



# Program Description and History

## Love Your Lake Program Description

Love Your Lake is a packaged shoreline assessment and educational stewardship program that can be transferred to any shoreline community across the country. This program is developed and administered by Watersheds Canada and the Canadian Wildlife Federation (CWF) to be delivered by existing environmental organizations in regions across Canada.

Locally driven by Regional Partners, lake associations or lake stewardship organizations are invited to volunteer their lakes as participants in the program. Lakes participating in the Love Your Lake program will have their shorelines assessed from a boat on a property-by-property basis by trained staff using a standardized Shoreline Assessment Protocol and datasheet.

After each shoreline property on a lake is assessed, Regional Partner program staff enter the data into an online database, which generates individualized property reports. Each report consists of information on the state of the property's shoreline and provides suggested voluntary actions for shoreline improvements and property maintenance that will benefit the health of the lake ecosystem.

When the Regional Partner has finalized the data entry for an entire lake, each shoreline property owner will receive a letter with a unique survey code applicable to only their property. (These letters will either be directly mailed to the mailing address of each shoreline property or hand delivered by Regional Partner staff and/or lake organization volunteers.)

Each shoreline property owner can access their individualized property report online by entering their unique survey code on their coupon at [Report.LoveYourLake.ca](http://Report.LoveYourLake.ca). Shoreline property owners will have the opportunity to order their report as either an electronic PDF to be emailed to them or a bound hardcopy to be mailed to them.

Additional to the individualized property owner reports, the Love Your Lake program provides each lake organization with a valuable lake level report. This report summarizes the data collected along the entire lakeshore and encourages stewardship action at the community level.

The simple but effective suggested actions discussed in both the individualized property reports and the lake level report will help protect and enhance shoreline and lake health for both people and wildlife!

## Love Your Lake Program History

The Love Your Lake program has been developed by Watersheds Canada (formerly Centre for Sustainable Watersheds [CSW]) and the Canadian Wildlife Federation (CWF) with regional support from partners across Ontario (including the Bonnechere River Watershed Project, the Muskoka Watershed Council, the City of Greater Sudbury, and the Lakeland Alliance). Funding support has been provided by the Ontario Trillium

Foundation, the Rogers Foundation, and the Department of Fisheries and Oceans Canada – Recreational Fisheries Conservation Partnerships Program.

The Love Your Lake program is a modified and updated version of a scientific protocol developed by MAPLE (Mutual Association for the Protection of Lake Environments) in the 1980s. Watersheds Canada and other organizations in eastern Ontario had been using a modified shoreline assessment protocol for over ten years to assess thirteen lakes in Eastern Ontario. In 2012 they partnered with the CWF to officially brand and broaden the program into the Love Your Lake program today.