



**Our first 35 years were a dress rehearsal...**



# NOW IT'S SHOWTIME

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Saving nature one hectare, one river, one inlet at a time isn't fast enough. So WWF is scaling up. We're taking the skills we've honed over the last four decades and we're going after the big stuff. Conservation can't wait. Neither can we.







WWF: A crash course.

**Think big. Act local.**  
WWF is a global organization, with a global plan. We're working to fulfill our strategy in over 110 countries. Our objective is to save nature. How? By conserving species and protecting their habitats; by ensuring our use of renewable natural resources is sustainable; and by helping individuals, companies and governments reduce pollution and wasteful energy consumption.

**What we do.**  
We've divided our work into six priority issues: we're working hard to protect oceans and coasts, freshwater, and forests; and we're fighting to save endangered species, reduce toxic pollution, and combat climate change.

**Where we do it.**  
WWF's leading scientists have identified 200 of the most important ecosystems on the planet—we call them the Global 200. These are our areas of highest priority. In Canada, there are nine Global 200 ecoregions, including the Grand Banks, the Mackenzie Valley and the BC coast.

**One team. 53 countries.**  
WWF and its 53 national partners operate under a simple premise: you can never be too well-connected. There is a constant free-flow of scientific research and resources throughout our global network, making us the largest, best informed conservation organization in the world.

# CENTRE STAGE.

If we continue our present rate of habitat destruction over the next 25 years, there will be far less of our planet intact, worldwide and in Canada. As WWF's ground-breaking Nature Audit so carefully documents, nature is losing key battles all across the country.

To counteract this, WWF is scaling up. We're taking the techniques we have pioneered in our first 35 years, and we're going after the big stuff: globally-significant accomplishments on Canada's lands and waters that, protected and carefully managed, will leave our children an extraordinary legacy.

Our sights are set on something breath-taking. It's conservation on a grand scale. It's conservation that will make the world sit up and take notice. It's what is truly needed.

What makes us think we can do it? WWF knows how to collaborate. We know how to work with Aboriginal people, business, government and other conservation groups to save nature. We've proven it time and time again.

The Grand Banks, the Mackenzie Valley, the BC coast... the engines of industry are not waiting around until conservation measures are set in place. If we don't lead the way in these and many other ecoregions in Canada—NOW—we'll miss our chance.

Please read this report. Please get to know us better. Please lend us your moral and financial support. We need it now more than ever.

Conservation can't wait.

**Michael de Pencier | Monte Hummel | Chris Hyde**





A Grand Vision for the Grand Banks.

# THE MOST PRODUCTIVE MARINE ECOSYSTEM IN THE WORLD CAN AND WILL BE SAVED.



A conversation with Josh Laughren, WWF's Director of Marine Conservation.

**Annual Report: Josh, give us an update on the Grand Banks. How are they doing? Aren't all the cod gone? Aren't the Grand Banks as an ecosystem ancient history?**

**Josh Laughren:** The Grand Banks are the global example of mismanaged ocean resources. They're definitely scarred—the biggest fishery in the world was wiped out, and may not come back. But there's hope. The Grand Banks still retain their awe-inspiring productivity. The ecological building blocks—the nutrients and the smaller species lower on the food chain—are still

there. The system can rebound. If we give it a chance.

**AR: So what's the problem now?**

**JL:** Where do I start?!! As with the global trend, we're seeing commercial fishing interests wiping out entire fish populations, starting with the larger predators, then moving on down the food chain. That's what's happening here. The great whales were depleted. Then the smaller whales. Then the swordfish, cod and groundfish. And so on. Now it's the shrimp and crabs' turn. But over-fishing isn't the only stress being put on the Grand Banks. Habitat impacts from bot-

tom trawling, fisheries bycatch, exploration and development of oil and gas fields, and bilge oil dumping are putting huge pressures on the entire ecoregion.

**AR: But you think there's still a big opportunity for conservation?**

**JL:** Yes. We've spent a lot of time in Newfoundland and elsewhere, listening carefully and talking to coastal communities, scientists and resource managers. Everyone agrees that things have to change. There are many people committed to getting things on the right track.

**AR: How did WWF get involved? Why are you there?**

**JL:** The Grand Banks is one of WWF's top priorities for conservation in the world. Last year, the Government of Newfoundland and Labrador called us for help. They're very worried about foreign over-fishing on the nose and tail of the Grand Banks—the parts in international waters. This is a big problem for the Grand Banks. Because it straddles national and international boundaries, managing the region gets very complicated—there is no effective stewardship.

**AR: What does Newfoundland want to do?**

**JL:** Two things: Stop illegal fishing, where boats take far more fish than they're allocated, often young fish that have not had a chance to reproduce. This devastates a fishery, and damages any chance for recovery. Secondly, make sure that fish quotas, which are set by an international body, are not too high.

**AR: Will this solve the problem?**

**JL:** Only if it's part of a more complete conservation vision. That's where we come in. We're helping to define what the vision,

values and management of the entire region should look like. Taking proper care of the entire region is the only way we'll restore the fisheries and communities of Newfoundland. It's not just the commercial fish we need to look after. We also need to protect the seabirds, whales, corals and all the other species.

**AR: What's the vision?**

**JL:** Fair, precautionary fisheries management, where good practices are rewarded and cheaters are caught. The full protection of key areas, like spawning areas and coral forests. And no more illegal pollution from shipping.

**AR: How are you going to pull this off?**

**JL:** It won't be easy. Within the Canadian government alone there are over 19 departments involved, not to mention over a dozen European countries that fish the Grand Banks. To further complicate matters, there are international shipping lanes that cut through the Grand Banks, and many oil leases. And, to top it all off, achieving stewardship of an ecoregion that extends into the High Seas involves an area of international law that has not yet been tested. It will take a lot of work by a lot of people to

make this happen. But WWF is well placed to play a lead role. We have a strong presence in Atlantic Canada; we've got a good track record working with the responsible government departments; we're getting tremendous support from WWF's international maritime lawyer in Switzerland; and we're working well with the fishing community.

**AR: The Grand Banks were a reservoir of marine life second to none on earth. Can they really be restored to that level of distinction again?**

**JL:** Yes, or I wouldn't be here. We can achieve something that will set a precedent for the entire world. The cod collapse was probably the biggest marine ecosystem tragedy of all time, for the fish and the people who depend on them. Restoring this would be the ultimate conservation achievement. But the clock is ticking—things are still getting worse, not better. We need more support, and we need it now.





How does a conservation organization forge innovative new relationships with natural resource companies?

# BY HIRING ONE OF THEIR BEST.



An interview with Linda Coady, former VP of a multinational forest company, and now Vice President of WWF’s BC conservation program.

**AR: What are the environmental problems facing the west coast?**

**LC:** Human pressures on BC’s natural environment are increasing rapidly. Pressures from resource use, development and tourism are mounting, with a lack of real, systemic conservation solutions in place. A lot has already been done in protecting wild places on land in BC, with some difficult work still ahead.

On the water the situation is very different. Planning is only just getting started. Progress for both marine and terrestrial conservation is going to be challenging. It will require new thinking and new relationships. The more Aboriginal and non-Aboriginal communities see how conservation can help create both social and economic benefits, the more progress we’ll make.

**AR: If conservation doesn’t get moving quickly, what’s at stake?**

**LC:** A lot. Globally significant ecosystems are at stake. The health and prosperity of many resource-dependent communities are at stake. Right now, our first priority is getting more marine protected areas established, and Michele Patterson is hard at it in WWF’s North Coast office. We’re working with government, other

conservation organizations, First Nations, business and local communities to get marine planning done all up and down the coast. As always, alliances will be critical to our conservation success.

**AR: Should we all be worried about the BC coast?**

**LC:** There’s a lot we’ll lose if we look the other way. However, if we can work in an integrated

fashion to ensure that conservation attracts as much investment as development options, then we’ll have a chance to make a real difference in BC. Ongoing efforts to save places and species are important—they’ll continue. WWF funds over a dozen endangered species recovery projects in BC, and has brought an active international wildlife trade program to the

province. But WWF can also bring a different kind of conservation opportunity to the west coast. My goal is to bring new energy and ideas to species recovery, forest conservation and sustainable management, and to demonstrate how conservation and marine use can exist together in a community-designed plan.

**LC: Your background is a bit unusual for a WWF conservationist. Tell us about it.**

**PE:** I was a Vice-President at a multi-national forest company. There, I was fortunate to work with a wide range of groups and individuals to advance forest conservation and improved forest management on the BC coast—in places like Clayoquot Sound that went from 1,000

arrests to conservation success. I care about this place and the people in it. I know firsthand about the history of controversy and polarization regarding many environmental issues in BC. I’ve lived through it. I’m committed to building a bigger groundswell of support for conservation in British Columbia—by providing tangible examples of how conservation can contribute

to regional development.

**AR: In terms of conservation, the west coast seems like a challenge. Why are you so confident WWF can make a difference?**

**PE:** WWF’s focus on ecosystems and global priority areas and actions, its strong science, and its ability to work with a wide range of groups—this is an

excellent base to build on. Just as important, though, I think British Columbians truly embrace conservation. Beautiful BC. No one wants to let who we are—what we are—slip from our grasp.





Earlier this year, WWF’s Kevin Kavanagh released the Nature Audit, a pioneering study of the effectiveness of Canada’s efforts to conserve nature.

**The following is an excerpt from a conversation with Kevin:**

**AR: In broad strokes, give us an idea of what you’re trying to do with the Nature Audit.**

**KK:** The Nature Audit seeks to re-align conservation investment in Canada. It outlines in a very clear way where we can get the best-value-for-dollar across three strategies: protecting what we’ve got where we’ve still got it; managing human activity (such as forestry, mining, oil and gas and commercial fishing) to the highest international standards;

and restoring nature where it has been degraded or lost.

**AR: Is the Nature Audit a one-shot wonder?**

**KK:** Definitely not! There will be more Nature Audits. One every two years, to measure how well Canada is doing, and to make sure WWF is doing its part as well.

**The following is an excerpt from “Nature Under Siege,” the Maclean’s cover story on the Nature Audit, June 2, 2003:**

. . . (O)ur battered planet has many wounds, World Wildlife Fund Canada notes in its first-ever Nature Audit, a 104-page document subtitled Setting Canada’s Conservation Agenda for the 21st Century. The wide-ranging study, borrowing from the world of accounting, tallies Canada’s natural capital. It takes stock of our present-day environmental "equity," and

compares what’s left to the situation prior to European settlement, circa 1500-1600. The Nature Audit concludes that the way we’ve accounted for nature in the past—by basically ignoring its destruction—is a recipe for bankrupting biodiversity. A sort of environmental Enron. . . .

Canada has made significant international commitments. Follow-through is another matter. As WWF-Canada president Monte Hummel puts it, "Promises, promises. I count no fewer than 28 promises to do a better job of

conserving nature in this country, promises made by the government of Canada alone since 1970." Canada pledged to do the right environmental thing with the 1992 United Nations Convention on Biological Diversity. The country reiterated that promise in 1995, by enacting the Canadian Biodiversity Strategy, which lays out a national blueprint for making good on our word. Since then? Some modest progress, but more than 400 species remain at risk in Canada. . . .

The Nature Audit calls on us to:

- > conserve the virtually untouched north
- > better manage northern forests
- > designate more Marine Protected Areas
- > restore habitats to aid species recovery
- > curb invasive species, which cause damage in the billions of dollars annually
- > adopt industry standards that favour environmental protection

- > protect long-lived species that reproduce slowly—everything from carnivores to whales, turtles and yellow cypress trees
- > reduce toxin use and get government approval for safer alternatives

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To read more about the Nature Audit or to download your own copy, go to [wwf.ca](http://wwf.ca).

The message of the Nature Audit is loud and clear.

# INVEST NOW.





# H<sub>2</sub>O

**Saving Canada's oceans,  
lakes and rivers.**

Canada has the longest coastline and the most freshwater of any nation in the world—by far. In terms of conservation though, we as a nation are missing the boat. On land, Canada has over 2700 protected areas. In the water? Less than 10. WWF is out to change this.

Today, WWF is leading the fight to protect Canada's waters. Working with Aboriginal people, coastal residents, other conservation groups, governments and industries, we're on a mission to create a national system of marine protected areas (MPAs).

The biggest threats to our waters? Foreign and domestic over-fishing; damaging fishing practices; aquaculture; oil and gas development; shipping traffic; invasive species; and bilge oil dumping. Our allies in the race to save Canada's waters? Anyone and everyone who cares about the lifeblood of our country.

Photo: courtesy of Staffan Widstrand © 2003 staffanwidstrand.com



## **In the east:**

In addition to our efforts to conserve and protect the Grand Banks, WWF is in the home-stretch in its efforts to protect the Gully, an underwater Grand Canyon off Nova Scotia. Other MPA efforts include the Musquash Estuary in the Bay of Fundy. WWF's crew in Halifax is also hard at work implementing programs to: save endangered leatherback turtles, Northern bottlenose whales and Northern right whales; counteract illegal bilge oil dumping; and solve key issues in Atlantic Canada, such as aquaculture, habitat damage and fisheries bycatch.

## **In the west:**

Working closely with communities on Haida Gwaii/Queen Charlotte Islands, WWF is pressing to establish the proposed National Marine Conservation Area adjacent to Gwaii Haanas National Park Reserve. WWF is also working hard to accomplish new MPAs in the Scott Islands, Bowie Seamount, and the Southern Strait of Georgia. The deep, natural Endeavour Hydrothermal Vents are now an official MPA, the first of what we hope are going to be many victories. But MPAs aren't the whole story on the west coast. Our team is also creating innovative new models of conservation—focusing on market-based conservation partnerships with leading businesses, and co-management with First Nations and other stakeholders.

## **In the north:**

The Beaufort, Bering and Chukchi Seas together form a Global 200 ecoregion—one of WWF's top priority areas for biodiversity. Efforts are underway to create a network of MPAs in the Canadian Beaufort, before further leasing or extraction of oil and gas deep beneath the seafloor. This would include protection for key marine areas like the Cape Bathurst polynya, seal/polar bear concentrations, and beluga summering/staging areas. WWF is also working with Inuit to deliver a network of MPAs in all of Nunavut's marine natural regions.

## **In the centre:**

Lake Superior National Marine Conservation Area (NMCA): After years of WWF work at every level to have this pristine area protected, the next-to-final bridge has been crossed: the Government of Ontario announced it is transferring 1 million hectares of the lakebed, plus 6,000 hectares of unprotected islands and shoreline to the Federal Government, allowing Parks Canada to establish an NMCA. This will be the world's largest freshwater reserve(!), home to woodland caribou, bald eagles, peregrine falcons, freshwater fish and the deepest, clearest freshwater in the world.

## **In the south:**

WWF-Canada is celebrating its fifteenth year of working in Cuba on behalf of the entire WWF network. Cuba's four Global 200 ecoregions make it ecologically important to the planet. This past year, WWF brought together experts to develop a science-based plan for a representative network of MPAs, to complement the network of terrestrial areas which covers 22% of the island. WWF also worked with Cuba's National Parks Office to start a conservation project in the Los Canarreos archipelago, one of Cuba's richest marine ecoregions, which will engage 10 agencies in developing sustainable fisheries and tourism in this key area of the Caribbean.



# IT'S BIG. IT'S BEAUTIFUL. IT'S BOREAL.

**How a shared vision will help save the largest forest ecosystem in the world.**

WWF is a lead partner in the Canadian Boreal Initiative, a sweeping vision to conserve 500 million hectares of forest, an area half the size of Canada. In the conservation business, this kind of scale is unprecedented. Anywhere in the world.

WWF is part of an all-star cast of First Nations, conservation groups, and industry giants. Together we will be a force for nature.

Our shared goal is to reserve at least 250 million hectares of Boreal forest in highly protected areas with no industrial activity; and to ensure that development activities in the rest of the Boreal are managed to the highest international standards, be they mining, oil and gas, or forestry. The result? A forest where wildlife and the forest ecosystem can survive forever, in harmony with forest-dependent communities.

Today, there are 120 million hectares of forest allocated to forest companies in Canada. Our ultimate objective is get every last hectare certified. Over our first three years of promoting the international standards of the Forest Stewardship Council (FSC), we've made excellent headway. Now we have solid partnerships; exceptional forest research; proven case studies; and our first 4 million hectares of certified forest. Now the race begins. We're targeting 30 million hectares by 2005.

With the most intact forest and the biggest forest industry in the world, Canada has more to gain from practising responsible forest management than anyone. And the most to lose if it doesn't.

## **Signed, sealed and delivered.**

WWF's committed FSC partners: Tembec, Alberta-Pacific, IKEA, The Home Depot, Iisaak Forest Resources, NorskeCanada, Westwind, Nipissing. WWF's committed partners on High Conservation Value Forests: All the above, plus Algonquins of Barriere Lake First Nation, Lignum, Abitibi-Consolidated.



This past year, WWF's Conservation Science and Solutions Fund awarded 77 grants supporting projects worth \$1.4 million, furthering the science, education and advocacy efforts of local conservationists across the country. Underwriting projects to save species is WWF's raison d'être, and it still accounts for a significant amount of the work we do.

**Species recovery:** WWF awarded \$694,000 to 54 Endangered Species Recovery projects from coast to coast to coast.

**Habitat protection:** WWF awarded \$675,000 to 14 habitat protection projects. These efforts were in aid of MPAs, temperate rainforests and the northern boreal forest and will have lasting impacts on populations of grizzly bears, wolves, woodland caribou and salmon.

**Ringed Seal Satellite Tracking Project in the Canadian Beaufort Sea:** WWF now knows that many ringed seals (previously thought to be relatively sedentary) migrate thousands of kilometres from the Beaufort Sea to the Siberian coast and northern Bering Sea—a finding that underscores the importance of protecting key areas along this entire ocean corridor before oil and gas development.

WWF is supporting efforts to ensure that the ecological integrity of the Muskwa Kechika area is not compromised by oil and gas development. The 6.3 million hectare region in northern BC is home to one of the largest remaining intact predator-prey systems in North America.

In Cuba, WWF is supporting conservation-oriented research on several endangered species and spearheading a Caribbean-wide Hawksbill turtle recovery plan that hinges on putting an end to turtle harvesting, decommissioning the stockpile of shells, and protection of key nesting and feeding grounds.

WWF is initiating partnerships with major tourism companies in Cuba to prevent the acute impact tourism has had on many coastal and marine ecosystems in the region, thus safeguarding endangered species such as marine turtles, manatee, and the habitats on which they depend.

**Saving Species.**

# IT'S IN OUR DNA.



# TOXIC SHOCK.

## Reducing Toxic Pollution.

Chemicals that are toxic by design—such as insecticides, herbicides and fungicides—are released into the global environment in staggering amounts.

Many of these are endocrine disrupting chemicals that interfere with hormonal activity—and threaten many species, from salmon and bears to whales and humans.

- > WWF's Global Toxic Chemicals Initiative is pushing hard for ratification of the UN Stockholm Convention banning the most deadly, persistent pollutants that endanger virtually every species, ecosystem and community on Earth.
- > WWF, which led the push for reforms, gained important amendments to Canada's 33 year-old federal pesticides law, including mandatory reporting of adverse effects and time-limited registrations.
- > To help farmers reduce pesticide use, build soil fertility and increase market sustainability, WWF is working to gain widespread adoption of ecological farming practices and access to non-chemical pesticides.
- > Canada has a backlog of 23,000 industrial and agricultural chemicals which have not been re-evaluated for decades, so WWF is pressing for harmonization with the EU's aggressive new chemicals policy proposal.
- > Toxins such as PCBs, dioxins and brominated flame retardants, delivered to the Arctic by prevailing winds, are working their way up the arctic food chain with disturbing results. In Nunavut, WWF works with Inuit hunters to tap into traditional knowledge and gather field observations of wildlife health, and collect tissue samples from harvested marine animals for chemical and histological analysis. Together with circumpolar Inuit organizations, we'll use these findings to lobby for elimination of these toxins from the environment.

## WWF's global push to turn down the heat.

WWF has been active in all the key moments of the climate change debate—highlighting the scientific basis for action, convincing companies to move forward, engaging the public, and pressuring governments to sign the Kyoto Protocol, including Canada.

- > WWF has launched a sustained climate change campaign to ensure industrialized nations start the process of turning down the heat. The scope of WWF's global program is unprecedented. In over 30 countries, we're pressing for fundamental international and national policy changes; helping industry improve its performance; mobilizing the public to take action; and documenting the impacts of climate change.
- > WWF continues to lead the field in publicizing the impacts of climate change on biodiversity. In Canada, our research shows climate change is already taking a dramatic toll on the Arctic. With the Arctic ice melting, we suspect polar bears are finding it more difficult to find seals for food.
- > Swoosh. WWF is signing up one multinational after another for its Climate Savers program. Leading companies such as IBM, Johnson & Johnson, Polaroid, Lafarge and Nike are working to dramatically reduce their CO<sub>2</sub> emissions worldwide.

# CLIMATE CHANGE.



# THE POWER OF ONE.

While we believe that one person can change the world,

# THE POWER OF MANY.

we also believe that 60,000 people can change it a whole lot faster.



Just as small streams eventually make the Mackenzie River, the contributions of WWF members add up to a substantial flow of support. Our work to protect species on vast landscapes and seascapes relies on the generosity of the following individuals, foundations, corporate partners, governments and organizations.

\* Denotes members of WWF's Northern Stars Circle—a special group of supporters who give annual sustaining gifts of \$1,000 or more.

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**You Give. You Save.**

**Adopt a tiger for someone you love.**

How you can give an adorable gift and help save tigers at the same time!

WWF's tiger adoption program is a unique way to help protect tigers. When you adopt a tiger, you are helping to fund WWF's conservation work. You will receive a certificate of adoption and a photo of the tiger you have adopted. You will also receive a letter from the tiger's caretaker.

Adopting a tiger is a great way to show your love for tigers and help protect them. You will receive a certificate of adoption and a photo of the tiger you have adopted. You will also receive a letter from the tiger's caretaker.

[www.wwf.ca/help](http://www.wwf.ca/help) or call 1-800-3-SAVE-400

WWF logo



**We're fighting to protect all species. Including our own.**

It's not just the animals that are in danger. It's us too. Our children are the future. They are the ones who will inherit the planet. We need to protect it for them. We need to protect it for all species. Including our own.

WWF logo



**Doesn't our mother deserve some respect?**

WWF logo



**WHY WAIT FOR THE ELEVATOR WHEN YOU CAN TAKE THE STAIRS?**

WWF logo



**Here's what a company like NorskeCanada is doing for the environment:**

What's your company doing?

In December 2002, NorskeCanada—the third largest uncoated groundwood paper company in North America—signed a licensing agreement with World Wildlife Fund Canada, committing the company to helping WWF further its ambitious goals in the areas of forest conservation and the responsible production of paper.

NorskeCanada was among the first major pulp and paper companies to implement chain-of-custody according to Forest Stewardship Council (FSC) standards and has completed one of the largest industrial runs of FSC-certified newsprint in North America.

NorskeCanada is participating and investing in WWF's Pacific Region Strategy to further terrestrial and marine conservation in B.C. through 2003. This will result in new forested and marine protected areas, as well as improved forest management practices on the intervening working landscape.

NorskeCanada is leading the development of papers with a lower basis-weight, resulting in significant reduction of fibre input per unit of paper.

NorskeCanada is helping to develop a 'value-chain proposition' linking WWF, NorskeCanada, a forest company supplying fibre to a NorskeCanada mill, and a high-profile NorskeCanada customer. Certification of well-managed forests, efficient use of wood fibre, greenhouse gas emission reduction and pollution control will all be part of the value-chain proposition.

NorskeCanada has committed to exploring additional FSC chain-of-custody certifications at three of the company's mills, in keeping with the current chain-of-custody in place at its Elk Falls division.

NorskeCanada will sponsor WWF's Global Forest and Trade Network (GFTN), including the GFTN/US-AD Sustainable Forest Products Alliance. The Alliance will help forestry companies in developing countries eliminate illegal logging and raise their forest management practices to FSC standards.

WWF helps companies do better every day. To find out more, call Chris Hyde, President 416.499.4567 ext. 341.

WWF logo

# MORE STORY TELLING. BETTER STORY TELLING.

Growing our funding base comes down to attracting and bonding with Canadians. If we can bring Canadians closer to nature, show them how our work is effective and relevant to their lives, and give them hope, we have a much better chance of recruiting the kind of support WWF really needs.

Getting our story told requires touching Canadians as much as possible, whether it's through donor programs, newsletters, publicity, advertising, television programming, special events or the web.

## 2003 highlights

WWF receives \$1.4 million in donated ad space and the equivalent of \$2 million in space on a variety of web sites – from AOL, Sympatico, Lycos and MSN.

The Canada Life Assurance Company and the CN Tower continue to be model partners by supporting our conservation initiatives and by continuing

their title sponsorship of WWF's annual Canada Life CN Tower Climb for Wildlife.

This year's climb attracts over 4,000 climbers and cracks the \$500,000 mark for the first time, despite the SARS crisis.

Swiss Herbal Remedies continues its sponsorship of WWF's compelling Direct Response Television special, helping us tell our story to over 4 million Canadians.

Canadians double their wildlife adoptions. WWF's adoption program brings in a record \$1.2 million.

WWF's Wildlife Rescue Team jumps to a record 19,500 members, each of whom join our monthly contribution program.

WWF's Schools for Wildlife program delivers compelling educational materials to 5,700 schools and youth groups, helping tens of thousands of kids take action for a living planet.



# AN ACTIVE BOARD? UNDERSTATEMENT.

WE DON'T HAVE A SINGLE BOARD MEMBER WHO ISN'T A DOER. EVEN THE SECRETARY'S ONE.

A special thanks to our board for giving so much of their time, energy and expertise.

**PATRON**

HRH Prince Bernhard  
of the Netherlands

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Conservation for the long-term...

# FINANCIAL STEWARDSHIP FOR THE LONG-TERM.

WWF takes its financial stewardship responsibilities as seriously as its conservation commitments. We are dedicated to sound oversight of the contributions entrusted to us by our donors and supporters, including individuals, families and foundations, corporations and governments.

The most important measure of our successful use of donors’ gifts is conservation success. 2003 has been a year of achievement, and the organization is on the cusp of remarkable things.

That said, there are two things donors and supporters should know: this year saw a decline in revenue compared to last year; our fundraising and administrative costs reached 21% of revenues.

It was a challenging year for fundraising, but we have targeted a substantial increase for next year. To do more conservation, we need to raise more money. End of sentence. We are fully committed to doing this.

The ratio of our fundraising and administration costs to revenues has increased for two reasons: our revenues declined, making the cost ratio greater; and, as part of our long-term growth strategy, we have invested in greater fundraising capacity and a stronger support structure. Significant returns on these investments are forthcoming.

Our budget for 2004 plans for our fundraising and administration costs to fall back below 20% of revenue. Our long-term strategy aims for continued improvement in this regard.

Like our approach to conservation, our approach to financial stewardship is far-sighted and strategic. We’re in this for the long-term.

We provide detailed stewardship reports to all major donors on the conservation activities their funds have supported, accounting for the expenditure of their moneys and highlighting the conservation gains achieved through their funding.

WWF has strict financial controls in place. Each year, a professional independent audit of WWF is undertaken and published for all to see.





Report of the Vice President,  
Finance & Administration

In fiscal 2003, our donation revenues declined compared to 2002. The principal reason was a decline in government grants of \$0.6 million, as a result of the windup of the Millennium granting program in 2002. The balance of the decline relates to fewer donations from foundations and less project funding received from within the WWF network. Donations in kind increased 25% because we received significant donations of media space in support of The Nature Audit, which was released in June 2003. Investment earnings continued to reflect the poor stock market conditions. Losses of \$360,000, net of provisions made in 2002, were incurred. However, as of June 30, 2003, the market value of our investments exceeded cost by \$300,000 reflecting recent improvements in the market. Income earned on endowment investments and operating funds remained the same as in 2002 at approximately \$440,000, notwithstanding a small decline in the overall funds invested.

Despite these challenges on revenue, we increased our conservation expenditure in 2003 to \$12.9 million—an increase of 8%—based on funds carried over from the preceding year.

Most conservation programs are not undertaken until specific funds or pledges have been received. As a consequence, we need to maintain enough funds on hand to enable us to make commitments on the various projects and programs. Furthermore, spending of funds received extends over time, often beyond twelve months. At June 30, 2003, our restricted operating funds total \$3.8 million.

Unrestricted operating funds, used to support ongoing operations, have declined slightly reflecting the cost of our continued focus on building robust fundraising and administrative structures which will support greater levels of conservation achievement in the future.

Our summarized combined financial statements are included in the Annual Report. Anyone wishing to receive a copy of the full audited statements may do so by contacting WWF-Canada's Finance department.

Grahame J. Cliff

Grahame J. Cliff, CASeptember 12, 2003

Auditors' Report

To the Members of World Wildlife Fund Canada and World Wildlife Fund Canada Foundation

The accompanying summarized combined statements of financial position and operations and changes in fund balances are derived from the complete financial statements of World Wildlife Fund Canada and World Wildlife Fund Canada Foundation as at June 30, 2003 and for the year then ended. In our auditors' report on the complete financial statements dated September 5, 2003, we expressed a qualified opinion because we were unable to satisfy ourselves concerning the completeness of a portion of revenue from fundraising. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized combined financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position and results of operations, reference should be made to the related complete financial statements.

PricewaterhouseCoopers LLP

PricewaterhouseCoopers LLPSeptember 5, 2003  
Chartered Accountants

Summarized Combined  
Statement of Financial Position

(in thousands of dollars)  
As at June 30

	2003	2002	2001
ASSETS			
Current Assets	\$ 6,235	\$ 7,084	\$ 6,130
Investments at cost	7,569	7,408	6,611
Capital Assets	593	547	560
	\$ 14,397	\$ 15,039	\$ 13,301
LIABILITIES			
Current Liabilities	1,011	759	246
TOTAL ASSETS & LIABILITIES	\$ 13,386	\$ 14,280	\$ 13,055
FUND BALANCES			
Operating Funds			
Unrestricted	754	835	989
Restricted	3,780	4,288	3,270
	\$ 4,534	\$ 5,123	\$ 4,259
Endowment Funds	7,433	7,408	7,190
Planned Giving Fund	826	1,202	1,046
Capital Asset Fund	593	547	560
TOTAL	\$ 13,386	\$ 14,280	\$ 13,055

Summerized Combined Statement of  
Operations and Changes in Fund Balances

(in thousands of dollars)  
For years ended June 30

	2003	2002	2001
REVENUE			
Donations and Grants	\$ 13,133	\$ 14,031	\$ 14,381
Donations in kind	1,354	1,078	-
Marketing and Events	1,160	1,222	1,123
Investment Earnings	82	209	1,064
TOTAL REVENUE	\$ 15,729	\$ 16,540	\$ 16,568
EXPENSES			
Program Implementation	\$ 5,242	\$ 5,051	\$ 3,741
Research and Grants	2,838	2,923	3,743
Conservation Awareness	4,837	3,996	2,715
Lobbying	148	118	32
Fundraising and Admin.	3,346	3,062	2,076
Amortization	212	165	232
TOTAL EXPENSES	\$ 16,623	\$ 15,315	\$ 12,539
Excess of revenue over expenses	\$ (894)	\$ 1,225	\$ 4,029
Fund balances, beginning of year	14,280	13,055	9,026
Fund balances, end of year	\$ 13,386	\$ 14,280	\$ 13,055
Excess of revenue over expenses comprises:			
Operating Activities	\$ (590)	\$ 149	\$ 2,336
Capital Funds	\$ (304)	\$ 1,076	\$ 1,693





If you think this is an impressive dress rehearsal...

WWF-Canada

Over 1,000 new protected areas on land

Over 40 million hectares of protected forest

Over 4 million hectares of FSC-certified forest

Over 500 endangered species field projects

29 species-at-risk downlisted

Over 50 Inuit and First Nations partnerships

<< The largest freshwater reserve in the world



A large school of beluga whales swimming in dark water, with the text "BUY A TICKET." overlaid in large white letters.

BUY A TICKET.



Conservation can't wait.



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**Double click.** If you'd like detailed information about any of the topics discussed in this report, please call 1-800-26-PANDA, or go to [wwf.ca](http://wwf.ca) or e-mail [panda@wwfcanada.org](mailto:panda@wwfcanada.org).

**Think big. Think tax receipt.** WWF-Canada is a federally registered charity (No. 11930 4954 RR001), and a national organization of World Wide Fund for Nature, headquartered in Gland, Switzerland.

**World Wildlife Fund Canada**  
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