



WWF

REVIEW

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2012

WWF-Canada Annual Review





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Front cover

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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.

For videos and interactive content, view our Annual Report online:
wwf.ca/annualreport

A Report to Shareholders in our Living Planet

By Roger Dickhout, Chair, WWF-Canada Board of Directors



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As we were preparing our 2012 Annual Review, we reached out to donors, supporters, and members of our extended community with a question: *Why do you invest in nature?* The answers were insightful and inspiring (you can read some of them woven across the pages that follow). Most humbling, however, was the fact that many individuals answered that question by telling us why they support WWF. The fact that people like you see WWF as a powerful vehicle for transforming their passion for nature into action is the foundation of our impact. This report is our opportunity to thank you for that trust and also to demonstrate what we have been able to accomplish with your support.

This year, as we share with you the conservation advancements that you made possible, we're also focusing on how we achieved those results. Through innovation, science, and partnership. By building global solutions that are anchored in our communities. And by uniting your voice, your actions, with thousands of others across the country and the world.

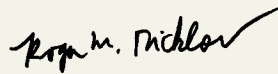
This report highlights that approach in action:

- In the Grand Banks, where we're establishing a ground-breaking fisheries financing model that will demonstrate the ecological, social and economic benefits of investing in ocean recovery
- In the Arctic, where we're convening the knowledge and cooperation to better understand the most enduring and resilient ice-habitat of the next century
- In the Great Bear Sea, where new research and partnerships are helping us better assess and protect the acoustic needs of whales, dolphins, and other cetaceans
- Along the banks of the St. John, where we're helping foster community-level dialogue and engagement aimed at crafting a future for the river that meets the needs of people and nature
- On our climate and energy front, where we're working to map Canada's renewable energy potential in order to drive real investment in the necessary transition to green energy

Achieving transformative change requires taking the long view, sustained effort and commitment. This is brought to life through your support and through the day-to-day leadership of WWF-Canada's talented and passionate staff who translate our collective aspirations into reality. In particular I would like to express our appreciation to Gerald Butts, who ably served as President and CEO of WWF-Canada for the past four years and who launched us on some of the exciting conservation initiatives outlined in this report.

These pages reflect much more than our progress. They reflect your unflagging commitment to conservation. Your vision for the future of our planet has never been more important. And your support of WWF has never been more valued or appreciated. Together we can achieve amazing things.

Thank you,



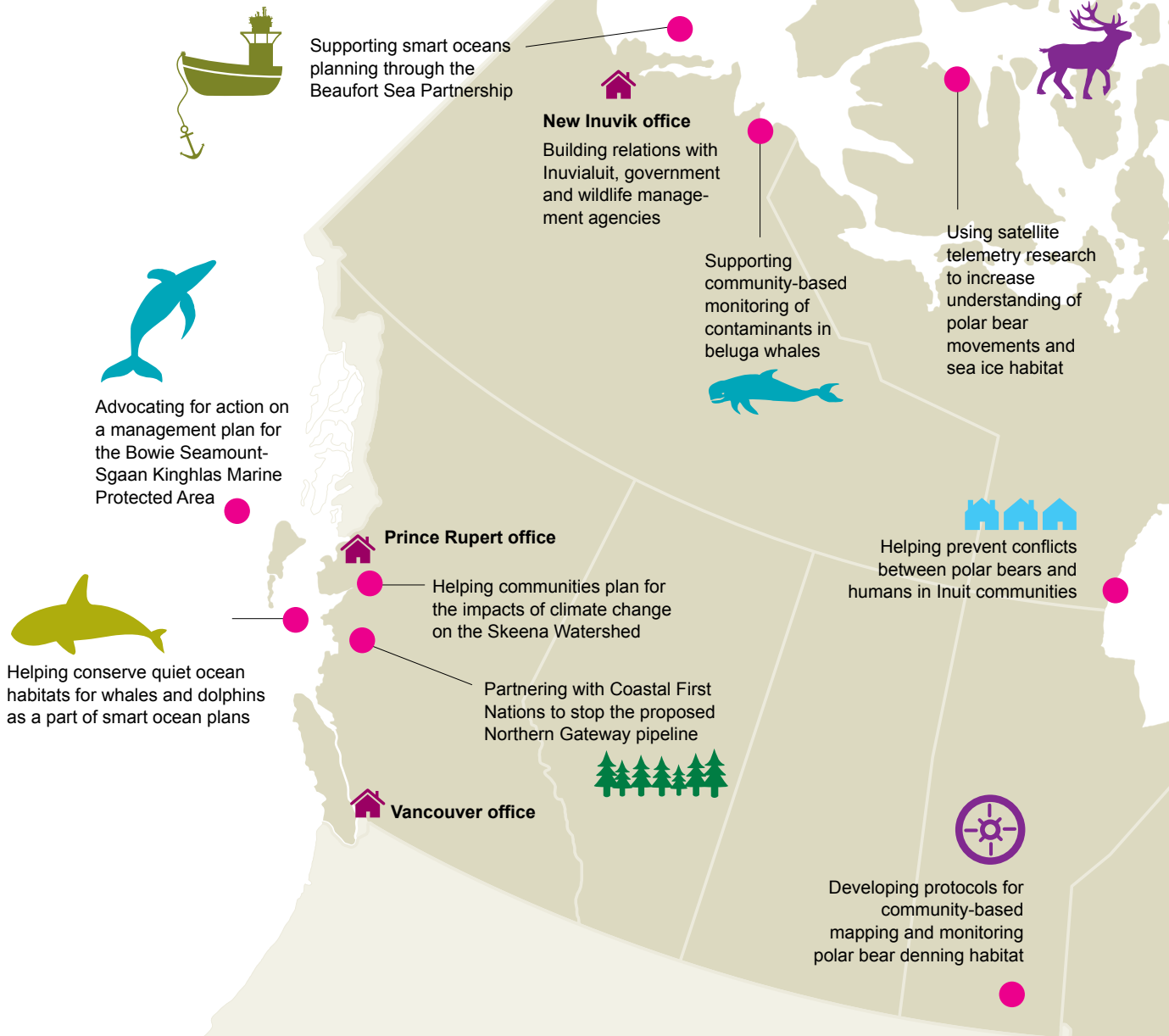
**Roger Dickhout,
Chairman, Board of Directors**



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Conservation from Coast to Coast to Coast

WWF's conservation efforts span the country, focusing on oceans, fresh water, the Arctic, species, and climate and energy. The pages that follow highlight a sampling of our current projects at home and worldwide.



Increasing our understanding of the Last Ice Area and its future importance in conserving sea ice habitat



Tracking narwhals' feeding and migration behaviour to inform ocean planning



Providing input into the environmental assessment of the proposed massive Mary River iron ore project



Protecting endangered shark populations, reducing right whale entanglements, and identifying critical habitat for leatherback turtles

Studying best practices in Arctic shipping



New Iqaluit office
Giving WWF a vital presence in Nunavut



Building a model to finance the transition to sustainable fisheries

Tracking polar bears to learn how climate change is affecting these top predators



Readying the Atlantic cod fishery for MSC certification

In partnership with Memorial University, advancing research on Grand Banks ecosystem modelling, fisheries rebuilding, and Marine Stewardship Council (MSC) certification



Rallying support behind a science-based plan to restore more natural flows and water levels in the St. Lawrence River and Lake Ontario

Developing a community-based vision to improve the health of the St. John River



St. John's office

In collaboration with a recreational shark fisherman, developing best practices to ensure sharks caught in recreational and commercial fisheries are handled and released in the best condition possible to ensure survival

Working with Trout Unlimited Canada to improve river and stream health in the Grand River Watershed

Ottawa office, and headquarters of WWF's Global Arctic Programme



Montreal office

Halifax office

Partnering with Dalhousie University to advance research for shark conservation



WWF head office

Partnering with the University of Waterloo to map Canada's renewable energy potential

Supporting 4 student ocean conservation internships in WWF's Atlantic region, with funding from the Sobey Fund for Oceans

Nationwide Conservation Projects



Cleaning up 3,100 km of shoreline through the Great Canadian Shoreline Cleanup



Funding 63 local conservation projects through Green CommUnity School Grants



Mobilizing millions of Canadians for climate action through Earth Hour and National Sweater Day



Working to put 600,000 electric vehicles on Canada's roads by 2020



Collaborating with harvesters, processors, and retailers to promote sustainable seafood



Working to transition Canada to 100% renewable energy by 2050



Establishing the Canadian Freshwater Alliance to build capacity for local water stewardship and a national water movement

Our Work Across the Globe

Helping to halt illegal trade in precious and semi-precious corals by distributing copies of our **Guide to the Identification of Precious and Semi-precious Corals across Asia, Europe, and North and Central America**

Worldwide



Working to double the world's tiger population by 2022

Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Laos, Malaysia, Myanmar, Nepal, Russia, Thailand, and Vietnam



Protecting critical monarch butterfly habitat

Mexico



Bringing attention to global environmental health with our **2012 Living Planet Report**

Worldwide



© PAUL BETTINGS / WWF-CANADA

Innovation

“We often think of the environment as nature and wildlife; however, as humans, we are part of it. I want to make a positive change.”

—Jeannie White,
Living Planet @ Work Champion, Symcor





Rising stock: Financing the recovery of the Grand Banks

Since WWF co-founded the Marine Stewardship Council (MSC) in 1997, we've seen how powerful market-based solutions can be. Over the past 15 years, consumer demand for sustainable seafood and retailer commitment to MSC-certified products have transformed fishery after fishery.

But there are still obstacles to overcome. Our current economic system rewards short-term thinking. The more fish you catch, the more money you make. At least today.

That's where a little innovative thinking comes in. We know that boosting the health of oceans creates more productive fisheries. However, doing that requires money up front—often more money than industry can afford. So WWF is launching the FIRME: the Financial Institution for the Recovery of Marine Ecosystems.

Through the FIRME, a global initiative, we plan to connect investors with industry. By providing cash for conservation measures, investors can finance more sustainable ways of managing our oceans—measures that will lead to stronger fish stocks and greater fishing revenues. As loans are repaid, the money can be reinvested to continue the cycle.

We're pioneering this approach on Canada's Grand Banks, transforming the site of the world's most infamous fishery collapse into a model for the way forward.

We're building the business case, and despite the significant challenges, we've already attracted strong interest. "Everyone wants to see it happen," says WWF Vice President Robert Rangeley. "In fact, it's impossible to envision healthy, sustainably used oceans without some form of new investment into nature's services."

With this approach, governments could end costly subsidies to the fishing industry, fishermen could profit from more productive fish stocks, consumers could enjoy more responsibly sourced fish, and investors could earn an impressive monetary, social, and environmental return on their dollar.

Just how impressive? According to Rangeley, the value of an investment in biodiversity could result in a 10- to 100-fold return in ecosystem services over the long term. "That," he says, "is a darn good investment."

Innovation



Rosamond Ivey: Supporting made-in-Canada solutions



© ROBERT RANGELEY / WWF-CANADA

It was learning to scuba dive that introduced Roz Ivey to the stunning diversity of marine life and prompted her lifelong commitment to marine conservation.

That's why she has taken a strong interest in WWF's work to help protect ocean health. She supports WWF's ongoing engagement with the Marine Stewardship Council and our efforts to develop best practices for conserving our oceans—for their beauty and wonder as well as for the livelihoods they support.

"People are learning more and more about how ocean sustainability is important for Canada and the world," says the chair of the Ivey Foundation, a long-time supporter of WWF. "We need to be good at this."

As overfishing, mismanagement, and climate change put the future of our oceans in danger, Ivey recognizes that it's the responsibility of countries like Canada to develop sustainable solutions.

"The fisheries are a Canadian story," she explains. "We need to be showing the world that Canada has expertise to share and to prove that we can overcome the problems that we've had with the collapse of the cod fishery 20 years ago."

Ivey praises WWF's science-based approach and the passion that drives our work. "I think WWF is leading the way in coming up with new and novel, innovative ways to help fishermen and everyone and thing that depends on our oceans," she says. "The opportunity to support the work that's being done here is really thrilling."



© AIXSA BISTONATH / WWF-CANADA

A YEAR IN SMART FISHING

September 2011 **September 2011** **January 2012**

WWF and Dalhousie University launch a pilot project with the commercial swordfish fishery to reduce shark bycatch.



The Northwest Atlantic Fisheries Organization adopts a recovery management plan for Grand Banks cod.



Stakeholders endorse WWF's action plan for improving Newfoundland's cod fishery, helping lay the foundation for Marine Stewardship Council (MSC) certification.

May 2012 **June 2012** **September 2012**

High Liner Foods commits to sourcing all its wild-caught seafood from fisheries certified by the MSC by 2013.



Loblaw puts its 75th MSC-certified product on store shelves. Today, it's surpassed the 100 mark.



WWF attends the 2012 Northwest Atlantic Fisheries Organization meeting in Russia, looking for 13 specific measures to improve fisheries management.



Science

“Enlisting the best science and the best people to achieve conservation goals is what we should all be striving for. We need to be more vigilant than ever in protecting the environment.”

—Nan Shuttleworth, Toronto, Ont.
WWF supporter since 1988



Shhh ... Conserving the waters where whales sing

Drop a microphone in the waters of British Columbia's Great Bear Sea and you'll hear the songs of humpback whales. You'll hear the whistles and clicks of dolphins. And you'll hear the sounds of shipping.

As marine traffic has intensified around the world, the ocean's noise levels have gone up an average of 10 decibels over the past 30 years—the difference between a telephone dial tone and a blaring train whistle.

Just as smog can cloud out light, noise in our oceans pollutes the “sound space” that whales and dolphins depend on to avoid predators, track prey, and communicate. So what does that mean for B.C.'s 30-plus species of cetaceans? This year, WWF commissioned a map illustrating shipping noise along Canada's Pacific coast, which revealed an interesting pattern.

While the coast is generally a quiet place where whale populations have begun to recover and thrive, prime habitat for some of B.C.'s threatened species such as orcas overlaps with the noisiest areas. Approved and proposed development projects in the region would dramatically increase tanker traffic, significantly disrupting the North Coast's traditionally quiet waters.

But there are ways to lower the risk of ocean noise by identifying and protecting “acoustic refuges.” Research tells us that the quietest areas of the coast are found in the north and central coast. We can also use better technology to reduce underwater noise from human activities.

This past February, at the first-ever acoustics forum on the B.C. coast, WWF brought together researchers, citizen scientists, port authorities, and government officials to share knowledge and discuss noise-related concerns and management strategies.

“B.C. has an opportunity to play a leading role in noise management,” says Hussein Alidina, WWF's senior officer of marine and science planning. “We want to partner with industry to promote good acoustic practices, and we want plans for ocean use to recognize and prevent noise pollution and protect quiet areas.”



Science

Janie Wray and Hermann Meuter: Tuning in to the underwater world



Amid the soaring cedar forests and rocky shorelines overlooking B.C.'s Squally and Whale Channel sits Cetacea Lab. Researchers Janie Wray and Hermann Meuter established this remote research station in the heart of the Great Bear region more than a decade ago. Their goal now: to designate this pristine area as critical habitat for whales to help ensure their lifelong protection.

"It's very hard to describe the connection that we have to whales because it is so sacred," says Wray. "They're so intelligent and unique. I cannot imagine a planet without their presence."

The lab uses submerged hydrophones to track orcas, humpbacks, and fin whales 24 hours a day, building a comprehensive library of sounds.

Their ear on the ocean has made Wray and Meuter realize just how dependent whales are on sound to find their prey and communicate with one another. High levels of ambient noise force whales to remain quiet or expend more energy trying to communicate over the din.

Since 2004, both fin and humpback whale populations have resurged in the peaceful refuge around Cetacea Lab. "We believe that they are coming back to these waters because it's still so quiet," Wray explains. "They can actually communicate without being constantly interrupted by boat noise."

What worries Wray and Meuter are a slate of industry proposals that would drastically increase tanker traffic throughout the region. One project alone would see 220 tankers a year travelling through Squally Channel.

That is why Cetacea Lab has been working with WWF to put this issue on the radar. "We've ignored underwater ambient noise for far too long," says Wray. For whales to keep singing, that has to change.

© JANIE WRAY AND HERMANN MEUTER / WWF-CANADA

© ANDREW S. WRIGHT / WWF-CANADA



A YEAR ADVANCING MARINE SPECIES & HABITAT CONSERVATION

December 2011	February 2012	April 2012
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WWF hosts the first-ever multidisciplinary shark workshop on the West Coast, bringing together government, industry, researchers, and conservation groups to focus on the most pressing causes of shark declines.

WWF, in collaboration with researchers, completes a “sound map” identifying underwater noise pollution created by shipping along B.C.’s coast.

WWF files a petition to the Auditor General to advocate for action on a management plan for the Bowie Seamount-Sgaan Kinghlas Marine Protected Area.



June 2012	June 2012	August 2012
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Australia creates the world’s largest network of marine park reserves—3.1 million square kilometres in total.

In collaboration with a recreational shark fisherman, WWF develops best practices to ensure sharks caught in recreational and commercial fisheries are handled and released in the best condition possible to ensure survival.

WWF and CPAWS release a report revealing that climate change is reducing fish habitat on B.C.’s coast.



August 2012	September 2012
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WWF’s written submission to the Joint Review Panel on the Enbridge Northern Gateway Project details risk to habitats, species, and ecosystems and explains why the project is not in the national interest and should therefore be rejected.

North Atlantic Fisheries Organization introduces measures to protect vulnerable marine ecosystems and closes 11 areas to protect cold water coral and sponge forests and six seamounts.



An aerial night view of a city skyline, featuring numerous illuminated skyscrapers. The buildings are lit up with warm yellow and white lights, creating a vibrant urban scene. The word "Partnership" is overlaid in large white text on the left side of the image.

Partnership

"I respect what the environment provides us and don't take it for granted. I believe if we take from it, we need to give back—it's a reciprocal relationship that needs to be nurtured and respected on our end."

—Trish Crowe-Grande
Living Planet @ Work Champion, P&G



Here comes the sun: Mapping a future powered by renewable energy

With our windswept prairies, mountain streams, long hours of summer sunshine, and millions of tonnes of agriculture and forestry waste, Canada boasts world-leading renewable energy potential.

The problem is, nobody knows just how big the potential is or where the most promising opportunities lie. The current patchwork of data leaves plenty of gaps. And because the data come from different sources, are measured on different scales and in different units--the big picture simply doesn't exist.

That's why WWF is teaming up with the Waterloo Institute for Sustainable Energy (WISE) to produce the first national map of Canada's renewable energy potential and prompt a much-needed discussion around energy in this country.

"Changing Canada's climate future means changing how we use and produce energy. Right now, the federal government is making an all-in bet on the tar sands," says Josh Laughren, director of WWF's climate and energy program. "They're staking our energy strategy and our economy on the most expensive, most carbon-intensive form of oil on the planet while the rest of the world moves on to 21st-century energy, low-carbon strategies."

Partnering with WISE gives us access to sophisticated tools, knowledge, and expertise from a wide range of disciplines. "This is a top-tier institution with the ambition and capability to tackle broad, complex issues with real-world approaches," Laughren says.

The resulting map will reveal the scale of opportunity and identify where renewable energy can realistically replace fossil fuels.

That information could catalyze a major shift in Canada's energy decisions and help achieve WWF's global vision of a world powered by 100 per cent renewable energy by 2050.

"It's a perfect example of how WWF leverages partnerships to create national and global impact," says Laughren.

Partnership

Jatin Nathwani: Shaping Canada's energy agenda



© UNIVERSITY OF WATERLOO

When WWF went looking for a partner to develop the first national map of Canada's renewable energy potential, the WISE was a perfect fit. Housed at the University of Waterloo in Ontario, WISE brings together 93 professors from 22 departments to tackle complex energy issues and influence public policy.

The project had plenty of attraction for WISE's executive director, Jatin Nathwani. "I believe that the universities have an obligation to serve the public interest and get engaged with the issues out there," he explains. "It's not enough to do research and publish papers. We need to bring the outside world to the university and take us to the world outside."

The multimillion-dollar study will employ 10 WISE members with expertise in mapping, energy modelling, and integration. Together with WWF, they will produce a map that identifies not only key sources of renewable energy, but also the practical obstacles to integrating them into Canada's existing energy infrastructure. Take the example of Hudson Bay, says Nathwani. Yes there's lots of wind energy there, but building transmission corridors to take advantage of that energy would be prohibitively expensive.

What decision-makers need is a credible, detailed, and—most importantly—realistic assessment of the renewable energy Canada could be tapping. And that's exactly what this project will deliver. "If what you say is based on a solid set of facts that are technically and scientifically defensible, then you can be sure that you will get a good hearing," says Nathwani. "Then you've got an audience."

A YEAR IN CLIMATE & ENERGY ADVANCEMENTS

August 2011	December 2011	March 2012
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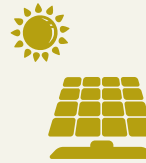
Ontario announces funding for electric-vehicle charging stations.



WWF contributes to a robust analysis of Ontario's renewable energy strategy.



Ontario commits to boost its green energy capacity to 10,700 megawatts by 2015.



March 2012	March 2012	April 2012
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Quebec launches Electric Circuit, the first public charging network in Canada.



WWF publishes *Greenhouse Gas Reduction Potential of Electric Vehicles*, detailing how electric vehicles could play a significant role in reducing Canada's carbon emissions.

Mexico passes an ambitious climate change law, committing the country to cut its greenhouse gas emissions in half by 2050.



May 2012	July 2012	October 2012
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B.C. announces new funding incentives for electric-vehicle charging stations.



Australia introduces a nationwide price on carbon emissions to help curb climate change.



WWF launches our campaign to put 600,000 electric vehicles on Canada's roads by 2020.



Global Solutions



“I’m supporting our planet because really, if you actually think about it, this is the only planet we have and if we don’t support it, it’s not like we can create a new one.”

—Allison Crease (age 16), Windsor, Ont.
Organized a concert for WWF

On top of the world: Conserving the Arctic's most critical ice habitat

At the top of the world, ice binds together a fragile web of life. Plankton grows in its nooks and crevices. Narwhals seek shelter here from killer whales. Seals give birth to their pups, while polar bears hunt. And for thousands of years, ice has been the foundation—literally and figuratively—of Inuit culture.

Climate change puts all that at risk. Nowhere are rising temperatures felt more acutely than in the Arctic; this September marked the lowest extent of sea ice in recorded history. In response, WWF is leading a bold global initiative to ensure the most valuable ice habitat on the planet is conserved for the people and species that depend on it.

It's called the Last Ice Area.

Together with our WWF colleagues in other Arctic countries, we're working to identify and conserve the most important habitat here: the areas where ice is most likely to endure into the next century.

This major undertaking means working with hundreds of different stakeholders across national boundaries, political jurisdictions, and cultures to plan the best possible future for Arctic ecosystems.

The time is now. While climate change continues to accelerate, melting ice is opening up the Arctic to industrial development. That creates a crucial window of opportunity to manage that process thoughtfully and sustainably.

According to Martin von Mirbach, director of WWF's Arctic program, Canadians have a vital role to play. "Because 80 per cent of the Last Ice Area lies within Canadian territory, that gives us a special responsibility and opportunity for leadership," he says.

Already, we've begun laying the groundwork for the Last Ice Area. Over the past year, we've briefed federal agencies, opened an Iqaluit office, and brought together key stakeholders from Greenland and Nunavut to start building a shared vision for this crucial habitat.

"If we get it right, we'll be able to set an example for the world community," says von Mirbach.

Global Solutions

Vicki Sahanatien: Coming home to the ice

Seeing the sea ice drifting in Frobisher Bay was the perfect homecoming for one of WWF's newest hires, Vicki Sahanatien.

"I love the open spaces, the vastness of the land and sea. I'm especially fascinated by sea ice," says our senior officer of government and community relations.

She brings the right credentials with her. Sahanatien spent 12 years managing Arctic conservation programs for Parks Canada, working closely with local communities. Meanwhile, her recent Ph.D research focused on polar bears and sea ice habitat in Foxe Basin, north of Hudson Bay.

From WWF's new Iqaluit office, Sahanatien will work with government institutions, Inuit organizations and local communities to strengthen WWF's Arctic program and promote a sustainable vision for the Last Ice Area, one that will conserve vital sea ice habitat into the next century.

Sea ice underpins Arctic marine ecosystems as trees do in a forest, Sahanatien explains. "There is a vast flora and fauna on, under, and within sea ice. It's dynamic and alive."

Sea ice is an essential part of everyday life for Inuit. It's a highway for travel between communities and to outpost camps. Sea ice is also critical for many hunting and fishing activities. Inuit are key stakeholders in Arctic conservation and important sources of traditional knowledge.

In her new role, Sahanatien is looking forward to reconnecting with the Arctic community where she has spent many years. The familiar faces at the airport, happy to welcome her back, are excited too. "People are very interested in what WWF will get up to and how we will contribute to Arctic conservation," says Sahanatien.



© MARTIN VON MIRBACH / WWF-CANADA

A YEAR IN ARCTIC CONSERVATION

August 2011	September 2011	October 2011
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WWF supports community participation in a satellite tagging project to track seven narwhals near North Baffin Island, creating insights into their feeding and migration behaviour.

WWF opens an office in Inuvik to advance sustainable development in the Beaufort Sea.

Coca-Cola launches its “Arctic Home” campaign, raising \$1.8 million to plan a future for the Last Ice Area.



November 2011	December 2011	July 2012
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WWF launches RACER, a new tool for identifying key places throughout the Arctic that can conserve ecosystem resilience in a rapidly changing climate.

The National Energy Board upholds its stringent requirements for oil drilling in the Arctic, after WWF makes the scientific case for a precautionary approach.

At hearings into the proposed Mary River Iron Ore Mine on North Baffin Island—the largest mine ever to be contemplated in the Canadian Arctic—WWF highlights the opportunity to set a benchmark for sustainable Arctic development.



July 2012	August 2012
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Researchers, journalists, and WWF staff set sail from Greenland on a six-week voyage to the Last Ice Area to conduct research and open up a dialogue with communities.

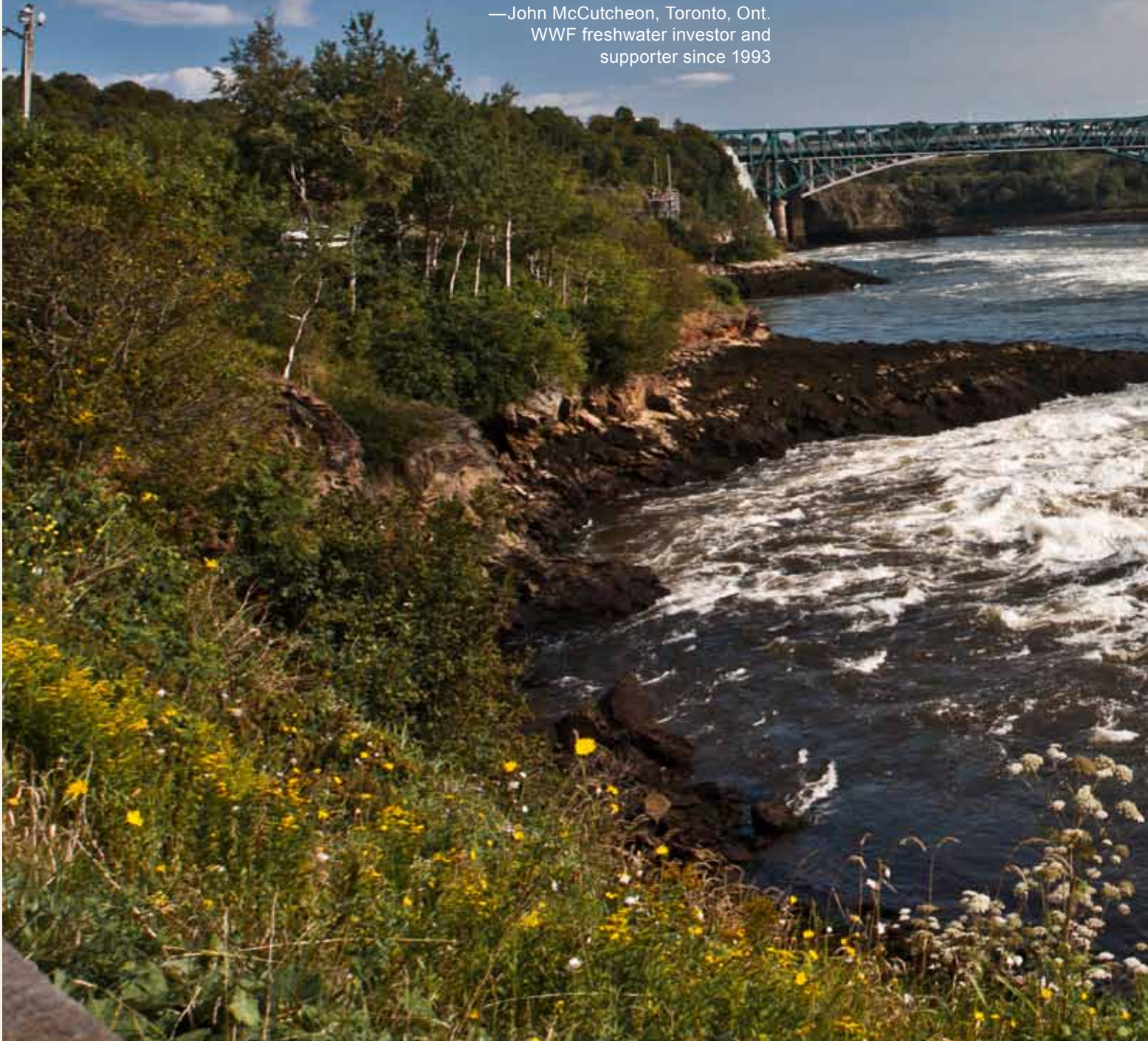
WWF opens a new office in Iqaluit to support our Arctic program.



Community

“If we can’t protect, restore, and preserve the quality and integrity of our water bodies and wetlands, what is the point of all the efforts at conservation?”

—John McCutcheon, Toronto, Ont.
WWF freshwater investor and
supporter since 1993



New Brunswick's lifeblood: Giving voice to the St. John River

The St. John River, a maze of blind bays, tributaries, lakes, and marshlands, is the lifeblood of New Brunswick.

Talk to the old-timers and they'll tell you how the waters used to heave with salmon—an icon so powerful, it graces the province's coat of arms. Today, in most places, those salmon have all but disappeared—an indication of how the river has changed.

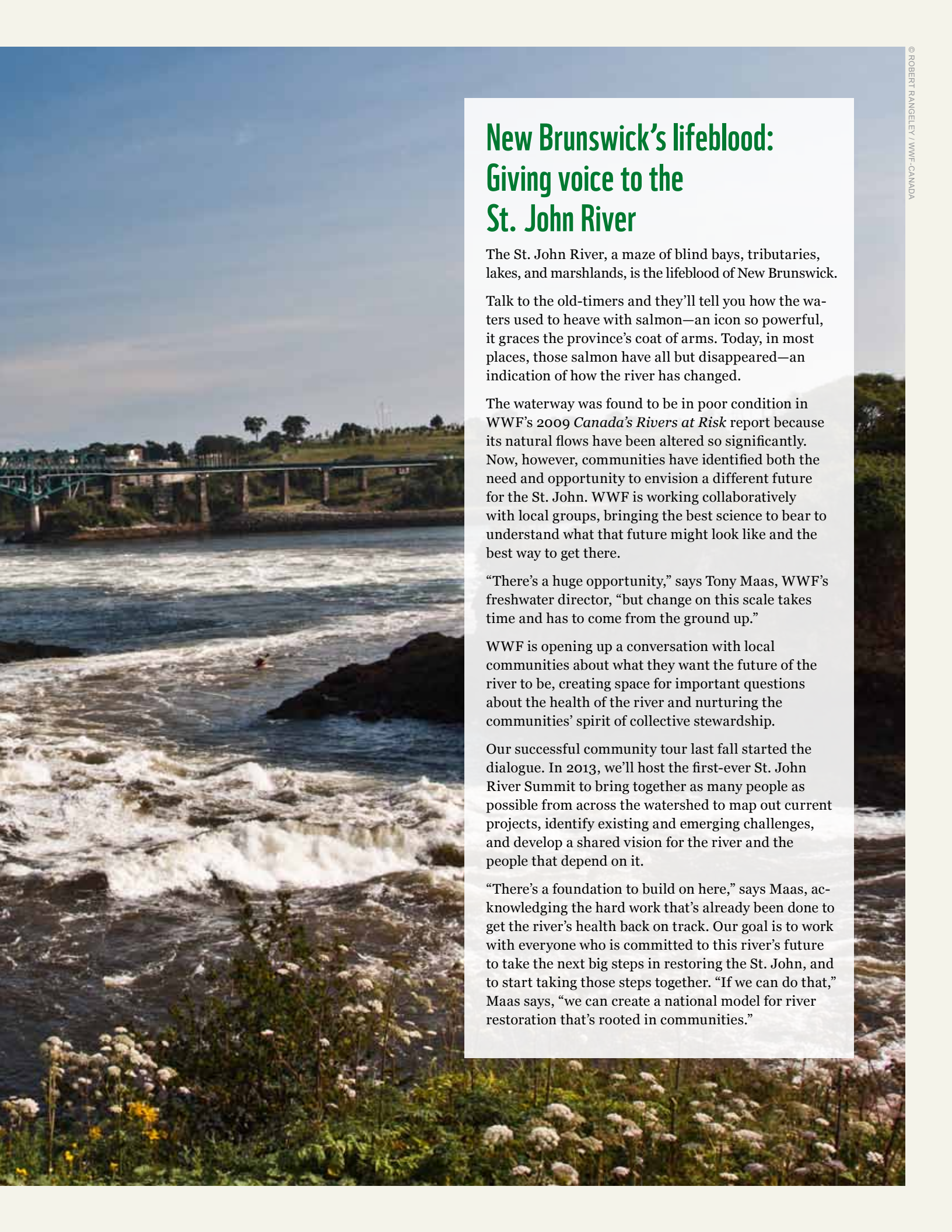
The waterway was found to be in poor condition in WWF's 2009 *Canada's Rivers at Risk* report because its natural flows have been altered so significantly. Now, however, communities have identified both the need and opportunity to envision a different future for the St. John. WWF is working collaboratively with local groups, bringing the best science to bear to understand what that future might look like and the best way to get there.

"There's a huge opportunity," says Tony Maas, WWF's freshwater director, "but change on this scale takes time and has to come from the ground up."

WWF is opening up a conversation with local communities about what they want the future of the river to be, creating space for important questions about the health of the river and nurturing the communities' spirit of collective stewardship.

Our successful community tour last fall started the dialogue. In 2013, we'll host the first-ever St. John River Summit to bring together as many people as possible from across the watershed to map out current projects, identify existing and emerging challenges, and develop a shared vision for the river and the people that depend on it.

"There's a foundation to build on here," says Maas, acknowledging the hard work that's already been done to get the river's health back on track. Our goal is to work with everyone who is committed to this river's future to take the next big steps in restoring the St. John, and to start taking those steps together. "If we can do that," Maas says, "we can create a national model for river restoration that's rooted in communities."



Community

Simon J. Mitchell: Working for the river we love



© MARTIN VON MIRBACH / WWF-CANADA

Simon J. Mitchell wakes up every morning to a view of the St. John flowing through fields and hardwood forests, bald eagles soaring overhead.

“That’s why a lot of people live in New Brunswick,” says the forester-come-water-conservationist. “They appreciate the quality of life, and our rivers are a big part of that.”

The new adviser to WWF’s Living Rivers Initiative is no stranger to the issues surrounding this historic waterway. Mitchell spent six years working for the St. John River Society and a further eight years with the Meduxnekeag River Association.

Over the last half-century, the natural flows of the St. John River have changed drastically. Left as is, this will continue to negatively impact the river’s health and will only be exasperated by the changing climate.

Salmon numbers have plummeted, while much of the river is too polluted to swim in. “To me, that’s a sad state of affairs,” says Mitchell.

He now sees the community appetite for change and the opportunity to develop plans for the St. John River that respect the needs of residents, users, and nature.

“It’s not going to be an easy task,” Mitchell acknowledges, “but the timing is right to have this important conversation.”

He also has plenty of local support. “People get it,” he says. “We are a river nation. We are a river province. And those water bodies need to be in good condition in order to support us and everything that lives in them.”

A YEAR IN FRESHWATER CONSERVATION

October 2011

WWF co-hosts a symposium with the Grand River Conservation Authority and Trout Unlimited Canada on managing environmental flows in Ontario.



November 2011

WWF co-hosts a workshop with B.C. Ministry of the Environment on incorporating protection for environmental flows in B.C.'s proposed Water Sustainability Act.



November/December 2011

The St. John River Tour Series starts a dialogue around local water concerns and river health in eight New Brunswick communities, with the Conservation Council of New Brunswick and the Canadian River Institute.



March 2012

WWF works to rally diverse support behind science-based plan to restore natural flows and levels in the St. Lawrence River and Lake Ontario.



April 2012

WWF, Deloitte, and the Alliance for Water Stewardship host a dialogue about innovative approaches to understanding—and helping mitigate—water-related risk for businesses and investors.

June 2012

RBC's Blue Water Project donates \$500,000 to WWF's Living Rivers Initiative.



September 2012

WWF and the Canadian Freshwater Alliance host the inaugural Living Waters Rally, bringing together 100 of Canada's freshwater leaders to build collective capacity for a growing national water movement.



You

“We need a clean, safe, and healthy planet, including healthy soil so our food is good for us, in order to have healthy people.”

—The girls from GirlSpace,
Yellowknife, N.W.T.
Ran a bakesale and
lemonade stand to
raise funds for WWF





Your voice and thousands of voices: Speaking up for nature

Can one voice change the world? You bet. Every time you participate in a WWF event, volunteer, or make a donation, you're speaking up for nature.

You're showing that you believe sustainability is not only possible but essential. You're sending a message to politicians and industry leaders that conservation is an issue that Canadians care about deeply. Finally, your voice, added to the thousands of voices of fellow supporters, amplifies our ability to call for transformative change.

Now, more than ever, that change is crucial. A changing climate, over-consumption, and short-term thinking are putting the squeeze on planet Earth. The time has come to fundamentally transform the way we manage our oceans, fresh water, and energy.

But we can only take on these grand, game-changing challenges with the support of Canadians like you.

That's why public mobilization events such as Earth Hour, Sweater Day, and the Canada Life CN Tower Climb for WWF are important and why we've teamed up with other conservation partners to inspire action through the Great Canadian Shoreline Cleanup and Black Out Speak Out. It's why we're launching Canadians for the Great Bear to stop the proposed Northern Gateway oil pipeline.

Not only do these events keep conservation top of mind in Canada, they also show solutions are possible.

If workplaces can turn down the thermostat for one day, why not every day? If communities gather to clean up a local shoreline once a year, why not year-round stewardship? If millions of Canadians across the country can switch off their lights for one hour, why can't our political leaders take action on climate change?

We believe humans can, and must, live in harmony with nature. Every voice that speaks up amplifies the message. Every person who takes action accelerates change. Thanks to you, we're reshaping the future of our planet.

You



© WWF / TROY FLEECE

Captain Canada takes a stand for the Great Bear



© JENN WALTON / WWF-CANADA

Scott Niedermayer has had success at every level of his hockey career, racking up four Stanley Cups and two Olympic gold medals. Now, he brings that same spirit and winning record to his role as spokesperson for Canadians for the Great Bear, championing one of the richest and most spectacular ecosystems in the world.

Standing in the middle of a stream—literally up a creek—on B.C.’s North Coast, he reflects on nature’s amazing interconnectedness. Salmon swim upstream past his ankles to spawn, while the dead fish that line the banks provide food for wolves and bears and fertilize the soaring cedars.

He realizes that it would only take one oil spill to destroy this delicate cycle. “Here in Canada, I think we have a responsibility to do all we can to protect these amazing places,” says Niedermayer. That’s why he has chosen to work with WWF, inspiring other Canadians to speak up against the proposed Northern Gateway pipeline that would cut through the Great Bear region.

What lessons from the ice rink does he bring to ecological conservation? “Persistence does pay off,” says Niedermayer. “You need to believe in what you’re doing and believe you can accomplish it.”

As a child in Cranbrook, B.C., he treasured the mountains, rivers, and lakes around him. Now, he volunteers with WWF to ensure this valuable wilderness remains a part of the Canadian experience.

“I will do whatever it takes to make sure that, one day many years from now, my grandchildren will be up a creek too,” Niedermayer promises.

YOUR YEAR: TAKING ACTION FOR THE PLANET

September 2011	February 2012	March 2012
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19th annual Great Canadian Shoreline Cleanup, organized by WWF and the Vancouver Aquarium.*



On WWF's second annual National Sweater Day,* more than a million Canadians put on a sweater and turn down the thermostat. Forty shopping malls, 52 cities, and 94 business improvement areas get in on the act.



Earth Hour is bigger than ever, as 152 countries and more than 6,500 cities around the world turn off the lights in this global call for climate action.



April 2012	May 2012	May 2012
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More than 4,700 supporters go the distance—346 vertical metres—in this year's Canada Life CN Tower Climb for WWF, raising more than a million dollars for conservation.



WWF kicks off our nationwide Canadians for the Great Bear campaign, with "captain" Scott Niedermayer, to speak out against the Northern Gateway pipeline.

WWF supports 30 planet-friendly school projects across Canada through our Green Community School Grants Program.*



June 2012	September 2012
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More than 36,000 people and 600 organizations join Black Out Speak Out to protest proposed changes to federal environmental laws and policies.

Less than a year after launch, WWF's Living Planet @ Work program championed by HP recruits its 250th company.



*These vital community engagement programs are generously funded by Loblaw Companies Limited.

One Mission Many Voices

“Vibrant economies and human well-being are inextricably linked to healthy ecosystems. I support environmental stewardship initiatives, for I regard them as an investment in my children’s long-term well-being.”

—A.S. Wright, Ph.D, Vancouver, BC
Photographer and WWF donor

Q&A with Pat Koval, Honorary Chair of Philanthropy

© TORYS LLP



What do you hope to achieve as WWF's first honorary chair of philanthropy?

WWF is fortunate to have a group of donors who care deeply about conservation. I see my role as helping to increase their satisfaction and their engagement and involvement with WWF. My second objective is to introduce new people to WWF: people who could potentially contribute to our work, financially or in other ways.

How do you define philanthropy?

Philanthropy can involve giving money, and that support is critical. But philanthropy can also mean giving of your time and your expertise. Every contribution helps our work.

With so many other causes out there, why should Canadians support conservation?

There are many, many good causes to support, but the environment is overarching. No matter where you live, what your background, or what issues you're dealing with, this area affects you. All species, including humans, depend on a living planet.

Today, that's more important than ever. The urgency of environmental problems like climate change, unsustainable consumption of natural resources, and poaching and illegal wildlife trade is at all-time record highs.

What impact can that support make?

You're making a contribution that will better your life and the lives of generations to come. Tackling issues like climate change or protecting the Great Bear Sea are long-term projects, but through WWF, you can make a measurable difference.

What drives your own commitment to WWF?

As long as I can remember, I've been passionate about wildlife and wild places. When I first began working as a young lawyer and wanted to support conservation and biodiversity, I did my homework. I liked the fact that WWF collaborated with businesses, governments, and other organizations, and worked both locally and globally. I liked WWF's mission, which is to ensure that we have a healthy, diverse, and sustainable planet. There are many excellent conservation organizations working around the world, but I personally believe that WWF is the most effective.

What has being involved in WWF meant to you?

I believe in giving back to the community. I believe in doing good. So knowing that I'm making a difference by contributing to this organization is tremendously satisfying. It's enriched my life and, in my own small way, I hope I've enriched WWF.

Celebrating Our Environmental Leaders

On October 21, 2011, at the first Canadian Panda Ball, WWF announced the recipients of three inaugural environmental leader awards. These awards celebrate extraordinary commitments to WWF's conservation work and to the future of our living planet.

Sonja I. Bata, Leader for Conservation

© SONJA I. BATA, CC



Sonja Bata has always believed that we should protect our connection to our natural environment. For more than four decades, she has brought leadership, passion, and boundless energy to WWF as a director of our International Board of Trustees and as a founder and former chair of our Canadian organization.

Over the course of her remarkable tenure, Sonja has infused WWF with an intellectual creativity and global perspective that has attracted the world's power brokers and decision-makers to our cause.

She lent her weight to key WWF fundraising events, including 1001: A Nature Trust and the 200 Canadians initiative. She spearheaded the Spirit of Wild Art Auction and the Inuit Print Project, not only raising critical capacity for WWF's early Arctic conservation work, but also bringing the wonder of Canada's North to the world stage.

Today, as we build on those substantial foundations, Sonja continues to guide and inform our work. Her generosity—in the fullest sense of that word—is unquantifiable, but her impact is reflected in decades of conservation accomplishments.

That's why we chose Sonja as our 2011 Leader for Conservation, an award that recognizes an individual who exemplifies the passion and generosity that enables WWF to preserve and protect our natural world.

Loblaw Companies Limited, Partner in Conservation

© LOBLAW COMPANIES LIMITED



When the country's largest buyer and seller of fish and shellfish makes a commitment to procure 100 per cent of those products from sustainable sources, the impact is transformative.

That's why WWF chose to honour Galen G. Weston and Loblaw Companies Limited with our Partner in Conservation Award, which recognizes organizations making an unprecedented commitment to tackling today's greatest environmental challenges.

Loblaw's world-leading commitment to sustainable seafood has not only touched hundreds of vendors and hundreds of vendors and products, but has inspired a sector-wide shift that's helping redefine what it means to be a sustainable industry. As a direct result of its seafood commitment, Loblaw is putting better choices in the hands of its consumers.

Better choices also lie at the heart of Loblaw's bold charge-for-plastic-bag program, which, at the end of 2011, has helped divert 3.8 billion plastic shopping bags from landfills. Since 2009, Loblaw has donated part of the proceeds from the program—\$1 million annually—to WWF conservation programs.

From turning down the thermostat to joining a shoreline cleanup to helping organize a green project in a local school, a million more individuals have taken action because of Loblaw. Together, we're creating positive change.



Birgit Freybe Bateman & Robert McLellan Bateman, Living Planet Legacy

© BIRGIT FREYBE BATEMAN & ROBERT MCLELLAN BATEMAN, OC



As a team, Robert and Birgit Bateman have been loyal and generous supporters of WWF and many other environmental organizations for more than three decades—a commitment that reflects their lifelong devotion to conservation.

From national movements to grassroots campaigns, Robert and Birgit have championed the cause of nature. They have not only raised millions of dollars through donations of art, photography, and illustrations, but also raised their voices on many important issues.

At the same time, they have celebrated nature through their art. Robert's paintings are infused with a genuine understanding of ecology, capturing the spirit and character of the wildlife his work portrays. Birgit's photographs remind us that, even in the midst of our manufactured landscapes, we are a part of the natural world that surrounds us.

These partners have quietly shaped a collective conservation consciousness, inspiring a deeper human connection and empathy with nature. In this way, Robert and Birgit have nurtured the cultural foundation that makes WWF's work possible.

To honour that work, we presented them with the Living Planet Legacy Award: an award that recognizes an exemplary dedication to nature and conservation that spans decades, inspires generations, and makes transformative change possible.

In Your Words

We asked WWF supporters of all stripes from across the country: Why do you invest in nature? Here's what you told us.

I support the animals because they're mostly endangered because of us and I want to help them survive.

—**Maja Bonham (age 10), Vancouver, B.C.**
Donated her 10th birthday party to WWF

I love being outdoors and we need to protect the environment in order to live.

—**Talia Hennessy (age 13), Chelsea, Que.**
Donated her 13th birthday party to WWF

WWF gets things done!

—**Claude Giffin, Dartmouth, N.S.**
WWF supporter since 2003

When we need to replenish heart and soul, we head for the wilderness. It takes everyone to keep our wilderness environments available for all and for the generations to come.

—**Mary Thomson and Jan Ruby, Toronto, Ont.**
WWF supporters since 1991

The health of our river systems is one of the most important environmental issues facing us today. We support WWF because [it is] one of the few organizations that is tackling this key issue on a national scale.

—**The Schad Foundation**
Investor in WWF's Living Rivers initiative

I am always inspired by the beauty, the immensity, and fragility of nature. Thus, I support the environment, because the environment supports us!

—**Quy Le, Vancouver, B.C.**
Communications Support Volunteer

I believe in sustainability. Creating a world that we can live comfortably in and be proud of and to protect it for future generations. WWF and I share these same goals.

—**Natalie Peon,**
Toronto, Ont.
WWF Volunteer

It's highly fulfilling to support a cause I believe in and make even a little difference. Volunteering at the WWF allows me to make an impact, learn, and feel very rewarded.

—**Rudra Sanjeev Ramdial,**
Toronto, Ont.
WWF Volunteer

Environmental stewardship is critical, now more than ever. To understand and respect the symbiotic relationship we share with the natural world is to ensure the well-being of our future, for the future of all living things.

—**Mike Robertson,**
Living Planet @ Work
Champion, Ontario
Power Authority

I want to help provide a safe and healthy environment for humans and animals.

—**Tammy Hebert,**
L'île-bizard, Que.
WWF supporter since 2005

My late husband Bill and I have always felt a close association with environmental issues and have been pleased to be able to donate funds to aid and care of conservation efforts in Canada, particularly.

—**Anne C. McKenzie,**
London, Ont.
Made her first gift to WWF in 1993

We think it's important to have a voice defining what a successful Canada and a better world looks like.

—**Martha and Mike Pedersen,**
Toronto, Ont.
WWF supporters since 2009

We owe it to future generations to keep fighting for a healthy Earth; where animals are living things and not just pictures in a textbook.

—**Heather Mulholland,**
Vancouver, B.C.
Volunteer Photographer

Nul besoin d'être un écologiste ultra engagé pour assimiler le contenu de la WWF, il suffit d'être simplement intéressé à comprendre et à faire des petits pas pour un avenir meilleur.

—**Annie**
WWF-Canada Facebook fan

As a member of the Mi'kmaq Nation, protecting Mother Earth is a part of our culture. To give back what we take and respect all life that allows us to live.

—**Sabrina**
WWF-Canada
Facebook fan

There is no planet B.

—**Lyss**
WWF-Canada
Facebook fan

Generosity. Creativity. Commitment.

NAME

INVESTMENT

IN THEIR OWN WORDS

IMPACT



© CARMEN MARRA / WWF-CANADA

CARMEN MARRA

Donor relations volunteer in our head office



Volunteered **317.5 HOURS** over the past year



“Speaking with donors across the country has been quite rewarding and has spurred me to seek future opportunities to contribute.”



Nurtures WWF’s relationship with our supporters, the people who make our work possible



© ROY VAL / WWF-CANADA

ROY VAL

First-time donor



Contributed **\$13,000** to WWF’s Arctic Home campaign



“It’s a way to help secure our grandchildren’s birthright to a sustainable environment.”



Is helping to safeguard the Arctic’s Last Ice Area for polar bear, narwhals, seals, and the people who depend on these species



© ERIN HOGG / WWF-CANADA

ERIN HOGG

WWF supporter for more than 20 years



Contributed more than **\$190,000** over the last 24 years



“I continue supporting WWF, as I believe it is the leader in science-based work critical to the survival of wildlife and its habitat.”



Contributed to many Arctic successes, from protecting caribou to creating a sanctuary for bowhead whales



Here are some of the ways WWF supporters made an impact for our Living Planet in 2012



© DR. SABAH PETROS / WWF-CANADA

DR. SABAH PETROS

Canada Life
CN Tower Climber



At the age of 80, climbed
1,776 STEPS
in 28 minutes 5 seconds



“It feels great to make a difference for the planet.”



Together with other climbers, raised more than a million dollars for conservation



© ROBERT POULTON / WWF-CANADA

FRANCES EDMONDS

Director of Environmental Programs, HP Canada



Led a major partnership between HP Canada and WWF to create Living Planet @ Work, devoting **100s OF HOURS** to the project over the past year



“Sustainability is a team sport. I feel very privileged to be working with such great colleagues, both inside HP and WWF.”



Developed tools to help more than 250 companies choose greener ways of doing business and support WWF through workplace giving



© ??? / WWF-CANADA

MIKE PAUSTIAN'S GRADE 5P CLASS AT NAMAQ SCHOOL, ALBERTA

Community Pandas for the Great Bear Campaign



Raised **\$700** by selling homegrown flowers and vegetables and raised awareness by writing letters to parents, friends, and politicians



“It really seemed to empower my students to see the positive impact they were able to have.”



Joined Canadians across the country in helping conserve a global treasure: the Great Bear region



Thank you!

Your support means the world.



Our Donors and Supporters

Our work at WWF is made possible through the generous investments of individual donors, corporate partners, foundations, governments, organizations, and dedicated volunteers. The following pages recognize those who have contributed over \$1,000 in support—through financial donations, sponsorship, donated media, advertising, and other gifts-in-kind—between July 1, 2011, and June 30, 2012. We are deeply grateful for your trust and commitment.

NOTE

A plus sign (+) following a name recognizes in-kind or in-kind plus cash donations. Gifts received after June 30, 2012, will be gratefully acknowledged in the 2013 Annual Review.

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Melanie Isbister	Bruce Lemer	Marie McDonnell
Jackman Foundation	Ms. Marie Leonard	Karen and Steve McGeean
Laura and Colin Jackson	Elaine Lindo	Islay and Mike McGlynn
James N. Allan	Anne Lindsay	John McGowan
Family Foundation	Grant Linney	Jan McGregor
Jason Denys Medicine	Lisa Listgarten	Gloria McIntyre
Prof. Corp	Tina Listigovers	Kelsie McKay
Kenneth and Edith Jewett	Heather Lockhart	Anne McKenzie
Joe Badali's Ristorante +	Priscilla Lockwood	June McLean
J. Derek Johnson	Tracy Logan and John Hogg	Catherine McLean
Mr. Craig Johnston	Dr. W. Paul Loofs	Paul and Martha McLean
Annelise Jorgensen	Sue Lowe	Anne McLellan
Juice Mobile +	Dr. Alec Lupovici	Margaret McMullen
Stephen Jurisic	Rod Lutz	Joyce and Gary McMurray
William Kachman	Karyn Macdonald	Jay McMurray
Gunter Kahlen	Hartland M. and Eve G.	McPacific International Corp.
Alan Kapler	MacDougall	David Melone
Kapoor Investments Ltd.	Lori MacEwen	Metro Montreal +
Kapoor Singh Siddoo	Amber MacKenzie	Mike and Kathy Gallagher
Foundation	Marlene MacKenzie	Steven Minuk
Lois Katnick	Andrew MacMillan	Shawn Mitchell
Jennifer Katzsch	Jane W. Manchee	MMM Group
Jack Keith	Robert and Nancy Mann	Kelly Moffatt
Jacob and Maie Kellerman	Manulife Financial	Greg Moran and
Terry Kelly	Marine Stewardship	Mindy Gordon
Edward Kendall	Council	Brock Morris
Hagen Kennecke	Marketwire	Audrey R. Morrish-Smith
Kenneth Hoyle-Strategic	Nicholas Martens	Jane A. Mottershead
Planning & Management	Martindale Animal Clinic	Dr. Richard Moulton and
Nicola and	Simon Marwood	Mrs. Sheila Moulton
Margaret Kettlitz	Sandra Mason	Mary Mowbray
Carolyn Kiddle	Mr. Gordon Matheson	William Muirhead
Natasha Kinloch	Anne Matheson	Munge Leung
Kinross Gold Corporation	Wayne Matthews and	Design Associates
Vernon Kipp	Maureen Pennington	W. Nelson
Dr. R. William and	Mattina Mechanical	New Roots Herbal Inc.
Diane Knight	Limited	NFO CF Group
Yukiko Konomi	Arthur May	Calvin Ng
Wendy Konsorada	Mary Mayville	Joyce Nicholson
Martin Krippel	Ms. Jennifer McAleer	Michael Norgrove
Mark Krumm	Mr. Kevin and Ms. Cathy	Norma and Phillip
Heidi Lam	McAllister	Wilson Foundation
The Lawrence & Judith	Jennifer McArthur	Marc Novakowski
Tanenbaum Family	Tom H. McAthey	Zisis Nterekas
Foundation	Patrick McCance	Neil and Amani Oakley
LBP Elementary School	Patricia, Curtis and	Sara Oates and
Jennifer Lea	Daniel McCoshen	Andy Harington
Robert J. Leask	Andrew McDonald	Ocean Choice International

\$1,000 – \$4,999*(continued from page 47)*

Shelley Odishaw	Isabelle Raue	Jennifer Smith
Denise Ogden	Redux Media +	The Solar Group Inc.
Mike Olizarevitch	Phil Regier	The Somerset Foundation
Nir Orbach	Elaine Reid	Somerset Printing +
Kenton Otterbein	Jeffrey C. and	Mrs. Nirupama Kumar
Ralph Overend	Lola Reid Allin	and Dr. Alok P. Sood
Timur Ozelsel	Viviane Richard de Brouwer	Patrick Soong
Cyril Paciullo	Keith Beckley and Martha	Ms. Carole Y. Spread
Matthew Paige	Richardson	Ms. Judith Sproule
Peter Panopoulos	Thomas Richter	Campbell and
Stephen Partington	Stephanie Riemer	Joanna Stacey
Igor Pashutinski	Richard W. Rinn	Staples Canada Inc.
Murray Paton and	Robert Bosch Inc.	State Farm Mutual
June Leong	John W. Rogers	Automobile
R. Anne Patterson	Philip Rosso and Marilyn	Insurance Company
Dennis Perry	Sanders	Stephen Eby Memorial
Heather and Jim Peterson	Jason Roth and Cheryl	Fund at the Toronto
Geraldine Shirley Petter	Steadman-Roth	Community Foundation
M. Jane Phillips	Patricia Roy	Jenny Stephens
Wayne Pilkey	Marguerite Russell	Jacqueline Stroud
Brayton Polka	Claudia Russell	David and Mabel Summers
Nicholas J. Poppenk	Doreen E. Rutherford	James Sutherland
Ian Postnikoff	Elizabeth Ryan	Eleanor Swainson
Mrs. Madolyn Potvin	Robert Sabourin	Kevin Swanson
David Powell	Dean and Evelyn Salsman	Sympatico Media +
The Powis Family	Ed Scherer	Volkan Taskin
Foundation	Mr. Adrian Schlaefli	Taylor & Francis Books Ltd.
James D. Prentice	School District No. 33	Jon Temme and
Kevin Pretty	(Chilliwack)	Kelly Walker Temme
Dr. Donald Price	Jay T. Schramek	Mr. Vinh Thach
Owen Price	Mario Schuchardt	John and Mary Theberge
PricewaterhouseCoopers	Scott Family	Joy Thomas
Canada	Tuula Scuroderus	John Thompson
George Prieksaitis	Ronald and Paulette Sharp	Robert, Susanne, Jack, and
Valerie Pringnitz	Alexandra Shaw	Josephine Thompson
Hideko Pritchard	Shiseido (Canada) Inc.	S. Thomson
Provincial Employees	Rendy Shuttleworth	Christina Topp and
Community	Elizabeth Sifton	Ed Walsh
Services Fund	Simbas Ltd.	Tim Trant
Pumped Inc. +	Mrs. Heather Singer	Paul Treiber
Pure Source Inc.	MacKay	Triple M Metal LP
Peter and Lynne	Tana Skene	Scarborough Division
Quattrociocchi	S.J. Skinner	Dr. Colin Ucar
William Quinlan	Courtney Skrupski	Rob Unruh
Dr. Jennifer Rahman	Sally Smallwood and	Sandra Usik
Shannon Rancourt	Cameron Algie	Valley Gardens
Robert Rangeley	Raymond Smith	Middle School
Ms. Andrea J. Raper	Andrew Smith and	Brian Van Steen and
Troy Rathbone	Jennifer Bottos	Katerine Dupuis

\$1,000 – \$4,999

(continued from page 48)

Dr. Stephanie Van Wyk
Vancouver Canucks &
Rogers Media +
The Varshney Family
Abraham P. Vermeulen
Ms. Sabrina Versteeg
Shirley Viertelhausen
Anne Vinet-Roy
Joe Vipond
Mrs. Linda Vollinger
Lynn Voortman
Siegfried and Michael Wall
Sonya Wall
Deborah Wallin
Leo Walsh
Shelly Walsh
Walter & Duncan
Gordon Foundation

Wolfgang Walz
Bruce Wareham
Wasteco
Way Key International Inc.
Ms. Karen Webb
Jonathan Webb
Ingo Weigle
Tanny Wells
H. Whibbs
Wildlife and Co.
Jennifer Willard
Jeune Williams
Eila Williams
Lorraine Williams
Dan Williston
Catherine E. Willson
Janice Willson
Phillip Wilson

Dean Wilson
Patrick Winder
Anthony Woods
Joanne Wright
Jordan Wyatt
ZOOM Media +

ESTATES

Estate of Walter Reginald
Fryers
Estate of Lynne Kathryn
Haist
Estate of Barbara Joan
King
Estate of Elise Rosemary
Meehan
Estate of Eleanora Smedley

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

\$500,000 – \$999,999

Canadian Conservation Trust
The Sobey Fund for Oceans

\$100,000 – \$499,999

Brocklehurst-Jourard Education Fund
Signatures Fund

\$50,000 – \$99,999

The Kenneth M. Molson Fund for Endangered Birds
The Jennifer Headley Fund for a Living Planet

\$25,000 – \$49,999

Sharlene Jessup Fund for a Living Planet

In Memoriam Gifts

We are honoured to list the names of loved ones whose lives were celebrated this past year with a gift to WWF-Canada

Eva Alexander	Sam DeCosta	Jack Hoyle
Thomas Allen	DeeDee	Kathleen Hubbert-Taylor
Andreas Analambidakis	Randy Deval	Wanda Hunter
Elizabeth Ann	James Diaz	Donald Hurst
Amanda Marie Augustine	Phyllis Mae Dickhout	Ted Iler
Balanchine	Marina Dolson	Louise Adele Ingham
John Ball	Susan Donald	Aliine Kaert Irwin
Mary Ballantyne	Duke	Amy Jacklin
Lee Beach	Stan Dunbar	Jessie
Annemarie Beck	A.F. Dunn	Jean Johns
Bella	Edmund Duszynski	Cyril Johnson
Kelly Birch	Lee Dyke	Gary Jude
Robert Wesley Bonney	Madeline Eden	Yda Kapusta
Jack Borrowman	Earl Kaye "Duke" Ellenton	Gian Kaur Jaiswal
Eleanor Violet Botsford	Robert Feddery	Ruth Kellner
Tyler Brauer	Walter Feistl	Mary Kennedy
Ronald Bremner	Anthony Ferrey	Mary K. Kitching
Eileen Brenchley	Dorothee Fortin	Michael Klemm
Mary Brian	Philip Foster	Elsie and William Knight
Margaret Buchanan	Mark Fowler	Marianna Koutoulakis
Kiel Caesar	Frankie	Stephanie Kozlowski
JR Caldwell	Robert Gapes	Irene Kuntz
Clinton "Kipp" Campbell	Gerry	Jason Kwasnik
Bruce Campbell North	Gordon Giles	Ingrid Laine Thomas
Pierre Caron	David Gold	Marty Langejans
Linda Cates	Phil Gould	Jack Layton
Lorna Caws	Pierre Goulet	Evangeline Leach
Joseph Chamberlain	Francine Green	George Yrjo Lehto
Chi-Mei Cheng	Robert Green	Chimei Lin
Paul Andrew Chepack	Gene Greenlee	May Lin
Craig Chittenden	John Grigsby	Keith Lister
Muriel Violet Clark	Ralph Handren	Betty Little
Gisela Clarke	John Hegedus	Michael Lonergan
Robert G. Clout	Dorothy Henderson	Luke
Dawn Code	Bruce Hesla	Ivan Willis Lunn
Colette	Quimby F. Hess	Zack Macdonald
Keith J. Crowe	Charlotte Hilton	Ruth MacKenzie
Bea Davies	Dorothy Hood	John Malowney
Glen Davis	Valerie Horler	Charlotte Marijke Visser
Ken Dawson	Carl Norman Hoult	Gladys Elizabeth Marks
John Dean	Ed Howard	Carol Marsh

In Memoriam Gifts

(continued from page 50)

Janet Marsh	Sergio Poggione	Grace Sweet
Lola B. McBreen	Tith Pravongviengkham	Richard Swisher
Jason McCourt	Betty (Renninson) Price	Lillian Tennant
Catherine Borland McFerran	Princess	James Teskey
Helen McGill	Stan Raike	Ingrid Thomas
James McGowan	Justin Rice	Donna Thompson
Beatrice McGurran	Richard	Jim Thompson
Gordon McKenzie	Paul Richer	Elaine Thoreson
Susan Meinka	Steve Riley	Joanne Townsend
Mrs. Meltz	Laurel Roberts	Uncle Tom
Mary Mercier	Scott Robiinson	Charlotte Visser
Ernest Montgomery	Candida Oachi Rockley	Mulshanker Vyas
John Garry Moore	Romi's Father	Donald A. Wallace
Patricia Mary Moore	Ralph Rose	Phillip Wallbank
Chris Morin	Lindsey Sanders	Colette Warburton
E.G. Morris	Frank Schmid	Dolores Ward
Jack Morrison	Tom Scrymgeour	Belinda Warren
Mr. Muschta	Dory Semaan	Carolyn Joyce Warrick
Derek Newell	Danny Siklos	Teresa Webb
Denise Nip	Andy Simon	Bill Wells
Erik Nugent	Kim Skaar	Werner
James Oakman	Francis Skretkowicz	Rick White
Ailish O'Connor	Ron Smith	M. Peter Whyte
Sarah E. Owen	Maria Sonnemann	Elaine Wiles
Glen Ozymok	Erich Stenzel	William
Richard A. Parker	Eleanor Stewart	John L. Williams
Robert Parr	Stirling	Jack "Jake" Williams
Ruth Pattschull	Franklin Stricker	Elizabeth Ann Wilson
Peluch	Norma Sullivan	Wolfgang
Alver Person	Ann Sutcliffe	Joseph Zelinka
Anthony Peters	Jack and Joyce Sutherland	Rudy Znachor
Spencer Pitts	Peggy Swallow	

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."

826
volunteers
across Canada
9,858
hours donated

Mina Rafael Arif
Lieneke Bakker
Kathryn Busch
Jennifer Bushey
Rahul Chandra
Heather Crochetiere
Dawn Ho

Laura Gapski
Wanda Hall
Erin Johnson
Sean Kim
Quy Le
Jacqueline Lee
Katie Leung

Rudra Ramdial
Hasina Razafimahefa
Tannis Serben
Karmena Svilans
Melody Dakeng Xian
Shanna Yip



Our 2012 Financial Results

Behind the numbers: Bringing our results to life

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

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I'm sure you've heard the expression "the numbers speak for themselves." After 20 years as an accountant, I can promise you that is rarely the case. When it comes to financial results, it's not only the numbers that tell the story. Their context and how we delivered those numbers is equally important, equally valuable to you—our supporter—in seeing what it means to invest in WWF.

Here's an example. In 2012, WWF's revenue increased by four per cent from the previous year, totalling \$23.7 million. That's interesting, encouraging even. However, what's even more interesting and encouraging is that more than half of that revenue (53%) came from individual donors—people making their annual contribution, monthly donors, folks who gave to us for the first time. While WWF values contributions from all our supporters, individual donors are special. Cultivating a wide base of "people" support is an investment in our organization's stability, but it is also mission-critical. A new donor is a new voice for nature, a new advocate for key issues, a new commitment to environmental action in everyday life. It's with the support of more than 150,000 people behind us that WWF wields the power to drive change.

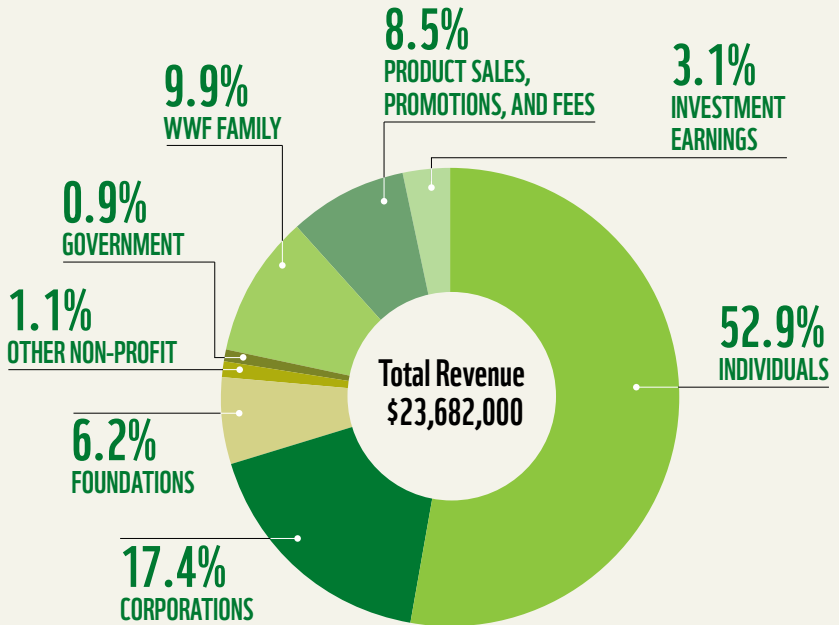
Here's another example. Of our total revenue in 2012, 23 per cent was spent on fundraising—an increase of two per cent from the previous year. An organization's fundraising ratio is one indicator of how efficient it is with donor dollars and is worth understanding. Again, the numbers tell only part of the story. Fundraising ratios in most large organizations vary slightly from year to year, impacted by revenue variations and changes in fundraising strategies. Last year's increase at WWF was largely the result of our first Canadian Panda Ball, a major fundraising and profile-raising event. Investing in our first gala was an important and successful organizational decision—one that enabled us to bring profile to environmental leaders, at a time when that leadership was most needed, and that sparked meaningful philanthropic relationships. As with our conservation work, WWF approaches fundraising with a long view, building the required foundation for the transformative work ahead.

And speaking of conservation, here is another number worth exploring. Last year, WWF was able to increase our investment in conservation work from 70 per cent of revenues in the prior year to 74 per cent in 2012—putting \$17.5 million into projects geared to tackle the greatest challenges of our time: in our transforming Arctic, our three great oceans, our living rivers, our changing climate, and our green energy potential. These are issues that matter profoundly to Canadian donors, who contributed 85 per cent of our total revenue last year. However, we also know that this work impacts and resonates with our global community, which contributed \$3.5 million to our work last year both directly (5%) and through our WWF family (10%).

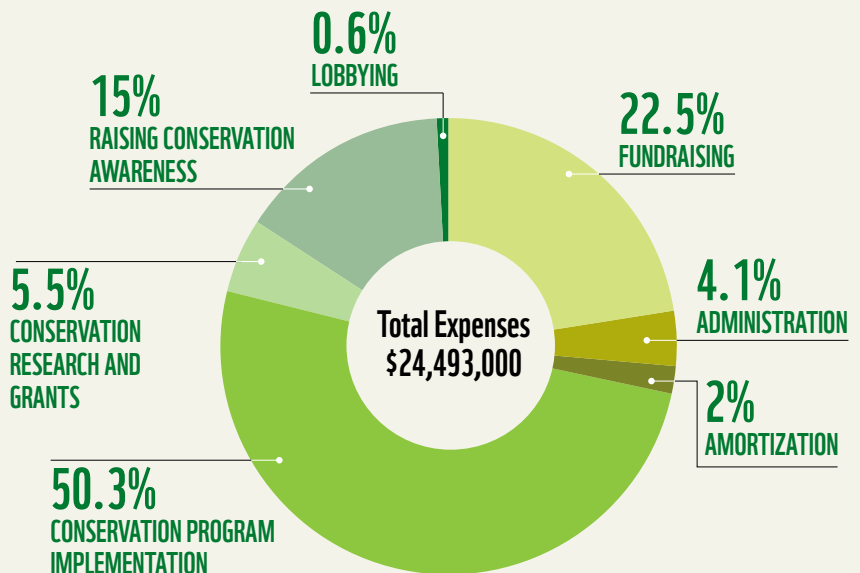
At WWF, we're proud of our numbers this year. But we are even prouder of what is behind them. A sound foundation for the growth of our organization. A strong investment in the future of our planet. And, most of all, you.

WWF-Canada Revenue & Expenditure

Sources of donations and other revenues

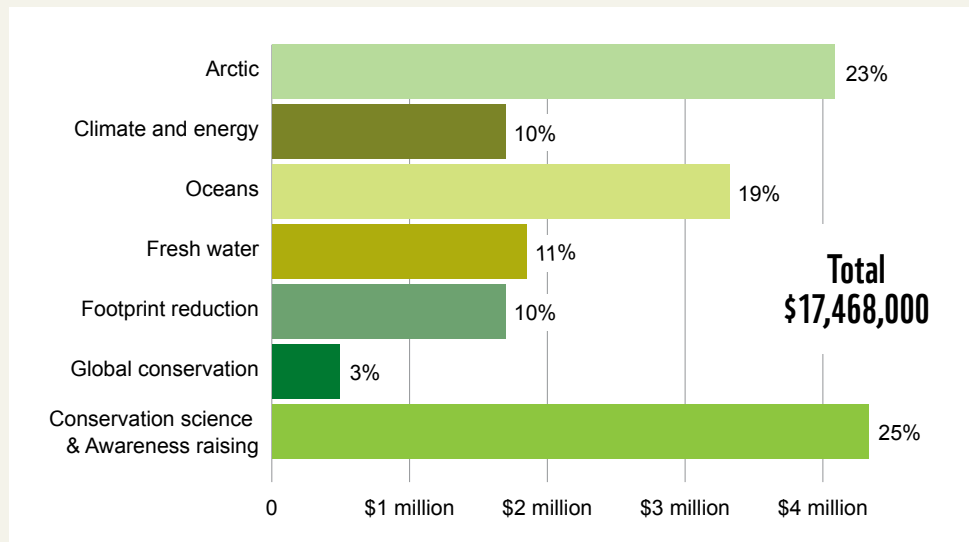


How we applied our funds

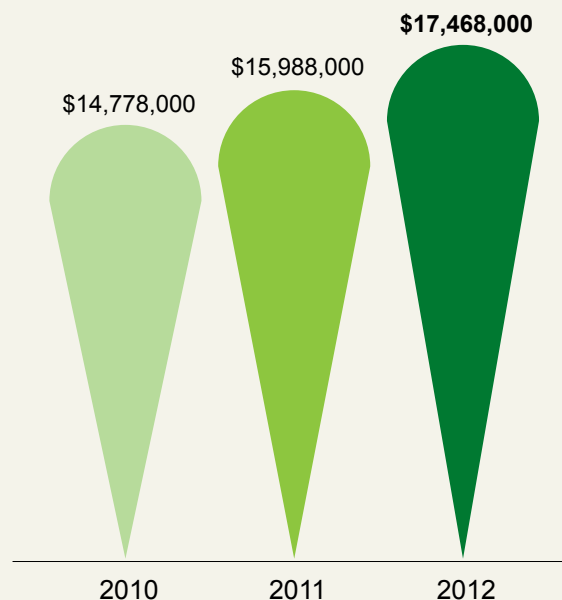


Investing in Conservation

Conservation Expenditures by Program



Total Conservation Expenditure



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>2012</i>	<i>2011</i>	<i>2010</i>
Assets			
Current assets	9,943	10,626	9,366
Investments at fair value	10,581	10,669	9,309
Property and equipment	714	1,104	1,486
	\$ 21,238	\$ 22,399	\$ 20,161
Liabilities			
Current liabilities	904	1,022	827
Total Assets & Liabilities	\$ 20,334	\$ 21,377	\$ 19,334
Fund Balances			
Operating funds			
Unrestricted	770	1,612	1,542
Restricted	7,198	6,725	5,403
	\$ 7,968	\$ 8,337	\$ 6,945
In trust and other capital funds	10,761	10,862	9,485
Planned giving fund	891	1,074	1,418
Property and equipment fund	714	1,104	1,486
Total	\$ 20,334	\$ 21,377	\$ 19,334

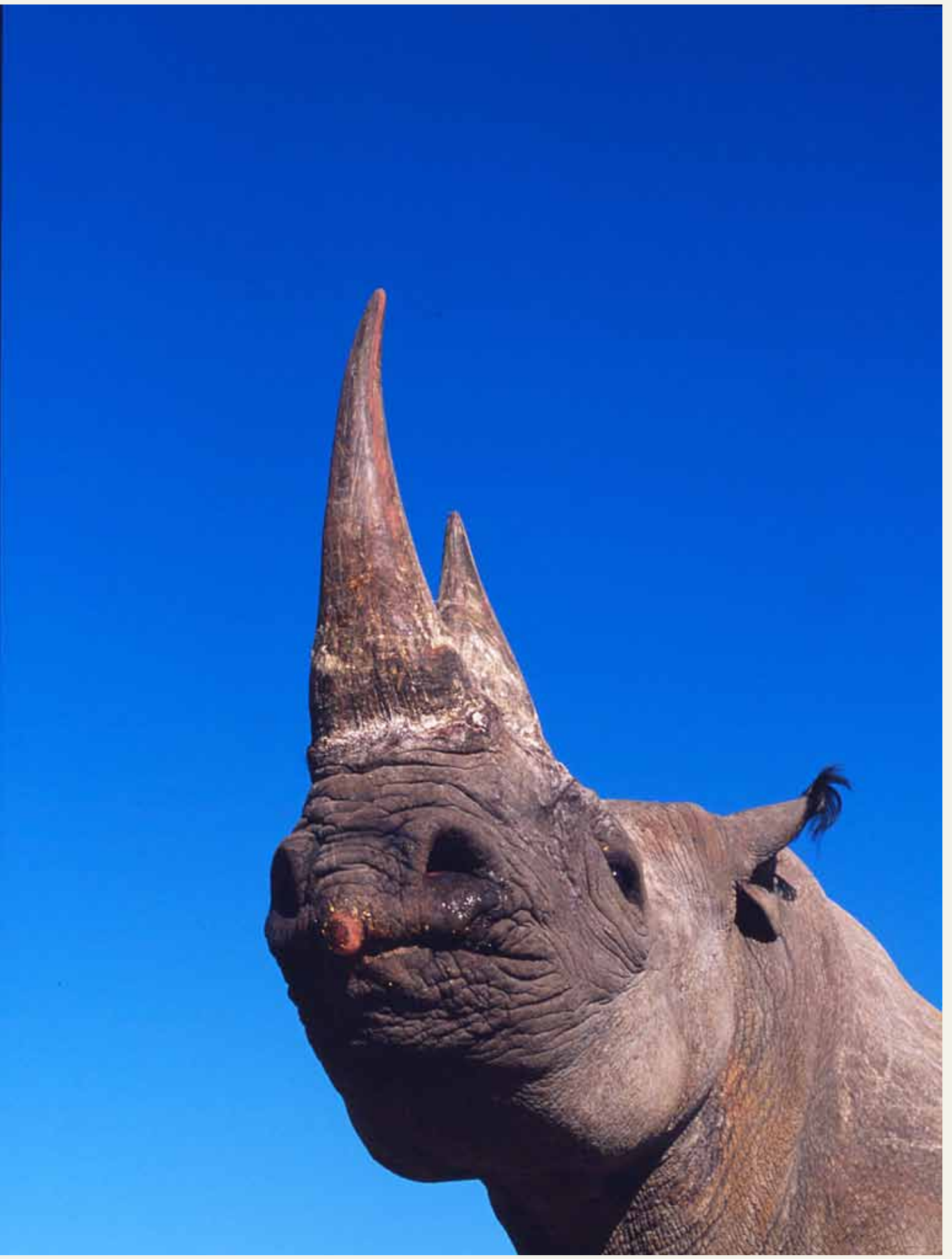
WWF-Canada Financial Statements

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>2012</i>	<i>2011</i>	<i>2010</i>
Revenue	23,682	22,869	21,167
Expenses			
Conservation expenditure	17,468	15,988	14,778
Fundraising and administration	6,527	5,932	6,122
Amortization	498	557	434
Total Expenses	\$ 24,493	\$ 22,477	\$ 21,334
Excess (deficiency) of revenue over expenses for the year	(811)	392	(167)
Fund balances – Beginning of year	21,377	19,334	19,441
Assumption of Global Arctic Programme	–	810	–
Net change in unrealized appreciation of investments	(232)	841	60
Fund balances – End of year	\$ 20,334	\$ 21,377	\$ 19,334

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.



WWF-Canada Board of Directors

(as at October 15, 2012)

Honorary Chair	Sonja Bata	Director, Bata Shoe Organization
Honorary Directors	The Rt. Hon. John Turner	Partner, Miller Thomson LLP
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	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 at October 15, 2012)

WWF-Canada Management Committee

Hadley Archer	VP, Strategic Partnerships & Development
Darcy Dobell	VP, Pacific Region
Arlin Hackman	VP, Conservation & Chief Conservation Officer
Sara Oates	VP, Finance & Administration & Chief Financial Officer
Robert Rangeley	VP, Atlantic Region
Christina Topp	VP, Marketing & Communications

Other Senior Staff

Monte Hummel	President Emeritus
Steven Price	Senior Director, Conservation Science & Practice

Directors

Jeffrey Chu	Director, Operations
Ernie Cooper	Director, TRAFFIC and Wildlife Trade
David Cornfield	Controller
Monica Da Ponte	Director, Strategic Partnerships
Ruth Godinho	Director, Donor Relations & Services
Jay Hooper	Director, Development
Janice Lanigan	Director, Annual Giving
Joshua Laughren	Director, Climate & Energy Program
Marie-Claude Lemieux	Regional Director, Quebec
Rosemary Ludvik	Director, Advancement Research
Tony Maas	Director, Freshwater Program
Linda Nowlan	Director, Pacific Conservation
Robert Powell	Senior Officer, Priority Conservation Programs
Bettina Saier	Director, Oceans Program
Carolyn Seabrook	Director, Program Operations
Alexander Shestakov	Director, Global Arctic Programme
Martin von Mirbach	Director, Arctic Program

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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H2X 3V4
Tel: 514-871-4133

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Iqaluit, NU
X0A 0H0
Tel: 867-979-7298

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Duke Tower,
Ste. 1202
Halifax, NS
B3J 1P3
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Ottawa, ON
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St. John's, NL
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Tel: 250-624-3705

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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.

WWF by the Numbers

+100

WWF is in over 100 countries, on 5 continents

+5 M

WWF has over 5 million supporters globally



1967

WWF opened its first office in Canada in 1967

9

WWF-Canada has 9 offices from 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