



1.0 Big Vision. Big Results. And a big thank you to our dedicated donors.

For 38 years, WWF-Canada has focused on results: saving species, protecting habitat, and maintaining communities. This year was no exception.

- As a direct result of our advocacy, stiff new legislation will deter ship owners from illegally dumping bilge oil, saving hundreds of thousands of seabirds each year. By increasing penalties and making shipping companies responsible for the actions of their ships, Canada's legislation is now as strong as the world's leading countries.
- In Atlantic Canada, we helped to push four new Marine Protected Areas to the public consultation stage. That means 7,860 hectares of key habitat are poised on the brink of full protection: Musquash Estuary in New Brunswick, Basin Head in PEI, Eastport in Newfoundland, and Gilbert's Bay in Labrador.
- In British Columbia, we directly reached more than a thousand children, youth, parents and tourism operators through class presentations, public events, and interpretive programs promoting marine stewardship and awareness.
- Our promotion of sustainable forestry continued to reap results, with roughly four million hectares of forests certified to FSC standards in 2004/05, and 166,000 hectares of protected areas identified, deferred or established.
- In the Northwest Territories, we worked closely with Aboriginal communities to identify more than three million hectares of outstanding wilderness for protection, and we helped to secure \$9 million in federal funding to implement the Mackenzie Valley Protected Areas Strategy Action Plan.
- At a key international conference on trade in endangered species, the WWF TRAFFIC team – including Canadian staffer Ernie Cooper – was able to achieve every conservation goal it set, protecting thousands of plants and animals around the world.

Behind each exciting success are often years of effort: painstaking scientific analysis, patient building of long-term partnerships, and dogged campaigning to make conservation happen.

That's all possible because of you. It's your ongoing investments that enable us to dream big and to take on lasting and effective conservation projects where the payoff could be years down the road – like developing a comprehensive marine strategy for Canada's Pacific region, restoring the Grand Banks or finding practical methods to address climate change.

So thank you for contributing to this year's achievements ... and for sharing our vision of achievements to come.

M.J. (Mike) Russill, President and CEO
R.B. (Biff) Matthews, Chairman



1.1 Who We Are

World Wildlife Fund is one of the biggest conservation organizations in the world, operating in more than 100 countries and raising US\$380 million each year.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future where humans live in harmony with nature. We're working to conserve biological diversity, to make sure that renewable natural resources are used sustainably, and to reduce the pollution and wasteful consumption that is taking its toll on species and landscapes around the world.

Since 1967, we've been doing that here in Canada. Today WWF-Canada has more than 60,000 members, 82 staff in five regional offices, and annual revenues totaling more than \$18 million.

We've helped to down list 23 wildlife species from Canada's Species at Risk list, and spurred the creation of over 1,000 new wilderness areas — more than doubling the amount of protected area across the country.

But we're not resting on our laurels. There are still millions of hectares of rich, unique spaces that need protection, hundreds of species at risk, natural resources that are being squandered when they could be carefully stewarded, and once-vibrant ecosystems that are begging to be restored.

Conservation can't wait.



1.2 How We Work

At WWF-Canada, we've been conserving nature for decades – and we've learned what it takes to do it well.

Strategic focus: We focus our efforts where we can make the greatest impact: on biologically outstanding habitats, identified through robust scientific analysis. That means our priorities lie in nine specific regions, clustered in Atlantic Canada, the Pacific Coast, and the Mackenzie River Basin.

Global perspective: We're part of an international organization with almost 4,000 staff in more than 100 countries. That gives us an impressive network of expertise to draw on and a powerful voice to address conservation issues that cross national boundaries.

Non-partisan partnerships: Conservation takes cooperation. Our reputation for fair-mindedness allows us to forge alliances with First Nations, industry, government, communities and other conservation groups to tackle the complex problems.

Integrated approach: We know that conservation is inextricably linked with social, economic and cultural issues. Truly sustainable solutions must meet local needs, so we invest the time to build trust, develop relationships and forge strategies that will work for everyone.

Long-term results: Ultimately, it all boils down to lasting results. We measure our success in species saved, habitats protected, and communities maintained – now, and for generations to come.



2.0 Our People

For the people who work at WWF-Canada, conservation isn't just a job, it's a passion. And along with that passion, they bring tremendous expertise.

Our conservation staff consists of wildlife biologists, ecologists, botanists, geographers, GIS analysts, toxicologists, policy analysts and seasoned campaigners, often with several decades of experience in boardrooms, town halls and political backrooms – as well as in the field.

Our equally committed administrative personnel manage a budget of more than \$18 million, maintain our broad base of members and donors, communicate WWF-Canada's message, and keep our 82-person organization running smoothly and efficiently.

We're particularly fortunate to have a very active and dedicated Board of Directors and regional councils whose members put their time, energy and breadth of expertise to work for WWF-Canada, providing oversight and guiding our strategic direction.



2.1 Board of Directors

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WWF-Canada 2005 Annual Report

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2.3 WWF-Canada Past Chairs

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1989-1993

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1993-2000

Michael de Pencier
2000-2003



3.0 Key Regions

At WWF, we take a strategic approach to saving nature. That's why we set out to rank the earth's most biologically outstanding terrestrial, freshwater and marine habitats, based on the best possible scientific data.

The result was the identification of the Global 200 Ecoregions – 238 regions across the world where conservation is most critical, and where our work will yield the greatest payoffs.

Canada is home to nine of the Global 200 Ecoregions, clustered mainly in the marine waters of Atlantic Canada, coastal British Columbia, and the boreal forest of the North, especially the Mackenzie River Basin. That's where you'll find us working.

You'll also find us in Cuba's four Global 200 Ecoregions. Because of our 20-year history of collaboration to protect Cuba's biodiversity, coupled with the strong diplomatic ties between our two countries, WWF-Canada takes the lead in Cuba on behalf of WWF International.



3.1 Northwest Atlantic Ecoregion

This region is home to more than 20 million seabirds that overwinter on the Grand Banks, 17 species of whales, and magnificent spaces such as the Gully, eastern North America's largest underwater canyon.

Yet over-fishing, bycatch, bilge oil dumping, and the destruction of habitat caused by fishing gear have degraded one of the most productive marine ecosystems in the world.

Ecoregion conservation is about thinking big. That's why WWF-Canada is working with our partners to develop a vision for the Northwest Atlantic Ecoregion that identifies immediate conservation priorities, such as sensitive species or unique spaces, and sets long-term goals to guide our work.

Highlights of 2005

- As a direct result of our advocacy, stiff new legislation will deter ship owners from illegally dumping bilge oil, saving hundreds of thousands of seabirds each year and making Canada's legislation as strong as the world's leading countries.
- We helped push four new Marine Protected Areas in Atlantic Canada to the final public consultation stage. New Brunswick's Musquash Estuary is one of the last intact salt marshes in the Bay of Fundy; a unique strain of Irish moss is found in PEI's Basin Head; Eastport is the site of successful lobster conservation efforts; and Gilbert's Bay in Labrador is home to a unique population of cod.
- Our new brochure *Grand Banks, Grand Opportunity* is raising awareness and getting stakeholders involved in Grand Banks conservation.
- Our comprehensive review of bycatch on the Grand Banks will help us prevent the maiming and killing of marine mammals and fish that accidentally become ensnared by fishing nets and longlines. Meanwhile, an international "Smart Gear" competition organized by WWF resulted in three new winning solutions to reduce bycatch.

Thank You

Thanks to AGF Management Ltd., The J.M. Kaplan Fund, Inc., The Pat and John McCutcheon Charitable Foundation, The Donald R. Sobey Foundation and other generous donors for supporting our Atlantic marine work.

Coming Next

Each year thousands of tonnes of banned species such as cod are accidentally caught in fishing nets. WWF-Canada is working to cut these numbers in half by 2007 and promote "smarter," more selective fishing gear.



“These wasteful, shameful deaths are unacceptable,” said federal Environment Minister Stephane Dion of the 300,000 seabirds killed each year by bilge oil dumping. He was announcing the proclamation of Bill C-15, one of the big conservation success stories of 2005 ...

3.1.1 Putting a Stopper on Bilge Oil Dumping

It was a moment to savour. The passing of Bill C-15, after more than three years of hard work by WWF-Canada, spells an end to the death of 300,000 Atlantic seabirds each year from bilge oil dumping.

Under the new federal legislation, every master, chief engineer, owner and operator became responsible for making sure bilge waste is treated legally and safely at processing centres in port – and transgressors face much stiffer penalties.

Vessels over 5,000 dead weight tonnes found guilty of dumping bilge oil in Canadian waters now face a minimum fine of \$100,000 for a summary conviction and \$500,000 for an indictable offence. These minimum fines bring Canada’s penalties in line with fines in the United States.

The federal government also pledged \$3 million to enforce the recent legislation, and any fines collected will go to the Environmental Damages Fund.

“This will send a strong message that Canadian waters are no longer a dumping ground for irresponsible players in the global shipping industry,” said Dr. Robert Rangeley, WWF-Canada’s Marine Program Director for Atlantic Canada.



"It is the relationship between the ocean, the land, and the people that makes us who we are."

– Marjorie Greensides, Community Developer, Sointula BC

3.2 Northeast Pacific Ecoregion

Located in one of the world's richest areas of primary productivity, the Northeast Pacific Ecoregion is home to a stunning diversity of species, along with globally unique habitats like the Hexactinellid sponge reefs.

Because the ecosystems here are still relatively untouched by development, we have an opportunity to avoid many of the conservation problems that plague other parts of the world. Our goal is to develop a collaborative, community-supported, science-based vision for the region – one that is environmentally, culturally and economically sustainable.

Highlights of 2005

- WWF-Canada's Prince Rupert office directly reached more than a thousand children, youth, parents and tourism operators through class presentations, public events, and interpretive programs fostering marine stewardship and awareness.
- We promoted integrated management on several fronts: helping to delineate the boundary of Fisheries and Oceans Canada's Large Ocean Management Area on the west coast, and creating and distributing a fact sheet on the ecological, economic and cultural highlights of the region.
- We spent more than three years establishing a network of volunteers to monitor environmental health, this year securing funding for a half-time network coordinator.
- Haida Gwaii is another step closer to developing a local marine use plan, thanks to the third in a series of community discussions that we facilitated.

Thank You

None of this would be possible without the steady support of N.M. Davis Corporation, the Weston/Loblaw Group of Companies, NorskeCanada (now Catalyst Paper), The Home Depot, the R. Howard Webster Foundation and other generous donors who support our Pacific program.

Coming Next

Marine conservation in BC got a big boost this year when the provincial Liberal government made an election promise to create a network of Marine Protected Areas (MPAs) along the coast. In the coming years, we'll be working with key decision makers at all levels to make sure MPAs are part of the sustainability plan for British Columbia's coast.



On the mist-shrouded islands of Haida Gwaii, humans have depended on the ocean and its resources for millennia. Today, conserving those vital resources begins with public outreach ...

3.2.1 Conserving What We Love

According to Senegalese ecologist Baba Dioum, “we will conserve only what we love; we will love only what we understand; and we will understand only what we have been taught.” That’s the philosophy that drives WWF-Canada’s extensive outreach and education programs on Haida Gwaii (also known as the Queen Charlotte Islands).

More than 25 elementary classes across the islands are using our three-year “Marine Matters” Oceans Education Curriculum to learn about the marine life and ecosystems that surround them.

In the broader community, we’re facilitating marine planning through a series of community discussions in partnership with the Haida Fisheries Program and Parks Canada Gwaii Haanas. This process is also building support for marine protected areas such as the proposed Gwaii Haanas National Marine Conservation Area.

Planning can’t take place without solid information, so we’ve built partnerships with federal agencies to create an atlas of local marine ecosystems and marine use. This data will create the foundation for a community-based Haida Gwaii marine strategy.

And because conservation isn’t a short-term process, we’re promoting awareness and marine stewardship on an ongoing basis by participating in local community events, publishing articles and bulletins, and sponsoring speakers’ series. We’ve also created a website (www.marinematters.org) that provides a rich source of information about Haida Gwaii’s marine area and the ongoing community planning discussions.

It’s all part of a broad-based collaboration involving Fisheries and Oceans Canada, Haida Fisheries Program, Gwaii Haanas National Park Reserve and Haida Heritage Site, Haida Gwaii Marine Resources Group Association, the local chapter of Roots & Shoots, and QCI Recreation.



“Northern communities want the chance to identify and protect natural areas important to them now, while they still can.”

– Peter Ewins, WWF-Canada Arctic program

3.3 Mackenzie River Basin

The Mackenzie River’s watershed is the largest in Canada, and its northern reaches are virtually pristine.

For many years, there have been plans to build a gas pipeline in the Mackenzie Valley. Thirty years ago, Northwest Territories residents opposed those plans. Now, many feel the region is ready for industrial development – but only if it’s done right, stewarding the land and resources for future generations. We agree.

WWF-Canada believes a network of protected areas must be established before natural gas reserves are developed, and that network must protect key wildlife habitats and culturally significant areas and adequately represent all the distinct natural regions that will be affected by development.

Highlights of 2005

- After more than a year of advocacy and negotiation, WWF-Canada helped to secure \$9 million in federal funding for the Mackenzie Valley Protected Areas Strategy’s five-year Action Plan, which will allow communities to conserve key areas before pipeline development.
- We worked closely with First Nations to identify more than three million hectares of outstanding ecological and cultural areas for protection in the Northwest Territories.
- Along with the other conservation groups involved in the Protected Areas Strategy, WWF-Canada has committed to raising 33% of the funds needed to implement the Action Plan.

Thank You

With the strength of supporters like The Molson Foundation, Suzanne Ivey Cook, CIBC, N.M. Davis Corporation, Salamander Foundation, Jackman Foundation and other generous partners, our work with communities in the North can continue to yield strong results.

Coming Next

In 2006, WWF-Canada will be launching a Mackenzie River Basin ecoregion project. Our goal: to protect three million new hectares through the Action Plan.



It took more than 40 meetings with government ministers and their staff, and the combined political savvy of former Prime Minister John Turner and former NWT Premier Stephen Kakfwi ... but the result was a \$9-million federal commitment to the Mackenzie Valley Protected Areas Strategy five-year Action Plan.

3.3.1 A Big Win for the North

Industrial exploration for oil, gas and mineral resources is accelerating rapidly in the Mackenzie Valley, leaving a narrow window of opportunity to protect key natural areas.

Identifying lands with natural and cultural significance to be protected from industrial development will be no easy task, but the Northwest Territories Protected Areas Strategy lays out a path forward.

The Strategy is the product of a unique collaboration led by Aboriginal communities and supported by territorial and federal governments, industry, and conservation organizations including Ducks Unlimited Canada, Canadian Parks and Wilderness Society, and WWF-Canada.

Now, with \$9 million in federal funding secured, it's full steam ahead. "This is a big win for the land and the people of the North," says WWF-Canada board member John Turner.

Already, we've worked closely with eight First Nations communities to identify more than three million hectares for protection. In addition, we are contributing to the development of land use plans for the Sahtu and Deh Cho territories, which together account for more than two-thirds of the Mackenzie Valley portion of the Northwest Territories. The land use plans, constitutionally entrenched in the Sahtu region through the Sahtu Final Land Claim Agreement, are powerful tools to strike a balance between conservation and development before any major industrial development goes ahead.

We still have an opportunity to make development truly balanced in the Northwest Territories, and WWF-Canada is determined to make sure this happens.



3.4 Greater Antilles Marine Ecoregion

For 18 years, WWF-Canada has been helping to conserve Cuba's rich biodiversity.

Cuba is home to key reproduction and feeding grounds for threatened and endangered species like the Hawksbill turtle and the Cuban crocodile. It also provides spawning areas for ecologically and commercially crucial sea life such as various species of finfish, lobster and conch. More than 6,000 flowering plants, 350 bird species and four Global 200 ecoregions are found on this island.

Our work in Cuba began in 1988 with a project to help design and implement a national park in the Zapata wetlands – an important refuge for birds migrating every year between Canada and Cuba. Currently, we're helping to develop a comprehensive network of marine protected areas, with a particular emphasis on coastal zones and coral reefs.

WWF-Canada's ongoing presence here, where foreign influences are often viewed with suspicion, is a testament to our ability to collaborate with local communities and governments to achieve conservation results.

Highlights of 2005

- Thanks to our ongoing efforts, the Cuban government has agreed to carry out a comprehensive planning exercise to update its Marine Protected Area (MPA) system plan for 2008.
- We have provided extensive training to our Cuban government counterparts, boosting the local capacity to draft and implement MPA plans.

Thank You

Our work in Cuba wouldn't be possible without the generous support of Patricia Koval, Rosamond Ivey, The George Kostiuk Private Family Foundation, Canadian International Development Agency (CIDA), The J.M. Kaplan Fund, Inc., and Sherritt International. Thank you!

Coming Next

We're looking forward to the completion of a first draft of Cuba's updated plan for a comprehensive system-based network of MPAs in the near future.



They weigh 40-60 kg, measure almost a metre in length, and are prized for their elaborately mottled shells. But ongoing harvesting of these magnificent marine turtles could lead to their extinction ...

3.4.1 The Hawksbill Turtle

Hawksbill turtles face many threats: the loss of their nesting and feeding habitats, entanglement in fishing nets and lines, pollution, and coastal development.

They are hunted for their eggs and meat, and especially for their carapaces and scales – the source of tortoiseshell for jewelry, ornaments and curios. And despite their protection under the Convention on International Trade in Endangered Species, as well as under many national laws, there is still a disturbingly large volume of global trade in Hawksbill products.

Currently, under Cuban regulations, no more than 500 Hawksbills can be harvested each year, and no tortoiseshell has been exported since 1992. However, these turtles remain critically endangered.

Our goal is to put a complete stop to the harvest, and to the harvesting of all marine turtles here. We've made progress in our discussions with the Cuban government over the past year and our investigation of possible alternatives to the Hawksbill harvest.



4.0 Key Issues

While much of our work focuses on specific ecoregions, we also tackle some of the overarching issues that affect species and habitat regardless of geography.

We're fighting toxic chemicals and climate change across the country, from the Arctic, where melting ice and persistent organic pollutants are harming polar bears and belugas, to the south, where pesticides and coal-burning power plants are just as serious a problem.

We have marine programs on both coasts, and freshwater programs in between. And across Canada, we're working to make forestry more sustainable.



4.1 Marine Issues

Canada has the longest coastline in the world, globally outstanding populations of whales, seabirds, deep-sea corals and other marine life, and some of the most productive fishing grounds in the world.

However, the window of opportunity to conserve these ecological riches is closing fast. Our oceans are showing increasing signs of stress, thanks to continued overfishing, the rapid growth of aquaculture, offshore oil and gas exploration and development, and other forms of coastal development.

Highlights of 2005

- As a direct result of our advocacy, stiff new legislation will deter ship owners from illegally dumping bilge oil, saving hundreds of thousands of seabirds each year and making Canada's legislation as strong as the world's leading countries.
- We helped push four new Marine Protected Areas in Atlantic Canada to the final public consultation stage. New Brunswick's Musquash Estuary is one of the last intact salt marshes in the Bay of Fundy; a unique strain of Irish moss is found in PEI's Basin Head; Eastport is the site of successful lobster conservation efforts; and Gilbert's Bay in Labrador is home to a unique population of cod.
- WWF-Canada has partnered with the University of British Columbia Fisheries Centre to identify and map all the existing Marine Protected Areas in the world and to use this information to identify gaps and priorities for conservation.

Thank You

A big thank you to our marine program supporters: AGF Management Ltd., N.M. Davis Corporation, The Home Depot, The J.M. Kaplan Fund, Inc., The Pat and John McCutcheon Charitable Foundation, NorskeCanada (now Catalyst Paper), The Donald R. Sobey Foundation, the R. Howard Webster Foundation, the Weston/Loblaw Group of Companies and other generous donors.

Coming Next

WWF-Canada's goal is to help establish five million hectares of marine wilderness in Canada to conserve marine species and sustain commercial fisheries. Our top priorities in the coming years are three globally important areas:

- Western Lake Superior, which would be the world's largest freshwater reserve
- Igaliquuuq, on Baffin Island, home to threatened bowhead whales
- Bowie Seamount, part of an undersea mountain chain off the coast of northern BC



At the beginning of 2003, Canada's system of Marine Protected Areas was one of the least developed in the world. Today, that's turning that around ...

4.1.1 Keeping Up the Pace

For years, WWF-Canada has been working to establish a network of Marine Protected Areas (MPAs) that represent the tremendous richness and diversity of Canada's 243,000-km coastline.

MPAs are a critical part of the solution to our national legacy of marine mismanagement. Done properly, they can help restore and sustain healthy ecosystems, which are fundamental to healthy fisheries and healthy coastal communities.

Our many years of work are paying off. In 2003 BC's Endeavour Hydrovents were protected, followed by Atlantic Canada's Sable Gully in 2004. Now with four new MPAs on the brink of creation in Atlantic Canada, the pace is picking up – and we're making sure it doesn't slack.

One of our current priorities lies in the Arctic, on Baffin Island's stunning and pristine eastern coastline. From late summer until the ocean freezes, up to 150 bowhead whales gather to feed at Igaliquuuq, or Isabella Bay, before the long winter. Protecting this critical area will signal hope for this threatened species that was heavily over-hunted by commercial whalers over the past three centuries.

As Canada gets serious about meeting its international commitment to protect marine areas, we're hopeful that our efforts will help Igaliquuuq join the growing network of MPAs from coast to coast.



4.2 Freshwater Issues

Freshwater may be WWF-Canada's newest campaign area, but we're no strangers to the issues. Through our marine campaign, we've been working for years to create a National Marine Conservation Area in northwestern Lake Superior.

And by pushing for Forest Stewardship Council (FSC) certification across Canada through our forestry campaign, we've been ensuring forestry companies protect wetlands and leave buffers around lakes and rivers when they log an area, preventing soil from washing into sensitive bodies of water and keeping fish habitat cool and oxygenated.

Around the world, lakes and rivers are suffering from pollution and overconsumption, while wetlands are disappearing rapidly. According to the 2004 *WWF Living Planet Report*, freshwater species populations plummeted by a spectacular 50% between 1970 and 2000.

As part of WWF's international goal to ensure healthy environmental processes in at least 50 river basins and ecoregions across the world, WWF-Canada will be working to protect 10 million hectares of vital freshwater habitat, using an integrated river basin approach.

Highlights of 2005:

- After four years of consultation, a Regional Advisory Committee established by Parks Canada recommended that the government establish a National Marine Conservation Area in northwestern Lake Superior.

Coming Next

The Mackenzie River Basin will be a major focus of our freshwater efforts in 2006. WWF-Canada is working with forestry companies to achieve FSC certification in the southern part of the basin, and with communities and governments to complete a network of protected areas in the northern part. We'll also investigate a number of potential threats to its freshwater ecosystems, including climate change and industrial demand from the oil, gas and agricultural sectors.



It's one of the most spectacular freshwater coastlines in the world, according to WWF-Canada's President Emeritus Monte Hummel. Soon it will be one of the largest freshwater protected areas in the world.

4.2.1 A Marine Conservation Area in the Making

We're nearly there! After four years of consultation, a Parks Canada Regional Advisory Committee recommended creating a 10,732-square-kilometre National Marine Conservation Area (NMCA) in the northwest waters of Lake Superior. Almost 80 per cent of local respondents supported the proposal.

The proposed NMCA – which encompasses 13 per cent of the lake – is dominated by steep cliffs of the Canadian Shield. Here you'll find bald eagles, threatened peregrine falcon and world-renowned coastal brook trout.

Great blue herons, ring-billed and herring gulls, double crested cormorants and white pelicans frequent these waters, while wolves, bears, caribou and moose roam the land. Arctic and alpine flora grow on coastal land and islands, and some of the earth's earliest life forms are extremely well preserved as microfossils.

A traditional aboriginal fishing grounds, Western Lake Superior also includes First Nations cultural and spiritual sites.

The next steps will be negotiating a federal/provincial agreement to proceed with designation, and continuing to consult with local communities, First Nations, businesses and resource users to implement a management plan.

It's been many years in the making, but when the final steps are completed, the Lake Superior National Marine Conservation Area will be the largest freshwater reserve in the world.



4.3 Forests for Life

Canada is home to more than a tenth of the world's forests, including 30 per cent of the boreal forest. WWF-Canada is working to protect, manage and restore that precious endowment. Our goal is to protect three million hectares of forest landscapes in the commercial forest zones by 2007. We're also committed to ensuring that 30 million hectares are certified to Forest Stewardship Council (FSC) standards, guaranteeing that they will be sustainably managed. Already, 20 million hectares are either being audited or have achieved certification.

Highlights of 2005

- WWF-Canada has collaborated with First Nations communities to identify over 14 million hectares of candidate protected areas.
- Thanks to our ongoing promotion of the Forest Stewardship Council, three forestry companies that together manage 30 million hectares of public forest have committed to FSC certification, the most widely endorsed and rigorous forest certification system in the world. About four million hectares of forests were certified to FSC standards in 2004/05, and Canada is now the world leader in FSC-certified forest area.
- As a result of FSC certification, 166,000 hectares of protected areas were identified, deferred or established.
- Together with the Forest Products Association of Canada, we helped to develop High Conservation Value Forests protocols and protected areas planning tools to help forestry companies identify the most valuable areas of biodiversity within their tenures.

Thank You

These stellar accomplishments were possible thanks to our partnerships with FSC-Canada, conservation organizations, and Tembec, Domtar, Alberta-Pacific and other forward-thinking forestry companies who are working hard to achieve sustainable forestry goals.

Thanks go as well to unflagging donors like The Richard Ivey Foundation, FPAC, SAJO and other generous partners.

Take Action

Look for the FSC logo when you buy wood or paper products. Sustainably managed forests need your support!

Coming Next

Expect another 8 million hectares to be certified by June 2006, putting us more than halfway to our 2007 goal of 30 million hectares, with audits for another 5 million hectares clearly underway.



What does it take to be a WWF Leader for a Living Planet? If you're Tembec's Frank Dottori, the answer is the vision and tenacity to transform forestry in Canada ...

4.3.1 Catalyst for Change

In June 2005, Frank Dottori was presented with a WWF Leaders for a Living Planet award, an honour reserved for outstanding individual contributions to conservation goals.

Since he co-founded Tembec Inc. in 1973, Frank has become one of the Canadian forestry sector's most progressive thinkers. As its president and CEO, he helped Tembec become the first industrial-scale forestry company in North America to commit all of its woodlands to certification under the demanding social and environmental standards of the Forest Stewardship Council (FSC). In the process, he built the company into a Canadian forestry products leader.

When WWF-Canada approached Tembec in 2001, suggesting that it pilot one woodland to FSC certification, Frank counter-bid, challenging us to help his company achieve FSC standards in all its forest operations.

Today, Tembec has achieved FSC-certification for 5 million hectares, and most of the remaining 11 million are under audit. Frank's commitment not only catalyzed this, but inspired other forestry companies – including giants like Domtar and Alberta-Pacific – to follow his lead.

In 1999-2000, Frank helped to forge an historic conservation agreement with the Government of Ontario, other forestry officials, and leading environmental groups including WWF-Canada, creating more than 300 new protected areas across the province. The agreement included a new "sharing" of the Crown's wood volumes among the forest industry and parks – a world first that continues to generate new protected areas wherever new mills are established.

Frank's leadership also convinced Domtar and Alberta-Pacific to join Tembec in signing on to the Canadian Boreal Conservation Framework, which calls for at least 50% of Canada's 500-million-hectare boreal forest region to be protected.



4.4 Climate Change

Around the world, the heat is on. As the mercury goes up and greenhouse gases emissions continue to grow, we're seeing more violent weather, rising sea levels, melting glaciers and severe droughts that scientists predict could push a million species to extinction within the next 50 years.

One of the biggest climate change culprits is the power sector, which relies on coal and other dirty fossil fuels to generate most of our electricity. WWF's international PowerSwitch! campaign is pushing for a major reduction in coal-burning power plants and a switch to clean power like wind, solar and small hydro in more than 20 countries.

In Canada, the focus is on ensuring the Ontario government keeps its promise to phase out coal-burning power plants, which can only happen if the province dramatically boosts its energy efficiency and its supply of renewable energy.

Highlights of 2005

- More than 4,000 people signed a WWF-Canada petition to Ontario Premier Dalton McGuinty calling on him to keep his promise to phase out the province's coal-fired electricity plants and urging him to invest in renewable energy.

Take Action

Everyone can play a role in cutting greenhouse gas emissions:

- Conserve energy at home and at work to reduce the demand for power generation.
- Sign up for clean, green, renewable power if it's available in your region.
- Encourage local and provincial governments to invest in cleaner power and boost energy efficiency.
- Sign WWF's power pledge
- Take the federal government's One Tonne Challenge

Coming Next

WWF-Canada will be launching a full-fledged climate change program that builds on the international PowerSwitch! campaign. Our goal is to make sure that Canada aggressively implements the Kyoto Protocol and continues to reduce greenhouse gas emissions through a major boost in energy efficiency across the country and in clean, renewable power.



It's the most comprehensive report to date on climate change in the Arctic, and the findings look grim. A big melt has begun ...

4.4.1 On Thin Ice

The proof is incontrovertible. A 2004 report produced by an international team of more than 300 scientists clearly shows that climate change is happening in the Arctic.

In the Western Canadian Arctic, average winter temperatures have increased as much as 3-4°C in the past 50 years, and nearly one million square kilometres of sea ice across the region have already disappeared.

According to the *Arctic Climate Impact Assessment*, the region will warm an additional 4-7°C by 2100. That means warmer winters, earlier break-up of ice in the spring, the disappearance of at least half the summer sea ice in the Arctic, and thinner ice year round. For many polar bear populations and some seal species, that could spell extinction.

Several Inuit communities have already observed emaciated polar bears and caribou and shifts in migration patterns. This data forms part of the Nunavut Wildlife Health Assessment Project – a collaboration between WWF-Canada, Trent University and Inuit communities. The scientific phase of the project will likely link poor wildlife health to climate change and pollution from toxic chemicals.

Ironically, the eight Arctic countries that commissioned the *Arctic Climate Impact Assessment* – including Canada – are responsible for more than 30 per cent of the global carbon dioxide emissions that cause climate change.

In industrialized countries around the world, WWF is challenging the electric power sector to become CO₂-free by the middle of this century. Here at home, WWF-Canada is working as a part of the Ontario Clean Air Alliance to hold the provincial government to its promise to phase out coal-fired generating plants by 2007. That could put Ontario 50 to 80% of the way to meeting its Kyoto target for greenhouse gas reductions by 2010 – and help to slow the Arctic melt.



“Every Canadian is involved in wildlife trade at some level.”
– Ernie Cooper, national representative of TRAFFIC in Canada

4.5 Endangered Species

In 2004, 15,589 species around the world were at risk of extinction, 487 of them in Canada. WWF-Canada is working on two fronts to tackle the issue.

Our national TRAFFIC campaign – part of the world's largest and only comprehensive global wildlife trade monitoring program – aims to make sure that Canadian trade in wild plants and animals does not threaten the global conservation of nature.

We also support dozens of outreach projects each year that directly help to recover Canadian species at risk through our Endangered Species Recovery Fund (ESRF), a collaboration with Environment Canada.

Highlights of 2005

- At a key conference on the Convention on International Trade in Endangered Species (CITES), the WWF TRAFFIC team was able to achieve every conservation goal it set, helping to protect thousands of plants and animals worldwide.
- In 2004, TRAFFIC and the University of British Columbia's Project Seahorse produced a guide to the 33 species of seahorses, helping authorities around the world control the global trade in this species.
- In May 2005, WWF-Canada launched CITES, Eh?, the first comprehensive review of Canada's implementation of CITES since 1988.
- This grant year was the biggest in the ESRF's 17-year history. Over \$770,000 was awarded to 65 projects across Canada to help recover species ranging from sticklebacks and pallid bats to rare prairie plants, freshwater mussels and right whales.

Thank You

Special thanks to Alcan Inc., The McLean Foundation, Inco Limited, Noranda/Falconbridge, Placer Dome Canada and other generous investors for their ongoing commitments to Canadian species.

Coming Next

Our *CITES, Eh?* report makes detailed recommendations on how Canada can improve its implementation of the Convention on International Trade in Endangered Species. We'll be following up on these in the coming year.



It's easy to think that trafficking in endangered species doesn't happen here. But Canada is a significant importer of exotic species, as well as an exporter of native wildlife ... and our CITES enforcement is lax.

4.5.1 Working for a Clamp Down

Canada was one of the first countries to ratify CITES, the Convention on International Trade in Endangered Species that protects more than 30,000 species of animals and plants from over-exploitation.

However, 30 years later, our nation's track record on enforcement leaves a lot to be desired. Less than half of Canada's 50-odd federal wildlife enforcement officers are dedicated to enforcing CITES, and only eight are involved in catching illegal shipments of endangered species into the country.

That's clearly nowhere near enough staff to deal with a booming trade in wild flora and fauna. In 2003, a Manitoba plant nursery was convicted of illegally importing endangered orchid plants. In 2002, Canada imported more than 400,000 kg of frog legs from Vietnam, most of it without the necessary permits. And every year more than 10,000 black bears are exported as trophies.

"The government of Canada needs to provide Environment Canada with the resources to hire at least 100 more wildlife enforcement officers," says Ernie Cooper, Canada's national TRAFFIC representative.

CITES, Eh? – our 2005 comprehensive review of CITES in Canada – makes 34 detailed recommendations to improve administration and enforcement of the Convention. We will be following up on these recommendations in the coming year, pressing the federal government to live up to its international obligations.



*"Mountains of scientific studies demonstrate the problems with pesticides."
Julia Langer, Director, International Conservation Programs*

4.6 Decontamination

WWF-Canada has calculated that at least 50 million kilograms of herbicides, insecticides, and fungicides are used across the country each year. Even at low doses, these have been linked to cancer, as well as problems with reproductive, immune and neurological function.

And pesticides are only one example of the toxic chemicals we're exposed to day in and day out.

Our goals are to eliminate the most hazardous chemicals, especially persistent, hormone-disrupting substances, and create effective systems to manage chemicals so that governments, industry and consumers can make informed, environmentally responsible choices.

Highlights of 2005

- The multi-stakeholder working group we originally convened made good progress in developing a new streamlined regulatory system for "low-risk" pesticides that will facilitate their use, both in agricultural and urban settings.
- WWF-Canada's risk reduction framework was accepted by Agriculture and Agri-Food Canada and key agricultural groups. This strategic tool is now being used to develop plans for reducing the use of high-risk pesticides.
- We launched Biocontrol Files, Canada's only publication dedicated to raising awareness about biological pest management. Our three issues to date, published in cooperation with the Biocontrol Network and Agriculture and Agri-Food Canada, have reached 1,400 contacts in the agriculture and food sectors.
- Our June 2005 report, released in conjunction with researchers from Trent University, suggests that subtle changes in wildlife health are occurring in the Arctic. Scientific analysis of beluga whale, ringed seal and arctic char tissues revealed worrying levels of many toxics such as PCBs, DDT, mercury, fire retardants, and insecticides.
- WWF-Canada put up-to-date information in the hands of Nunavut teachers, helping to create and distribute a resource guide on toxics and their effects on Arctic ecosystems.

Thank You

A big thank you to the Government of Canada for supporting our toxics program.

Take Action

Ditch the toxics! Look for organically grown foods in your local supermarket, health food store or farmers' market. And check out our Green Thumb Guide to Pesticide-Free Gardening.



North and south, city and country – the impact of toxic chemicals is being felt in every corner of Canada. So is our Decontamination campaign.

4.6.1 Urban Victories, Rural Progress

WWF-Canada won another battle against urban pesticides this year – this time at the Ontario Court of Appeal. WWF-Canada and the Federation of Canadian Municipalities were represented by Sierra Legal Defense Fund as interveners in the pesticide industry's challenge of a Toronto bylaw that restricts the use of pesticides on urban lawns and gardens.

The ruling was a victory for the environment and public health, upholding the City's right to control the use of pesticides within its boundaries. It mirrors an earlier Supreme Court of Canada ruling in favour of the Town of Hudson, Quebec, which passed a pesticide bylaw 14 years ago. Now 69 municipalities, including Toronto, have followed Hudson's lead.

But our progress wasn't limited to cities. WWF-Canada has developed a strong relationship with rural canola growers over many years. This year, we launched a pilot program with ten Manitoba growers to cut back on pesticide spraying through an integrated pest management system.

"One of the things that the literature really shows is that farmers working together are always more successful than individual farmers," says WWF-Canada's Julia Langer. As a group, they will also be able leverage more funding from the federal government and pioneer techniques that other canola growers – and all Canadian farmers – can put to use.



5.0 Our Supporters

WWF-Canada couldn't be such a strong voice for conservation without you: our members, donors and volunteers.

More than 60,000 members give us the credibility to sit down with government and industry to craft conservation solutions. And the thousands of signatures on our petitions to create new parkland, to phase out coal-fired power plants, and to put a stop to illegal wildlife trade add up to a real impact.

One glance at our financial figures makes it clear how much we depend on our donors. Whether you bid on an item our Auction for Nature made your first donation to WWF-Canada, organized a fundraising event, or have been a regular, long-time supporter, your contribution makes a difference.

A special salute to our volunteers who put their administrative and clerical talents to work in our Toronto office, make our Canada Life CN Tower Climb for WWF an annual success, or serve on our Board of Directors or regional councils, providing strategic leadership.

Thank you. Your support continues to inspire us – and to protect Canada's rich natural legacy.



5.0.2 WWF Honour Roll

“Mobilizing Millions: building constituencies for conservation” was the theme of the WWF Annual Conference 2005 held in Vancouver – the first time Canada has hosted this international event.

We took the opportunity to recognize long-time WWF-Canada supporters **Canon Canada**, **Glen W. Davis** and the **Ivey family** with Gold Panda Awards at a special dinner.

Frank Dottori, past president and CEO of Tembec, was presented with the WWF Leaders for a Living Planet award for championing FSC certification in Canada. Awards for Conservation Merit went to **Bill Carpenter** for his conservation and community work in the Northwest Territories, and to Cuba’s **Centro Nacional de Areas Protegidas** for expanding protected areas across that country. WWF-Canada’s own receptionist, **Lesley Kahan**, won the WWF International Staff Award for Outstanding Service.

Many thanks to our corporate sponsors and especially to the Barenaked Ladies for a fabulous benefit concert.

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5.0.3 Spectacular Events

Online Auction e-Success

Our inaugural WWF Auction for Nature on eBay.ca was a wild success, raising approximately \$200,000 and increasing awareness about WWF around the world. More than 250 items were donated by a slew of supporters, including Margaret Atwood, Karen Kain, Robert Bateman, Elton John, Joni Mitchell, The Tragically Hip, Sarah McLachlan and Avril Lavigne, all driven by the extraordinary organizing efforts of WWF-Canada board member Michael de Pencier. Thank you to Michael and to our generous product donors and buyers.

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IMG Canada
Jennifer Ivey Bannock
Rosamond Ivey
Suzanne Ivey Cook
Jackson-Triggs Winery
Langdon Hall Country House Hotel & Spa
Kelly Meighen
Ontario Wilderness Vacations/Air-Dale Flying Service
Charles Pachter
Steven Page
Patricia Peacock-Evans
Quark Expeditions



The Raffles Le Montreux Palace
Redtail Golf Course
La Réserve Beauchêne
Ricoh Canada
Chris Roberts
Rogers
Ronna Taub Designs
Shape Fitness
Paul and Laurie Simmonds
Simply RDP
Gordon & Beverley Simpson
Standard Radio
Toronto Film College
UV Pure Technologies
Bill & Janet Young
WWF-US

Stepping Up for Nature

Some sprinted, some panted, but more than 4,000 dedicated individual climbers and 200 corporate teams made it to the top in the 15th annual Canada Life CN Tower Climb for WWF, raising a record \$670,000 – our most successful Climb ever. Thank you to all of our climbers, volunteers and sponsors. See you in April '06!

Canada Life CN Tower Climb for WWF-Canada Donors:

Baskin Robbins
CCR Solutions
CFRB
CN Tower
CTV
The Canada Life Assurance Company
Canon Canada Inc.
Dynamic Mutual Funds
EZ Rock
Eucan
Federal Express Canada Ltd.
General Mills Canada Corp.
Great Blue Heron Charity Casino
Harmony Printing Limited
helitours.ca
Horizon & Co.
Lafarge Canada Inc.
Maclean's
Mix 99.9
Mobile Business Communications Ltd.
Mountain Equipment Co-op
MPH Graphics
Onestop Toronto
The Pepsi Bottling Group
Pizza Pizza
Scotiabank



WWF-Canada 2005 Annual Report

Starbucks Coffee Canada
Sympatico.ca
toronto.com
Toronto Star
Wild On Walls



Financial Stewardship for the Long Term

Although our approach to financial stewardship is far-sighted, we are equally committed to annual, short-term accountability.

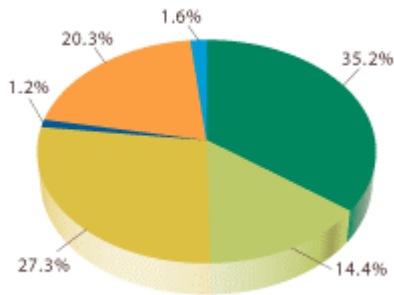
We provide detailed stewardship reports to all major donors on the conservation activities their funds have supported, accounting for the expenditure of their moneys and highlighting the conservation gains achieved through their funding.

WWF-Canada has strict financial controls in place. And each year, an independent audit is undertaken by PricewaterhouseCoopers LLP and published for all to see.

We are pleased to report that revenue in 2005 is 13% higher than 2004, and we have targeted additional growth for the coming year. We are confident we can do this, in part because of the investment we are making in expanding our fundraising capacity and organizational infrastructure. These investments are critical if WWF-Canada's conservation reach is to grow the way we all want it to.

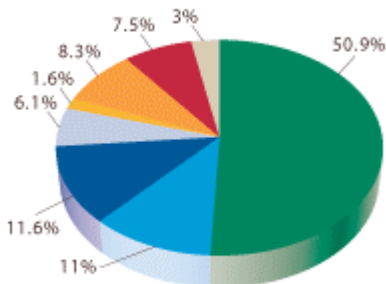
This continued investment in our fundraising capacity and organization infrastructure resulted in our fundraising and administrative (FR&A) costs being 20.5% of revenue. However, increased revenue in future years, when the full impact of our investments is felt, will result in our FR&A costs, expressed as a percentage of revenue, being below the 20% level.

Where the Money was Spent



Conservation Program Implementation	35.2%
Conservation Research and Grants	14.4%
Conservation Awareness	27.3%
Lobbying	1.2%
Fundraising and Administration	20.3%
Amortization	1.6%
Total	100.0%

Where the Money Came From



Individuals - 50.9%	50.9%
Corporations - 11.0%	11.0%
Foundations - 11.6%	11.6%
Government - 6.1%	6.1%
WWF Family - 1.6%	1.6%
Donations in kind - 8.3%	8.3%
Product sales, promotions and fees	7.5%
Investment earnings - 3.0%	3.0%
Total	100.0%



Report of the Vice President, Finance and Administration

It is important to us that our members and our donors feel well-informed about the financial affairs of the organization. To that end, we include the following comments on the financial statements.

- 1) Overall revenue for 2005 at \$18 million is a record. The increase in revenue compared to 2004 is \$2 million. It is worth noting:
 - we had growth in our individual donation revenue from our members and regular annual donors;
 - revenue from bequests was nearly double that of last year; and
 - revenue from major donors (\$10,000 and over) increased substantially.
- 2) We spent a record \$14.3 million on conservation with increases in expenditure related to the Mackenzie River Basin, High Conservation Value Forest work and building our programs on the Pacific Coast.
- 3) We continued to invest in our fundraising structure, which is producing results as our increased donation revenue shows.

Our summarized, combined financial statements are included as part of our annual report. Anyone wishing to receive a copy of the complete audited statements may do so by contacting WWF-Canada's Finance Department.

Grahame J. Cliff, CA
September 6, 2005



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 combined financial statements of **World Wildlife Fund Canada and World Wildlife Fund Canada Foundation** as at June 30, 2005 and for the year then ended. In our auditors' report on the complete combined financial statements dated date, 2005, we expressed a qualified opinion because we were unable to satisfy ourselves concerning the completeness of a portion of revenue from fundraising. In common with many charitable organizations, World Wildlife Fund Canada derives a portion of its revenue from fundraising, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of fundraising revenue, other than planned giving, was limited to the amounts recorded in the records of World Wildlife Fund Canada and we were not able to determine whether any adjustments might be necessary to revenue, excess (deficiency) of revenue over expenses and fund balances. The fair summarization of the complete combined 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 combined 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 each entity's financial position and results of operations, reference should be made to the related complete combined financial statements.

PriceWaterhouseCoopers LLP

PriceWaterhouseCoopers LLP
Chartered Accountants
September 1, 2005

PricewaterhouseCoopers refers to the Canadian firm of PricewaterhouseCoopers LLP and other member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.



Statement of Financial Position

As of June 30, 2005 (in thousands of dollars)

	2005 \$	2004 \$	2003 \$
ASSETS			
Current assets	5,697	5,164	6,235
Investments at cost	7,504	7,515	7,569
Capital assets	722	660	593
	13,923	13,339	14,397
LIABILITIES			
Current liabilities	1,774	935	1,011
	12,149	12,404	13,386
FUND BALANCES			
Operating funds			
Unrestricted	657	507	754
Restricted	2,774	3,151	3,780
	3,431	3,658	4,534
In Trust and Other Capital funds	7,416	7,500	7,433
Planned Giving Fund	580	586	826
Capital Assets Fund	722	660	593
	12,149	12,404	13,386



WWF-Canada 2005 Annual Report

Statement of Operations and Changes in Fund Balances For the year ended June 30, 2005 (in thousands of dollars)

	2005 \$	2004 \$	2003 \$
REVENUE			
Donations and grants	14,680	12,577	13,133
Donations in kind	1,500	1,320	1,354
Product sales, promotions and fees	1,364	1,647	1,161
Investment earnings	535	496	82
TOTAL REVENUE	18,079	16,040	15,730
EXPENSES			
Program implementation	6,462	5,718	5,243
Research and grants	2,648	2,493	2,838
Conservation awareness	5,002	5,039	4,837
Lobbying	217	132	148
Total Conservation expenditure	14,329	13,382	13,066
Fundraising and administration	3,713	3,383	3,346
Amortization	292	257	212
TOTAL EXPENSES	18,334	17,022	16,624
Deficiency of revenue over expenses	(255)	(982)	(894)
Fund balances - Beginning of year	12,404	13,386	14,280
Fund balances - End of year	12,149	12,404	13,386
Deficiency of revenue over expenses comprises			
Operating activities	(1,364)	(1,608)	(1,325)
Capital funds	1,109	626	431
	(255)	(982)	(894)