

Building a future where people live in harmony with nature

For videos and interactive content, view our annual report online: wwf.ca/annualreport

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We believe in a future where humans live in harmony with nature. We believe it is possible, because we believe in you.	
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VWF

Front cover: © naturepl.com /Ingo Arndt / WWF

Cloud of monarch butterflies (Danaus plexippus) flying, overwintering colony, Michoacan, Mexico.

Published October 2014 © 1986 Panda symbol. WWF-World Wide Fund For Nature (formerly known as World Wildlife Fund). ® "WWF" and "living planet" are WWF Registered Trademarks. WWF is the planet's leading conservation organization registered in Canada as a charity (No. 11930 4954 RR 0001). Any reproduction in full or in part of this publication must mention the title and credit the above-mentioned publisher as the copyright owner. © text (2014) WWF-Canada. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

The power to create transformational change

n my first year as President and CEO, I've had the privilege of seeing firsthand the richness of Canada's natural spaces from coast to coast to coast. During my travels, two things became clear. First, the challenges facing our environment are real and urgent. And second, Canadians are up to the task of tackling them.

Together, we're facing the biggest environmental issues of our generation: WWF's recent Living Planet Report pointed out the devastating news that the population of mammals, birds, reptiles, amphibians and fish around the globe has declined by 52% over the past 40 years. The health and security of critical habitat in oceans, rivers, on land, in the Arctic and across the country remain under threat from unsustainable development and from the everyday decisions we all make.

That's where you come in. Your demand for sustainable seafood at the grocery store drives change in the fisheries we work with. Your donations fund our conservation projects from Toronto to Tuktoyaktuk. Your participation in conservation events in your local community help create healthier habitats for species and people.

I believe we live in a country that has the capacity to lead the world in conservation, thanks to you. You're one of tens of thousands of WWF supporters committed to nature—supporters who understand that we can't enjoy vibrant, prosperous societies without healthy, resilient ecosystems to sustain them.

Together, we have the power to create transformational change and to build a future where people and nature live in harmony.

David Miller.

President and CEO, WWF-Canada



This year you drove major conservation achievements

here's no question the journey to sustainability is a long and bumpy one. But like the salmon you'll see on page 8 fighting their way upstream or the monarchs on page 10 undertaking 5,000-kilometre migrations, we're determined to succeed.

As an organization, we have significant strengths to help us get there: solid science, an energetic and dedicated staff and the relationships we've forged with communities, corporations, governments and organizations of every kind.

At the end of the day, however, what makes all this possible is your loyalty, your passion, and your support. The essence of WWF is collective power.

This year, you drove the solutions our country needs. By supporting WWF, you put 3Ps cod on the path to certified sustainability, proving it is possible to transform fisheries. You rewrote history with precedent-setting protections for fresh water in British Columbia. You funded oil spill mapping in the Beaufort Sea that makes the right choices for Arctic development clear.

These achievements are the culmination of years of hard work. And with your help, we will build on them in the coming years, envision bold new possibilities, and reach even greater heights.

Thank you for your generosity and your commitment. Without you, none of this would be possible.

Roger Dickhout, Chairman,

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WWF-Canada Board of Directors



Conservation from coast to coast to coast



Mapping the risk of oil spills to Arctic wildlife and communities





Supporting the inclusion of local and traditional knowledge in oceans management



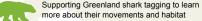
Assessing the health of and threats to the MacKenzie River and 16 other Canadian watersheds



Helping Inuvialuit communities clean

up northern camps and coasts

Surveying Kane Basin's polar bears, to check on the numbers and health of the subpopulation





Testing cutting-edge methods—including satellite imagery to count polar bears in Baffin Bay and Foxe Basin



Tracking narwhals' feeding and migration behaviour to inform ocean planning



Researching the overlap between ice whale habitat and planned development activities in Arctic waters



Exploring safe and sustainable Arctic shipping



Conserving the Great Bear Sea through development of multi-sector marine plans and The Protect the Great Bear Sea Campaign



Advancing science and dialogue on cumulative impacts from industrial development in the Skeena estuary





Working to protect aquatic needs for nature in the Athabasca River



Science,

Innovation

Research and

Helping prevent conflicts between polar bears and humans in Inuit communities

Tracking polar bears in the Viscount Melville subpopulation

for critical, current information

on boundaries and numbers





Training polar bear guards from communities across Nunavut, to help keep people and bears safe



Loblaw Water Fund supports work to increase water quality monitoring in the Atlantic through the Community-Based **Environmental Monitoring Network**



Halifax office

Creating solutions with Memorial University to address environmental issues facing our oceans and the livelihoods dependant on them





Loblaw Water Fund helps the Alberta Riparian Habitat Management Society to improve the health of the area surrounding the Battle River



Conserving quiet oceans for whales and dolphins by finding ways to reduce underwater noise pollution

> Supporting new laws to protect water for nature and people



Programmatic Areas of Our Work

One of 10 projects across Canada funded by the Loblaw Water Fund, Helping Wildsight assess the health of the Flathead River to advocate for landscape conservation.



Rallying support for a science-based plan to restore more natural water flows and levels in the St. Lawrence River and Lake Ontario

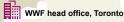


Working to restore the St. Eugene Marsh in the St. Lawrence Watershed



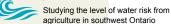
Loblaw Water Fund provides funding to engage students in monitoring river health through the Groupe d'education et d'ecosurveillance de l'eau







Partnering with the University of Waterloo to map Canada's renewable energy potential





Readying a Newfoundland cod fishery for MSC certification



Developing a community-based vision to

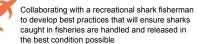
improve the health of the St. John River

St. John's office



Supporting 4 student ocean conservation internships in WWF's Atlantic region, with funding from the Sobey Fund for Oceans

Partnering with Dalhousie University to advance research for shark conservation



Our newly formed Science, Research and Innovation unit links across each of the Arctic, Freshwater