



WWF®

REVIEW

CAN

2014



# WWF-Canada Annual Report



**Building a future  
where people  
live in harmony  
with nature**

# Contents

For videos and interactive content, view our annual report online: [wwf.ca/annualreport](http://wwf.ca/annualreport)

<b>The power to create transformational change</b>	4
<i>David Miller, President &amp; CEO, WWF-Canada</i>	
<b>This year you drove major conservation achievements</b>	5
<i>Roger Dickhout, Chairman, WWF-Canada Board of Directors</i>	
<b>Conservation from coast to coast to coast</b>	6
<b>This year you made the impossible possible</b>	7
<i>The first Atlantic cod fishery in Canada on the road to sustainability</i>	
<b>This year you rewrote history</b>	9
<i>A bold new B.C. water act protects water for nature and for people</i>	
<b>This year you protected a natural phenomenon</b>	11
<i>One thousand Canadian classrooms inspire the next generation of monarch conservation</i>	
<b>This year you stood firm for science and Canada</b>	13
<i>Tens of thousands of Canadians rejected the Northern Gateway oil pipeline and tankers</i>	
<b>This year you made the right choice clear</b>	15
<i>Oil spill mapping puts key information in the hands of local communities</i>	
<b>This year you did it at home, at work, at school, and in your community</b>	17
<i>From coast to coast, Canadians rallied to create conservation solutions</i>	
<b>You did it for all the right reasons</b>	20
<b>You did it with us. And we are honoured by your support.</b>	25
<i>Our Donors &amp; Supporters</i>	26
<i>Our 2014 Financial Results</i>	36
<b>We believe in a future where humans live in harmony with nature. We believe it is possible, because we believe in you.</b>	
<i>WWF-Canada Board of Directors</i>	42
<i>WWF-Canada Senior Staff</i>	43
<i>Contact Us</i>	44

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

In 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



© JEFF DAVIDSON PHOTOGRAPHY

# This year you drove major conservation achievements

**T**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,  
WWF-Canada Board of Directors**



© RICHARD STONEHOUSE / WWF-CANON

# Conservation from coast to coast to coast

