



# Ontario Hunter Education Program

*Ontario hunters have one of the best safety records anywhere. Mandatory hunter education was introduced in Ontario at the urging of the OFAH in 1960, and since then, more than a million people have been trained to think “safety first” when taking part in the hunt. Working under the direction of the Ministry of Natural Resources, the OFAH administers this important program.*

## Hunter Education by the Numbers

# of instructors.....	313
Courses run.....	1,850
One-stop courses.....	1,324
Stand-alone courses.....	526
Average # students per class.....	10.75
Average # courses per instructor.....	5.91
2011 students.....	18,505

## Program Agreement

We are in the second year of a four-year agreement with the Province of Ontario (through the Ministry of Natural Resources [MNR]), which includes the administration of the Ontario Hunter Education Program (OHEP) and the Wild Turkey Hunter Education Program. There are many new aspects to this agreement, especially in the reporting of revenue and expenses.

## Instructor Training

Although no instructor training occurred in 2011, we are working with the MNR to select individuals for training next year. Those chosen for training will need to reside in the geographic areas of the province identified as having a shortage of hunter education instructors. Currently, Toronto, Trenton/Belleville and Cornwall are areas of need for new instructors.

The Toronto area is a priority for new instructors, given its large population, number of inquiries and the distance students are driving to take a course.

We also have an aging instructor base and need to keep ahead of future retirees. Hopefully, we will soon be doing some more training in areas of need in the province where students are looking to take a course.

## Assessment Audits

OHEP staff have been developing hunter education course audits as part of an ongoing effort to improve program delivery. The course audit consists of two parts: an instructor knowledge assessment and an anonymous student evaluation of the course delivery. For the student evaluation portion, an online survey program will be utilized which will take approximately five minutes to complete. The survey will provide meaningful data that will be a benefit to the program.

MNR approval was given in November to send out the Instructor “Knowledge Assessment” which has 55 open book questions that instructors have six weeks to complete. By year end, many had been returned for marking.

## Hunter Education Conference

The 20th Annual OFAH Hunter Education Instructors Conference was held this past spring in Kitchener, and was a great success with 56 instructors in attendance. A range of speakers spoke on many topics including the MNR detector dog, elk lottery update, an overview of the new hunting regulations and Bill and Kathy Troubridge from Excalibur crossbow who spoke about crossbow hunting for wild turkeys. During the conference, the late Harold Nickel from Kenora, who contributed to his community and the province in many ways, was inducted into the Ontario Hunter Education Hall of Fame. Several years of service presentations were also made, from 10 years of service up to and including instructor Fred Bell’s 50 years of service plaque, which is quite a milestone.

## Cross Training

We have met again with the Firearm Safety Education Service of Ontario (FSESO) regarding cross training instructors who are not dually certified. Currently, there are about 35 instructors who teach hunter education only.

Future meetings are planned with FSESO and the MNR to discuss training instructors in geographic areas of need. They have not committed to training all instructors, but are receptive to our input. We hope that at least half of the 35 instructors will be trained in the near future, which will help our programs. FSESO trained a number of new instructors in 2011, the majority of whom were already hunter education instructors.

## Young Hunter Education Scholarship (YHES)



In 2011, the Young Hunter Education Scholarship (YHES) Fund again helped many youth take their hunter education course. Since its inception, we have received 544 applications, 428 scholarships have been awarded and 363 recipients have graduated. In total, the YHES fund has provided \$56,940 in scholarship support.

Many thanks go to individual donors as well as OFAH Zones F, H and J, the Grenville Fish & Game Club, National Wild Turkey Federation, the Wildlife Symposium in Perth and the Safari Club International Ontario Chapter and Ottawa Valley Chapter for their donations. Beginning in 2011, Safari Club International committed to donating \$5,000 per year for the next three years in support of Ontario's youth. Special thanks go to Len Dickinson and his continued fundraising efforts for this important initiative.

Young people between the ages of 12 and 17 can apply for financial assistance to help cover the cost of the hunter education course. YHES ensures that financial barriers do not prevent youth from pursuing their interest in becoming a hunter. Single family, low-income homes are the priority recipients, but other factors are also considered. It is worth noting that many instructors generously discount and even waive course fees for those in need.

Through YHES, clubs, groups and individuals can help ensure a bright future for hunting. Visit [www.ohp.net](http://www.ohp.net) to apply for assistance, to make a donation to YHES, or to learn more.

## Ontario Wild Turkey Hunter Education

The Wild Turkey Hunter Education Program is delivered by the OFAH for the Ministry of Natural Resources (MNR). In 2011, the course curriculum and workflow was standardized and improved.

### New DVD At-Home Study Course Released

After working with the MNR on the course curriculum, the new home study DVD was launched in April. The Wild Turkey Home Study was promoted on *Angler & Hunter TV*, *Angler & Hunter Radio* and in the *HOTLINE* section of *Ontario OUT OF DOORS*.

Students are able to order the DVD and watch it in the comfort of their home on a computer or television. When the student is ready to take the exam, they must make arrangements with a Hunter Education Instructor and take the receipt they were provided with at the time of purchase. The exam portion of the course will continue to be done under the direct supervision of a Hunter Education Instructor. As an added benefit, students completing their hunter education course can now take the Wild Turkey exam in the same session (subject to instructor participation). Currently over 230 instructors who have indicated they are willing to provide exam opportunities to these students.

Some nonresident students have taken advantage of the Skype option for testing, which has proven to be very convenient.

A lot of effort was put into the development and procedures around instructor testing. Thanks to all instructors who are providing testing to students.

The price of the DVD is \$35.00, the same as the seminar-taught version. After passing the examination, the student is given a copy of the exam form and can purchase a turkey licence at a licence issuer or a Service Ontario location. Between April 1 and year-end, DVD course sales surpassed 3,000 copies.



## Other Program Improvements

An exam question which was consistently answered incorrectly was rewritten, and new exams were printed and distributed to all seminar instructors.

Our newly developed computer software program is making it possible to process online course registrations faster and more accurately than ever.

To address language barriers, we hired a bilingual (French and English speaking) Wild Turkey Instructor and had Italian speaking helpers placed strategically at seminar locations to give verbal examinations when required. Test failures decreased as a result of these efforts.

## Wild Turkey Course Numbers

In 2011, we trained over 10,000 new wild turkey hunters during the spring sessions. All fall courses were cancelled due to lack of participation, however as expected, the DVDs have become a popular alternative.

The following is a summary of 2011 activity:

Students attending courses (January to April) .....	7,233
DVD purchases .....	3,127
2011 total students .....	10,360

New course venues were added this year, including Newmarket, Guelph and Huntsville. We also introduced evening courses in Peterborough, London and Uxbridge, which were popular. The Peterborough course at the OFAH/Mario Cortellucci Hunting & Fishing Heritage Centre sold out, London had over 100 registrants, and the Uxbridge course was full. Seminars in Sundridge and New Liskeard were cancelled due to low student numbers.

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



# 2010 Outreach and Education

*With support from our sponsors, partners, members and member clubs, the OFAH hosts a wide range of outreach and education initiatives. We know that engaging youth, women, and families in traditional outdoor activities is the best way to continue our outdoor heritage and inspire tomorrow's conservationists.*

## OFAH | Mario Cortellucci Hunting and Fishing Heritage Centre



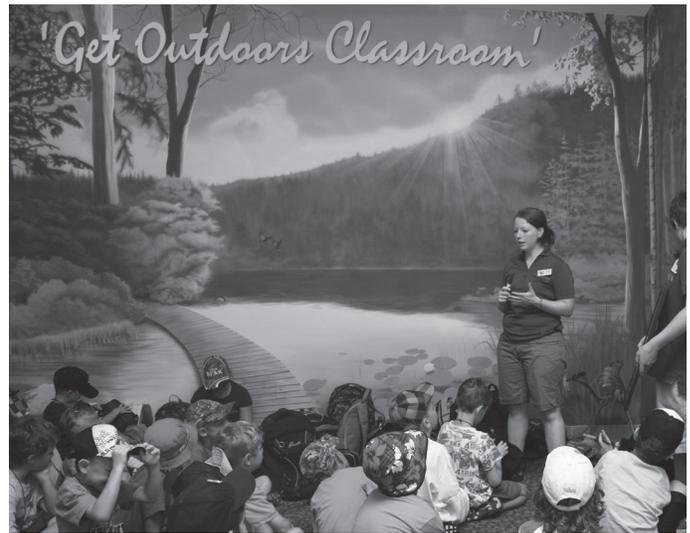
Since the grand opening in April 2010, the Heritage Centre has been a hub of activity for visitors of all ages. In addition to daily tours and special group bookings this past year,

the Heritage Centre also featured a summer speaker series, neighborhood nights, Saturday TackleShare program, and sales featuring OFAH merchandise.

The Centre benefited once again from the generosity of OFAH members who share our passion for celebrating the conservation contributions of anglers and hunters. The Heritage Centre is now the proud home of a world-class antique lure and decoy collection, thanks to OFAH Life Member, Andy Clements. OFAH Life Member Harold McCallum and his wife Pearl also made a lasting contribution to the Centre in 2011. Harold, who passed away late in the year, and Pearl have created a legacy that will be shared with thousands through their \$100,000 sponsorship of the centre's Ontario display.

All three Get Outdoors Summer Day Camp spots were filled this year, as 60 youth participated in activities at the Heritage Centre and offsite, at locations such as the Fleming College Atlantic Salmon Hatchery. Thanks to financial support from OFAH Zone E, the camp will continue to run for the next five summers.

With many strong connections between the Ontario curriculum and our conservation education programs, we had 1,998 students visit the Heritage Centre in 2011 to take part in field trips delivered by qualified education staff. The centre hosted a professional development day workshop for teachers from the Kawartha Pine Ridge District School Board and our high school programming is set to debut in the spring semester of 2012.



We continue to receive testimonials emphasizing the importance of our unique facility for students to learn about our hunting and fishing heritage. As one teacher writes "... this is one of the best class trips I've been on... it will now be an annual trip."

As the year ended, finishing touches were being put in place on the Stoeger Air Gun and Excalibur Archery ranges in the lower level of the Heritage Centre. Take a virtual tour of the Heritage Centre at [www.hfhc.ca](http://www.hfhc.ca).

## Shimano Fishing Pond



The Shimano Fishing Pond is part of the Heritage Centre. Summer staff and volunteers were very busy with weekly bookings from a variety of groups, including day cares, retirement homes and special care agencies.

The Shimano Pond was also the site of a special outreach event involving members of the New Canadians Centre in Peterborough. More than 75 guests representing 18 different countries of origin attended the one-day fishing event, and feedback was overwhelmingly positive. For many, it was their first time casting a line and trying out a truly Canadian tradition. Coleman Canada generously provided a camping prize package which the winners were thrilled to receive.

## Ontario Family Fishing Events



Twice a year, during February and July, the province declares license-free fishing days aimed at encouraging families to try fishing. During these designated days, Canadian residents do not need to buy the otherwise mandatory fishing version Outdoors Card. Ontario Family Fishing Events are led by a steering committee which

includes representatives from the Ministry of Natural Resources (MNR), Fisheries and Oceans Canada, Canadian National Sportfishing Foundation, Canadian Sportfishing Industry Association, and the OFAH, which chairs the committee and administers the program.



Launched in 1994, the aim of the program is to break down barriers which prevent Canadian residents from taking the initiative to fish in Ontario. By taking part in the license-free days, children and their families discover the fun of fishing and develop an appreciation and respect for our natural resources.

Ontario Family Fishing Events are highly successful at combining license-free fishing periods with volunteer-led community fishing events, and as a result have been repeatedly expanded over their 18-year history. Ontario Family Fishing Events has grown from one weekend in July to a winter weekend encompassing the province's Family Day holiday and a nine-day summer period, including two weekends which coincide with National Fishing Week.

In 2011, event hosts included many OFAH clubs, community groups, service groups and other agencies. We provided promotion and event materials, such as posters, flyers, fishing booklets and participation certificates. We also provided a free draw for children, in which one young winner was randomly drawn from all coloring pages submitted to win a fishing package. Visit [www.familyfishingweekend.com](http://www.familyfishingweekend.com) to learn more or follow the program on Facebook and Twitter.

## OFAH TackleShare



### OFAH TackleShare®

a decade, the OFAH has provided fishing gear free of charge to beginners who do not have their own equipment. OFAH

OFAH TackleShare is a province-wide program initiated by the OFAH in response to requests from people who were interested in fishing, but had no idea how to get started. For more than



TackleShare distributes gear to loaner sites, such as public libraries, Ontario Parks, Big Brothers and Big Sisters, and other community locations. These locations in turn loan out the equipment to new anglers, similar to the way that library materials are loaned to readers. Thousands of children and families have borrowed gear and experienced the thrill of fishing through using OFAH TackleShare equipment.

## OFAH Travelling TackleShare

In addition to the stationary loaner sites, TackleShare also offers Travelling TackleShare, a mobile component of the program. Travelling TackleShare delivers a free three-hour interactive workshop that teaches the public about fish identification, aquatic habitat and the threat of invasive species to freshwater ecosystems, as well as fishing techniques. Over 600 people participated in the workshop this summer, and the feedback was positive, with many wanting more education. The workshop concludes with an introduction to fishing techniques and the opportunity to go fishing onsite, using rods and reels provided by TackleShare.

For the second year in a row, Ontario Power Generation has been TackleShare's title sponsor, which enabled Travelling TackleShare to host eight events across the province, travelling over 10,000 kilometers during the summer. Lucky Strike, Walmart, KTL Canada, Shimano, Shakespeare, and Berkley, also provided significant support for this program. Visit [www.tackleshare.com](http://www.tackleshare.com) to learn more or follow us on Facebook and Twitter.





shooting, fly tying, archery, kayaking, canoeing, game calling, evening camp fires, night hikes and much more. No other summer camp delivers so much programming for such great value.

This year, 180 campers and volunteers celebrated the 10th anniversary of Get Outdoors camps, a huge leap from the 30 campers who registered for the very first camp. We appreciate all of the great volunteers who give up their vacation time to help OFAH staff with every aspect of the camp. Visit [www.getoutdoors.org/camp](http://www.getoutdoors.org/camp) to learn more, or follow us on Facebook and Twitter.

### Youth Leadership Conference

For nearly a decade, the OFAH Get Outdoors Program has welcomed youth to its Leadership Conference, held in conjunction with the OFAH Annual General Meeting and Fish & Wildlife Conference. In 2011, the youth conference welcomed an enthusiastic group of participants who packed in a full three days of activities. They took in the Toronto Sportsmen's Show, visited a hatchery, and learned how maple syrup is made. At the Islington Sportsmen's Club, they tried fly tying, archery, and target ranges (under supervision). Visit [www.getoutdoors.org/conference](http://www.getoutdoors.org/conference), or follow us on Facebook and Twitter.



## Women's Outdoor Weekend



For the past 17 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 Outdoor Weekend to break down this barrier and is the only provincial program of its kind to do so.

The three-day weekend has participants enjoying a series of activities such as archery, fly tying, fishing, target shooting, high ropes course, wood carving, game calling, wild game cooking, and outdoor survival. Every year, over 100 participants and volunteers converge on the Kinark Outdoor Centre near Minden for a full weekend in the outdoors. Cabin-style accommodation, delicious meals, and entertainment make for a memorable experience for all. Visit [www.ofah.org/wow](http://www.ofah.org/wow) to learn more, or follow us on Facebook and Twitter.

## OFAH Get Outdoors

### Summer Leadership Camp



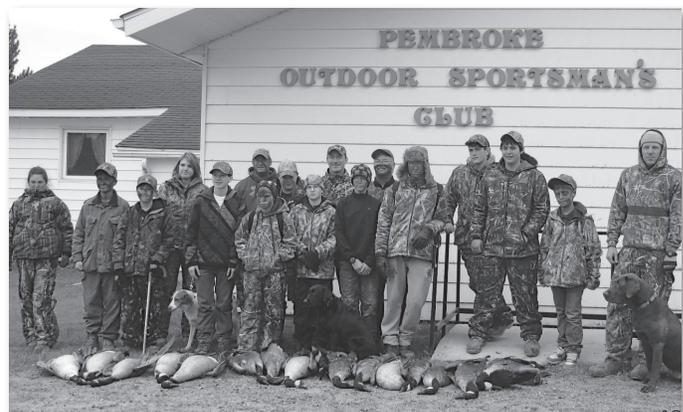
Once again, great kids, hardworking staff and amazing volunteers made the OFAH Get Outdoors Summer Leadership Camp the envy of all other conservation-minded organizations. This four-day adventure for OFAH youth members combined activities

which included leadership, conservation education, fishing, target

## Youth Hunting

Modern-day lifestyles and landscapes have changed over the past 50 years. Today's youth do not have the hunting opportunities that their grandparents did, and spend increasingly more time interacting with electronics such as video games and hand-held communications devices. Our youth are at risk of being disconnected from nature.

In 2011, the OFAH began to work in partnership with the Elgin, Perth, and Middlesex Stewardship Councils to develop a youth hunting program throughout Ontario. The aim is to support and



encourage prospective young hunters who want to try hunting, but have no one to mentor them.

OFAH clubs who want to host a youth hunting event can order a kit that includes everything they need to successfully plan and implement one, including a DVD copy of Ontario Stewardship's Youth Hunting Day Planning Tool Kit.

This is a great opportunity to help youngsters get started. No matter how small a youth hunting event is, it can be an important event in a young person's life.

## OFAH Wild Turkey Registry



In 2011, 138 people registered their birds in the OFAH Wild Turkey Registry. The top typical score was held by Richard Iles whose Chatham-Kent bird scored 75.60. The top atypical score was held by Rob Cameron for his Norfolk bird, at a whopping 95.88.

Wild Turkey Registry pins and certificates were sent to all 2011 participants in November. Thanks to Walmart for supporting this program in 2011.



## Ontario Angler Awards



The OFAH Ontario Angler Awards (OAA) is a province-wide program that promotes and recognizes recreational fishing efforts by resident and nonresident anglers.

OAA entries are showcased online. Thousands visit [www.ontarioanglerawards.com](http://www.ontarioanglerawards.com) annually, generating tremendous profile for the OFAH and program sponsors, including Canadian National Sportsmen's Shows, Shimano, G-Loomis, *Ontario OUT OF DOORS*, and the MNR.



## OFAH Record Fish Registry

The OFAH Record Fish Registry is the official registry for recreational anglers who land the most remarkable fish in Ontario waters. The angler of each new record receives a beautifully hand-crafted, hand-painted, fiberglass replica of their fish created by internationally acclaimed Advanced Taxidermy and Wildlife Design. In 2011, Angelko Prepolec of Tecumseh landed a new Ontario Record Yellow Perch on Lake St. Clair weighing in at 2.45 pounds. Current record replicas are on display at the OFAH|Mario Cortellucci Hunting and Fishing Heritage Centre.

To learn more, visit [www.ofah.org/fishresources](http://www.ofah.org/fishresources)



# ANGLERS & HUNTERS

"The Voice of Anglers and Hunters"



## OFAH Membership

*Members are the lifeblood of the OFAH. The Federation was formed by conservation-minded anglers and hunters 83 years ago, and remains strong to this day through the loyalty and dedication of its members.*

### Membership Growth

2011 marks one of the most successful years in OFAH history, particularly in terms of membership retention and growth. This year, the Ontario Federation of Anglers and Hunters broke two membership records; a record set in March with 84,806 members and then in November with the highest ever OFAH membership record of 84,867. Congratulations to every single OFAH member involved in this stellar membership record that ultimately drives the success of all OFAH programs and initiatives.

As always, our success in membership retention and growth is the result of a solid team effort by OFAH members who work diligently to remind fellow anglers and hunters about the importance of an OFAH membership. Even the best featured membership promotions cannot compare to the powerful influence from one hunter to another when they ask, "are you an OFAH member?"

The power of testimony and pride in OFAH membership is our greatest membership sales tool. "One member at a time" is the grassroots recruitment approach that has made the OFAH the envy of membership-based organizations from across Canada and beyond. Many of the country's leading nonprofit professionals who share experiences through the Canadian Society of Association Executives confess absolute awe of the Federation's humble and unprecedented membership retention and growth rate. Clearly, the OFAH is successful not only because of our highly diligent member service-oriented staff and our strategic sponsor-supported membership campaigns; we are successful because our members intrinsically care about promoting their membership in an organization that represents their fishing and hunting way of life.

### Member Services

#### Monthly Giving

Through the OFAH Monthly Giving Program, OFAH members keep their membership current and contribute to conservation in Ontario. In 2011, contributions from this program exceeded \$365,000. In addition to the convenience of automatically donating



a fixed amount monthly, all members in this program receive a tax receipt for the donation that exceeds their membership cost.

#### OFAH 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 2011—we now have 533 Life Members.

#### OFAH Member Club Growth

As 2011 closed, the OFAH had over 670 OFAH member clubs. We regularly receive inquiries from new clubs about becoming affiliated with the OFAH, with most of the interest around the no-cost club liability insurance coverage that comes with an OFAH membership. *It is very important to all current and future clubs that they maintain 100% affiliation with the OFAH for their insurance coverage to be valid.*

### Member Benefits

#### Brokerlink Insurance

Insurance with Brokerlink (Angler & Hunter Insurance) is a valuable added benefit to members of the OFAH. Thousands of OFAH members took advantage of great insurance rates on home, auto, ATV and snowmobile insurance needs during the year. In 2011, Brokerlink held two draws and gave away a Polaris ATV and a Lund boat package to two lucky OFAH members, simply for calling in for a "no obligation" quote on insurance.

The OFAH was extremely pleased to announce the launch of the OFAH/Brokerlink Fish and Wildlife Conservation Internship, which will be awarded for the first time in 2012. This five-month position will enable the successful candidate to gain practical work experience in the fish and wildlife field at the OFAH.

## Mark's Work Wearhouse

We were excited to learn that the OFAH was rated as one of Mark's Work Wearhouse's top 30 affinity partners in 2011, thanks to the many OFAH members who use their Mark's discount card when shopping. Be sure to show your discount card on all purchases; even if the item is on sale, the OFAH will receive credit for that purchase. Mark's Work Wearhouse donates a percentage of the total merchandise sales from OFAH members back to the OFAH each year. Please continue to show your card with each and every purchase, and we will continue to see that annual growth. If you need a card, please call us and we will send you one right away.

## AIL

AIL offers a \$4,000 Accidental Death and Dismemberment policy to OFAH members, as well as additional policies, such as final expense planning and term life insurance. AIL also offers in-person appointments with AIL agents to select OFAH members following contact by mail.

## BMO

We are always exploring new ways of promoting and recruiting new cardholders. The BMO Ontario Federation of Anglers and Hunters MasterCard is the perfect card for the outdoor enthusiast. Every time you use your BMO Ontario Federation of Anglers and Hunters MasterCard, a portion of that purchase goes directly back to the OFAH to support fish and wildlife conservation work, as well as to support angling and hunting in Ontario. Visit [www.ofah.org](http://www.ofah.org) for more details.

## TSC Stores

The OFAH is extremely excited to announce the expansion of the TSC Stores partnership to include an annuity program, where TSC Stores will donate a percentage of all OFAH member sales back to the OFAH each year. Please make sure you show your discount card with each purchase, as the OFAH will be credited with the sale, no matter what you purchase. On top of that, TSC continues to offer all members a 15% discount on many products in the store as well as the TSC monthly special, which is only available to OFAH members. Be sure to check out the monthly special on our main webpage at [www.ofah.org](http://www.ofah.org). If you need a card, please call us and we will send you one right away.

## The Brick

OFAH members continue to enjoy savings of 10 to 40% on purchases at the Brick. Be sure to show your card with each purchase, as the OFAH is credited with all sales, even if the item is on sale. If you don't have a card, please let us know.

## Manulife Financial

OFAH members continue to save on health and dental costs and have the opportunity to select from a variety of different coverage options offered through Manulife Financial. From health and dental plans to life insurance policies, Manulife Financial is eager to assist you with your needs. Manulife Financial donates a percentage of sales back to the OFAH each year.

## Affinity Partner Recruitment

We are always on the lookout for quality affinity partners that can offer our members discounted prices on products and/or services that they regularly purchase. If you know of such a company, please pass the information on to us.

## Great North Wildlife Affiliates (GNWA) - Public Liability Insurance

No changes were made to the individual coverage provided by the GNWA or the insurance rate of the policy for 2011. The GNWA consists of Alberta, Saskatchewan, Manitoba and Ontario.

## Great North Wildlife Affiliates (GNWA) - Club Liability Insurance

We were pleased to announce the additional \$2 million liability umbrella policy that is now available to our affiliated clubs. This coverage is for club liability and/or range coverage. As always, we are reminding our clubs that they must maintain 100% affiliation with the OFAH for their club coverage to be valid (every member of the club must be an OFAH member).

## Sustaining Members

**GOLD:** AIL, Canada Allen Insurance Group, Bass Pro Shops, Big Foot Shoe Clinic, BoaterExam.com / HunterExam.com, BrokerLink, Cabela's, Cedar Valley Hunting Supply, Coleman Canada, DT Powersports, etfs, Excalibur Crossbow Inc., Fox 40 International Inc., Graywood Sporting Group Inc., Imagewear Johnson Outdoors Canada Inc., Le Baron Outdoor Products, Magnetic North Sporting Goods, Ontario Stewardship, Pure Fishing (Berkley), Realstar Hospitality, TSC Stores, Shimano Canada Limited, Stoeger Canada Ltd., Toronto and Region Conservation Authority, Toronto Sportsmen's Show, 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 Region Conservation Authority, Long Point Waterfowl, Niagara Peninsula Conservation Authority, Ontario Drive and Gear Ltd., Ruffed Grouse Bistro, The Vincent Press Ltd., W.I. Villager Ltd.

## 83rd OFAH Annual General Meeting and Fish & Wildlife Conference



The 83rd OFAH Annual General Meeting and Fish & Wildlife Conference welcomed over 500 delegates 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. The Honourable Linda Jeffrey, Minister of Natural Resources, gave the traditional Friday morning presentation. On Saturday, conference attendees took in the Toronto Sportsmen's Show and later enjoyed Ontario Environmental Commissioner Gord Miller's keynote address at the gala awards banquet.

New for 2011, the Friday speaker series was livestreamed over the Internet, and questions for Minister Jeffrey were accepted online as well as from audience members.

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.



# Fundraising

*OFAH members and member clubs help raise funds that make fish and wildlife conservation initiatives possible.*

## 37th Annual OFAH Conservation Lottery

The OFAH Conservation Lottery is our largest fundraiser and a terrific way to support the OFAH and conservation. Once again, lottery winners took home fantastic prizes while supporting conservation efforts in their communities and beyond. The 37th lottery grand prize winners hailed from Sharbot Lake, Massey, Marathon, Toronto and Listowel. A complete list of winners was posted at [www.ofah.org](http://www.ofah.org) and was printed in the August *HOTLINE*. The line-up of prizes totaled almost \$300,000, thanks to Dodge (Chrysler Canada) our major vehicle sponsor, G3 who provided boats, and Yamaha who continued their sponsorship with ATV's and outboard motors.

Anyone selling more than five books of tickets was eligible to order *Scrapeline Buck* by Trevor Tennant. An impressive 1,850 members ordered this limited edition print and 245 members took advantage of the exceptional offer to have the print framed.

In April, the OFAH signed a new three-year agreement with Chrysler Canada. We are pleased and proud to have the continued support of Chrysler Canada and their excellent dealer base.

Thanks to all who helped sell over 413,000 tickets for the 37th lottery. Clubs don't need to apply for a license or pay a fee to sell OFAH lottery tickets and can receive \$6 for every book sold. What a great way to support the OFAH and conservation!



## OFAH Ontario Wildlife Calendar and Christmas Cards

The 2012 OFAH Ontario Wildlife calendar was mailed in September and featured a total of 41 member photographs; eight of which were selected to appear as featured months. Donations for the 2012 Ontario Wildlife Calendar continued to pour in until year end, with an average donation of \$18. Christmas card sales generated approximately \$21,000.



## Merchandise

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

## Nevada Lottery

2011 was the second year of a two-year licence, with 19 open and active locations. We saw sluggish sales of break open tickets, as did other charities in this sector of the charitable gaming industry. We will be meeting with our service providers to pursue options for increasing our ticket selling locations, and we have participated in meetings hosted by the Ontario Charitable Gaming Association. Provincewide, the Association has been conducting research with players, retailers and charities, in order to produce a marketing plan for revitalizing sales. They have formulated some interesting ideas and we are hopeful that some positive changes will be in place within the next year.

Net proceeds from 2011 were used to support the OFAH/Ringwood Fish Culture Station. Our 2012 proceeds are earmarked for OFAH/Mario Cortellucci Hunting & Fishing Heritage Centre educational programs.

## Conservation Dinners

The OFAH Conservation Dinner Program brings outdoor enthusiasts together in an entertaining and energetic atmosphere, to celebrate conservation and raise critical funding for local and provincial fish and wildlife projects. In 2011, the OFAH assisted with five fundraising dinners that generated approximately \$96,000, of which 85 percent was returned to participating committees to support local conservation projects.