



World Wildlife Fund Canada
Annual Report
2006

MAKING AN IMPACT	1
Letter to the Public	1
Who We Are	3
How We Work	3
<i>Legitimacy</i>	4
OUR PEOPLE	6
Board of Directors	7
<i>Board of Directors – Structure and Governance</i>	9
<i>Councils</i>	10
Senior Staff	12
<i>Senior Staff Reporting to the CEO</i>	12
<i>Other Senior Staff</i>	12
WWF-Canada Past Chairs	13
REPORT OF THE CHIEF CONSERVATION OFFICER	14
KEY REGIONS	16
Northwest Atlantic Ecoregion	17
<i>Stopping the Net</i>	18
Northeast Pacific Ecoregion	18
<i>PacMARA Fills the Gaps</i>	19
Mackenzie River Basin	20
<i>A Vision for the Next Century</i>	21
Greater Antilles Marine Ecoregion	22
<i>Return of the Dolphins</i>	22
KEY ISSUES	24
Marine Issues	25
<i>Putting Conservation on the Map</i>	26
Freshwater Issues	26
Forests for Life	27
<i>To Market, To Market</i>	28
Climate Change	29
<i>Setting the Pace</i>	30
Endangered Species	30
<i>Ernie Cooper, Virtual P.I.</i>	31
Decontamination	32
SUPPORTERS	33
Spectacular Events	34
You Make It Possible	36
Please Contact Us!	42
FINANCIAL STEWARDSHIP FOR THE LONG TERM	43
Report of the Vice President, Finance and Administration and Chief Financial Officer	44
Financial Statements	45
<i>Additional Financial Information</i>	47

MAKING AN IMPACT

Letter to the Public

This past year has been an exciting one for WWF-Canada, one that features conservation wins that will set the stage for even bigger victories in the future. As you view the pages of our online annual report, we would encourage you to find out more about specific projects we are engaged in, and contact us if you have questions.

In 2006, our conservation efforts have placed us at the heart of many of Canada's — and in some cases the world's — biggest conservation opportunities and challenges.

- We gave expert testimony at hearings into the Mackenzie Gas Project, where we echoed the calls of many northerners to protect special cultural and wildlife areas before pipeline development goes ahead. Our work promoting *conservation first* and the importance of protected areas will continue to pay dividends as additional sites are identified for protection in the future.
- We released a groundbreaking report on bycatch on the high seas, exposing fishing practices that kill tens of thousands of tonnes of non-target species, and simultaneously launched a hard-hitting "stop the net" public awareness campaign to alert Canadians to the issue. This will give considerable weight to WWF-Canada's voice for lobbying the federal government and the North Atlantic Fisheries Organization for fisheries reform in the year ahead.
- At the international Conference of the Parties (COP) on climate change, we joined our WWF colleagues from around the world and helped push for action on global warming. Despite hard-line tactics from the American government, the world community agreed to negotiate further greenhouse gas reductions once the initial 2012 targets are met. WWF (including WWF-Canada) will continue to play a role in future COP meetings to hold governments accountable to their commitments.
- Vancouver-based Catalyst Paper, the first Canadian company to join WWF's international Climate Savers program, reduced its greenhouse gas emissions by a staggering 71 per cent compared to 1990 levels, and will set a strong example for other companies interested in joining the Climate Savers program.
- In Quebec, our partnership with other environmental groups culminated in the launch of the "Sleeping Like a Log" campaign which generated almost 200,000 signatures in support of a call for more protected areas in the province. This contributed to the provincial government making a commitment to expand the number of protected areas in the province (a commitment that our regional partners will make sure the government lives up to).
- Thanks to our ongoing efforts, the Cuban government is preparing to adopt a strategic plan for the creation of a network of Marine Protected Areas.

WWF-Canada even represented WWF on North American network television when we became the charitable cause on the final episodes of Donald Trump's *The Apprentice*, raising our public profile considerably to new audiences.

As always, these impacts on the world around us are only possible because of you. Whether you give WWF-Canada moral or financial support (or both), it is your ongoing belief in the importance of our mission and work that gives us the ability to embark on, and sustain, lasting and effective conservation projects that will guarantee a natural legacy for the future.

Thank you.

M.J. (Mike) Russill, President and CEO

R.B. (Biff) Matthews, Outgoing Chairman

Patricia A. Koval, Incoming Chairman (November 2006)

Who We Are

World Wildlife Fund is one of the biggest conservation organizations in the world, operating in more than 100 countries and raising roughly 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.

In Canada, we've been a catalyst for change since 1967. We've helped to save species at risk, protected millions of hectares of wilderness across the country, and convinced government, businesses, and individuals to make conservation a priority.

Today WWF-Canada has more than 100,000 supporters, 90 staff in five offices across the country, plus an office in Cuba, and annual revenues totalling nearly \$18 million.

We're proud of our successes over the past 39 years, but we know we have to work harder than ever in the face of threats like global climate change. That's why we're planning to achieve even more impressive results in the years to come.

Conservation can't wait.

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.

Legitimacy

In order to do our work, WWF needs to have the ability – and the right – to speak on behalf of our supporters. This is what helps to make business, industry, and other groups that we work with take us seriously as a strong voice for conservation. We refer to our right to speak on behalf of our supporters as “social license” or “legitimacy,” and we take it very seriously.

What We Think

Increasingly, non-governmental organizations (NGOs) are being questioned about their right to have a voice and speak out. While environmental NGOs, like WWF, do not claim to represent the public, they do play an important role in civil society by ensuring that the public is well informed on conservation issues and that the environmental perspective is taken into account when relevant issues are being debated. We also actively promote a range of key conservation outcomes.

We Are Non-Partisan

While WWF has no political affiliation, nor do we align our organization with any government, we often advise governments on environmental policy issues and works in partnership with relevant government offices to carry out our conservation work. In addition, WWF works with local communities and other NGOs to develop, implement, and monitor our more than 1,100 projects around the world. By employing local experts, WWF is able to draw on traditional knowledge and values, as well as foster long-term conservation capacity.

Our Approach Is Grounded in Good Science

Our opinion is sought by many for a variety of reasons, including the scientific rigour we apply to our conservation thinking and approach. In the same way that we do not carry political biases, we also do not carry specific biases when it comes to the approach to conservation. We rely on good science and good research to guide the positions that we take and the conservation actions we are advocating. Sometimes, this will mean that we take positions that are unpopular with the public or with specific interests. We are not afraid to take a stand.

We Are Collaborative

We try to avoid drawing a line in the sand on issues, and instead look to build on common interests and values. Since WWF cannot make conservation happen all on our own, we need to bring other parties like business, government, and local communities to the table to work together to seek out conservation solutions. We understand that good science is the starting point, and that good dialogue, negotiation, and a sensitivity to socio-economic issues is how lasting conservation is ultimately achieved.

We Have a Lot of Support

Given our global mission, solid reputation, and wide-ranging technical expertise, WWF believes we not only have a legitimate right to engage the public and decision-makers, but that we would be neglectful and irresponsible not to do so. Moreover, WWF has about five million supporters worldwide, most of whom are regular donors and whose contributions make up the majority of WWF’s overall budget. These voluntary

supporters expect WWF to act on behalf of the environment, and WWF is committed to doing just that.

OUR PEOPLE

Conservation is no simple task, but we've got a team with the skills, experience, and dedication to get results.

Our conservation staff brings expertise in wildlife biology, botany, ecology, geography, GIS technology, and toxicology – along with years of experience putting their skills to work in the field, in communities, in boardrooms, and on Parliament Hill.

In our offices across the country, our administrative staff keeps our organization running smoothly and efficiently, so that we can funnel as much money as possible into our conservation work.

At the helm of WWF-Canada, we're fortunate to have a Board of Directors and regional councils whose members are leaders in their field, bringing the expertise, judgement, and strategic vision to steer us forward.

Board of Directors

Honorary Chair

Sonja Bata

Chairman (outgoing 2006)

R.B. (Biff) Matthews
President, Manitou Investment Management Ltd.

Chairman (incoming November 2006)

Patricia Koval
Partner, Torys LLP

Vice-Chairman (incoming November 2006)

Bryce Hunter
Chairman, Huntro Investments Limited

Directors

Name	Occupation	Region
Daryl Aitken	Marketing Consultant	Toronto, ON
Paul Alofs (Incoming Nov. 2006)	President & CEO, The Princess Margaret Hospital Foundation	Toronto, ON
George Butterfield	Chairman and Co-founder, Butterfield and Robinson	Toronto, ON
Kathleen Crook (Incoming Nov. 2006)	Fundraising Consultant	Toronto, ON
Gillian Deacon	Broadcast Journalist	Toronto, ON
Jack Diamond	Principal, Diamond and Schmitt Architects Incorporated	Toronto, ON
Roger Dickhout (Incoming Nov. 2006)	President & CEO, Pineridge Foods Inc.	Brampton, ON
Brock Fenton	Chair, Biology Department, University of Western Ontario	London, ON
Mike Garvey	Corporate Director	Toronto, ON

Blake Goldring	Chairman and CEO, AGF Management Limited	Toronto, ON
Russell Horner (Outgoing Nov. 2006)	President and CEO, Catalyst Paper Corporation	Vancouver, BC
Adam Howard	Chief Executive, J.P. Morgan Securities Canada	Toronto, ON
George Kostiuk	President, emBoot Inc.	Toronto, ON
Sonia Labatt	Associate, Centre for Environment University of Toronto	Toronto, ON
Mary Susanne Lamont	President, M.S. Lamont and Associates	Toronto, ON
David Lindsay (Outgoing Nov. 2006)	Deputy Minister, Tourism Ontario	Toronto, ON
Dougal Macdonald	President and Managing Director, Morgan Stanley Canada	Toronto, ON
Arthur May (Outgoing Nov. 2006)	President Emeritus, Memorial University	St. John's, NL
Steven Page	Musician	Toronto, ON
David Ross	Partner, Deloitte & Touche LLP	Toronto, ON
Donald Sobey	Chairman Emeritus, Empire Company Limited	Stellarton, NS
Tim Stewart	President, Stewart Investments Inc.	Toronto, ON
Rt. Hon. John Turner	Partner, Miller Thomson LLP	Toronto, ON
Tanny Wells	Chestnut Park Real Estate Ltd.	Toronto, ON
Phyllis Yaffe	CEO, Alliance Atlantis Communications	Toronto, ON

Board of Directors – Structure and Governance

WWF-Canada's Board of Directors is made up of a committed group of volunteers who come from various walks of life.

A director's term is three years. A director may choose to serve a second three-year term, after which, he/she is required to step down from the Board (unless he/she become an officer, such as the Chairman, or Chairman of a Board committee).

Role of the Board

The role of WWF-Canada's Board is to manage or oversee the management of the business and affairs of the organization, including strategic planning, policy formulation, risk management, organizational and management capacity, support to fundraising and communications, and accountability to stakeholders.

Committees of the Board

In order to fulfill its mandate, the Board has a number of committees dedicated to providing strategic leadership and advice in the following areas:

- conservation science;
- audit, finance and investment;
- governance;
- fundraising; and,
- human resources.

In the case of our Conservation Science Committee, we have engaged subject matter experts who, while not on the full WWF-Canada Board, are active volunteer members of the committee.

Meetings

The full Board meets at least three times a year. Meeting schedules for committees of the Board vary, but are generally no less than twice per year.

Declaration of Remuneration

As per WWF-Canada's annual financial statements, no board member receives remuneration in his or her role as a director.

Councils

National Council

Michael de Pencier, Chair, Toronto	Norma Kassi, Whitehorse
Joanasie Akumalik, Iqaluit	Keith Kocho, Toronto
Peter Allen, Toronto	Murray Koffler, Toronto
Sonja Bata, Toronto	David Lindsay, Toronto
Birgit Bateman, Fulford Harbour, BC	Joe MacInnis, Toronto
Mary Anne Brinckman, Toronto	Jay Malcolm, Toronto
Joan Carlisle-Irving, St. Andrews	R. B. (Biff) Matthews, Toronto
Donald Chant, Madoc	James McCutcheon, Toronto
Murray Coolican, Halifax	John McCutcheon, Toronto
E. H. Crawford, Toronto	Dieter Menzel, Toronto
Graham Daborn, Wolfville	Ian Methven, Fredericton
Glen Davis, Toronto	Christopher Ondaatje, North Devon, UK
Roger Dickhout, Toronto	Anna Porter, Toronto
Fredrik Eaton, Toronto	David Powell, Toronto
Lisa Elder, Toronto	Art Price, Calgary
Janet Foster, Madoc	Andrew Pringle, Toronto
John Foster, Madoc	Steve Pugh, Stouffville
David Friesen, Altona	Norman Snow, Inuvik
Stephanie Gibeault, Toronto	Wayne Soper, West Vancouver
Graeme Gibson, Toronto	Nancy Southam, Montreal
C. W. Goldring, Toronto	Ian Stirling, Edmonton
William Harris, Toronto	Alexander Stuart, Toronto
Robbert Hartog, Perkinsfield	Joe Tigullaraq, Igloolik
Edward Huebert, Whitehorse	Manon Vennat, Montreal
Beryl Ivey, London	Michael Wills, Toronto
Richard Ivey, London	Barry Worbets, Calgary
Rosamond Ivey, Toronto	Adam Zimmerman, Toronto

Atlantic Council

Don Sobey, Council Chair, Stellarton	Jack Keith, Halifax
Joan Carlisle-Irving, St. Andrews	Art May, St. John's
Graham Daborn, Wolfville	Stewart McInnes, Halifax
Henry Demone, Lunenburg	Fred Smithers, Dartmouth
Fred Fountain, Halifax	Bruce Wareham, Arnold's Cove

Pacific Council

Lyn Brown, Vancouver	Art Sterritt, Terrace
Dave Mowat, Vancouver	Sonny Wong, Vancouver
Daniel Pauly, Vancouver	

Cuba Council

Mike Garvey, Chair, Toronto
Mark Entwistle, Ottawa
Randy Fournier, Témiscaming
Clay Henderson, Orlando

George Kostiuk, Etobicoke
Mary Susanne Lamont, Toronto
Michael Minnes, Toronto
Steve Pugh, Stouffville

Senior Staff

Senior Staff Reporting to the CEO

President and CEO*

Mike Russill

Vice President and Chief Conservation Officer*

Arlin Hackman

Vice President Advancement and Chief Development Officer*

Yves Gadler

Vice President Finance and Administration and Chief Financial Officer*

Grahame Cliff

Vice President Communications and Human Resources*

Shawn Mitchell

Other Senior Staff

Vice President Pacific Region*

Chris Elliott

Director Atlantic Region*

Robert Rangeley

President Emeritus**

Monte Hummel

Conservation Directors

Michael Bliemsrieder, Cuba and Greater Antilles

Peter Ewins, Species Conservation

Tony Iacobelli, Forests and Freshwater Conservation

Lorne Johnson, Ottawa Bureau

Julia Langer, Global Threats

Michele Patterson, Pacific Region Marine Program

Steven Price, Policy, Planning and Partnerships

Staff Directors

Hadley Archer, Corporate Alliances

Kim Bilous, Conservation Advancement

Pam Davis, Marketing

Amy Halliday, Donor Relations

Maureen Harrison, Human Resources

Annette Godziek, Controller

Josh Laughren, Communications

Carolyn Seabrook, Conservation Operations

Mary Beth Taylor, Planned Giving and Living Planet Circle

*Sits on Management Committee ** Focussed on Conservation

WWF-Canada Past Chairs

Senator Alan A. Macnaughton
1967-1981

John Devlin
1970-1978

William B. Harris
President 1978-1981
Chair 1981-1983

Sonja I. Bata
President 1981-1982
Chair 1983-1985

Richard M. Ivey
President 1983-1985

Douglas Bassett
1985-1989

James W. McCutcheon
1989-1993

Dr. Donald A. Chant
1993-2000

Michael de Pencier
2000-2003

REPORT OF THE CHIEF CONSERVATION OFFICER

Thanks to the support of many donors from many walks of life, WWF-Canada continues to work aggressively on a natural legacy that Canadians now, and in the future, can be proud of. We have an intense, unwavering focus on making lasting impacts on the ground and in the water.

In the past year, we have advanced scientific knowledge of issues on topics such as fisheries bycatch, we have contributed directly to processes designed to create conservation success in the future such as the COP 11 meetings in Montreal focused on climate change, and we have secured our natural heritage through protection in places such as the Mackenzie River Basin and Cuba.

More specifically:

- We engaged in a public campaign that motivated the federal government to speak out against drilling for oil in Alaska's Arctic National Wildlife Refuge;
- The Ramparts – a majestic part of the Mackenzie River Basin – was formally proposed for protection under the NWT Protected Area Strategy, a strategy we helped design and implement;
- Our work contributed to the drafting of the Lake Superior NMCA federal/provincial Agreement-in-principle that will create the world's largest freshwater park;
- We joined our international colleagues within the WWF network at COP 11 in Montreal to ensure that the Kyoto protocol was upheld and that commitment was secured for future negotiations past the protocol's expiration in 2012;
- Catalyst Paper in British Columbia joined WWF's Climate Savers program;
- Negotiation and lobbying contributed to mining being avoided in the Humboldt World Heritage site in Cuba;
- We released the definitive report on the global issue of bycatch that threatens fish stocks and, in particular, the potential for recovery of cod stocks on the Grand Banks;
- After more than 15 years of forestry work, Canada ranks first in area of FSC-certified forest (17 million hectares), including the first certificate in Quebec.

In the year ahead we will continue to advance our conservation agenda, in collaboration with all of our partners, on the following:

- securing the designation of marine protected areas on all three of Canada's coasts and in Cuba;
- pushing the issue of climate change onto the national agenda for upcoming provincial and federal elections;
- pursuing reform of the North Atlantic Fisheries Organization to the benefit of cod and other fish stocks on the Grand Banks; and
- expanding the number of protected areas in the Mackenzie River Basin in advance of major development.

We will also be moving to improve our public reporting of conservation impacts from year-to-year so that our successes (and our challenges) can be even more easily tracked and understood.

Overall, we have had a year that all supporters of WWF can be proud of, but we never forget that there is still so much more to be done.

Arlin Hackman
September 29, 2006

KEY REGIONS

Our new strategic plan reconfirms our focus on three key parts of Canada: coastal British Columbia, the marine waters of Atlantic Canada, and the boreal forest of the North, especially the Mackenzie River Basin.

They're all home to biologically outstanding habitats, determined through WWF's science-based ranking of the world's ecosystems. They're areas where conservation is most critical, and where our work will yield the greatest payoffs.

And thanks to WWF-Canada's long and successful history of helping to protect biodiversity in Cuba, coupled with the strong diplomatic ties between our two countries, we also spearhead WWF's conservation work in the Greater Antilles.

Northwest Atlantic Ecoregion

Off the coast of Atlantic Canada, where the cold Labrador Current and the warm Gulf Stream converge, you'll find one of the most productive marine ecosystems in the world – and one under tremendous pressure from overfishing, bycatch, bilge oil dumping, oil and gas operations, and destructive fishing gear.

All kinds of marine creatures hang in the balance, including thousand-year-old corals, endangered whales, and tens of millions of seabirds.

We understand the threats, but we also see the opportunities to turn this area into a pioneering example of ecosystem recovery and sustainable marine management. Through our work on marine protected areas, better management planning, and fisheries reform, we're confident that we can do it.

Highlights of 2005/06

- WWF-Canada released a groundbreaking report on bycatch on the high seas, exposing fishing practices that kill tens of thousands of tonnes of non-target species. At the same time, we launched a hard-hitting "stop the net" public awareness campaign to alert Canadians to the issue.
- As a result, the Northwest Atlantic Fisheries Organization – the organization that sets total allowable catch limits and allocates quotas – unanimously committed to make changes to protect fish stocks on the Grand Banks.
- In October, three new Marine Protected Areas were officially announced in Atlantic Canada: Basin Head in P.E.I., Gilbert Bay in Labrador, and Eastport in Newfoundland.
- The second WWF International Smart Gear Competition drew 83 ideas for more selective fishing gear from around the world. The winning design could prevent the deaths of thousands of sharks each year by placing strong magnets above the hooks on longlines, taking advantage of sharks' ability to detect magnetic fields to drive them away.

Thank You

Thanks to AGF Management Ltd., Francine & Robert Barrett, N.M. Davis Corporation, The J.M. Kaplan Fund, Inc., Donald R. Sobey Foundation, and other generous donors for supporting our Atlantic marine work. And thank you to everyone who signed our Oceans Charter – your support really made a difference!

Take Action

Support sustainable fisheries! Look for the blue Marine Stewardship Council logo at your fish and seafood counter.

Coming Next

Watch for the results of our efforts to protect coldwater corals on the Grand Banks. "We see a big win coming just around the corner," promises Bob Rangeley, WWF-Canada's Atlantic Marine Program Director.

Stopping the Net

Each year on the Grand Banks, tens of thousands of tonnes of dolphins, cod, and other creatures are caught by mistake – and then thrown overboard, dead.

It's called bycatch, a problem WWF-Canada convincingly documented in a report released last fall. It cites examples like cod, where in 2003 alone, up to 5,400 tonnes ended up in nets on the Grand Banks intended for other species.

"Clearly cod stocks will not recover when the endangered populations are still being overfished – as bycatch," says Dr. Bob Rangeley, WWF-Canada's Atlantic Marine Program Director.

At the same time, we launched a high-profile "stop the net" campaign to end the unselective fishing practices that cause the problem. Close to 10,000 people responded by signing our Ocean Charter, calling on the federal government to overhaul current fishing practices and better protect our oceans.

We're already seeing the payoff. Not only did our campaign generate some of the greatest response among Canadians that we've ever had, the North Atlantic Fishing Organization (NAFO), which regulates fishing on the Grand Banks, has promised much-needed reforms.

This fall, WWF-Canada will be the first non-profit in the organization's history invited to its annual meeting, where we'll make sure those commitments are kept.

Northeast Pacific Ecoregion

B.C.'s coast is a region of inspiring beauty and natural diversity, from mountain summit to seafloor. Here you'll find lush kelp beds, rich rainforests, and reefs of unique glass-like sponges. And because much of coast is untouched by industrial development, it offers a unique opportunity for conservation.

But time is running out. An expanding aquaculture industry, coastal development, cruise ship pollution, and the possibility of new offshore oil and gas activity all pose major threats.

WWF-Canada is taking action. We're pushing for the protection of key marine habitats and species, and we're working with government and industry to encourage greener resource management in the oceans and on the land.

We're also promoting economic sustainability and building strong links with coastal communities and First Nations, because we know that conservation success depends on local support.

Highlights of 2005/06

- Vancouver-based Catalyst Paper, the first Canadian company to join WWF's international Climate Savers program, reduced its greenhouse gas emissions by a staggering 71 per cent compared to 1990 levels.

- Using state-of-the-art software and overlaying many different kinds of data, we developed a draft map of areas of high conservation values in the northeast Pacific that will help to inform decisions about marine protection.
- WWF-Canada staff helped to lead a marine expert workshop designed to facilitate collaborative marine science and guide conservation planning on the West Coast.
- The second in our series of poster/factsheets on the Northeast Pacific Marine Region was released, focusing on the complex ecological networks on B.C.'s coast.
- Our eelgrass monitoring program, coordinated from our Prince Rupert office, continues to build local support for seagrass protection.

Thank You

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

Take Action

Support sustainable fisheries! Look for the blue Marine Stewardship Council logo at your fish and seafood counter.

Coming Next

With positive noises coming from both the provincial and federal governments, we're looking forward to tangible results on marine protected areas over the next few years.

PacMARA Fills the Gaps

"B.C. is facing all kinds of difficult marine management decisions," explains WWF-Canada's Michele Patterson, "but there is a real lack of good data, research, and analysis to support good planning."

So in 2003, she decided to fill that need by bringing together an assortment of experts from government, First Nations, academia, and conservation groups, including WWF-Canada.

The result is an impartial, independent group christened PacMARA – the Pacific Marine Analysis and Research Association – that focuses on science and solutions.

It produces analyses, models, maps, peer-reviewed literature, and reports that decision-makers can use to plan protected areas and encourage more sustainable use of marine resources on the B.C. coast.

It also facilitates collaboration and cooperation among the many different organizations involved in these issues, spearheading a number of projects and holding regular workshops.

One example is the Marine Experts Workshop that PacMARA organized last November, which drew participants from a wide range of government departments, the University of British Columbia, consultants, and conservation groups.

"One of the biggest benefits has been bringing together all kinds of people who were already working on similar issues," says Patterson. "By pooling our knowledge, we're beginning to identify the gaps and to find ways to fill them."

Mackenzie River Basin

In the Mackenzie River Basin, Canada's largest watershed, we continue to push for conservation first.

This spectacular corner of the Northwest Territories is home to barren-ground and woodland caribou, wolves, lynx, and grizzly bears. Soon, it may also be the site of a 1,200-km pipeline funneling gas to northern Alberta.

WWF-Canada believes we must establish a network of protected areas before the pipeline is completed. That's why we've been working with First Nation communities to identify key wildlife habitats and culturally significant areas that must be preserved.

Highlights of 2005/06

- WWF-Canada's expert testimony was well received at hearings into the Mackenzie Gas Project, where we echoed the calls of many northerners to protect special cultural and wildlife areas before a major gas pipeline opens up northern oil and gas reserves.
- We've helped to identify more special areas for protection through the NWT Protected Areas Strategy, including nine million hectares around Great Slave Lake. Meanwhile, the Ramparts, a majestic part of the Mackenzie Valley, was formally proposed for protection.
- Our commitment to enhancing community relations with Aboriginal peoples earned us bronze-level recognition from the Canadian Council for Aboriginal Business's Progressive Aboriginal Relations program – the first conservation organization to achieve this level.
- The caribou calving grounds of the Arctic National Wildlife Refuge remain protected, thanks in part to our "do not drill" campaign and the petitions of 77,000 Canadians opposing U.S. plans to tap oil reserves in the pristine refuge.
- We've funded GPS collars to track grizzly bears and barren-ground caribou, providing vital data to help identify their key habitats and to protect them from the impacts of industrial development.

Thank You

This work can continue thanks to the support of CIBC, Suzanne Ivey Cook, Walter and Duncan Gordon Foundation, The Molson Foundation, N.M. Davis Corporation,

The Jackman Foundation, and Salamander Foundation. WWF-Canada greatly appreciates these and other steadfast partners like the Canadian Boreal Initiative. And thank you to everyone who spoke up against drilling in the Arctic National Wildlife Refuge.

Coming Next

The Mackenzie Gas Project hearings will be wrapping up next year, but our work won't be over. "If the Joint Review Panel decides to recommend 'conservation first' – and we're optimistic they will – we'll do our best to make sure that those recommendations get implemented," promises WWF-Canada's species conservation director, Pete Ewins. "We want to create an example in the Northwest Territories that will inspire a more balanced approach to industrial development around the world."

A Vision for the Next Century

For several years, WWF-Canada has been helping northern communities to identify special areas for protection before a proposed gas pipeline cuts through the Northwest Territories' pristine Mackenzie River Basin.

Already, millions of hectares of potential protected areas have been set aside at the communities' request including, most recently, nine million hectares of Akaitcho Dene land around Great Slave Lake.

We've also been calling for the completion of land use planning and measurable progress on the NWT Protected Areas Strategy before any development goes ahead – a message that has been well received at the Joint Review Panel hearings into the impacts of the proposed pipeline.

One of our expert witnesses, Professor Emeritus Gordon Orians, presented evidence from 30 years of oil and gas developments on the Alaskan North Slope, drawn from the U.S. Congress-initiated review that he chaired. Perhaps the most important lesson learned was that once a means of transporting oil and gas is constructed, further industrial development is inevitable.

Stephen Kakfwi, ex-premier of the Northwest Territories and a senior advisor to WWF-Canada, also testified. "We cannot afford to fail," he said. "Too much of the world is being squandered and degraded because of shortsighted thinking. The NWT and Canada can and must do better than this."

As climate change starts to take its toll, putting stress on northern species and habitats, it's more vital than ever to strike the right balance between conservation and development.

But it was northerners like Arthur Tobac from Fort Good Hope who spoke most eloquently at the hearings. "This is our home and the home of our ancestors," he said. "We have an obligation to protect it, to pass it on to future generations."

Greater Antilles Marine Ecoregion

Nestled in the Caribbean, Cuba is an ecological treasure. Its rich and varied landscape is home to thousands of species found nowhere else on earth, as well as millions of migrating birds and a stunning array of flowering plants.

For 19 years, WWF-Canada has been working here, helping to protect important wetlands, create marine protected areas, and develop sustainable tourism. Our track record of conservation success is unmatched by any other international organization in Cuba.

Today, we continue to build strong partnerships with local communities and the federal government, focusing on sustainable fisheries and marine conservation.

Highlights of 2005/06

- We're wrapping up a highly successful community training project in sustainable fisheries in southwestern Cuba.
- Our new sustainable fisheries project in Villa Clara has already produced a plethora of results, including better fishing practices, less marine pollution, stronger local economies, and more protection for endangered species.
- Thanks to our ongoing efforts, the Cuban government is preparing to adopt a strategic plan for the creation of a network of Marine Protected Areas.
- Our negotiation and lobbying helped to avoid mining in the Humboldt World Heritage site.
- We've expanded our Greater Antilles Marine program, opening an office in Ottawa headed by Michael Bliemsrieder and hiring a Cuban field director to run our Havana office – a first for non-governmental organizations in Cuba.

Thank You

The generous support of the Canadian International Development Agency (CIDA), Rosamond Ivey, The J.M. Kaplan Fund, Inc., The George Kostiuik Private Family Foundation, Patricia Koval, and Sherritt International help make these conservation results in Cuba possible.

Coming Next

In the coming years, look forward to the protection of the Jardines de la Reina, a spectacular 150-km-long archipelago off Cuba's southeast coast.

Return of the Dolphins

Today, dolphins swim right up to the dock in Carahatas Bay – tangible evidence of WWF-Canada's successful marine conservation work here on Cuba's northern coast.

In a little over a year, we've laid the groundwork for alternative fisheries and community-based aquaculture, upgraded a local fish processing plant, and run many training programs on sustainable fishing and marine management.

We've put a new ship into action in the Wildlife Refuge and marked the boundaries of marine protected areas. We've also replaced many pollution-belching two-stroke engines on local fishing boats with clean, efficient four-stroke engines.

Most importantly, by combining environmental action with economic development, we've made communities part of the solution. The results have benefited 3,000 people in the region and spawned an interest in creating similar projects in other areas.

In fact, WWF-Canada's Villa Clara project has become a showpiece for our main funder, the Canadian International Development Agency, and provides ongoing evidence that we're making a real difference in Cuba.

KEY ISSUES

Some conservation issues are local, while others cross political boundaries. So in addition to our work in specific ecoregions, we also tackle big issues that affect species and habitat across Canada and even further afield.

We're turning up the heat on our climate change campaign, taking aim at the world's greatest environmental threat.

We're looking at overarching marine issues on all three coasts, and we've launched a freshwater program to tackle the issues facing Canada's lakes and rivers.

Our Forests for Life program has helped to make Canada a world leader in sustainable forestry, while our Endangered Species program is fighting global trade in endangered wildlife around the world and helping species at risk here at home.

Finally, our DeContamiNation program is protecting the health of both humans and wildlife.

Marine Issues

When it comes to our oceans, Canada is at a critical juncture. In the Atlantic, cod stocks continue to languish at historic lows. In the Pacific, there are disturbing signs that salmon may be headed the same way. As technology increases our fishing power and development puts further pressure on marine habitats, it's clear we need to take action now.

WWF-Canada is working to create networks of marine protected areas on all three coasts, we're helping to transform Canada's approach to marine management, and we're working with industry to improve the way we harvest fish.

Highlights of 2005/06

- WWF-Canada released a groundbreaking report on bycatch on the high seas, exposing fishing practices that kill tens of thousands of tonnes of non-target species. At the same time, we launched a hard-hitting "stop the net" public awareness campaign to alert Canadians to the issue.
- As a result, the Northwest Atlantic Fisheries Organization – the organization that sets total allowable catch limits and allocates quotas – unanimously committed to make changes to protect fish stocks on the Grand Banks.
- In October, three new Marine Protected Areas were officially announced in Atlantic Canada: Basin Head in P.E.I., Gilbert Bay in Labrador, and Eastport in Newfoundland.
- The second WWF International Smart Gear Competition drew 83 ideas for more selective fishing gear from around the world. The winning design could prevent the deaths of thousands of sharks each year by placing strong magnets above the hooks on longlines, taking advantage of sharks' ability to detect magnetic fields to drive them away.
- WWF-Canada staff helped to lead a marine expert workshop designed to facilitate collaborative marine science and guide conservation planning on the West Coast.
- Using state-of-the-art software and overlaying many different kinds of data, we developed a draft map of areas of high conservation values in the northeast Pacific that will help to inform decisions about marine protection.
- The second in our series of poster/factsheets on the Northeast Pacific Marine Region was released, focusing on the complex ecological networks on B.C.'s coast.

Thank You

Thanks to AGF Management Ltd., Francine & Robert Barrett, N.M. Davis Corporation, The J.M. Kaplan Fund, Inc., Donald R. Sobey Foundation, R. Howard Webster Foundation, Weston/Loblaw Group of Companies, and other generous donors for supporting WWF-Canada's marine work. And thank you to everyone who signed our Oceans Charter – your support really made a difference!

Take Action

Support sustainable fisheries! Look for the blue Marine Stewardship Council logo at your fish and seafood counter.

Coming Next

We'll be making sure there are big changes to fishing practices on the Grand Banks in the coming years – and a plan in place to recover endangered cod.

Putting Conservation on the Map

Not many people have heard of MARXAN analysis, and even fewer have the expertise to apply it. WWF-Canada, however, has become a global leader in using this new technology to map out the most effective sites for Marine Protected Areas (MPAs).

"It's a site selection algorithm," explains Jennifer Smith, manager of GIS and conservation planning in WWF-Canada's Halifax office. "You feed in all kinds of data – fisheries data, geological data, habitat classification, and so on – for the area you're looking at, and you set targets for the kinds of species and habitat you want to protect. Then the software goes to work."

MARXAN divides the area into a grid and begins by randomly picking a number of units as possible MPA sites. From this starting point, it adds and subtracts units and evaluates each result, continuously looking for the best combination of sites that will meet the species and habitat targets, while taking practical constraints and socioeconomic values into account.

The result is a highly efficient combination of sites that deliver maximum conservation value, allowing planners to design MPA networks in a much more systematic and transparent way than in the past, based on scientific data.

The software was first developed to plan MPAs on Australia's Great Barrier Reef. Now WWF-Canada is applying it in North America, using it to identify priority areas for conservation in New England and the Maritimes, and on B.C.'s central coast – and providing an example for conservation organizations around the world.

Freshwater Issues

Canada is covered by hundreds of thousands of square kilometres of sparkling rivers and lakes. It's a valuable natural heritage, and one that we need to treat with respect.

Our vision is to protect 10 million hectares of vital freshwater habitat in the Northwest Territories' Mackenzie Valley - part of WWF's global goal of ensuring healthy environmental processes in 50 key river basins around the world.

Across the country, we're also preserving the forests that purify freshwater, working to create more protected areas, and promoting better forestry practices.

And throughout the world, WWF is seeking exemplary partnerships to show how to reduce demand for freshwater while maintaining vibrant economies.

Highlights of 2005/06

- The federal and Ontario governments signed on the dotted line, committing themselves to an agreement in principle to create a million-hectare national marine conservation area in Lake Superior.

Coming Next

Our freshwater campaign is still in the early planning stages. In the coming year, we'll be developing strategies to protect aquatic ecosystems in key ecoregions, focusing on watershed-wide initiatives and best practices for hydro power.

Forests for Life

Canada's millions of hectares of forest play many vital roles: generating oxygen, providing habitat for tens of thousands of species, and helping to slow the process of climate change.

WWF-Canada is working with industry to set aside important swaths of these forests for governments to designate as protected areas.

As champions of the Forest Stewardship Council (FSC), we're also helping to transform how forestry is practised in Canada. Today more than 17 million hectares have been certified to FSC's rigorous social and environmental standards, making Canada the global leader in FSC-certified forests.

Meanwhile, WWF's North American Forest and Trade Network is helping to increase demand for FSC products in the marketplace, connecting buyers with responsible forestry operations.

Highlights of 2005/06

- 9.2 million hectares of forests achieved FSC certification, bringing Canada's total to a record-setting 17 million hectares.
- Forestry companies have committed to boost that number to 30 million hectares – about one quarter of Canada's commercial forest zone – within 18 months.
- In Quebec, the "Sleeping Like a Log" campaign we launched in partnership with other environmental groups generated almost 200,000 signatures on a petition for more protected areas in the province. The campaign's goal is to protect 12 per cent of Quebec's boreal forest by 2010.
- 100,000 hectares set aside by forestry companies were formally recognized by the Quebec government, paving the way for new protected areas.

- WWF-Canada staffer Lorne Johnson chaired the Board of Directors of FSC-Canada, setting strategic directions for the organization and helping to bring FSC-certified paper to the marketplace.

Thank You

These stellar accomplishments were possible thanks to our partnerships with FSC-Canada, conservation organizations, and Tembec, Alberta-Pacific and other forward-thinking forestry companies who are working hard to achieve sustainable forestry goals. Thanks go as well to unflinching donors like the IVEY foundation, FPAC, and The Pat and John McCutcheon Family Foundation, and other generous partners, and to everyone who signed the "Sleeping Like a Log" petition.

Take Action

The next time you buy paper or wood products, look for the FSC logo to make the forest-friendly choice. Help us create demand! If you don't see it, ask for it.

Coming Next

Look for 30 million more hectares of forests to achieve FSC certification in the next 18 months.

To Market, To Market

As more and more forests become FSC-certified, the challenge becomes creating FSC-certified products to meet the growing demand. That's why we've partnered with Domtar Inc., a leading North American paper producer, to help it certify not only its forests, but its mills as well, allowing the company to expand its line of FSC-certified paper.

After three years of development, Domtar launched EarthChoice in 2005. It is the most comprehensive range of socially and environmentally responsible paper products on the market today, offering a wide selection of textures, colours, weights and finishes at competitive prices. Each one contains virgin fibre that comes from FSC-certified forests, and most also contain recycled, post-consumer material.

"Domtar's commitment to sustainability begins in the forest. It is now possible for companies and individual consumers to support FSC-certified forestry by buying Domtar EarthChoice paper," says Lewis Fix, Director of Business Development for Domtar EarthChoice. "It's never been easier to do the right thing."

In a major publicity coup, artist Gary Burden re-imaged 14 of his best-known album covers – including covers from The Eagles, Joni Mitchell, Steppenwolf, and The Doors – as posters on EarthChoice stock. The exhibit toured North America, showcasing the paper's potential.

Already, sales of EarthChoice papers have tripled since the launch in April 2005, making it the fastest-growing product in the Domtar family.

And thanks to our partnership, Domtar has also succeeded in certifying 3,016,730 hectares of the forests it manages in Canada and set aside more than 135,000 hectares of high conservation value forest.

Climate Change

Climate change is the single biggest environmental threat facing our world today. In Canada and around the world, we're feeling its impacts: violent weather, rising sea levels, melting glaciers, and severe droughts. Yet Canadians keep burning fossil fuels, pumping out the greenhouse gases that are heating up our planet.

Unless we take action, a million species could go extinct over the next 50 years, especially in hard-hit areas like Canada's Arctic.

Globally, WWF's goal is to stop dangerous global warming, keeping the average temperature increase to less than two degrees Celsius. In Canada, we're working to transform the country from an energy efficiency laggard into a global leader and to protect our biodiversity from some of the inevitable impacts of a shifting climate.

Highlights of 2005/06

- At the international Conference of the Parties on climate change in December, WWF delegates from around the world helped push for action on global warming. Despite hard-line tactics from the U.S., the world community agreed to negotiate further greenhouse gas reductions once the initial 2012 targets are met.
- WWF-Canada released our "Two Degrees Is Too Much" report, warning that unchecked warming could devastate Canada's fisheries and forest sectors.
- Vancouver-based Catalyst Paper, the first Canadian company to join WWF's international Climate Savers program, committed to reduce its greenhouse gas emissions by an impressive 71 per cent compared to 1990 levels.
- All MPs were given climate change "homework" over the summer holidays. WWF-Canada and the Pembina Institute provided each of them with a copy of two important climate change publications to prompt federal action.
- WWF-Canada's Julia Langer made a ten-day field trip to the Arctic in May to gather first-hand evidence of climate change impacts from Inuit elders and hunters, supplementing mountains of scientific reports with compelling personal evidence.

Thank You

Many thanks to Direct Energy, the Kiessling/Isaak Family, Sonia Labatt, Midloch Foundation, Tim & Nalini Stewart, and other generous supporters of WWF-Canada's work to reduce global warming. And thank you to everyone who sent a message to the Canadian government by signing our global warming petition.

Take Action

Cut your greenhouse gas emissions – reduce your energy use at home, at work, and on the road. And if you're buying a new appliance, choose a high-efficiency EnergyStar® model.

Coming Next

We're working with the federal government and industry to upgrade efficiency standards for all energy-using devices.

Setting the Pace

While Canada's greenhouse gas emissions are 30 per cent higher than 1990 levels, Catalyst Paper has achieved a staggering 71 per cent reduction. Catalyst, one of the world's leading paper producers, was the first Canadian company to join WWF's international Climate Savers Program.

As a Climate Savers Company, Catalyst joins the ranks of IBM, Johnson & Johnson, Nike, Polaroid, and half a dozen other multinational companies that are setting an example for industries and governments around the world.

The program to fight global warming gives companies access to leading experts from WWF and the Center for Energy & Climate Solutions on the best technologies and strategies for reducing greenhouse gas emissions.

In September 2005, Catalyst promised to reduce its greenhouse gas emissions a sustained 70% below its 1990 levels and committed to improve energy efficiency and reduce pollution through its entire chain of production, from forest to retailer.

By the end of the year, the company had already succeeded, thanks to better energy efficiency and a switch to more environmentally friendly biofuels. The result is equivalent to eliminating nearly one million tonnes of greenhouse gases annually. In the process, Catalyst saved millions of dollars in fuel costs.

"Saving energy and combating climate change go hand in hand. We know that by making smart choices about fuel use, we lower greenhouse gas emissions, increase air quality, and reduce operating costs," says Lyn Brown, the company's Vice President for Corporate Affairs and Social Responsibility.

Endangered Species

The numbers aren't encouraging: climate change, habitat destruction, unsustainable trade, and pollution are continuing to push more than 16,000 species towards extinction around the world. In Canada alone, more than 500 species are at risk. But WWF-Canada is taking action.

Firstly, we're fighting global trade in endangered species as a key player in WWF's international TRAFFIC program, the world's largest and only comprehensive global wildlife trade monitoring program.

Secondly, we partner with Environment Canada each year to fund projects that help dozens of species at risk, from wood bison in Saskatchewan to piping plovers in Nova Scotia.

Highlights of 2005/06

- Thanks to funding from Environment Canada and many other generous donors, our Endangered Species Recovery Fund awarded a total of more than \$700,000 dollars to support the recovery of endangered species across Canada, funding 56 projects from Vancouver Island to the limestone barrens of Newfoundland.
- Our 2005 *CITES, Eh?* report encouraged Environment Canada to make major changes to wildlife enforcement across the country – with significant input from WWF-Canada. At a three-day meeting to plan an overhaul of the Canadian program on trade in endangered species, we were the only non-governmental organization invited to the table.

Thank You

Special thanks to Alcan Inc., Goldcorp Inc., the Hunter Foundation, Inco Limited, The McLean Foundation, Scotiabank, WWF-US, and all our donors who responded to our TRAFFIC appeal for their commitment to Canadian species.

Coming Next

In the coming year, we'll be working with enforcement authorities in Mexico, Central America, and Asia, building the capacity of developing countries to stop unsustainable and illegal wildlife trade.

Ernie Cooper, Virtual P.I.

It's hard to imagine a creature much rarer than the Kaiser's spotted newt. There are fewer than 1,000 in the wild, and they're found only in two particular streams in western Iran.

So when WWF-Canada's Ernie Cooper saw 50 for sale on a Canadian website, he knew something had to be done. And he went to work ... electronically.

By surfing the Internet, he and his team found these salamanders advertised for sale on different websites for as much as \$300 a piece and then tracked down the source to a reptile dealer in the Ukraine.

They e-mailed the Ukrainian dealer, posing as prospective buyers. "This dealer claimed he could supply 250 wild-caught newts," Cooper recounts. "Well, when you've only got 1,000 of them in the world, you realize just how quickly the entire species could be wiped out by this kind of illegal trade."

Next, Cooper contacted officials in Iran to make sure the salamanders weren't being exported legally. Sure enough, he discovered Iran hadn't issued any export permits for Kaiser's spotted newts for the past 10 years.

He alerted U.S., Canadian, and Iranian wildlife enforcement authorities and is now working to get the species protected under CITES – the Convention on International Trade in Endangered Species.

"It just goes to prove the power of the Internet," says Cooper. "Not many people are willing to spend \$300 on a salamander, but some are ... and the Internet is an ideal way to reach them. But it's also turned out to be the ideal tool to investigate and foil the illegal trade."

Decontamination

Toxic chemicals are everywhere, from suburban Canada to the high Arctic. And wherever they're found, they're taking a toll on the health of wildlife, humans, and entire ecosystems. Study after study draws the links between synthetic chemicals and health issues in wildlife and in humans, including lower fertility, developmental problems, hormonal imbalances, a weakened immune system, and respiratory problems.

WWF-Canada is focusing on agriculture, working to reduce pesticide use for the sake of consumers, farmers, and local ecology. In Ontario, for example, only one per cent of farmland is pesticide-free, despite soaring demand for organic products, most of which are imported from the United States. Our goal is to boost that number to ten per cent within the next decade.

We're working with the provincial and federal governments, agricultural groups, the food-processing sector, and consumers to build support for organic agriculture. It's a win-win situation for everyone: more economic opportunities for local farmers and food processors, and a healthier environment for everyone.

Highlights of 2005/06

- Together with the Organic Agriculture Centre of Canada, WWF-Canada has developed a detailed, 32-point plan to make 10 per cent of Ontario agriculture organic over the next decade.
- By working with the government to explore opportunities and mutual objectives, WWF-Canada helped to ensure that the Premier's Council made organic production a priority for agriculture in Ontario.

Thank You

A big thank you to The McLean Foundation and Laidlaw Foundation for supporting our toxics program.

Take Action

Just say no to toxic pesticides! Look for local, organically grown foods at your supermarket, health food store, or farmers' market.

Coming Next

One major stumbling block to organic agriculture in Ontario is the lack of certified processors; to survive economically, farmers need more processors to buy their products. In the coming year, we'll be focusing on strategies to boost local capacity for organic food processing, giving farmers bottom-line incentives to go organic and giving consumers local organic options.

SUPPORTERS

The Panda gets its power from you. Every member, every volunteer, and every donor adds up to some very impressive conservation clout.

It's thanks to more than 100,000 supporters that industry and government pay attention when we speak up and we're invited to help craft solutions to end trade in endangered species, develop marine management plans, and change forestry practices in Canada.

Thousands of your signatures on our petitions help to create political action: preventing drilling in the Arctic, creating protected areas in Quebec, and reducing marine bycatch.

We also appreciate all the time you give to WWF-Canada. To everyone who answered phones at our office, made sure the Canada Life CN Tower Climb ran smoothly, participated in WWF-sponsored Great Shoreline Cleanups last fall, organized community events, and served on our Board or councils: thank you!

And, of course, it's your donations that make our work from coast to coast possible. Every contribution, big or small, gives us more resources to protect species, preserve special places, and create lasting results.

Thank you. We really couldn't do it without you.

Spectacular Events

The past year saw a spectacular range of WWF-Canada events across the country, helping to put the Panda in the public eye.

1,776 Steps to Fight Global Warming

Our 16th Annual Canada Life CN Tower Climb for WWF-Canada in Toronto was a record year in every way! More than 330 teams tackled the Tower in 2006 and raised more than \$800,000. Thank you to all of our climbers, volunteers, and sponsors who make this event so successful.

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West Coast Cocktails

In Vancouver, our first WWF-Canada "Conservation Cocktail" took place in May, introducing more than 120 guests to our growing Pacific Region office and our conservation work on the West Coast.

Conservation at the Halifax Club

More than 80 people came out to the Halifax Club Speakers Series event in May to hear Mike Russill, WWF-Canada's President and CEO, and Robert Rangeley, Atlantic Region Marine Program Director, explain how our organization is working with the fishing industry and other partners to find ways to maintain and rebuild Atlantic Canada's fish stocks.

Fish Issues at the Maritime Fall Fair

To launch our "stop the net" campaign against bycatch, WWF-Canada set up shop at the Maritime Fall Fair in Halifax last fall. It was an opportunity for attendees to put a face to our Halifax office, as well as purchase adoption kits and other WWF-Canada merchandise. Many added their names to our popular Oceans Charter petition, helping us to gather nearly 10,000 signatures to date.

Sustainable Snacking in Toronto

Our sold-out Evening of Green Cuisine in May kicked off our series of Green Carpet Events. More than 250 of Toronto's future business leaders showed up to nosh on the cuisine of four high-profile chefs, sample local wines, and meet with the Barenaked Ladies' Steven Page.

Sponsors

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You Make It Possible

Our work relies on the generosity of many individuals, foundations, corporate partners, governments and organizations. To all those who give to WWF-Canada: thank you.

Donations over \$1,000 received between July 1, 2005 and June 30, 2006 are recognized in the following list. Gifts received after that date will be gratefully acknowledged in the 2007 Annual Report.

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Vanessa Cosco
Bob Cronin
B. J. Danylchuk
Earl Darlington
Davies Smith Developments
James Day
Eileen Day
DayMen Photo Marketing Ltd.
Mark de Pencier and Kelly Szandtner
Dawne Deeley
Dan Delorme
Roger and Janet Dickhout
John Drolet
J. Alan Duncan
Lynnea Duncan
Marilyn Dunk
David W. S. Dunlop
Chris Cathcart and Kelly Durant
Brian Dusting
Karl Dykhuis
Stephen Eby Memorial Fund
Martin H. Edwards
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EnCana Cares Foundation
Escapes.ca
Phil Evans
John and Gay Evans
Donna Farnworth
Thomas Fath
Otto Felber
Fraser and Margot Fell
Michael Ferrey
Anthony L. Fields
John Fincham
Jason Fiorotto and Tory Butler
M. Patricia Fischer
Fitzgerald & Roderick Landscape Contractors
Ltd.
Dorothy Fleming
Fondation de la faune du Quebec
Foote Cone & Belding
Ronald W. J. Ford

Mrs. C. and Mr. Noel Muldoon
Geoffrey Mussell
Dr. Brian Muth
The Nature Trust of British Columbia
Joanne M. Neil
Mary Neufeld
Terry Newcombe and Diane Brown
Noon Hour Productions Inc.
Norwell District Secondary School
Dennis O'Connell
Shelley Odishaw
Marlen O'Neil
Ann Marie Oneschuk
Onestop Media Group Inc.
Ontario Power Generation Employees' Charity
Trust
Nir Orbach
E. M. Orsten
Kenton Otterbein
Oxford Retail Group
Cyril Paciullo
Bernice Paterson
Murray Paton and June Leong
Miss JoAnne Pears
Katherine Perkins
M. Jane Phillips
Estate of Arthur Keith Picton
Doris Tanner Pimm
Estate of Josephine Evelyn Pitt
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Nicholas J. Poppenk
David Powell
Sandra Priest
Valerie Pringnitz
George Priniotakis
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Procter & Gamble Inc.
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Fund
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Andrea J. Raper
Deborah Read
Richard Ready
Cathryn Rees
Phil Regier
Keith Beckley and Martha Richardson
Ralph F. D. Richardson
Lorraine Richardson
Richard W. Rinn
Ms. Alice Ritter
John Roberts
Gerry Rocchi
Mr. Michael Rogers
Sue Rooks
Jason and Cheryl Roth
Linda Rus

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Paul and Caroline Frazer
Jane C. Freed
Riki Fuller
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Judy Garrison
Rosanne Gasse
Danielle Gelinas
Karen Genge
Georgia
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Bruce Gill
William Todd Gillick
Jack Gingrich
GlobeScan Incorporated
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William Goff
Grail Family
Shirley Beatrice Grant
Heather Grant
Laurel H. Gray
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William W. Greensides
Gregory C. Marshall Naval Architect, Ltd.
Regine Gries
Peter Grundmann
Maya & Jason Guttman
Liz Haan
Mark Hagen
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Jane G. Hunter
The BC Hydro Employees Community Services
Fund (HYDRECS)
IBM Canada Ltd.

Robert Russell
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Doreen E. Rutherford
Sheila P. Ryan
Andrea Sazwan
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Brent Scofield
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Dan Seale
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Rev. Leaf Seligman
Alexandra Shaw
Wai Shing
Garnet and Evan Siddall
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Heather Singer MacKay
S. J. Skinner
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Janine Smith
Jennifer Smith
Neil Smith
Jon Snipper
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M. Olivier Sorin
Nicole Southern and Mr. Ben Affelin
Dr. Raymond S. Souw
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NFO CF Group
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Theresa Trotter
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UBS Global Asset Management (Canada)
United Way Centraide of Ottawa
United Way of York Region
Rob Unruh
Sandra Usik

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 Nancy Kaarto
 Kapoor Investments Ltd.
 Estate of Kenneth McIntosh Kendrick
 Rolf and Janet Kierdorf
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 Dr. R. William and Diane Knight
 Sandra Knight and Georges Erasmus
 Michael Kroeger
 Marie Kymlicka
 Lori Labatt
 Silveria Ladek
 Lafarge Canada Inc.
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 John A. Lamont
 Letty and William Last
 Dr. Helena Lau
 Gaytan Layden
 Jennifer Lea
 Robert J. Leask
 Sylvie Leblanc

Brian Van Steen and Katerine Dupuis
 Robert J. Vanden Broek
 Darlene Varaleau
 The Varshney Family
 The Victoria Foundation
 Dianne Vincent & Rick Woelinga
 Joe Vipond
 Dr. Peggy Voorneveld
 Lynn Voortman
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 Estate of Ernest Casebourne Wade
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 Wolfgang Walz
 Richard Ward and Sandra Sorenson
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 Deb Weiers
 Ingo Weigele
 Tanny Wells and Patrick Northey
 Colleen Wells
 Brian Westerberg
 Estate of Kenneth G. Westover
 H. Whibbs
 Violet White
 Dean Wilson
 Phillip and Norma Wilson
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 Mark Winther
 A & M Wood Specialty Inc.
 World Financial Group Insurance Agency of
 Canada Inc.
 Joanne Wright
 WWF-UK
 Arnold Zwaig and Stephanie Hamel
 28 Anonymous Donors

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 Standard Radio
 Tech TV
 The Biography Channel
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 The Weekly Times of India
 Toronto Star
 Transcontinental Media
 Walrus Magazine
 Wild On Walls
 Zoom Media

Please Contact Us!

WWF is committed to keeping our members, donors, partners, and the general public informed about the work we do, how we do it, and what we think about issues that have a direct link to our work. This includes receiving constructive feedback when we could be doing a better job, or taking the time to respond to conflicting opinions about the nature and direction of our work.

At WWF-Canada, we communicate to the world in a number of ways, including the following:

- We send media releases to print and broadcast media;
- We mail or e-mail a quarterly newsletter (Living Planet Quarterly) to our membership;
- We send PandaMail e-mails once a month to keep members up to date on the progress of our work, as well as special ad hoc e-mails about significant events as they occur;
- Our Donor Relations team takes calls and answers questions from members, donors, and the general public every day;
- WWF-Canada staff in all departments maintain networks and open channels of dialogue with colleagues across the WWF network and with other partners in the environmental, business, and government communities;
- Under the federal government's privacy legislation (Personal Information Protection and Electronic Documents Act), WWF-Canada has a senior staff member responsible for overseeing our compliance with the laws associated with privacy and confidentiality that affect staff, donors, and the general public;
- Our website, wwf.ca, is routinely updated to give anyone who is interested the latest conservation, fundraising, and special events news available.

If you'd like more information, or have questions or concerns, please feel free to contact us at:

WWF-Canada
245 Eglinton Avenue East, Suite 410
Toronto, ON
M4P 3J1
1-800-26-PANDA
ca-panda@wwfcanada.org

FINANCIAL STEWARDSHIP FOR THE LONG TERM

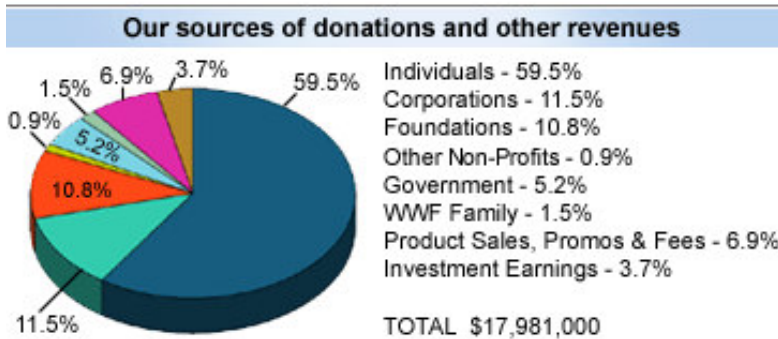
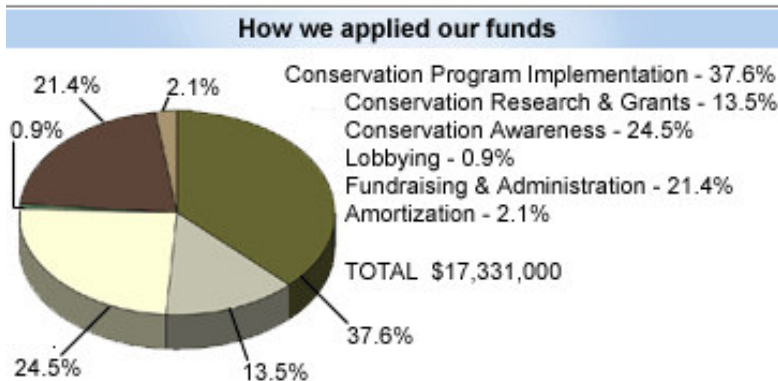
Financial stewardship is key to achieving conservation and fundraising goals. We ensure we have:

- a strong internal control environment;
- effective governance over all operations; and
- a thorough annual independent audit of our financial records.

To obtain a copy of our audited statements contact our Finance Department at ca-panda@wwfcanada.org.

In addition to our annual report, we provide detailed reports to all our major donors that describe exactly how their money was spent and what conservation gains were achieved as a result.

In 2005/06, the investment in our fundraising capacity and organizational infrastructure has paid off with revenues of almost \$18 million, an increase over the previous year. As a result, we've been able to invest \$13.2 million in our conservation work across the country, while keeping our fundraising and administrative (FR&A) costs at 20.6% of revenue.



Report of the Vice President, Finance and Administration and Chief Financial Officer

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

1. Our overall revenue for 2006 totalled almost \$18 million, an increase compared to 2005 of \$1.4 million (8.5%). It is worth noting:
 - a. We had growth in revenue from our membership and from broad-based support;
 - b. Revenue from major donors (\$10,000 and over) increased; and
 - c. Revenue from bequests was significantly higher than the previous year.
2. We spent \$13.2 million on conservation.
3. We continued to invest in our fundraising infrastructure, which is producing results as our increased donations revenue shows.

We also continue to experience growth in the area of donations-in-kind, largely thanks to advertising space donated to our organization primarily by the broadcast media in relation to our conservation awareness campaigns. In 2006, this type of contribution (which is not actually money that we take in, but the estimated fair values assigned to the advertising space we receive) amounted to \$5.0 million. In the previous year, it was \$1.2 million.

To avoid a misleading impression of the scale of our conservation operations, we have changed our presentation of donations-in-kind. In the past, we had shown these donations-in-kind as offsetting amounts in revenue and expense in our statement of operations. This year, we are reporting donations-in-kind in a note. We have, of course, reclassified the prior year's figures so that you can see the comparable figures.

The conclusion is the same: we have raised more revenue than the prior year; we have been very successful at attracting media support for our messages; and we have increased our expenditure on conservation. This success is critical as we continue to take a leadership role in addressing the conservation concerns of all Canadians and the international community related to climate change, impacts caused by human consumption such as the unchecked exploitation of ocean resources, and the conservation and management of natural resources such as forests and freshwater habitats.

Grahame J. Cliff, CA
September 29, 2006

Financial Statements

For copies of the combined financial statements, including a letter from the auditor, please go to:

<http://wwf.ca/AboutWWF/WhoWeAre/AnnualReport/2006/media/WORLWDWILDLIFEFUNDCANADACombinedFinancialStatements2006.pdf>

or contact our Finance Department at ca-panda@wwfcanada.org.

Statement of Financial Position

As of June 30, 2006

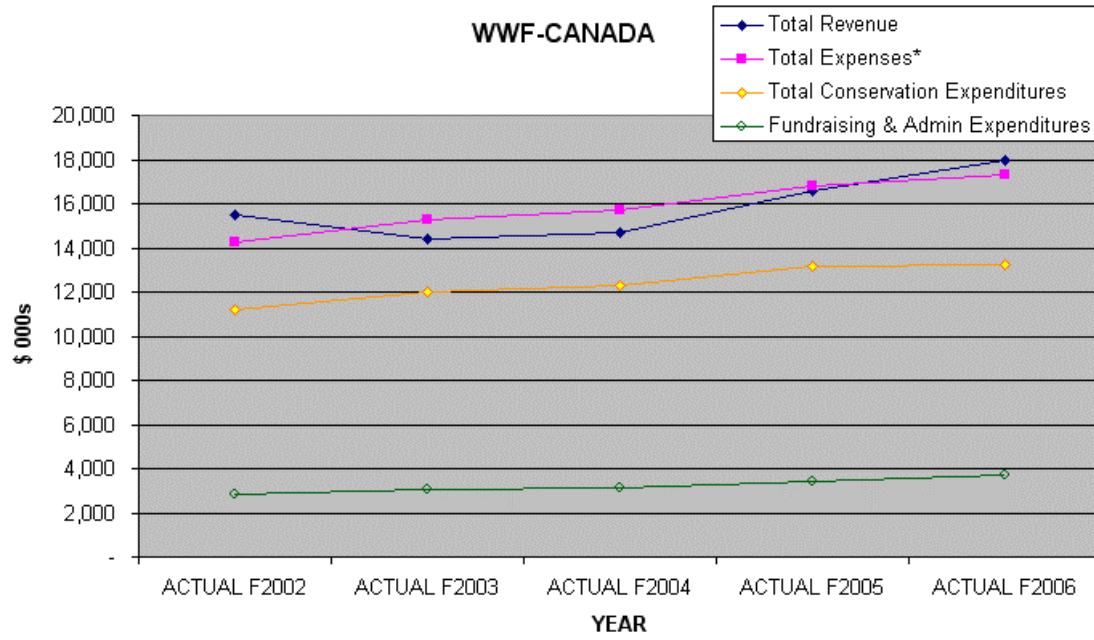
(in thousands of dollars)

	2006 \$	2005 \$	2004 \$
ASSETS			
Current Assets	6,087	5,927	5,517
Investments at Cost	7,267	7,274	7,162
Property and Equipment	549	722	660
	13,903	13,923	13,339
LIABILITIES			
Current Liabilities	1,104	1,774	935
	12,799	12,149	12,404
FUND BALANCES			
Operating Funds			
Unrestricted	671	657	507
Restricted	3,169	2,774	3,151
	3,840	3,431	3,658
In Trust and Other Capital Funds	7,417	7,416	7,500
Planned Giving Fund	993	580	586
Property and Equip. Fund	549	722	660
	12,799	12,149	12,404

Statement of Operations and Changes in Fund Balances
For the year ended June 30, 2006
(in thousands of dollars)

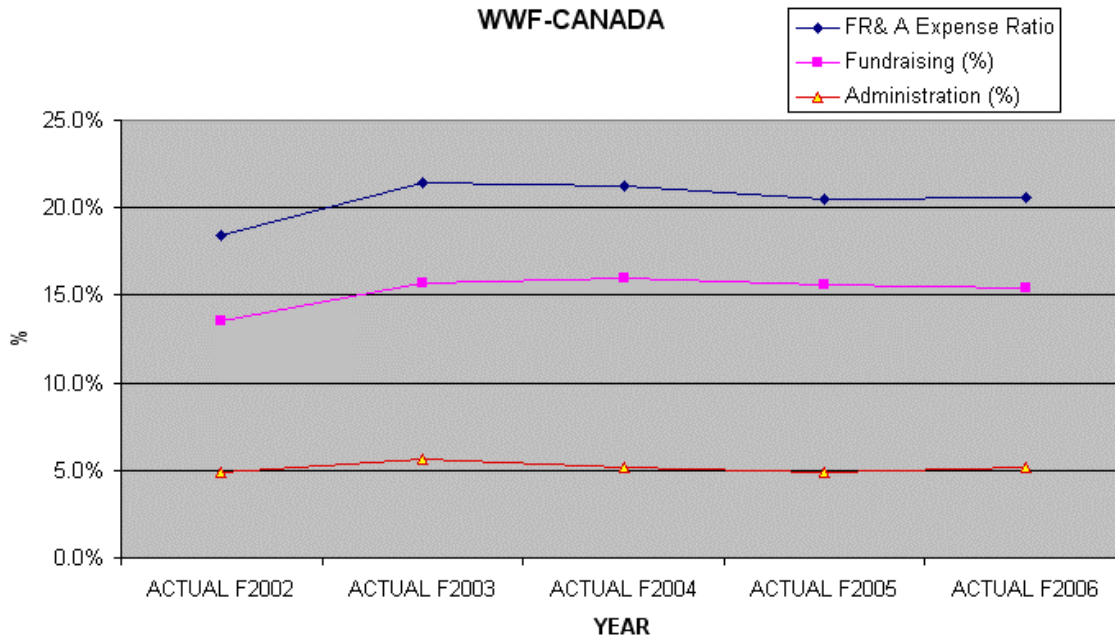
	2006	2005	2004
	\$	\$	\$
REVENUE			
Donations and Grants	16,063	14,680	12,577
Product Sales, Promotions and Fees	1,248	1,364	1,647
Investment Earnings	670	535	496
TOTAL REVENUE	17,981	16,579	14,720
EXPENSES			
Program Implementation	6,505	6,462	5,718
Research and Grants	2,340	2,648	2,493
Conservation Awareness	4,254	3,809	3,983
Lobbying	157	217	132
Total Conservation Expenditure	13,256	13,136	12,326
Fundraising and Administration	3,708	3,406	3,119
Amortization	367	292	257
TOTAL EXPENSES	17,331	16,834	15,702
Excess/(Deficiency) of Revenue Over Expenses	650	(255)	(982)
Fund Balances - Beginning of Year	12,149	12,404	13,386
Fund Balances - End of Year	12,799	12,149	12,404
Deficiency of Revenue Over Expenses Comprises			
Operating Activities	(1,317)	(1,364)	(1,608)
Capital Funds	1,967	1,109	626
	650	(255)	(982)

Additional Financial Information
WWF-Canada Revenue Over Five Years



*includes amortization

Fundraising & Administration Cost Ratios As A Percentage Of Revenue Over Five Years



Staff Complement and Salary Expenditure for 2006

WWF-Canada had a total staff of 87 during 2006.

Staff

CEO and 4 Vice-Presidents reporting to the CEO

All staff members, including the CEO and Vice-Presidents above

Salaries

\$790,284

\$4,859,944

WWF-Canada is a federally registered charity (no. 11930 4954 RR0001), and an official national organization of World Wide Fund For Nature, headquartered in Gland, Switzerland. WWF is known as World Wildlife Fund in Canada and the US.

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