



WWF

FACTSHEET

2014

Fresh Water

Loblaw Water Fund: Supporting Local Action for Canada's Water Health



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Sharing a National Vision

Water is fundamental to life. The water we use – for drinking, to irrigate fields and gardens, to generate electricity and sustain our communities – is water that we share with all life on earth. Healthy waters matter – for people and for nature. Canada has 20% of the world's fresh water, a huge global endowment.

Canada's waters are coming under increasing pressure, and they need our help to thrive, so they can continue to meet the needs of people and nature for generations to come.

That's why the ultimate goal of WWF's freshwater program is to have all rivers and lakes in Canada in good health by 2025. To do that, we must connect communities and local organizations already working to protect and restore our waters. We must provide seed funding to catalyse on-the-ground solutions for at-risk watersheds. To this end, WWF and Loblaw Companies Limited partnered to establish a dedicated fund to support critical local freshwater monitoring and conservation projects—such as habitat restoration projects, species-at-risk recovery efforts, and research to understand complex water issues.

These projects are part of a larger effort to ensure that healthy waters run through your taps, in the rivers where you teach your kids to fish, and in the lakes that make Canada one of the richest freshwater nations in the world.

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FRESHWATER HEALTH
ASSESSMENTS AT
wwf.ca/waterhealth**

Assessing Canada's Water Health

Understanding how healthy our waters are is an essential first step in ensuring their health.

WWF-Canada believes that, as a nation, we need access to comprehensive, credible information about the health of Canada's water – access we don't currently have. This information is critical to allowing us to protect and steward our most important resource in a rapidly changing world.

Using international best practices and in cooperation with experts from Canadian universities and government agencies, WWF scientists spent over two years developing a new, analytical method for assessing Canadian freshwater health. By 2017, we will have used this Freshwater Health Assessment to measure the health of all Canadian waters.

But information alone is not enough – we need to take action, and that's what the Loblaw Water Fund is allowing us to support.

"WWF is proud to be able to support organizations that are doing important work on the ground and in our communities.

These are meaningful projects that contribute to improving the health of Canada's waters. The Loblaw Water Fund recognizes that we can do more together, supporting each other, than we can alone, and reflects the foundation of our relationship with Loblaw Companies Limited, a trusted partner that helps WWF engage Canadians around environmental issues."

David Miller
President and CEO
WWF-Canada



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Loblaw Water Fund

In 2013, thanks to generous support from Loblaw Companies Limited, the Loblaw Water Fund grant program launched. The grants are made possible through partial proceeds from Loblaw's charge-for-plastic shopping bag program in its stores, which has reduced the number of plastic shopping bags from their stores nationally by more than six billion since 2008.

The Loblaw Water Fund provides an essential source of funding for water groups. Groups that receive funding from WWF—including conservation authorities, waterkeeper groups and other registered charities—will be delivering tangible, visible results to conserve water in Canada.

Projects funded to date include:

- **Multicultural Water Community Engagement Initiative:** led by *Futurewatch Environment Development and Education Partners* in Toronto, Ontario, this project aims to increase awareness of urban water issues among local communities along the Humber River watershed, including hosting interactive activities and workshops, and creating educational materials in multiple languages.
- **Réseau de surveillance de l'eau par les cégépiens:** led by *Groupe d'éducation et d'écovigilance de l'eau (G3E)* in watersheds across Quebec, this initiative will engage 400 students in monitoring river health and implementing conservation plans, offering a unique and invaluable experiential education.
- **Lost Shoe Creek Watershed Restoration Project:** led by the *Central Westcoast Forest Society in Uchuelet, B.C.*, this initiative will restore river ecosystems to help fish and wildlife populations recover throughout Lost Shoe Creek, in the Pacific Rim National Park Reserve.

The fund also connects on-the-ground efforts to WWF's national freshwater goal to have all rivers and lakes in Canada in good health by 2025. A key outcome of our water fund will be to demonstrate how local action is improving the health of Canada's watersheds. As the fund grows and supports more large-scale projects across the country, watersheds will become healthier and people will feel more deeply connected to the water that sustains us.

Building the Fund

WWF aims to grow the fund over time, involving many different partners, funders and collaborators.

Annual grants will be awarded to local conservation groups across Canada, supporting a cross-section of work across watersheds in both urban and rural settings.

All applications will be reviewed by a panel of multi-disciplinary WWF experts and chosen based on their conservation impact.

WWF holds its open call for applications in late fall, with projects selected and funds granted out early in the new year so that field work can take place across Canada during the

"Loblaw's commitment to environmental initiatives hinges on our ability to provide not just funds, but awareness, to issues that warrant nationwide attention. Partnering with WWF allows Loblaw to deliver an environmental message to millions of Canadians, while also funding projects that impact watersheds in communities where our people live and work."

Bob Chant
Senior Vice-President,
Corporate Affairs and
Communication
Loblaw Companies Limited

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wwf.ca/waterfund**

Local-to-National Action to Protect Canada's Fresh Water

Over the past decade, WWF has become a global leader in freshwater conservation. We're working in some of the most important and challenging watersheds in the world and in Canada to demonstrate that it is possible to protect water for nature and people, for ecosystems and economies.

Our legacy will be a secure future for our rivers, lakes and streams, thriving with life and fulfilling the needs of the communities that depend upon them. Globally, the investment in these projects will protect fresh water that makes up 20 percent of the world supply—which will become ever more critical in a rapidly changing climate.



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VISIT wwf.ca/waterfund TO LEARN MORE ABOUT THE LOBLAW WATER FUND AND GRANT RECIPIENTS.

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About the Partnership

Since 2009, Loblaw Companies Limited has donated \$1 million annually, through partial proceeds from the sale of plastic shopping bags in its stores, to WWF-Canada. This donation is used to help mobilize Canadians to take simple but meaningful action towards sustainable living through three key initiatives:

- National Sweater Day
- Great Canadian Shoreline Cleanup
- Loblaw Water Fund

Loblaw has developed one of the most progressive sustainable seafood policies influencing numerous vendors, suppliers and other retailers to transition to sustainable fishing practices, with support from WWF.



Why we are here.

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

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