

Operations Manual

 **Our World. Our Watersheds.**
Our turn to make a difference.



 **CARING FOR OUR
Watersheds™**
Growing the next generation.®

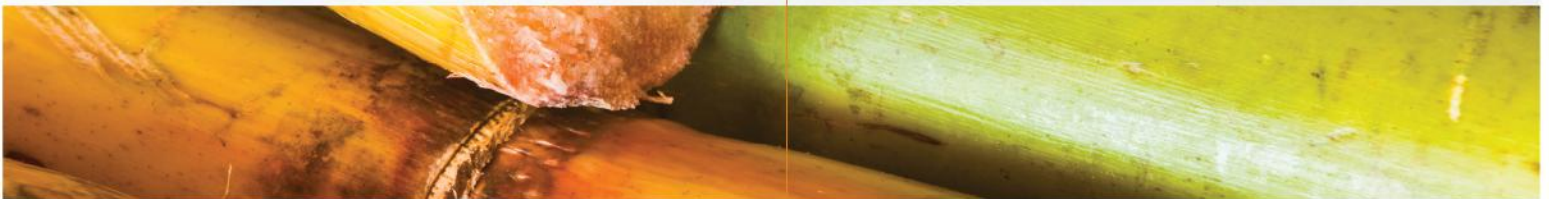




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Definition: A watershed is an area of land where all water drains into a common body of water. Lakes, streams, ponds and wetlands are all apart of a watershed. They come in all shapes and sizes and can cross national and international borders.



Introduction

At Agrium, we understand that taking care of the world requires more than simply talking about it. It calls for stewardship and a lighter footprint. The **Caring for our Watersheds (CFW)** program has expanded into a global environmental competition for students. Agrium sponsors the program in communities where we operate to create focused solutions to local watershed issues.

The program began in 2007 with students within the Battle River Watershed (Camrose, Alberta). Past winners in Battle River have been acknowledged by Alberta's Environment Ministers at the Legislative Assembly of Alberta.

In March 2009, Agrium President and Chief Executive Office Mike Wilson said, "I have seen the spectacular innovation and ideas put forth in Battle River. I strongly believe this contest will be beneficial not only to our environment but to the communities where we operate." He went on to add, "What better way to help grow the next generation than to engage them and ask their help to seek environmental solutions in their communities."

Mission Statement

Instilling environmental stewardship among the next generation and improving the quality of the watersheds within our communities.

Locations

Inception Year	Name	Target Area	Host Organization (Pgm Crdt is linked)
2007- Present	Caring for our Watersheds: Battle River (2007-2009)	Camrose, AB (2007- 2009)	Battle River Watershed Alliance
	Caring for our Watersheds: Central Alberta	Within the AB borders - north of Calgary	
2009- Present	Caring for our Watersheds: Southern Alberta	Within the AB borders - south of Calgary	Agrium
2009- Present	Caring for our Watersheds: Saskatchewan	Within the SK borders - Saskatoon, Vanscoy, Clavet area	Partners for the Saskatchewan River Basin
2009- Present	Caring for our Watersheds: Manitoba	Within the MB borders - Winnipeg, Portage area	Oak Hammock Marsh Interpretive Centre
2009- Present	Caring for our Watersheds: Colorado	Within the CO borders – Greeley, Loveland, Fort Collins area	Poudre Learning Center
2010- Present	Caring for our Watersheds: California	Within the CA borders – Sacramento area	Center for Land-Based Learning
2010- Present	Caring for our Watersheds: DC	Within the D.C borders – Washington area	Earth Force
2010- Present	Caring for our Watersheds: Virginia	Within the VA borders – Arlington area	Earth Force
2010- Present	Caring for our Watersheds: Ontario	Within the ON borders – Campbellford area	Lower Trent Conservation District
2011- Present	Caring for our Watersheds: Ohio	Within the OH borders – Cincinnati area	Environmental Education Council of Ohio
2011- Present	Caring for our Watersheds: Argentina	Within the San Antonio de Areco area	ASP



Contest Overview

Two forms of the contest exist – a Classroom Based Strategy and a Team Based Strategy. The Host Organization decides which form of the contest to implement. The eligible grade levels are customized to meet the needs of the target area. Grades 5, 6, 8, 10 and Bio 20 are preferred due to curriculum links.

Classroom Based Strategy

CFW asks the question: **What can you do to improve your watershed?**

As a classroom (minimum of ten students), students must research their local watershed, identify an environmental concern and come up with a realistic solution. The class must submit a proposal explaining their idea.

Classrooms are encouraged to be creative with their written proposals (approx. 1,000 words), such as incorporating videos, artwork, models and/or diagrams to illustrate the solution.

Entries are judged on innovation, environmental impact, comprehensive scope/communication, budget, realistic solution and visuals.

Classrooms submit their proposal at CaringForOurWatersheds.com. If they do not have web access they must contact their local Program Coordinator for a paper registration form. Entries must be delivered by mail or submitted online no later than the contest deadline.

Top finalists are selected to make a **five minute verbal presentation** to a panel of judges and a public audience. Up to four students per classroom will present. Teachers are not allowed to present.

Classrooms can win rewards for themselves and their school!

Team Based Strategy

CFW asks the question: **What can you do to improve your watershed?**

Independently, or as a team of no more than four, students must research their local watershed, identify an environmental concern and come up with a realistic solution. Students must submit a proposal explaining their idea.

Students are encouraged to be creative with their written proposals (approx. 1,000 words), such as incorporating videos, artwork, models and/or diagrams to illustrate the solution.

Entries are judged on innovation, environmental impact, comprehensive scope/communication, budget, realistic solution and visuals.

Students submit their proposal at CaringForOurWatersheds.com. If they do not have web access they must contact their local Program Coordinator for a paper registration form. Entries must be delivered by mail or submitted online no later than the contest deadline.

Top finalists are selected to make a **five minute verbal presentation** to a panel of judges and a public audience.

Students can win rewards for themselves and their school!

All students are encouraged to implement their ideas. It is important for students to know their ideas have value and to have support when turning theoretical ideas into realistic solutions.



Key Roles and Partnerships

Program Manager: *Agrium Inc.*

The Program Manager oversees all aspects of the program and ensures Caring for our Watersheds is properly implemented in each watershed.

Host Organization: *Watershed/Environmental Association – TBD in each area*

A non-profit organization is responsible for implementing the contest in their local watershed.

Program Coordinator(s): *Affiliated with the Host Non-Profit Organization - TBD in each area*

Each CFW competition may have a local Program Coordinator, who works with or for the Host Organization.

Participating Schools and Students: Any student in the defined target grade (determined by the Host Organization) who attends a school in the designated area can participate. Please see 'Contest Entry' on page 8 for details and exceptions.

Teacher Coordinator: *TBD in each area*

A teacher of a participating school district may be hired to help liaison with teachers and students.

Community Partner(s): *TBD in each area*

Profit and non-profit organizations may contribute as they see fit. For example, partners may contribute expert judges, volunteers, funds, resources or student prizes (see *Appendix: Contracts*).

Volunteers: *Members of the local community*

A minimum of 16 volunteers may be needed to assist with various tasks surrounding the contest including: organization of completed entries, feedback reviewers, tasks for verbal presentation/awards presentation, etc.

Watershed Ambassadors: *Members of the local community*

Adults with knowledge of the watershed could volunteer to help an individual student or group of students compete in the contest.

Judges: *Agrium and various community representatives*

Approximately 20 judges will be needed to evaluate entries throughout the competition.

Caterer(s): *TBD in each area*

The Program Coordinator will identify a caterer to provide food services for the Teacher Training, judging sessions, Awards Presentation and Wrap-Up.

Committee: *TBD in each area*

Community members may form a committee to help execute the contest each year.



Sequence of Events

The program schedule is based on the local district calendar. The dates designated for necessary tasks may vary by location.

September-October

- Recruit and train teachers (teachers are key to the success of this contest)
- Recruit and screen Watershed Ambassadors
- Teacher Conventions, Professional Development Days

October-December

- Reserve venues for awards presentation
- Classroom presentations for Fall semester teachers
- Train Watershed Ambassadors

January

- Volunteer recruitment for: entry organization, feedback reviewers and awards presentation
- Classroom presentations for Spring semester teachers

February

- Promote contest in the community and identify location to display semi-finalists' entries
- Arrange for catering of awards presentation
- Order gifts for: participants, finalists, teacher training attendees, volunteers and judges
- Recruit volunteers
- Confirm and schedule judges
- Classroom presentations for Spring semester teachers

March

- Classroom presentations for Spring semester teachers
- Paper entries are collected on the contest deadline and entered in a database
- Step A judging by partner organizations
- Step B judging and selection of finalists
- Send awards presentation invitations
- One on one "coaching" with finalist entrants

April

- Verbal competition and awards presentations
- Finalists encouraged to implement ideas
- Thank you letters
- School and student payouts

May/June

- Wrap-up evaluation lunch for key stakeholders
- Program Coordinator report and invoice
- Student project implementation
- Set next year's contest dates

Example:

Student Deadlines

March 16	Contest deadline
March 30	Finalists selected
April 9	Verbal competition Awards presentation (Noon-5pm)



Watershed Ambassador

Getting the community involved in the contest is really important. One way to do this is a Watershed Ambassador Program. The goal of the program is to offer students an opportunity to consult with qualified community members who are supportive and knowledgeable about CFW.

For community members to participate in the program, the Program Coordinator has the right to request the following qualifications:

- must be at least 18 years of age;
- must provide Program Coordinator with two pieces of government issued identification, one of which has a photograph, plus a copy of a Social Insurance Number;
 - o this information may be used to complete a Criminal Record Check or a Child Abuse Security Check.
- must be willing to commit a minimum of six hours to the student(s) and/or classroom, plus one hour of training and time to prepare for meetings/presentations;
- recommended knowledge of the local environment; and
- recommended experience with written and verbal presentations.

All Watershed Ambassadors will be given training on the contest. Local watershed issues will be discussed. Ambassadors will also be instructed on appropriate and inappropriate behaviour with minors. The Program Coordinator reserves the right to approve or decline applicants to the Watershed Ambassador Program. Those approved will be added to the network of mentors.

Teachers, students and teams have the option of requesting a Watershed Ambassador. The Program Coordinator will offer an ambassador the opportunity to work with an individual, team or classroom. If they agree the Program Coordinator will provide both the ambassador and the teacher/student(s) with each others contact information. It is the responsibility of the teacher/student(s) and ambassador to contact one another.

Watershed Ambassadors are encouraged to:

- give a classroom presentation on the contest
- explain issues and concerns in the local environment
- help the student and/or team brainstorm solutions to a local watershed issue
- provide feedback on contest entry ideas
- provide support to finalists
- be positive and supportive no matter where the students place in the contest.

Ambassadors have the option of consulting more than one classroom, student or team. It is up to their discretion.

Note: Anyone who mentors students is not eligible to judge.

Teacher Recruitment

Reaching teachers EARLY in the planning stage is critical for success. Communicating with teachers can occur at teacher conventions, school professional development days or by hosting a training session. Each teacher should leave with a better understanding of the contest, the time commitment involved and how it can be incorporated as part of curriculum (see *Appendix: Teachers*). A Teacher Coordinator may be hired to help liaison with teachers.



If schools are interested in participating they **MUST REGISTER THEIR SCHOOL NAME**. Teachers can do this on the **CFW** website.

Teachers will have access to various **educational and environmental resources online** at CaringForOurWatersheds.com and those who attend seminars can be given a USB and/or hard copies of watershed resources. The Program Coordinator will also be available to answer any watershed questions.

Contest Entry

There is no limit to the number of schools participating within a watershed. However, student and school participation rewards are given to the first 500 entries (Team Based Strategy) or 40 entries (Classroom Based Strategy).

If a student outside of a watershed is interested in entering the contest their school must register online first and the student must research the watershed chosen for the contest.

The **CFW** contest is conducted during the school year when teachers can best fit the program within curriculum. Students are given handouts and instruction about the rules and requirements of the competition (see *Contest Overview on page 4 and Appendix: Teachers*). Teachers have the discretion to choose how **CFW** fits into classroom activities and **must register their school prior to students entering the contest.**

CFW consists of one category - typically based on grade level. Prize money is split equally amongst team members.

All student entries are assigned a contestant code. Online entries will automatically receive this code. Paper entries will be given a code by the Program Coordinator.

Note: All entries shall be submitted to the judges by the Contestant Code. Contestant names are not revealed until the Verbal Competition.

At the same time that students enter online, they must upload their presentation - including their essay, video and/or any graphic supplements (PowerPoint, charts etc). If paper supplements are used the contestant will have to submit them to the Program Coordinator before the entry deadline.

Contestant Code Example

Bobby Anderson lives in Saskatoon, Saskatchewan. He is in Grade 9 at Central School and has entered Caring for our Watersheds: Saskatchewan. Bobby's Contestant Code would be:
CFOWSK-A01-02

- The first letters identify the Watershed Location
CFOW Saskatoon: **CFOWSK**
- The next digits identify the category and school the contestant is from
Grades 7-9 is assigned as: **A** and
Grades 10-12 is assigned as: **B**
Central School is assigned as: **01**
- The last numbers identify the student. Bobby Anderson is: **02**



Judging

Judging is a great way to involve community volunteers in the program. Each volunteer judge should have an understanding of the community and local environmental issues. Invitations to participate as a judge will be extended by the Program Coordinator (*A minimum of one Agrium employee, selected by the Program Manager, will have the option of participating at each judging step*).

Note: If there are less than 50 students participating (Team Based Strategy) or less than 5 classrooms participating (Classroom Based Strategy), the contest may be cancelled, categories combined, or the contest deadline may be extended. Collectively the Program Manager, Program Coordinator and major Community Partners will decide the course of action within one week of the original contest deadline.

At each step the two categories will be separated and judged using the below principals.

Step A: Pre-Sort Written Competition *First half of March*

Number of Judges: 2-4

Time Requirement: 2-3 days depending on number of entries

Equipment Required: Two computer stations

Volunteers: Feedback Reviewers (6-10)

* Lunch provided

Step A is an evaluation of the overall idea of each project. In most cases a quick review of the overall idea is required. In the case that a full assessment is needed, computer terminals will be available to review PowerPoint presentations, and other visual aids that may accompany the entry.

Judges will not officially assign scores until Step B, but they are welcome to use the same scoring guidelines used in Step B to help separate entries. Or, simply score each proposal out of 3 marks based on Environmental Impact, Realistic Solution and Communication/Budget. Half marks can be given.

Allow for 10 minutes per proposal for review. This will help identify how many hours will be required to pre-sort the proposals.

Entries will be separated into two groups:

Group 1

Idea and presentation qualifies entry to advance to Step B.

The number of entries advanced to Step B should be approximately 30-40 proposals total.

Group 2

Entries are categorized as '2' when the idea does not merit further advancement.

Note: If less than 40 entries total, combine Step A and B. The Program Coordinator will determine if additional judges are needed to judge both categories on the same day.



Step B: Select Finalists *Day following Step A*

Number of Judges: 6-8

Time Requirement: Full work day

Equipment Required: Three computer stations with DVD capability and printer

Volunteers: Score tabulation (1), IT Support (1), Feedback (10)

* Lunch provided

To begin the day, orientate the judges by going over the judges rubrics in detail. Next, show them a sample proposal that is good and one that is bad with marks assigned.

It is often helpful to give examples of projects that have advanced to the finals in other competitions. Here are a few you could reference:

In Calgary Alberta a first place winner's idea was to install bird boxes and bat houses on Calgary Golf Courses as a natural way to control insects. This is a very innovative idea but it needed some mentorship to advance. Working with a mentor, the student took it one step further. By the time he came to the finals he had contacted and confirmed 8 golf courses to participate. He had a detailed budget of how many boxes he would need, the cost, and where he could get them from. By the time he came to the finals, the project was ready to happen.

*Remember, all finalists will be mentored to improve and expand their idea. Perhaps all they need is a little guidance on things to consider or a list of people that could help them make their idea happen.

In another contest, the teacher must have given their classroom a tip to look at the schools toilets because that classroom submitted 10 proposals on replacing the old toilets with a dual flush toilet system. Not necessarily an innovative idea BUT it was something new to that school – a concern that could be addressed. The judges read the proposals on the toilet system and it was clear who would advance to the finals – one team had already taken the steps for the solution to become reality. They had sat down with their school principal and asked him if the school would donate the labor to remove the old toilets and install the new toilets. The principal agreed. They then set up a timeline for this project to occur. Next, they contacted a local recycling company who agreed to pick-up the old toilets (80 in total) and at that time there was actually a rebate they could qualify for by replacing the old toilets. In the budget the students explained they would use the rebate to buy the new toilets and gave a detailed estimate of the costs. Lastly, they took it one step further and accessed the school's utility bills to determine how much water the old toilets used and how much water and energy they would save with the new toilets – a perfect way to relate the idea back to how it would improve the watershed.

Before the judges begin scoring ask them to read 3 or 4 proposals to get a feel for the quality of ideas. Also, give them sticky tabs to put on proposals that really stand out – even if they score lower on the rubrics – we want those 'gems' of ideas to move forward.

Judges are randomly assigned and given an equal number of Group 1 entries (Judges may work in teams if preferred). Entries will be read, visuals will be reviewed and scored based on the Content Judging Guide (see *Appendix: Judging Guides*).



Each proposal should be judged two times, by two different judges. An average of the scores will be used. If there is a large variance between the two judges' scores, a third person should score the proposal – the two highest marks should be used in the average calculation.

ROUND TABLE DISCUSSION – After all of the proposals are scored, the judges will discuss the top entries, determined by highest scores and anything with a sticky note.

The top 10 will advance to the finals.

Student finalists and teachers are notified directly by the Program Coordinator following the completion of Step B. If students choose to withdraw from the finals the next highest scoring entry will have the choice of participating.

Feedback

The Program Coordinator will decide if all entries that do not make the finals (including those from Group 2) receive constructive feedback. If agreed, feedback will be entered into an electronic form, printed and attached to each entry before it is returned to the student. Approximately 10 volunteers will be needed to complete this task over a two to three week period. A secure location with computer stations and printers is needed for this task. *Refer to Appendix: Judging Guides.*

Verbal Competition Preparation

This stage of the competition is an opportunity for students to improve and expand upon their ideas. Students are encouraged to conduct further research, interviews and create a realistic solution.

The purpose of verbal presentations is to provide participants with a real life experience. Also, it is important to ensure the students understand and can explain their idea. A good idea is only as good as its feasibility.

The Program Coordinator, or local watershed experts, will mentor each finalist. All finalists should be given at least ONE HOUR of mentorship (including the judges' comments, things they could expand on or change, people they could contact to make their idea happen, public speaking tips, final presentation tips etc).

As soon as finalists are selected send invitations to finals to the following people: finalists (plus two guests each), teachers who participated, media, government representatives, judges (should already be confirmed!) and local Agrium representatives.

Have each finalist fill out an RSVP form that includes their mailing address (so cheques can be mailed).



Step C: Verbal Competition Finals *Four weeks after Step B* (Refer to Appendix: Judging Guides for the Verbal Competition Judging Guide)

Number of Judges: 6-8

Time Requirement: Approximately 4 hours

Equipment Required: Computer, PPT projector, web cast equipment, sound system

Volunteers: Emcee, Accountant (from the Host Organization), Stage Manager, Assistant Stage Manager, IT Support, Greeters, Timer (8)

* Dinner provided at the awards presentation

This is the final stage of the competition.

Check List:

Signs:

- Sponsor sign
- Camera sign
- Reserved signs
- CFW Vertical Standing Banner

Judges Table:

- Judges Rubrics – # of judges x # of finalists.
- Pens for Judges
- Calculator for Judges

Emcee/Stage Manager:

- Speech
- Camera
- Laptop (with Finalists' Content Scores – use to tabulate Final Scores), Laptop (windows), Laptop (Mac)
- Tape in case students need to hang presentation charts
- Stop watch
- Timer cards

Registration Desk:

- Check-list to confirm student names, addresses (for mailing cheques), schools, teacher name,
- Parent/guardian permission forms
- Name tags
- Agendas – 100 copies

Awards Table:

- Student prizes (water bottles etc)
- Judges gifts
- Award certificates
- Fake cheques
- Black marker (to write on awards/cheques)

Guest Tables:

- Candy for tables (wrapped candy preferred)
- How it Works (whatever is remaining from the promotional materials)



Agenda - Sample

2:00pm	Finalists arrive	5:00pm	Closing Comments
3:00pm	Welcome Address		
3:05pm	Introductions of Judges	5:15pm	Judges Scores Tabulated and Rewards Organized
3:10pm	First competitor	Awards Presentation:	
3:20pm	Second competitor	6:00pm	Welcome Address (Emcee)
3:30pm	Third competitor		* Meal Served
3:40pm	Fourth competitor	6:05pm	Thank You Comments
3:50pm	Fifth competitor	6:10pm	Agrium Partner Address
4:00pm - BREAK		7:00pm	Winners Announced
4:10pm	Sixth competitor	7:30pm	Photography of Winners
4:20pm	Seventh competitor	8:00pm	Closing Comments
4:30pm	Eight competitor		
4:40pm	Ninth competitor		
4:50pm	Tenth competitor		

Venue

It is necessary to provide a stage for students to give their verbal presentations. Theater-style seating is great for the audience to view the presentations, but round tables work to, especially if the awards dinner is served in the same area. In most cases, seating for 100-150 will be sufficient.

Signage

Sponsor Sign: An event sign should be made that recognizes the sponsors and community partners. 11x17inch

Camera Sign: As well, an 11x17inch sign must be present that says,

During this public event, Caring for our Watersheds representatives may be taking photographs and video for purposes of promoting and recognizing activities carried on pursuant to the Caring for our Watersheds program. Attendance at the event constitutes your express permission to Agrium and its community partners to use, disclose, publish, distribute, perform or display in any media, or otherwise reproduce any photographs and video taken.

Reserved sign – 1-3 “RESERVED” signs to put on front row tables for the judges to sit at during the meal/awards.

Registration

Attendees will be greeted by volunteers working the registration table. The greeters are responsible for setting up and manning the registration table. The main purpose is to ensure student’s guardians declare in writing the approval of the public release of the student’s name, project idea and photograph. Also, to ensure the Program Coordinator has the student’s full mailing address recorded. Attendees will receive an agenda as well.



Presentations

Each of the finalists will give a five minute verbal presentation before a panel of judges. Judges will have the opportunity to give comments and ask questions about the presentation. Judges then assign scores to each participant individually. **Contestants' content proposal scores are NOT revealed to the verbal judges.**

A volunteer will time each presentation and show cue cards to warn contestants of time remaining.

Note: After each stage of judging, allow the judges to discuss the top entries and adjust the scoring.

Note: *Scoring from Step B carries over to Step C. The winner will be chosen by adding the scores earned in Step B with the scores earned in Step C. The scores are tallied and the final placements are based on highest to lowest scores (highest winning first place).*

A/V Requirements

Verbal presentations may involve a number of different display requirements. The IT Manager arranges set-up and functionality of A/V and computer equipment if needed during judging or the awards presentation. Those requirements include but are not limited to: computer with CD/DVD capability, display screen, PowerPoint remote, sound system with microphone, table, easel or elevated surface for static displays. Equipment for web cast may also be needed; however, not all competitions will have the availability to host a web cast.

Note: Ensure all student presentations are compatible with the AV equipment prior to the competition. Once finalists arrive test ALL of their presentations to ensure they work properly.

Payment

The Host Organization will administer cheques for the finalists and schools as soon as the judges determine the winners. Individual cheques must be written for team members with the prize amounts divided equally.

A certificate of accomplishment is given at the Awards Ceremony and the cheque is mailed at a later date.

School cheques must be sent care of the Teacher Advisor along with the letter 'Congratulations Your School is a Winner' (see *Appendix: Teachers*).

Note: *Finalists qualify if at least one team member presents. Group members do not all have to speak equally, but if present should all contribute to the presentation. If finalists do not deliver a verbal presentation they are disqualified and do not receive any finalist rewards.*



Awards Presentation

After the verbal competition there will be a break while the judges tally the results. Later in the evening, an awards presentation will begin to recognize the achievements of the students. This event should be semi-formal.

Invitations

The verbal competition is open to the public. However, the awards portion of the evening shall be arranged by invitation and include: finalist competitors and family, teachers, judges, volunteers, local elected officials and the media. Invitations for the awards night should be mailed out shortly after the finalists have been selected. RSVP is necessary to plan for food service.

Catering

A full dinner menu should be arranged. A request for written bids from local caterers is required. All bids will be reviewed and the caterer shall be chosen by the Program Coordinator. Meals will also need to be catered for judges and volunteers during the judging process.

Sponsor Presentation

Agrium's representative will have the option of speaking at the awards presentation.

Implementation

All students will be encouraged to implement their ideas (preference given to finalists, semi-finalists and Group 1 entries). Agrium Inc. will sponsor 50% of implementation costs (up to a maximum of \$1,000). The student must obtain sponsorship for the remaining amount from other organizations and businesses.

To receive funding for project implementation from CFW, a project description, budget, timeline and proof of sponsorship must be received by the Program Coordinator by September 31 of the year the finalist competed. A contract will be signed by participating students to use the money for the intended purpose (*see Appendix: Contracts*). A media release regarding implementation projects will be prepared and distributed to the local media.

Upon project completion students must send a summary of the project outcomes to their school principal and sponsoring teacher explaining how they implemented their **CFW** idea in the local community and the results of their efforts. Proof of project execution, including copies of original invoices, photographs, and a copy of the report provided to the school must be received by the Program Coordinator two months after the projected finish date.

The Program Coordinator reserves the right to revoke funds if they are not being used for the project intended.

Website and Ads

Within one week of the finals, the Program Coordinator will send a press release to all local media. A paid, color advertisement will also be placed in at least one local newspaper to ensure students are recognized for their efforts. Each finalists should receive a copy of the newspaper advertisement. Top entries may be displayed in a public venue.

Within two weeks of the finals, the Program Coordinator will send the Program Manager a photograph of the finalists and table indicating the finalists' placement for the website.



Review

The Program Coordinator will host a wrap-up lunch for key stakeholders (teachers, volunteers, partners and sponsors) to provide feedback on the success of the event and improvements for the next year. A summary of the discussion will be included in the Program Coordinator's report. Each year quantitative and qualitative statistics will be collected to measure the success of the program.

Annual Review Meeting: Global

In June of each year, Program Coordinators will join by conference call or in-person to discuss the challenges, opportunities and changes for the next year. Program Coordinators must submit their final invoice and final report at this time.

Budget

The following is an *estimated* program budget

Note: Agrium reserves the right to change award types and amounts.

Participant Rewards	\$2,500
Finalist Awards	\$6,000
School Awards	\$11,000
Teacher Recruitment	\$1,400
Teacher Coordinator	\$250
Watershed Ambassadors	\$150
Student/Teacher Travel	\$400
Gifts	\$1,600
Contest Marketing	\$4,000
Room/Equipment Rental	\$1,000
Catering	\$4,500
Printing	\$2,200
Program Coordinator	\$15,000
Administration Expenses	\$0
Implementation Reward	\$10,000
Total Cost	\$60,000

Participant Rewards

The first 500 students who enter will receive a participation prize. With a budget of \$2,500, the program will spend approximately \$5.00 per student. Gifts are intended to be **CFW** logo items such as water bottles, chocolate bars, music download cards, herbs/flower/trees to plant, birdfeeders, notebooks or writing utensils (environmentally friendly gifts are given first preference).



Rewards

Classroom Based Strategy Rewards

\$6,000 cash rewards will be given to the top classroom finalists as determined by the judges. Classrooms will win the money for their school. For each category, the amounts will be as follows:

1 st = \$1,000	6 th = \$500
2 nd = \$900	7 th = \$450
3 rd = \$800	8 th = \$400
4 th = \$700	9 th = \$350
5 th = \$600	10 th = \$300

Schools will be given \$250 per classroom (minimum 10 students) that enters (awarded to the first 40 entries – so entries in early!) – estimated at \$10,000

The remaining award dollars will be used for a **Youth Environmental Stewardship Award(s)**.

- A Caring for our Watersheds contestant will be nominated by their peers or teacher.
- All nominations must explain how the student excelled in the following areas:
 - **Environmental Leadership** (motivates others to learn about the state of their watershed)
 - **Environmental Action** (is taking extra initiative to make their idea happen)
 - **Environmental Enthusiasm** (has a positive attitude and demonstrates they sincerely care for the environment)
- Participating classrooms, teams or individuals can only nominate one person and it cannot be themselves.
- PRIZE: The Program Coordinator will purchase items such as laptops, ipods or ipads.
- The Program Coordinator will select the top nominations and will randomly draw the winner.
- The winner(s) does not have to make the finals to qualify. Winners will be announced at the final competition.

(Budget dollars may also be used to provide a small gift to all students in the finals, such as water bottles).

Team Based Strategy Rewards

Student Rewards:

Rewards will be given to the top finalists as determined by the judges. Students who are on a team will split the reward equally. The amounts will be as follows:

1 st = \$1,000	6 th = \$500
2 nd = \$900	7 th = \$450
3 rd = \$800	8 th = \$400
4 th = \$700	9 th = \$350
5 th = \$600	10 th = \$300

School Rewards:

Based on a budget of \$11,000, schools that have students enter the contest will be given \$100 per 10 entries (awarded to the first 500 entries) plus all finalists will win matching cash awards for their school. Cheques will be written to the school care of the advisory teacher. A letter will be included suggesting preferred ways of spending the money.

\$100 for every 10 entries (first 500 entries whether individual or team rewarded)	\$5,000
\$6,000 matching cash rewards based on finalists	\$6,000



(maximum 10 entries)	
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Total Cost**\$11,000**

Schools must have ≥ 10 entries to qualify for the \$100; ≥ 20 entries to qualify for \$200 etc. For example, if 16 students enter the reward amount will remain at \$100, until entries reach 20 students at which time the school will be rewarded \$200.

The first 500 students will receive a participation reward.

Note: In the case of a tie, the rewards will be combined with each entry receiving 50% of the combined total.

Note: If a Home School child enters their school reward will go to a not-for-profit charity of their choice; however, if a club enters (such as 4-H or FFA) they are not entitled to the school reward - it must be shared equally amongst the student's attending schools.

Teacher Recruitment

A fee of \$1,400 is available to pay for booth space at teacher conventions and host professional development days/teacher training workshops.

Teacher Coordinator

If necessary, a fee of \$250 will be paid to a Teacher Coordinator. This person will help the Program Coordinator recruit teachers; and make payments to schools if substitute teacher costs are required in order for teachers to attend professional development days on CFW.

Watershed Ambassadors

As a volunteer opportunity, no compensation for activities, resources or time committed to students will be compensated. Thank you gifts will be given. \$150 is budgeted to pay for Criminal Checks on applicants to the Ambassador Program.

Travel

\$400 is budgeted to help cover mileage for 'out-of-town' contestants and teachers who attend the Verbal Competition/Awards Banquet.

Gifts

The total cost of ambassadors, judges, volunteers and teachers gifts will be \$1,600, which includes approximately a \$17.50 gift for each person (estimated 90 gifts).

Step A – Group 1 and 2 judges (four), volunteers (ten)

Step B - Semi-finalist judges (eight), volunteers (two), feedback (10)

Step C – Verbal presentation judges (eight), volunteers (eight)

* Meals will be included in the catering costs of the budget.

The total cost of teacher gifts will be \$600 based on approximately 30 teachers recruited.

The anticipated cost of ambassador gifts will be \$200, based on approximately 10 individuals.

Contest Marketing

\$4,000 is set aside for such items as advertising in local school papers, teacher association publications, trade shows, school guidance counselor posters, community newspapers, press



releases, radio ads, posters, banners, mass mail-outs, faxes and e-mails. Marketing dollars can also be used for teacher development.

Room/Equipment Rental

Budgeted at \$1,000, room rentals may be necessary for all stages of judging. Use of audio and video equipment is necessary for the finalist presentations. In-house representatives with the school district may be able to assist.

Catering

For approximately \$4,500 total, food service is to be provided at the teacher seminar, watershed ambassador training, during all steps of judging, a full dinner presentation to the finalists, their families and invited guests and at the wrap-up evaluation lunch.

Printing

Each contest will have \$2,200 for printing. Electronic files of promotional posters, business cards, brochures and registration forms will be provided by Agrium. Please print these resources locally. Printed materials for the Host Organization's daily business operations are not included in this agreement.

Note: Agrium has in-house capabilities of printing certain materials (see Appendix: Handouts).

Program Coordinator

The Program Coordinator will be paid by the Host Organization (as part of the **CFW** budget) or the Program Coordinator reserves the right to donate their honorarium to an approved Agrium charity. For a maximum of \$15,000 honorarium the Program Coordinator will perform the roles outlined in the *Appendix: Contracts*.

*All expenses incurred by the Program Coordinator are incorporated in the above honorarium, such as hotels, meals, mileage.

Administration Expenses

The cost of faxes, photocopies, internet access, phone calls and mail-out postage will be incurred by the Host Organization.

Implementation Reward

\$10,000 is available for implementing the student's ideas. All students will be eligible for Agrium funding. The Host Organization is responsible for determining who receives the funding and overseeing the project to completion.

In-kind Contributions

As the main sponsor, Agrium will be providing support to each watershed location. The main point of contact will be the Program Manager. It is important that all material distributed be branded properly under the **CFW** trademark; therefore, all documents will be produced and/or approved by the Program Manager prior to release.

Agrium will be responsible for developing and maintaining each watershed's customized website and the CaringForOurWatersheds.com general site.

In addition, printed or electronic documents of promotional material will be supplied, such as brochures, posters, contest overview inserts, student entry forms, letterhead, finalist certificates, business cards and student/teacher DVDs.



Note: Host Organizations are asked not to design any promotional material without the approval of the Program Manager.

Note: All external communication pieces should follow this rule of thumb: If it has the Host Organization's logo, it should have Agrium's logo. If the surface area is too small for both logos then use the CFW logo only.

Any person, persons or entity involved in CFW shall not divulge, to any person, persons, or entity any information gained as a result of or in connection with this Operations Manual and shall ensure that all such information furnished or arising under this Manual is treated as confidential. Moreover, all intellectual property rights in and to the name and concept of "Caring for our Watersheds", including any trademarks and any products are owned by Agrium.