



WWF®

REVIEW

CAN

2014



WWF-Canada Annual Report

**Building a future
where people
live in harmony
with nature**

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Front cover: © Paul Bettings / WWF-Canada

Monarch butterflies (*Danaus plexippus*) hanging from the branches of roost trees while overwintering in one of the several Monarch reserves within the Transvolcanic Pine-Oak Forest (Global 200 Ecoregion) in La Rosaria, Michoacan, Mexico.

Published October 2014 © 1986 Panda symbol. WWF-World Wide Fund For Nature (formerly known as World Wildlife Fund). ® “WWF” and “living planet” are WWF Registered Trademarks. WWF is the planet’s leading conservation organization registered in Canada as a charity (No. 11930 4954 RR 0001). Any reproduction in full or in part of this publication must mention the title and credit the above-mentioned publisher as the copyright owner. © text (2014) WWF-Canada. WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

The power to create transformational change

In my first year as President and CEO, I've had the privilege of seeing firsthand the richness of Canada's natural spaces from coast to coast to coast. During my travels, two things became clear. First, the challenges facing our environment are real and urgent. And second, Canadians are up to the task of tackling them.

Together, we're facing the biggest environmental issues of our generation: WWF's recent Living Planet Report pointed out the devastating news that the population of mammals, birds, reptiles, amphibians and fish around the globe has declined by 52% over the past 40 years. The health and security of critical habitat in oceans, rivers, on land, in the Arctic and across the country remain under threat from unsustainable development and from the everyday decisions we all make.

That's where you come in. Your demand for sustainable seafood at the grocery store drives change in the fisheries we work with. Your donations fund our conservation projects from Toronto to Tuktoyaktuk. Your participation in conservation events in your local community help create healthier habitats for species and people.

I believe we live in a country that has the capacity to lead the world in conservation, thanks to you. You're one of tens of thousands of WWF supporters committed to nature—supporters who understand that we can't enjoy vibrant, prosperous societies without healthy, resilient ecosystems to sustain them.

Together, we have the power to create transformational change and to build a future where people and nature live in harmony.



David Miller,
President and CEO, WWF-Canada



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This year you drove major conservation achievements

There's no question the journey to sustainability is a long and bumpy one. But like the salmon you'll read about on page 8, fighting their way upstream or the monarchs on page 11 undertaking 5,000-kilometre migrations, we're determined to succeed.

As an organization, we have significant strengths to help us get there: solid science, an energetic and dedicated staff and the relationships we've forged with communities, corporations, governments and organizations of every kind.

At the end of the day, however, what makes all this possible is your loyalty, your passion, and your support. The essence of WWF is collective power.

This year, you drove the solutions our country needs. By supporting WWF, you put 3Ps cod on the path to certified sustainability, proving it is possible to transform fisheries. You rewrote history with precedent-setting protections for fresh water in British Columbia. You funded oil spill mapping in the Beaufort Sea that makes the right choices for Arctic development clear.

These achievements are the culmination of years of hard work. And with your help, we will build on them in the coming years, envision bold new possibilities, and reach even greater heights.

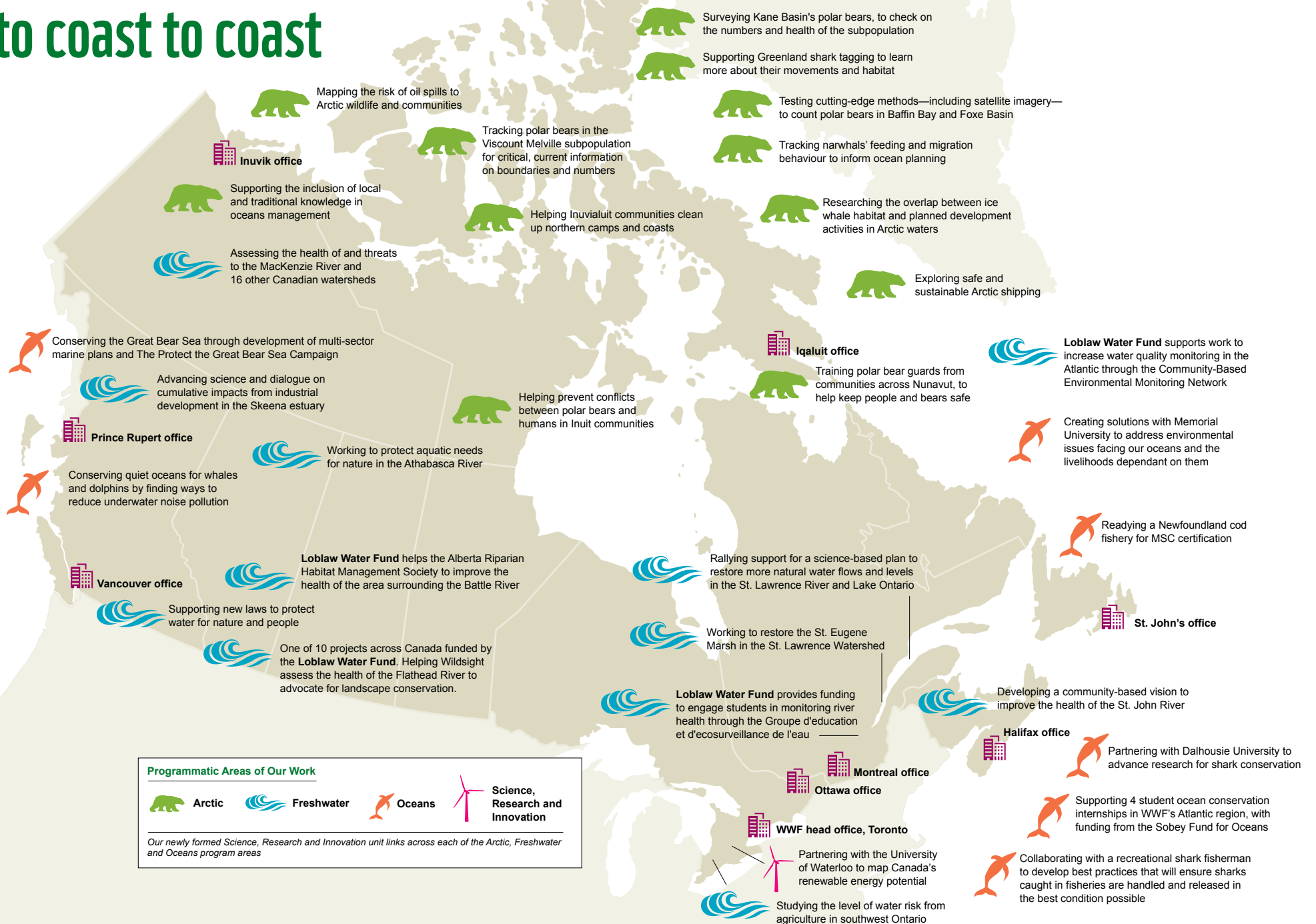
Thank you for your generosity and your commitment. Without you, none of this would be possible.


Roger Dickhout, Chairman,
WWF-Canada Board of Directors



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Conservation from coast to coast to coast





This Year You Made the Impossible Possible

THE FIRST ATLANTIC COD FISHERY IN CANADA ON THE ROAD TO SUSTAINABILITY

ATLANTIC COD (GADUS MORHUA)

Cod have survived in the harsh North Atlantic for millennia, thanks to their astounding reproductive capacity—an adult female cod lays between four million and six million eggs at a single spawning. However, years of overfishing finally led to the collapse of the Atlantic Canadian cod stocks in the 1990s, pushing the hardy species to the brink of extinction—and over 30,000 people out of a job. Although cod populations are showing early signs of recovery, reducing bycatch and protecting key habitats, such as spawning and nursery grounds, will be essential to a real comeback. Through the Fisheries Improvement Project for 3Ps cod, we're proving it's possible.

THIS YEAR'S SUCCESSES:

We can't restore healthy oceans unless we harvest fish more sustainably. That's why WWF is working closely with Loblaw—Canada's largest seafood retailer—to catalyze change across the supply chain.

- As of December 31, 2013, 88 percent of Loblaw's seafood products were either certified as sustainable or came from sources making meaningful progress toward that goal.
- On March 11, 2014, Loblaw became the first retailer in North America to sell farmed salmon certified by the Aquaculture Stewardship Council (ASC).
- Loblaw now carries 138 MSC and ASC-certified products—more than any other Canadian food retailer.

LEADER PROFILE:

"Sustainability is the right approach," says Alberto Wareham, CEO of Icwater Seafoods Inc. "For business, for the future of cod and for all natural resources." Alberto was born in Arnold's Cove in Newfoundland, where the Icwater Seafoods plant operates. He is the 7th generation to work there and hopes to see future generations carrying on long after he retires. Of course, that depends on healthy Atlantic Canadian cod stocks, which fuels his passion for supporting a sustainable

fishery. "Ensuring the Atlantic cod fishery is up to MSC standards isn't a choice—it is a necessity. Our plant employs 200 people in a community of 1,200. Entire families work in the plant. If we want their grandchildren to work here too, we must take care of the ecosystems and populations of cod today."



"A sustainable fishery is a key component to a sustainable future for our business and the economy of our local area."

THE BIG STORY:

The statistics are grim. In 2010, 80 percent of global fisheries were pushed to their limits or beyond. Overfishing has weakened marine ecosystems around the world.

But by buying products that bear the Marine Stewardship Council's blue "check fish" logo, eco-conscious consumers are changing the picture. Today, more than 22,000 seafood products boast the MSC ecolabel. Canadian cod could soon join those ranks.

For 500 years, cod was the foundation of Newfoundland's economy: a fish so plentiful, John Cabot reported, that you could walk across their backs. But by 1992, decades of mismanagement had taken their toll. Stocks had plunged to less than one percent of 1960s levels, forcing the federal government to close the fishery.

Which is why all eyes are now on 3Ps cod. Located in the southern waters off the Newfoundland coast, the health of this small fishery shows that good management and cross-sector collaboration can have huge health benefits for our oceans.

In 2011, Icwater Seafoods joined forces with WWF to bring the fishery up to the MSC standard, a development that was driven by Marks and Spencer, Loblaw, WalMart and other major retailers in North America and Europe.

The multi-stakeholder Fisheries Improvement Project ultimately involved two dozen partners: processors, distributors, retailers, unions, and government ministries. Together, they assessed stocks, completed bycatch analyses, developed conservation plans and agreed on rebuilding strategies. 3Ps cod stocks continued to improve. Three years later, on March 13, 2014, the fishery applied for MSC certification.

If it is successful, 3Ps cod will provide a blueprint for restoring depleted fish stocks across the region and around the globe.

JULY 1992

The federal government closes the Newfoundland cod fishery

FEBRUARY 1997

WWF and Unilever establish the Marine Stewardship Council

MAY 2009

Loblaw pledges to source all its seafood products from sustainably managed fisheries

JANUARY 2011

WWF and Icwater establish a Fisheries Improvement Project for 3Ps cod

MARCH 2014

The 3Ps cod fishery enters MSC assessment

EARLY 2016

3Ps cod earns MSC certification

This Year You Rewrote History

A BOLD NEW B.C. WATER ACT PROTECTS WATER
FOR NATURE AND FOR PEOPLE

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PACIFIC SALMON (ONCORHYNCHUS)

Salmon are a cornerstone of coastal ecosystems in British Columbia. For proof, you don't have to look any further than the annual salmon run. After spending their adult life in the ocean, these determined fish swim hundreds of kilometres to spawn in the stream where they hatched. Each fall, B.C.'s rivers heave with salmon fighting their way upstream past waterfalls, dams, and feasting bears. The province's new Water Sustainability Act will help ensure enough flow in those rivers to support the massive annual migration—and ensure all creatures across the province have the water they need to survive.

THIS YEAR'S SUCCESSES:

WWF's work in B.C. is part of our national campaign to understand the health of our freshwater wealth and to protect it.

- To date, we've assessed the health of 25 percent of Canada's watersheds. By crunching data on water quality, flow, fish, and bugs, we've established a yardstick to measure freshwater ecosystem health, providing crucial information to shape decisions and guide conservation investments.
- WWF and Loblaw Companies Limited launched the Loblaw Water Fund in 2013 to help communities steward local lakes, rivers, and wetlands. The first round of grants—partial proceeds from Loblaw's charge-for-plastic shopping bag program—supported 10 watershed projects across the country.
- Years of WWF advocacy and public engagement have paid off with Plan 2014: the International Joint Commission strongly supported this new management plan to restore and protect the health of Lake Ontario and the St. Lawrence River. Now in the hands of Canadian and U.S. federal and provincial/state governments, this plan could bring back more natural flows to waterways and wet meadow habitat.

LEADER PROFILE:

Ted Hogarth was well aware of the importance of protecting the habitats of species at risk, and so was an annual contributor to WWF for many years. His close friend John McCutcheon, former WWF board member, remembers him fondly: "Ted and I had a number of discussions with WWF's conservation team regarding the vital need to provide a sustained level of fresh water for our wild creatures. Ted passed away two years ago, and in his will left a substantial bequest in support of WWF's freshwater initiative—a timely gift for what is rapidly becoming one of WWF's priority programs."



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"Ted was possessed of an iron discipline that made him a success at whatever he did. Generous and thoughtful, he left quite a legacy."

—John McCutcheon

THE BIG STORY:

Salmon can't survive without fresh, clean water. Nor can grizzly bears, Douglas firs or Pacific tailed frogs. So when the B.C. government decided to overhaul its century-old Water Act, WWF was front-row centre, making sure the new rules took nature's needs into account.

We sat on the Technical Advisory Board for the B.C. Water Act, which advised on the new legislation. We hosted workshops and submitted briefs, put out fact sheets, and transit ads, and published academic papers.

You were right behind us. Our polls showed 94 percent of British Columbians thought the new provincial water rules should protect the needs of nature—especially as climate change and a growing population puts more pressure than ever on freshwater resources.

Thousands of you watched the video featuring our freshwater ambassador, Scott Niedermayer, calling for a strong new water act. More than a hundred came out to our water and salmon event in Vancouver. And across the province, more than 2,900 people submitted their thoughts on the proposed water legislation.

The B.C. government acted. Its new Water Sustainability Act requires for the first time that the quality, quantity, and seasonal timing of water that flows through our watersheds (environmental flows) be protected.

In the coming years, we'll work with the government to develop regulations to accompany the new act, and will hold up B.C. as an example for the rest of Canada to follow.

So raise your glass to B.C.'s precedent-setting new rules: rules that ensure water for crops and kayaking, sockeyes and salamanders, energy to power our communities, and so much more.

MARCH 1909

B.C. passes the original B.C. Water Act

JUNE 2008

The B.C. government releases Living Water Smart, a plan for sustainable water stewardship, which includes a promise to update B.C.'s water law

2011-2014

WWF sits on an advisory board for the new water act

MARCH 2011

WWF submits a brief on the proposed new water act, emphasizing the need to protect environmental flow

NOVEMBER 2011

WWF hosts a workshop on environmental flow in conjunction with the B.C. Ministry of Environment

JUNE 2012

WWF organizes a presentation by a key official on B.C.'s new water law and how it protects flows at the Canadian Water Resources Association conference

DECEMBER 2012

More than 100 people come to our water and salmon event, where WWF Freshwater Ambassador Scott Neidermayer launches his YouTube video

MAY 2014

B.C. passes the new Water Sustainability Act

This Year You Protected a Natural Phenomenon

ONE THOUSAND CANADIAN CLASSROOMS INSPIRE THE NEXT GENERATION OF MONARCH CONSERVATION



MONARCH BUTTERFLY (DANAUS PLEXIPPUS)

Each November, millions of monarchs embark on a miraculous migration between Canada and Mexico. It's an epic journey that spans 2,000 to 5,000 kilometres in total, and takes several generations to complete. However, monarch numbers have plummeted in recent years as logging destroys their overwintering grounds, climate change disrupts their flight patterns and herbicide use in their summering areas decimates milkweed plants—the one and only source of food for hungry monarch caterpillars. Through our highly popular Schools for a Living Planet program, teachers and students across Canada are partnering with us to protect monarchs and the milkweed they depend on.

THIS YEAR'S SUCCESSES:

Because the monarch migration spans three different countries, so do WWF conservation efforts. We work closely with our counterparts in the U.S. and Mexico to protect the habitat these butterflies depend on.

- Over the past year, WWF's Monarch Conservation Fund provided \$174,000 towards monarch conservation projects such as supporting forest-friendly businesses, like mushroom production and tree nurseries, in the monarch's wintering grounds.
- In the lead-up to the 2014 North American Leaders' Summit, WWF called on Canadian Prime Minister Stephen Harper, U.S. President Barack Obama and Mexican President Enrique Peña Nieto to take action to protect monarchs. They listened, establishing a trilateral conservation task force.
- During our first-ever Monarch Butterfly Week, 800 participants joined us for a live Google Hangout with Laurel Merriam, a member of the Monarch Teachers Network; conservation expert Steven Price; WWF-Mexico's Jorge Rickards G.; and U.S. monarch expert Dr. Karen Oberhauser.

LEADER PROFILE:

Laurel Merriam is a special education teacher at Brighton Public School; she has raised monarch butterflies in her classroom ever since her colleague Kim Strong handed her some milkweed and a tank with a couple of caterpillars in it. After taking a course with the Monarch Teacher Network in 2007, Laurel's middling interest in monarchs was totally transformed. Then, in 2008, Laurel and Kim

travelled to Mexico to see the overwintering grounds; she counts "being in Mexico, surrounded by millions of monarchs" among her most powerful experiences, and the one that sealed her fate as a monarch teacher. As a member of WWF's Schools for a Living Planet program, Laurel was part of our Google Hangout's expert panel, helping WWF to bring monarchs into classrooms across the country.



"My students absolutely love having monarchs in the classroom. Teaching my students to love and respect monarchs helps me to cultivate in them a love and respect of nature in general."

THE BIG STORY:

In the March issue of WWF's *Schools for a Living Planet* e-newsletter, WWF put out the call to 12,000 participating teachers. There were 100 packages of milkweed seed to give away. Any takers? Within minutes, we were inundated with emails.

Faced with so much demand, WWF tracked down 1,000 seed packages for schools eager to create monarch butterfly havens.

There's something about monarchs that captivates children and adults alike. Perhaps it's their bold black and orange wings that signify summer to so many Canadians. Or the fact that these tiny, featherweight creatures, fluttering this way and that, can migrate thousands of kilometres. Or maybe it's the fact that one simple action—planting the milkweed they need to survive—could save them from extinction.

For years, monarch numbers plummeted owing to logging in the Mexican forests where they spend the winter. WWF successfully worked with local communities, the government, and the private sector to protect the area as a biosphere reserve. We also established a fund to support economic alternatives to logging.

According to scientists, the most pressing challenge now is protecting milkweed in Canada and the northern U.S., where herbicides and noxious weed laws have decimated the plant that feeds monarch caterpillars each summer.

A huge thank you to all the enthusiastic teachers and students who planted milkweed, put our lesson plans to work, and made our first-ever Google Hangout live broadcast with monarch experts such a success. With more curriculum-linked lesson plans currently in development, we're getting ready to roll out an even bigger program in 2015.

OCTOBER 2000

Crucial overwintering grounds in the mountains of Central Mexico are designated a UNESCO Biosphere Reserve

MAY 2002

WWF creates the Monarch Butterfly Conservation Fund to give local people economic alternatives to logging monarch habitat

DECEMBER 2013

WWF reports the number of monarchs wintering in Mexico hits its lowest point since we began surveys 20 years ago

FEBRUARY 2014

Canada, the U.S., and Mexico commission a monarch conservation task force

MARCH 2014

Seven hundred teachers at 1,000 schools in Canada plant milkweed seed provided by WWF, creating vital monarch habitat

MAY 2014

Nature lovers from coast to coast join WWF in celebrating Monarch Butterfly Week with stories, facts, photos, and a Google Hangout with monarch experts

SEPTEMBER 2014

WWF introduces a new Schools for a Living Planet curriculum resource for Grade 6: Wild About Butterflies

2015

The monarch conservation task force presents its report at the next North American Leaders' Summit

This Year You Stood Firm for Science and Canada

TENS OF THOUSANDS OF CANADIANS REJECTED THE NORTHERN GATEWAY OIL PIPELINE AND TANKERS

KERMODE BEAR (*URSUS AMERICANUS KERMODEI*)

The Great Bear region of coastal British Columbia is not only one of the richest ecosystems on Earth, but it is the only place in the world where the Kermode bear, or the “Spirit Bear”, can be found. One in ten North American black bears are born white here due to recessive genes, and given the name “Spirit Bear” by Coastal First Nations. These rare white bears prove to be excellent fishers as their colouring appears less visible from the perspectives of fish. The future of the Spirit Bear, as well as of the entire Great Bear region, is at stake as a result of the proposed Northern Gateway pipeline and tankers project that could destroy the bear’s habitat. We are working to ensure that the Great Bear region remains a vibrant and flourishing ecosystem, where unique animals like the Spirit Bear can thrive.



THIS YEAR'S SUCCESSES:

Fighting the Northern Gateway pipeline and tanker project is not the only way WWF is protecting the Great Bear Sea. We're also advancing marine noise research, engaging communities, and influencing policy and planning to preserve one of the richest marine ecosystems on Earth.

- In December 2013, we released a 96-page report on managing underwater noise in Canada's Pacific. The following spring, we were invited to share our expertise on underwater noise at a workshop organized by the International Maritime Organization.
- In April 2014, the B.C. government and 18 First Nations released draft marine spatial plans for the Great Bear Sea—plans that incorporate WWF contributions on climate change, ocean noise pollution, cumulative impacts, and eelgrass habitat.
- In May 2014, we released a new report, Cumulative Effects in Marine Ecosystems, with the Center for Ocean Solutions in California, and premiered the report at a successful workshop in Prince Rupert entitled "Grounding Cumulative Effects Workshop in the Skeena Estuary".
- In June 2014, we teamed up with other conservation groups to launch "Protect Our Great Bear Sea," a public campaign calling on government to support the marine spatial plans for this global treasure.

LEADER PROFILE:



©ART STERRITT

Art Sterritt believes that well-informed people will make good decisions. "The Canadians for the Great Bear campaign helped demonstrate that this is a worthwhile cause," says Art. "We gave Canadians the facts—the science—about the threat the pipeline poses to the region, and they heard us. Natural capital from the Great Bear region has enriched us for millennia and we inherently know that if we protect it, it will continue to do so. My people are used to fighting alone, but seeing that we have partners across the country that appreciate our values has given us confidence to stand strong for this cause."

"Natural capital from the Great Bear region has enriched us for millennia and we inherently know that if we protect it, it will continue to do so."

THE BIG STORY:

Stretching from B.C.'s coastal mountains to the Pacific shore, the Great Bear Rainforest encompasses 6.4 million hectares of soaring forests and salmon-bearing streams. It's one of the world's largest intact temperate rainforests, nestled up against richly productive marine ecosystems.

That's why Enbridge's plan to drive a pipeline through this global treasure and pilot 220 massive oil tankers a year through the treacherous Hecate Strait creates unacceptable risks.

An oil spill would devastate important habitat for humpback whales. Tankers would increase noise in some of the province's quietest ocean waters. And according to WWF-funded report by University of British Columbia economists, a spill from a tanker the size of the Exxon Valdez could cost \$9.6 billion to clean up, far outweighing the \$600 million in economic benefits the pipeline is purported to bring.

This past year, you spoke up. You signed our petitions, rallied in front of the B.C. legislature, and made submissions to the Joint Review Panel (JRP) established by the federal government. Fifty thousand of you responded to our "Ask a Canadian to Care" campaign to reject the Northern Gateway project, joining scientists, artists, economists, First Nations leaders, and other prominent figures.

When the JRP recommended approving the project, 300 scientists pointed out fundamental flaws in that decision in a letter to Prime Minister Stephen Harper. And when we invited you to stand with those scientists, 20,000 supporters signed our letter in less than two weeks.

This year, on June 17, the federal government approved the pipeline and tankers. But the fight to protect the Great Bear Rainforest and the Great Bear Sea does not end here. There's simply too much at stake: salmon, spirit bears, wolves, whales, sustainable livelihoods, and more.

MARCH 2002

Enbridge announces preliminary plans to build a pipeline from the Alberta oil sands to the West Coast

AUGUST 2012

WWF submits a 100-page statement to the Joint Review Panel outlining the project's unacceptable social, economic, and environmental risks

MAY 2014

Three hundred scientists call the Joint Review Panel's assessment "deeply flawed"

MAY 2010

Enbridge files an application to the National Energy Board for the Northern Gateway pipeline and a Kitimat tanker terminal

NOVEMBER 2013

Fifty thousand supporters respond to our "Ask a Canadian to Care" campaign

JUNE 2014

The federal government approves the pipeline, provided Enbridge meets certain conditions

JANUARY 2012

The Joint Review Panel begins public hearings to determine if this project is in the public interest

DECEMBER 2013

The Joint Review Panel recommends approving the Northern Gateway project, subject to a number of conditions

JUNE 2014

First Nations and environmental groups launch numerous court cases against the federal government's decision

This Year You Made the Right Choice Clear

OIL SPILL MAPPING PUTS KEY INFORMATION
IN THE HANDS OF LOCAL COMMUNITIES



BELUGA WHALE (*DELPHINAPTERUS LEUCAS*)

So-called canaries of the sea, beluga whales rely on their chirps, clicks, whistles, and squeals to communicate, navigate, and find food. More than just a smiling face, these sociable mammals serve as important indicators of overall marine health. As Arctic warming accelerates and sea ice retreats, oil and gas companies are gearing up to drill in prime beluga habitat. WWF's recent mapping work makes it clear just what an oil spill could mean for these whales—and for other species in the Beaufort Sea.

THIS YEAR'S SUCCESSES:

As a rapidly warming Arctic attracts mining, shipping, and oil and gas development, we're working with local communities to conserve key Arctic habitats for the wildlife and people who depend on them.

- In 2013, WWF partnered with Inuvialuit hunter and trapper committees in a first-ever "Clean Camps, Clean Coasts" stewardship campaign. Local events saw workers and volunteers remove oil drums, snowmobile parts and more than 150 bags of garbage from traditional camps on the Beaufort Sea coast.
- We're currently funding a project to compile and catalogue traditional Inuvialuit knowledge and land use information about the Beaufort Sea, creating a database that will help inform planning decisions.
- WWF helped keep people and bears safe in the Hamlet of Arviat, Nunavut, where our polar bear-human conflict mitigation efforts resulted in zero bears killed—for the second year in a row—for threatening lives and livelihoods in the community. This program, run in partnership with the hamlet and other stakeholders, is a successful model that helped inform polar bear guard training for other Nunavut communities.

LEADER PROFILE:

Karine Blatter has always had a soft spot in her heart for wildlife and nature. She and her husband support WWF's Arctic program because of their passion for protecting Canada's natural beauty. "My family loves living in the city, but our ideal vacation is to get away from everything and go into nature," says Karine. "My favourite places are those that are still untouched—like much of the Arctic. It is clear how climate change is negatively affecting this region and its wildlife. The Arctic is vulnerable and it is our responsibility as Canadians to take care of it."



© KARINE BLATTER

"The Arctic is vulnerable and it is our responsibility as Canadians to take care of it."

THE BIG STORY:

Scenario: June 23, 2009. A shallow-water oil well blows out in the Amauligak lease area, just north of Tuktoyaktuk. With no response, 3,000 barrels of crude oil pour into the Beaufort Sea each day for 30 days.

This is just one of 22 scenarios mapped at arcticspills.wwf.ca, an interactive website that examines how potential oil spills in the Beaufort Sea might play out. To create it, we commissioned experts to examine existing or proposed shipping routes and drilling locations, compile actual historical environmental data such as wind patterns and ocean currents, and apply knowledge of oil spill behaviours gleaned from real-life spills.

None of the scenarios they examined look good for the belugas, bowheads, polar bears, and eider ducks in the area, nor for the Inupiat, Inuvialuit, and Gwich'in communities intimately connected to this Arctic ecosystem.

Currently, the National Energy Board is considering two oil and gas applications for the Beaufort Sea. That's just the beginning. In 2012, the federal government auctioned off exploration rights to 905,000 hectares of the Beaufort—rights that were snapped up by companies keen to take advantage of increasingly ice-free summers.

By sharing our scenarios with northern communities and decision-makers, WWF is helping ensure that development in this remote and ecologically fragile environment is done right: only in the right places, with all the right precautions in place.

SEPTEMBER 2011

WWF establishes an office in Inuvik, enabling us to work more closely with local communities

FALL 2011

WWF participates in National Energy Board hearings to uphold the highest safety standards for offshore drilling in the Canadian Arctic

MAY 2012

The federal government places 905,000 hectares of the Beaufort Sea up for bids for offshore energy exploration

SEPTEMBER 2013

Imperial Oil, ExxonMobil and BP submit a joint application to drill offshore in the deep waters of the Beaufort Sea

JULY 2014

WWF launches a website modelling 22 oil spill scenarios in the Canadian Beaufort Sea

SUMMER 2014

WWF experts travel to Inupiat, Inuvialuit, and Gwich'in communities to share our research

This Year You Did It at Home, at Work, at School, and in Your Community

FROM COAST TO COAST, CANADIANS RALLIED TO CREATE
CONSERVATION SOLUTIONS



What inspires us at WWF?
A passion for the planet.
A commitment to future generations.
And you: the thousands upon thousands of supporters driving conservation from the ground up.



At the 20th **Great Canadian Shoreline Cleanup** in September, you cleared away nearly 100,000 kilograms of litter from riverbanks, lakefronts, and seashores, fostering watershed stewardship across the country.



In March, hundreds of millions of people around the globe took part in **Earth Hour 2014**—the world’s largest-ever call to climate action. As well as switching off the lights, you donated to WWF climate and energy projects on our new Earth Hour Blue crowdfunding website. Meanwhile, our second Earth Hour City Challenge celebrated municipal leadership on climate change. Congratulations to Cape Town, South Africa, the global winner, and to Edmonton, Canada’s new Earth Hour Capital.



In February, you celebrated **National Sweater Day** by turning down the thermostat, pledging personal actions to combat climate change, and raising money for Arctic conservation. More than 1,500 teachers brought the campaign to life in the classroom, while Loblaw promoted the event in flyers, on its website, and in stores from coast to coast.



In May, more than 4,700 supporters laced up their sneakers for the **Canada Life CN Tower Climb** and raised nearly \$1.1 million for conservation. Another 420 volunteers ensured our flagship fundraiser ran like clockwork.



Finally, hats off to the Living Planet @ Work champions and CEOs who made our first **Spring Things** campaign a huge success. Forty-six corporations raised nearly \$400,000 through workplace events celebrating National Sweater Day, Polar Bear Week, Earth Hour, and the CN Tower Climb. “What is gratifying is that our belief in a new way of mobilization is working—giving business two things it needs: engaged employees and footprint reduction, and also a source of a new fundraising stream for WWF and the environment,” says Lloyd Bryant, managing director, HP Canada and “Spring Things” CEO committee co-chair.

BY THE NUMBERS:

58,000

More than **58,000** Canadians cleaned up **1,950** shorelines across the country

18%

Our ever-growing Great Canadian Shoreline Cleanup saw **18%** more corporate teams pitching in

1,000

700 teachers and their students, at **1,000** schools across Canada, planted milkweed seeds provided by WWF, creating vital monarch habitats

2,300+

All **2,300+** Loblaw banner stores from coast to coast turned down the thermostat for National Sweater Day

36%

More than a third (**36%**) of Canadian adults turned off their lights for Earth Hour, as did **350** Canadian municipalities and **162** countries and territories around the world

35,000

More than **35,000** people checked out user-generated Earth Hour videos

4,700

More than **4,700** supporters climbed the CN Tower, raising nearly **\$1.1 million** to help protect species at risk and the places they call home

\$400,000

More than **40** workplaces participated in our inaugural Living Planet @ Work Spring Things campaign, raising close to **\$400,000** for WWF's conservation work

Schools for a Living Planet Holy Cross Regional High School

In February, WWF's Schools for a Living Planet program asked, "What does a future in which humans live in harmony with nature look like?" Marlene Volentier's Grade 12 art class answered with a powerful video, detailing all that Holy Cross Regional High School has done to help the environment and outlining a proposal for a 120-foot mural to communicate their commitment to the planet. To make this vision a reality, WWF partnered with artist Todd Polich, who helped the students refine their ideas and bring their mural to life through his Art of Empowerment program. Marlene says, "Through this mural, our students were able to demonstrate their passion not only for art, but for our environment," says Volentier. "It displays our enormous dedication to helping the planet. WWF has provided us with the opportunity to inspire our students and schools to continue their efforts in conservation." She adds, "The shared experience of the mural is what being a teacher is about. It is a legacy for future students and a permanent reminder of our commitment to conservation."

Living Planet @ Work Spring Things Campaign

When Peter Melanson, CEO of Bullfrog Power, brought Living Planet @ Work's new workplace-giving campaign—"Spring Things"—to his employees, he knew they'd be enthusiastic. After all, Bullfrog Power is Canada's 100% green-energy provider, and the company has partnered with WWF since 2006. But what he didn't anticipate was how competitive his employees would be. "Every event we did for WWF was successful because our employees made it competitive," Melanson recalls. "Even our bake sales were competitive." One of six CEOs to champion the workplace-giving campaign, Melanson also joined the Bullfrog Power team for his first-ever CN Tower Climb. He's proud of his time—21:19—but he's even prouder of what his employees accomplished together. More than 40 employees participated in the campaign, raising over \$14,000 for conservation. "It's important to me to lead by example," Melanson says. "I don't ask other people to do something I'm not willing to do myself."

Great Canadian Shoreline Cleanup

Uwe Stueckmann, senior vice-president of marketing at Loblaw Companies Limited, isn't afraid to get his hands dirty. He has been participating in the Great Canadian Shoreline Cleanup, a joint initiative by WWF and Vancouver Aquarium presented by Loblaw, for years. He first discovered the cleanup accidentally: "I was out for a run with my dog along Taylor Creek [in Toronto] and I saw some folks pulling garbage from the creek beds," Stueckmann recalls. "The next year I organized a cleanup with my kids and we've been participating ever since." Now, Stueckmann joins the cleanup as part of "Team Loblaw"—last year, 1,600 Loblaw employees participated in the cleanup, contributing to 100,000 kilograms of litter being collected from 3,035 kilometres of shorelines across Canada. "The cleanup is a great way to get your team together outside of work, roll up your sleeves and engage in conservation," Stueckmann says. "It's so encouraging to see the difference that a morning of work can make to our shorelines and waterways."



© HOLY CROSS REGIONAL HIGH SCHOOL

You did it for all the right reasons



We do it for our home away from home: Andrew and Olivia's story

As students of Queen's University in picturesque Kingston, Ontario, Andrew Shaw and Olivia Geen love returning to their clean, green campus—their home away from home—each fall. The campus is located on Lake Ontario and framed by the clean energy backdrop of Wolf Island's towering wind turbines. Andrew and Olivia are co-presidents of the campus club WWF at Queen's, and "One of the things the club values most is the city's shoreline. The issue of shoreline litter and its harmful impact on local ecosystems is something we can relate to as individuals and as a community." The club had an impressive turnout for its first Great Canadian Shoreline Cleanup and hopes to keep students informed about shoreline conservation throughout the year, helping to conserve Kingston's shoreline for students, residents, and aquatic neighbours alike!

"As members of the community, it is our responsibility to give back to the city that is our home away from home by participating in sustainability initiatives throughout the year."



© ANDREW SHAW AND OLIVIA GEEN

I do it for species at risk: Chelsie's story

Chelsie Santoro's passion for the environment began in the second grade when her teacher taught a unit on the environment and endangered animals. Chelsie and her classmates learned about the work organizations like WWF were doing to protect species and even symbolically adopted a penguin from WWF. Chelsie's enthusiasm to continue supporting these causes sparked a small idea that turned into a big thing: Chelsie, now 11, had been painting for a couple of years; why not sell some of her paintings to fundraise for WWF? This simple idea turned into a two-night sold-out art auction at a Montreal gallery, raising over \$2,500—far surpassing Chelsie's original goal of \$1,000! Enthusiasm and passion like Chelsie's make a real difference for species and the places they call home.

"I love animals and I knew I wanted to do something to help them. The art auction was a really fun idea."



© MIKE SANTORO

I do it for environmental awareness: David's story

David Seepersad has been a devoted CN Tower Climb volunteer for an astonishing 11 years. This means 11 years of 4 a.m. arrival times—that alone is a feat worth celebrating! David has been an invaluable volunteer at the tower start line (he's known among staff for bringing pastries every year), and he even climbs and fundraises each year on top of volunteering. For David, the CN Tower Climb is an opportunity to support an organization whose mission of engaging people with nature aligns with his own beliefs. With an education in environmental engineering, David firmly believes in the importance of environmental awareness, and appreciates WWF's commitment to ensuring a future in which humans live in harmony with nature.

"The best part of the climb is seeing thousands of climbers who are there because they want to support environmental and conservation work."



© DAVID SEEPERSAD

I do it for the fascinating freshwater creatures: Heather's story

Heather Leschied has always felt drawn to fresh water. Some of her earliest memories are from when she was a toddler and her mother would tuck her into her waders while she went fishing in the streams around Lake Huron. She remembers, even at an early age, being captivated by the creatures that lived in the water, and by crayfish in particular. She spent many hours searching for crayfish under rocks with her father, then putting them in buckets of water to observe close-up. It comes as no surprise that Heather is now working to protect Canada's fresh water as the program manager at Living Lakes Canada, and is leading an effort supported by the Loblaw Water Fund in the Flathead Valley, B.C., to advocate for conservation. She uses animals like beetles, aquatic worms, and snails to assess the health of these waters, as the presence of these species can tell her a lot about the condition of the watershed.

"While crayfish are a rare find here in my new home in the Kootenays, I am still fascinated by the beauty that can be found beneath the cobble when I'm out exploring nearby streams."



© HEATHER LESCHIED

I do it for my 11-year-old self: Jessi's story

For Jessi Cruickshank, her commitment to the environment started at age 11 as everyone's favourite environmental hall monitor. Her passion stayed with her into her adult years. Today, the Canadian television personality is always mindful of keeping her carbon footprint low. When she was living in Los Angeles, Jessi was delighted to see spaces like shopping mall parking lots equipped with electric vehicle (EV) charging stations. "It's amazing that this technology exists—as a kid I never thought I'd be able to drive an EV in my lifetime." Jessi brought her witty energy and inner eco-nerd when she collaborated with WWF to talk about electric vehicles to Canadians. EVs are one of many sustainable transportation solutions that can help create a future for Canada where climate change is no longer a threat. This kind of innovation and finally getting behind the wheel of an EV make the 11-year-old Jessi proud.

"It's amazing that this technology exists—as a kid I never thought I'd be able to drive an EV in my lifetime."



© JESSI CRUICKSHANK

I do it for healthy oceans: Laura's story

Laura Miller has been an outstanding volunteer at the WWF Toronto office for the past three years. As a donor relations volunteer, Laura keeps the wheels in motion at reception, greeting visitors and providing impeccable customer service on the phones. Driving Laura's commitment is a deep-rooted passion for our natural world—in particular for ocean conservation. A lifelong travel bug led Laura to discovering her passion for ocean conservation. While in Costa Rica three years ago, Laura volunteered on a sea turtle conservation project. After that, she was hooked, volunteering on conservation projects in places such as Cambodia and Madagascar. These experiences inspired Laura to pursue a career in ocean conservation—she was recently accepted to complete her master's in marine management at Dalhousie University in Halifax.

"Working on ocean conservation projects around the world, I saw the first-hand effects of environmental degradation—I was inspired to learn more."



© LAURA MILLER

I do it for my city: Don's story

"It was an incredible honour to have Edmonton selected as the Earth Hour Capital of Canada," says Don Iveson, the city's mayor. "Our sustainability efforts have been plentiful and it is reassuring to be recognized by the WWF for our environmental plans and initiatives." It goes to show that a Canadian city in the heart of energy country can still lead the way on sustainability and reduce its ecological footprint. The people of Edmonton have a lot to be proud of—many changes have been made to set the city on a path toward sustainability.

"We all need to bring energy and climate issues to the forefront while celebrating the amazing work that has been done and continues to be done to help our planet."



© CITY OF EDMONTON

I do it for healthy waters: Michel's story

Michel Grégoire is the director of the OBV du fleuve Saint-Jean. He grew up close to Montreal and often found himself searching for the little patch of forest left in the city. He now works with an organization that aims to protect the St. John River watershed in its Quebec portion. Michel first connected with WWF-Canada at the St. John River Summit last year, where he had the opportunity to meet with downstream St. John River organizations. It was clear that there was a need to hold such an event annually. This year Michel was involved, alongside WWF, in organizing the summit that was held in the headwaters, near Lake Témiscouata. The water in Lake Témiscouata is so clean that it requires very little treatment before being used as drinking water in his town, Témiscouata-sur-le-Lac.

"I now live in an area where the natural resources are still in very good condition. I work every day to convince others that we need to work together to ensure they stay that way."



© MICHEL GRÉGOIRE

We do it for nature and nature keeps us whole: Pinaki and Supriya's story

Pinaki and Supriya Bose feel that without nature, they lose touch with the ground of their being. Their favourite activity is walking through the woods in Winnipeg with their dog. They fondly remember the gorges and trails of the Finger Lakes region in New York, where they first came to realize nature's ability to refresh and revive. "I believe," says Supriya, "that if we do not conserve nature, we as a species will become progressively disconnected and unhappy." Pinaki is proud to say, "We put WWF in our will because they are at the forefront of nature conservation and we want to ensure that the species we love don't disappear from the planet."

"The openness and vastness of nature makes us forget our own limited selves."



© PINAKI AND SUPRIYA BOSE

I do it for the oysters: Patrick's story

As a world champion and Guinness World Record-holding oyster shucker, Patrick McMurray, owner of Toronto's Starfish Oyster Bed & Grill, takes his oysters pretty seriously. Which is why it's so important to him that oysters and other seafood are fished and farmed sustainably so they're available for many years to come. With this in mind, Patrick has teamed with WWF to promote the importance of sustainable seafood. Due to decades of overfishing and poor management, ocean health is in decline worldwide. By purchasing seafood certified by the Marine Stewardship or the Aquaculture Stewardship councils when grocery shopping, we can help reverse damage done to our oceans.

"I have chosen to balance what I show at Starfish, and teach my customers my belief, that we should live a sustainable, balanced life."



© PATRICK MCMURRAY

I do it to conserve the beauty and diversity of nature: Praveen's story

Praveen Varshney and his family love spending time at the beaches in beautiful Vancouver and around the world. They have a little cottage on a beach in Point Roberts, Washington. "Just spending time in the water, on the water, beside the water is so nice," says Praveen. "The sunrises and sunsets are gorgeous. We sleep with our patio door open and hear the ocean waves. There is an abundance of wildlife—salmon, whales, eagles, and the occasional deer." His love of oceans is reflected in his latest passion: an initiative housed on Facebook called Down to the Last Straw, which encourages people to stop using single-use plastic straws. Praveen and his wife invest in conservation because they want the planet to be healthy for their two children and future generations.

"We love the breadth and scope of WWF's work—especially initiatives like the Great Canadian Shoreline Cleanup."



© PRAVEEN VARSHNEY



© CAT HOLLOWAY / WWF-CANON

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And we are honoured by your support.**



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Margaret McMullen	Sharen Parker	Nathalie S. Rockhill	Campbell and Joanna Stacey
Jay McMurray	Parsons Brinckerhoff Halsall Inc	Nathan Romanko	Ed Stahl
Joyce and Gary McMurray	Igor Pashutinski*	Donald and Gretchen Ross	Staples
McPacific International Corp.	Murray Paton and June Leong	Philip Rosso and Marilyn Sanders	Jenny Stephens
David Melone	Julia Pawluk	Jason Roth and Cheryl Steadman-Roth	Lindsay Stevenson
MétéoMédia°	Mark Pearson	Adrian Ruigrok	Stonecrest Elementary School
Metro Supply Chain Group	Roslyn Penner	Jim Russell	Jacqueline Stroud
Metropolitan Design Ltd.	Penny Pepperell	Dr. Robert Russell	Sussex Strategy
Steven Minuk	Dennis Perry	Doreen E. Rutherford*	Eleanor Swainson
Jan Miserva	Gordon Petersen and Cathy Scrimshaw	Elizabeth Ryan	Kevin Swanson
Garfield Mitchell	Heather and Jim Peterson	Salesforce.com Foundation	Kelly Szandtner
Joan Mitchell	Ms. Jennen Phelan	Leo Samoil	Jon Temme and Kelly Walker Temme
Barbara Mitton	Marjorie J. Philip	Bruce Sandy	Tetra Tech EBA
Mobile Giving Foundation	M. Jane Phillips	Ed Scherer	Joy Thomas
Kelly Moffatt	Alice Pickering	Kimberly Schofield	Bruce and Susan Thompson
		Scotiabank	Robert, Susanne, Jack and Josephine Thompson
			George W. Thomson

\$1,000 – \$4,999

(continued from page 31)

Throw the Switch Igor!
 Barb Toma
 Ziya Tong
 Tony and Caley Taylor
 Family Fund
 Torstar Corporation^o
 Trailer Wizards
 TRANSAT A.T. Inc.
 Tim Trant
 Paul Treiber
 Triple M Metal LP Scarborough
 Division
 Dr. Colin Ucar
 University of Calgary –
 WWF Club
 Rob Unruh
 Peter Van Schalk
 Dr. Stephanie Van Wyk
 Darlene Varaleau

The Varshney Family
 Velthuysen Medical Corporation
 Sabrina Versteeg
 Shirley Viertelhausen
 Anne Vinet-Roy
 Angela Wallace
 Leo Walsh
 Bryon Walters
 Wolfgang Walz
 David Ward
 Bruce Wareham
 Way Key International Inc.
 Ms. Karen Webb
 Mr. Chris Webster
 Gary and Marcia Wedeking
 Ingo Weigele
 Meri Rae Weisman
 Alison Wheatley
 Jeune Williams

Julie Williams
 Lorraine Williams
 Dan Williston
 Joan Wilson
 Wing's Food Products
 Billy Woelfing
 Matthew Wojtowicz
 Joanne Wright
 Kevin Wright
 Thérèse Young
 Eb and Jane Zeidler

ESTATES

Estate of John George Carroll
 Estate of Ronald Wallace
 Compton
 Estate of Neeltje DeBruyn
 Estate of Margaret May Glide
 Estate of Valli Waltraud Heuse

Estate of Ruth Elizabeth Hodge
 Estate of Peggy Lawson
 Estate of Donald Edward
 George Scrimshaw
 Estate of Lorne Foster
 Swannell
 Estate of Virginia Fox Reiffer
 Estate of Hilda Mary van
 Rooyen
 Estate of Yee Chun To
 Estate of Margaret Eileen
 Wood

WWF-Canada is pleased to have the financial support of our global network and the organizations across the world that constitute the WWF family.

Endowment Funds

Endowment funds provide support for WWF's mission in perpetuity. They are unique gifts, made from lasting commitment and deep trust.

Above \$1,000,000

200 Canadians Trust
 "1001" Nature Trust
 Beryl Ivey Fund
 Brocklehurst-Jourard Education Fund
 Canadian Conservation Trust

\$500,000 – \$999,999

The Sobey Fund for Oceans

\$100,000 – \$499,999

The Kenneth M. Molson Fund for Endangered Birds
 Signatures Fund

In Honour and Celebration *We are pleased to recognize individuals who helped raise and inspire contributions of \$1,000 or more to WWF's conservation efforts this past year.*

In Memory
 In Memory of Viola Carnrike
 In Memory of Chico
 In Memory of Spring Choy
 In Memory of Amanda (Amy) Hood
 In Memory of Dr. Gordon Lippolt

In Memory of Monica Laura Podstawskyj
 In Memory of Richard and Roxabelle Shillington
 In Memory of Yee Chun To
 In Memory of Suzanne Denise Marie Young

In Honour
 In Honour of Olivia Clement
 In Honour of Edward Crawford

In Honour of Serena Goldring
 In Honour of Michael Christian de Pencier

CN Tower Climbers

Dan Abramsky
 Belma Agustin
 Scott Allen
 Jessica Azhadi
 The Bagg Group!
 Jessica Elizabeth Lauren Barrett
 Rudi and Karine Blatter
 Robert Bonsma
 Katherine Cheng
 CSL Group Inc.
 Shana Deroche
 Doug F. Dorsey
 Daniel Eden
 Curtis Fraser
 Cindy Gee
 Susan Gillingham
 Amanda Glover
 Jessica Hall

Wanda (Chow Mein) Hall
 Shannon Hamilton
 Gina Hoffman
 Jim Holmes
 Parviz Issakhan
 Jacob Securities Inc.
 Elizabeth Jones
 Sarah Jordan
 Donna Kavanagh
 Torey Kehoe
 Melissa Kilgour
 Robert Lacasse
 Janice Lanigan
 Shaun Lewis
 Peter Melanson
 Evelina Melo
 Rob Miller
 Brian Minns
 Lachesha Mirrielees

Kristin O'Connor
 Michele Palozzi
 Maya Perrault
 Amy Pike
 Bradley Powell
 Jim Price
 Sucheta Rajagopal
 Edgard Raudez
 Zeny Red
 Dani Reiss
 Bobby Richter
 Jeffrey Roop
 Carolynn Ross
 Clinton Scott
 Georg Shana
 Andrea Sheppard
 Tom Speers
 Lindsay Stewart
 Steven Synyshyn

Keith and Tanja Thomson
 Mariana Timofte
 Natalie Travis
 Drew Tremblay
 Marion Van Baarsel
 Laura Vansickle
 Johan M. Verhaeghe
 Linda Vizza
 Wolfgang Webb
 Geoffrey Wilson
 Joan Wilson
 Sarah Jane Wolch
 Virginia Woodhouse
 Graham Woodward
 Sarah Wright
 Meagan Younger

Community Panda Fundraisers

Adam Scott Collegiate
 Olivia Clement
 Melissa Colbourne
 Courtice Secondary School
 Dunwich-Dutton Public School

Havergal College
 Sean Hutton
 Lower Canada College
 New Roots Herbal Inc.
 Chelsie Santoro

St. Daniel Catholic School
 Kate Stemmler
 Stonecrest Elementary School
 Triple M Metal LP
 Scarborough Division

University of Calgary –
 WWF Club

Passion at Work

From bake sales to dress-down days, workplace champions found fun and creative ways to support WWF's goals last year. We are honoured to recognize those whose employee-giving efforts raised \$1,000 or more this year.

Corporate and Employee fundraising

Bennington Employees
Bentall Kennedy (gift made on behalf of employees)
Employees of Brookfield Johnson Controls
Employees of Bullfrog Power
Employees of FCB Canada
Employees of HP Canada
Employees of OLG Point Edward Casino
Employees of Ontario Power Authority

Employees of Research In Motion Give Your Way Program
Employees of RSA Canada
Employees of WWF Canada
Hydro One- Employee's and Pensioner's Charity Trust Fund
Lindt & Sprungli Canada (gift made on behalf of employee)
Ontario Power Generation Employees' and Pensioners' Trust
Provincial Employees Community Services Fund
Staples (gift made on behalf of employees)

The 50+ Club

Volunteers give the most precious gift that any of us has to offer: their time. A very special thank you to these individuals who have donated more than 50 hours to WWF this past year. With your dedication and commitment, you are all valuable members of our "panda team."

Volunteers

Sharon Beauregard
Jameson D. Bowman
Kathryn Busch
Jennifer Chang
Wesley Chua
Irene Denver
Sue Grant
Gail Hamel
Jody Hewitt

Jenna L. Hildebrandt
Wendy Ho
Laura Miller
Anna Pyasetsky
Angelique Singh
Martine Stewart
Lucia Villon
Jen Yao



With every dollar

Our 2014 Financial Results

© JAMES CARPENTER / WWF-CANADA



For me, the bottom line is simple. More revenue plus cost savings equals more dollars for conservation. And in 2014, that's exactly what we achieved: **\$1.3 million more.**

As greater numbers of charities chase the same pool of donor dollars, WWF has to be flexible and innovative—not just in how we do our work but also how we raise our money. I believe we're succeeding.

By increasing our fundraising spend by roughly \$300,000 in 2013-14, we were able to grow our revenues by just over three percent. Meanwhile, our ratio of fundraising expenses to revenue held steady at roughly 21 percent, significantly below the Canada Revenue Agency's 35 percent guideline.

We saw gains in many different sources of donations, but more than half our revenue comes from individuals. While corporate donations and foundation grants can fluctuate significantly from one year to the next, our individual donors provide a crucial bedrock of support.

We also continued to look very critically at ways to reduce our non-conservation spending. WWF can't do its work effectively without offices, computers, support staff, and other administrative essentials. However, we succeeded at paring down those costs to just 3.7 percent of total expenses this year. One of the ways we stretch our dollars is by leveraging the skills of hundreds of dedicated volunteers, who do everything from answering phones to calling donors to watering the plants in our office.

As a result of those increased revenues and lower administrative costs, we were able to increase our spending on conservation programs by 7.7 percent. That's an extra \$1.3 million for healthy oceans, abundant fresh water, a resilient Arctic, and more.

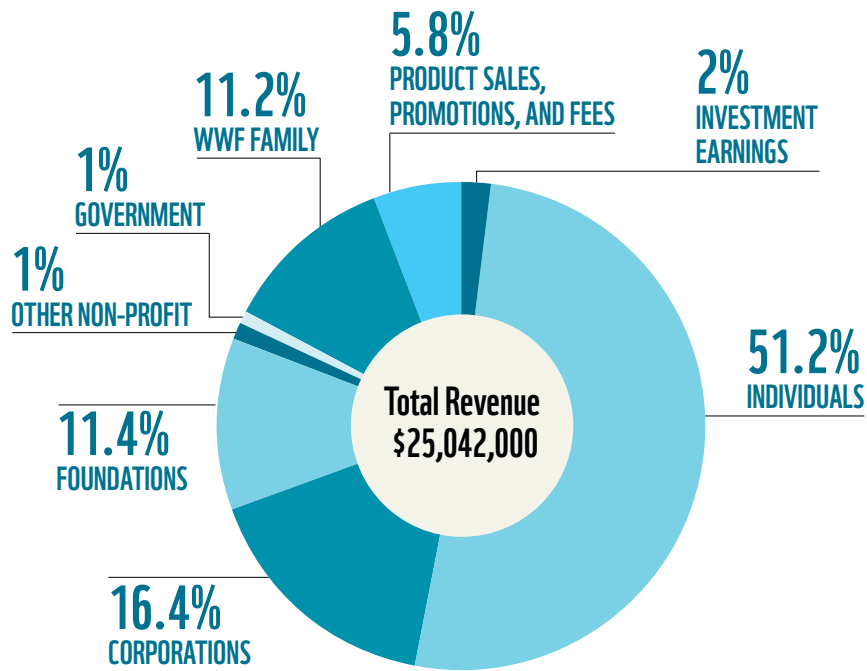
Today, we see donors asking more questions about the organizations they support. We're proud that WWF has been accredited by Imagine Canada, and I welcome the opportunity to showcase the strength and accountability of our organization.

I'd like to thank all our donors for their generosity in 2013-14. As we start developing the strategic plan that will guide WWF for the next five years, my priority remains the same: making sure we direct as much of your donation as possible into conservation.

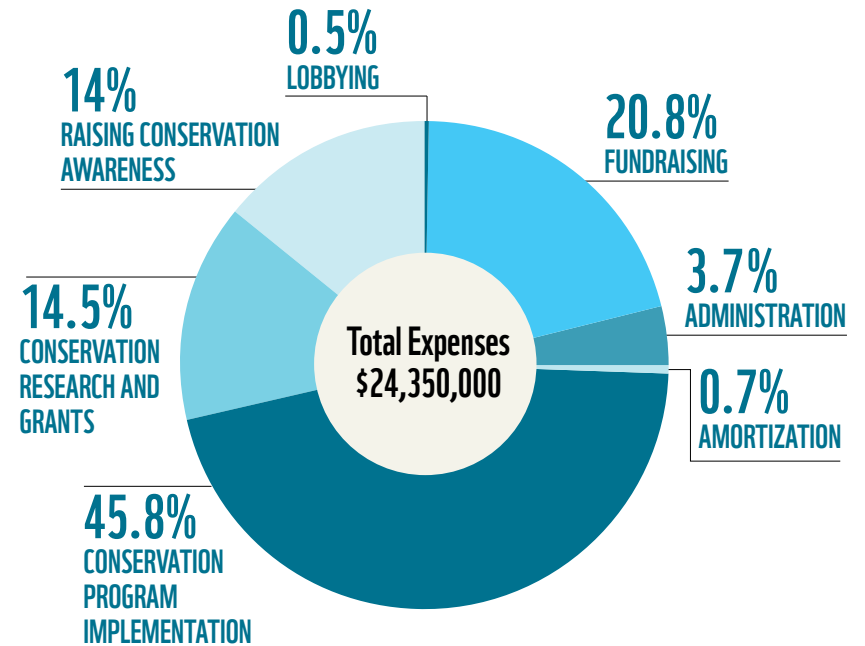
Sara Oates,
Vice President,
Finance and Administration
& Chief Financial Officer

WWF-Canada Revenue & Expenditure

Sources of donations and other revenues

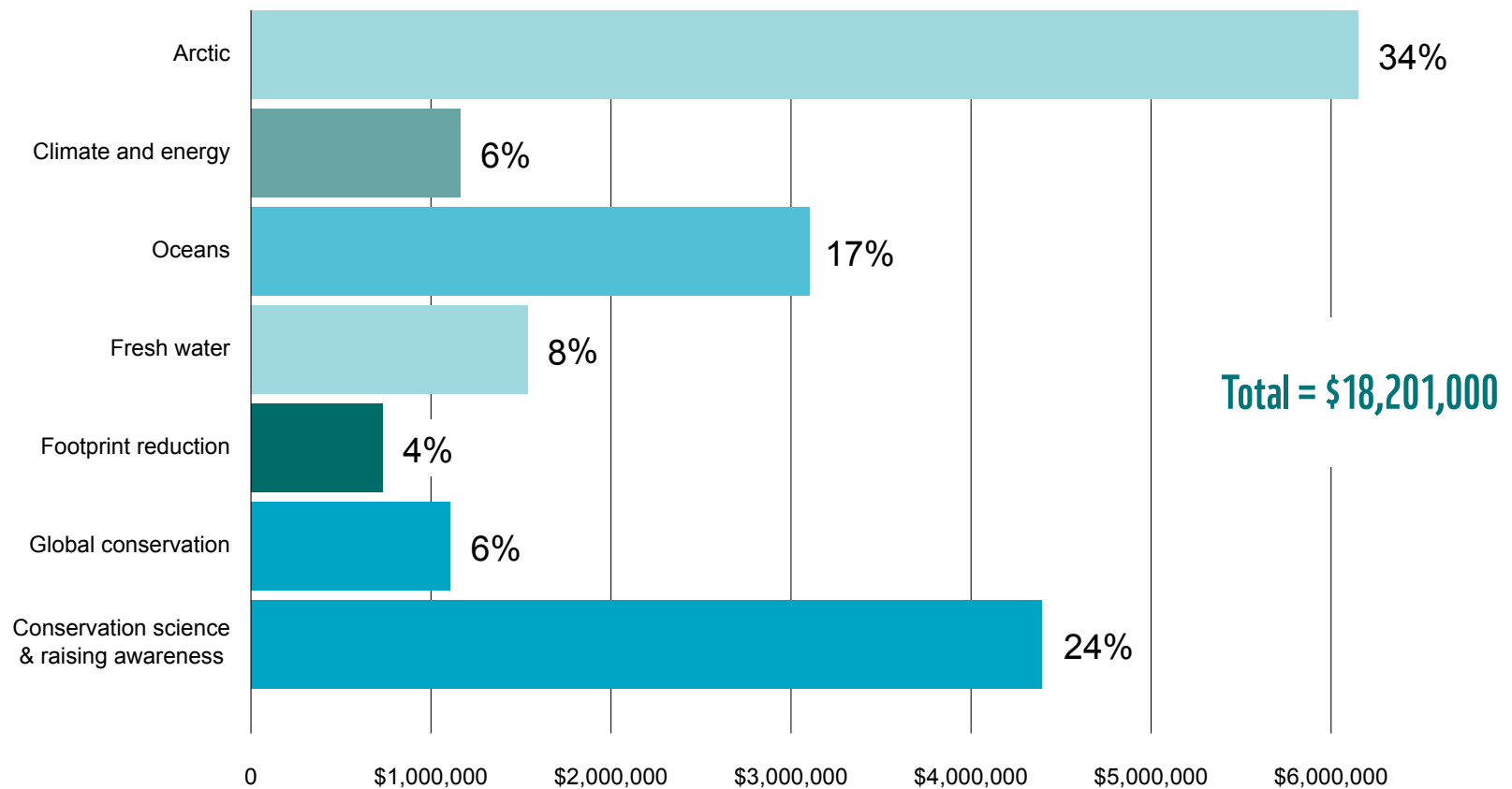


How we applied our funds



Investing in Conservation

Conservation Expenditures by Program



WWF-Canada Financial Statements

World Wildlife Fund Canada
and World Wildlife Fund
Canada Foundation

Summarized Combined Statement of Financial Position

<i>As at June 30 (in thousands of dollars)</i>	<i>2014</i>	<i>2013</i>
Assets		
Current assets—excluding investments	10,189	9,599
Current assets—investments	16,326	14,294
Property and equipment	343	345
Total Assets	\$ 26,858	\$ 24,238
Liabilities		
Current liabilities	1,843	1,558
Fund Balances		
Operating funds		
Unrestricted	1,000	940
Restricted	9,365	8,254
	10,365	9,194
In trust and other capital funds	13,410	11,864
Planned giving fund	897	1,277
Property and equipment fund	343	345
Total Liabilities and Fund Balances	\$ 26,858	\$ 24,238

WWF-Canada Financial Statements

World Wildlife Fund Canada
and World Wildlife Fund
Canada Foundation

Summarized Combined Statement of Operations and Changes in Fund Balances

<i>For the year ended June 30 (in thousands of dollars)</i>	<i>2014</i>	<i>2013</i>
Revenue	25,042	24,229
Expenses		
Conservation	18,201	16,900
Fundraising and administration	5,976	5,712
Amortization of property and equipment	173	399
Total Expenses	24,350	23,011
Excess of revenue over expenses before fair value changes on investments	692	1,218
Fair value changes on investments	1,643	1,128
Excess of revenue over expenses for the year	2,335	2,346
Fund balances – beginning of year	22,680	20,334
Fund balances – end of year	\$ 25,015	\$ 22,680

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

**We believe in a future where
humans live in harmony with nature.
We believe it is possible,
because we
believe in you.**



WWF-Canada Board of Directors

(as of September 3, 2014)

Chairman	Roger Dickhout	President & CEO, Pineridge Group
Vice-Chairman	Mike Garvey	Corporate Director
Directors	Mark Cohon	Commissioner, Canadian Football League
	Marilyn J. De Mara	Partner, KPMG LLP
	Don M. Enns	President, Life Sciences BC
	Scott Hand	Executive Chairman, Royal Nickel Corporation
	Alex Himelfarb	Director, Glendon School of Public and International Affairs, York University
	Jeffrey A. Hutchings	Professor, Department of Biology, Dalhousie University
	Sasha Jacob	President & CEO, Jacob Securities Inc.
	Jennifer A. Jeffs	President, Canadian International Council
	Jack Keith	Foundation Director
	David Martin	President of Bromart Holdings
	Nalini Stewart	Foundation Director
	Ziya Tong	Host & Producer of <i>Daily Planet</i> , Discovery Channel
	Alexandra Weston	Director of Brand Strategy, Holt Renfrew

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.

Declaration of Remuneration

No board member receives remuneration in his or her role as a director.

WWF-Canada Senior Staff

(as of September 3, 2014)

President & CEO	David Miller	
WWF-Canada Management	Jay Hooper	VP, Development
	Mary MacDonald	Senior VP and Chief Conservation Officer
	Sara Oates	VP, Finance & Administration & Chief Financial Officer
Other Senior Staff	Monte Hummel	President Emeritus
	Jeffrey Chu	Director, Operations
	Cherie Cohen	Director, Marketing & Communications
	David Cornfield	Controller
	Ruth Godinho	Director, Donor Relations & Services
	Elizabeth Hendriks	Director, Freshwater Program
	Heidi Burgess	Director, Development
	Janice Lanigan	Director, Annual Giving
	Joshua Laughren	Leader, Sustainable Cities
	Marie-Claude Lemieux	Regional Director, Quebec
	Scott Liffen	Director, IT
	Rosemary Ludvik	Director, Advancement Research
	Linda Nowlan	Director, Pacific Conservation
	Robert Rangeley	VP, Science, Research and Innovation
	Bettina Saier	Director, Oceans Program
	Carolyn Seabrook	Director, Program Operations
Alexander Shestakov	Director, Global Arctic Programme	
Sarah Winterton	Leader, Strong Nature, Strong Economy	

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.

Join the conversation:

- visit our website (wwf.ca)
- follow us on Twitter (twitter.com/wwfcanada)
- “like” us on Facebook (facebook.com/wwfcanada)
- Sign up for *Panda Mail*, our free monthly e-newsletter (wwf.ca/enewsletter)

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

*For service or inquiries
in English or French:
1-800-26-PANDA (72632)
ca-panda@wwfcanada.org*

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B3J 1P3
Tel: 902-482-1105

Inuvik

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Inuvik, NT
X0E 0T0

Montreal

50 Sainte Catherine
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Tel: 514-871-4133

Ottawa

275 Slater Street
Ste. 810
Ottawa, ON
K1P 5H9
Tel: 613-232-8706

Prince Rupert

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Prince Rupert, BC
V8J 1L6
Tel: 250-624-3705

Iqaluit

Building 959A
PO Box 1750
Iqaluit, NU
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Tel: 867-979-7298

St. John's

120 Stavenger Drive
Ste. 203
St. John's, NL
A1A 5E8
Tel: 709-722-WILD (9453)

Vancouver

409 Granville Street,
Ste. 1588
Vancouver, BC
V6C 1T2
Tel: 604-678-5152

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.

Thank You



WWF by the Numbers

+100

WWF is in over 100 countries,
on 5 continents

+250,000

WWF has over 250,000
supporters across Canada

1967

WWF opened its first
office in Canada in 1967

9

WWF-Canada has
9 offices from coast
to coast to coast



Why we are here.

We are creating solutions to the most serious conservation challenges facing our planet, helping people and nature thrive.

wwf.ca