



2025 Canadian Wildlife Habitat Conservation Stamp and Print image,  
"Northward Bound - Greater Scaup" by Ken Ferris

## Habitat Conservation Stamp Initiative (*Grant Program*)

Performance Indicators, Reporting Requirements  
and Program Definitions







*Photo Credit: British Columbia Wildlife Federation*

# BACKGROUND

**In accordance with the Contribution Agreement between Environment and Climate Change Canada (ECCC), and Wildlife Habitat Canada (WHC),** this guidance document has been created to assist in the collection and reporting of project data under the Habitat Conservation Stamp Initiative grant program.

By implementing specific reporting requirements for approved projects, WHC can collect the data necessary to evaluate the effectiveness of the grant program. This is done by comparing project results against WHC's performance indicators.

WHC's grant application form and reporting templates have been designed to collect the project results and information that are required for evaluating the grant program.







Photo Credit: Rural Lambton Stewardship Network

# REPORTING REQUIREMENTS

As required by Environment and Climate Change Canada (ECCC), Wildlife Habitat Canada (WHC) has developed a comprehensive set of performance indicators for its competitive grant program.

## What is a Performance Indicator?

*Performance indicators are measurable results that demonstrate how a project's objectives are met.*

By implementing specific reporting requirements for approved grant projects, WHC can collect the data necessary to evaluate the effectiveness of the program.

Consult the performance indicators listed on the next page to learn about the reporting requirements for WHC's Habitat Conservation Stamp Program and how they are measured.







*Photo Credit: Stewardship Association of Municipalities*

# REPORTING REQUIREMENTS

**Networking Grants provided to eligible recipients to advance stewardship, including for wetland education programs and waterfowl hunter education programs.**

- Funding allocation.

**Habitat Conservation Grants provided to eligible recipients for research and conservation, restoration, protection and enhancement of habitat in priority areas.**

- Funding allocation.

**NL Murre Conservation Fund Grants provided to eligible recipients.**

- Funding allocation.

**Projects that contribute to the North American Waterfowl Management Plan (NAWMP) are implemented.**

- Percentage of funded projects addressing priority activities under NAWMP.

**Projects are implemented and WHC funding is leveraged.**

- Number of projects funded.
- Matching funds leveraged by grantees and ratio of matching funds leveraged by grantees.

**Waterfowl and other priority habitats are protected, conserved and restored.**

- Land protected, conserved and restored through funded projects.

**Canadians participate in projects funded by WHC's Grant Program.**

- Number of participants in projects supported by the WHC Grant Program.





*Photo Credit: British Columbia Wildlife Federation*

# DATA COLLECTION

The Contribution Agreement with ECCC requires WHC to inform funding recipients on the collection and reporting of data associated with WHC's performance indicators.

The following information provides funding recipients a look into the "Why" WHC asks for certain questions on Applications and Reports.

## 1. Funding Allocations and Number of Projects by Category

We report on funding allocations and the number of projects by program category:

### **Conservation Networking Grants:**

Provided to eligible recipients to advance stewardship, including wetland education programs and waterfowl hunter education programs.

### **Habitat Conservation (and Research) Grants:**

Provided to eligible recipients for research and conservation, restoration and enhancement of habitat in priority areas.

### **Newfoundland and Labrador Murre Conservation Fund Grants:**

Provided to eligible recipients.

### **Data Collected through:**

**Application:** Program Type Selection

**Reporting:** Financial Summary/Budget Template (*Total approved grant from WHC*)





Photo Credit: Delta Waterfowl

# DATA COLLECTION

## 2. NAWMP Projects and Priority Activities

We report on the percentage of projects that address NAWMP priority activities and the number of projects that address NAWMP Priorities.

*The North American Waterfowl Management Plan (NAWMP) is an international partnership to conserve abundant and resilient waterfowl populations and sustainable landscapes, through management decisions based on strong biological foundations. The plan engages the community of users and supporters committed to conservation and valuing waterfowl.*

*Goal 1: Abundant and resilient waterfowl populations to support hunting and other uses without imperiling habitat.*

*Goal 2: Wetlands and related habitat sufficient to sustain waterfowl populations at desired levels, while providing places to recreate and ecological services that benefit society.*

*Goal 3: Growing numbers of waterfowl hunters, other conservationists and citizens who enjoy and actively support waterfowl and wetlands habitat conservation.[2]*

*[2] North American Waterfowl Management Plan, "What is NAWMP?" <http://nawmp.wetlandnetwork.ca/what-is-nawmp/>*

### Data Collected through:

**Application:** Project Purpose, NAWMP/Joint Venture Question, Activity and Budget Tables, Waterfowl Habitat, Estimated Priority Species, Participants Table, and Hunter oriented questions

**Reporting:** Project location, Activity Table, Hunter oriented questions, Budget Table





*Photo Credit: Nature Conservancy Canada*

# DATA COLLECTION

### 3. Leveraging WHC Funds

We report on the matching funds raised by grantees and the match funding ratio for WHC grant funds.

#### Matching Funds Raised by Grantees

Total amount of cash and in-kind contributions raised by the project, not including WHC funds or other sources of Canadian federal government funds.

#### Match Ratio

Calculated by WHC. Is the total amount of match funds raised by projects receiving WHC grant funding through the program, divided by total WHC grant funding.

#### Data Collected through:

**Application:** Total Project Revenue, including both In-Kind and Cash contributions, from all project partners

**Reporting:** Report Budget and letters confirming partner contributions







*Photo Credit: Nature Conservancy Canada*

# DATA COLLECTION

## 4. **Waterfowl and other priority habitats are protected, conserved and restored**

We report on the land enhanced, conserved and restored through projects that receive funding from WHC.

### **Acres of Habitat:**

We provide the total acres of habitat (wetland, upland, and other habitat) that are involved in the project.

### **Data Collected through:**

**Application:** Estimated Acres, confirmed along with Project Activity Table and costs associated with the work in the Budget Table

**Reporting:** Acres reported, confirmed against Project activity Table and the final detailed costs associated with Use of WHC Funds in the Budget Table







Photo Credit: Friends of Salmonier Nature Park

# DATA COLLECTION

## 5. Participants

We report on the number of participants in projects that are supported by the grant program.

### Total Number of Participants Involved:

We provide the total number of individual persons participating in projects (including on-the-ground work, workshops, educational activities, etc.).

### Data Collected through:

**Application:** Activity Table, Participant Table, Landowner participation, Curriculum of Educational programming

**Reporting:** Activity Table, Participant Results Table, Landowner Participation, Attendance Records, Event and/or Program Registration, Stewardship opportunities







*Photo Credit: British Columbia Wildlife Federation*

# DEFINITIONS

- In-Kind Contributions:** Any non-cash contribution to the project that can be given a cash value (i.e., donated staff or volunteer time, equipment or machinery loaned for project use, donated advertising space, etc.)
- Wetlands:** land that is seasonally or permanently covered by shallow water. e.g., swamps, bogs, marshes, shallow open waters, etc.
- Uplands:** land that is within 200 feet of the edge of riparian vegetation or habitat. Comprised of vegetation such as grasslands, woodlands plant species that provides shelter or forage.
- Riparian:** areas that border wetlands, lakes, streams or rivers that link the water to the land.
- Woodland:** low-density forest that forms open habitat. Supports shrubs, herbaceous plants and grasses.
- Other:** use this “Other” category to report habitat types not included in the above list of definitions (i.e., estuary...).







*Photo Credit: Ducks Unlimited Canada*

# DEFINITIONS

**Conserve:** preventing the loss of resources through the protection of habitat; produces a gain in habitat acres. (i.e., conservation easement, landowner agreement, land acquisition.)

**Enhance:** manipulation of physical, chemical or biological characteristics of a habitat site to improve specific functions of the habitat. There is no gain of habitat acres (e.g., cattle exclusion fencing).

**Restore:** returning a degraded habitat to a healthy, self-sustaining condition that resembles its original state as much as possible (e.g., re-vegetation, construction of culverts, trash and debris removal from contaminated habitats).

**Participant:** any person participating in an educational program, outreach event, or stewardship activities. Participants could be landowners, volunteers, students, etc...

**Stewardship:** Encompasses a wide range of voluntary actions taken by people to care for the environment. Activities that promote or directly result in sustainable land use for the benefit of populations of priority species and their habitat. Can include the direct conservation of wild species and their habitat or improving quality of habitat through the mitigation of human impact (e.g., installing nest boxes, monitoring wildlife populations and protecting habitat from disturbances, community-based projects that restore riverbanks and prevent soil erosion, etc.).

