

Credit Valley Conservation Foundation looking for Conservation Heroes

It's time to channel the holiday spirit as the season of giving is officially here.

Credit Valley Conservation Foundation (CVCF), with support from Suncor Energy, launched its Be a Conservation Hero campaign recently in connection with the global day of giving known as GivingTuesday.

The campaign will run until Dec. 28 with the goal of raising \$28,000 in just 28 days. Funds will help engage, inspire and empower youth through the Conservation Youth Corps program, managed by Credit Valley Conservation (CVC). The program connects students with nature and encourages long-term environmental leadership.

"We are excited this GivingTuesday to collaborate with Suncor for our Be a Conservation Hero campaign," said CVCF Chair Jim Muscat. "As the opening days of the giving season begin, we encourage everyone to consider being a part of something special. Supporting local youth and nature in our communities is so important. We want to encourage everyone to participate because a thriving environment needs heroes."

The campaign is to honour the environmental contributions and commitment of CVC's past chair Pat Mullin, who served on the CVC Board of Directors for 28 years.

CVCF's Be a Conservation Hero campaign is in participation with the City of Mississauga's MississaugaGives initiative, which celebrates the global GivingTuesday movement at the local level.

"With our longstanding focus on strengthening youth environmental engagement, we are delighted to support the CVCF and their campaign," said Howard McIntyre, vice president of lubricants at Suncor. "Together, with more than 1,000 Suncor employees based in Mississauga, we are thrilled to give back to the community where we work and live, and to celebrate the MississaugaGives initiative through the Be a Conservation Hero campaign."

GivingTuesday is a global movement that celebrates and encourages giving and volunteering. It was co-founded in 2013 by CanadaHelps and GIV3, and now includes over 3,000 partners. In 2012, charities who actively promoted GivingTuesday saw an overall average increase of 93 per cent in number of donations received through CanadaHelps. Many Canadians committed to ongoing charitable work, with the number of new monthly donations increasing to 84 per cent.

To learn more about the Be a Conservation Hero campaign, visit cvcfoundation.ca