

BREEDING BIRDS  
NEED YOU!



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## FONDS POUR L'HABITAT DES OISEAUX DU QUÉBEC



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REGROUPEMENT  
Québec Oiseaux



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ans

Fondation  
de la faune  
du Québec

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The **Fonds pour l'habitat des oiseaux du Québec (Quebec Birds Habitat Fund)** is a joint initiative of the **Fondation de la faune du Québec** and of the **Regroupement QuébecOiseaux**, two very influential wildlife organizations in Quebec. The fund will collect financial contributions from birdwatchers, private enterprise and governmental agencies to provide financial support for projects to protect and develop habitats for birds in Quebec.

The mission of the **Regroupement QuébecOiseaux** is to promote birdwatching as a leisure activity, encourage the study of birds and protect their habitats in Quebec. The organization is a leader in Quebec in the field of awareness-raising about birds. It represents 1.5 million birdwatchers who generate economic spinoffs assessed at \$195.5 million annually. The **Regroupement** also publishes the magazine *QuébecOiseaux*, the leading publication of the quebecer's ornithological movement.

## BIRDS HABITATS, MORE THREATENED THAN EVER

Across North America, it is estimated that 42 species of birds considered as common 40 years ago have experienced population declines of at least 50%. According to the international organization **Partners in Flight**, collapses in



The **Fondation de la faune du Québec**, on the other hand, promotes the conservation and development of wildlife and its habitats. The foundation, known for its rigorous and efficient action in the field, uses partnership and the mobilization of local stakeholders to achieve its objectives. Since the onset of its activities in 1987, the **Fondation** has supported more than 4,090 projects and invested \$62.9 million for their achievement. Of these projects, 339 targeted avian wildlife in Quebec, representing investments totalling \$4.7 million.



bird populations have led to the loss of 800 million breeding birds. Among species of concern, the **Bobolink** has declined by 52%, the **Ruffed Grouse** by 61% and the **Short-eared Owl** by 71%.

There is no doubt that these losses at the continental scale take root at the local level. In Quebec, the situation is not better, as shown on several occasions in the results obtained following analyses of observations recorded in the database **Étude des populations d'oiseaux du Québec (ÉPOQ)**. As it is the case elsewhere in North America, the marked decline of bird populations in Quebec is due primarily to the destruction, modification, degradation and fragmentation of quality habitats for birds. Threats facing these habitats originate primarily from the intensification of agricultural and forestry practices, but also from other consequences associated with human population growth such as urban and industrial development.

## QUEBEC, A NURSERY AT THE NORTH AMERICAN LEVEL

Throughout the seasons, birds require three major types of habitat to complete their life cycle. These encompass breeding, migration and wintering habitats. At the North American level, Quebec is renowned for the quality and quantity of available and varied breeding habitats that include boreal and deciduous forests, wetlands, farmland

and urbanized environments. It is in each of these environments that the Fonds pour l'habitat des oiseaux du Québec will support projects for the protection and development of avian habitats.



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In 2011, the Fondation de la faune financially supported a project to acquire two pieces of property totalling 36.5 hectares located at the heart of the Lanoraie peat bogs in the Lanaudière region. The project, spearheaded by the Société de conservation des tourbières de Lanoraie, has served to protect a segment of the nesting habitat of the Least Bittern, a vulnerable species in Quebec, and of some species of songbirds, such as the Palm Warbler, prevalent in peat bogs.



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## BREEDING BIRDS NEED YOU!

More than 50 species of birds are in precarious situation in Quebec. We must intervene without delay to ensure the preservation of their habitats. To achieve this, additional funds are required and for this reason, the Fondation de la faune and the Regroupement QuébecOiseaux are seeking partners interested in supporting their efforts.

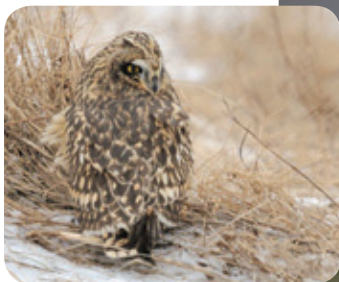
## VISIBILITY OFFERED TO PARTNERS

Partners associated with the Fonds pour l'habitat des oiseaux du Québec will benefit from widespread visibility, since the Regroupement QuébecOiseaux and the Fondation de la faune will draw upon their respective networks to spread the word. The appendix enclosed provides a detailed explanation of various opportunities for visibility offered and the impact of each means of communication to be used.

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# OPPORTUNITIES OF VISIBILITY FOR THE PARTNERS OF THE *FONDS POUR L'HABITAT DES OISEAUX DU QUÉBEC*

BASED ON COMMUNICATIONS ACTIVITIES PLANNED FOR 2013-2014 \*

## Fondation de la faune du Québec

**NEWSLETTER:** publishing of news in our *Entre les branches* newsletter sent to nearly 7,000 recipients (choice of release date).

**ANNUAL CALENDAR:** publication of a capsule in the report section including the partner's logo (deadline: end of September). Print run of 12,000.

**FACEBOOK PAGE:** news release on several occasions on our Facebook page (nearly 3,700 followers) (choice of release dates).

**WEBSITE:** mention of the partnership and publication of the partner's logo in the "Business Partnerships" section where a page is devoted to the Fonds pour l'habitat des oiseaux du Québec. The website receives an average 6,000 hits monthly; each month, some 4,500 unique visitors browse the site.

**PRESS RELEASE:** dissemination of a press release announcing the partnership through our regular network of 430 contacts (among promoters of avian wildlife projects in particular) and in the "À la une" section of our website. Note that all press releases are posted on Facebook and Twitter and appear on the home page of our website in the "Actualités" section and in the Répertoire sur la biodiversité et les espèces en danger (directory hosted on our website).

**PRESS CONFERENCE:** invitation to participate in press conferences organized to announce the fund, its partners and the achievement of specific projects targeting birds.

**ANNUAL REPORT:** mention of the partner in the "Donors and Partners of the Fondation" section. In addition to its electronic distribution on our network, 250 copies of this report are available in paper format. The report is also deposited at the National Assembly, thereby making it accessible to all members of parliament.

## Regroupement QuébecOiseaux

**MAGAZINE QuébecOiseaux:** publication of news in the "Nouvelles du Regroupement" column of the magazine QuébecOiseaux, which has a print run of 15,000 (choice of release date).

**FACEBOOK PAGE:** news release on several occasions on our Facebook page (nearly 1,600 followers) (choice of release dates).

**REGROUPEMENT WEBSITE:** mention of the partnership and publication of the partner's logo (one page is devoted to the Fonds pour l'habitat des oiseaux du Québec). The website receives an average 50,000 hits monthly; each month, some 10,000 unique visitors browse the site.

**ÉPOQ WEBSITE:** addition of the partner's banner. The site receives an average 3,000 hits monthly; each month, some 500 unique visitors browse the site.

**PRESS RELEASE:** dissemination of a press release announcing the partnership through our regular network (in particular the 6,000 members of birdwatching regional and local clubs). Note that all press releases are posted on Facebook and Twitter and appear on the homepage of our website.

\* Over the next four years, you will be proposed with other opportunities of visibility. Moreover, at the close of each year, you will receive a report on projects supported.

The partner visibility will be adapted to the level of their financial commitment.

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