It’s been an incredible year of firsts at World Wildlife Fund Canada in our 51st year. None of it would have been possible without you, our fabulous supporters. Thank you.

Whether it was your first time or you’ve been a supporter forever; whether you gave once, now and again or monthly; whether you gave a little or a lot; whether you gave your time to fundraise or volunteer for wildlife; whether you funded or approved a grant; whether you’re a business big or small that supports wildlife: You have made an incredible impact. As WWF-Canada’s president and CEO, I am so grateful.

This was the first summer in more than 10 years that capelin, a tiny and struggling fish species vital to the marine ecosystem, were seen spawning off Ship Cove, N.L., after we restored their coastal habitat in the first of many such projects.

And this shipping season was the first that captains in the Eastern Arctic had help to navigate clear of wildlife with WWF’s newest mariner’s guide.

In Nepal, conservation efforts you’ve supported put the country on track to be the first in the world to double wild tiger populations by 2022.

It’s also the first year you’ve raised more than $1.44 million for wildlife in the 28-year history of the annual CN Tower Climb for Nature and the first year I’ve joined thousands of you to conquer the 1,776 steps to the top.

It’s the first time, too, that we brought the Kids’ Run for Nature to 20 communities across Canada, more than doubling the funds raised by 2,000 of our youngest supporters.

In my first year as president and CEO I’ve witnessed the incredible feats that can be accomplished when we come together for our planet.

Thank you for doing so much to put wildlife first.

Sincerely,

MEGAN LESLIE
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

THANKS FOR DRIVING CONSERVATION SUCCESSES THROUGHOUT CANADA
After piloting the tool in New Brunswick and the Bay of Fundy, we expanded it this year to include Saskatchewan as well as Alberta, which has ambitious plans to transition to renewable energy.

The tool 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.
Walruses, narwhals, belugas, polar bears and other wildlife in the Eastern Arctic Ocean are safer now that passing ships are using WWF-Canada’s latest mariner’s guide, which helps vessels steer clear of wildlife and sensitive habitat. A similar guide for the Hudson Strait came out in 2017. As sea ice melts and industry grows, ship traffic in the Canadian Arctic continues to rise. In the Eastern Arctic, ships servicing the Mary River iron ore mining operation are increasing at a staggering rate. Noise from ships can make it difficult for whales to communicate with each other and will often drive marine mammals away from their usual habitat. The guides, funded by the Gordon and Betty Moore Foundation, have been widely adopted by the shipping industry as an essential tool to recognize sensitive wildlife areas and community travel routes. A guide for the Western Arctic is now in the works.

Absent for more than a decade, capelin off Ship Cove, N.L., made a remarkable recovery this summer after WWF-Canada restored their spawning grounds last year with support from Fisheries and Oceans Canada’s Coastal Restoration Fund. Forage fish such as capelin are key to the health of marine ecosystems, largely for their role in sustaining marine wildlife, including seabirds, whales and other fish. Unfortunately, they are threatened by overfishing and environmental changes. More coastal restorations are planned for the coming year.

Fish have a better future after sweeping changes to the national Fisheries Act that include many provisions put forward by WWF-Canada. The changes make Canada a global leader in rebuilding fish populations and safeguarding their habitat. The revised act creates stronger conservation measures and includes all fish and fish habitat, not just fish related to commercial, recreational or Indigenous fisheries.

Flying squirrels, Canada warblers, Jefferson salamanders and other rare wildlife native to Southern Ontario’s Carolinian zone are now getting a helping green-thumbed hand from nearly 2,000 people thanks to you and WWF-Canada’s In the Zone program in partnership with Carolinian Canada. The program now has more than 1,800 gardeners — double the number from last year. These Wildlifers have pledged to take action for wildlife, transforming their green space into habitat by planting native species with help from the program’s gardening resources and impact trackers.

Aquatic wildlife in Canada are safer from the harms of plastic and other waste after 25 seasons of the Great Canadian Shoreline Cleanup, a conservation partnership by Ocean Wise and WWF-Canada with thanks to Loblaw Companies Limited as presenting sponsor and OLG, YVR and Port of Vancouver as regional sponsors. Since the first cleanup in 1994, more than 700,000 volunteers like you have kept more than 1.2 million kilograms of garbage out of aquatic ecosystems.

The wild tiger population of Nepal is now nearly twice the size it was in 2010, which means Nepal will be the first country to double its number of wild tigers, according to the latest count in 2018. With the support of generous WWF-Canada donors like you, this helps the goal to double the number of tigers across the planet by 2022, the year of the tiger in the Chinese zodiac.
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.

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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.

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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, 2018, will be gratefully acknowledged in the 2019 Annual Report.
WWF-CANADA
REVENUE AND EXPENDITURES

DONATIONS AND OTHER REVENUE

Total revenue
$24,169,000

- 53.1% INDIVIDUALS
- 4.3% INVESTMENT EARNINGS
- 4.3% PRODUCT SALES, PROMOTIONS AND FEES
- 6.8% WWF FAMILY
- 4.7% GOVERNMENT
- 1.0% OTHER NON-PROFITS
- 16.2% FOUNDATIONS
- 9.6% CORPORATIONS
- 4.3% OTHER NON-PROFITS

HOW WE APPLIED THE FUNDS

Total expenditures
$23,959,000

- 47.4% CONSERVATION PROGRAM IMPLEMENTATION
- 14.8% RAISING CONSERVATION AWARENESS
- 10.8% CONSERVATION RESEARCH AND GRANTS
- 21.9% FUNDRAISING
- 4.2% ADMINISTRATION
- 0.2% LOBBYING
- 0.7% AMORTIZATION