, hunting pheasants and wild game cooking. The mentored event provided one-on-one training for these aspiring hunters. Bird's Eye View Pheasant Farm once again generously donated guides, birds and skeet shooting opportunities. The apprentices gained important hands-on experience in shooting, harvesting, processing and cooking game.

### **Middlesex Stewardship Council Youth Pheasant Hunt**

On November 3 this council aimed to educate youth about conservation and wildlife management through the hunting experience. This annual pheasant hunt educates youth about wildlife management, stewardship and the development of good landowner relations. Congratulations on another successful event.

### **8th Annual Elgin Stewardship Council Youth Hunting Day**

This event was held on November 30. Connecting with nature through the hunting of game birds is the basis of the youth hunting day events. The stewardship councils consider this the start of the process of creating new ethical and responsible hunters who also appreciate the important role that hunting has in sustaining the province's natural resources. The Elgin Stewardship Council has won many awards for their tireless efforts and for developing the tool kit that we base our youth hunting day events on today.

### **Youth Hunting Tool Kit**

OFAH clubs wishing to host a youth hunting event can order a tool kit that includes everything needed to get started. This kit includes a DVD copy of the Ontario Stewardship's "how to" guide on successfully planning and implementing a youth hunting day event. It doesn't matter how big the event is — it's the quality of the experience that counts. Call or email the OFAH any time to start planning your OFAH youth hunting event.

## **OFAH Wild Turkey Registry**

The 2013 pin design featured a wild turkey tom in a classic black and copper glossy finish. It was available to those who registered their turkey and paid a nominal fee. The top scoring typical entry for 2013 was a 25-pound tom with 1.5 inch spurs taken by Paul Jewiss on April 29 at approximately 6:20 a.m. in Chatham-Kent. The top atypical bird was harvested by Chris Szewczyk in

Clarington on May 30, the second last day of the spring hunt. His entry tipped the scales at 21 pounds with 1-inch matching spurs and six beards that measured as follows: 9.25 inches, 6.75 inches, 6.00 inches, 5.50 inches, 5.50 inches, and 5.00 inches.

The OFAH thanks those who registered 130 turkeys in the Wild Turkey Registry in 2013.

To learn more, visit [www.ofah-cps.com/wtreg/](http://www.ofah-cps.com/wtreg/)

## **Ontario Angler Awards**

Our main goal for the Ontario Angler Awards (OAA) is to establish new sponsorships and create increased program awareness. To date, more than 9,000 people have visited the OAA website, and over half of these visitors were new visitors, showing that program awareness is growing exceptionally. As of June 2013, entry numbers were down slightly from 2012 due to a late rainy spring, but entries for July were back on track. Season entry totals for 2013 will again land over 3,000. Thanks go to our sponsors: Government of Ontario, Toronto Sportsmen's Show, SAIL Outdoors and *Ontario OUT OF DOORS* for supporting this great program.

## **OFAH Ontario Record Fish Registry**

With diligent marketing and promotion we are pleased to announce the Ontario Record Fish Registry program's latest achievements. A new record Fallfish and Longnose Gar were accepted by the registry in March.

The Fallfish was caught by Tony Baldassarra on the St. Lawrence River weighing 3.16 lbs, and the Longnose Gar was caught by Rob Jackson on the Ottawa River weighing 20.10 lbs.

In addition, we have received two potential new records for 2013 for a Mooneye and Coho Salmon, however they will not be declared until they are confirmed as records in March 2014.

We continue to promote the program via records on display for public view at the OFAH|Mario Cortellucci Hunting & Fishing Heritage Centre. The display has recently been expanded with an additional six species.

Visit [www.ofah.org/fishing](http://www.ofah.org/fishing) for a current listing of record fish acknowledged by the OFAH Ontario Record Fish Registry.





# OFAH Membership

## Membership Growth

West of Upsala, a half-ton truck shows off an OFAH membership decal all the way across Highway 17. Pull into the Boots & Blades Restaurant, and a table full of Owen Sound fishermen are sporting OFAH hats, jackets, and our latest pin. At the checkout line of the Thamesville TSC Store, a customer digs for her OFAH member discount card. High above the city, a Bay Street investment broker spins his chair to refer clients to open dates on his OFAH Ontario Wildlife Calendar. And towards the nation's capital, a crowd of Carleton Place secondary students are spending cafeteria time flipping through *Ontario OUT OF DOORS* magazines, and talking about the hunting season.

These casual OFAH membership moments happen every day, and all across the province. The reach and frequency of OFAH membership impression points are absolutely immeasurable but positively vital for the membership growth and reputation of our organization. OFAH brand power increases with every new or renewing OFAH membership we achieve.

As we look back upon 2013, the OFAH can be very proud of its success in membership growth and branding, particularly on the heels of our most successful fall membership campaign season. Due to overwhelming response, we placed "sold out" signs on every major membership campaign that we originally forecasted would take us into 2014. The 2013 OFAH Annual Report delivers the kind of year-end membership results that our organization has grown to expect over the past five consecutive years... that is, precedent-setting membership retention along with hard-earned membership growth.

Indeed, we value each and every one of those members, not only for their contribution to conservation, but for the promise of more great OFAH membership moments that build our brand power and membership strength across the province. Congratulations to every OFAH member.

## Member Services

### Monthly Giving

Through the OFAH monthly giving program, just under 2,900 OFAH members keep their membership current and contribute to conservation in Ontario. In 2013, the total contributions from this program exceeded \$450,000. In addition to the convenience of

automatically donating a fixed amount monthly, all participants in this program receive a tax receipt for the donation amount that exceeds their membership fee.

In 2013, monthly giving and expired member calling campaigns generated over 650 new donors to the monthly giving program, with an increase in donations of \$9,000 per month.

In July, we mailed a keychain to our 2,900 monthly donors as a "thank you" for their continued commitment to conservation in Ontario. We made a request to our monthly donors to consider increasing the amount of their contribution; 29 donors responded and increase their donations by a total of \$1,600 a year.

### Expired Membership

In 2013 we contacted over 9,500 expired members, which included over 2,500 members who lapsed in 2011. As a result of these campaigns, we renewed over 1,500 single memberships and 200 family memberships.

### Life Members

Life members are among the most dedicated and loyal supporters of our fish and wildlife conservation work. This exceptional group grew again in 2013; we now have 560 Life Members.

## Member Club Growth

The OFAH currently has over 710 affiliated member clubs across Ontario. The "no-cost" primary club comprehensive general liability coverage that hunting, fishing and conservation clubs receive when they join as a 100% affiliated club with the OFAH, continues to be the number one reason and benefit for enrollment.

If you are part of, or know of a hunting, fishing or conservation club/camp that is looking for insurance coverage, an OFAH club membership is the answer.

## Member Benefits

### BrokerLink Insurance

Our partnership with BrokerLink Insurance in 2013 was very successful. OFAH members continue to reap the benefits of fantastic savings on their home and auto insurance policies (up to 30% off) through their OFAH membership. We continue to encourage any OFAH member to call for a no obligation quote and take advantage of some great savings. If you are tired of

## OFAH Connected with Zones and Member Clubs in 2013

The presence of the OFAH Zone/Member and Club Services Liaison at OFAH zone and member club meetings was well received throughout the year.

### We attended the following club meetings:

Bluewater Anglers	Sarnia
West Carleton Fish and Game Club	Kinburn
Belleville & District Fish & Game Club	Belleville
Outdoors Club	Wheatley
Thunder Bay Fish & Game Club	Thunder Bay
South Central Ontario Fish & Game	Oshawa
Cornwall Handgun Club	Cornwall
Napanee and District Rod & Gun Club	Napanee
Osgoode Fish and Game Club	Osgoode
Barrie District Hunters & Anglers Club	Barrie
Sioux Lookout Anglers & Hunters	Sioux Lookout
Thunder Bay Salmon Association	Thunder Bay

### We attended the following zone meetings:

Zone J meeting	Blenheim	January
Zone H meeting	Durham	January
Zone D meeting	Sudbury	January
Zone B meeting	Thunder Bay	January
Zone F meeting	Perth	February
Zone E meeting	Port Hope	March
Zone J meeting	London	April
Zone C meeting	Kirkland Lake	April
Zone F meeting	Perth	April
Zone A meeting	Dryden	May
Zone D meeting	Trout Creek	May
Zone B meeting	Thunder Bay	May
Zone H meeting	Barrie	August
Zone A meeting	Sioux Lookout	August
Zone E meeting	Bancroft	August
Zone B meeting	Thunder Bay	October
Zone G meeting	Ajax	November

### Additional meetings attended:

- Ontario Crown land meeting – Wodehouse Karst Property, Kimberley
- Owen Sound Salmon Spectacular Media Day – Owen Sound
- Darlington Provincial Park Waterfowl Hunt meeting – Oshawa
- Great North Wildlife Affiliates Insurance AGM – Moose Jaw, SK

paying too much for insurance, contact your local BrokerLink office or call toll free 1-888-769-0030.

The OFAH is also pleased to announce that for the third straight year, BrokerLink Insurance has committed to the \$5,000 OFAH/BrokerLink Fish and Wildlife Conservation Internship program.

This is a great opportunity for a student who is currently enrolled in a post-secondary fish and wildlife program to gain valuable fish and wildlife work experience while still in school. More details are available through OFAH head office.

### Mark's Work Wearhouse

Although 2013 was a tough year in retail, OFAH members still spent over \$500,000 in Mark's stores across Ontario. As we enter into 2014, OFAH head office would like to remind all members about the importance of showing your OFAH/Mark's Work Wearhouse discount card at the time of purchase even if the item you are purchasing is already on sale. This will ensure that these figures are included in the overall sales at year end, which results in a larger donation back to the OFAH towards the conservation of fish and wildlife in Ontario.

Additional or replacement discount cards can be requested through OFAH head office.

### AIL

OFAH members continue to take advantage of great life insurance policies being offered through AIL insurance. From final expense planning to an increased AD&D policy, AIL can help ensure that you have the coverage that you seek.

A quick reminder that the \$4,000 Accidental Death and Dismemberment Policy that is included in your membership provides some coverage for you, in the event that you are severely injured or worse. Please contact OFAH head office for details.

### BMO

As 2014 will mark the final year of our current agreement with the Bank of Montreal, OFAH head office is confident that a new agreement will be finalized shortly. The OFAH/BMO MasterCard is the official MasterCard of anglers and hunters in Ontario. Every time you make a purchase using the OFAH/BMO MasterCard, a percentage of that purchase is donated back to the OFAH to be put towards the conservation of fish and wildlife in Ontario.

A reminder to all OFAH members to use their OFAH/BMO MasterCards. The annual donation from BMO is based on total sales generated over the course of a year. If more purchases are made with that card, it could mean a greater contribution back to the OFAH. It is important for all cardholders to use their OFAH/BMO MasterCard as often as possible. If you currently don't have the OFAH/BMO MasterCard, please apply today. Visit [www.ofah.org](http://www.ofah.org) and click on the BMO MasterCard.

### TSC Stores

The third anniversary of our partnership with TSC Stores occurred in 2013, and in-store sales show that OFAH members continue to shop and save at TSC Stores across Ontario. On top of the 15% discount that OFAH members receive on a variety of products (see reverse side of discount card for more information), they are also eligible to take advantage of great monthly specials; products often 25% - 30% off normal retail price. Be sure to check out [www.ofah.org](http://www.ofah.org) or the *Ontario OUT OF DOORS* magazine for the latest offers. Simply show your TSC discount card to take advantage of these great offers.



Finally, visit your local store to check out the “Team OFAH” products. Exclusive to TSC Stores, these great products also directly support the conservation of fish and wildlife in Ontario as the OFAH receives a royalty payment with the purchase of any product, regardless of who purchases it. Be sure to visit your local store and take advantage of some great deals.

### **The Brick**

OFAH members can save anywhere between 10 - 40% off your purchase of home appliances, televisions and furniture. OFAH head office would like to remind members to call the 1-800 number on the Brick discount card prior to their purchase to ensure that they are receiving the best possible deal. The Brick’s annual donation is based upon the total sales volume made by OFAH members.

Remember, when you take advantage of the OFAH discount program at the Brick, your purchase directly supports the conservation of fish and wildlife in Ontario.

### **The UPS Store**

OFAH members can save from 5 - 15% off a variety of products/services at any UPS Store in Ontario. Simply show your OFAH membership card when checking out at the cash register to take advantage of some great savings.

### **Manulife Financial**

A reminder to all OFAH members that if you are looking for great health or dental coverage and looking to save on costs, Manulife Financial may have what you are searching for. They offer everything from health and dental plans to life insurance policies.

## **Affinity Partner Recruitment**

The OFAH is continuously searching for new quality retail/service partners who can offer our members discounted prices on products or services that they regularly purchase or use.

If you know of a company that would be a good fit with the OFAH, please contact OFAH head office.

### **Great North Wildlife Affiliates (GNWA) - Individual Coverage**

No changes were made to individual insurance coverage in 2013.

### **Great North Wildlife Affiliates (GNWA) - Club Coverage**

The OFAH was pleased to learn that there was a reduction in cost for an Additional Insured Certificate issued through the Great North Wildlife Affiliates (GNWA) in 2013. Many of our clubs host a variety of events throughout the year where this certificate is required by their municipality.

We are reminding OFAH clubs that they must maintain a 100% affiliation with the OFAH for their no-cost Primary Club Comprehensive General Liability coverage to be valid. This means that every member of the club must also be an OFAH member.

## **Sustaining Members**

**GOLD:** AIL Canada; Bass Pro Shops; BoaterExam.com/HunterExam.com; BrokerLink; Cabela’s; Coleman; DT Powersports; Excalibur Crossbow; Fox 40; H.M. Dignam Corporation Limited; Imagewear; Le Baron Outdoor Products; National Fishing League; Ontario Stewardship; Pioneer; Pure Fishing (Berkley); Shimano Canada Limited; Stoeger Canada Ltd.; The UPS Store; Toronto and Region Conservation Authority; Toronto Sportsmen’s Show; TSC Stores; Zeiss Sports Optics (Gentec International).

**SILVER:** Northern Ontario Aquaculture Association; The Brick.

**BRONZE:** Commercial Press & Design Inc.; Grant Custom Products; Idris Insurance Brokers Ltd.; Long Point Waterfowl; Lucky Strike Bait Works Ltd.; Ruffed Grouse Bistro; The Vincent Press Ltd.; W.I. Villager Ltd.

## **85th OFAH Annual General Meeting and Fish & Wildlife Conference**

The 85th OFAH Annual General Meeting and Fish & Wildlife Conference welcomed over 450 outdoors enthusiasts to the Delta Meadowvale Resort and Conference Centre in Mississauga in March.

In addition to the annual general meeting, the three day event featured speakers on a range of outdoor-related topics, award presentations, delicious food, and great entertainment.

New at this conference were three interactive workshops on falconry, coyote and coyote hunting tactics, and trapping; all delivered by experts in the field. At Thursday evening’s President’s Reception, Joe Dickson, parliamentary assistant to the minister of Natural Resources and Tim Hudak, leader of the Official Opposition, addressed delegates. Friday afternoon featured Andrea Horwath, leader of the New Democratic Party.

The OFAH Get Outdoors Youth Leadership Conference also welcomed an enthusiastic group of youth from 8 to 18 years of age for two days of activities and field trips.



*Canada’s former Environment Minister, Peter Kent, delivered Saturday’s keynote address.*



# Fundraising

## 39th Annual OFAH Conservation Lottery

The OFAH Conservation Lottery is our largest fundraiser other than membership dues and is a terrific way to support the OFAH and conservation programs across the province. Once again, lottery winners took home fantastic prizes while supporting conservation efforts in their communities and beyond. The 39th lottery grand prize winners hailed from Fenelon Falls, St. Catharines, Ottawa, North Bay and Waterford.

A complete list of winners was posted at [www.ofah.org/lottery](http://www.ofah.org/lottery) and was printed in the August HOTLINE. The line-up of prizes totaled more than \$302,000. Thanks to Dodge (Chrysler Canada), our major vehicle sponsor; G3, who provided our 1st grand prize boat; and Lund, who provided our 5th grand prize boat along with a Mercury motor. Yamaha also continued its contribution and was a major sponsor with ATVs and outboard motors. For a price of only \$2 per ticket there were some fantastic prizes to be won!

Anyone selling more than five books of tickets was eligible to order "Algonquin Moose Study," a beautiful limited edition print by Michael Dumas; 325 framed prints were sold.

Our 2013 lottery ticket sales totalled 37,293 books sold. Thanks to all those who purchased and sold tickets; what a great way for you to support the OFAH and conservation!

## OFAH Ontario Wildlife Calendar and Christmas Cards

The 2013 OFAH Ontario Wildlife calendar was mailed in October 2012 and featured a total of 35 member photographs; eight of which were selected to appear as featured months. Donations for the 2013 Ontario Wildlife Calendar continued to pour in until year end, with an average donation of \$18. OFAH Christmas card sales also generated revenues, and not only did we reach our sales goal, we also reordered to keep fulfilling orders.



## Merchandise

Our members continue to show their dedication to the OFAH by purchasing merchandise and wearing OFAH branded apparel.

## Nevada Lottery

The financial reports for the first three quarters of 2013 have been filed with the Alcohol & Gaming Commission of Ontario. We are operating under a two-year licence for the period of October 1, 2012 to September 30, 2014 and we are offering just one game with a fifty cent ticket and a moderate prize board. Our number of open and active locations remains quite steady at eighteen outlets.

We have purchased 74 and sold 75 boxes of tickets in the first nine months of this year, resulting in net proceeds to date of \$14,009.25. These results are similar to those from the same time last year so we are hopeful that the slide in sales and popularity of these games in recent years has levelled off.

We have been able to transfer the approved budget amounts from 2012 and 2013 to the OFAH/Mario Cortellucci Hunting & Fishing Heritage Centre in support of education programs at the facility.

We are poised to enter into discussions with the Ontario Charitable Gaming Association about project options and funding streams that are available to provincial charities like ours to enhance sales at a location of our choice.

The OFAH has been involved in break open ticket fundraising since 1993 and even though our current activity is nowhere near the returns we were receiving twenty years ago, it is a fairly streamlined program from a management and reporting perspective, and it is a great way to provide additional funding to programs of the OFAH that need financial support to fulfill their valuable mandates to our members and the public at large.

## Conservation Dinners

In 2013, OFAH head office assisted the dedicated volunteers of two long-standing fundraising dinner committees by providing hundreds of like-minded conservationists with a fun evening of entertainment, great food, and exciting auctions and raffles. These two events raised a total of almost \$44,000 in funding for community-based fish and wildlife projects.