



WWF

SUMMARY

CAN

2017

WWF-CANADA ANNUAL REPORT



WWF

50 YEARS
OF CONSERVATION
IN CANADA

THANK YOU
FOR YOUR SUPPORT



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President's message

While wildlife is the focus of WWF-Canada's work, people are the force that drive our successes.

And after 50 years of conservation in Canada, the donors, supporters, staff and volunteers of WWF have made significant changes happen across the country that will leave a legacy for the next five decades and beyond.

This past year alone, you've helped bring meaningful wildlife protections to twice as much of our oceans as was previously safeguarded, and pushed for better measures to conserve even more. You've supported unprecedented research to guide the future of conservation with studies into freshwater ecosystems, national wildlife loss and vulnerable species such as narwhal and forage fish. By the thousands, you've given time and effort to restore habitat and help wildlife thrive. And so much more.

During these past 50 years, more than one-million square kilometres of land and water are now protected, conserved or sustainably managed thanks to you. That's an area greater than four times the size of the United Kingdom. You have also supported more than 770 species-recovery projects and improved the wildlife populations of more than 30 species.

Thank you for your amazing contribution, because we are all wildlife. Your commitment will help build on the successes of these past 50 years to achieve even greater conservation impact in the future.

DAVID MILLER,
President and CEO,
World Wildlife Fund Canada

WWF-Canada works toward:

- Meaningful marine and coastal protections
- Healthy freshwater ecosystems
- Responsible development solutions that conserve wildlife
- Low-impact sustainable fisheries
- Habitat-friendly renewable energy
- Engaging Canadians to protect nature

YOUR SUPPORT ADDS UP



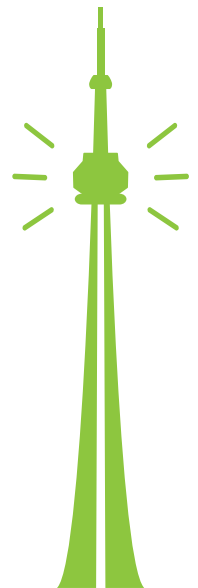
903

Number of vertebrate species assessed in the Living Planet Report Canada, 50 per cent of which have declined in population since 1970 by on average 83 per cent, the study found.



110 of 167

Number of sub-watersheds in Canada lacking the data necessary to paint a baseline picture of health, according to the Watershed Reports.



9,000

Number of people who enrolled in the 2017 CN Tower Climb for Nature, the most ever in the 27-year history of the event, raising more than \$1.4 million.



575,120

Number of Canadians who have taken action for nature so far.



126,432 kg

Amount of waste removed from shorelines by more than 77,000 volunteers.

Our donors and supporters

WWF-Canada's work is made possible through the generous contributions of individual donors, corporate partners, foundations and organizations. We are deeply grateful for your trust and commitment and recognize your role in our achievements this past year. Thank you for your gift to nature and for believing in our mission to build a future in which people and nature thrive.

ABOVE \$1,000,000

Loblaw Companies Limited
Gordon and Betty Moore Foundation

\$100,000 – \$499,999

Apple Canada Inc.
The Barrett Family Foundation
Sonja I. Bata
The Inaugural Gift to the Friends of the Canadian Arctic, In Memory of Constance Noreen Curry
Scott and Ellen Hand
HP Canada
HSBC Bank Canada
Kimberly-Clark Canada
Alan and Patricia Koval Foundation
Dieter W. Menzel
Procter & Gamble Inc.
RSA Canada*
Patrick Winder

ESTATES

Estate of Annabelle May Brethour
Estate of William George Hopkins
Estate of Carol Virginia Johnson
Estate of Judith Enid Jane McErvel
Estate of Francois Michaud
Estate of Marie Angela Rooney
Estate of Kenneth Michael Stober
Estate of James Bruce Tunstall

\$50,000 – \$99,999

Government of Canada - Indigenous and Northern Affairs Canada
Government of Canada – Environment and Climate Change Canada
The McLean Foundation
Government of Newfoundland and Labrador
The Government of Nunavut

Ontario Lottery and Gaming Corporation*
The Printing House Limited*
The Salamander Foundation
Mr. Gary Slaight
Marla and Ron Wolf Fund of the Bernard & Norton Wolf Family Foundation

ESTATES

Estate of Kathleen Eleanor Blok
Estate of Lawrence Randall Port

\$25,000 – \$49,999

BMO Financial Group*
Bullfrog Power
Canada Steamship Lines
Michael and Honor de Pencier
Domtar Inc. +
ECHO Foundation
Government of Canada - Environment Canada
Claude Giffin
Rosamond Ivey
Maple Leaf Foods
Micyrlum Laboratories Inc.
Robert G. Neilson
RBC Foundation
Mrs. Nan Shuttleworth and Mr. Bill Switzer
Symcor Inc.
The Bill & Wendy Volk Family Foundation
William Weselake
Graham W. Wright

ESTATES

Estate of Thomas Alexander Hay
Estate of Irene Kouwenhoven
Renwick Spence Succession

\$10,000 – \$24,999

Calendar Holdings LLC
Carter Layne Charitable Fund
The Coleman Leggett Trust
Bob and Gayle Cronin
G. Mark Curry

Emaral Investments Inc.
Don M. Enns
The Government of Canada's Habitat Stewardship Program for Species at Risk
Philip Evans
Lillian Forsythe
Hewlett Packard Enterprise Canada
Donna Holton
Richard M. Ivey
Suzanne Ivey Cook
Frederic and Sara Jackman
Jackman Foundation
The Norman and Margaret Jewison Charitable Foundation
Curtis McCoshen
Mr. & Mrs. S. Mehta
New Roots Herbal Inc.
John and Sheila Price Family Fund
Pro-Tam Inc.
Robert Sherrin
Arthur and Sonia Labatt
TELUS
OLW 2030 Fund – Tides
Canada Foundation
Toronto Life +

ESTATES

Estate of Justin Roderick Carrow
Sid Clarke Alter Ego Trust
Estate of Richard Michael Eaton
Estate of Randall Craig Andrew Fisher
Estate of Patricia Ann Fryer
Estate of Helen Bernice Garry
Estate of Nina Goldman
Estate of Joan Barbara Green
Estate of Lynn L. Hawkins
Estate of Ruth Elizabeth Hodge
Estate of Therese Marion
Estate of Gladys Tonkin
Estate of Peggy Leola Wilkinson

ENSURING A FUTURE FOR NATURE

With gratitude, we are pleased to recognize those who have included a future gift for WWF-Canada in their Will or estate plan, joining more than 1,500 other committed members of WWF's Legacy Circle.

WWF-CANADA'S LEGACY CIRCLE

Earl and Terri Amendt	David Hunt
Ira Tim Ames	Brian Hutchison
Tom Arnold	Judy James
Jacqueline Asselin	Gary Janisse
Christina Babij	Ronald Jhu and G. Jhu
Linda Barnard	Louise Kalousek
Patricia Barton	Salpy Kevrekian
Brad Bast	Basil Kingstone
Renée Bauert	Frédéric Labbé
Suzanne Bédard	Shirley Lowe
Glaide Benjamin	D Lunn
Caroline Blais	Rod MacFadyen
Pamela Boulter	Dawn E. McDonald
Hilary Broad	Miriam Mekler
Margaret Meredith and Peter Schuyler Brown	Natalie Moreno
Elaine W. Burton	Fran O'Dell
Meghan Campbell	Norman Opperman
Paola Chiste	Deborah Pal
Julian Clas	M. Powelczyk
Rosalind Coleman	Vicki Riley
Ian Collier	Jean Robertson
Elissa Cook	Bruce Sandy
Donna Coulter-Grace	Deb Sankey
Maureen Crossman	Luciano Saracino
Viire Daniels	Deb Seaman
Annette Doll	Barbara Seiler
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Vincent Fontaine	Susan Stern
Carmella French	Susan Stoett
Joe Gabor	Anna Tait
Janice Gabriel	Shebah Tatz
Brook Gardner	Ainslie Thomson
Bruce Gaudreau	Bradley Thornborrow
Elizabeth Gleave	Pamela Tresadern
Sophie Godon	Heather Turnbull
Martha Goodings	Kathleen Wells
Janice Grant	Chris Wilkinson
Gilbert Guertin	Brian Wood
Donald Gutoski	Sherry Wyse
Morna Halparin	Dr. Margaret Yole
Susan Hanmer	Susan Young
Dorothy Hare	Lisa Zabizewski
Yvonne Hiemstra	Wendy Zaran
Beatrix Hoyer	<i>Plus 30 donors who prefer to be anonymous</i>
Dianna Hrysko	

MEMORIAL FUND FOR ROB STEWART'S FAMILY TO CONTINUE HIS LEGACY IN CONSERVATION

\$10,000 – \$24,999

R.G. Heimbecker Foundation
The W. Garfield Weston Foundation

Note: This is a list of donors who have made generous gifts of \$10,000 or more. For the complete list of all our donors, please visit wwf.ca/annualreport

A plus sign (+) following a name recognizes in-kind donations.
A degree symbol (°) following a name recognizes cash plus sponsorship and/or in-kind donations.
An asterisk (*) following a name recognizes sponsorship donations.

Gifts received after June 30, 2017, will be gratefully acknowledged in the 2018 Annual Report.

New conservation achievements

THANK YOU FOR HELPING DRIVE SUCCESSES ACROSS THE COUNTRY



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A new guide to stop wildlife loss in Canada

Efforts to stop wildlife loss in Canada now have a baseline and a roadmap for the future in WWF's Living Planet Report Canada, one of the most comprehensive studies of monitored vertebrate wildlife population trends ever conducted in this country. More than 50 per cent of the species studied were found to be in decline, and had declined on average 83 per cent since 1970. The report was generously supported by the **Patrick and Barbara Keenan Foundation**, with printing and paper donated by **The Printing House** and **Domtar**. The findings raised awareness of the need for all Canadians to help stop wildlife loss and will guide a national summit on wildlife loss WWF-Canada is holding in the spring of 2018, as well as our other future work.

Double the ocean space protected

Marine wildlife received meaningful new protections in the past year, with strong safeguards for Tallurutiup Imanga (Lancaster Sound) and Anguniaqvia niqiqyuam (Darnley Bay) in the Arctic as well as St. Anns Bank off Cape Breton. The result more than doubles the amount of Canada's ocean space protected, with WWF-Canada support made possible by individual donors and **Loblaw Companies Limited**. Other areas the government designated protected fall short, however, and WWF-Canada will continue to push for a ban on oil and gas exploitation and restrict commercial fishing in B.C.'s Scott Islands, the Laurentian Channel off Newfoundland and other new proposed marine protected areas.



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© RODERICK PAUL WALKER / ALAMY STOCK PHOTO

Watershed Reports drive the future of freshwater health

A better future for frogs, fish, turtles and other wildlife that depend on rivers, lakes, wetlands and shorelines will be guided by the results of the first-ever nationwide assessment of Canada's freshwater ecosystems, conducted by WWF-Canada. The Watershed Reports laid bare the need for a strong, standardized national freshwater monitoring and reporting system in order to make evidence-based decisions about this valuable resource. The findings are the result of more than four years of study, made possible with support from **HSBC-Canada**, **John and Pat McCutcheon Charitable Foundation**, **The Estate of Edward Robert Hogarth**, and **RBC Foundation**. In response to the results, WWF-Canada is leading the creation of a new citizen-led national freshwater monitoring program using environmental DNA technology that unlocks the potential of modern technology to reverse the decline of freshwater wildlife.

The pioneering of habitat-friendly renewable energy

Wildlife are better protected from climate change as well as the impact of green-energy projects thanks to Renewables for Nature, WWF-Canada's new interactive decision-making tool. It helps identify regions with high renewable-energy potential and comparatively low conflict with nature to speed the transition to a low-carbon future without harming wildlife. The tool was developed and is being improved and expanded with support from individual donors as well as **Loblaw Companies Limited, The Barrett Family Foundation, The McLean Foundation, RSA Canada and Power Corporation of Canada**. After piloting the tool in New Brunswick and the Bay of Fundy, it will expand nationally. Next stop: Alberta, which has ambitious plans to transition to renewable energy.



© MARC SARD / WWF-CANADA

Thousands take action to stop wildlife loss

More than 575,000 people have so far taken action for wildlife through WWF-Canada with support from **Loblaw Companies Ltd., Coca-Cola Canada, TELUS, RSA Canada, HP Canada, and OLG**. Among them are:

- Gardeners now restoring native habitats in their green spaces with In the Zone, a gardening partnership with Carolinian Canada.
- Volunteers who collected more than 125,000 kilograms of litter along over 3,289 kilometres of shoreline through the Great Canadian Shoreline Cleanup, a partnership with Vancouver Aquarium.
- Local organizations that took action for nature in their communities with WWF's Go Wild and Water Fund grants.

In 2018, WWF-Canada will develop new opportunities for individuals to help stop wildlife loss.



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© FRANK PARIHZGAR / WWF-CANADA

Big wins for tiny fish

There's new recognition that the health of small forage fish such as capelin, herring and mackerel are one of the biggest issues for oceans thanks to WWF-Canada's Food For All study. After the study was published, the government increased forage-fish research and WWF-Canada launched a new citizen-science program to help guide forage-fish habitat protection.



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Massive natural aquatic ecosystem restoration project

Canada and the United States agreed to the biggest natural aquatic ecosystem restoration project in Canadian history by re-establishing the natural flow of Lake Ontario and the St. Lawrence River. WWF-Canada is proud to have helped shape Plan 2014 and build consensus to make it a reality.



© PETE WINS / WWF-CANADA

Urban biodiversity in the spotlight

Biopolis is a new digital platform WWF-Canada launched to bring together communities, science and governments, showcasing the people and projects driving urban biodiversity in Montreal, with efforts slated to expand to other cities across Canada.



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Mariner's guide to reduce wildlife impact

Narwhal, beluga, walrus, polar bear and other wildlife in the Arctic's Hudson Strait are safer now that passing ships have access to WWF-Canada's new mariner's guide, which helps vessels steer clear of wildlife and sensitive habitat. A similar guide is imminent for Tallurutiup Imanga (Lancaster Sound).



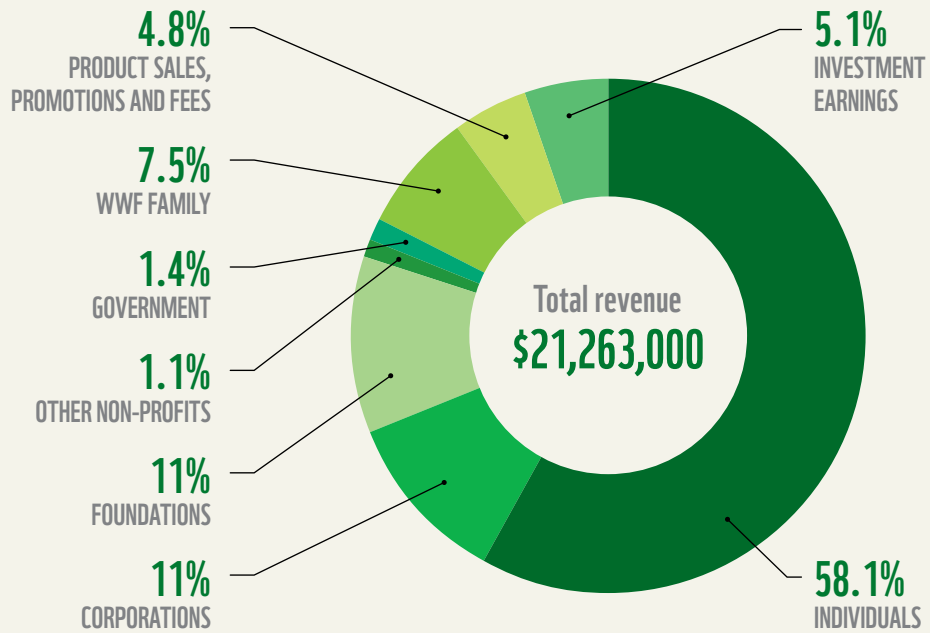
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Newly recorded narwhal behaviour

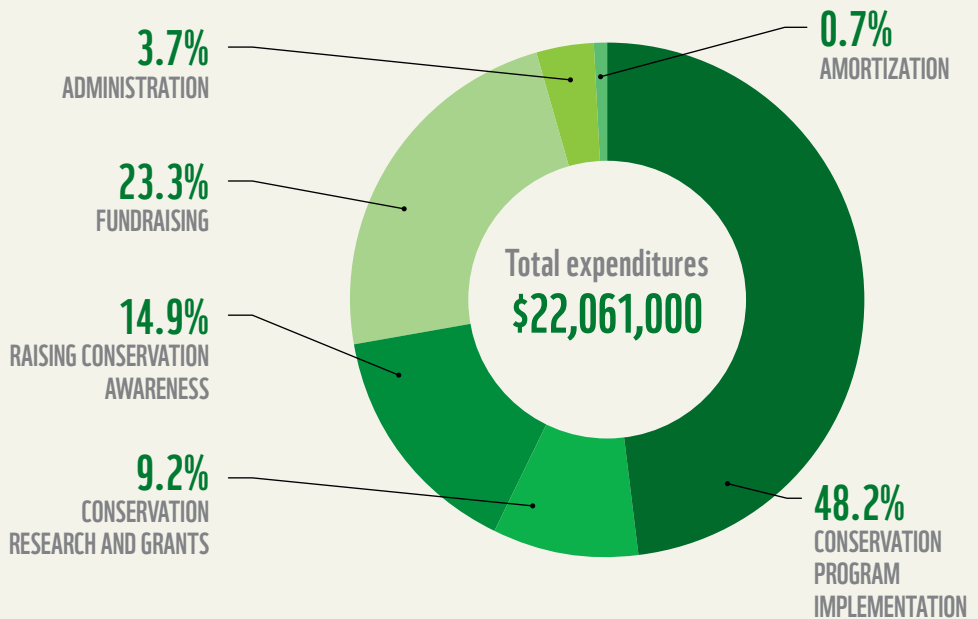
For the first time, there is video evidence of narwhals using their tusks to hit and stun fish prior to eating them. The research, funded in part by WWF-Canada, opens new avenues of study into these iconic marine mammals and will play a significant role in the future of narwhal conservation.

WWF-CANADA REVENUE AND EXPENDITURES

DONATIONS AND OTHER REVENUE



HOW WE APPLIED THE FUNDS



Why we are here.
We are creating solutions to the most serious conservation challenges facing our planet, helping people and nature thrive.

wwf.ca

For WWF-Canada's full 2017 Annual Report and financial statements, visit wwf.ca/annualreport

