

Strategic Volunteer Mandate for George Cervinka

Introduction

George Cervinka serves as the Founder and Chairman of the Bouchard Creek Foundation (FRB), providing strategic and operational leadership to drive the Foundation's mission forward. The Chairman is integral to the strategic vision, operational initiatives, and overall governance of the Foundation.

Mandate Objectives

- **Leadership and Strategic Vision:**
 - Guide the strategic direction and long-term vision of the FRB, ensuring alignment with its foundational values and core differentiators.
 - Provide thought leadership and operational guidance to continuously strengthen and scale the Foundation's impact.
- **Recruitment of Board Members:**
 - Identify, attract, and recruit volunteer board members from the private sector who embody and support FRB's founding values and unique positioning.
 - Ensure board members contribute meaningfully to the strategic and operational goals of the Foundation.
- **Fundraising and Stakeholder Engagement:**
 - Develop compelling content and narratives to secure significant recurring donations from large corporations and philanthropists.
 - Build and nurture lasting relationships with key stakeholders to ensure sustainable financial and strategic support for the FRB.
- **Strategic Partnership Development:**
 - Lead the evolution and deepening of the FRB's strategic partnership with Collège Sainte-Anne (CSA), leveraging synergies and collaborative opportunities to further the Foundation's objectives.
- **Innovation and Initiative Leadership:**
 - Champion unique, high-impact initiatives such as:
 - Development and promotion of the digital twin of the Bouchard Creek watershed
 - Oversight of the creation and public display of a detailed 2m x 2m 3D model of the watershed.
 - Creation and institutionalization of comprehensive tools and processes facilitating thorough and sustainable clean-ups of the creek.
- **Scalability and Reusability Assurance:**
 - Ensure all FRB artifacts, methodologies, and projects demonstrate clear scalability and reusability, initially focusing on other waterways on the Island of Montreal, with future applicability beyond the region.

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Special Conditions of the Mandate

- Act as the primary driving force behind both strategic and operational levels of the FRB, committing significant leadership and oversight while ensuring the sustainable growth of the Foundation.

Expected Deliverables

- Recruitment and retention of committed, strategically aligned private-sector board members.
- Consistent securing of significant recurring donations through compelling strategic communications and outreach.
- Strengthened and strategically beneficial partnership with Collège Sainte-Anne.
- Successful delivery and continuous promotion of flagship FRB initiatives (digital twin, 3D model, and clean-up tools/processes).
- Demonstrable scalability and reusability of FRB-developed methodologies and artifacts.

Duration of the Mandate

This mandate will continue for the next twelve months, beginning in June 2025, and will be reviewed annually to ensure continuous alignment with the strategic evolution of the FRB.

Validation and Monitoring

Quarterly strategic reviews will be conducted with the FRB Board of Directors to evaluate progress, monitor alignment with strategic objectives, and ensure adaptability to emerging opportunities and challenges.

George Cervinka - President
Fondation Ruisseau Bouchard (FRB)