



WWF®

REVIEW

CAN

2013

A large, detailed close-up of a greyhound's eye, showing its golden-yellow iris and dark pupil, surrounded by fine, grey fur. The eye is the central focus of the background image.

WWF-Canada Annual Report

**See a future
where humans
live in harmony
with nature**

Learning to live sustainably is the biggest challenge of our time.

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At WWF, we're helping to prove it's possible. The kind of change we need won't happen overnight, but year after year we continue to work together to make important strides.

Whether it was developing innovative financing systems for marine conservation, launching our freshwater assessment program, or building vital partnerships with Coastal First Nations to protect the future of B.C.'s Great Bear region, we provided conservation leadership on many fronts this year. We also celebrated the leadership of others with WWF's global inaugural Earth Hour City Challenge. Congratulations to the people of Vancouver, whose efforts to reduce greenhouse gas emissions earned them first place.

Working together makes these accomplishments possible. We greatly appreciate the support of our loyal donors and volunteers. Your contributions enable us to productively engage with partners in business and government, and individual Canadians to make change happen.

It is also a privilege and inspiration to work with our management and the WWF staff. Their passion, commitment, and talent enabled us to achieve conservation milestones and build momentum while the Board sought a new leader, this past year.

On that note, I'm very pleased and excited to welcome David Miller as our new CEO. David's commitment, to conservation, strong track record of setting and achieving ambitious goals, and proven ability to rally a wide range of stakeholders make him an ideal leader for WWF-Canada.

With the organization in excellent shape, a dynamic new leader in place, and the continued support of thousands of Canadians like you, we're looking forward to achieving even more.

Thank you,

**Roger Dickhout, Chairman,
WWF-Canada Board of Directors**

If this year was a test, we passed with flying colours because of you.

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From left to right: Christina Topp, Sara Oates, Hadley Archer, Darcy Dobell, Robert Rangeley

Last October, our president and CEO, Gerald Butts, stepped down. It was tough to lose a leader as respected and inspiring as Gerry. But with bold ambitions and our work cut out for us this year, we couldn't afford to slow down. And the good news is, we didn't—and that's largely because of our internal strength as an organization and your commitment.

While the Board of Directors focused on finding the best possible successor, our Management Committee took on the day-to-day job of running this complex organization and pursuing a bold conservation agenda. We had a clear strategic plan, the hands-on support of our Board, and committed employees who see WWF as far more than a job.

Over the past 10 months, our staff continued to push forward on every front, winning international protection for sharks, mobilizing opposition to the prospect of oil tankers through Canada's precious Great Bear Sea, laying the groundwork to protect critical habitat in the Arctic, and much more. At the same time, we strengthened our internal processes, improved our effectiveness, and set new conservation targets. As a result, we're handing our new CEO a tightly run, financially healthy organization with a stronger sense of teamwork than ever before.

On behalf of everyone here, thank you. None of this would have been possible without supporters like you—people who believe so deeply in protecting this planet and the diversity of life it sustains.

Hadley Archer, Vice President, Strategic Partnerships & Development

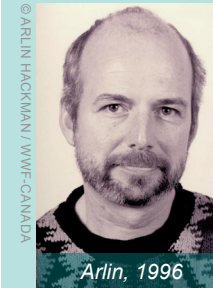
Darcy Dobell, Vice President, Conservation & Pacific Region

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

Robert Rangeley, Vice President, Conservation & Atlantic Region

Christina Topp, Vice President, Marketing & Communications

CELEBRATING A CAREER IN CONSERVATION: ARLIN HACKMAN



Behind every major WWF conservation success of the past quarter century you'll find the laser-sharp thinking and strategic vision of Arlin Hackman. Since he joined the organization in 1987, Arlin pushed us to engage with local communities, harness the power of market forces, and think far beyond national boundaries.

As WWF's long-time chief conservation officer, Arlin's legacy—from the Forest Stewardship Council to the Marine Stewardship Council to WWF's Endangered Spaces work—is cause for celebration. Now that Arlin has retired, we'll miss seeing his face in the office each day. We know Arlin will continue to be a force for conservation and a champion for WWF.

As a lifelong environmentalist, I'm thrilled to have joined WWF.

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It's a conservation organization with a remarkable track record of achievement: transforming forestry and fishing, catalyzing climate action, and safeguarding significant habitat around the world.

Growing up in a small village in England taught me to live within Earth's ecological limits. We grew our own vegetables, bought organic milk and eggs from our neighbours, and threw absolutely nothing away. A few years later, as a new Canadian, I discovered my passion for wild spaces on my first canoe trip in Algonquin Park. I was cold, wet, and exhausted. But when I watched the sun set and the mist rise off the lake, I felt completely in harmony with nature.

Those experiences shaped my career. As mayor of Toronto, I championed greenhouse gas reductions, public transit, and our wilderness in the city. I've served as chair of the C40 Cities Climate Leadership Group and co-founded the Great Lakes and St. Lawrence Cities Association to tackle water issues in one of Canada's biggest water systems. My legal practice focused on international business and sustainability, and I believe healthy economies depend on healthy ecosystems.

That's why I'm so excited to be part of WWF. This is an organization that sets the kind of daring goals that mobilize Canadians by the millions and bring together unlikely allies. Most importantly, it achieves real outcomes.

The work we do isn't easy, but it's never been more vital. Thanks to the commitment of supporters like you, we're generating the change our planet needs.

David Miller,
President and CEO

Five things to know about our new CEO David Miller...

Grew up in the English village of Thriplow, population:

70

Keeps a stoneware canoe on his desk as a memento of paddling Nunavut's Burnside River



Played rugby for 22 seasons, captaining his university team to the U.S. national championships



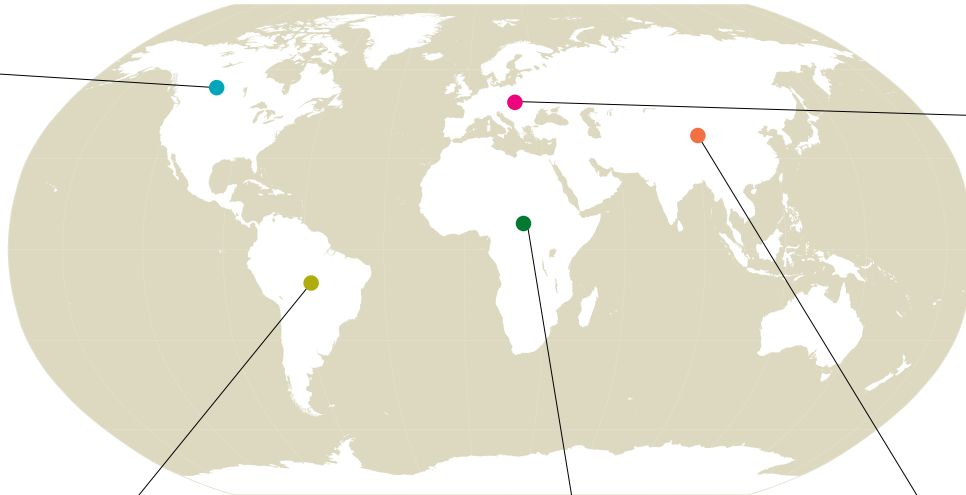
Has a two-year-old golden cockapoo named Jimmy who can't get enough of Toronto's parks and ravines



Has swum in all three of Canada's oceans (although his Arctic dip was extremely brief)



Last year, you and WWF's 5 million+ supporters helped change the world



Canada

1st: Vancouver ranked 1st in WWF's inaugural Earth Hour City Challenge for its innovative actions on climate change



0: Zero defensive kills of polar bears occurred in Arviat, Nunavut thanks to tools and training from WWF



1st: WWF completed the first Canadian Fisheries Improvement Project, helping Igewater Seafoods prepare its northern cod fishery for MSC certification



15: Fifteen high-profile spokespeople have joined WWF's Canadians for the Great Bear campaign to protect the Great Bear Sea



Latin America

38,000: After 38,000 people signed a WWF petition, Mexico agreed to protect vaquita porpoises by phasing out gill nets



30%: In Chile, close to 30 per cent of forest plantations in WWF priority areas are now FSC-certified



600,000: WWF praised the creation of almost 600,000 hectares of new protected areas in Peru's northern Amazon—an area of world-class biodiversity

Global

7,000: More than 7,000 cities and municipalities in 154 countries and territories participated in WWF's Earth Hour 2013



5: After years of WWF advocacy, a precedent-setting vote added five more shark species to the CITES protected list



19,500: More than 19,500 seafood products sold around the world carry the logo of the WWF-founded Marine Stewardship Council (MSC)



2/3: A WWF report shows that nearly two-thirds of the world's largest companies have committed to reduce carbon emissions



Africa

3 million: Our freshwater work in the Democratic Republic of Congo contributed to the designation of more than three million hectares of wetlands



1 million: A decade of WWF work paid off when Mozambique announced a new coastal marine protected area covering one million-plus hectares of land and sea



880: Thanks to the conservation efforts of WWF and other groups, the global population of mountain gorillas reached 880, up from 786 in 2010



Europe

400,000: Our science helped to protect seven wetland sites in Romania covering 400,000 hectares of important bird habitat



20.5%: The European Union surpassed its goal of cutting total greenhouse gas emissions by 20 per cent by 2020, thanks in part to WWF efforts



150,000: A WWF petition signed by 150,000+ people helped convince European parliament to ensure all European fish products come from sustainable stocks



Asia

20%: Our global tiger conservation initiative is getting results, with the latest census showing a 20 per cent increase in India's tiger population



1.5 million: With WWF's support, Russia established two new Arctic protected areas totalling more than 1.5 million hectares, protecting key polar bear habitat



1.6 million people signed a WWF/Avaaz global petition that helped convince Thailand to close its ivory market

