



Conserving Canada to conserve the world.



## WWF... for a living planet.

World Wildlife Fund was established in 1961, operates in more than 100 countries and raises some US \$380 million per year world-wide. WWF-Canada was established as a national office in the WWF network in 1967.

We have achieved our international reputation for pioneering action and constructive dialogue because our conservation policies are driven by solid scientific research. We are currently funding just under 2,000 projects and employ almost 4,000 people around the world.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future where humans live in harmony with nature 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.

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Photo: Monte Hummel, Mike Russill and Biff Matthews © Linda Lee

In a recent press conference, the Rt. Hon. John Turner, former Prime Minister and current WWF Board member, made the following statement:

*The rest of the world would love to have what we have, and they expect us to protect it – as do Canadians.*

## We couldn't agree more.

What makes WWF different from other conservation organizations is our global reach. People want to know that by supporting us they are helping to make big things happen. This annual report describes how WWF-Canada is making globally significant contributions to conservation through our work right here at home.

On the Grand Banks, in Coastal British Columbia, and the Northwest Territories Mackenzie Valley, WWF-Canada is achieving sustainable solutions for the environment and for people. These are geographic regions where we can make historic progress on saving

the world's oceans and boreal forests.

In our efforts to tackle conservation on a grand scale, we are constantly trying to make ambitious yet strategically smart moves. This past year, this meant creating the new role of President Emeritus for Monte Hummel, which allowed him to be more focused on getting conservation victories on the ground. We brought on board Mike Russill as WWF-Canada's new President and CEO to lead the organization through its next wave of growth.

On a smaller scale, we are reducing our own environmental footprint by phasing out our printed annual report. We are taking advantage of digital technology to do more with less. If you go to [wwf.ca](http://wwf.ca), right now, you will see an online version of the report ready for you to explore. Next year, that's all there will be.

As an organization, WWF-Canada takes its global citizenship seriously. We want to make the biggest possible contribution to conservation, and make the smallest possible contribution to consumption. We'd like to do it with your support.

## Conservation can't wait.

**Monte Hummel, O.C.**  
President Emeritus

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

**R. B. (Biff) Matthews**  
Chairman

## The plain fact is this:

Canada is one of the largest countries on earth, with a vast expanse of spaces and species that makes it truly unique.

Canada is also one of the few countries that still has large natural spaces virtually untouched by people, which is an incredible conservation opportunity.

WWF-Canada defines its goals and activities in the context of WWF's international conservation targets and geographic focus. Because the opportunities for conservation in Canada are so exceptional, what we

do here will have a huge impact globally.

"We" means World Wildlife Fund Canada, an active and highly effective part of WWF's network of offices and conservation projects in over 100 countries around the world.

But "we" also means Canadians, our citizens, companies and governments, whose actions and partnerships are the only things that will save Canada's habitats (both in the water and on the land), its estimated 276,317 species, and of course, its more than 30 million people.



*Photo: Thelon River, Northwest Territories © Galen Rowell*

# Nature has no borders, only people do.

This makes conservation a complicated exercise, especially with the kind of globally-significant, large-scale conservation that World Wildlife Fund tackles.



World map © WWF-Canada

While all environmental problems are important, there's just no way one organization can address all of them.

We have a responsibility to all our stakeholders

to use their funds wisely by setting our priorities and sticking to them, and by measuring our success.

Less than a decade ago, WWF developed a science-based ranking of the earth's most biologically outstanding terrestrial, freshwater and marine habitats. They are called the Global 200 Ecoregions. By focusing on large, biologically distinct areas of land and water, the Global 200 has become a blueprint for conservation at the highest possible scale at which nature operates.

Canada is home to nine of the Global 200 Ecoregions. Most of these are clustered in three regions: the marine

waters of Atlantic Canada; Coastal British Columbia; and the Boreal Forest, in particular the Mackenzie River basin, most of which is in the Northwest Territories. They are all remarkable examples of highly complex environments demanding multiple solutions to difficult challenges.

## What is at the heart of what we do?

Achieving sustainability. As the Inuvialuit of Canada's Arctic put it, "If we look after the resources, the resources will always look after us." We are in the business of protecting, managing, and restoring. Protecting what is precious and unique. Managing natural resources according to best practices. And restoring those places where opportunities for recovery exist.



Photo: WWF-Canada's Dr. Susan Sang with Arviat hunters in training workshop © Dr. Gordon Balch

After decades of work in the field, we at WWF-Canada have learned that you can't separate the huge social, economic and public policy issues facing the people who live in these regions from the conservation issues that need to be addressed.



We've also succeeded in making progress on many seemingly intractable issues because there is such a



*Photo: Ontario hardwood forest © Karl Sommerer*

high level of respect for who WWF is and what we stand for – we have a reputation for determined fair-mindedness.

In fact, we are pioneers in creating new forms of partnership among groups who traditionally haven't seen themselves as allies.

For example, this past year, we partnered with Domtar Inc., Abitibi-Consolidated Inc., and the Forest Products Association of Canada to advance the cause of sustainable forestry practices, as well as protected areas where no forestry will ever occur.

But these things sometimes take time. Not only does nature not have borders, success in conservation rarely happens in a calendar year. For example, through a partnership among Aboriginal, government, industry and conservation communities in the Northwest Territories,

we helped create an Action Plan for the creation of new protected areas.

But the impetus for this historic relationship began back in 1996 when WWF-Canada convinced the federal and territorial governments to commit to establishing community-initiated protected areas in advance of northern development. It is only now achieving the results that we envisioned.

In the arena of environmental action, "success" can be measured in many ways, from enforcing new laws and actions, to escalating an issue one rung higher on a government's agenda, to forging an alliance among old adversaries. We focus on whatever it takes to see positive change for nature take place. In the end, this is measured by species saved, habitats protected, and communities maintained.

It is exciting to know there will be measurable pay-off for our work this year, even better if it lasts in the long-term.



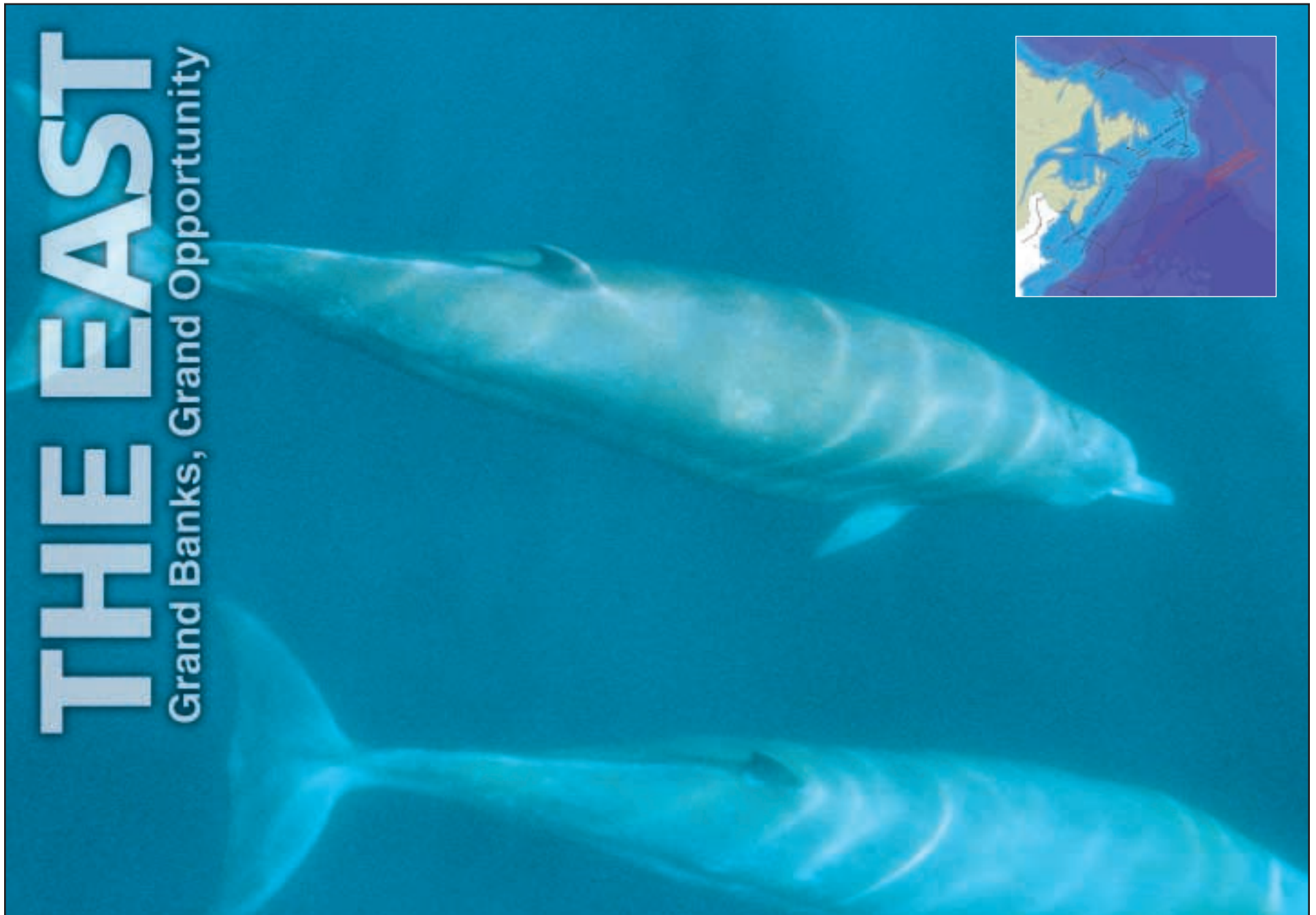
*Photo: Hunters assessing WWF-Canada's results on contaminants found in Arctic wildlife © Dr. Susan Sang*



*Photo: The Rt. Hon. John Turner, former Prime Minister and WWF-Canada Board member, at a press conference on Parliament Hill championing WWF's conservation first principle © Mike Beedell*

To learn more, click on to: [wwf.ca/annualreport](http://wwf.ca/annualreport)





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## At WWF-Canada, marine matters most.

So our biggest conservation goals are tied to Canada's oceans, in particular the Northwest Atlantic Ecoregion. This region takes in the Gulf of St. Lawrence, the Scotian Shelf/Gulf of Maine and the Grand Banks off the coast of Newfoundland and Labrador. While we are working on issues in all three places, we are expanding our program focus on the Grand Banks.

### Why?

The Grand Banks is a global example of mismanaged ocean resources and ecological collapse. WWF-Canada is uniquely positioned to take the next steps for

marine conservation in Atlantic Canada.

For the last 500 years, the Grand Banks teemed with fish, whales and seabirds.

Then we hunted the

whales and decimated their numbers. Next, we overfished the cod. And for successive generations, we have put incredible pressure on the ability of the ocean to

recover from this abuse. The remarkable thing is that it might well recover, if we let it.

Today, many more fisheries are on the brink of disappearing. Groundfish fisheries (e.g. cod, haddock and halibut) have been replaced by invertebrate species such as shrimp, lobster and crab. But even the snowcrab fishery is showing the alarming trends reminiscent of the long, slow collapse of cod stocks.

Even a decade-long moratorium on cod fishing has done little to recover the population of northern cod.

An important contributing factor: illegal and unregulated fishing on the high seas beyond Canada's jurisdiction, but still within the Grand Banks ecosystem, is threatening the population not only of cod, but of all marine life, including corals.



Photo: Emptying codends on deck of a beam trawler © WWF-Canon / Quentin Bates



Photo: Northern gannets © Helen Jones



Photo: Lobster traps © K. A. Rosborough



Photo: Dr. Robert Rangeley © Linda Lee

*“We are going to show the world that this marine habitat can be saved. Whether in Canadian waters or on the high seas, we will develop innovative solutions to the threats posed by over-fishing and pollution.”*

– **Dr. Robert Rangeley**

**Marine Program  
Director, Atlantic  
Region, WWF-Canada**

Righting this dire situation will have a stabilizing effect on Canada's maritime environment and economy. This is not a uniquely Canadian problem. Countries have treated fish the way we once treated buffalo on the North American plains: it is the Wild West on the High Seas, where fish stocks are being depleted because of either poor fisheries management, illegal activities, a lack of international enforcement or a combination of all three. In the end, we all lose.

Rebuilding the health of the Grand Banks is one of our top priorities and calls on all our skills and experience. We use scientific analysis and specialized mapping tools to achieve our objectives. We rigorously analyse laws and policies to understand how we can use different legal instruments to achieve action, and to focus our lobbying efforts with decision-makers.

We also advocate and educate across Canada and in countries whose ships fish off the Grand Banks.

But most of all, we partner with industry, governments and universities to push for credible, sustainable solutions to all the Grand Banks' problems. We also rely heavily on the commitment and leadership of WWF-Canada Board members like Arthur May and John McCutcheon, as well as WWF-Canada Atlantic Council members like Donald Sobey.

## Why so many partners?

We are not just focused on fish. WWF-Canada is also working to stop the illegal dumping of oily bilge waste from ships to reduce the chronic and fast-rising rate of seabird mortality and the pollution of the oceans. The unnecessary deaths of birds is bad enough, but the indifference of some

shipping companies to laws making the dumping of bilge oil illegal, as well as the inadequate enforcement of the law, must also be addressed.

## One piece of legislation, and 300,000 seabirds, dying.



Photo: Oiled common murre © Environment Canada

They don't have to, if we can stop ships from dumping oily waste, which gets on the feathers of seabirds and effectively kills them.

Last year, we lobbied for all-party support in Ottawa to push *Bill*

*C34: The Oiled Seabirds Legislation* to the Senate.

However, with the June 2004 federal election, it died on the order paper.

But with the support of Clearwater Seafoods of Halifax, we are pressing the politicians to resurrect the legislation in time to prevent the needless deaths of more than 300,000 seabirds in and around the coast of Newfoundland and Labrador every year.

## Making history on the Scotian Shelf.

This year, we helped establish the Gully as the first marine protected area in Atlantic Canada.

The Gully is the largest underwater canyon off the east coast of North America, reaching depths of two kilometres with an immense variety of marine life along its spectacular steep canyon walls.

The upwelling of its currents brings rich nutrients from the ocean floor, setting into motion a complex “food web” involving plankton, fish, seals, birds, dolphins and whales – including the rare and endangered Northern bottlenose whales. Among other things, protecting the Gully means we're one step closer to safeguarding this species from extinction.

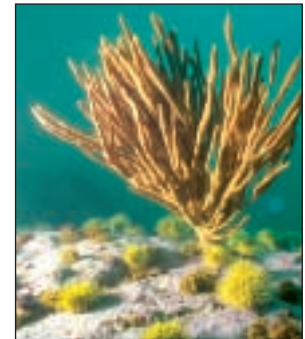


Photo: Finger sponge  
© Mike Strong and Maria Ines-Buzeta



Photo: Basket star  
© Mike Strong and Maria Ines-Buzeta



*“Of the many worthy charities, my investment is in WWF because WWF works across sectors here in the Maritimes and right around the world. I have confidence that the solutions WWF presents for the Grand Banks will work.”*

**– Donald R. Sobey**

**Chairman Emeritus,  
Empire Company Ltd.**

**and**

**Chair of the Atlantic  
Council, WWF-Canada**

## Right of way.

In 2002, WWF-Canada helped achieve a victory for right whales in the feeding grounds off the Bay of Fundy. Collisions with ships is one of two major causes of death for right whales. So it was good news when the International Maritime Organization mandated shipping lanes to shift away from the Bay of Fundy – a move that WWF-Canada was integral in bringing to fruition.

## What is the result of this lane change?

Scientists now believe that the probability of a ship colliding with a right whale has fallen by 95%.

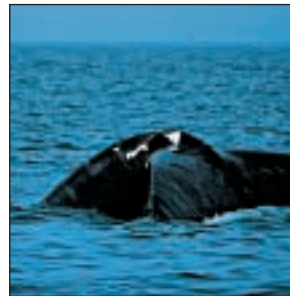


Photo: North Atlantic right whale  
© Laurie Murison

However, the next issue we face in saving the right whale is how to



Photo: North Atlantic right whale © Laurie Murison

prevent commercial fishing gear entanglement, the second major cause of accidental death for the species. We are working closely with the Federal Department of Fisheries and Oceans, and with fishermen in the Bay of Fundy to find ways of eliminating these entanglements.

## More work we are doing in the oceans.

To find about WWF-Canada's ground breaking work in Cuba go to

**[wwf.ca/annualreport](http://wwf.ca/annualreport)**



*Photo: Bay of Fundy fishing community, New Brunswick © J.D. Taylor*

To learn more, click on to: [wwf.ca/annualreport](http://wwf.ca/annualreport)





Photo: Orca breaching © WWF-Canon / Moren Lindhard Northeast Pacific Marine Region map © WWF-Canada

To learn more, click on to: [wwf.ca/annualreport](http://wwf.ca/annualreport)

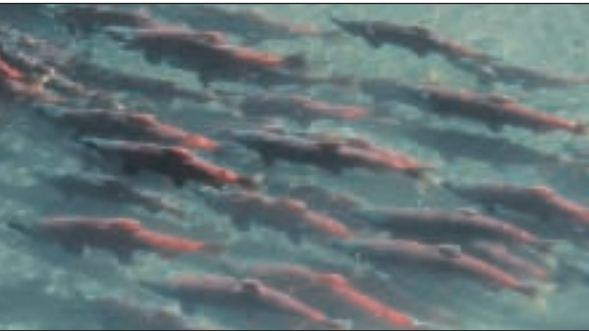


# Yes, it is possible to grow economically and be sustainable ecologically.

But finding a way to deal with the ongoing tensions between these two important goals is always challenging.

Nowhere in Canada are the pressures and opportunities surrounding that challenge greater than in British Columbia – which contains some of the most biologically diverse and globally significant ecosystems in Canada.

The previous two decades created an era of strong environmental activism, advocacy and controversy, but led to major conservation gains in BC. The result



*Photo: Coho salmon © Karl Sommerer*

was parks and protected areas, as well as a population highly attuned to environmental issues.

More recently, however, a recession has deeply affected many resource-

dependent communities in the province. Combined with the failure to date of the Treaty process in BC to resolve local aboriginal land claims and social justice issues,

the terms for environmental engagement and progress are being dramatically redefined.

One thing is clear: Canada's western-most province has moved into a new era that calls for new strategies capable of delivering conservation outcomes.



*Photo: Island Bay, Gwaii Hannas, British Columbia © Sabine Jessen*

## How can we help?

In the last 18 months we have expanded our activities in BC through a series of new projects with government, First Nations, local communities, business, research organizations and other environmental groups.

We are doing more in BC for two reasons: the global significance of the province's biodiversity values; and because we believe that one of the keys to maintaining those values will be to demonstrate that sustainability means having healthy communities, a healthy economy, AND conservation achievement.



Photo: Shawn Atleo  
© Courtesy of Ahousaht First Nations

## Marine.

The bad news is that marine planning and conservation in BC is not nearly as advanced as forestry and land-use planning and conservation. The good news is that marine planning and conservation in BC can benefit from the lessons of over 15 years of experience – both positive and negative – on forestry issues in the province.

There is now overwhelming evidence in BC that collaborative decision-making by government and First Nations is a powerful approach to planning for sustainability and conservation.

Consequently, getting to such a plan is a priority we are working to advance through our growing list of marine projects in BC. It requires a multi-layer approach.

Government and First Nations must agree

on fundamental goals and establish the necessary overarching agreements about how to proceed. At the same time, the capacity of local communities to define local priorities and implement more regionally directed plans must be strengthened. And finally, specific action needs to be taken.



Photo: Harbour seal  
© WWF-Canon / Morten Lindhard

## Want to know more?

Building a network of Marine Protected Areas (MPAs) is the goal, and enabling agreements between government and First Nations is the first step.

To find out what WWF-Canada is doing to build local capacity, support and engagement in marine planning, go to **[wwf.ca/annualreport](http://wwf.ca/annualreport)**

*“Unlike industrial-scale resource extraction, conservation has always been part of aboriginal culture in British Columbia. Now that First Nations in this province have achieved decision-making power on resource issues I know many British Columbians hope our leadership will help create a future that can be more sustainable than the past.*

*Con’t next page*

*My challenge to World Wildlife Fund is to pursue conservation opportunities in BC in ways that extend beyond scientific studies based on global rarity. To truly add value to conservation on traditional aboriginal territories and waters you must use your global network and experience to better enable our communities to practice conservation in ways that reflect their values and create social and economic benefits for their people."*

– **Shawn Atleo**

**Nuu-Chah-Nulth Tribal  
Council Central Region  
Co-Chair**

**BC Regional Chief of  
the Assembly of  
First Nations (AFN)**



Photo: Swan Bay, Gwaii Haanas, British Columbia © Sabine Jensen

To find out about site-specific conservation, like the Bowie Seamount and the Gwaii Haanas National Marine Conservation Area (NMCA), go to [wwf.ca/annualreport](http://wwf.ca/annualreport)

## Coastal Forests.

In the old growth cedars of Clayoquot Sound on the west coast of Vancouver Island, we are working with lisaak Forest Resources, an FSC certified eco-forestry joint venture between First Nations in Clayoquot Sound and Weyerhaeuser Company. lisaak operates under a unique system of ecologically-based forestry that combines local First Nations values with a globally recognized system of certification.

We are working with lisaak, to build a viable business model for Coastal First Nations interested in low impact management of traditional territories with high biodiversity values.



Photo: Clayoquot Sound, British Columbia © Lindsay Rodger

## Endangered Species Recovery Fund.

In 2004, WWF-Canada partnered with Environment Canada to award more than \$750,000 to help launch 56 new projects across Canada.

Go to [wwf.ca/annualreport](http://wwf.ca/annualreport) to find out more about WWF-Canada's species work.





Photo: Grizzly bears © J.D. Taylor Canada's Boreal Forest with Mackenzie River Basin inset © WWF-Canada

To learn more, click on to: [wwf.ca/annualreport](http://wwf.ca/annualreport)





Photo: Cathy Wilkinson  
© Courtesy of Canadian Boreal Initiative

*“Taking a comprehensive approach in the Mackenzie Valley is consistent with the principles of the Boreal Forest Conservation Framework announced by CBI and signed by WWF-Canada, other leading conservation groups, resource companies and First Nations. CBI is pleased to support the leadership of WWF-Canada and partners in the important and urgent work of putting conservation first in the Mackenzie Valley.”*

– **Cathy Wilkinson**

**Director of the  
Canadian Boreal  
Initiative (CBI)**

## “The most ambitious conservation agreement ever, anywhere in the world.”

### Monte Hummel, President Emeritus, on the Canadian Boreal Forest Conservation Framework.

Canada has an opportunity unique in the world to conserve one of the earth’s last invaluable landscapes while it is still intact.

Canada’s Boreal Forest stretches from the Yukon to Newfoundland and Labrador. It includes parts of all three northern territories, measuring 529 million hectares of land – over half of Canada’s land mass.

The future economic value of the Boreal Region’s resources amounts to billions of dollars every year. And many of the most crucial decisions about the boreal forest are being made in the next three to five years.

So it is important that any economic development, including oil and natural gas, diamonds and eco-tourism, be carefully planned and sustainable in order to maximize the benefits and minimize the drawbacks over the long-term.

WWF-Canada has taken a two-pronged approach to this challenge: first, frame and promote a vision of sustainability that



Photo: Running caribou, Northwest Territories  
© Tessa Macintosh



Photo: Gordon Cosens Forest, Ontario © Tembec Inc.



Photo: Stephen Kakfwi  
© Dr. Peter Ewins

*“These are times of great opportunity in the North. But we have to be very careful to seize these opportunities without taking great risks and degrading the land and its renewable resources, and our cultural traditions which have evolved over thousands of years.”*

– **Stephen Kakfwi**

**Former Premier,  
Northwest Territories**

includes conserving nature, then make that vision come alive on the ground.

In December 2003, WWF-Canada was part of an extraordinary coalition made up of three Aboriginal communities, three other national conservation groups and four major resource companies.

Our goal was to forge an agreement among these groups whose interests have traditionally competed, in order to “sustain the ecological and cultural integrity of the



Photo: Spruce trees, Great Slave Lake, Northwest Territories © Dr. Peter Ewins

Canadian boreal forest, in perpetuity.”

The result was the Boreal Forest Conservation Framework, a vision for safeguarding Canada’s vast boreal forests and

wetlands which make up one of the largest intact ecosystems left in the world.

There are two goals to the Framework: the first is to protect at least half of the region in a network of large, interconnected areas stretching right across Canada. The second is to support the health of local communities by making sure that industrial development takes place in a way that maintains the long-term integrity of the land.

## No small order.

A big part of WWF-Canada’s contribution to the Framework is our work with First Nations and other stakeholders to preserve large natural areas in advance of the proposed Mackenzie gas pipeline. If this is approved, the oil and gas companies will



Photo: Fort Good Hope workshop  
© Ducks Unlimited Canada



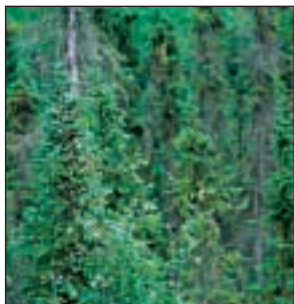


Photo: Mackenzie forest, Northwest Territories  
© Dr. Peter Ewins

build a 1,200 kilometre pipeline along one of the world's great rivers. These companies will spend more than \$7 billion to exploit 6 trillion cubic feet of natural gas from the Mackenzie

Valley. Heeding the voice of

northerners, WWF-Canada and its Aboriginal, industry, government, and conservation partners developed the *NWT Protected Areas Strategy* and the *Mackenzie Valley Action Plan*. These two documents define a way for communities in the North to identify lands with natural and cultural significance that they wish to protect from industrial development.

*Success in our forestry work, particularly as it relates to Canada's Boreal Forest, would not be possible without the support of individuals and organizations like the Canadian Boreal Initiative, the Richard Ivey Foundation and the Forest Products Association of Canada.*

This work, if implemented on schedule, will ensure that no large-scale development takes place in the North without considering conservation first.

## Being there works

From its office just outside of Yellowknife in the Northwest Territories, WWF-Canada has helped

northern communities identify 20 different areas stretching over 30 million hectares as candidates for protection of some kind.

One immediate result is that the Dehcho First Nation saw fit to actually withdraw half of their traditional territory – some 10 million hectares – from industrial development, which will allow for the dramatic expansion of Nahanni National Park.

Using the *NWT Protected Areas Strategy*, we are working with other Dene communities in the Mackenzie Valley to help them make similar decisions about identifying land of cultural and natural significance, and then protecting those vast tracts of land.



Photo: Mackenzie River, Northwest Territories  
© Tessa Macintosh

## Moving from identifying to protecting.

Communities in the Mackenzie Valley have already identified about two-thirds of the habitat that needs protection. A third of these have already been given at least interim protection. This year for example, with help from WWF-Canada, the Sahtu community of Fort Good Hope proposed that the nationally significant 1.5 million hectare Ramparts River and Wetlands – a world-class wetland vital to local people and vast numbers of North



Photo: Near Oscar Lake, Northwest Territories  
© Darin Langhorst, Ducks Unlimited Canada

American waterbirds – be protected from development.

With this kind of momentum in the changeover from identifying to protecting, we have a rare opportunity to make large parts of Canada safe for the moose, caribou, wolves, grizzly bears, fish, ducks and the people of the region.

*(Ironically, shortly after the Ramparts area had been identified by the community as a candidate site for protection, the federal government issued a call for bids for exploration licenses in the heart of the proposed protected area. Our work, it seems, is never done.)*

## Seeing the forest for the trees.

In the rest of the Boreal Forest, another form of protection comes from the work and standards of the Forest Stewardship Council. This global worldwide body, co-founded in 1993 by WWF and others in Canada, has created a system of certification for forestry operations based on a set of international principles to promote sustainable, ecologically-based forestry.

WWF-Canada's impact on Canadian forestry in the past decade has been profound. Roughly 4 million hectares of forest have been FSC certified in Canada, through our own



Photo: Moose in the Gordon Cosens Forest, Ontario © Tembec Inc.

partnerships and others, with additional commitments from forestry companies totaling almost 30 million hectares.

Just to compare, the entire WWF network's global goal for FSC certification by 2007, is 100 million hectares. WWF-Canada is set to reaching its goal of delivering more than 25% of the global target for FSC certification. So to say that "conserving Canada

conserves the world" is, in this case, to understate our nation's role as an environmental leader.

## More work we are doing in the North: POPs.

POPs are "persistent organic pollutants," and even though they are produced in the south, they are appearing in animals and potentially the people of the North. For example, the Inuit of Coral Harbour, Arviat and Pangnirtung have all reported abnormalities



*Photo: Softwood timber © Dr. Peter Ewins*

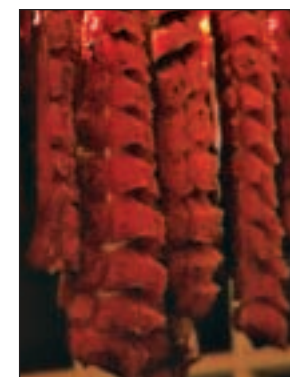


*Photo: Examining Arctic char © Dr. Susan Sang*

in wildlife they use to feed their families, such as Arctic char, ringed seal and caribou.

This year, WWF-Canada worked with university researchers in Ontario and with communities in Nunavut on documenting the observations of hunters and elders as part of the Nunavut Wildlife Assessment Project.

Ultimately, this multi-phase study will explore the linkages between the observations of hunters and scientific data. The goal is to understand which POPs are present and whether they are harming life in the north, including the people who live there.



*Photo: Drying Arctic charr © Dr. Peter Ewins*



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## Public Support

WWF-Canada would be nothing without its more than 60,000 members, and it is not just because individuals contribute almost half of our annual revenue.



*Photo: Steven Page (Barenaked Ladies and WWF-Canada Board member), Monte Hummel (President Emeritus, WWF-Canada), Kenji Tomikawa (President, Toyota Canada Inc.) putting a WWF sticker on a 2004 Toyota Prius, generously donated by the company and thanks to the efforts of Steven Page. WWF-Canada later auctioned the car on eBay.ca and raised over \$30,000. © Courtesy Toyota Canada Inc.*

Our membership lends credibility to our work, showing that we are speaking on behalf of Canadians. For example, in this past year, more than 10,000 of our members signed a petition, urging the Prime Minister to move forward on Canada's commitment to the Kyoto protocol.

Members support our work in other important ways. As volunteer

board members, they contribute to the overall management and direction of the organization, lending professional expertise and guidance. WWF-Canada also benefits from the donation of time, talent and dedication of individuals who consistently volunteer in the Toronto office during regular office hours, contributing to a range of tasks that keep the organization running.



*Photo: Climbers reaching the top of the CN Tower © Linda Lee*

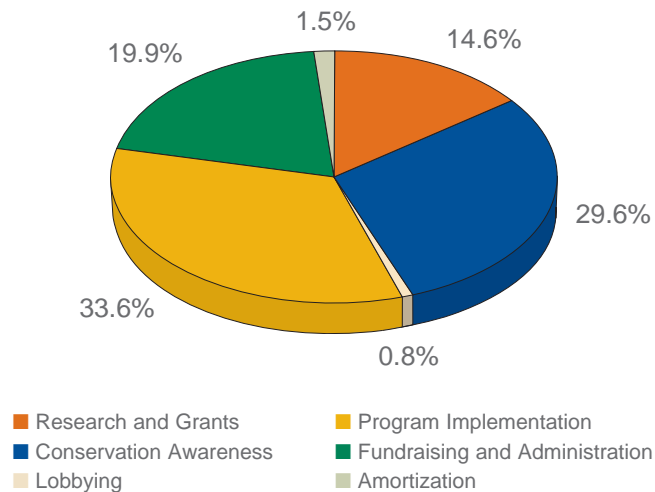
And we cannot forget the 300 volunteers who provide assistance at the Canada Life CN Tower Climb for WWF-Canada. The impact that this particular group of volunteers has in organizing and running the CN Tower Climb is inspiring.

To all those who support the work we do: **Thank you.**

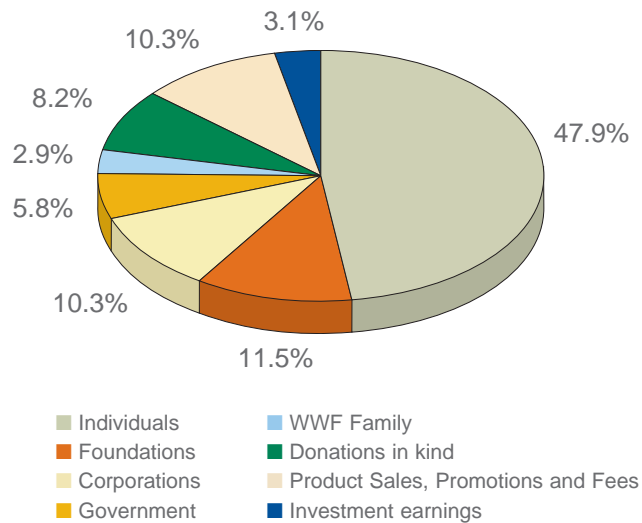


*Photo: Enthusiastic volunteers at the Canada Life CN Tower Climb for WWF-Canada © Linda Lee*

## Breakdown of Expenditures in 2004



## Sources of Financial Support in 2004



## Financial Stewardship for the Long-term

Although our approach to financial stewardship is far-sighted, we are equally committed to annual, short-term accountability.

We provide detailed stewardship reports to all major donors on the conservation activities their funds have supported, accounting for the expenditure of their moneys and highlighting the conservation gains achieved through their funding.

WWF-Canada has strict financial controls in place. And each year, a professional independent audit is undertaken by PricewaterhouseCoopers PLC and published for all to see.

We are pleased to report that last year's revenue is higher than 2003, and we have targeted additional growth for the current year. We are confident we can do this, in part because of the investment we have made in expanding our fundraising capacity and organizational infrastructure. These investments are critical if WWF-Canada's conservation reach is to grow the way we all want it to.

This additional investment resulted in our fund-raising and administrative (FR&A) costs rising to 21% of revenues in our last two fiscal years. However, increased revenue in future years will result in our FR&A costs, expressed as a percentage of revenue, falling back below the 20% level.



Photo: Polar bears © WWF / Kevin Schafer

## Report of the Vice President, Finance and Administration

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

1) Overall revenue for 2004 is above 2003, but below our expectations.

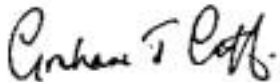
It is worth noting that:

- we had growth in our individual donation revenue from our members and regular annual donors, although we fell short in some other areas;
- revenues raised through promotions were higher than last year; and
- investment earnings reflected small gains in sales of shares instead of the losses incurred in the previous year.

2) We spent \$13.2 million on conservation – more than in the preceding year. We were able to do this, in part, by using funds carried over from 2003 (nature has no borders, and conservation achievement doesn't work on a fiscal year basis).

3) We continued to invest in our fundraising structure, which is now receiving additional focus under the leadership of Mike Russill, our new President and CEO.

Our summarized, combined financial statements are included as part of our annual report. Anyone wishing to receive a copy of the complete audited statements may do so by contacting WWF-Canada's Finance Department.



**Grahame J. Cliff, CA**

September 15, 2004

## Auditors' Report

### To the Members of World Wildlife Fund Canada and World Wildlife Fund Canada Foundation

The accompanying summarized combined statements of financial position and operations and changes in fund balances are derived from the complete combined financial statements of World Wildlife Fund Canada and World Wildlife Fund Canada Foundation as at June 30, 2004 and for the year then ended. In our auditors' report on the complete combined financial statements dated September 8, 2004, we expressed a qualified opinion because we were unable to satisfy ourselves concerning the completeness of a portion of revenue from fundraising. In common with many charitable organizations, World Wildlife Fund Canada derives a portion of its revenue from fundraising, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of fundraising revenue, other than planned giving, was limited to the amounts recorded in the records of World Wildlife Fund Canada and we were not able to determine whether any adjustments might be necessary to revenue, excess (deficiency) of revenue over expenses and fund balances. The fair summarization of the complete combined financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized combined financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete combined financial statements in accordance with the criteria described in the guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on each entity's financial position and results of operations, reference should be made to the related complete combined financial statements.



**PricewaterhouseCoopers LLP**

**Chartered Accountants**

**September 8, 2004**



**Summarized Combined Statement  
of Financial Position**  
(in thousands of dollars)  
**As at June 30**

	2004	2003	2002
	\$	\$	\$
<b>ASSETS</b>			
Current Assets	5,164	6,235	7,084
Investments at cost	7,515	7,569	7,408
Capital Assets	660	593	547
	<b>13,339</b>	14,397	15,039
<b>LIABILITIES</b>			
Current Liabilities	935	1,011	759
<b>TOTAL ASSETS AND LIABILITIES</b>	<b>12,404</b>	13,386	14,280
<b>FUND BALANCES</b>			
Operating Funds			
Unrestricted	507	754	835
Restricted	3,151	3,780	4,288
	<b>3,658</b>	4,534	5,123
In Trust and Other Capital Funds	7,500	7,433	7,408
Planned Giving Fund	586	826	1,202
Capital Assets Fund	660	593	547
<b>TOTAL</b>	<b>12,404</b>	13,386	14,280

**Summarized Combined Statement  
of Operations and Changes in Fund Balances**  
(in thousands of dollars)  
**For the years ended June 30**

	2004	2003	2002
	\$	\$	\$
<b>REVENUE</b>			
Donations and Grants	12,577	13,133	14,031
Donations in Kind	1,320	1,354	1,078
Product Sales, Promotions and Fees	1,647	1,161	1,222
Investment Earnings	496	82	209
<b>TOTAL REVENUE</b>	<b>16,040</b>	15,730	16,540
<b>EXPENSES</b>			
Program Implementation	5,718	5,243	5,051
Research and Grants	2,493	2,838	2,923
Conservation Awareness	5,039	4,837	3,996
Lobbying	132	148	118
Fundraising and Administration	3,383	3,346	3,062
Amortization	257	212	165
<b>TOTAL EXPENSES</b>	<b>17,022</b>	16,624	15,315
<b>Excess (deficiency) of revenue over expenses</b>	<b>(982)</b>	(894)	1,225
<b>Fund balances – Beginning of year</b>	<b>13,386</b>	14,280	13,055
<b>Fund balances – End of year</b>	<b>12,404</b>	13,386	14,280
<b>Excess (deficiency) of revenue over expenses comprises</b>			
Operating activities	(1,608)	(1,325)	149
Capital funds	626	431	1,076
	<b>(982)</b>	(894)	1,225



This is our last **printed** annual report.  
We decided to use the virtual world of the Web  
to help save a piece of the real world.

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