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

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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.

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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
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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 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.

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
Ira Tim Ames
Tom Arnold
Jacqueline Asselin
Christina Babij
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Patricia Barton
Brad Bast
Renée Bauert
Suzanne Bédard
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Lisa Zabizewski

Wendy Zaran

Plus 30 donors who prefer to be anonymous

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
New conservation achievements
THANK YOU FOR HELPING DRIVE SUCCESSES ACROSS THE COUNTRY

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. Ann’s 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.

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.

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.

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.

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.

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.

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).

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

- 58.1% Individuals
- 11% Foundations
- 11% Corporations
- 11% Other Non-Profits
- 1.4% Government
- 7.5% WWF Family
- 4.8% Product Sales, Promotions, and Fees
- 5.1% Investment Earnings

Total Revenue $21,263,000

How We Applied the Funds

- 48.2% Conservation Program Implementation
- 14.9% Raising Conservation Awareness
- 9.2% Conservation Research and Grants
- 23.3% Fundraising
- 3.7% Administration
- 0.7% Amortization

Total Expenditures $22,061,000

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

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

wwf.ca