

# PEOPLE & COMMUNITY

*If you love it, you safeguard it. That's why WWF-Canada aims to inspire 3.5 million Canadians—one in ten people from coast to coast—to forge a deeper connection with nature.*



Junior Forest Wardens and Cows and Fish planting day at Miquelon Lake, Alberta, with planting shovels and flags showing where planting is occurring on the lakeshore.



# GO WILD:

## Connecting Canadians with nature



WWF’s newest campaign challenges Canadians to explore the wild side of their communities. In March 2015, we invited you to tell us how you would connect people and nature in your community. More than 120 applications poured in from coast to coast.

Four nature-loving celebrities judged the submissions: *Daily Planet* host Ziya Tong; “Survivorman” Les Stroud; Matthew Blackett, founder of *Spacing* magazine; and Arthur L’aventurier, Quebec’s popular explorer and youth entertainer.

Ultimately, we awarded six winners up to **\$1,000 each** to implement their ideas:

<p><b>Clifford Street Youth Centre:</b> Engaging youth in an Earth Superhero Squad in North Sydney, N.S.</p>	<p><b>Fleurs sauvages du Québec and Eco-Nature:</b> Tracking and monitoring native species in Laval, Quebec</p>	<p><b>Ingersoll Public Library:</b> Planting pollinator species in Ingersoll, Ontario</p>
<p><b>Society of Grasslands Naturalists:</b> Boosting native species in the backyards of Medicine Hat, Alberta</p>	<p><b>Edmonton and Area Land Trust:</b> Connecting Edmontonians to nature with geocaching</p>	<p><b>Strawberry Isle Marine Research Society:</b> Helping citizens monitor sea stars in Tofino, B.C.</p>

## Edmontonians go wild with geocaching

Nature is closer than most urbanites think. But how do you entice them to explore it? We loved the Go Wild proposal we received from the Edmonton and Area Land Trust (EALT): a GPS-guided outdoor treasure hunt.

With funding from WWF, EALT hid geocaching containers in six conservation areas across the city, ready to be discovered by adventurous Edmontonians equipped with smartphones or GPS systems. Inside each cache were interesting facts about the local environment and tips on ways to protect it.

The project proved a hit. As one geocacher wrote: “Thanks so much to EALT for placing these caches—encouraging nature exploration and education, promoting stewardship and conservation of our natural areas, and giving us extra incentive to get out and have fun!”



Over a three-month period, 23 volunteers at the Strawberry Isle Marine Research Society donated over 100 hours of work to measure 1,500 sea stars.

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## OTTAWA WAVE MAKERS:

### Championing oceans in the nation's capital

This year, WWF partnered with HUB Ottawa to create Ottawa Wave Makers. The first-of-its-kind micro-grant program funds projects that raise awareness in the nation's capital about Canada's oceans, reach diverse audiences, and create ocean champions.

More than 20 outstanding project ideas were submitted from entrepreneurs, educators, scientists, artists, and other community members. With the help of an expert judging panel, we awarded a total of

## \$33,000 to eight recipients

who will write a children's book, produce a podcast, produce a special dance theatre production, facilitate visual-art and spoken-word pieces, produce an educational event, create a new bilingual board game, make an educational video, and host cooking classes.

*This pilot initiative proved so successful, we plan to expand the Wave Makers project in 2016.*

Grant recipient Sonia Vani accepts her certificate for her sustainable seafood educational video project.



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## LIVING PLANET @ WORK:

### Catching Spring Things fever

Our Living Planet @ Work members spearhead sustainability in the workplace, finding greener ways of doing business for the good of their company and the planet. Many also generously raise money for WWF.

In the second annual Spring Things workplace fundraising campaign, our committed corporate champions and their colleagues raised

## \$170,000

in just eight short weeks. They plunged into frigid lakes, scaled the CN Tower, splashed out during Canada Water Week, and much more, all in the name of conservation.

A special thank you to the five fabulous members of our Spring Things CEO Committee:

- **Lloyd Bryant, Managing Director, HP Canada**
- **Gordon Hicks, President, Brookfield Global Integrated Solutions**
- **Rudi Blatter, President & CEO, Lindt & Sprüngli (Canada), Inc.**
- **Allister Paterson, President, Canada Steamship Lines**
- **Stu Wanlin, Executive VP, Eastern Canada, Bentall Kennedy (Canada) LP**

41  
companies

70  
fearless polar dippers

60  
teams of Living Planet @ Work CN Tower climbers

1  
completely awesome fudge igloo at HP's polar bake sale

### Bentall Kennedy: Conservation champions

For the green champions at the real estate advisory and services firm Bentall Kennedy, our Living Planet @ Work Spring Things campaign was an opportunity to support WWF, enjoy a little friendly rivalry, and check a few items off the bucket list.

In March, Melissa Jacobs and a handful of stalwart colleagues took the plunge into a frigid Lake Ontario to support Arctic conservation. "Honestly, I would do it again," says Melissa. "It was a lot of fun."

Then in April, more than 30 Bentall Kennedy employees tackled the CN Tower, headed up by executive vice-presidents Stuart Wanlin and Keith Major. "It was just a great initiative to get involved in," says first-time climber Stefanie De Adder. "Everybody was just really, really proud to participate."

All told, for our conservation work, Bentall Kennedy's enthusiastic Spring Things efforts raised more than

## \$30,000.

# GREAT CANADIAN SHORELINE CLEANUP:

## Taking out the trash

Canadians care about lakes, rivers, wetlands, and oceans—and they showed it in spades at the 2014 Great Canadian Shoreline Cleanup! In every province and territory, volunteers grabbed garbage bags and donned gloves to tackle the trash that litters shorelines, clogs waterways, and harms wildlife.

In total, this joint conservation initiative of WWF and the Vancouver Aquarium attracted more than 54,000 volunteers, who hauled away a staggering **139,000 kilograms of waste**.

For participants like Lee-Anne Walker, coordinator of the Elk River, B.C., cleanup, the motivation is simple: “Shoreline cleanups are a simple and tangible way to make a difference to our watershed.”

## 2014's nationwide data

Number of registered cleanups

**1,880**

Number of registered participants

**54,163**

Distance of shoreline cleaned (km)

**2,563**

Weight of litter removed (kg)

**139,262**

Trash bags filled

**10,754**

Recycling bags filled

**3,825**

Cigarette butts collected

**329,562**

Food wrappers collected

**75,768**

Plastic beverage bottles collected

**35,482**

Cans collected

**27,500**



## Loblaw: Stewarding shorelines from coast to coast

“Loblaw is proud to be the presenting sponsor of the Great Canadian Shoreline Cleanup for the fifth consecutive year,” says Bob Chant, senior vice-president, corporate affairs and communication, Loblaw Companies Limited. “With more than

### 1,600 Loblaw employees

taking part in shoreline cleanups across Canada, we are helping to make a difference and we are encouraging all Canadians to do the same.”

## The Vancouver Aquarium: 21 years of aquatic impact

Removing shoreline garbage doesn't just remove an eyesore, says Dolf DeJong, the Vancouver Aquarium's vice-president of conservation and education. It also protects wildlife from toxic-laden plastics and choking hazards.

WWF is proud to partner with the Vancouver Aquarium—founder of the Great Canadian Shoreline Cleanup—to mobilize

### 54,000 volunteers

from coast to coast. And according to Dolf, that's just the beginning. “This is the kind of thing that needs to take place in every Canadian community,” he says.

# CANADA LIFE CN TOWER CLIMB FOR WWF:

## Taking it to the top for 25 years

Since the first Canada Life CN Tower Climb for WWF in 1991, more than 103,000 people have climbed Canada's tallest tower, raising millions for WWF's conservation work. This year was another success. Hats off to our climbers, volunteers, and—especially—The Canada Life Assurance Company, title sponsor of the climb for the past 25 years.

**1,776**  
stairs

**5,100+**  
climbers

**350+**  
volunteers

**\$1 million**  
raised for conservation

**1 marriage proposal**  
made (and accepted!)



© GREAT CANADIAN SHORELINE CLEANUP/THE CANADIAN PRESS IMAGES/STEPHANIE LAKE



# SUPPORTER STORIES

*WWF's work is made possible through the generous contributions of individuals, corporations, and foundations. Whether through donations, volunteering, or in-kind gifts, all of our supporters have played an important role in helping us achieve success in conservation.*

“Our supporters understand that it takes all of us working together to make meaningful change for nature.”

—David Miller, President and CEO, WWF-Canada

## CANADA STEAMSHIP LINES

**Over the past year**, Canada Steamship Lines (CSL) has focused its partnership with WWF—which spans nearly a decade—on the St. Lawrence River, a globally important commercial waterway where CSL ships make more than 400 voyages annually. Together, CSL and WWF have worked to evaluate the river's health and advance the science on one of its most endangered species: beluga whales. The company has also found exciting ways to engage employees: last June, CSL launched its ship-efficiency competition, challenging crew members to submit ideas for reducing on-board energy use. “This isn't just greenwashing,” says Kirk Jones, VP of sustainability at CSL. He also points out the company's sustainable shipping practices and 20 per cent reduction in greenhouse gases, as a result of its partnership with WWF. “It is a true commitment to making a positive change—one that our employees are proud of.”

But to sum up CSL's partnership with WWF, Kirk tells a story about his stepdaughter, who, at 12 years old, confronted him, saying, “My teacher says ships are bad for whales.” All CSL ship operators are given strict instructions: Whales have the right of way. “I told her, this company is good for whales,” Kirk says. “Her eyes lit up. That was one of my proudest moments.”



© CANADA STEAMSHIP LINES

## ROGER DICKHOUT

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**This year**, as he served the last days of his four-year term as chair of the WWF board of directors, Roger Dickhout reflected on the role he calls “a privilege—to be a leader of leaders.” Over his tenure, Roger aligned this team around our ambitious conservation goals, drawing on his 30 years of experience in corporate leadership as a consultant and CEO. WWF has opened new offices in the Arctic, advanced protection in Canada’s three oceans, and driven new science for freshwater, the last one for which Roger has a personal passion. He grew up cottaging on Ontario’s beautiful French River, which cuts through the craggy rocks and windswept pines of the Canadian Shield. He still loves spending time on the river, canoeing, boating, and fishing with his family.

“My wish for WWF is to achieve its mission. It’s challenging but worth persisting,” Roger says. He adds that his leadership at WWF has not only taught him a lot, it has also made his children happy. “Now they see me as an environmental business person, instead of just a business person,” he says. “That means a lot to me.”

## HIGH LINER FOODS / HENRY DEMONE

© HENRY DEMONE



**High Liner Foods** CEO Henry Demone knows first-hand the importance of sustainable fishing. Growing up in the fishing town of Lunenburg, Nova Scotia, and a son and grandson of fishing captains, Henry saw the livelihoods of friends and family disappear after the historic collapse of cod stocks on Canada’s Grand Banks in the early 1990s. “I didn’t just read about it in the newspaper,” he says. “These were people I knew personally and a blow I felt profoundly.”

Henry remains committed to sustainable practices in our oceans. His leadership led to the partnership with WWF, which resulted in more than 99 per cent of High Liner products being certified as sustainable under Marine Stewardship Council standards. Last year, after 14 years of collaborative ocean conservation, WWF awarded Henry and High Liner Foods our Partner in Conservation prize, which recognizes leaders who are addressing today’s greatest environmental challenges and celebrates the passion and generosity that enables WWF to achieve our mission.

“Sustainability is good for the environment, but it’s also good for people. It’s good for businesses. WWF-Canada sees that,” Henry says. “That’s why WWF has been an important partner for us.”

## PHYLLIS YAFFE

© PHYLLIS YAFFE



**Phyllis Yaffe** wants to tell the world that she and her husband have put a gift for nature in their wills. “It’s not something that changes your life today,” she says, “but you hope in the future it makes a difference to something you believe in.” Years ago, Phyllis sat down with her husband, John, to talk about the legacies they wanted to last beyond their lifetimes. After providing for their children and causes they care about, the couple turned their minds to forests, rivers and lakes, and oceans—“the future of the universe,” as Phyllis calls it. She served as a board member, so she has had an intimate view of how WWF works and why. “It’s hard to capture in a phrase what WWF does. It’s a very complex organization,” she says. “WWF deals with the issues that are crucial for the future of the planet. It’s doing really important work other organizations aren’t.”

So, Phyllis is doing her part: Each year, close to 10 per cent of WWF’s revenue comes from gifts like hers and her husband’s. “It’s really impressive that, if we could just get enough people to leave a gift in their will, WWF could do so much more,” she says.

## TORYS LLP

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**If you look under** the layers of work that drive our conservation impact, you will discover Torys LLP, which provides pro bono legal counsel for WWF. For nearly 20 years, the law firm has sorted out governance matters, sponsorships, and contracts of all sorts—“things that are important to WWF’s ability to operate efficiently,” says Patricia A. Koval, a partner at Torys who also served as WWF board chair and remains an active volunteer.

But the law firm has also amplified the scale at which we can protect species and ecosystems, both in Canada and internationally. “The WWF work we’re proudest of was designing and negotiating the agreement for the Global Arctic Programme in 2010,” Pat says. “All WWF offices in Arctic countries signed the agreement. It’s a powerful, collective way of working, unlike anything at WWF before.” Over the past year, Torys has provided invaluable leadership as WWF embarks on another ambitious project: impact investing, a new approach for funding conservation. “Torys is a pioneer in the legal field of impact investing,” Pat says. “We bring to the table the same kind of expertise we bring to business investing, joint ventures, and more. But for WWF, we’re doing it to save the planet.”

# Community Pandas

*The Community Panda program is where individuals, schools, groups, and businesses go above and beyond to raise funds for WWF-Canada. From holding bake sales and galas to sharing sales revenue, Community Panda members play an integral part in supporting WWF conservation programs from coast to coast to coast, and beyond. WWF is humbled by the efforts of each and every one of our hundreds of Community Panda members. Here are a few of their stories:*



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## Graeme Loader

In July 2014, Graeme Loader set out to cycle across Canada while raising funds and awareness for WWF's conservation programs. His dream was to ride all the way from Vancouver to Toronto and raise \$15,000 in the process. Sadly, Graeme's mission ended in a tragic accident that took his life partway through his journey. Today, however, his passion for nature lives on. His friends, family, and supporters have continued his legacy by exceeding Graeme's fundraising goal many times over and bringing their communities together to support conservation.



© GRAEME LOADER PHOTOGRAPHY

## Ezzy Lynn

The Ezzy Lynn premium brand of trend-setting apparel and accessories was started by three young entrepreneurs with a passion for the planet: Samantha Laliberte, Bianca Lopes, and Sonja Fernandes. That passion ensures Ezzy Lynn stands out from other fashion brands. From day one, the company has implemented sustainable business practices to reduce its environmental impacts. It also supports WWF's conservation work. By donating a percentage of the proceeds from every item it sells, Ezzy Lynn has symbolically adopted more than a hundred species at risk.



© EZZY LYNN

## Lucia Miranda

Lucia Miranda was three when she first declared her intentions to make a difference. Since then, she has been striving to make the world better. At the age of five, she heard about the plight of wild elephants. Inspired to action, she took it upon herself to learn everything she could about endangered species. Then, with the help of her little brother, Henry, she created portraits of endangered animals and auctioned them off in support of WWF. Together, these young philanthropists raised over \$1,500 for conservation. With Lucia and Henry on the job, the planet's future is looking bright.



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