



*World Wildlife Fund Canada*  
**Annual Report**  
**2009**

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# LETTER TO THE PUBLIC

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## Climate, Water, People

In a year of global change, we have celebrated some impressive conservation victories, and set the stage for more and bigger successes to come.

The victories were widespread, from the protection of Isabella Bay as the Ninginganiq National Wildlife Area, a sanctuary for threatened bowhead whales on Baffin Island, to the passage of Ontario's *Green Energy Act*, which promises to serve as a model for jurisdictions across North America.

Perhaps the biggest reason for celebration is the evidence that tough economic times seemed only to strengthen public and corporate commitments to conservation. Canadians are increasingly embracing the notion that, rather than being in opposition, it is by taking care of the environment that we will ensure our economic future.

The evidence? Earth Hour 2009 was an even bigger global success than last year, proof of overwhelming public support for climate action. Meanwhile, Loblaw Companies Ltd. made a precedent-setting commitment to sustainable seafood and Fairmont Hotels & Resorts became the latest company to join the ranks of WWF's global Climate Savers.

To keep delivering this caliber of results, we've set our sights on three priority areas in the coming years: climate, water, and people.

- Climate, because rising global temperatures is the single biggest threat to biodiversity facing the world, with impacts already evident in Canada's Arctic. In 2009, the stakes are higher than ever, as global leaders hammer out a new climate deal to replace Kyoto.
- Water, because life on Earth couldn't survive without it. With the world's longest coastline and more than our fair share of global freshwater resources, Canadians have a special duty to steward these resources responsibly.
- People, because we won't achieve sustainability without engaging the people who can make it happen: decision makers, industry leaders, and ordinary Canadians across the country.

Not only do these priorities align WWF-Canada more closely than ever with WWF's global priorities, these are the issues that make Canada globally significant.

At WWF, we invest in science-based solutions to ensure a living planet. Thanks to supporters like you, the benefits will be enjoyed for generations.

Patricia Koval  
Chairman

Gerald Butts  
President and CEO

# A FORCE FOR NATURE

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Recognized. Respected. Effective.

Around the globe, WWF has built an enviable reputation for conservation. Thanks to a combination of science, partnerships, and public mobilization, we achieve results that count — now, and for decades to come.

From the Coral Triangle to the Chihuahuan desert, the high Arctic to the Amazon rainforest, we're working to safeguard ecosystems, save species, and create a more sustainable future for all creatures.

In particular, we focus on water and climate change: two of the most pressing environmental issues facing our planet. Here at home, that includes everything from helping Canadians shrink their carbon footprint to developing better ways to manage our oceans.

Over the years, WWF-Canada has contributed to big wins like the creation of marine protected areas on all three coasts, more hectares of certified sustainable forest operations than any other country in the world, and the protection of tens of million of hectares of wilderness from industrial development.

Today, with more than 4 decades of experience under our belt, 7 offices from B.C. to Newfoundland, and the support of 170,000 people like you, we're poised to achieve even more.

WWF: for a living planet.

## How We Work

At WWF-Canada, we've been in the business of conservation for more than 40 years. We've learned how to work effectively, build support, and create lasting results. Today, we've distilled that knowledge into seven key principles that guide our day-to-day actions and our long-term vision.

**Strategic focus:** We target our efforts where the stakes are highest and the payoffs are most significant. That means concentrating on the critical issues threatening our environment and on the country's most ecologically significant areas.

**Global perspective:** As part of an international organization that works in more than 100 countries around the globe, we understand the broader issues. We can draw on the successes, lessons, and expertise of our colleagues. And when conservation issues cross national boundaries, we're ready to take concerted action.

**Good science:** We base our advocacy on the best scientific advice available, and often on fieldwork conducted exclusively for WWF.

**Non-partisan partnerships:** WWF can't do it all alone. Big wins require cooperation. Thanks to our reputation for openness and fair-mindedness, we're able to work with First Nations, industry, government, communities, and other conservation groups to make that happen.

**Integrated approach:** Protecting nature doesn't mean ignoring humans. Truly sustainable solutions must meet the social, economic, and cultural needs of local communities. That's why we invest the time to build trust, develop relationships, and create strategies that work for everyone.

**Public mobilization:** We know that Canadians care about the environment. And it's by engaging all Canadians — urban and rural, young and old, First Nations and new immigrants — that we can make the fundamental changes required for a healthy planet.

**Sustainable solutions:** We believe the way to achieve lasting results is by addressing the social, economic, and political drivers behind conservation issues. We measure our success in species saved, habitats protected, and communities maintained, now and for generations to come.

Finally, there's **accountability**. You'll see it on every page of this report — and in every project we undertake.

## *A Legitimate Voice*

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 work 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.

## Board of Directors

### Honorary Chair

Sonja Bata

### Honorary Directors

The Rt. Hon. John Turner  
Partner, Miller Thomson LLP

Brock Fenton, Chief Scientific Advisor  
Professor of Biology  
University of Western Ontario

### Chairman

Patricia Koval  
Partner, Torys LLP

### Directors

<b>Name</b>	<b>Occupation</b>	<b>Region</b>
Daryl Aitken	President Dashboard Communications	Toronto, ON
Mark Cohon	Commissioner Canadian Football League	Toronto, ON
Kathleen Crook	Volunteer Fundraiser	Toronto, ON
Gillian Deacon	Broadcast Journalist, Author	Toronto, ON
Roger Dickhout	President and CEO Pineridge Foods Inc.	Toronto, ON
Mike Garvey	Corporate Director	Toronto, ON
Blake Goldring	Chairman and CEO AGF Management Limited	Toronto, ON
Scott Hand	Corporate Director	Toronto, ON
J.G. (Jack) Keith	Chair, Commerce Advisory Board Sobey School of Business, St. Mary's University	Halifax, NS
Sonia Labatt	Associate Centre for Environment, University of Toronto	Toronto, ON
Seamus O'Regan	Broadcast Journalist and TV Host	Toronto, ON
Steven Page	Musician	Toronto, ON
David Ross	Corporate Director	Toronto, ON
Donald Sobey	Chairman Emeritus Empire Company Limited	Stellarton, NS

## **Directors**

<b>Name</b>	<b>Occupation</b>	<b>Region</b>
Tim Stewart	President Stewart Investments Inc.	Toronto, ON
Tanny Wells	Sales Representative Chestnut Park Real Estate Ltd. and Corporate Director	Toronto, ON
Alexandra Weston	Founder and President ASC Public Relations	Toronto, ON
Phyllis Yaffe	Corporate Director	Toronto, ON

## ***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 initial term is four years. A director may serve a second successive or non-successive four-year term.

### **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 the frequency is 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.

## ***Committees***

\* Denotes non-Board members

### **Executive Committee**

(Consists of Board and Committee Chairs)

Pat Koval (Chair)

Kathleen Crook

\*Brock Fenton

Mike Garvey

David Ross

### **Audit, Finance and Investment Committee**

David Ross (Chair)

Mike Garvey

Scott Hand

Pat Koval

Tim Stewart

### **Compensation, Governance and Nominating Committee**

Mike Garvey (Chair)

Mark Cohon

\*Brock Fenton

Jack Keith

Pat Koval

Phyllis Yaffe

### **Fundraising Committee**

Kathleen Crook (Chair)

\*Michael de Pencier

Blake Goldring

Pat Koval

Tim Stewart

### **Conservation and Science Committee**

\*Dr. Brock Fenton (Chair)

\*Dr. Andrew Derocher

\*Dr. Marco Festa-Bianchet

Mike Garvey

\*Dr. Jeffrey Hutchings

\*Monte Hummel

Dr. Sonia Labatt

\*Dr. Nancy Olewiler

\*Dr. David Schindler

\*Dr. Bridget Stutchbury

Tanny Wells

\*Dr. Hal Whitehead

## **Senior Staff**

(as at September 14, 2009)

### ***President and CEO***

Gerald Butts

### ***Senior Staff Reporting to the CEO***

#### **Vice President, Advancement & Chief Development Officer**

Mary Deacon

#### **Vice President, Finance & Administration, and Chief Financial Officer**

Grahame Cliff

#### **Vice President, Marketing & Communications**

Christina Topp

#### **Vice President, Strategic Partnerships**

Hadley Archer

#### **Vice President, Atlantic Region**

Robert Rangeley

#### **Vice President, Conservation and Chief Conservation Officer**

Arlin Hackman

### ***Other Senior Staff***

#### **President Emeritus**

Monte Hummel

#### **Senior Director, Conservation Science & Practice**

Steven Price

#### **Conservation Directors**

Anthony Maas, Freshwater Program

Michele Patterson, Pacific Conservation

Robert Powell, Mackenzie River Basin

Bettina Saier, Oceans Program

Craig Stewart, Arctic Program

Keith Stewart, Climate Change Program

#### **Staff Directors**

Ruth Godinho, Donor Relations & Services

Janice Lanigan, Annual Giving

Joshua Laughren, Communications

Rosemary Ludvik, Advancement Research

Jeremy Marten, Marketing

Udayan Purushothaman, Controller

Carolyn Seabrook, Program Operations

Mary Beth Taylor, Major Gift Operations

## **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

R.B. (Biff) Matthews  
2003-2006

## HIGHLIGHTS OF 2008/09

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Dear Supporter,

Success in our line of work is hardly certain or predictable, especially in the face of global economic meltdown.

Yet in 2008/09, WWF-Canada continued a remarkable winning streak thanks to our emphasis on knowledge, pragmatic research and analysis, persistent advocacy, and relationships built to achieve long-term success.

For me, this year's hallmark was celebrating Niginganiq National Wildlife Area, a sanctuary for threatened bowhead whales at Isabella Bay, Baffin Island created as a result of more than 25 years of local effort coupled with WWF advocacy.

It's the crowning achievement in a year that saw many significant conservation wins:

- The Government of Ontario passed the *Green Energy Act*, a law designed to expand renewable energy generation and increase energy conservation that will serve as a model for other jurisdictions.
- Canada joined an international commitment to implement a range-wide conservation plan for polar bears that recognizes climate change as a key threat.
- On the west arm of Great Bear Lake, Saoyú-?ehdacho became the first protected area in the Northwest Territories designated through the multi-stakeholder NWT Protected Areas Strategy.
- WWF's global lights-out Earth Hour was an unprecedented success. According to a WWF-commissioned poll, 52 per cent of all adult Canadians — more than 10 million people — participated in Earth Hour 2009.
- The federal government passed legislation to allow tighter regulation of standby power, the so-called "vampire load" that drains electricity while appliances are turned off.
- Loblaw announced a world-leading policy committing to source 100% sustainable seafood by 2013.
- The Grand Banks coral hotspot we identified in 2007 has been protected within Canadian waters.
- Lobster fishermen in Nova Scotia signed on to a voluntary code of practices to help protect right whales.
- A Memorandum of Understanding was signed between the federal government and coastal First Nations in B.C., a significant step toward an integrated oceans management plan for the Pacific North Coast.

Last, and certainly not least, we successfully wound up a 22-year history of supporting conservation in Cuba. In handing off our role to WWF-Netherlands, we also passed along a legacy of goodwill and accomplishment in species conservation (hawksbill turtles), protected areas (Zapata wetlands), and sustainable development (fisheries management).

What lies ahead in 2010?

While the recent economic shocks and uncertain outlook have been painful, they also opened the door to restructuring and investment in a greener, low-carbon future in ways that were almost unthinkable a year ago.

We're seizing the opportunity, using our global focus on Water, Climate and People.

WWF-Canada has already staked out a leadership role in our marine work, through spatial planning for habitat protection on all three coasts, promoting sustainable seafood markets, and reforming fisheries management.

We must do the same for fresh water, a resource that is already scarce and or contaminated in several regions of the country. A key first step is to build public understanding of environmental flow, the water that nature needs to maintain healthy watersheds, wildlife, and the ecological services we depend on.

Climate change poses the greatest threat to our living planet. We're tackling the biggest culprits in Canada — tar sand development and petroleum-based transportation — by highlighting investment risk in the Tar Sands and partnering to demonstrate smarter ways to move people and goods.

Our commitment to a resilient and protected Arctic is the other thrust of our climate work, in collaboration with WWF offices in all the circum-arctic countries. Here we face the challenge of developing a locally supported approach to stewardship in the face of a new rush for resources.

Finally, because everyone has a role to play in creating a sustainable future, people must lie at the core of our conservation programs. Our model of engaging Canadians has two parts: "Do" and "Demand." By helping you do your part and by giving voice to your actions, we create a demand for government and business to do their part as well.

If you already know and support our work, thank you! If you're new to WWF, please join us in this most important year ever.

Arlin Hackman,  
Chief Conservation Officer  
September 2009

## KEY ISSUES

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Many conservation issues can seem dauntingly large. But by focussing strategically, developing key partnerships, and setting achievable targets, WWF-Canada is proving that solutions really are within our grasp.

Take climate change. We're working to dramatically curb greenhouse gas emissions and safeguard Arctic ecosystems that are feeling the biggest impact of planet-wide warming.

We're also tackling pressing water issues, both in our oceans and inland, and we continue to save endangered species by fighting unsustainable trade and funding important research.

Perhaps most importantly, we're mobilizing both people and businesses. Issues like these can't be solved without big shifts in behaviour, attitudes, and daily actions. By building a broad-based constituency for conservation, we're laying the groundwork for long-term change.

## Arctic

At the top of the world, the heat is on. Since the 1980s, the minimum annual levels of Arctic sea ice have shrunk more than 40 per cent, and scientists predict that the Arctic Ocean could see ice-free summers as early as 2013.

That's bad news for beluga, narwhal, and walrus, along with the communities that depend upon them. It's also bad news for the planet as a whole. As polar ice melts, it leaves large areas of open water that absorb the sun's heat, speeding up the process of global warming.

For decades, WWF has been active in the north. Now, we're cranking up our efforts even further, making this region a global priority. For WWF-Canada, that means working harder than ever to protect polar bears and other Arctic species — and, of course, pushing governments, businesses, and ordinary Canadians to turn down the heat.

### **2008/09 Targets & Achievements**

*1. Complete a WWF-led range-wide conservation action plan for polar bears.* Achieved. At meeting of Arctic nations in March 2009, we released our draft report outlining an ambitious action plan for the long-term conservation of polar bears and their habitats.

*2. Develop, publish, and distribute a report on the combined impact of climate change and trade on the global conservation of walrus, narwhal, and polar bears.*

Excellent progress. We have now decided to publish three separate reports: one on each species. Scheduled for release in fall 2009, they will be widely distributed to government and scientific decision makers.

### **Other Wins**

This spring, we successfully advocated for action on polar bears at the International Meeting of the Parties to the International Polar Bear Agreement in Norway. After intense lobbying, Canada followed the lead of other Arctic nations in acknowledging that climate change is affecting this iconic species and agreeing to create an action plan for polar bear management.

We were also delighted to see Isabella Bay become the Niginaniq National Wildlife Area, a sanctuary for threatened bowhead whales. For more than 25 years, we have collaborated with local Inuit here on Baffin Island and conducted scientific studies to build the case for protecting this crucial bowhead feeding ground. Thanks to the patience and persistence of the Clyde River community, a long-held vision became reality in August 2008.

### **Take Action**

Make sure Arctic species like polar bears, narwhals, and walruses have the ice they need to survive. Tell the federal government that Canada must commit to substantial greenhouse gas reduction targets at the Copenhagen climate change negotiations in December 2009.

## **Coming Next**

Knowledge is a powerful tool in species conservation. Over the next couple of years, we'll be mapping critical habitat where Arctic species might continue to survive despite climate change, as well as identifying areas that could provide a refuge for more southerly species migrating northwards.

## ***Our Ten-Point Plan to Save the Polar Bear***

*We have a narrow window of opportunity to protect polar bears. While global warming is melting the ice they call home, the right action, now, could save the world's largest terrestrial carnivore.*

Nothing symbolizes the Arctic more than the polar bear. Over the course of millennia, these top predators have adapted superbly to life in the harsh conditions here.

But if this habitat disappears, thanks to global warming, polar bears will too. According to recent studies, two-thirds of the world's polar bear population could vanish as rising temperatures melt the sea ice they depend on for survival.

In Canada more than half the current populations are already in decline or showing significant signs of stress. The right actions now, however, could make all the difference.

WWF has set an ambitious conservation goal: to ensure polar bear numbers stabilize or increase throughout their range by 2020. To achieve that, we've created a ten-point action plan.

Top of the list is pushing for strong legislation and policies to protect polar bears in all Arctic nations, as well as identifying and protecting key habitat.

Polar bears are an essential part of the economy of many Arctic communities, so we've committed to improving the livelihoods of local people through economic development linked to wildlife conservation.

Most importantly, we'll be pulling out all the stops to convince key nations to sign aggressive, binding greenhouse gas reduction targets at the UN climate change summit in Copenhagen in December 2009.

Easy, no. Essential, yes — if we want this iconic Arctic creature to continue thriving in the wild.

## Climate Change

From melting glaciers to devastating droughts to rising sea levels, climate change is putting the heat on our planet.

At WWF-Canada we're taking action, working to dramatically increase energy efficiency and shrink greenhouse gas emissions by encouraging action on Parliament Hill, in Bay Street boardrooms, and at the kitchen tables of Canadians across the country.

And while we're acting locally, we're also lobbying globally. With the December 2009 climate negotiations in Copenhagen fast approaching, we're doing everything we can to seize this last, best chance to turn down the thermostat.

This is decision time for our planet. If we can keep the temperature rise below 2°C, we can prevent climate change from spiralling out of control. It will take collective will and action, but together, we can make sure that cooler heads prevail.

### **2008/09 Targets & Achievements**

*1. See two emblematic and precedent-setting energy-efficient regulations adopted by the federal government and/or key provincial jurisdictions.*

Excellent progress. The federal government has passed legislation to amend the *Energy Efficiency Act* to allow tighter regulation of standby power — the so-called “vampire load” that drains electricity while appliances are turned off. Meanwhile, Ontario's Minister of Energy has publicly committed to making Energy Star the new minimum standard for equipment with big energy demands, although the regulations have not yet been introduced.

*2. Convince the Ontario Energy Board to entrench co-generation in Ontario's electricity plan as a major supply option.*

Little progress. While Ontario's new *Green Energy Act* was a landmark achievement, promoting energy efficiency and renewable energy, it made only modest progress on co-generation. The Ontario Energy Board hearings have been on hold while the province's electricity planners prepare a new plan that aligns with the *Green Energy Act*.

*3. Sign Climate Savers Memorandums of Understanding with two companies, incorporating commitments to best-in-class greenhouse gas reductions.*

Excellent progress. In March 2009 Fairmont Hotels & Resorts joined the ranks of WWF Climate Savers, an international group of companies demonstrating leadership in carbon reductions. Memorandums with three other high-profile companies are currently being negotiated.

*4. Build an active and visible constituency of at least 100,000 Canadians taking practical actions to reduce their greenhouse gas emissions via The Good Life.*

Good progress. Our Good Life program continues to attract thousands of Canadians who want to make sustainable choices in their day-to-day lives.

Now re-named “the Living Planet Community,” its new scope includes water and other footprint issues, as well as climate change.

*5. Persuade 10 million Canadians to participate in Earth Hour.*

Achieved. Our global lights-out hour was an unprecedented success. According to a poll commissioned by WWF-Canada, 52 per cent of all adult Canadians — more than 10 million people — participated in Earth Hour 2009, sending a resounding message on the urgent need for climate action.

**Other Wins**

Our most significant win in 2008/09 was the passing of Ontario’s *Green Energy Act*, a highly progressive piece of legislation that will serve as a model for other jurisdictions across the continent.

We also sponsored McKinsey and Co.’s *Pathways to a Low Carbon Economy* report, which lists more than 200 opportunities that could slash global greenhouse emissions significantly over the next 20 years.

Finally, we promoted public policies that address climate change, including a submission to the Ontario government on greenhouse gas cap-and-trade systems that drew on lessons learned from the European experience.

**Sidebar: Internationally Speaking**

There’s no conservation issue more global than climate change. And as an international organization, active in more than a hundred countries, WWF is speaking up for a cooler planet.

In preparation for the Copenhagen climate negotiations, we’ve put forward a draft treaty setting out our vision for a fair, effective, and science-based global deal to fight climate change.

We’ve also collaborated with global insurance company Allianz SE to produce the annual *G8 Climate Scorecard*, an assessment of the climate change policies of leading nations that attracted considerable media attention.

**Take Action**

Join the Living Planet Community at <http://community.wwf.ca> and let other Canadians know what you’re doing to shrink your carbon footprint.

**Coming Next**

In December 2009, all eyes will be focussed on Copenhagen as decision makers negotiate a successor to the Kyoto climate treaty. You can bet that WWF will be there, pushing hard for a fair deal for people *and* the planet before global warming becomes irreversible.

***An Energy Model for North America***

*Ontario goes green! Three years of hard work promoting conservation and renewable energy paid off with the creation of the landmark 2009 Green Energy Act.*

Ontario's *Green Energy Act*, passed in May 2009, sets a new bar for North American climate action.

The Act's two-pronged approach focuses on expanding renewable energy generation and strengthening the province's commitment to energy conservation.

A new feed-in tariff, modelled on successful European policies, will boost investment in wind, solar, hydro, and bio-based energy by offering producers attractive pricing and 20-year standing offers.

"Ontario's *Green Energy Act* could propel the province past California as the most innovative North American leader in the renewable energy field," says Denis Hayes, former director of the U.S. National Renewable Energy Laboratory.

On the conservation front, the Act beefs up energy efficiency standards for buildings and appliances and sets conservation targets for local utilities. It also requires residential energy audits when homes are bought or sold.

WWF-Canada was a core part of the Green Energy Act Alliance, which brought together environmental groups, farmers, unions, and industry groups to push for this landmark piece of legislation.

"Our work over the past three years to promote conservation, renewable energy, and co-generation has succeeded in a big way," says Keith Stewart, director of WWF-Canada's climate change program. "This new act makes Ontario a model for other provinces to follow."

## Oceans

From space, Earth is the blue planet, dominated by ocean. A closer look, however, reveals that our most distinctive feature is in frighteningly poor shape.

According to the UN Food and Agriculture Organization, more than 70 per cent of the world's fish stocks are either depleted or fully exploited — a symptom of mismanagement and neglect that can no longer be ignored — while pollution and habitat destruction have also taken a toll on marine health.

Canadians don't have to look far to see examples. Despite some positive signs, cod stocks still haven't recovered since the federal government's 1992 moratorium. Meanwhile, energy projects and aquaculture are creating new challenges for Canada's oceans.

Clearly, we need to rethink how we treat our seas. That's why WWF-Canada is advocating for fisheries reform and networks of marine protected areas on all three coasts, working with government and fishermen to develop an integrated approach to ocean management, and championing sustainable seafood.

We've set our sights on recovering the famous cod stocks on the Grand Banks of Newfoundland, as a major signal that, with determination, stocks can recover and once again support vibrant coastal communities.

### **2008/09 Targets & Achievements**

*1. Convince a major Canadian retailer to publicly commit to a sustainable seafood procurement policy that includes goals for MSC-certified seafood and refers to Marine Protected Areas.*

Achieved. On May 20, 2009 Loblaw Companies Ltd. announced that by 2013, 100 per cent of the seafood it sells will come from sustainable sources.

*2. Convince at least one political party to include oceans protection, including WWF priorities, in their federal election platform for the first time.*

Achieved. In the last federal election, both the Liberals and the NDP incorporated progressive oceans agendas into their party platforms, while the Greens adopted several key points — an unprecedented level of political attention for this issue.

*3. Reduce cod bycatch on the southern Grand Bank to no more than 420 tonnes in 2008.*

Some progress. Canada adopted a suite of measures to reduce the amount of cod caught by lines and nets set for other species. While this was an important step forward, the 2008 bycatch totalled a whopping 900 tonnes — more than double our 420-tonne target.

*4. Ensure priority coldwater coral hotspots are no longer exposed to direct human disturbance.*

Good progress. Thanks to our advocacy, the Grand Banks coral hotspot we identified in 2007 has been protected within Canadian waters.

*5. Develop a suite of measures that could be implemented by the fishing sector to reduce the risk of entangling right whales.*

Excellent progress. Lobster fishermen in southwestern Nova Scotia have signed on to a voluntary code of practices to help protect these endangered whales, and we expect other sectors to follow suit shortly.

*6. See an MPA network plan announced for the Scotian Shelf and Bay of Fundy that includes a map of candidate areas and an implementation plan.*

Some progress. Although we saw a draft network design presented to the public at a forum in November 2008, we're still waiting for a formalized plan to be released. In 2009 we released a study that helped build support for a network of MPAs here, revealing that only 0.56 per cent of this marine region is currently protected.

*7. See Fisheries and Oceans Canada complete and release a draft management plan for Bowie Seamount MPA.*

Some progress. While the 2008 Bowie Memorandum of Understanding paved the way for a management plan, the Government of Canada and the Haida Nation are still negotiating the details.

*8. See Fisheries and Oceans Canada, First Nations, and the province of British Columbia design a sound Pacific North Coast Integrated Management Area and officially launch a broadly supported planning process for it.*

Good progress. A memorandum of understanding between the Government of Canada and Coastal First Nations was signed — a significant step toward developing an integrated oceans management plan for the Pacific North Coast. The official launch in Vancouver attracted more than 300 people from communities along the B.C. coast.

### **Other Wins**

We were delighted to see Isabella Bay become the Niginaniq National Wildlife Area, a sanctuary for threatened bowhead whales. For more than 25 years, we have collaborated with local Inuit here on Baffin Island and conducted scientific studies to build the case for protecting this crucial bowhead feeding ground. Thanks to the patience and persistence of the Clyde River community, a long-held vision became reality in August 2008.

### **Take Action**

Our oceans need holistic thinking. Tell your federal and provincial representatives to support an integrated approach to managing marine resources and ecosystems — one that puts conservation at the same table as industry.

## **Coming Next**

In the next federal election, we'll be pushing to make ocean health a ballot-box issue for all parties and voters.

### ***Move Toward Sustainability: The Loblaw Seafood Commitment***

*One hundred per cent sustainable seafood by 2013. That's the remarkable commitment from Loblaw Companies Ltd.*

Loblaw Companies Limited's goal is that by the end of 2013, every seafood product customers see in its stores — canned, frozen, or fresh; wild-caught or farmed — will come from sustainable sources.

It's one of the most ambitious and comprehensive commitments from a grocery retailer in Canada, or indeed in the world, says WWF-Canada President and CEO Gerald Butts.

The goal, announced in May 2009, promises greater protection for aquatic habitats and more attention to careful harvesting.

Already, Loblaw's stores offer 10 sustainable seafood products certified by the Marine Stewardship Council. In the next year customers can expect to see a lot of activity from Loblaw with regard to seafood. On the agenda: assessing all sources of wild and farmed seafood in partnership with WWF-Canada and other industry experts, preparing for Marine Stewardship Council audits of its supply chain, and the beginning of the phase-out of seafood from sources that are not sustainable.

It's all part of the Company's commitment to healthy oceans, stable communities, and sustainable business.

"The world's oceans are in crisis," says Paul Uys, vice president, Fresh Foods, Loblaw Companies Limited. "Loblaw is determined to think differently about how it sources seafood and to work in collaboration with the fishing industry and environmentalists to seek sustainable seafood alternatives for our customers."

## Freshwater

Millions of species couldn't survive without fresh water. Too often, however, human wastefulness and mismanagement is leaving them shortchanged. It's time to create a little more space at the communal watering hole.

That's the focus of WWF-Canada's freshwater work. Canadians are fortunate to be stewards of 20 per cent of the planet's freshwater capital, including some of last large, free-flowing rivers on Earth.

By focussing on key watersheds across the country, we're working to protect, manage, and restore those vital assets for people *and* nature.

### **2008/09 Targets & Achievements**

*1. Commission a study on the ecological status of 10 Canadian rivers and publish a popular report based on the findings to raise public awareness of freshwater issues.*

Excellent progress. The technical report is complete, and preliminary results were presented at the Canadian Heritage Rivers Conference in June 2009. The popular report was released in October 2009, calling on the federal government to take a much stronger role in freshwater management.

*2. Ensure that five essential design principles to protect environmental flows are included in the Phase II Framework Committee for the Lower Athabasca River recommendations.*

Some progress. This year, we joined the Athabasca Phase II Framework Committee. Together with government, industry, First Nations and Métis, and other stakeholders, we're developing water management recommendations for the lower Athabasca, stretching from Fort McMurray to Lake Athabasca.

### **Other Wins**

In October 2008, WWF-Canada and Coca-Cola Ltd. announced a three-tiered partnership to conserve fresh water and fight climate change. It included a \$1 million commitment to WWF-Canada's freshwater work and targets for water conservation across Coca-Cola's manufacturing facilities in Canada.

### **Take Action**

What are the key water issues for your community? From volunteer monitoring programs to stream clean-ups and restoration projects, there are many opportunities to become a local water steward.

### **Coming Next**

Which way does the water flow? Our upcoming report will examine the water footprints of Canada and the US and analyze the balance of virtual water trade between the two countries.

### ***Oil Sands and Water Don't Mix***

*On the lower Athabasca, downstream health is taking a back seat to upstream wealth.*

The Athabasca River is the third-largest undammed river in North America. From its birthplace in the glaciers of the Columbia Icefield, it snakes north to Lake Athabasca in Wood Buffalo National Park, which ultimately drains into the Mackenzie River.

But as it crosses northern Alberta, millions of litres a day are legally siphoned off to satisfy thirsty tar sand operations, despite the fact we don't know how much water is required to sustain downstream life.

We do know that the Athabasca supports 31 species of fish, provides key habitat for migrating waterfowl, and feeds the globally significant wetlands of the Peace-Athabasca Delta.

We also know that natural peaks and troughs in flow are critical to most river systems. Even small changes in water levels can have a big ecological impact downstream.

Finally, we know that the Athabasca is drying up, thanks to global warming. According to our 2006 report, the river's flow has already shrunk 20 per cent between 1958 and 2003 as a result of rising temperatures.

Ironically, the tar sand operations that suck up so much fresh water are major contributors to the process of climate change that threatens the Athabasca.

In his testimony to the federal committee on oil sands and water issues in May, WWF-Canada freshwater program director Tony Maas called for a halt to new water withdrawals until proper planning mechanisms are in place to protect the Athabasca River.

"Downstream human and ecosystem health is taking a back seat to upstream economic wealth," he said. Until we better understand the risks of large-scale water withdrawals, we need to take more caution at the wheel.

## Species

For far too many of the world's species, the future doesn't look good. One in four mammals are threatened with extinction. So are one in eight birds, one in five sharks, one in four coniferous trees, and one in three amphibians.

WWF-Canada is helping to lengthen those odds. Much of our work tackles the root causes behind the statistics: things like habitat loss, pollution, over-harvesting, and climate change. However, two key programs focus directly on protecting species at risk.

Through our TRAFFIC program, we're helping to halt trade in threatened and endangered species in Canada and around the globe. It's an initiative that's more vital than ever as tough economic times increase the incentive for illegal wildlife trade.

This year we also funded research into species at risk through a partnership with the Ontario Ministry of Natural Resources that supported 19 applied conservation projects across the province.

### **2008/09 Targets & Achievements**

*1. Develop and sign a Memorandum of Understanding with Environment Canada's Wildlife Enforcement Directorate to work together to improve CITES implementation in Canada.*

Achieved. The landmark agreement — the first signed between the Wildlife Enforcement Directorate and a non-governmental organization — will let us pool resources and create collaborative structures. The result: more effective implementation of CITES, the Convention on International Trade in Endangered Species.

*2. Chair a working group on coral taxonomy and identification at an international workshop on Corallium science, management, trade, and enforcement.*

Achieved. As part of an effort to protect precious corals, TRAFFIC Canada participated in an international workshop in Hong Kong in February that helped build the case for including *Corallium* in CITES.

*3. Develop and distribute an identification guide to traditional Chinese medicine to combat illegal and unsustainable wildlife trade.*

Excellent progress. This new guide will build global capacity to identify and halt the trade in medicines containing endangered plant and animal ingredients.

*4. Convince boreal jurisdictions to adopt the National Recovery Strategy for Woodland Caribou.*

Little progress. Despite a world-class scientific review of the critical habitat needs of woodland caribou, governments continue to delay completion of the recovery strategy for this threatened species.

*5. Complete a WWF-led range-wide conservation action plan for polar bears.* Achieved. At meeting of Arctic nations in March 2009, we released our draft report outlining an ambitious action plan for the long-term conservation of polar bears and their habitats.

*6. Develop, publish, and distribute a report on the combined impact of climate change and trade on the global conservation of walrus, narwhal, and polar bears.*

Excellent progress. We have now decided to publish three separate reports: one on each species. Scheduled for release in late 2009, they will be widely distributed to government and scientific decision makers.

### **Other Wins**

After 20 highly successful years, we wrapped up our Endangered Species Recovery Fund (ESRF), run in partnership with Environment Canada. Over that time, we awarded \$10.2 million to more than 770 species recovery projects.

In its place, we've launched a new Species at Risk Research Fund for Ontario in collaboration with the province's Ministry of Natural Resources. The pilot project kicked off in 2009 with \$415,000 awarded to 19 species recovery projects. The research targets a variety of endangered species in Ontario, from Fowler's toads and freshwater mussels to monarch butterflies and American badgers.

### **Take Action**

The surest way to end illegal and unsustainable wildlife trade is by eliminating the market for these goods. Be certain that the products you buy come from legal, sustainable sources.

### **Coming Next**

The 15<sup>th</sup> meeting on the Convention on International Trade in Endangered Species — one of the biggest events in international conservation — takes place in March 2010. We'll be pushing for stricter measures to protect wildlife from unsustainable and illegal trade.

### **Update: Newt News Worth Celebrating**

In our 2006 Annual Report, we reported on our efforts to stop the illegal international trade in the Kaiser's spotted newt, a very special and very endangered species of salamander found only in two particular streams in western Iran. Now that work is bearing even more fruit.

Thanks in part to our recommendations, in March 2010 Iran will be proposing that the species be listed in Appendix I of CITES, the international agreement governing international wildlife trade. If the move is successful — and we're very optimistic it will be — this will prohibit international trade and shut down the trafficking that has driven the Kaiser's spotted newt to the brink of extinction.

"We're delighted to have played a role in helping to conserve this little known and highly endangered species," says Ernie Cooper, Director of WWF-Canada's TRAFFIC & Wildlife Trade program.

### ***Caught, Charged, and Convicted***

*Serious crime. Serious penalty. A recent conviction for illegal trade in tiger bone products a strong message to would-be traffickers.*

In February 2009, Wing Quon Enterprises Ltd. pled guilty to illegally possessing medicines containing tiger bone for the purpose of selling them or offering them for sale.

The conviction was the culmination of a three-year investigation by Environment Canada that saw wildlife enforcement officers seize products made from some of the rarest species on the planet, including tiger, bear, pangolin, musk deer, and rhinoceros.

It was a precedent-setting case: the first such conviction under WAPPRIITA, the Canadian law governing trade in endangered species, as well as an impressively hefty punishment for a first offence.

The Richmond, B.C. company was fined \$45,000, just short of the maximum possible penalty of \$50,000.

"This shows how seriously both the courts and Environment Canada take the issue of illegal wildlife trafficking," says Ernie Cooper, who heads up WWF's TRAFFIC program in Canada. "Hopefully this conviction will help deter those who are involved in similar illegal activities."

WWF-Canada worked with Environment Canada to make it happen, helping the investigators build the case by providing information about the trade in endangered species for traditional medicine. In acknowledgment of our ongoing efforts to combat illegal wildlife trade, the court awarded \$40,000 of the fine to our TRAFFIC program.

Cooper expects to work even more closely with wildlife enforcement officers in the coming years, thanks to a Memorandum of Understanding recently signed between TRAFFIC Canada and Environment Canada's Wildlife Enforcement Directorate.

And thanks to the dozens of new officers hired by Environment Canada in 2008, we should be seeing more investigation and convictions of trafficking cases in the years to come.

## Public Mobilization

When it comes to creating a greener future, we've all got a role to play. Every step we take to use less energy, create less pollution, and generate less waste collectively adds up to a planet-sized impact.

It's easy to think that one person can't make a difference. The size of the environmental problems we face often feels overwhelming, and the habits of a lifetime can be difficult to break.

Through programs like the Living Planet Community and Earth Hour, WWF-Canada is breaking down those barriers, helping Canadians adopt behaviours that are healthy for us, healthy for the planet, and healthy for future generations.

Our message: Change *is* possible. And by convincing individual Canadians to make changes — some small, some more profound — we're bringing pressure on governments and businesses to follow suit.

### 2008/09 Targets & Achievements

#### 1. *Engage 10 million Canadians in Earth Hour.*

Achieved. Our global lights-out hour was a tremendous success. According to a poll commissioned by WWF-Canada, 52 per cent of all adult Canadians — more than 10 million people — participated in Earth Hour 2009 as part of their own commitment to action. The result was a resounding message on the urgent need for climate action.

#### 2. *Build an active and visible constituency of at least 100,000 Canadians taking practical actions to reduce their greenhouse gas emissions via The Good Life.*

Good progress. Our Good Life program continues to attract thousands of Canadians who want to make sustainable choices in their day-to-day lives. Now re-named "the Living Planet Community," its new scope includes water and other footprint issues, as well as climate change.

### Other Wins

We put out the call, and the postcards poured in. Our "My Future, My Climate" Postcard Contest generated 800 entries from students across the country illustrating their solutions to a warming planet. More than 12,000 voters helped us to pick our grand prize winners. Kudos to Marissa Medema, Shajitha Rasiah, and Shashan Yun, and a big thank you to everyone who made it a success.

### Take Action

Join our Living Planet Community at <http://community.wwf.ca/Home.cfm> and join others learning, sharing and taking steps to live more sustainably! Together, we're making a measurable difference.

### Coming Next

With the Kyoto Treaty due to expire soon, our planet needs a new climate deal. In concert with our global WWF network, we'll be mobilizing public

support for climate change action in Copenhagen in December. Follow our progress online at [http://www.wwf.ca/conservation/global\\_warming/copenhagen/](http://www.wwf.ca/conservation/global_warming/copenhagen/).

### ***Voting with Their Light Switch***

*It was the largest environmental demonstration in history. On March 28, 2009, hundreds of millions of people around the globe voted with their light switch for climate change action.*

According to the UN Secretary General, Earth Hour was the largest demonstration of public concern about climate change ever attempted.

And as the lights went out around the world, from the Sydney Opera House to the Eiffel Tower to the MGM Grand Casino in Las Vegas, the attempt proved a resounding success.

On March 28, almost 4,000 cities in 88 countries signed up and switched off. Here at home, more than half of all adult Canadians participated, from the western-most edge of Vancouver Island to Newfoundland and as far north as Yellowknife.

Across the country there were acoustic concerts and stargazing parties, campfires and candlelit dinners. Toronto, Halifax, Montreal, Edmonton, and Vancouver all held official events.

Celebrities like Alanis Morissette and José Calderón joined in, as did ordinary Canadians by the millions — more than 10 million, according to polls after the big night.

Earth Hour 2009 was the biggest global media story in WWF's history. More importantly, it sent a clear, resounding message to political leaders around the world: the time for climate change action is *now*.

## Business Mobilization

At WWF-Canada, we focus on solutions. And when it comes to finding solutions to many pressing environmental challenges, from climate change to resource depletion, corporate Canada has a big role to play.

That's where WWF-Canada's business mobilization programs come in. By partnering with best-in-class companies, we're changing how industries operate. Through our Climate Savers program, we're helping leading-edge companies to cut greenhouse gas emissions and challenge their sector to do the same.

Through eco-labelling programs like the Marine Stewardship Council (MSC) and the Forest Stewardship Council (FSC), we help to set sustainable industry standards and encourage demand for greener products. And through our marketing alliances, we raise funds while helping companies reduce their ecological footprint.

Because when businesses put conservation on the agenda, we all win.

### 2008/09 Targets & Achievements

*1. Sign Climate Savers Memorandums of Understanding with two companies, incorporating commitments to best-in-class greenhouse gas reductions.*

Excellent progress. In March 2009 Fairmont Hotels & Resorts joined the ranks of WWF Climate Savers, an international group of companies demonstrating leadership in carbon reduction. Memorandums with three other high-profile companies are currently being negotiated.

*2. Convince a major Canadian retailer to publicly commit to a sustainable seafood procurement policy.*

Achieved. On May 20, 2009 Loblaw Companies Ltd. announced that by 2013, 100 percent of the seafood it sells will come from sustainable sources.

### Other Wins

It was the largest pledge in WWF-Canada's history. In April 2009, Loblaw Companies Ltd. announced it would begin charging customers five cents for every plastic bag and donate \$3 million of the proceeds to WWF-Canada. It's a win/win arrangement: studies have proven that charging for plastic bags is the most effective way to reduce their use, while the money we receive from this initiative will fund our efforts to help Canadians make planet-friendly choices.

Earlier in the fiscal year, WWF-Canada and Coca-Cola Ltd. announced a three-tiered partnership to conserve fresh water and fight climate change. It included a \$1 million commitment to WWF-Canada's freshwater work and targets for water conservation and greenhouse gas reduction across Coca-Cola's manufacturing facilities in Canada.

In July 2008, Canada Post's carbon-friendly online bill delivery service announced it would donate \$1 from each new *epost* customer to our Good

Life program (now called the Living Planet Community), up to a total of \$150,000.

Finally, our third annual Business of Climate Change conference last fall was another sold-out success, attracting senior corporate managers, policy makers, and academics from across the country and garnering national media attention.

### **Take Action**

Support sustainable resource use. Look for the MSC label when you're shopping for seafood. In the market for paper or lumber products? The FSC label is your guarantee that what you buy comes from responsibly managed forests.

### **Coming Next**

Watch out for more announcements of Canadian-based companies joining our Climate Savers program in the coming year.

### ***Raising the Bar for the Hospitality Industry***

*World-class hotels, world-class climate commitment. In March, Fairmont Hotels & Resorts joined the ranks of WWF Climate Savers companies.*

Fairmont hotels include some of the most recognized properties in the business: Fairmont Le Château Frontenac, The Fairmont Banff Springs, and The Savoy, London. But while Fairmont's reputation shows no sign of shrinking in the coming years, its carbon footprint will, as every hotel in the global chain clamps down on CO<sub>2</sub> emissions.

In March 2009, the Toronto-based company became the most recent to join WWF's international Climate Savers program, pledging to reduce carbon dioxide emissions from its existing portfolio of hotels by 20 per cent by 2013 and ensure its new hotels meet demanding environmental standards.

Among other things, Fairmont will update its existing Design and Construction standards, finalize a Green Procurement Policy and Supplier Code of Conduct, educate and encourage its top suppliers to provide products in accordance with that Code, and relocate its corporate offices in Toronto to a building that meets LEED NC Gold targets.

The commitment builds on Fairmont's tradition of eco-practices encompassed within their Green Partnership program, which focuses on improvements in the areas of waste management, energy and water conservation, and innovative community outreach programs involving local groups and partnerships.

And while cutting the chain's carbon emissions is clearly good for the planet, Fairmont Hotels & Resorts president Thomas W. Storey believes it's also good for business.

“We see our Climate Savers partnership with WWF as a sound strategic decision,” he says. “We look forward to achieving significant CO<sub>2</sub> reductions from our operations worldwide. Reducing our carbon footprint is not only achievable, it’s inspiring.”

Fairmont joins IBM, Johnson & Johnson, Nike, and a host of other elite companies that make up our Climate Savers program. Together, they eliminate roughly 14 million tonnes of CO<sub>2</sub> emissions every year — the equivalent of taking more than 3 million cars off the road.

## Our Footprint

The world is heading for an ecological credit crunch, as human demands on our natural capital reach nearly a third more than Earth can sustain. This is the stark warning in the latest edition of WWF's *Living Planet Report*, a biannual assessment of the world's health.

We've seen shrinking natural resources, a drop in biodiversity, and more and more countries facing permanent or seasonal water stress. Unfortunately, Canada is one of the biggest ecological debtors, with a per capita footprint 3.5 times bigger than the planet can support.

The most important take-home message, however, is a positive one. By the middle of the century we could be back in the black, ecologically speaking — but only if we begin budgeting more wisely today.

At WWF-Canada, change starts at home. By using One Planet Living principles like zero carbon, zero waste, and sustainable transport, our Sustainability@Work Committee has been working to shrink our organizational footprint and ensure we are "walking the talk." In doing so, we're setting an example for other NGOs, businesses, and individuals across the country.

### **2008/09 Targets & Achievements**

#### *1. Reduce waste at WWF-Canada's public events.*

Achieved. At our flagship fundraising event, the Canada Life CN Tower Climb for WWF, we established a waste diversion team that increased signage at the event, educated volunteers and suppliers, and secured enough bins to sort the different streams of recyclables from 6,200 climbers and more than 400 volunteers. The payoff: 800 kg of material diverted from landfill.

#### *2. Decrease air travel carbon emissions to 378 tonnes.*

Achieved. In fact, we reduced our air travel carbon emissions to 307 tonnes, an 18 per cent reduction compared to 2007/08. We'll be building on this success in the coming year by exploring other ways to reduce travel.

#### *3. Reduce electricity use in our Toronto office by 15 per cent.*

Good progress. The new energy-efficient lighting we installed in 2009 is expected to slash our electricity use substantially. Now with separate electricity meters newly installed, we'll be able to start tracking our usage — and our savings.

#### *4. Develop and implement a sustainable procurement policy for the products we sell.*

Good progress. We've been working closely with suppliers to shrink the footprint of our branded products. Our wildlife adoption kits now come in reusable gift bags instead of cardboard packaging, for instance, and we've made big strides in sourcing more sustainable materials like organic cotton and bamboo fibre for our Panda clothing. We also introduced e-certificates — virtual gifts with virtually no environmental impact!

## **Other Wins**

Our Alberta office is now Bullfrog Powered, expanding our sourcing of green electricity.

### ***A New Lease on Sustainability***

*Honey, we shrunk our footprint. WWF-Canada is practising what we preach more than ever, thanks to an eco-overhaul of our head office.*

When the lease on our Toronto office expired in 2008, it gave us an opportunity to shrink our ecological footprint. But what made more sense? Move to more eco-friendly digs or give our current workspace an environmental makeover?

After exploring different options, we decided to negotiate a new lease that included extensive green provisions for our current location at Eglinton and Mount Pleasant. Our landlord, Crestview Investment Corp., proved very receptive.

One of the keys was replacing our lighting — a major electricity hog. Goodbye T12 fluorescent lighting, hello T8 lamps that maximize light while minimizing wattage.

We also added occupancy sensors and reduced the height of cubicle walls to take advantage of natural light as much as possible. As a result, our fluorescent lighting is adjusted according to the amount of light required.

Thanks to these changes, we expect to cut our electricity use for lighting by approximately 30 per cent. And since the new lights generate less heat, we'll be able to trim our air conditioning use as well.

Because we're not the only tenants in the building, we're not the only ones to benefit from some of the improvements. Crestview also installed new lights in common areas, for example, while a revamped waste management system diverts more material from landfill.

In addition to the landlord's changes, we undertook our own eco-renovations, such as installing video conferencing systems in our boardrooms to reduce the need for business travel.

Of course, the entire process was carried out with as much recycling of waste as possible. We also went to great lengths to ensure the new furniture and carpeting we used was manufactured to high energy and water efficiency standards. Wherever possible, we incorporated recyclable materials.

The end result: a bright, healthy, and energy-efficient workplace, and a model for other eco-conscious organizations.

## KEY REGIONS

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In specific, key areas of the country, you'll find rolling up our sleeves and tackling our key issues on the ground.

We focus on B.C.'s North Coast, the Mackenzie River Basin, and the coast off Atlantic Canada, in addition to our work in the Arctic.

Some of these regions remain largely untouched by development. Some boast a particularly rich diversity of species. Some were incredibly productive ecosystems — and could be again, with the right intervention. All promise to reward conservation efforts with significant paybacks.

And after 22 successful years protecting the mangroves, reefs, and rainforests in Cuba, we've passed the responsibility for WWF's work in this Caribbean bastion of biodiversity to our global network.

## Northwest Atlantic Ecoregion

It's not just waves crashing on the rugged coastline of Atlantic Canada. Over the past two decades, this region has also seen devastating crashes in commercial fish stocks and a corresponding decimation of coastal economies.

Turning the situation around is no small task. By collaborating with fishermen, researchers, and policy makers, however, we've helped achieve tangible progress, from the creation of Atlantic Canada's first marine protected area (MPA) to tough legislation on bilge oil dumping.

It's proof of what can be accomplished through persistence, vision, and strategic partnerships.

Today, we continue to build on that success. By advocating for networks of MPAs, more selective fishing practices, and stronger protection for endangered species, we're helping to restore the once-vibrant ecosystems and economies of the northwest Atlantic.

Above all, we're focussing on restoring the iconic cod stocks that once defined the region.

### **2008/09 Targets & Achievements**

*1. Reduce cod bycatch on the southern Grand Bank to no more than 420 tonnes in 2008.*

Some progress. Canada adopted a suite of measures to reduce the amount of cod caught by lines and nets set for other species. While this was an important step forward, the 2008 bycatch totalled a whopping 900 tonnes — more than double our 420-tonne target.

*2. Ensure priority coldwater coral hotspots are no longer exposed to direct human disturbance.*

Good progress. Thanks to our advocacy, the Grand Banks coral hotspot we identified in 2007 has been protected within Canadian waters.

*3. Develop a suite of measures that could be implemented by the fishing sector to reduce the risk of entangling right whales.*

Excellent progress. Lobster fishermen in southwestern Nova Scotia have signed on to a voluntary code of practices to help protect these endangered whales, and we expect other sectors to follow suit shortly.

*4. See an MPA network plan announced for the Scotian Shelf and Bay of Fundy that includes a map of candidate areas and an implementation plan.*

Some progress. Although we saw a draft network design presented to the public at a forum in November 2008, we're still waiting for a formalized plan to be released. In 2009 we released a study that helped build support for a network of MPAs here, revealing that only 0.56 per cent of this marine region is currently protected.

5. *See the creation of at least one new MPA in the Scotian Shelf and Bay of Fundy region.*

Little progress. The government has yet to announce any new MPAs here. In the meantime, we're stepping up pressure on this key issue.

### **Take Action**

Only one half of one percent of the Scotian Shelf and the Bay of Fundy is currently protected. That's not enough! Go to [wwf.ca/oceansaction](http://wwf.ca/oceansaction) and speak up for ocean conservation.

### **Coming Next**

High levels of cod bycatch can't continue. In the coming year, we'll be calling for strict enforcement of measures to protect cod from lines and nets aimed at other species.

### ***A Whale of an Achievement***

*A new lobster-fishing code keeps excess line out of the water — and out of the way of endangered whales.*

Once every year or two, a right whale gets lethally entangled in fishing gear in the northwest Atlantic. While that number may seem small, every premature death is a step closer to extinction when only a few hundred of these creatures exist in the wild.

A recent commitment from the lobster fishery in southwestern Nova Scotia spells a significant step forward for right whale recovery.

In June 2009, representatives for 1,600 fishermen in two key lobster-fishing areas adopted a voluntary code for right whale protection crafted in collaboration with WWF-Canada.

Essentially, the code focuses on keeping excess line out of the water, where it can't hurt the majestic mammals, and encourages fishermen to share information on whale locations and movements.

"We are committed to do our part to ensure that the risk posed by our fishery is minimized," say industry co-chairs Patrick Gray and Ashton Spinney. "No fisherman wants to see whales harmed."

Look for the rest of the lobster-fishing sector in southern Nova Scotia and New Brunswick to adopt the code this year, and crab, gillnet, and longline fishermen to also follow suit.

## Northeast Pacific Ecoregion

The rich web of life on B.C.'s North Coast encompasses everything from microscopic sea star larvae to Sitka spruce more than 50 m tall. But without strategic planning, the growing pressure from fishing, aquaculture, tourism, and shipping could start to fray the delicately woven strands.

At WWF-Canada, we're working with the region's many stakeholders to create a common vision: one that recognizes the connections between species, between land and sea, and between communities and the resources they depend on.

It won't happen overnight. But by building the foundation for thoughtful oceans management, we're helping to preserve the things that make this such a special place to live.

### **2008/09 Targets & Achievements**

*1. See Fisheries and Oceans Canada complete and release a draft management plan for Bowie Seamount MPA.*

Some progress. While the 2008 Bowie Memorandum of Understanding paved the way for a management plan, the Government of Canada and the Haida Nation are still negotiating the details.

*2. See Fisheries and Oceans Canada, First Nations, and the province of British Columbia design a sound Pacific North Coast Integrated Management Area and officially launch a broadly supported planning process for it.*

Good progress. A memorandum of understanding between the Government of Canada and Coastal First Nations was signed — a significant step toward developing an integrated oceans management plan for the Pacific North Coast. The official launch in Vancouver attracted more than 300 people from communities along the B.C. coast.

### **Other Wins**

We partnered with other organizations in the region to put on two multi-day community forums on oceans planning and sustainability. Both were a success, attracting a total of more than 400 participants from a range of sectors and backgrounds.

We also organized a host of other community engagement events up and down the coast, ranging from films and guest speakers to hands-on stewardship activities.

To judge how prepared communities are to participate in marine planning, we conducted surveys along the North Coast. Based on the results, we'll design programs to help residents engage as effectively as possible in the planning process for the Pacific North Coast Integrated Management Area.

And together with the Canadian Parks and Wilderness Society, we launched Marine Mysteries ([www.marinemysteries.ca](http://www.marinemysteries.ca)), a website designed to celebrate our remarkable marine world and inspire site visitors to get involved in conservation efforts.

## **Take Action**

Add your story to our map! If you live on B.C.'s North Coast, we want to hear your vision for this region.

## **Coming Next**

Look for the release of a draft management plan for Bowie Marine Protected Area.

## ***Your Coast, Your Values, Your Vision***

*In their own words: North Coast residents speak up on their priorities, visions, and concerns for the region they call home.*

What do you love about living here? What are your concerns about the region? What is one thing you'd like to communicate to decision makers?

Equipped with these questions, a video camera, and an itinerary that took us from Stewart down to Campbell River and as far inland as Kispiox Valley, we set off to capture the voices of North Coast residents.

Our goal: to help people in the region communicate their vision for sustainable marine management through a project we've christened "Your Coast, Your Values, Your Vision."

What emerged was a call for greater local input into decisions about the environment and development.

"Every decision affects everybody in one way or another. You might not be involved with fishing or you might not be involved with forestry, but it will affect your lifestyle," says Sean Brennan of Old Massett, Haida Gwaii.

Residents spoke about the need to balance different values and the importance of recognizing the gaps in our knowledge.

"My biggest concern for this area is the gold-rush mentality," says Jackie Hildering from Port McNeill, Vancouver Island. "We're looking at the next resource that could be used without understanding just how exceptional this area is."

Above all, we heard how strong a connection people feel to the region they call home — to the salmon, the cedars, the oceans, and the communities — and how that's worth protecting.

"I hope that this way of life is still around for my grandchildren and my grandchildren's children," says Brennan.

## Mackenzie River Basin

For millennia Canada's north has been defined by boreal forest, muskeg, vast herds of caribou, and a way of life intimately connected with the land. Now, the Mackenzie River Basin is poised on the brink of transformation as industry moves in, lured by the potential of diamonds, oil, natural gas, and other resources.

But Northerners emphatically believe that development must not come at the expense of environment. That's why we've been working with local communities and First Nations here to make sure that ecosystems, species, and traditional ways of life are protected before development goes ahead.

WWF-Canada played an important role in creating the Northwest Territories Protected Areas Strategy a decade ago, and we've been deeply involved in putting it into action ever since.

Now with many areas slated for protection under the Strategy, we're shifting our attention to protecting the world-class Mackenzie River as part of our growing focus on freshwater issues.

### **2008/09 Targets & Achievements**

*1. Convince the federal government to designate Edézhíe (the Horn Plateau) as a National Wildlife Area.*

Good progress. The proposed new boundaries protect 89 per cent of the conservation values identified in this area. Now we're working to make sure that a National Wildlife Area designation will protect more than just the surface from development.

*2. Convince the Canadian Wildlife Service to sponsor Shútagot'ine Néné (the Tulita Mountain Area) as a candidate National Wildlife Area.*

Achieved. Although progress was slow in 2008/09, the breakthrough came in August 2009, when the Canadian Wildlife Service announced it would sponsor this area and work towards designating it as a National Wildlife Area.

*3. Ensure that five essential design principles to protect environmental flows are included in the Phase II Framework Committee for the Lower Athabasca River recommendations.*

Some progress. This year, we joined the Athabasca Phase II Framework Committee. Together with government, industry, First Nations and Métis, and other stakeholders, we're developing water management recommendations for the lower Athabasca, stretching from Fort McMurray to Lake Athabasca.

### **Take Action**

Protect Edézhíe from mining and energy exploration! Ask Environment Canada's Canadian Wildlife Service to seek the permanent withdrawal of subsurface rights through the *Territorial Lands Act*.

## **Coming Next**

Watch for the release of the Athabasca Phase II Framework Committee report in December, followed by public consultations on water management in the lower Athabasca River.

## ***Undermining the Protected Areas Strategy***

*On the surface, the proposed Edézhíe National Wildlife Area looks good. But dig a little deeper and the picture changes.*

Just how much protection does a protected area offer? When it comes to National Wildlife Areas, the answer may be only a few metres deep.

As a deal nears completion on the proposed Edézhíe National Wildlife Area, a region of pristine headwaters northeast of Fort Simpson, the burning question is whether it will include subsurface rights.

After extensive discussion and negotiation, stakeholders arrived at a solution that protects 89 per cent of important cultural and ecological areas while leaving 78 per cent of oil and gas potential outside the proposed boundaries where it's fair game for industry.

It's a compromise that allows economic development and still creates permanent protection that meets the needs of First Nations, local communities, and the broad range of wildlife here.

However, Indian and Northern Affairs Canada has not committed to withdraw subsurface rights for any future National Wildlife Areas in the Northwest Territories, which could leave areas like Edézhíe perennially vulnerable to applications for mineral and petroleum exploration.

We're not alone in believing that anything less than full protection of the core conservation area would undermine the effectiveness of the Northwest Territories Protected Areas Strategy, along with the years of work that went into negotiating this agreement. Local First Nations and the territorial government have all passed resolutions supporting the withdrawal of subsurface rights.

Now it's up to the federal government. If they're serious about conservation, they need to provide wildlife protection that's more than skin deep.

## **Greater Antilles Marine Ecoregion**

No, Canada's national borders don't extend to the Caribbean. But over a period of 22 years, we spearheaded WWF's efforts in Cuba, creating a long, successful track record of conservation here.

Indeed, we were the first international non-governmental organization to support conservation projects in Cuba and the only environmental NGO with a field office in Havana staffed by Cuban citizens.

Over the past two decades, we developed the know-how to collaborate with government, earn the trust of local communities, and move projects forward. The payoff has been an impressive string of achievements.

We were instrumental in persuading Cuba to sign on to the RAMSAR convention (the international treaty protecting important wetlands), and followed up that accomplishment with the conservation of the globally significant Zapata wetlands.

We also played a role in the creation of a long list of protected areas and helped to ensure Humboldt National Park was designated a World Heritage Site.

More recently, we celebrated the culmination of many years of hard work when Cuba enacted a complete ban on harvesting sea turtles in its waters.

Less visible, perhaps, but equally important, was our success in building capacity among a number of local conservation agencies and in working with coastal communities to promote sustainable tourism. This is more critical than ever in view of the massive influx of tourists that will inevitably follow an end to the American embargo.

After more than two decades leading WWF's Cuban program, we're passing the baton to our colleagues in WWF-Netherlands and others in the WWF network. We're proud that WWF-Canada's legacy will endure and serve as a foundation for future successes in the region.

## **Global Spotlight**

WWF's conservation success in Canada is just one small part of our planet-wide impact. Here's a glimpse into two of our global achievements over the past year.

### ***The Coral Triangle***

Around the world, WWF is protecting oceans and the creatures they contain. Perhaps the most impressive example lies in the Coral Triangle. This six-million-square-kilometre area in southeast Asia boasts 76 per cent of the world's coral species, along with vast stretches of mangroves, seagrass beds, marine turtles, and spawning tuna.

In May 2009, the leaders of Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands, and Timor Leste adopted a comprehensive plan to safeguard this marine richness, along with the livelihoods and food security of the millions of people who depend on it.

It's a precedent-setting example of what can be achieved when countries work together in the name of conservation.

As a key partner in the Coral Triangle Initiative, WWF helped to bring this agreement to fruition. In the coming years, we'll be working closely with local organizations, communities, and governments to put it into action.

### ***The Himalayas***

They call it the roof of the world, and few places on Earth can match the breathtaking splendour you'll find here.

The Himalayas are home to snow leopards, Bengal tigers, and one-horned rhinos, as well as more than 350 new species discovered here in the past decade alone.

But this is also the site of some serious conservation challenges. Climate change is melting the vast mountain glaciers, wildlife poaching is rampant, and forests are rapidly being converted to agriculture.

Our projects include big-cat conservation in Bhutan, where we're addressing human/wildlife conflict by creating compensation funds for farmers whose livestock is killed by tigers and leopards.

In Nepal, we're monitoring melting in the glaciers that feed seven of Asia's biggest rivers, and we're helping communities to manage the stunning Kangchenjunga Conservation Area, which covers more than 2,000 square kilometres of alpine meadows, glaciers, wetlands, and peaks.

Our overall goals: develop a shared strategy between Bhutan, India, and Nepal for sustainable development in the Eastern Himalayas and secure five million hectares of forest, grasslands, and wetlands in the region.

## OUR SUPPORTERS

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Every WWF-Canada supporter has an impact. The volunteers in our office and at our events. Our board members. The “Community Pandas” raising funds and taking action at the local level. Donors large and small. Our business partners in sustainability. Everyone who signed a petition, switched off the lights during Earth Hour, or signed up to join The Good Life.

And that’s why we want to thank each and every one of you.

It’s because of your support that we’ve been able to do things like advocate effectively for new protected areas, put sustainable seafood on grocery store shelves, convince major companies to commit to greenhouse gas reductions, and achieve all of the other successes showcased in this report.

Together, we’re making conservation happen.

## Spectacular Events

### *Canada Life CN Tower Climb Tops \$1.1 Million*

The line-up for the Canada Life CN Tower Climb for WWF began at 4:30 on a crisp April morning. By the time our signature fundraising event was over, more than 6,200 supporters sweated their way to the top of Toronto's CN Tower, raising an impressive \$1.1 million to fight climate change.

A big thank you to all the individual climbers and teams who came out to tackle the Tower, to the 400-plus volunteers who made sure it all ran smoothly, and to dozens of generous sponsors and donors who contributed to our highly successful 19<sup>th</sup> annual climb.

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### ***Earth Hour: A Global Call for Action***

According to the UN Secretary General, Earth Hour was the largest demonstration of public concern about climate change ever attempted. And as the lights went out around the world, it proved a resounding success. Read the full story at "Voting with Their Light Switch."

### ***Premiere Makes a Splash in Atlantic Canada***

In Halifax, we marked World Oceans Day 2009 in the dark — with a free public screening of *The End of the Line*.

Together with the Ecology Action Centre and CPAWS Nova Scotia, we hosted the Atlantic Canada premiere of this feature-length documentary on the devastation created by overfishing around the globe.

More than 450 people crammed into Ondaatje Hall for the screening, which was followed by a Q&A with Dalhousie fish biology expert Jeffrey Hutchings, who appeared in the film.

### ***Climate Change Conference a Hot Event for Corporate Canada***

Savvy CEOs understand that a changing climate means a changing business landscape, bringing both challenges and opportunities.

So while the global economic crisis was grabbing headlines last fall, hundreds of business leaders and policy makers converged on Bay Street for the third annual Business of Climate Change conference.

Once again, WWF-Canada teamed up with the Canadian Centre for Policy Ingenuity to present a day and a half of sessions, ranging from the world energy outlook to leadership case studies in carbon reduction.

As the packed venue testified, climate change remains a hot issue in the corporate world, despite economic upheaval. No surprise, then, that the Business of Climate Change conference is fast becoming a don't-miss event.

### ***Big Launch for a Breathtaking Book***

More than 200 guests were on hand to celebrate the launch of *Caribou and the North — A Shared Future*. Co-authored by WWF-Canada's Monte Hummel, the book offers a fascinating exploration of Canada's great caribou herds and the conservation challenges facing the northern landscapes they depend on.

Toronto's NOW Magazine describes it as a "gorgeous, thoroughly researched and, most important, passionate book."

The Royal Ontario Museum hosted the October 2008 event, which featured Stephen Kakfwi, former premier of the Northwest Territories, as well as a silent auction of original Robert Bateman art that raised more than \$15,000.

## You Make It Possible

Our work relies on the generosity of many individuals, foundations, corporate partners, governments, and organizations. Support over \$1,000 in the form of donations, sponsorship, and gifts in kind received between July 1, 2008 and June 30, 2009 is recognized in the following list. Gifts received after that date will be gratefully acknowledged in the 2010 Annual Report.

To all those who give to WWF-Canada, thank you.

Note: A plus sign following a name recognizes 20 years or more of loyal support.

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Gloria McIntyre  
Graeme McIntyre  
Kelsie McKay  
Anne McKenzie  
Duncan McLean  
June McLean+  
Patricia McMaster  
Jay McMurray  
Joyce and Gary McMurray  
Maarten Bokhout and Helena  
McShane+  
Lorna Medd  
Mr. and Mrs. Subhash Mehta  
David Melone  
Christine Meyer+  
Cornelia F. Meyer  
Elizabeth Miller  
Shawn Mitchell

Dr. Wallace Mitchell  
Graeme Lance Mitson  
Kelly Moffatt  
Gavin Moore  
Helen and Stewart Moore  
Dave and Marianne Morgan  
Margaret Morison  
Iain and Alicia Morrish  
Christine Mortveit  
Jane A. Mottershead+  
Dr. Richard Moulton and Mrs.  
Sheila Moulton  
Mountain Equipment Co-op  
Mouse Mountain Elementary School  
Ami Muranetz  
D. Fran Murphy Heath+  
The N.A. Taylor Foundation  
N.M. Davis Corporation+  
Joanne M. Neil  
Nellis Roy Moyer & Mary Elizabeth  
Moyer Memorial Trust through  
the Victoria Foundation  
Brad Nelson  
Tracy Newsome  
NFO CF Group  
Michael Norgrove+  
Virginia Notley+  
Joan Nuffield  
Gayle Nummelin  
David Oberg  
Shelley Odishaw  
Marion O'Donnell  
Mike Olizarevitch  
Ontario Power Generation+  
Ontario Power Generation  
Employees' and Pensioners' Trust  
Nir Orbach  
Dr. Elizabeth Osuch  
Ralph Overend  
Timur Ozelsel  
Cyril Paciullo  
Mai Pandolfi  
Peter Panopoulos  
Igor Pashutinski+  
Mike Pederson  
Vincenza Pellegrini  
Wayne Matthews and Maureen  
Pennington

Perennial Asset Management  
M. Jane Phillips+  
Pili Pala Press  
Pilkington-Henniger Charitable  
Trust  
Plantbest Inc.  
Nicholas J. Poppenk  
Mrs. Madolyn Potvin  
Dawn Tinling and David Poulton  
David Powell+  
Courtney and Alexa Pratt  
Kevin Pretty  
Dr. Donald Price  
George Prieksaitis  
Sandra Priest  
Valerie Pringnitz  
Provincial Employees Community  
Services Fund  
Sivaprakash Rajoo  
Shannon Rancourt  
Ms. Andrea J. Raper  
Dino Valentino Raponi Memorial  
Troy Rathbone  
Phil Regier  
Stacey Reid  
Steve Legate and Monika Rempel  
William Toole and Pamela Rhodes  
Keith Beckley and Martha  
Richardson  
Lorraine Richardson  
Ralph F. D. Richardson  
Thomas Richter  
Richard W. Rinn  
Lola Robb  
Gerry Rocchi  
Brian Roche  
Michael Roellinghoff  
Debbie Romanko  
Matthew Ross  
Dr. Robert Russell  
Doreen E. Rutherford+  
Elizabeth Ryan  
Dorota Rydygowska  
Loriann Rzepka  
Dean W. Salsman  
Evelyn Salsman  
Philip Rosso and Marilyn Sanders  
Andrew Sass

Andrea Sazwan  
Ed Scherer  
Scholastic Book Clubs  
Dr. Robin Scholz  
David Schenck and Deborah  
Schulte+  
The Scotlyn Foundation  
Ms. Jacqueline Scott  
Scott Family  
James and Colleen Seidel  
Priscilla Seltenrich  
Tara Seshadri  
SGNC Charitable Trust  
R. Shannon  
Alexandra Shaw  
Wai Shing  
Ed and Georgina Shpur  
Dr. Sarjit Siddoo  
Dr. Dusan Sijan  
Camillo Silvestri  
Robert and Valerie Simons  
Tracy Simpson  
S. J. Skinner  
Janine Smith  
Joseph and Miranda Snyder  
The Somerset Foundation  
Olivier Sorin  
Jennifer Sparkes  
Carl and Jennifer Spiess  
Jack and Akke Spruyt  
Campbell and Joanna Stacey  
Margaret L. Steckley+  
Wesley Stevens  
Dr. Andrew Stewart  
Patricia Stoddard  
Sun Life Financial+  
James Sutherland  
Eleanor Swainson  
Swift Creek Oil Corporation  
Eveliene Symonds  
Dr. Jonathan Taylor  
S. Taylor  
Jon Temme  
John and Mary Theberge+  
Graham Thoms  
S. Thomson  
Tim Trant  
Paul Treiber

Yvan Tremblay  
Dr. Colin Ucar  
United Way of Calgary, Donor  
Choice program  
United Way of Winnipeg  
United Way of York Region  
Rob Unruh  
Sandra Usik  
Richard Vaillancourt  
Laurie Van Horne  
Lisa Vanderlinde  
The Varshney Family  
Janet Verge  
Abraham P. Vermeulen  
Sharolyn Vettese  
Joe Vipond  
Lynn Voortman  
Jennifer Walker  
Tony Walker  
Kelly Walker Temme  
Sonya Wall+  
Leo Walsh  
Shelly Walsh  
Wolfgang Walz  
Bruce Wareham  
Way Key International Inc.  
Ms. Karen Webb+  
Deb Weiers  
Ingo Weigele  
Richard Weingardt  
Karen Westcott  
H. Whibbs  
Violet White  
Wildlife Stamp Program  
Janice Willson  
Lynton Wilson  
Phillip and Norma Wilson+  
Dr. V. Wilson  
Patrick Winder  
Dianne Vincent and Rick Woelinga  
Anthony Woods  
Joyce Woolridge  
Joanne Wright  
Randy Wyness  
Phyllis Yaffe  
Dr. Tsai Hsing Yu  
Mrs. Natallia Zharykava  
42 Anonymous Donors

Estate of John G. Carroll  
Estate of Sylvia Johnston  
Estate of Anna V. O. Lamboov  
Estate of Marian E. Leach  
Estate of Norma Nadolny  
Estate of Gordon Douglas Phillips  
Estate of Isabella Rayworth

## Donor Profiles

### *Mona Campbell*

Mona Campbell began her relationship with WWF-Canada in 1987 when she answered the call to become part of a campaign called "The 200 Canadians." In an effort to raise \$1 million for an endowment fund to conserve Canada's natural heritage, 200 Canadians were asked to donate \$5,000 each toward this worthy cause. Mona enthusiastically agreed, and went on to support our work for many years.

Mona was a very accomplished businesswoman. She was chair and CEO of Dover Industries, one of the largest Canadian-owned flour-milling companies in operation. She was also the first female director of the Toronto-Dominion Bank. Mona had a strong philanthropic nature, and throughout her life she generously donated to many causes.

Mona was passionate about wildlife. She loved all animals and had a real desire to protect them. She travelled extensively throughout her life and always enjoyed discovering wildlife and their natural habitats. In 1959 she bought a farm where she spent many hours with her horses, raising cattle, tending her rose garden, and feeding and watching the birds on her property.

In May 2008, Mona passed away at the age of 89. She very generously remembered many of her favourite charities in her estate plans, including WWF-Canada. WWF is extremely grateful to Mona for her compassion and commitment to nature. Her generosity will leave an extraordinary legacy for nature, helping to protect the habitat of species she loved so much and to ensure that future generations will be able to enjoy nature the way she did.

### *Kathleen Crook*

Kathleen Crook has always had a strong commitment to protecting the environment, particularly oceans and marine life. So when friend Biff Matthews (then our Chairman of the Board) approached her about supporting WWF, she welcomed the opportunity.

One of the attractions was our impressive record as a partnership organization, working behind the scenes with government, business, and local communities to achieve conservation success.

Kathleen began as a member of our Living Planet Circle and is now one of our dedicated Major Donors. She proudly took on the role of chair of our Living Planet Circle, the extraordinary group of supporters who each donate between \$1,000 and \$9,999 a year. This year she has also just ended a very active and involved term on our Board of Directors.

Kathleen feels strongly that WWF-Canada has a vital role to play in laying the groundwork for long-term conservation successes. In particular, she is proud of our achievements on Canada's east coast, where we're working with

fishermen to reduce bycatch — the hundreds of tonnes of marine life such as sea turtles and right whales that are caught unintentionally in fishing gear.

Thanks to her extensive background in the volunteer sector, which includes serving on several Boards and a number of fundraising campaigns, Kathleen has been a huge asset to the WWF team.

Kathleen and her family have just moved overseas, and she has therefore stepped down from her positions at WWF-Canada. We thank her for all her hard work and dedication and wish her well in the future. We know her passion for conservation is as strong as ever, and we're looking forward to the time when our paths cross again.

### ***The Lin Family***

For the Lins, volunteering for WWF-Canada is a family affair. From helping out at events to cleaning up Canada's shorelines, they lend a hand whenever they can.

David Lin first got involved in April 2005 at the 15th annual Canada Life CN Tower Climb. David was so impressed with the event and the organization that he asked his wife and three children (now aged 11, 10, and 8) if they too wanted to get involved. The family agreed, and they have now volunteered for WWF-Canada's annual fundraiser each year for the past five years!

Their commitment doesn't end there, however. The Lins have participated in the annual TD Great Canadian Shoreline Cleanup and been emissaries at the Royal Agricultural Winter Fair and the Green Living Show, as well as various fundraising initiatives. "My role at each event has varied," says David Lin, "but my most memorable experience was wearing the WWF panda costume to promote WWF-Canada."

Helping WWF allows the family to contribute to a very relevant cause while enjoying some fantastic family time together.

According to David, "We see WWF-Canada as a catalyst, leading the push to make Canada the world leader with respect to addressing critical conservation issues and the concept of collectively reducing our carbon footprint."

The Lins now give a lot more thought to their daily actions, trying their best to reduce global warming by reducing, reusing, recycling and even re-gifting. "No action is too small, as we believe that the culmination of everyone's efforts can make a huge impact on our Earth," David says.

Thank you to the entire Lin family for your excellent volunteer work!

### ***Loblaw Companies Limited***

In 2009, Loblaw Companies Limited became WWF-Canada's largest corporate donor with a commitment of \$3 million in funding over the next three years.

As part of its national plastic shopping bag reduction initiative, on April 22, 2009, Loblaw stopped providing complimentary shopping bags to customers and began charging five cents for plastic shopping bags, across Canada, in an effort to encourage the use of reusable shopping bags. For the next three years, Loblaw will provide a corporate donation and partial proceeds from the charge for plastic shopping bags from corporate stores totalling \$3 million to WWF-Canada.

The Loblaw donation will support WWF's efforts to help Canadians reduce their daily environmental footprint through simple planet-friendly actions. Our program includes a series of campaigns aimed at inspiring at least one million Canadians to make changes to their behaviour, such as the use of reusable bags, as first steps toward sustainable living.

Loblaw is also leading the way toward sustainable living by greening its own footprint. In 2009 the company pledged that every seafood product sold in its stores — canned, frozen, or fresh; wild-caught or farmed — will come from sustainable sources by the end of 2013.

Thank you, Loblaw, for your generosity and for helping to transform the ecological footprint of millions of Canadians from coast to coast.

### ***Seamus O'Regan***

You may wake up to Seamus O'Regan each morning as he co-hosts Canada AM, but do you also know he is a proud supporter of WWF-Canada?

Seamus O'Regan began his relationship with WWF as a monthly supporter. He soon became a member of our Living Planet Circle, a group of dedicated supporters who each donate between \$1,000 and \$9,999 a year. His next step was to donate his time as a valuable member of our board of directors, shaping the strategic vision of WWF-Canada.

Seamus was born and raised in both Newfoundland and Labrador, where he developed a true passion for conservation, particularly ocean conservation.

He was drawn to WWF because as a Newfoundlander he was "impressed with WWF's focus on the bigger picture of ocean conservation — using facts and science, not emotion." He believes WWF is effective because we do a great job of holding governments accountable for their actions and we develop sound, science-based policy alternatives.

Seamus also believes we have a strong role to play in the fight against climate change. While on a recent trip to the Antarctica with the group Students on Ice, he witnessed the effects of climate change firsthand. "I was distressed by the obvious deterioration, but Antarctica's pristine condition is a testament to consistent international cooperation, so I left more hopeful than I'd expected," he says.

Thank you, Seamus, for your generous support of WWF both as a donor and as a board member. Your input is invaluable to our conservation mission in Canada.

### ***John Turner***

The Right Honourable John N. Turner, 17th Prime Minister of Canada, has provided enthusiastic support for conservation in Canada as a long-time Board member of WWF-Canada. He has worked tirelessly to champion conservation issues across the country, especially issues related to water and the Far North.

Mr. Turner played a role in creating the largest freshwater reserve in the world, persuading the premier of Ontario at the time to cede the lakebed for the Lake Superior National Marine Conservation Area. He stood with the Gwichin people at a press conference in Whitehorse, successfully calling for protection of the calving area of the Porcupine Caribou Herd in Alaska.

He gave an inspirational address to WWF leaders from Arctic nations when they met in Toronto to tackle global warming and oil and gas issues. And in Ottawa he and Stephen Kakfwi, former premier of the Northwest Territories, spoke up publicly to obtain funding for the NWT Protected Areas Strategy that is now being used to preserve thousands of hectares of first-class wilderness.

Mr. Turner has also contributed significantly to our fundraising efforts. A dinner hosted by Ontario Premier Dalton McGuinty in his honour this past year raised \$15,000 for our cause.

WWF-Canada is proud and grateful to have a former Prime Minister on our side — and on the side of Canadian wildlife. Thank you Mr. Turner!

### ***Ruby West***

Last July, Ruby West decided that in lieu of presents for her 10<sup>th</sup> birthday she wanted to help save the planet by asking her friends to donate to WWF-Canada. Her friends were thrilled to help make a difference for the planet.

Ruby thought of WWF because she “cares about Mother Earth and all creatures” and she knows that “WWF does a lot to fight global warming and protect habitats.”

And it’s not just on her birthday that Ruby thinks about the planet ... she helps the planet all year long. She bikes to school once a week (12 kilometres each way!); she limits what she buys by knitting and sewing presents for her friends; she recycles and composts; and she and her family eat organic by growing their own vegetables, making their own maple syrup, and having free-range hens.

Ruby always makes sure to turn out the lights whenever she leaves a room. She especially likes to turn out the lights for Earth Hour, reminding people about how important it is to conserve energy.

When it came time to organize her birthday party, Ruby wanted to help "Mother Earth" too. Ruby made the invitations herself. When the big day arrived, she and her guests had a great time outdoors enjoying nature, including an endangered-species-themed scavenger hunt.

At the end of the day everyone let out a big cheer when they heard that they had donated \$295 to help fight global warming. Thanks to Ruby and her friends for helping to make our planet greener!

## 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.

At WWF-Canada, that means communicating in a number of ways, including:

- Our regularly updated website ([www.wwf.ca](http://www.wwf.ca))
- Twitter (<http://twitter.com/WWFcanada>)
- Our Facebook page
- Media releases
- Our *Living Planet Quarterly* member newsletter, available in print or electronic form
- Monthly PandaMail e-mails to keep members up to date on the progress of our work, as well as special ad hoc e-mails about significant events

We'd love to hear from you! If you'd like more information, or have questions, concerns or feedback, please contact us at:

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

Please note that we take your privacy very seriously. 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.

## **FINANCIAL STEWARDSHIP FOR THE LONG TERM**

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

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

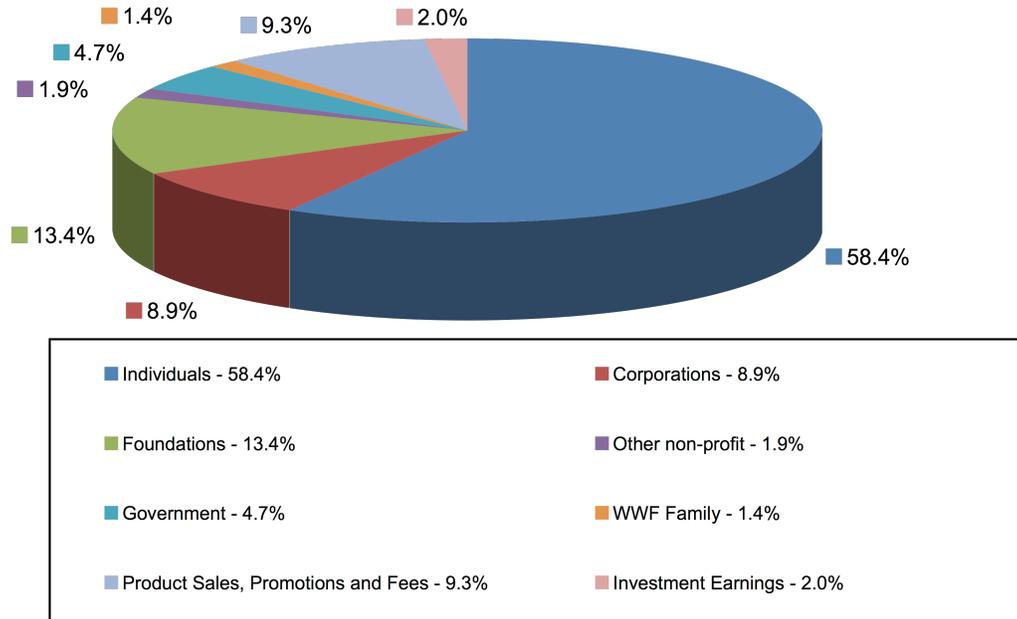
In addition to producing our annual report, we provide detailed reports to all our major donors that describe how their money was spent and the conservation gains that were achieved with these funds.

In Fiscal 2009 (year ended June 30, 2009), we raised \$22.7 million. We invested \$18 million (an increase of \$1.8 million over the prior year) in our conservation work.

We maintained our previous level of investment in our fundraising capacity. However, because our revenue was \$4.1 million below the prior year, our fundraising and administrative (FR&A) costs rose to 25.2% of revenue. Over the past five years this percentage has ranged from 20.5% to 25.2%, with an average of 21.7%. Each year the percentage is affected by revenue variation and/or changes in our fundraising strategy as we adjust to new marketing conditions. While variations are unavoidable, we are committed to ensuring that, over the long haul, the maximum amounts of dollars are used for conservation goals. We relentlessly focus on being productive in our fundraising and administration and strive for conservation wins.

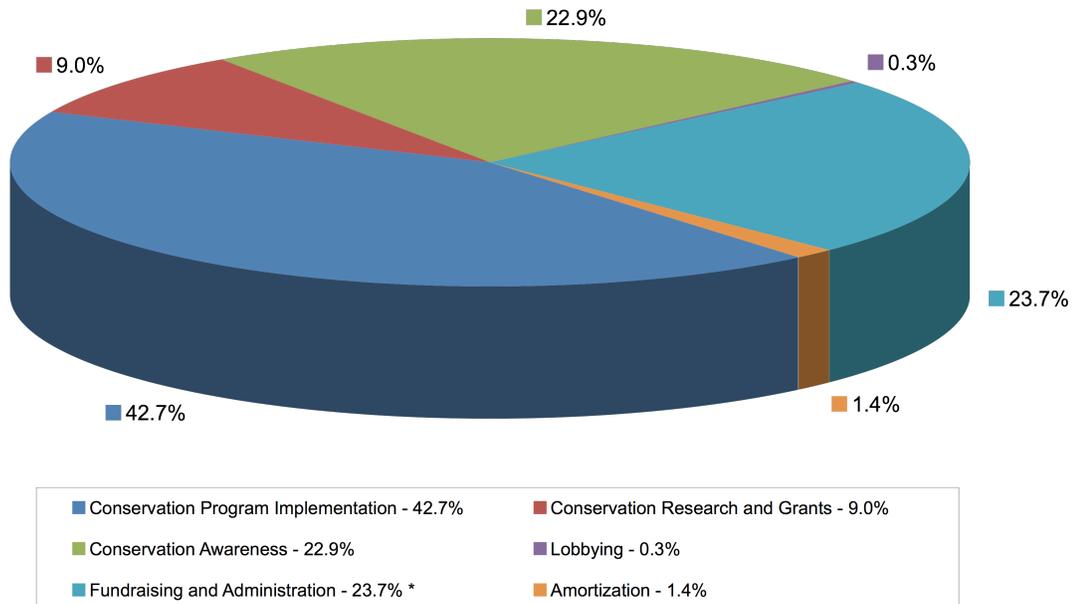
## Our sources of donations and other revenues

TOTAL REVENUE: \$22,675,000



## How we applied our funds

TOTAL: \$24,096,000



\* 23.7% represents the percentage of total expenditures that went to Fundraising and Administration

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

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

1. The economic downturn had an impact on us, as it did on many organizations:
  - Overall revenue in Fiscal 2009 was \$4 million below the prior year, a dip of 15%. Revenue from major gifts, as well as broad-based support, remained similar to the prior year, although lower than we had forecast. We had already anticipated the drop in planned giving revenue because Fiscal 2008 had been an exceptional year for such revenue.
  - In May of this year, we refocused on our conservation priorities and restructured the organization, which led to a reduction in staff and an ongoing reduction in costs.
  - Our fundraising and administration ratio has gone up simply because our revenue has dropped \$4 million. Our fundraising and administration expenses remained virtually the same as the prior year.
2. WWF-Canada's policy is to have funds on hand before we make commitments of resources. Thus, we were able to spend \$18 million on conservation in Fiscal 2009, an increase of 11% compared to 2008, because we were spending funds that had been raised in the prior year. The expenditure increases were reflected in most programs.
3. As part of our restructuring, we carefully reviewed our fundraising structure and processes to ensure we will be able to bring in the revenue that we need for Arctic, freshwater, marine, climate change, and public/business engagement programs, reflecting WWF's organization-wide focus on climate, water, and people. To do this, we must maintain our infrastructure. We are confident that, over the long haul, this will pay dividends in the shape of important and enduring conservation results.

Over our 42-year history, WWF-Canada has weathered many national and global economic storms. With our continued strong base of support and our newly restructured organization, we are well positioned to ride out the current financial doldrums and continue delivering world-class conservation wins.

Grahame J. Cliff, CA  
October 14, 2009

## Financial Statements

For copies of the combined financial statements and the auditors' report, please go to [wwf.ca/auditorsreport](http://wwf.ca/auditorsreport), or contact our Finance Department at [ca-panda@wwfcanada.org](mailto:ca-panda@wwfcanada.org).

### World Wildlife Fund Canada and World Wildlife Fund Canada Foundation

#### Summarized Combined Statement of Financial Position

As at June 30, 2009

(in thousands of dollars)

	<u>2009</u>	<u>2008</u>	<u>2007</u>
<b>ASSETS</b>			
Current Assets	<b>10,451</b>	13,577	9,536
Investments at fair value (at cost in 2007)	<b>9,013</b>	9,356	7,207
Property and Equipment	<b>1,219</b>	580	595
	<b>20,683</b>	23,513	17,338
<b>LIABILITIES</b>			
Current Liabilities	<b>1,242</b>	1,775	1,193
<b>TOTAL ASSETS &amp; LIABILITIES</b>	<b>\$19,441</b>	\$21,738	\$16,145
<b>FUND BALANCES</b>			
Operating Funds			
Unrestricted	<b>2,136</b>	2,536	1,415
Restricted	<b>5,336</b>	5,616	5,540
	<b>\$7,472</b>	\$8,152	\$6,955
In Trust and Other Capital Funds	<b>9,331</b>	10,320	7,515
Planned Giving Fund	<b>1,419</b>	2,686	1,080
Property and Equipment Fund	<b>1,219</b>	580	595
<b>TOTAL</b>	<b>\$19,441</b>	\$21,738	\$16,145

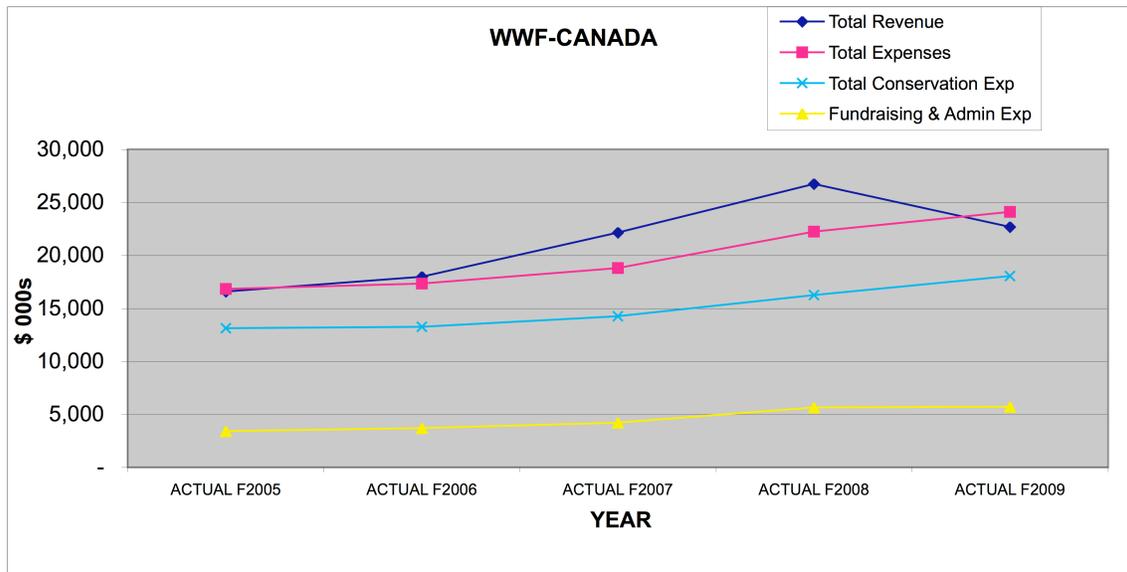
**World Wildlife Fund Canada and World Wildlife Fund Canada  
Foundation  
Summarized Combined Statement of Operations and Changes in Fund  
Balances**

For the year ended June 30, 2009  
(in thousands of dollars)

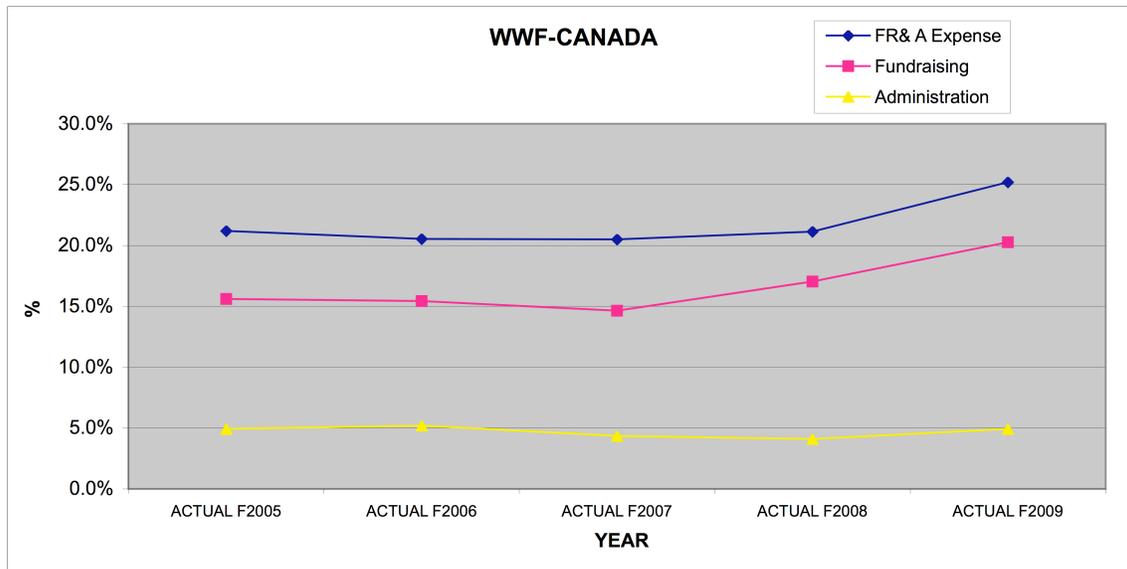
	<b>2009</b>	2008	2007
<b>REVENUE</b>			
Donations and Grants	<b>20,119</b>	24,360	19,817
Sponsorship, Marketing Events, Fees and Sales	<b>2,108</b>	1,488	1,312
Investment Earnings	<b>448</b>	897	1,018
<b>TOTAL REVENUE</b>	<b>22,675</b>	26,745	22,147
<b>EXPENSES</b>			
Program implementation	<b>10,298</b>	8,339	6,705
Research and grants	<b>2,173</b>	2,514	2,775
Conservation awareness	<b>5,513</b>	5,337	4,649
Lobbying	<b>65</b>	54	127
Total Conservation expenditure	<b>18,049</b>	16,244	14,256
Fundraising and administration	<b>5,714</b>	5,655	4,209
Amortization	<b>333</b>	335	336
<b>TOTAL EXPENSES</b>	<b>24,096</b>	22,234	18,801
<b>Excess of revenue over expenses</b>	<b>(1,421)</b>	4,511	3,346
<b>Fund balances - Beginning of year</b>	<b>21,738</b>	16,145	12,799
Adjustment to investment values -	-	1,758	
Current year realized losses on investments	<b>(98)</b>	-	
Current year un-realized losses on investments	<b>(778)</b>	-676	
<b>Fund balances - End of year</b>	<b>19,441</b>	21,738	16,145

## *Additional Financial Information*

### **WWF-Canada Revenue and Expenses Over Five Years**



### **Fundraising and Administration Cost as a Percentage of Revenue Over Five Years**



## Staff and Salary Expenditure for 2008 and 2009

	Headcount	F2008 Salaries	Headcount	F2009 Salaries
CEO and Vice- Presidents reporting to the CEO	8	1,140,180	7	1,171,151
All staff members, including the CEO and Vice Presidents above	114	7,630,106	126	8,875,417

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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