



2022

# ANNUAL REPORT

CIVIL PROTECTION YOUTH CANADA

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# CONTENTS



<hr/>	TO OUR VOLUNTEERS AND SUPPORTERS	<b>03</b>
<hr/>	THE YEAR IN REVIEW	<b>04</b>
<hr/>	DEVELOPMENTS AND ACHIEVEMENTS	<b>09</b>
<hr/>	INFRASTRUCTURE DEVELOPMENT	<b>11</b>
<hr/>	FINANCIAL STATEMENT	<b>16</b>
<hr/>	NUMBERS	<b>19</b>
<hr/>	STRATEGIC OUTLOOK	<b>20</b>



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# TO OUR VOLUNTEERS AND SUPPORTERS

## STRATEGIC HIGHLIGHTS

Despite continuous COVID19 pandemic impact, we were able to get started with our first community volunteer group: The National Capital Region HQ group, in Cantley, Quebec.

## FINANCIAL HIGHLIGHTS

Our first revenue generating activities were offered during the summer, allowing us to cover our insurance costs!

## OPERATING HIGHLIGHTS

Regular training program, summer activities and our first internship generated a wealth of experiences and learning opportunities.

### OUR MOTTO:

*"resourcefulness - confidence - readiness"*

## LOOKING AHEAD

Since we launched our program April 30 2022 as a grassroots initiative to start changing the culture of preparedness, events have demonstrated that we have far less time than we expected. Disaster increase is real, and we need to move more quickly to meet the accelerating challenges and to achieve the results needed to withstand and minimize the impact; and to build community resilience through youth engagement.

President

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# THE YEAR IN REVIEW

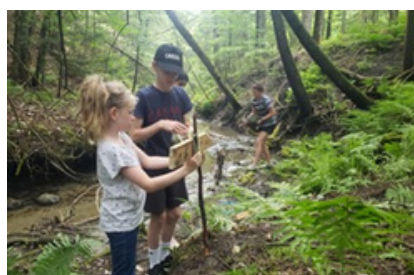
The official launch of our regular training program was a great success. We offered a guided tour across our 113 acre HQ training area with demonstrations providing insight into our training content and teambuilding aspects, and proudly showed off all the work we had put into creating the 4km trail network and various activity areas, together with our youth volunteers from the pilot project in 2020/2021.

- Program launch National Capital Region, April 30 2022
- First volunteer registrations spanning two provincial jurisdictions, QC and ONT



## PROGRAMMING

The training started very successfully with youth leaders (age 12-17) participating every Wednesday after school (5-8pm), playfully diving into aspects of the training content to be covered at each last Saturday of the month; which includes adult participants. The concept proved to be a great success, youth were thriving in their leadership roles. With their insight knowledge and skills from the Wednesday sessions to share, they helped facilitating learning for the adult participants.



# PROGRAMMING



## General objectives for our monthly training days:

- Escaping everyday life and doing something different
- Making friends and connections
- Outdoor activity in nature to get a break from screens
- Learning new skills that build confidence, resourcefulness, and disaster readiness
- Learning by doing
- Integrating those learning elements that have been covered on Wednesdays and putting them into use
- Learning skills that empower us to help ourselves and others
- Allowing youth volunteers to lead and assist
- Exchanging experiences and learning from each other
- Having fun and a good time together
- Connecting with nature

## Themes and topics of the monthly training days:

- Hazard awareness and safety
- Team vs group, basic rescue knots
- Flooding and safety when working near water
- Flood protection
- Teamwork, tripod weave
- Storm protection
- Power Outage, emergency lighting



# ACTIVITIES

OUR ACTIVITIES ARE ENSURING A WIDER REACH OF OUR MESSAGING AND MISSION, WHILE CREATING REVENUE TO SUPPORT THE ONGOING PROGRAMMING. THEY ALSO PROVIDE PAID JOB OPPORTUNITIES FOR OUR YOUTH VOLUNTEERS, WHO ENSURE THAT THEIR KNOWLEDGE AND EXPERTISE REMAINS UP-TO DATE BY TEACHING OTHERS.

## 3-HOUR ACTIVITIES OFFERED

- Disaster Readiness
- From Rain to Flood



## THE PERFECT STORM



This 5-day outdoor offer has been especially developed for safe interaction in a pandemic crisis, inspiring youth to be resourceful even if cascading events seem daunting; introducing them to risk assessment (wilderness hazards, accidents, changing weather) and gaining the confidence to minimize negative impact of unexpected scenarios. It fosters team spirit and highlights the benefits of preparedness through fun activities and games. The days are filled with an engaging fun-filled program that combines lots of time for exploring the wilderness and safely experiencing nature, exciting thrill and chill games and activities, as well as skill development and team-building activities to encourage empowerment, leadership, confidence building and playfully learning new practical skills. Our camp counselors are experienced CPYC youth volunteer leaders (age 14-17) who look forward to sharing their passion for the outdoors and disaster preparedness with your child

## THE POWER OF WATER



This 5-day outdoor camp will be an inspiring week of exploring the wonders and power of the magical molecule that is water. We will begin by investigating and observing the hydrological cycle, discover where our water comes from, observe first hand water's power to shape and carve mountains, valleys, and streams, and provide the key to life for people, animals and our big blue planet at large! Over the course of the week, campers will create their own models of the hydrological cycle, learn how to test water quality, survey watersheds for ecological health and resilience, engage in water design challenges, and raise awareness about UN Sustainable Development Goals (SDGs). Campers will also become youth leaders in storm and flood preparedness while we learn flood protection skills through fun activities, workshops, crafts, and games. The days are filled with an engaging fun-filled program that combines lots of time for exploring the wilderness and safely experiencing nature, exciting thrill and chill games and activities, as well as skill development and team-building activities to encourage empowerment, leadership, confidence building and playfully learning new practical skills. The camp will be delivered by our experienced and knowledgeable Genvironnement educators, CPYC Youth Volunteer Leaders and Genvironnement's Youth Leadership Team (age 14-17).

## WORKSHOP OFFER 2022



A lot of thought, preparation and effort went into the development and creation of all these activities, and the disappointment that we were unable to attract enough participation to successfully facilitate our offer was draining.

However – we heard from many competitors that we were not alone in our struggles to recruit camp staff and attract clients. And we certainly learned a lot in the process and will work hard to use the feedback and insights to ensure that our communication strategy, marketing and outreach campaign will adapt to the new market reality that the COVID19 pandemic has created.

## LESSONS LEARNED

Parents are less inclined to enroll their children in a new program offer, especially when the concept of empowering youth to learn how to become responders is still quite abstract for our society. A solid visibility and awareness raising campaign will ensure that more families understand our mission and the value and various benefits of our programming.

The amazing enthusiasm of our youth leaders to pass on their knowledge and skills is not enough to offer high quality activities. They require more thorough preparation, training and mentoring to apply their skillsets as successful staff.

The fact that our programming has so far attracted mostly minority language speakers and immigrants with international experience proves to be a hurdle we need to overcome to successfully engage the local francophone community.



# DEVELOPMENTS AND ACHIEVEMENTS



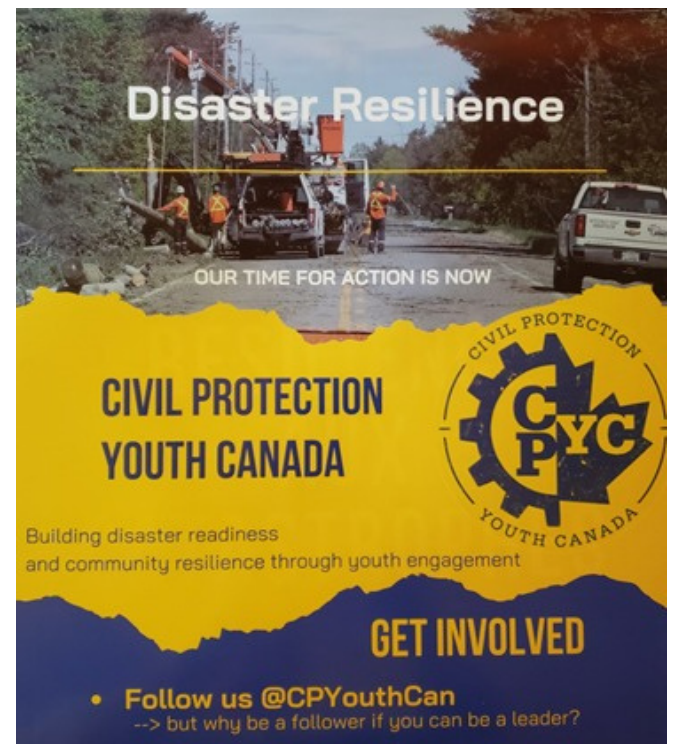
The unexpected large-scale destruction the May 21 STORM caused gave our mission renewed urgency. We must work harder to entice people to make time in their busy lives to join our cause. The Dec 24 BLIZZARD was the second large-scale power outage for our region, and although it didn't last quite as many weeks as the one caused by the May Derecho, it highlighted that it is not a question of if we will be hit again, but when the next time will be. We must act now to strengthen our collective resilience.

To increase our visibility and attract volunteers and service delivery opportunities, we set up a booth at two local high schools, and we were invited to present our concept at the Quebec Provincial Civil Protection Summit in Quebec City.

Quebec Provincial Civil Protection summit

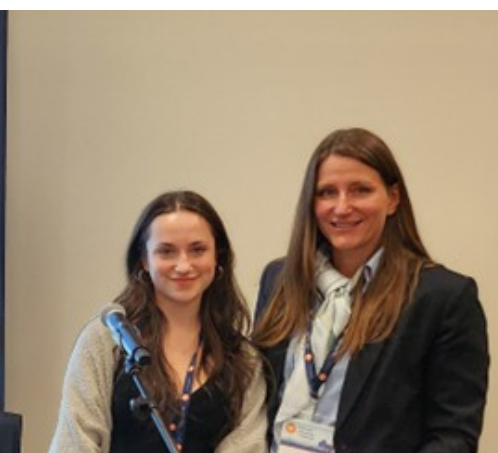
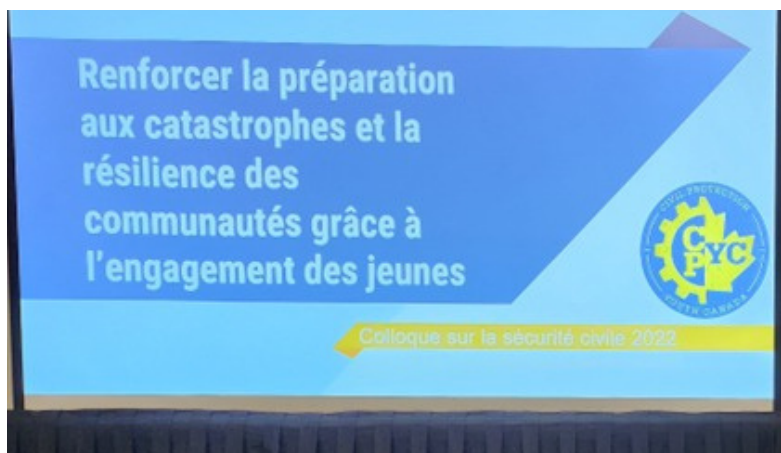
Philemon Wright High School (outdoor fundraiser evening)

Polyvalente Le Carrefour (volunteer fair)

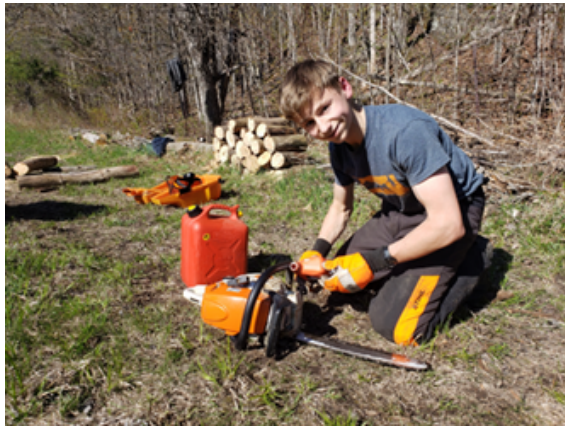


“Building disaster readiness and community resilience through youth engagement. A new approach to build disaster response and recovery capacity and capabilities, based on international best practice and lessons learned from a functioning whole-of-society-approach.

In our presentation, we explain how our recently launched program in the Outaouais helps to fill a serious gap in our current disaster response system, and why training citizens - including youth - to respond and recover from disaster impact leads to reduced vulnerability and better preparedness. We explain why our training curriculum and concept are based on Germany’s successful model of a Federal Agency for Technical Disaster Relief, and what is needed for our affordable and sustainable approach to lead to reliable local capacity that is scalable regionally and provincially, or even nationally.”



# INFRASTRUCTURE DEVELOPMENTS



Derecho clean-up on HQ trails and activity areas



·Countless hours of trail maintenance



“disaster game” play structure boats build





benches for ridge clearing built



new activity area "Ridge Clearing" finished





ladder built as alternative entrance and shortcut to Cantley Community Center



wood chips from derecho clean-up used in shelter area





2 "toxic stick" challenges built

"rock challenge" built



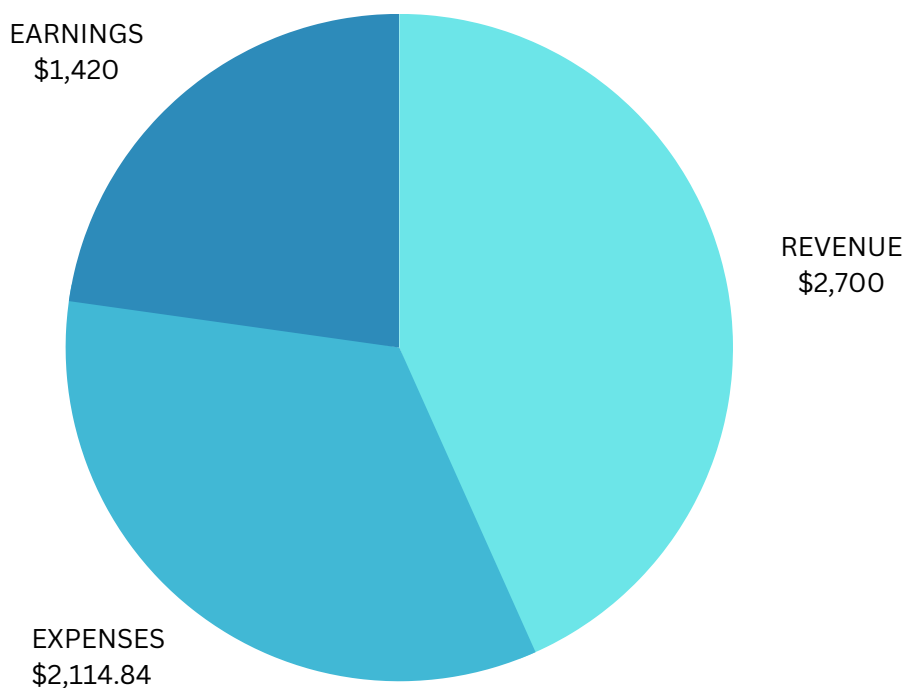


# FINANCIAL STATEMENT

Thanks to the tireless un-paid work and generous in-kind support of our staff and volunteer team members, we have been able to get started with our programming and to leave a positive impression. We are aware that social enterprise success requires dedication, time, motivation and overcoming setbacks. What we have accomplished in the last year proves that we have plenty of that. However, we are also aware that our current business approach is not sustainable without funding. The impact of the pandemic on families and the general workings of our society has added an undeniable layer of complications and hurdles. We are going to use past experiences to improve how we manage our program and we are investing in resources to ensure we are set up for success. A huge word of thanks to all of you for your trust in our ability to do so.



## STATEMENT OF COMPREHENSIVE INCOME (PROFITS AND LOSSES)







We are currently only able to operate because we have the trust and flexibility of the owner of our HQ property, the personal financial investment of our founder and president, as well as the partnership with the Municipality of Cantley.

This support is as crucial as having benefited from **Government Funding** for our activities (ECSF1 in 2020) and the **CSJ grant** (2021) on which we could build, as well as the continuous in-kind generosity of our international partners **THW-Jugend** and the **German Federal Agency for Technical Relief (THW)**; who share their knowledge without hesitation and allow us to benefit from their wealth of experiences and lessons-learned, access and use their materials.

We are incredibly grateful for this real-life example of the value of collaboration for collective resilience!

Photos by THW Jugend

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## SPONSORS

Our thanks and gratitude goes equally to our sponsors. Without their support, we would be challenged to even offer the training aspects we are currently able to provide, as we need material and equipment to work with, and to always ensure that safety is paramount!

- Official PPE sponsor LUNDY (helmets, protective glasses, work gloves)
- Chelsea tree (ropes & donation of sandbags)
- Municipality of Cantley (in-kind support)

**LUNDY**  
MP LUNDY CONSTRUCTION INC.



# NUMBERS

VOLUNTEERS

COMMUNITY GROUP  
TRAININGS

HOURS SERVED



12-17 YEARS  
5 regular  
6 occasional

18 YEARS +  
7 regular  
10 occasional



09



281.3

PARTICIPANTS IN  
ACTIVITIES

SPONSORS

ACTIVITIES  
DEVELOPED



120 children  
(ages 7-11)



1



5



# STRATEGIC OUTLOOK

## ADDRESSING IDENTIFIED CHALLENGES

The pandemic has left many families overwhelmed and less inclined to participate in any offers outside their regular routines.



**A much bigger effort has to be made to advertise and raise awareness for the benefits of our offer, that resilience can be learned and disaster readiness can be trained.**

Our current program delivery is not sustainable and requires volunteers and staff to commit to regular long-term ongoing engagement. Even though many people seem to agree with our mission, we can't attract and recruit volunteer staff willing to commit long term and invest into getting trained themselves to help offer our programming.



**We are reconsidering our governance structure and training strategy to make it easier for people to contribute**

Our current programming is focused on continuous long-term engagement and participation



**We need to re-design our long-term programming to be able to offer initial bite-sized activities and events, which allow occasional participation before we can expect people to sign up for long-term ongoing engagement**

To adapt to the increased frequency and severity of large-scale disaster, we need to maximize our reach and impact



**We need to develop and implement programming aspects to have immediate outcomes and create revenue to further invest in the technical equipment needed for our curriculum and certification process**

Our current programming is too focused on the mission and does not generate enough revenue to support itself



**Sustainable revenue creating activities with immediate mission focused results are required to enable us to continue offering the on-going program delivery**

Grant opportunities, partnerships, sponsors and funding opportunities need to be further explored



**A leadership team position focused on this portfolio needs to be filled and activities identified to attract investment into our cause and initiative**

# NEXT STEPS FOR 2023

- Awareness-raising campaigns via social media, school presentations and field trip offers
- further strengthening of our governance
- structure and recruitment for leadership team positions to increase internal capacity.
- short term focused train-the-trainer offers to enable staff to commit.
- development and offer of “introductory” bite- sized activities to create curiosity and buy-in.
- implementation of a two-day training course in schools to offer a concrete activity for hands-on skills
- development as a follow-up to our school presentation will create a huge return of investment (ROI) and sustainable funding, with only an initial investment in training staff and purchasing the required tools & equipment Facilitation of events, participation and presentations at conferences, as well as
- targeted outreach to attract private sector sponsors to support our mission

Final thoughts:

*“Remember: when disaster strikes, the time to prepare has passed.”*

(Steven Cyros)



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Impressions of CPYC Headquarters