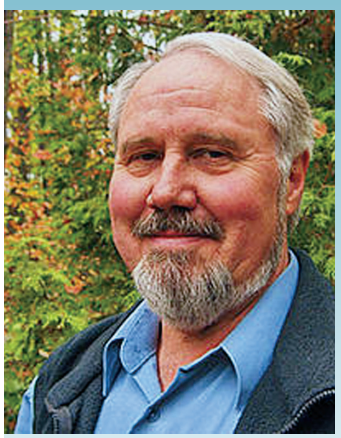
WWF

REPORT

2016

Gifts in Wills protect nature



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An appreciation from Monte Hummel

2016 marks my 38th year at WWF-Canada

Every year, gifts in Wills for wild species and wild places make a huge difference through our conservation work. That's because, rather than investing these gifts in an endowment fund at very low interest, we invest every dollar in conservation action.

If donors prefer to have their legacy placed in an endowment fund, we respect their wishes. There are two examples on the next page. But conservation needs are urgent. We have a huge job to do and the sooner we do it, the better.

Every gift in a Will, big or small, makes a difference at WWF-Canada. We will use each legacy gift carefully and wisely to ensure the greatest impact on wild species or places regardless of the size of the gift.

I'm delighted to still play an active role here at WWF-Canada and honoured to be the chair of the Legacy Circle where I get to welcome those precious donors – donors like you – who join me in protecting nature. Thank you for being part of a special circle of people who are ensuring long-lasting conservation gains through a gift in your Will or estate plan.

Monte Hummel, O.C.
President emeritus and chair
WWF-Canada Legacy Circle

Cover photo © TRCA

A teacher in Toronto learns about monarch butterflies so she can teach her students about their remarkable life cycle.

Gifts in Wills helped create these conservation victories from coast to coast to coast

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Cod fishery returning to the East Coast

In 1992, Newfoundland's cod fishery was on the brink of collapse. Now WWF-Canada is working with the fishing industry, the federal and provincial governments, NGOs and other stakeholders to restore the cod fisheries in Newfoundland and Labrador.

Oil tanker traffic and pipelines halted on the Pacific north coast

For many years WWF-Canada worked tirelessly to stop tanker traffic, and by extension pipelines, in the most vulnerable places on the northern B.C. coast.

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Drilling suspended in the deep offshore Arctic ocean

If an oil rig blowout occurs in the high Arctic ocean, it would spew oil underwater for months. WWF-Canada teamed up with other stakeholders to require oil companies to prove they could drill a relief well. Unable to meet this requirement, oil companies suspended their plans to drill.

Some legacy donors designate their gift to a specific area of conservation. Here are two examples.

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WWF Arctic specialist Pete Ewins visits an elementary school in Guleph, Ontario. The school raised money to conserve polar bear habitat.

Brocklehurst-Jourard Education Fund

For 35 years, Marilyn Jourard taught kindergarten. She and her husband, a school principal, took delight in the wild animals they encountered on their travels. In her Will, Jourard left money to create a WWF-Canada education fund that supports wildlife education for elementary school children in Canada – a lasting legacy.

© The Ivey Family

Beryl and Richard Ivey

The Beryl Ivey Fund

Beryl Ivey and her husband, Richard, brought up their family in London, Ont. The family were particularly interested in the remarkable Carolinian forest that surrounds London, the “forest city”. This spectacular habitat, found nowhere else in Canada, is home to some of our country’s most critically endangered species.

In her Will, Beryl Ivey left money to continue top-priority conservation work in the Carolinian forest. This work to conserve wild species and wild spaces will continue forever.

Future conservation opportunities

WWF-Canada is committed to building a future where nature and people thrive

Recognizing Canada's bounty of nature and species, we are committed to:

- A healthy future for the Arctic;
- All freshwater systems in good condition by 2025;
- Healthy marine wildlife on all three coasts;
- Resilient communities co-existing with healthy ecosystems across the country.

© WWF-Canada

IMAGINE … Clean fresh water everywhere

© WWF-Canada

IMAGINE … Children immersed in nature

Three eager youngsters take part in a WWF project looking at the water quality of a river in southwestern Ontario.

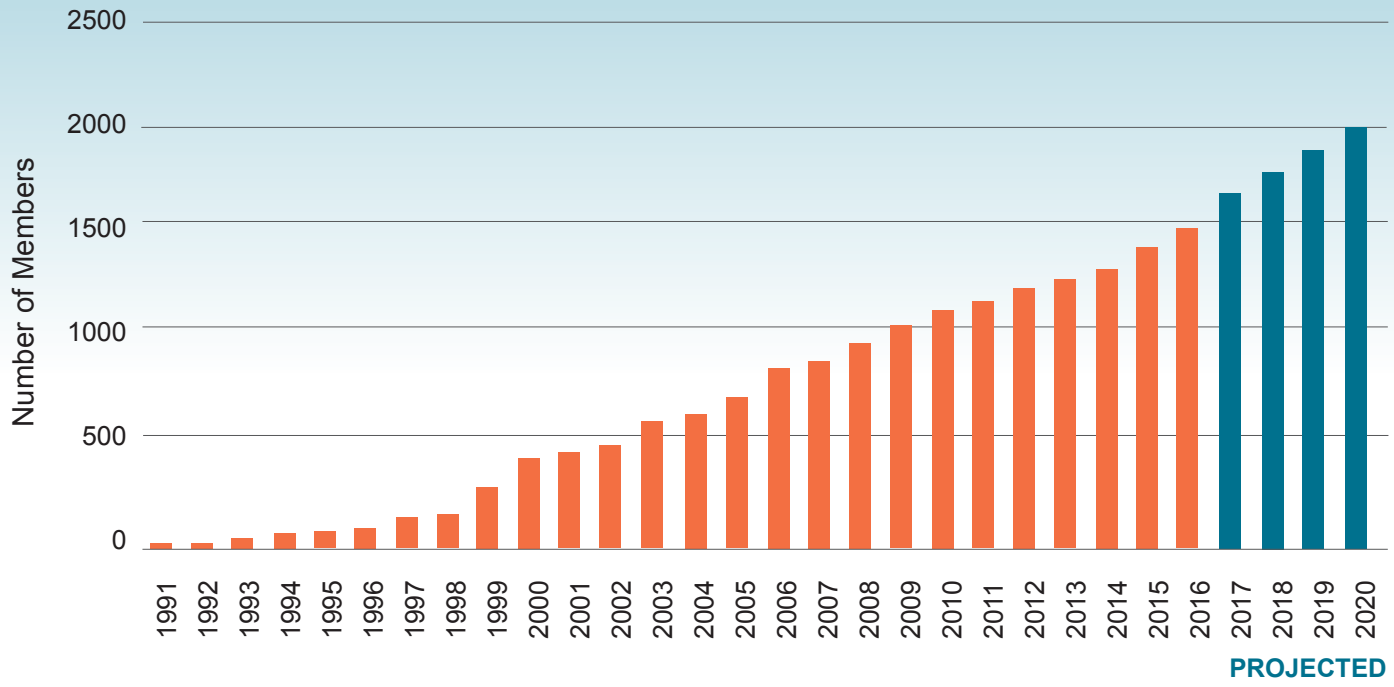
IMAGINE … A pristine Arctic

© WWF-Canada

Over the next 20 years, WWF-Canada will demonstrate the possible for both nature and people.

Since 1991, our Legacy Circle has grown from two members to over 1,450. Our goal is to have 2,000 by 2020

WWF-Canada Legacy Circle



We deeply appreciate your decision to leave a legacy gift to wildlife through WWF-Canada. We encourage you to share this report with your family and friends.

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Charitable # 11930-4954-RR0001