

This Year You Did It at Home, at Work, at School, and in Your Community

FROM COAST TO COAST, CANADIANS RALLIED TO CREATE
CONSERVATION SOLUTIONS



What inspires us at WWF?
A passion for the planet.
A commitment to future generations.
And you: the thousands upon thousands of supporters driving conservation from the ground up.



At the 20th **Great Canadian Shoreline Cleanup** in September, you cleared away nearly 100,000 kilograms of litter from riverbanks, lakefronts, and seashores, fostering watershed stewardship across the country.



In March, hundreds of millions of people around the globe took part in **Earth Hour 2014**—the world’s largest-ever call to climate action. As well as switching off the lights, you donated to WWF climate and energy projects on our new Earth Hour Blue crowdfunding website. Meanwhile, our second Earth Hour City Challenge celebrated municipal leadership on climate change. Congratulations to Cape Town, South Africa, the global winner, and to Edmonton, Canada’s new Earth Hour Capital.



In February, you celebrated **National Sweater Day** by turning down the thermostat, pledging personal actions to combat climate change, and raising money for Arctic conservation. More than 1,500 teachers brought the campaign to life in the classroom, while Loblaw promoted the event in flyers, on its website, and in stores from coast to coast.



In May, more than 4,700 supporters laced up their sneakers for the **Canada Life CN Tower Climb** and raised nearly \$1.1 million for conservation. Another 420 volunteers ensured our flagship fundraiser ran like clockwork.



Finally, hats off to the Living Planet @ Work champions and CEOs who made our first **Spring Things** campaign a huge success. Forty-six corporations raised nearly \$400,000 through workplace events celebrating National Sweater Day, Polar Bear Week, Earth Hour, and the CN Tower Climb. “What is gratifying is that our belief in a new way of mobilization is working—giving business two things it needs: engaged employees and footprint reduction, and also a source of a new fundraising stream for WWF and the environment,” says Lloyd Bryant, managing director, HP Canada and “Spring Things” CEO committee co-chair.

BY THE NUMBERS:

58,000

More than **58,000** Canadians cleaned up **1,950** shorelines across the country

18%

Our ever-growing Great Canadian Shoreline Cleanup saw **18%** more corporate teams pitching in

1,000

700 teachers and their students, at **1,000** schools across Canada, planted milkweed seeds provided by WWF, creating vital monarch habitats

2,300+

All **2,300+** Loblaw banner stores from coast to coast turned down the thermostat for National Sweater Day

36%

More than a third (**36%**) of Canadian adults turned off their lights for Earth Hour, as did **350** Canadian municipalities and **162** countries and territories around the world

35,000

More than **35,000** people checked out user-generated Earth Hour videos

4,700

More than **4,700** supporters climbed the CN Tower, raising nearly **\$1.1 million** to help protect species at risk and the places they call home

\$400,000

More than **40** workplaces participated in our inaugural Living Planet @ Work Spring Things campaign, raising close to **\$400,000** for WWF's conservation work

Schools for a Living Planet Holy Cross Regional High School

In February, WWF's Schools for a Living Planet program asked, "What does a future in which humans live in harmony with nature look like?" Marlene Volentier's Grade 12 art class answered with a powerful video, detailing all that Holy Cross Regional High School has done to help the environment and outlining a proposal for a 120-foot mural to communicate their commitment to the planet. To make this vision a reality, WWF partnered with artist Todd Polich, who helped the students refine their ideas and bring their mural to life through his Art of Empowerment program. Marlene says, "Through this mural, our students were able to demonstrate their passion not only for art, but for our environment," says Volentier. "It displays our enormous dedication to helping the planet. WWF has provided us with the opportunity to inspire our students and schools to continue their efforts in conservation." She adds, "The shared experience of the mural is what being a teacher is about. It is a legacy for future students and a permanent reminder of our commitment to conservation."

Living Planet @ Work Spring Things Campaign

When Peter Melanson, CEO of Bullfrog Power, brought Living Planet @ Work's new workplace-giving campaign—"Spring Things"—to his employees, he knew they'd be enthusiastic. After all, Bullfrog Power is Canada's 100% green-energy provider, and the company has partnered with WWF since 2006. But what he didn't anticipate was how competitive his employees would be. "Every event we did for WWF was successful because our employees made it competitive," Melanson recalls. "Even our bake sales were competitive." One of six CEOs to champion the workplace-giving campaign, Melanson also joined the Bullfrog Power team for his first-ever CN Tower Climb. He's proud of his time—21:19—but he's even prouder of what his employees accomplished together. More than 40 employees participated in the campaign, raising over \$14,000 for conservation. "It's important to me to lead by example," Melanson says. "I don't ask other people to do something I'm not willing to do myself."

Great Canadian Shoreline Cleanup

Uwe Stueckmann, senior vice-president of marketing at Loblaw Companies Limited, isn't afraid to get his hands dirty. He has been participating in the Great Canadian Shoreline Cleanup, a joint initiative by WWF and Vancouver Aquarium presented by Loblaw, for years. He first discovered the cleanup accidentally: "I was out for a run with my dog along Taylor Creek [in Toronto] and I saw some folks pulling garbage from the creek beds," Stueckmann recalls. "The next year I organized a cleanup with my kids and we've been participating ever since." Now, Stueckmann joins the cleanup as part of "Team Loblaw"—last year, 1,600 Loblaw employees participated in the cleanup, contributing to 100,000 kilograms of litter being collected from 3,035 kilometres of shorelines across Canada. "The cleanup is a great way to get your team together outside of work, roll up your sleeves and engage in conservation," Stueckmann says. "It's so encouraging to see the difference that a morning of work can make to our shorelines and waterways."



© HOLY CROSS REGIONAL HIGH SCHOOL

You did it for all the right reasons



We do it for our home away from home: Andrew and Olivia's story

As students of Queen's University in picturesque Kingston, Ontario, Andrew Shaw and Olivia Geen love returning to their clean, green campus—their home away from home—each fall. The campus is located on Lake Ontario and framed by the clean energy backdrop of Wolf Island's towering wind turbines. Andrew and Olivia are co-presidents of the campus club WWF at Queen's, and "One of the things the club values most is the city's shoreline. The issue of shoreline litter and its harmful impact on local ecosystems is something we can relate to as individuals and as a community." The club had an impressive turnout for its first Great Canadian Shoreline Cleanup and hopes to keep students informed about shoreline conservation throughout the year, helping to conserve Kingston's shoreline for students, residents, and aquatic neighbours alike!

"As members of the community, it is our responsibility to give back to the city that is our home away from home by participating in sustainability initiatives throughout the year."



© ANDREW SHAW AND OLIVIA GEEN

I do it for species at risk: Chelsie's story

Chelsie Santoro's passion for the environment began in the second grade when her teacher taught a unit on the environment and endangered animals. Chelsie and her classmates learned about the work organizations like WWF were doing to protect species and even symbolically adopted a penguin from WWF. Chelsie's enthusiasm to continue supporting these causes sparked a small idea that turned into a big thing: Chelsie, now 11, had been painting for a couple of years; why not sell some of her paintings to fundraise for WWF? This simple idea turned into a two-night sold-out art auction at a Montreal gallery, raising over \$2,500—far surpassing Chelsie's original goal of \$1,000! Enthusiasm and passion like Chelsie's make a real difference for species and the places they call home.

"I love animals and I knew I wanted to do something to help them. The art auction was a really fun idea."



© MIKE SANTORO

I do it for environmental awareness: David's story

David Seepersad has been a devoted CN Tower Climb volunteer for an astonishing 11 years. This means 11 years of 4 a.m. arrival times—that alone is a feat worth celebrating! David has been an invaluable volunteer at the tower start line (he's known among staff for bringing pastries every year), and he even climbs and fundraises each year on top of volunteering. For David, the CN Tower Climb is an opportunity to support an organization whose mission of engaging people with nature aligns with his own beliefs. With an education in environmental engineering, David firmly believes in the importance of environmental awareness, and appreciates WWF's commitment to ensuring a future in which humans live in harmony with nature.

"The best part of the climb is seeing thousands of climbers who are there because they want to support environmental and conservation work."



© DAVID SEEPERSAD

I do it for the fascinating freshwater creatures: Heather's story

Heather Leschied has always felt drawn to fresh water. Some of her earliest memories are from when she was a toddler and her mother would tuck her into her waders while she went fishing in the streams around Lake Huron. She remembers, even at an early age, being captivated by the creatures that lived in the water, and by crayfish in particular. She spent many hours searching for crayfish under rocks with her father, then putting them in buckets of water to observe close-up. It comes as no surprise that Heather is now working to protect Canada's fresh water as the program manager at Living Lakes Canada, and is leading an effort supported by the Loblaw Water Fund in the Flathead Valley, B.C., to advocate for conservation. She uses animals like beetles, aquatic worms, and snails to assess the health of these waters, as the presence of these species can tell her a lot about the condition of the watershed.

"While crayfish are a rare find here in my new home in the Kootenays, I am still fascinated by the beauty that can be found beneath the cobble when I'm out exploring nearby streams."



© HEATHER LESCHIED

I do it for my 11-year-old self: Jessi's story

For Jessi Cruickshank, her commitment to the environment started at age 11 as everyone's favourite environmental hall monitor. Her passion stayed with her into her adult years. Today, the Canadian television personality is always mindful of keeping her carbon footprint low. When she was living in Los Angeles, Jessi was delighted to see spaces like shopping mall parking lots equipped with electric vehicle (EV) charging stations. "It's amazing that this technology exists—as a kid I never thought I'd be able to drive an EV in my lifetime." Jessi brought her witty energy and inner eco-nerd when she collaborated with WWF to talk about electric vehicles to Canadians. EVs are one of many sustainable transportation solutions that can help create a future for Canada where climate change is no longer a threat. This kind of innovation and finally getting behind the wheel of an EV make the 11-year-old Jessi proud.

"It's amazing that this technology exists—as a kid I never thought I'd be able to drive an EV in my lifetime."



© JESSI CRUICKSHANK

I do it for healthy oceans: Laura's story

Laura Miller has been an outstanding volunteer at the WWF Toronto office for the past three years. As a donor relations volunteer, Laura keeps the wheels in motion at reception, greeting visitors and providing impeccable customer service on the phones. Driving Laura's commitment is a deep-rooted passion for our natural world—in particular for ocean conservation. A lifelong travel bug led Laura to discovering her passion for ocean conservation. While in Costa Rica three years ago, Laura volunteered on a sea turtle conservation project. After that, she was hooked, volunteering on conservation projects in places such as Cambodia and Madagascar. These experiences inspired Laura to pursue a career in ocean conservation—she was recently accepted to complete her master's in marine management at Dalhousie University in Halifax.

"Working on ocean conservation projects around the world, I saw the first-hand effects of environmental degradation—I was inspired to learn more."



© LAURA MILLER

I do it for my city: Don's story

"It was an incredible honour to have Edmonton selected as the Earth Hour Capital of Canada," says Don Iveson, the city's mayor. "Our sustainability efforts have been plentiful and it is reassuring to be recognized by the WWF for our environmental plans and initiatives." It goes to show that a Canadian city in the heart of energy country can still lead the way on sustainability and reduce its ecological footprint. The people of Edmonton have a lot to be proud of—many changes have been made to set the city on a path toward sustainability.

"We all need to bring energy and climate issues to the forefront while celebrating the amazing work that has been done and continues to be done to help our planet."



© CITY OF EDMONTON

I do it for healthy waters: Michel's story

Michel Grégoire is the director of the OBV du fleuve Saint-Jean. He grew up close to Montreal and often found himself searching for the little patch of forest left in the city. He now works with an organization that aims to protect the St. John River watershed in its Quebec portion. Michel first connected with WWF-Canada at the St. John River Summit last year, where he had the opportunity to meet with downstream St. John River organizations. It was clear that there was a need to hold such an event annually. This year Michel was involved, alongside WWF, in organizing the summit that was held in the headwaters, near Lake Témiscouata. The water in Lake Témiscouata is so clean that it requires very little treatment before being used as drinking water in his town, Témiscouata-sur-le-Lac.

"I now live in an area where the natural resources are still in very good condition. I work every day to convince others that we need to work together to ensure they stay that way."



© MICHEL GRÉGOIRE

We do it for nature and nature keeps us whole: Pinaki and Supriya's story

Pinaki and Supriya Bose feel that without nature, they lose touch with the ground of their being. Their favourite activity is walking through the woods in Winnipeg with their dog. They fondly remember the gorges and trails of the Finger Lakes region in New York, where they first came to realize nature's ability to refresh and revive. "I believe," says Supriya, "that if we do not conserve nature, we as a species will become progressively disconnected and unhappy." Pinaki is proud to say, "We put WWF in our will because they are at the forefront of nature conservation and we want to ensure that the species we love don't disappear from the planet."

"The openness and vastness of nature makes us forget our own limited selves."



© PINAKI AND SUPRIYA BOSE

I do it for the oysters: Patrick's story

As a world champion and Guinness World Record-holding oyster shucker, Patrick McMurray, owner of Toronto's Starfish Oyster Bed & Grill, takes his oysters pretty seriously. Which is why it's so important to him that oysters and other seafood are fished and farmed sustainably so they're available for many years to come. With this in mind, Patrick has teamed with WWF to promote the importance of sustainable seafood. Due to decades of overfishing and poor management, ocean health is in decline worldwide. By purchasing seafood certified by the Marine Stewardship or the Aquaculture Stewardship councils when grocery shopping, we can help reverse damage done to our oceans.

"I have chosen to balance what I show at Starfish, and teach my customers my belief, that we should live a sustainable, balanced life."



© PATRICK MCMURRAY

I do it to conserve the beauty and diversity of nature: Praveen's story

Praveen Varshney and his family love spending time at the beaches in beautiful Vancouver and around the world. They have a little cottage on a beach in Point Roberts, Washington. "Just spending time in the water, on the water, beside the water is so nice," says Praveen. "The sunrises and sunsets are gorgeous. We sleep with our patio door open and hear the ocean waves. There is an abundance of wildlife—salmon, whales, eagles, and the occasional deer." His love of oceans is reflected in his latest passion: an initiative housed on Facebook called Down to the Last Straw, which encourages people to stop using single-use plastic straws. Praveen and his wife invest in conservation because they want the planet to be healthy for their two children and future generations.

"We love the breadth and scope of WWF's work—especially initiatives like the Great Canadian Shoreline Cleanup."



© PRAVEEN VARSHNEY



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