



World Wildlife Fund Canada
Annual Report
2008

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A YEAR LIKE NO OTHER

Letter to the Public

While 2007 marked WWF-Canada's 40th anniversary — a testament to our longevity and commitment — 2008 may well go down in our organization's history as a year of transformational achievement.

Over the past 12 months, Canada (and the world) saw some of the biggest conservation commitments on record on land, on the water, and in the homes of individual Canadians.

As you browse through this Annual Report, you can read about many groundbreaking conservation achievements in which WWF-Canada played a significant role, including:

- The world's largest land withdrawal of more than 10 million hectares (25 million acres) from industrial development in the Mackenzie River Basin.
- The designation of the Bowie Seamount as Canada's seventh Marine Protected Area, following years of support and negotiation on the part of WWF-Canada.
- Commitments by the Northwest Atlantic Fisheries Organization (NAFO) to protect vulnerable marine species and habitats off Newfoundland's Grand Banks, thanks in no small part to ongoing advocacy by the WWF network, led by WWF-Canada's marine team.
- The publication of our first-ever *Oil Sands Environmental Report Card*, a comprehensive assessment of 10 of Alberta's oil sands mines that reveals widespread failure to meet corporate environmental commitments.
- The launch of our new online community The Good Life, offering Canadians real, measurable ways to tackle global warming.
- The stunning success of WWF's Earth Hour. More than 50 million people around the world turned out their lights as a call for action on climate change, including nearly 10 million Canadians in more than 150 municipalities.

Of course, none of this could have happened without WWF-Canada's donors and supporters, not to mention the continued high levels of concern for the environment that Canadians exhibit on a daily basis.

Indeed, 2007/08 was our most successful fundraising year ever. With record donations, we were able to put more money than ever before into conservation programs and projects. A big thank you to all our donors, big and small, who made that possible.

For outgoing WWF-Canada president and CEO Mike Russill, it was a high note to end on. After four years of sterling leadership, Mike is stepping down. In his place, WWF-Canada has appointed Gerald Butts, former Principal Secretary to Ontario Premier Dalton McGuinty.

In the year ahead, we will continue to engage with Canadians on pressing conservation issues, providing science-based answers and working with business, government, and individuals to implement lasting environmental solutions.

And with your support, we intend to eclipse the achievements of 2008.

M.J. (Mike) Russill, President and CEO (Outgoing)
Gerald Butts, President and CEO (Incoming)
Patricia A. Koval, Chairman

Who We Are

Quite simply, WWF is one of the biggest multinational conservation organizations in the world. For 47 years, the Panda has been working to protect species, maintain healthy ecosystems, and create a future where humans live in harmony with nature.

In the process, we've racked up impressive results: millions of hectares of new protected areas spanning every continent, key bans on trade in endangered species, major corporate commitments to reduce greenhouse gas emissions ... the list goes on.

Here in Canada, we're equally effective. From coast to coast to coast, we're protecting precious ecosystems, creating more sustainable fisheries and forestry operations, and tackling vital issues like freshwater and climate change.

Today WWF-Canada has more than 170,000 supporters, annual revenues of approximately \$26.7 million, and a hundred-plus staff working in seven offices across the country, as well as one in Cuba.

It all adds up to one powerful organization — and a powerful force for conservation.

How We Work

Because we're in this for the long haul, we need to create conservation solutions that work. Our international reputation — not to mention the planet — is on the line. How do we do it?

Strategic focus: We get the best results, and use our resources most efficiently, when we target our efforts. That means concentrating on some of the country's most ecologically significant areas: our four priority ecoregions in Atlantic Canada, the Pacific Coast, and the Mackenzie River Basin. We also concentrate on critical issues, such as water and climate change.

Global perspective: As part of an international organization with 4,400 staff in more than 100 countries, we understand the broader issues. We can draw on the successes, lessons, and expertise of our colleagues. And when conservation issues cross national boundaries, we're ready to speak with a global voice.

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

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

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

Long-term results: We're here to achieve lasting results. We measure our success in species saved, habitats protected, and communities maintained, now and for generations to come.

Finally, there's **accountability**. You'll see it on every page of this report — and in our actions every day.

Legitimacy

In order to do our work, WWF needs to have the ability — and the right — to speak on behalf of our supporters. This is what helps to make business, industry, and other groups that we work with take us seriously as a strong voice for conservation. We refer to our right to speak on behalf of our supporters as “social license” or “legitimacy,” and we take it very seriously.

What We Think

Increasingly, non-governmental organizations (NGOs) are being questioned about their right to have a voice and speak out. While environmental NGOs, like WWF, do not claim to represent the public, they do play an important role in civil society by ensuring that the public is well informed on conservation issues and that the environmental perspective is taken into account when relevant issues are being debated. We also actively promote a range of key conservation outcomes.

We Are Non-Partisan

While WWF has no political affiliation, nor do we align our organization with any government, we often advise governments on environmental policy issues and work in partnership with relevant government offices to carry out our conservation work. In addition, WWF works with local communities and other NGOs to develop, implement, and monitor our more than 1,100 projects around the world. By employing local experts, WWF is able to draw on traditional knowledge and values, as well as foster long-term conservation capacity.

Our Approach Is Grounded in Good Science

Our opinion is sought by many for a variety of reasons, including the scientific rigour we apply to our conservation thinking and approach. In the same way that we do not carry political biases, we also do not carry specific biases when it comes to the approach to conservation. We rely on good science and good research to guide the positions that we take and the conservation actions we are advocating. Sometimes, this will mean that we take positions that are unpopular with the public or with specific interests. We are not afraid to take a stand.

We Are Collaborative

We try to avoid drawing a line in the sand on issues, and instead look to build on common interests and values. Since WWF cannot make conservation happen all on

our own, we need to bring other parties like business, government, and local communities to the table to work together to seek out conservation solutions. We understand that good science is the starting point, and that good dialogue, negotiation, and a sensitivity to socio-economic issues is how lasting conservation is ultimately achieved.

We Have a Lot of Support

Given our global mission, solid reputation, and wide-ranging technical expertise, WWF believes we not only have a legitimate right to engage the public and decision-makers, but that we would be neglectful and irresponsible not to do so. Moreover, WWF has about five million supporters worldwide, most of whom are regular donors and whose contributions make up the majority of WWF's overall budget. These voluntary supporters expect WWF to act on behalf of the environment, and WWF is committed to doing just that.

OUR PEOPLE

It takes a lot of skill and dedication to make an organization like WWF-Canada successful: things like ecological knowledge, media savvy, technological expertise, insight into industry, and strategic vision. Fortunately, we've got them in spades.

Whether it's our on-the-ground conservation staff, the support team that keeps our administrative machinery running smoothly, or our Board and committee members who volunteer their expertise to guide our organization, the people behind the Panda are truly an outstanding group.

Saving the planet may be no easy task, but with your help we think we're up to the job.

Board of Directors

(as at October 15, 2008)

Honorary Chair

Sonja Bata

Honorary Director

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

Chairman

Patricia Koval
Partner, Torys LLP

Directors

Name	Occupation	Region
Daryl Aitken	President Dashboard Communications	Toronto, ON
Kathleen Crook	Volunteer Fundraiser	Toronto, ON
Gillian Deacon	Broadcast Journalist, Author	Toronto, ON
Roger Dickhout	President and CEO Pineridge Foods Inc.	Brampton, ON
Brock Fenton	Chief Scientific Advisor, Professor of Biology University of Western Ontario	London, ON
Mike Garvey	Corporate Director	Toronto, ON
Blake Goldring	Chairman and CEO AGF Management Limited	Toronto, ON
Scott Hand	Corporate Director	Toronto, ON
Sonia Labatt	Associate Centre for Environment, University of Toronto	Toronto, ON
Steven Page	Musician	Toronto, ON
David Ross	Partner Deloitte & Touche LLP	Toronto, ON
Donald Sobey	Chairman Emeritus Empire Company Limited	Stellarton, NS
Tim Stewart	President Stewart Investments Inc.	Toronto, ON
Tanny Wells	Chestnut Park Real Estate Ltd. and Corporate Director	Toronto, ON
Phyllis Yaffe		Toronto, ON

Board of Directors — Structure and Governance

WWF-Canada's Board of Directors is made up of a committed group of volunteers who come from various walks of life.

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

Role of the Board

The role of WWF-Canada's Board is to manage or oversee the management of the business and affairs of the organization, including strategic planning, policy formulation, risk management, organizational and management capacity, support to fundraising and communications, and accountability to stakeholders.

Committees of the Board

In order to fulfill its mandate, the Board has a number of committees dedicated to providing strategic leadership and advice in the following areas:

- conservation science;
- audit, finance, and investment;
- governance;
- fundraising; and,
- human resources.

In the case of our Conservation Science Committee, we have engaged subject matter experts who, while not on the full WWF-Canada Board, are active volunteer members of the committee.

Meetings

The full Board meets at least three times a year. Meeting schedules for committees of the Board vary, but the frequency is generally no less than twice per year.

Declaration of Remuneration

As per WWF-Canada's annual financial statements, no board member receives remuneration in his or her role as a director.

Committees

(as at August 31, 2008)

Executive Committee

(consists of Board Chair, Board Vice Chair and Committee Chairs)

Pat Koval, Chair

Bryce Hunter

Daryl Aitken

Dougal Macdonald

Kathleen Crook

David Ross

Roger Dickhout

Tanny Wells

Brock Fenton

Phyllis Yaffe

Audit, Finance and Investment Committee

David Ross, Chair
Mike Garvey
Scott Hand

Pat Koval
Tim Stewart

Compensation, Governance and Nominating Committee

Dougal Macdonald, Chair
Brock Fenton
Mike Garvey

Bryce Hunter
Pat Koval
Phyllis Yaffe

Fundraising Committee

Kathleen Crook, Chair
Blake Goldring
Bryce Hunter
Pat Koval

Tim Stewart
Michael de Pencier*
Garnet Siddall*

Marketing and Events Committee

Phyllis Yaffe, Chair
Daryl Aitken

Gillian Deacon
Steven Page

Conservation and Science Committee

Dr. Brock Fenton, Chair
Mike Garvey
Dr. Sonia Labatt
Tanny Wells
Dr. Louis Belanger*
Dr. Andrew Derocher*
Dr. Marco Festa-Bianchet*

Monte Hummel*
Dr. Jeffery Hutchings*
Dr. Nancy Olewiler*
Dr. Daniel Pauly*
Dr. David Schindler*
Dr. Bridget Stutchbury*
Dr. Hal Whitehead*

Climate Change Committee

Daryl Aitken, Co-Chair
Roger Dickhout, Co-Chair
Pat Koval
Dr. Sonia Labatt

David Ross
Tim Stewart
*George Kostiuk

Freshwater Committee

Tanny Wells, Chair
Kathleen Crook
Dr. Brock Fenton
Mike Garvey
Pat Koval

Dougal Macdonald
John Turner
George Butterfield*
Adam Howard*
Dr. David Schindler*

* Denotes members of the committee that are not on the Board

Senior Staff

(as at October 6, 2008)

Senior Staff Reporting to the CEO

President and CEO*

Gerald Butts

Vice President and Chief Conservation Officer*

Arlin Hackman

Vice President Finance and Administration and Chief Financial Officer*

Grahame Cliff

Director Human & Volunteer Resources*

Maureen Harrison

Vice President Marketing and Communications*

Christina Topp

Vice President Conservation Advancement & Chief Development Officer*

Mary Deacon

Vice President Atlantic Region*

Robert Rangeley

Vice President Pacific Region*

Chris Elliott

Other Senior Staff

President Emeritus**

Monte Hummel

Conservation Directors

Michael Bliemsrieder, Greater Antilles

Ernie Cooper, TRAFFIC & Wildlife Trade

Pete Ewins, Species

Marty King, Atlantic Conservation Programs

Julia Langer, Global Threats

Michele Patterson, Pacific Conservation

Steven Price, Conservation Science and Planning

Rob Powell, Mackenzie River Basin

Carolyn Seabrook, Program Operations

Craig Stewart, Ottawa Bureau

Staff Directors

Hadley Archer, Business Engagement

Ruth Godinho, Donor Relations

Janice Lanigan, Donor Cultivation

Josh Laughren, Communications

Daniel Peiser, Conservation Advancement (Pacific)
Elaine Pura, Program Operations (Pacific)
Marlene St. Jean, Marketing
Mary Beth Taylor, Planned Giving & Living Planet Circle

* Sits on Management Committee

** Focussed on Conservation

WWF-Canada Past Chairs

Senator Alan A. Macnaughton
1967-1981

John Devlin
1970-1978

William B. Harris
President 1978-1981
Chair 1981-1983

Sonja I. Bata
President 1981-1982
Chair 1983-1985

Richard M. Ivey
President 1983-1985

Douglas Bassett
1985-1989

James W. McCutcheon
1989-1993

Dr. Donald A. Chant
1993-2000

Michael de Pencier
2000-2003

R.B. (Biff) Matthews
2003-2006

REPORT OF THE CHIEF CONSERVATION OFFICER

Dear Supporter,

WWF-Canada has its sights set on two fundamental issues shaping our planet's future: climate change, the gravest threat to biodiversity, and the degradation of both freshwater ecosystems — arguably Canada's greatest assets in a warming, thirsty world — and marine ecosystems.

Of course, the well-being of wildlife species remains our key metric of success. But to address the needs of wildlife, we must help shape economic and public decisions, operating effectively in the political landscape.

We have shown we can do it, achieving major conservation results in 2008:

- The designation of Lake Superior National Marine Conservation Area in Western Lake Superior — at one million hectares, the largest freshwater park in the world
- The interim protection of 10 million hectares in the Northwest Territories, including a new national park — the largest land withdrawal from industrial development in Canadian history
- More than 25 million hectares of “well-managed” forest, as certified by the Forest Stewardship Council (FSC) — the most of any nation
- The designation of Bowie Seamount, a wildlife-rich 3,100 m underwater mountain off the coast of northwest B.C., as Canada's seventh Marine Protected Area
- Concrete measures from the Northwest Atlantic Fisheries Organization (NAFO) to reduce cod bycatch and protect coldwater corals around the Grand Banks
- Cuba's indefinite ban on the harvest of *all* marine turtles, including critically endangered hawksbills
- A commitment from Canada's forest industry to become carbon neutral by 2015, announced at our second successful Business of Climate Change Conference
- The runaway success of Earth Hour, along with the launch of The Good Life website to engage Canadians keen to reduce their ecological footprint

Of course, truly *lasting* conservation success increasingly depends on transforming the way governments, businesses, and individuals operate. We will continue to dialogue and collaborate with all three of these constituencies as we build partnerships that lead to positive, sustainable conservation outcomes.

Looking Ahead

Our conservation priorities in the coming year include:

- Launching a freshwater program that includes national policy recommendations, action on regional watershed issues, and corporate partnerships to reduce water use

- Expanding and promoting WWF's successful Climate Savers program as more businesses commit to reducing their greenhouse emissions
- Expanding opportunities for Canadians to take action on climate change, especially through Earth Hour and The Good Life site
- Protecting vulnerable ecosystems and coral hotspots from bottom-fishing on Canada's Atlantic coast
- Pressing the federal government to map out a network of potential marine protected areas for the Maritimes and solicit public input
- Securing specific commitments from all major political parties to ocean stewardship
- Addressing the challenges of industrial development in a warming Arctic, especially potential oil and gas development in critical habitat for polar bears and other key species in the Beaufort Sea-Chukchi Sea region
- Engaging investors in dialogue on the risks of expanding tar sands development
- Preventing mining in Humboldt National Park and World Heritage Site in Cuba

This past year was a significant one for conservation and for WWF-Canada. We intend to keep up this winning streak. We see it as our obligation, not only to the planet, but to the thousands of people who invest their dollars and conviction in our work — people like you.

Arlin Hackman
August 2, 2008

KEY REGIONS

B.C.'s stunning Pacific Coast. The vast boreal forests and taiga of the Mackenzie River Basin. The highly productive marine ecosystems of Atlantic Canada, where the Gulf Stream collides with the colder Labrador Current.

These are the regions of Canada where we've chosen to target our efforts, based on a scientific ranking of ecological richness. We also have a long tradition of working in Cuba, a hotspot of tropical biodiversity.

We also tackle the overarching conservation issues that touch all parts of Canada and often the world as a whole.

By investing our time and resources strategically — and investing for the long term — we ensure we get the greatest conservation yields.

Northwest Atlantic Ecoregion

Can a devastated ecosystem be recovered? We think so, and we're proving it on Canada's Atlantic coast, where one of the world's greatest fisheries — Atlantic cod — collapsed in the 1990s.

It's no simple task, of course. WWF-Canada has been working here for more than seven years, collaborating with both fishers and government, providing strategic investment in research, and laying the groundwork for ecoregion-wide planning. We've already started to see the pay-off with new marine protected areas, stiff measures to prevent pollution, and better management practices.

But it doesn't stop there. With perseverance and cooperation, we're confident this region can once again support viable fisheries, thriving coastal communities, and the rich diversity of marine life, from minute invertebrates to 100-tonne whales, that once seemed inexhaustible.

2007/08 Targets & Achievements

1. Have the Northwest Atlantic Fisheries Organization (NAFO) adopt a cod recovery plan for the southern Grand Banks.

Achieved. At its annual meeting in September 2007, NAFO did exactly that, committing to a cod recovery strategy that includes a target to reduce "bycatch" of cod (the amount of cod caught while fishing for other species) by 40 per cent.

2. Protect coldwater corals on the Grand Banks.

Achieved. At the same meeting, NAFO agreed to ban bottom fishing on the southwest slope of the Grand Banks, an area we helped identify as a biological "hotspot" in our 2007 coral report.

3. Establish an integrated management plan for the eastern Scotian Shelf — the first of its kind in Canada.

Achieved. The plan has been released, the stakeholders are all on board, and action plans are in the works.

4. Engage the fishing industry in identifying measures to reduce the risk of entangling North Atlantic right whales in their fishing gear.

In progress. Too many endangered right whales continue to get tangled up in fishing nets, lines, and traps. This year we hosted a workshop where fishermen, conservationists, and government identified ways to reduce these encounters. Now we're collaborating on an action plan for whale recovery.

Other Wins

- We published *Economics and Trade Flows of Selected Northwest Atlantic Fisheries*. Written by a leading economist, this report gives us key information to engage the seafood industry and help consumers make sustainable seafood choices.
- For the fourth year in a row, WWF's Smart Gear Competition generated dozens of designs for better, more targeted fishing gear that cuts down on bycatch. The US\$30,000 grand prize went to "The Eliminator" — a net that selectively captures haddock while keeping out cod.

Take Action

Got a yearning for seafood? Look for local and sustainably caught choices, including products certified by the Marine Stewardship Council such as Canadian Northern Prawn.

Coming Next

In the coming year, expect more protection for corals and other vulnerable marine ecosystems on the Grand Banks and Flemish Cap, a significant reduction in cod bycatch on the southern Grand Banks, and the announcement of several new candidate marine protected areas in Atlantic Canada.

Great News for the Grand Banks

After years of conservation talk, Canada and NAFO took action in 2007 — and that spells great news for the Grand Banks.

Cod recovery plan? Check. Targets for bycatch reduction? Check. Protection for coldwater corals? Check.

WWF-Canada had a clear set of priorities going into the 2007 NAFO annual meeting. And NAFO — the Northwest Atlantic Fisheries Organization, which governs fisheries that operate on or beyond Canada's 200-mile limit — delivered what we asked for. It was a huge win for marine conservation, and especially for the beleaguered Grand Banks.

When the annual meeting in Lisbon wrapped up, delegates had agreed on a cod recovery strategy for the southern Grand Banks, including an immediate target of reducing cod bycatch — cod caught in fisheries aimed at other species — by 40 per cent. They also banned bottom fishing in a large area along the southwest slope of the Grand Banks to protect a coral forest hotspot identified in our 2007 report.

And at the organization's intersession meeting in May, delegates promised to protect vulnerable ecosystems, including coral forests and sponge fields, within the NAFO regulatory area by the end of 2008.

"For some time, NAFO has been talking about protecting habitats and recovering depleted stocks," said Dr. Robert Rangeley, WWF-Canada's Atlantic Vice-President, at the close of the September 2007 annual meeting. "Today, NAFO has begun to move from words to action."

Reaching this point required years of groundwork. WWF-Canada consulted extensively with stakeholders and lobbied key NAFO delegates. A media plan ensured lots of coverage before the meetings, while our European WWF colleagues kept the pressure up on the other side of the Atlantic.

Nor did we slack off at the meetings themselves. In Lisbon we hosted an official reception to promote our conservation message. At the Montreal intersession in May 2008 meeting we made an opening statement stressing the concrete steps needed to protect vulnerable marine ecosystems.

Kudos to our Atlantic team. While much hard work still lies ahead, this year's achievements bring us several steps closer to restoring the legendary productivity of the Grand Banks and the entire northwest Atlantic ecoregion.

Northeast Pacific Ecoregion

The combination of deep fjords, old growth forest, and abundant life both on shore and in the water makes B.C.'s coast a global gem.

WWF-Canada is committed to protecting this region, but we know we can't do it alone. Lasting solutions require the support and involvement of local people. That's why we're working at a grassroots level in coastal communities and with First Nations, as well as in the urban multicultural communities of B.C.'s Lower Mainland.

Together, we can find the right balance between conservation and sustainable development — one that will preserve natural resources, protect species, and support strong local economies now and in the future.

2007/08 Targets & Achievements

1. See Bowie Seamount formally designated as a Marine Protected Area.

Achieved. This ecological treasure 180 km west of Haida Gwaii was officially designated in April 2008 in a joint announcement by the federal government and the Council of the Haida Nation. It's an achievement that we've been working for years to facilitate.

2. Reach out to B.C. youth and empower them to become environmental ambassadors in their communities.

Achieved. In March 2008, 30 youth participated in a 6-day Earth Flotilla voyage, investigating fresh ways to promote sustainability and shrink our ecological footprint.

3. Support independent research to fill critical gaps in our knowledge of local marine environments.

Achieved. In 2003, WWF-Canada helped to create PacMARA, the Pacific Marine Analysis and Research Association, with a mandate to provide high-quality resources like the 2008 *Marxan Good Practices Handbook* for the global conservation planning community. Now we're proud to announce the organization moved out of our Pacific office this year and installed their first Executive Director, becoming a fully funded independent network.

Other Wins

A big thank you to all our supporters who spoke up to save endangered mountain caribou. Thanks in part to your outcry, in October 2007 the B.C. government agreed to protect 2.2 million hectares of mountain caribou habitat across the province from logging and road building. Congratulations to the many organizations and individuals who helped achieve this protection!

Take Action

The Pacific North West Ecoregion has waited too long for a regional marine use and conservation plan to ensure effective management and better environmental

outcomes. If you care about the health of our oceans, send a letter to the Prime Minister and the Minister of Fisheries and Oceans asking them to formally launch the marine planning process in the Pacific North Coast Integrated Management Area (PNCIMA).

Coming Next

To date, our work in B.C. has focussed mainly on marine ecosystems. In the coming year, however, we'll be adding freshwater issues to our agenda, partnering with communities and First Nations to ensure healthy watersheds throughout the North Coast.

And Bowie Seamount Makes Seven

After years of negotiation, Canada's seventh marine protected area was finally created on April 21, 2008. Announcing the birth of Bowie Seamount MPA.

April sunshine sparkled on the waves as dancers gathered in traditional regalia to celebrate the creation of a Canada's seventh marine protected area: Bowie Seamount or Sgaan Kinghlas, "Supernatural Being Looking Outward" in the Haida language.

The undersea mountain reaches almost to the water's surface 180 km west of the site of today's celebration on Haida Gwaii. The result is rare shallow-water bottom habitat in the midst of the deep ocean.

For 10 years, conservation groups, First Nations, government, and industry had been negotiating to protect this haven for thousands of different creatures, from black cod to sooty shearwaters to flying squid.

Unfortunately, lack of agreement brought the process to a standstill that was only broken last year when WWF-Canada sat down with the Canadian Sablefish Association. Together we hammered out recommendations for a draft management plan that worked for both sides and broke the logjam.

Now, Parliamentary Secretary Randy Kamp, Guujaaw, President of the Council of Haida Nation, and WWF-Canada's Michele Patterson were here at Skidegate to make it official.

"The designation of the Bowie Seamount Marine Protected Area is an excellent example of how conservation can be achieved by federal and First Nations governments, resource users, and environmental organizations working together to protect important marine habitats both for today and for our children tomorrow," says Patterson. "We look forward to many more of these conservation successes in Canada."

The Gordon and Betty Moore Foundation and WWF-Canada: Partners in Marine Conservation

Thanks to the Gordon and Betty Moore Foundation, WWF-Canada is engaging with local communities, government, industry, and First Nations to create good conservation outcomes in the oceans along B.C.'s north coast. WWF is working

closely with diverse groups in science-based marine planning to ensure thriving communities and healthy, resilient ecosystems — from northern Vancouver Island to near the Alaska border.

The Moore Foundation extended its support of WWF-Canada with grants to our National Oceans Governance Initiative — to increase government commitment to policies and approaches that promote vibrant, productive marine ecosystems — and to transform a small Pacific volunteer marine science group into an independent international organization, the Pacific Marine Analysis and Research Association (PacMARA).

The Gordon and Betty Moore Foundation, established in 2000, seeks to advance environmental conservation and cutting-edge scientific research around the world and improve the quality of life in the San Francisco Bay Area.

WWF is grateful to the Moore Foundation for its generosity and partnership in these vital Canadian marine conservation initiatives.

Washington Marine Group and WWF-Canada: Protecting the Pacific Together

WWF-Canada is working with Washington Marine Group (WMG) to ensure the long-term conservation of Pacific marine ecosystems. Our collective efforts focus on protecting marine areas along B.C.'s north coast and promoting best practices in environmental management in the shipping sector. By setting targets for greenhouse gas and other harmful emission reductions, WMG is not only lowering their own ecological footprint but is also encouraging other companies to decrease the environmental impact of their industrial activities on the water.

WMG provides a wide range of marine-related services on the Pacific coast, including three shipyards, an intermodal ferry business, and a tug and barge transportation company that serves both domestic and international markets. For further information, visit www.washingtonmarinegroup.com.

WWF appreciates the Washington Marine Group's generosity and environmental leadership in supporting conservation on the Pacific coast.

Mackenzie River Basin

For more than 10 years, WWF-Canada has been working in the Mackenzie River Basin — a vast and largely untouched wilderness encompassing boreal forest, delta flats, rugged mountains, and taiga stretching north to the Arctic tundra.

We've played a leadership role in developing the Northwest Territories Protected Areas Strategy, collaborating with First Nations, government, and other conservation groups in a bold vision to protect key ecological and cultural areas before industrial development goes ahead.

Now, that vision is taking shape on the landscape as one major announcement of land withdrawals from industrial development followed another this year. It's excellent news for the caribou, wolves, lynx, snow geese, and other wildlife that depend on this watershed — and for the people who have called it home for thousands of years.

2007/08 Targets & Achievements

1. Have significant areas withdrawn from development on an interim basis.

Achieved. Five areas received interim protection in 2007/08: Ts'ude niline Tu'eyeta (the Ramparts), two areas east of Great Slave Lake, and two areas on the Nahanni River.

2. Have significant areas designated as National Parks or National Wildlife Areas.

Excellent progress. The interim protection announced this year is a significant step toward permanent protection of these ecologically and culturally important areas.

Take Action

Congratulate the federal government on the interim withdrawal of The Ramparts, East Arm, Akaitcho, the Nahanni Headwaters, and the Greater Nahanni Area, as well as last year's renewed withdrawal of the Horn Plateau, and encourage them to follow through with the permanent protection of these areas as National Parks and National Wildlife Areas.

Coming Next

While interim withdrawal is a significant achievement, we're aiming for permanent protection. Look for the designation of the world-class Edézhíe wetlands (the Horn Plateau) as a National Wildlife Area in the near future.

Big Wins in the Mackenzie Basin

It was a year of stunning success in the Mackenzie River Basin, where an ambitious conservation vision is beginning to become reality.

Imagine spaces held sacred for millennia, spectacular boreal wilderness, caribou calving grounds, and wetlands that support thousands of water birds. Imagine a plan to preserve those global treasures forever.

That's the Northwest Territories Protected Areas Strategy (PAS) — an ambitious and visionary process to identify, assess, and ultimately conserve significant areas in the north before industrial development goes ahead.

This year, nearly a decade of work paid off with the interim protection of 13.5 million hectares of land identified through the PAS. While the sheer size of these withdrawals is impressive, most important is their capacity to support wide-ranging species and the traditional First Nations way of life. Here's a run-down of the big wins:

Ts'ude niline Tu'eyeta (The Ramparts)

Named for sacred cliffs that overlook the Mackenzie River, this area west of Fort Good Hope includes world-class wetlands and supports an abundance of migratory

birds and wildlife including caribou, peregrine falcons, grizzlies, and wolverines. In November 2007, 1.5 million hectares here were granted interim protection.

East Arm and Akaitcho

These neighbouring areas encompass a staggering 8.8 million hectares east of Great Slave Lake, on top of 700,000 hectares already reserved for East Arm National Park. The withdrawal, announced in November, preserves the lands for the traditional use of the Akaitcho Territory First Nations.

Naáts'ihch'oh (the Nahanni Headwaters)

Sahtu Dene and Métis called for the protection of this culturally and spiritually important area of the Mackenzie Mountains. The 760,000-hectare area — the source of the famed Nahanni River — also includes important habitat for mountain woodland caribou, grizzlies, and Dall's sheep. It was granted interim protection in April 2008.

The Greater Nahanni Area

Downstream from Naáts'ihch'oh, 80 per cent of the South Nahanni watershed was set aside in August 2007 to expand the existing Nahanni National Park Reserve. The decision protects prime calving and rutting grounds for woodland caribou, habitat for wide-ranging grizzly bears, and important spiritual sites for the local Dehcho people.

In Memory of a Friend: Robbert Hartog

A dear friend and significant northern conservation supporter passed away in January 2008 at the age of 89. He will be personally and genuinely missed.

Robbert Hartog was a former member of WWF-Canada's Board and a long-time WWF supporter. He was the financial powerhouse behind establishing a marine protected area at the Saguenay Fjord in the late 1980s to safeguard endangered belugas there. He subsequently became a stalwart supporter of the Endangered Spaces campaign in the 1990s, then of our caribou work and the Central Barrens project. He believed in action, he believed in WWF, and he believed in the ability of the people here — including me.

Robbert was very active in his community and as a business leader. He was the senior volunteer leader in Canada's Scouting movement for years; a very successful businessman in his own right; a strong supporter of the Wye Marsh — a nationally significant wetland close to his home; an often anonymous, very generous philanthropist; an accomplished boat pilot who travelled the Great Lakes/St. Lawrence system right out to Labrador; and the only guy I knew who had paddled more Arctic-watershed rivers in Ontario than I have.

A quietly perceptive man, he always had something insightful to offer regarding what we were doing; he was a war hero, but he never talked about it; he was known to a broad circle of political and business leaders, but he never "dropped names"; he was just a wonderful person.

We will press on in our work to protect Canada's North, and to maintain what you called "the caribou economy," in your honour. Thank you, Robbert, for your generosity, your personal support, and your endless good advice.

– Monte Hummel, August 2008

Greater Antilles Marine Ecoregion

The turquoise waters surrounding Cuba provide a refuge for more than just Canadian snowbirds. Because the coral reefs, cays, mangroves, and sea grass beds here remain relatively well conserved — a dramatic contrast to most of Cuba's Caribbean neighbours — they support a stunning diversity of marine life.

WWF-Canada is helping to keep them that way through our projects to develop sustainable fisheries, promote sustainable tourism, establish more marine protected areas, and safeguard vulnerable marine turtles from the effects of climate change.

It's challenging work. As anyone who does business in Cuba knows, navigating the country's bureaucracy takes patience and diplomacy. But thanks to our 21-year history here, we've learned the ropes and earned the trust of both government and local communities. Now that investment is paying big dividends.

2007/08 Targets & Achievements

1. Permanently ban the harvesting of hawksbill turtles.

Achieved — and more! Cuba has extended last year's 10-year moratorium on harvesting critically endangered hawksbills into a permanent ban covering *all* marine turtles.

2. Have Jardines de la Reina declared a National Marine Park.

Excellent progress. We brokered an agreement between the National Centre for Protected Areas and Flora y Fauna, the Cuban conservation agency, to designate this area — arguably the best-conserved marine ecosystem of any Caribbean island. Now we're just awaiting formal sign-off by Cuba's Council of Ministers.

3. Legally eliminate bottom trawling in Cuba's waters.

Achieved. In December 2007 the Cuban government banned all bottom trawling, a practice that was destroying the island's fragile coral reefs.

4. Launch ACT: Adaptation to Climate Change in the Marine Turtles.

Achieved. We kicked off this international project to safeguard marine turtles from the impact of climate change with a three-day workshop that attracted experts from around the world. Now we're ready to begin radio-tracking hawksbill turtles in the Caribbean to measure how climate change is affecting their nesting and migration.

5. Support sustainable fisheries on Cuba's north coast by completing community training, deploying economic alternatives, and building new infrastructure.

Achieved. In April we wrapped up our work in the northern province of Villa Clara, where we created a highly successful model for integrating marine conservation with local economic development.

6. Develop tourism sustainability indicators, define pilot tourism sites to implement these indicators, and set up working groups to start turning these pilot experiences into national policies.

All achieved. By developing sustainable models of tourism, we're helping to protect Cuba's species and ecosystems from massive resort development — a more vital goal than ever given the possibility the U.S. may lift their Cuban embargo.

Other Wins

We helped to facilitate a public statement opposing mining in Cuba's Humboldt National Park, described by UNESCO as one of the most biologically diverse tropical island sites on earth.

Coming Next

More big wins are coming down the pipe. Look for the formal declaration of Jardines de la Reina as a National Park, the launch of five new sustainability projects in partnership with the Canadian International Development Agency, and a decision not to mine in Humboldt National Park.

A Crucial Part of the Equation

At WWF, we know addressing human needs is a crucial part of the conservation equation. That's why our work in Cuba starts with local communities.

Conservation doesn't work unless we address the needs of all species — including humans. It's that approach that has made our work in Cuba so effective.

In the northern province of Villa Clara, we've just wrapped up one of our most successful projects ever: a four-year effort to make fisheries more sustainable by giving communities the knowledge, skills, and tools they need.

We helped fishermen exchange polluting two-stroke engines for more efficient four-stroke engines, organized 14 courses on better fishing practices, and helped to launch new, sustainable fisheries including oysters, conch, tilapia, and blue crab, thereby creating dozens of new jobs.

And this year's landmark ban on harvesting marine turtles couldn't have happened without our work in Cocodrilo and Nuevitas, whose local economies have traditionally depended on the hawksbill harvest.

We created economic alternatives in these communities by establishing other, more profitable fisheries and by promoting sustainable marine tourism in Cocodrilo, where one of the most important marine turtle nesting sites in the Caribbean lies close to the resort development of Cayo Largo.

"Some years ago we saw the banning of the harvesting of marine turtles as a threat to our lifestyle," says one local fisherman. "Today, thanks to this project, we understand that other fisheries are of a greater benefit to our families and that marine turtles are worth more alive than in our nets."

KEY ISSUES

In addition to focussing on key regions, WWF-Canada tackles some of the most pressing conservation issues facing our country and our planet: issues like climate change, resource mismanagement, and an unprecedented rate of extinction.

For many years we've been a driving force for sustainable forestry and fisheries, as well as an advocate on behalf of endangered species. More recently we've added fresh water to our agenda, recognizing the growing importance of protecting Canada's lakes and rivers.

And as the impact of a warming planet becomes clear, we've dedicated more staff and resources than ever to curbing Canada's dependence on fossil fuels through conservation, renewable technologies, and greener energy policies.

Marine Issues

Our oceans are hurting. Around the world, we're seeing huge drops in commercial fish stocks, the destruction of vulnerable habitat, damage from marine pollution, and the growing impact of climate change.

Canadian waters are no exception. And with 5.87 million square kilometres of marine area — one of the largest in the world — we have a global obligation to improve the picture.

At WWF-Canada we're working on all three coasts to tackle these issues, collaborating with industry groups, fishing communities, First Nations, and government to develop lasting solutions.

Our goals: create networks of marine protected areas, implement ecosystem-based management systems, and develop sustainable fishing practices that will guarantee harvests for generations to come.

2007/08 Targets & Achievements

1. *See Bowie Seamount formally designated as a marine protected area.*

Achieved. This ecological treasure 180 km west of Haida Gwaii was officially designated in April 2008 in a joint announcement by the federal government and the Council of the Haida Nation. It's an achievement that we've been working for years to facilitate.

2. *Have the Northwest Atlantic Fisheries Organization (NAFO) adopt a cod recovery plan for the southern Grand Banks.*

Achieved. At its annual meeting in September 2007, NAFO did exactly that, committing to a cod recovery strategy that includes a bycatch reduction target of 40 per cent.

3. *Protect coldwater corals on the Grand Banks.*

Achieved. At the same meeting, NAFO agreed to ban bottom fishing on the southwest slope of the Grand Banks, an area we helped identify as a biological "hotspot" in our 2007 coral report.

4. *Establish an integrated management plan for the eastern Scotian Shelf — the first of its kind in Canada.*

Achieved. The plan has been released, the stakeholders are all on board, and action plans are in the works.

5. *Support independent research to fill critical gaps in our knowledge of local marine environments.*

Achieved. In 2003, WWF-Canada helped to create PacMARA, the Pacific Marine Analysis and Research Association, with a mandate to provide high-quality resources like the 2008 *Marxan Good Practices Handbook* for the global conservation planning community. Now we're proud to announce the organization moved out of our Pacific office this year and installed their first Executive Director, becoming a fully funded independent network.

6. Engage the fishing industry in identifying measures to reduce the risk of entangling North Atlantic right whales in their fishing gear.

In progress. Too many endangered right whales continue to get tangled up in fishing nets, lines, and traps. This year we hosted a workshop where fishermen, conservationists, and government identified ways to reduce these encounters. Now we're collaborating on an action plan for whale recovery.

Take Action

Got a yearning for seafood? Look for local and sustainably caught choices, including products certified by the Marine Stewardship Council such as Canadian Northern Prawn.

Coming Next

With two new marine-focussed staff joining our Ottawa office, we recently launched a major campaign to improve political leadership on Canada's oceans agenda.

Big Picture Thinking: It's Time to "Scale Up"

Collapsing fish stocks prove that old-school marine management thinking doesn't hold water. It's time for a fresh approach.

Marine ecosystems are complex webs of millions of creatures and the habitat they depend on. So it should come as no surprise that putting a moratorium on harvesting a single species and ignoring the rest of the picture often isn't enough to return that species to healthy levels. Sixteen years since the first cod moratorium, for example, cod numbers remain dismally low.

That's why WWF-Canada believes ecosystem-based management (EBM) makes sense. It's an approach that looks at all the components of an ecosystem — and the humans that depend on it. If done well, EBM integrates ecological, social, and economic goals and brings all the stakeholders together to craft solutions.

This holistic concept informs all our marine work. In B.C., for example, WWF-Canada is collaborating with other groups on an integrated marine planning process for the north and central coast, while PacMARA — an organization we co-founded — is providing vital information for ecosystem-based decisions.

In Atlantic Canada, we've been working with industry, local communities, and government to develop the Eastern Scotian Shelf Integrated Management Initiative, a collaborative and ecosystem-based ocean planning process that will serve as a model for managing Canada's oceans.

And for many years, we've been calling on the Northwest Atlantic Fisheries Organization (NAFO) to implement EBM — a step they took last fall with major reforms to their management approach.

Ecosystem-based management is not as simple or straightforward as species-focussed work, but when the issues are complex, simple answers aren't always the best solution.

Freshwater Issues

The water we use when we pour ourselves a drink, irrigate our fields, or extract oil from the tar sands is a resource that we share with every other living creature.

But for too long, Canada has turned a blind eye to nature's freshwater needs. Across the country our rivers, lakes, and wetlands are facing a barrage of threats: overuse, pollution, invasive species, and climate change.

We aim to turn that around through sound science, public awareness and mobilization, and political pressure. Now with new hires on board and our program in full swing, we're putting ambitious plans into action to protect Canada's vital freshwater endowment.

2007/08 Targets & Achievements

1. See Lake Superior National Marine Conservation Area officially designated.
Achieved. On October 25, 2007 the federal and Ontario governments agreed to protect one million hectares of western Lake Superior, creating the world's largest freshwater protected area.

2. Strengthen our capacity to address freshwater issues nationally and regionally.
Excellent progress. Tony Maas, a Canadian leader in freshwater policy and planning, joined WWF-Canada as our senior policy advisor on fresh water, while our new freshwater specialist Mathieu Lebel is focussing on the Mackenzie River Basin, a top-priority region for freshwater issues.

3. Develop and publish a blueprint for federal government action on fresh water.
Achieved. In October 2007 we published *Changing the Flow* as part of the Gordon Water Group, a collaboration of 10 of Canada's leading thinkers and actors on national freshwater policy. Strong press coverage of the report set the stage for briefings of senior federal officials.

4. Protect important freshwater resources and habitat.
Excellent progress. Because 30 per cent of Canada's boreal region consists of wetlands, lakes, and rivers, the 10 million hectares of boreal land withdrawn from industrial development in the Mackenzie River Basin also protects critical freshwater resources and habitat.

Take Action

Canada lacks a strong national strategy to protect our freshwater resources. Tell your local Member of Parliament that you want federal action on sustainable water management.

On the home front, reduce your own water footprint! Replace water-guzzling toilets, for example, and choose drought-tolerant native plants for your garden.

Coming Next

Over the coming year, we'll be working with water users to reduce their freshwater footprint, both in terms of the amount of water they use and the impact they have on water quality.

Quote

“In Canada, we have tended to neglect nature’s water needs — from the level of national policy down to our individual behaviour. WWF-Canada’s freshwater program aims to change that neglect to respect.”

– Tony Maas, WWF-Canada’s Senior Policy Advisor, Fresh Water

A Decade in the Making

Stunningly rugged. Beautifully pristine. And, finally, protected in perpetuity. WWF-Canada applauds the creation of Lake Superior National Marine Conservation Area.

It took glaciers thousands of years to carve out the vast basin of Lake Superior. Creating Lake Superior National Marine Conservation Area was significantly quicker.

On October 25, 2007, one million hectares of pristine, sparkling water and rugged coastline became Canada’s third National Marine Conservation Area — the largest freshwater reserve in the world.

The announcement capped off a decade-long effort by Parks Canada, the Ontario Ministry of Natural Resources, municipal officials, First Nations, hunters and anglers, recreation groups, and conservationists (including WWF-Canada) to protect Superior’s north shore.

This area is home to peregrine falcons, bald eagles, osprey, bears, wolves, and caribou, along with more than 70 species of fish. Gulls, herons, eagles, osprey, and pelicans all feed in these waters, and many breed on the islands offshore.

Now, all these creatures are protected from the possibility of dumping, mining, and oil and gas development. The designation is also good news for communities along the north shore of Superior, thanks to new regional investment in tourism.

“This is the kind of natural wonder that makes Canada the envy of the world, and we do well to protect it for future generations everywhere,” says Monte Hummel, WWF-Canada’s President Emeritus.

His Royal Highness Prince Philip, President Emeritus of WWF-International and a long-time advocate for the National Marine Conservation Area, hailed it as an invaluable contribution to the future of Canada and all its citizens.

A Partnership for Fresh Water: WWF-Canada and Coca-Cola

Water is the main ingredient in every product The Coca-Cola Company (TCCC) produces and as a result, TCCC has chosen to take a lead role in the management of water, by forming a global partnership with WWF.

Together, we are collaborating on a global-to-local approach with Coca-Cola Ltd. (CCL), the Canadian subsidiary of TCCC, to address freshwater issues in Canada. This includes support for national policy development, local community engagement, and sustainable water use at Canadian bottling facilities, as well as promoting water conservation in Canada. The Coca-Cola Foundation is also supporting regional watershed stewardship activities in the Pacific Coast region.

The support provided by Coca-Cola Ltd. and the Coca-Cola Foundation will make a significant impact on WWF-Canada's freshwater initiatives and has already allowed us to accelerate our work in this area.

This partnership not only provides conservation benefits, but also the opportunity to engage the business sector in challenging and innovative partnerships to increase its commitment to sustainable development, improve environmentally sound practices, and ultimately pursue a reform agenda at market, sector, and company levels to enable systemic change.

Forests for Life

Canada's forests stretch from Newfoundland to the Pacific Coast and north to the Arctic tree line: a haven for wildlife, an essential source of fresh water, and an enormous reservoir of carbon that, if released, would accelerate global warming. At WWF-Canada, we take a two-pronged approach to protecting this globally important asset.

One is to promote more sustainable forestry through the Forest Stewardship Council (FSC). Over the past decade we've helped to make Canada the global leader in FSC certification and driven demand for FSC-certified products in the marketplace. The other approach is to convince governments to protect large swaths of Canada's boreal forest that wide-ranging creatures like caribou and grizzly bears need to survive.

By working on both fronts, we're making sure that Canadian forests continue to serve all their vital ecological functions *and* provide jobs for the hundreds of thousands of people who work in the forestry industry.

2007/08 Targets & Achievements

1. Bring the total of FSC-certified forests to 25 million hectares.

Achieved and surpassed. Canada now boasts 26 million hectares of FSC-certified forests, including newly certified Mistik operations in Saskatchewan and NewPage Port Hawkesbury (previously Stora Enso) operations in Nova Scotia.

2. Ensure at least one province better safeguards candidate protected areas identified through FSC.

Achieved. The B.C. government protected 2.2 million hectares of mountain caribou habitat across the province from logging and road building in October 2007, including 90,000 hectares identified through an FSC audit of Tembec's forest management area.

3. Have significant forested areas in the Mackenzie River Basin withdrawn from development on an interim basis.

Achieved. After nearly a decade of work by WWF-Canada and First Nations communities, the federal government placed roughly 10 million hectares of boreal forest and wetlands in the Northwest Territories into interim protection.

4. Encourage our corporate partners to develop procurement policies that include FSC-certified products.

Ongoing. Fairmont Hotels & Resorts, ScotiaBank, CIBC, and Bell Canada all committed to sourcing FSC-certified paper this year. In addition, Domtar joined WWF's North America Forests and Trade Network, committing to increase the percentage of FSC-certified fibre that they buy.

Other Wins

The Quebec government created 23 new protected areas covering more than 1.8 million hectares. As a result, six per cent of Quebec's total area is now protected, and the government has committed to reaching eight per cent by the end of 2008.

Take Action

Do your part to help save forests. Reduce your use of wood and paper, and when you do buy forest products, make the greener choice by looking for the FSC logo.

Coming Next

Say hello to a carbon-neutral forest sector. We're working with the Forest Products Association of Canada to ensure they reach their goal of industry-wide carbon neutrality by 2015 without the purchase of carbon-offset credits.

Quotes

"25 million hectares — five times the area of Nova Scotia — of FSC-certified forest is a major achievement that means more healthy forests, clean water and wildlife protection. WWF-Canada's partnership with FSC over the last decade has been pivotal to our joint success."

– Antony Marcil, President & C.E.O., Forest Stewardship Council Canada

"WWF-Canada and Tembec are proving that sustainable forestry through FSC certification is viable on an industrial scale in Canada. This enduring relationship has led to Tembec having 10 million hectares of certified forests and the largest suite of FSC certified products in the marketplace."

– Chris McDonell, Manager of Aboriginal and Environmental Relations, Tembec Inc.

The 25-Million-Hectare Milestone

It's a milestone achievement: more than 25 million hectares of FSC-certified forest across the country. Have we reached a tipping point?

The Forest Stewardship Council has literally changed the face of forestry in Canada. Today, nearly 20 per cent of commercial operations across the country are FSC-certified — the international gold standard for sustainability.

The result is more protection for rare ecosystems, more habitat for wildlife, wider buffers on streams, rivers, and lakes to safeguard freshwater quality, and more attention to the needs of First Nations.

With more than 25 million hectares now certified and market demand for FSC-certified products continuing to grow, we've reached a tipping point, according to WWF-Canada's Steven Price.

"We targeted 25 million hectares to show that this was viable — not a marginal niche certification, but something that industrial forestry can and should do," he says. "Now that pioneers like Tembec, Domtar, and Alberta Pacific have paved the way, we're seeing interest from other forestry companies that could double that number."

WWF-Canada was one of the original founders of FSC, and over the past decade we've played a key role in driving both the supply of FSC-certified products and demand for them.

"Ten years ago when we started there was very little FSC-certified paper or wood in Canada. Now it is available," Price says. "We've moved out of the infancy stage and into a steep growth phase."

Today, there are hundreds of FSC-certified papers available in Canada, even more FSC-certified printers and print brokers, and over a hundred suppliers that carry FSC-certified wood. It's a powerful testament to what can be achieved when conservation groups and industry team up to find more sustainable solutions.

Erin Hogg: Good Friend of Forests, Good Friend of the Planet

Erin Hogg has been a strong supporter of conservation and WWF for decades. Back in the early 1970s, she sold her car to finance a trip to learn about wildlife in India! That began a commitment to making a difference in the world, a commitment that shines brightly today.

When asked why she began supporting WWF-Canada, there is no hesitation — WWF's science base and its global reach. This initial spark was fanned to a steady flame through Erin's regular attendance at WWF events, such as conservation briefings and Annual Public Meetings, and through her nature-related travel on tours to the Saguenay, on the Nahanni and Tatshenshini rivers, paddling the Thelon, taking a WWF adventure by ship through the Eastern Arctic, or driving from Montreal to Yellowknife.

Erin invests now in WWF-Canada's work to safeguard forests and the Arctic. She does so "because the need was made clear to me by the good people who work at WWF." She is pleased to support work to advance Forest Stewardship Council certification, recognizing the size and significance of the forest industry to this country's economy, and the opportunity and importance of managing it well.

"I have wonderful connections with WWF's work and have met some very inspiring people," says Erin. "Monte Hummel, [WWF-Canada founder] Senator Macnaughton, Peter Ewins, Steven Price, Lisa de Pieri, all the staff and volunteers I have met have made my experience with this organization a very personal one. For me, it has been a privilege, and very exciting, to support WWF."

Climate Change

The world has changed. It's no exaggeration to say that climate change is the biggest environmental issue facing our planet. The scientific evidence overwhelmingly shows that burning fossil fuels, coupled with massive deforestation, is altering the global climate.

Now we need to change too. In order to avoid the worst impacts, scientists say we must cut global greenhouse gas emissions in half. And the longer we delay our transition to a low-carbon economy, the more disruptive and costly the damage will be.

Although the task seems monumental, WWF-Canada's practical approach is producing tangible results. While the federal government stalls, our supporters are going energy efficient, choosing renewables, and making lifestyle changes to shrink their carbon footprint. Together, we're proving cooler heads can prevail.

2007/08 Targets & Achievements

1. Engage 100,000 Canadians in reducing greenhouse gas emissions and demanding government action.

Good progress. Earth Hour was a resounding success in 2008, sending government and businesses a clear message that we need action on climate change *now*. Roughly half of adult Canadians — nearly 10 million people — turned off their lights and appliances at 8 p.m. on March 29th to mark the international event.

We also launched The Good Life (<http://thegoodlife.wwf.ca>), an online community for Canadians who want to reduce their greenhouse gas emissions. To date, participants have pledged to eliminate the equivalent of more than 30 million kilograms of CO₂, which is the same as taking more than 5,000 cars off the road for a year.

2. Secure a purchasing policy for co-generation in Ontario.

Excellent progress. Co-generation uses the waste heat from commercial and industrial operations to generate electricity. Our *Renewable Is Doable* report shows this “energy recycling” can play a big role in meeting Ontario's electricity needs, if the right policy and price are in place.

We've teamed up with co-generation developers, municipal utilities, and other environmental groups to put that case to government and the Ontario Energy Board, which is currently reviewing the province's 25-year electricity plan.

3. Secure an energy efficiency plan for Canada.

Some progress. Despite Europe's example that saving energy is the fastest, cheapest way to reduce greenhouse gases, and despite our attempts to advance a similar approach, provincial and federal governments have so far failed to agree to ambitious efficiency targets.

4. Recruit two new Climate Saver Companies that demonstrate leadership in reducing greenhouse gas emissions.

Good progress. In January, Fairmont Hotels & Resorts committed to setting world-class targets for shrinking its carbon footprint — a prerequisite to joining the

international ranks of WWF's Climate Savers companies that are setting a global example for greenhouse gas reductions. We have also initiated conversations with several other companies who are interested in the Climate Savers program.

5. Produce a roadmap to reducing greenhouse gas emissions through information and communications technology (ICT).

Achieved. Together with Bell Canada, we released *Innovating Toward a Low-Carbon Canada*. The report shows how Canada can easily cut up to 20 million tonnes of CO₂ a year with existing ICT, including tele-commuting, tele-conferencing, and e-transactions — and achieve even greater reductions with more aggressive applications.

Other Wins

- Our second annual Business of Climate Change Conference was a sold-out success, attracting hundreds of business and government leaders from across the country. A highlight was the Forest Products Association of Canada's commitment to the goal of industry-wide carbon neutrality by 2015 without buying carbon-offset credits — a world first.
- In November we launched our Polar Bear Tracker website (<http://polarbears/wwf.ca>). With thousands of visitors each month following six radio-collared bears across the Arctic, this quickly became our top-ranked conservation page, focussing attention on the impact of climate change in this particularly vulnerable part of the world.
- *Under-mining the Environment: The Oil Sands Report Card* revealed the environmental performance in Alberta's tar sands has ample room for improvement. Published jointly with the Pembina Institute, it generated enormous media attention.

Take Action

Start living The Good Life and reduce your carbon footprint. Challenge your friends to join too!

Coming Next

Our number one priority is dramatically improving Canada's energy efficiency. That's why we'll keep working with forward-thinking companies, pushing government for strong regulations, and helping Canadians take practical steps to shrink their carbon footprint.

Putting Energy into Efficiency

Improving energy efficiency in a no-pain, big-gain way to cut our greenhouse gas emissions. So why isn't government taking more action?

Improving Canada's energy efficiency should be a no-brainer. It's fast. It's cheap. It slashes our greenhouse gas emissions and gives us more bang for our energy buck. What's not to like about getting the same service — the same light, heat, or power — with less juice?

WWF-Canada has been pushing for stronger and wider energy efficiency requirements, with mixed results.

The federal government has put forward changes to the Energy Efficiency Act that would help raise the bar on standards for a range of consumer products and equipment. Furthermore, both the Ontario and federal government have agreed to completely phase out energy-wasting incandescent light bulbs.

There is also a lot of talk about capping “stand-by” load: the energy used while an appliance is switched off, which can account for as much as 20 per cent of your household’s hydro bill.

Finally, Ontario’s Chief Energy Conservation Officer echoed WWF-Canada recommendations, urging the government to immediately raise the energy performance standards for refrigerators, freezers, dishwashers, clothes washers, dehumidifiers, and air conditioners.

However, much more aggressive regulations are needed much faster to make the greenhouse gas reductions necessary to avoid dangerous climate change. Each day we wait, more energy and money goes to waste — and our planet pays the price.

HP: Targeting Greenhouse Gas Emissions

HP is the largest information technology (IT) company in the world, and they recognize that their products and services, operations, and conduct have impact that reaches far beyond their business. HP’s commitment to global citizenship dates back more than 60 years to HP’s founders and is part of the company’s DNA.

HP is committed to reducing its environmental impact across all aspects of business — from operations to products and services. With the environment in mind they design their products to be sustainable throughout their life cycles, offer product reuse and recycling solutions, and set high environmental standards in their operations and supply chain. As a leader in environmental responsibility, HP takes a holistic energy-efficiency approach.

In 2007, HP embarked on a joint initiative with WWF to establish an absolute reduction target for greenhouse gas emissions from HP’s operating facilities worldwide; explore efficiency goals for products; and educate and inspire others to reduce their CO₂ emissions. HP has committed to reducing the combined energy consumption and associated greenhouse gas emissions of HP operations and products by 25 per cent below 2005 levels by 2010, and in February 2008 they became a WWF Climate Saver company.

HP Canada has combined this commitment with strong support for two WWF-Canada climate change programs that focus on both the individual and business. The Good Life mobilizes individual Canadians to reduce their carbon footprint. In addition, the Low Carbon Business Engagement initiative educates and encourages companies to reduce their CO₂ footprints.

Endangered Species

We're living through a period of mass global extinction. More than 16,000 species around the world are currently vulnerable, thanks to pollution, habitat destruction, and unsustainable harvesting, coupled with a fossil fuel addiction that is changing the world's climate.

And while we can't do anything for the Caribbean monk seal, the Yangtze dolphin, or any of the other hundreds of species that have recently disappeared from the face of the earth, we can take action to protect species currently in danger.

At WWF-Canada, we're taking a two-pronged approach — in addition, of course, to all our conservation work that helps protect natural ecosystems for wild species and tackles broader issues like climate change.

Through our Endangered Species Recovery Fund, we're leveraging federal dollars to support applied research into Canadian species at risk. And through our TRAFFIC program, we're working to halt worldwide trade in endangered plants and animals.

2007/08 Targets & Achievements

1. Leverage money to help species at risk through our Endangered Species Recovery Fund.

Ongoing. In 2007/08, we awarded more than \$640,000 to support 36 research and education programs that help Canadian species at risk, from North Atlantic right whales to globally rare boreal felt lichen. It's work that's making a difference. In the previous field season, for example, our funding laid the groundwork for reintroducing the black-footed ferret — North America's rarest mammal — in southern Saskatchewan after a 70-year absence.

2. Launch an interactive website to allow viewers follow the movements of radio-collared polar bears.

Achieved. In November we launched our polar bear tracker website (<http://polarbears/wwf.ca>), letting thousands of visitors each month follow six bears across Hudson Bay. It quickly became our top-ranked conservation page, helping focus attention on the impacts of climate change in this particularly vulnerable part of the world and encouraging Canadians to take action by reducing their energy use.

3. Improve the regulation of wildlife trade.

Ongoing. We continue to see excellent results from our *CITES, Eh?* report. In June 2008, Environment Canada's Wildlife Enforcement Directorate began interviewing candidates for dozens of new positions — a direct response to our call for more enforcement officers.

4. Combat illegal wildlife trade by alerting authorities to emerging issues, routes, markets, and organized criminal activity.

Ongoing. We contributed to two significant investigations into wildlife smuggling over the past year. In one case, the convicted ivory smuggler was ordered to pay \$9,000 to TRAFFIC for elephant conservation activities, in addition to a \$9,000 fine. The second case is scheduled to go to trial in October 2008.

And in March 2008, WWF-Canada's Ernie Cooper gave a presentation on illegal wildlife trade at a meeting of the International Law Enforcement Association — a rare honour for non-enforcement personnel.

5. Build the capacity of government agencies to regulate and enforce wildlife trade laws.

Ongoing. In November 2007, Ernie Cooper trained officers from across Mexico to identify products made from exotic reptile skins.

Take Action

Put a halt to illegal wildlife trade! Make sure that every wildlife product you buy is legal and comes from a sustainable source.

Coming Next

We'll be publishing comprehensive guides to precious corals and traditional Chinese medicines to help officials around the world spot illegal trade.

To Hell in a Handbag

They're not cute, cuddly or furry, but reptiles are critically important to the world's ecosystems. Unfortunately, unsustainable and illegal trade is making a big dent in their numbers.

Each year, millions of reptile skins pass through León, Mexico, the country's biggest centre for processing leather and exotic skins. Here, they're converted into shoes, belts, handbags, watchstraps, and a host of other consumer goods — many exported around the world.

Unfortunately, not all of these animals were legally hunted, and much of the reptile skin trade is unsustainable.

Hundreds of reptile species are protected under CITES, the Convention on International Trade in Endangered Species. The massive global market for reptile skins fuels the illegal and unsustainable exploitation of millions of turtles, crocodylians, lizards, and snakes around the world and hurts ecosystems on every continent save Antarctica.

That's why it's so vital for enforcement officers to be able to recognize illegal skins and the goods made from them.

In November 2007, WWF-Canada's Ernie Cooper led an extremely successful skin identification workshop in León for Mexican inspectors working at the country's ports, land borders, and airports. Indeed, it was so well received that plans are in the works to repeat the event with Canadian and Mexican officers, as well as to develop an identification guide to exotic leathers.

"A workshop like this is long overdue," says Cooper. "Only when enforcement officers are armed with the knowledge of how to correctly identify exotic leathers can they begin to tackle the illegal and unsustainable trade that is threatening the survival of many of the world's reptiles."

Our Footprint

Fundamentally, WWF's mission is to find a balance between the health of nature (biodiversity) and the demands of human consumption (our ecological footprint).

Indeed, the issue of ecological footprint lies at the heart of WWF-Canada's entire conservation program. Decline of cod stocks off the Grand Banks? The human footprint is driven by over-fishing regionally and globally. Climate change? The human footprint is carbon emissions caused by driving, energy consumption, etc. Threats to the pristine nature of the Mackenzie River Basin? The human footprint is industrial development projects like the proposed oil and gas pipeline.

WWF has tackled the complex science of measuring our human footprint and its impact on biodiversity. Our international *Living Planet Report* estimates that by 2020, if current trends continue, the human population will be consuming natural resources at twice the rate the Earth can generate them. Clearly, we're all going to need to figure out how we can make that footprint smaller.

We're proud to say that WWF-Canada walks the talk. Under our international principles of One Planet Living, we are committed to visionary goals, including achieving net zero carbon emissions and zero waste to landfill or incineration, within our organization. And although we aren't going to get there overnight, our staff-led committee is helping WWF-Canada to make measurable progress.

Ecological Footprint: *the amount of biologically productive land that is required to meet humanity's demand for resources and to absorb our wastes.*

2007/2008 Targets and Achievements

1. Launch a Canada-specific version of the Living Planet Report.

Achieved. In December 2007, WWF-Canada published the *Canadian Living Planet Report* (available on our website), a companion document for the global *Living Planet Report*, and sent it to every single federal Member of Parliament.

2. Engage Canadians in footprint reduction.

Ongoing. On January 17, 2008, WWF-Canada launched The Good Life, an online community for people who want to reduce their footprint on the planet, starting with energy use. Thousands of Canadians have signed up and made measurable commitments to shrink their greenhouse gas emissions.

3. Establish a baseline to track WWF-Canada's own sustainability in the years ahead.

Achieved. In February 2008, we completed our first annual Sustainability Report for the year July 1, 2006 to June 30, 2007, revealing both where we excel and, perhaps more importantly, where we need to improve. We will publish our second report by November 2008, highlighting targets and key accomplishments for our second year of reporting.

Already, we're doing many things right:

- Since January 2006, our Toronto office has been powered completely by 100 per cent EcoLogo™ certified renewable energy from Bullfrog Power, and our new St. Albert office is now signed up as well.
- Sixty-seven per cent of internal waste from the Toronto office was recycled and therefore diverted from landfill.
- All electronic equipment purchases are EnergyStar rated and thereby meet high energy-efficiency requirements.
- Sustainable choices were made throughout the process of renovating our new Vancouver premises, including lighting, furniture, and office supplies.
- Thirty-eight per cent of staff walk or bike to work at least once a week, and 58 per cent take public transit regularly.
- In one year, the total distance traveled by air dropped by 16 per cent, avoiding the emission of 46.7 metric tonnes of CO₂.
- Targets for lowering our footprint have been set for all ten One Planet Living principles.

Other Wins

Check out the success of WWF's Earth Hour, an international call to prevent more global warming by reducing our carbon footprint.

Coming Next

Look for regular updates to the global *Living Planet Report* and the *Canadian Living Planet Report* in alternate years. We'll also be measuring WWF-Canada's own performance. In the coming year, our staff-led committee will be rolling out goals and objectives for further reducing our organizational footprint and launching our second Sustainability Report in November 2008.

OUR SUPPORTERS

You're what make WWF-Canada so effective. You. Our supporters.

Every time you sign a WWF petition, write us a cheque, volunteer your time, come out to an event, or commit to greening your own life, you're making us an even stronger force for conservation.

Your support counts every time we push for stricter environmental regulations, more protected areas, or more sustainable ways of doing business. You give us credibility, visibility, and the resources we need to get the job done. It really is that simple.

So to the more than 170,000 Canadians who supported the Panda in 2008: thank you. You're behind every achievement we've catalogued in this report, and you're laying the foundation for a more sustainable future.

Spectacular Events

Earth Hour

Nelly Furtado sang. Lights went out on Toronto's CN Tower, Vancouver's Lion's Gate Bridge, the Ottawa Peace Tower, and Montreal's Mount Royal Cross. And across the country, millions of Canadians participated in Earth Hour, a global WWF event to demonstrate support for action on climate change and show that each of us can make a difference.

While more than 20,000 people attended our flagship event in Toronto's Nathan Phillips Square with headliner Nelly Furtado, it was the thousands of smaller celebrations across the country that made Earth Hour a runaway success.

Indeed, an Angus Reid Poll conducted the following week showed nearly one half of adult Canadians — close to 10 million people — switched off their lights and appliances at 8 pm.

"These results are beyond our wildest expectations," says Mike Russill, outgoing President and CEO of WWF-Canada. "Earth Hour was an astronomical success because it tapped into, and gave a voice to, an existing public concern. Canadians have a profound desire for action on climate change."

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Business of Climate Change II: From Theory to Practice

After the success of last year's Business of Climate Change conference, WWF-Canada and the Canadian Centre for Policy Ingenuity once again teamed up to organize a forum on the business risks and opportunities created by global warming.

The sold-out event attracted hundreds of executives and policy makers from across the country. More than 20 industry and government leaders — including Minister of Natural Resources Gary Lunn and Jim Rogers, President and CEO of Duke Energy — shared their insights on topics ranging from technological solutions to public policy updates to the nuts and bolts of carbon trading.

Capping off the conference was an announcement from the Forest Products Association of Canada that their industry was committed to becoming carbon neutral by 2015 — without purchasing carbon offsets.

“We are pleased that FPAC is taking such a leadership position,” said WWF-Canada president Mike Russill. “My big hope is that other Canadian sectors will follow suit and rise to the challenge.”

Green Living Show

All things environmental, including WWF-Canada, were on display at the 2008 Green Living Shows in Toronto and Vancouver this spring. Staff and volunteers at the WWF booth showcased our climate change work and promoted Panda products, while our own Shawn Mitchell was a featured speaker at the Vancouver show, plugging The Good Life site to eco-conscious Canadians.

Canada Life CN Tower Climb

Last year’s million-dollar climb was no fluke. Our signature Canada Life CN Tower Climb was sold out again in 2008. More than 6,300 climbers and 400 volunteers helped raise over \$1,100,000 million for our fight against global warming. Many thanks to everyone who made our 18th annual event a great success!

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

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

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The Living Planet Circle is an extraordinary membership community at the forefront of conservation, donating between \$1,000 and \$9,999 per year. Their commitment makes them vital partners in our work to protect the natural world. In return, members of the Living Planet Circle receive special recognition and benefits, including exclusive opportunities to observe first-hand the essential work they make possible.

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Mai Pandolfi
Peter Panopoulos
Murray Paton and June Leong+
R. Anne Patterson
Katherine Perkins
M. Jane Phillips+
Tim and Danah Phillips
Doris Tanner Pimm
Pili Pala Press
Debora Plummer
Nicholas J. Poppenk
Justin Porter
David Powell+
George Prieksaitis
Sandra Priest
Valerie Pringnitz
Jie Qin
Shannon Rancourt
Ms. Andrea J. Raper
Troy Rathbone
Daryl Rebeck
Cathryn Rees+
Phil Regier
Ruth Reid
Stacey Reid
Ralph F. D. Richardson
Lorraine Richardson
Richard W. Rinn

Viatcheslav Morozov
Iain and Alicia Morrish
Christine Mortveit
Jane A. Mottershead+
Mary Mowbray
A. Muldoon
Dr. Brian Muth
Robert Nadeau and Marie Leonard
Ameet Naik
Joanne M. Neil
Bill Newbery
NFO CF Group
Gayle Nummelin
Shelley Odishaw
Joady Oldfield
Nir Orbach
Dr. Elizabeth Osuch
Pa

Lola Robb
Ron Robinson
Gerry Rocchi
Andrea Roth
Jason and Cheryl Roth+
Rumoli Bros. Studios
Dr. Robert Russell
Mike Russill
Doreen E. Rutherford+
Janet Salt
Andrew Sass
Wade and Mona Sather
Ed Scherer
Scott Family
Ms. Jacqueline Scott
Donald R. Seaman+
James and Colleen Seidel
Diana Senson-Krywokulsky
Marianne S. Shannon
R. Shannon
Alexandra Shaw
Wai Shing
Dr. Dusan Sijan
Camillo Silvestri
Robert and Valerie Simons
S. J. Skinner
Joseph and Miranda Snyder
The Somerset Foundation
Olivier Sorin
Dr. Raymond S. Souw

Jennifer Sparkes
Carl and Jennifer Spiess
Ms. Judith Sproule+
Jack and Akke Spruyt
Campbell and Joanna Stacey
Margaret L. Steckley+
Michael Stones
Strategic Charitable Giving Foundation
Eleanor Swainson
Kevin Swanson
Mrs. Sherry Swanson
Samuel Switzer
Dan and Kim Tanenbaum
Dr. Jonathan Taylor
Jon Temme
Temple Aysgarth Investments
Su-Ting Teo
Isaac and Judy Thau+
John Thompson
Stefan Thompson
Mary Thomson
S. Thomson
Paul Treiber
Yvan Tremblay
Theresa Trotter
Dr. Colin Ucar
Rob Unruh
Sandra Usik
Richard Vaillancourt
Laurie Van Horne

Lisa Vanderlinde
The Varshney Family
Dianne Vincent & Rick Woelinga
Dr. Peggy Voorneveld
Lynn Voortman
Rishma Walji
Kelly Walker Temme
Sandi Wall
Sonya Wall+
Leo Walsh
Wolfgang Walz
Richard Ward and Sandra Sorenson
Justin Webb
Ms. Karen Webb+
Deb Weiers
Ingo Weigele
Colleen Wells
Heather Whalen
H. Whibbs
Violet White
Ola Wiberg
Jarrett Wilkie
Catherine E. Willson
Janice Willson
Phillip and Norma Wilson+
Patrick Winder
Anthony Woods
Joanne Wright
Dr. Tsai Hsing Yu
30 Anonymous donors

Donor Profiles

Beryl Ivey

Beryl Ivey was a remarkable Canadian who believed in giving back and protecting this living planet. Throughout her life, and as part of her estate planning, she made nature conservation a true priority.

Beryl grew up in Chatham, Ontario where she was an aspiring athlete in high school. Later she was a dedicated student at the University of Western Ontario in London. Among her many youthful achievements, she held the Canadian record for women's long jump from 1955 to 1975.

London would be home for many years with husband Richard Ivey and their four children. An expert gardener, Beryl also found great joy and inspiration in the

beautiful forests of southwestern Ontario (known as “Carolinian Canada”) for which she was a strong advocate.

Beryl was a committed, active, and engaged philanthropist who served on many boards across the non-profit sector including the arts, health care, and the environment. In addition to being an outstanding financial supporter of WWF’s conservation initiatives for many years, she was actively engaged as a member of our Board of Directors and our National Council.

Monte Hummel, as President of WWF-Canada during those years, remembers Beryl as a wellspring of enthusiasm who found it frustrating when others didn’t care about conservation as much as she did.

Through the Ivey Foundation, Beryl and her family have demonstrated great community leadership and volunteerism for more than 60 years, supporting a wide range of efforts to improve the well-being of Canadians.

Sadly, on Christmas Day of last year, Beryl Ivey passed away at the age of 82. Her legacy continues to live on through her family and through all the people and places that she touched. She has been a dearly valued part of the WWF family, sharing her great passion for nature and inspiring us to do all that we can to ensure continued conservation achievements in Canada.

A remarkable, generous gift from her estate has established The Beryl Ivey Fund at WWF-Canada, which will remember her by supporting conservation efforts to protect threatened species in southwestern Ontario.

WWF-Canada is extremely grateful for Beryl’s generosity, and that of the whole Ivey family, which will help to save nature for tomorrow.

Peggy Lawson

Peggy Lawson was a friend to nature and a dedicated supporter of WWF-Canada for more than 15 years. Born in Winnipeg in 1915, she proudly served as a lieutenant in the Second World War before returning home where she led an active life, highlighted by her love of animals and golf. She was a passionate bird watcher, often driving around the city and countryside with her binoculars and bird guides at her side.

In the spring of 2001, Monte Hummel and a WWF colleague visited with Peggy in her modest Winnipeg home. Monte clearly remembers her spunky, informal nature, and the fondness she showed for her three cats. Peggy really enjoyed the visit and banteringly suggested that next time we visited it should be later in the afternoon so that we could all share a scotch!

On September 2, 2006 Peggy Lawson passed away peacefully in her home at the age of 91. She left an extraordinary legacy for nature, through transformational gifts for several well-respected organizations. WWF-Canada is genuinely grateful to be remembered by Peggy with such generosity.

Sadly, she will never be able to witness the real difference this gift will make for wild species and spaces in Canada or see the joy on children's faces as they discover the beauty of nature that she has helped to preserve.

Peggy's legacy will support many conservation efforts across the country, ensuring that future generations have the opportunity to enjoy the same wonders of nature that she cared so deeply about.

Please 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. This includes receiving constructive feedback when we could be doing a better job, or taking the time to respond to conflicting opinions about the nature and direction of our work.

At WWF-Canada, we communicate to the world in a number of ways, including the following:

- We send media releases to print and broadcast media;
- We mail or e-mail a quarterly newsletter (Living Planet Quarterly) to our membership;
- We send PandaMail e-mails once a month to keep members up to date on the progress of our work, as well as special ad hoc e-mails about significant events as they occur;
- Our Donor Relations team takes calls and answers questions from members, donors, and the general public every day;
- WWF-Canada staff in all departments maintain networks and open channels of dialogue with colleagues across the WWF network and with other partners in the environmental, business, and government communities;
- 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;
- Our website, wwf.ca, is routinely updated to give anyone who is interested the latest conservation, fundraising, and special events news available.

If you'd like more information, or have questions or concerns, please feel free to contact us at:

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

FINANCIAL STEWARDSHIP FOR THE LONG TERM

Financial stewardship is key to achievement of conservation and fundraising goals. We ensure we have:

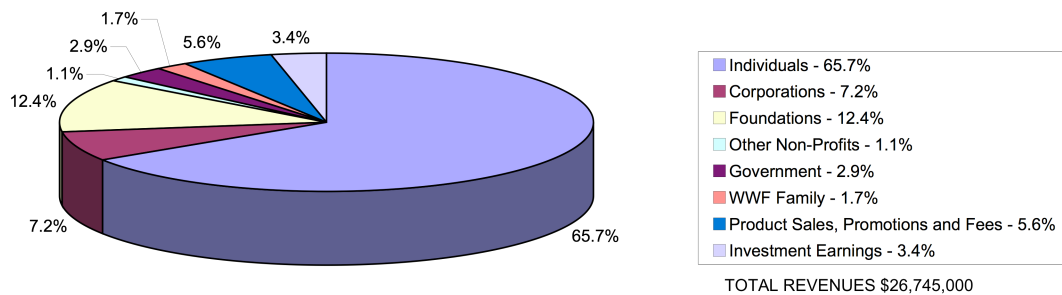
- a strong internal control environment;
- effective governance over all operations; and
- a thorough annual independent audit of our financial records.

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

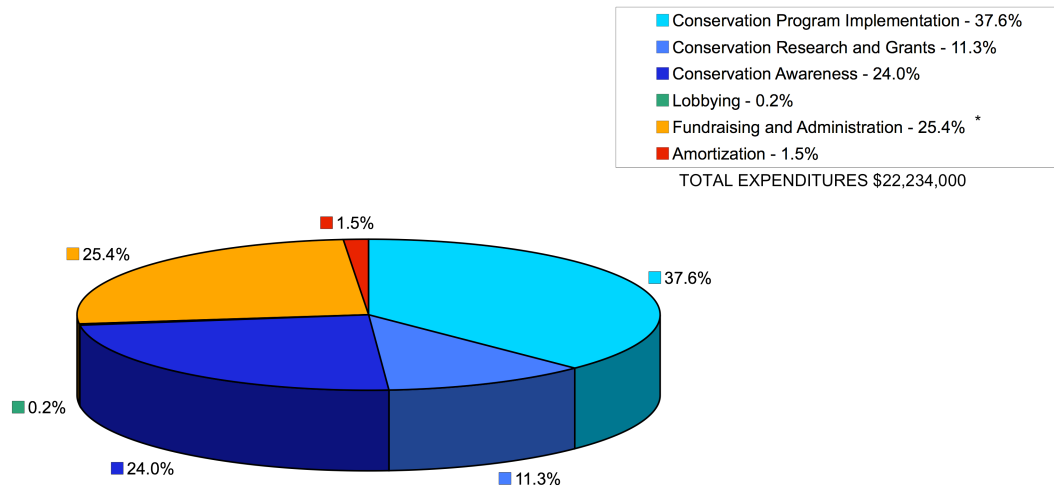
In Fiscal 2008 (year ended June 30, 2008), we raised \$26.7 million. \$1.7 million of that total was from bequests, which have been added to our endowment funds. We invested \$16.2 million in our conservation work (an increase of \$2 million over the prior year).

We continued to invest in our fundraising capacity, and our fundraising and administrative (FR&A) costs were 21.1% of revenue. Over the past 5 years this percentage has ranged from 21.2 to 19.0%, with the average being 20.5%. Each year the percentage is affected by revenue variation and/or changes in our fundraising strategy as we adjust to new marketing conditions. While variations are unavoidable, we are committed to ensuring that, over the long haul, the maximum number of dollars is used for conservation goals.

Our sources of donations and other revenues



How we applied our funds



* 25.4% represents the percentage of total expenditures that went to Fundraising and Administration

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

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

Overall revenue for Fiscal 2008 at \$26.7 million significantly exceeded the prior year (see chart “Our sources of donations and other revenues”), with \$22.2 million being spent (see chart “How we applied our funds”) and \$4.5 million being added to reserves.

The increase in revenue compared to Fiscal 2007 is \$4.6 million. The increase is a result of several large bequests as well as a general increase in Planned Giving revenue. \$1.7 million of the large bequests were specifically endowed and have been added to our endowment funds. The income derived from these funds will be available to support future operations.

Revenue from our membership and broad-based support increased by \$1 million, but revenue from major gifts was down by the same amount as a result of several factors, including the tragic passing of a significant long-term donor, the economic downturn, and deferral of expected gifts into our next fiscal year. We are refocusing and increasing our efforts to improve major gift revenues in Fiscal 2009 and beyond.

We spent \$16.2 million (\$2 million more than the prior year) on conservation. Notable increases were made in expenditures on our Climate Change, Greater Antilles, and Pacific programs.

As stated above, we have increased our fund balances by \$4.5 million, with \$1.7 million being added to our endowment funds. Our In Trust and Other Capital Funds have also been increased by \$1.1 million as a result of recording investments at fair value, as required by new accounting standards, which were adopted in 2008. This means our In Trust and Other Capital Funds will fluctuate in the future based on changes in market values of investments.

The funds available for future operations have increased by \$1.2 million, and the Planned Giving funds available for the next year have increased by \$1.6 million. This is good news and will bring our operating fund balances closer to the levels of working capital that our Board of Directors has determined are necessary to ensure stability of operations and to maintain momentum in our conservation programs.

From this encouraging position, as observed above, we are increasing our efforts to improve our fundraising capability and results in order to mitigate the impact of the economic downturn and maximize the resources available to advance our mission.

Grahame J. Cliff, CA
September 30, 2008

Financial Statements

For copies of the combined financial statements and the auditors' report, please go to: http://assets.wwf.ca/downloads/wwfcanada_combined_financial_statements_2008.pdf or contact our Finance Department at ca-panda@wwfcanada.org.

World Wildlife Fund Canada and World Wildlife Fund Canada Foundation Summarized Combined Statement of Financial Position

As at June 30, 2008

(in thousands of dollars)

	2008 \$	2007 \$	2006 \$
Assets			
Current assets	13,577	9,536	6,087
Investments - at fair value (at cost in prior years)	9,356	7,207	7,267
Property and equipment	580	595	549
	23,513	17,338	13,903
Liabilities			
Current liabilities	1,775	1,193	1,104
	21,738	16,145	12,799
Fund balances			
Operating funds			
Unrestricted	2,536	1,415	671
Restricted	5,616	5,540	3,169
	8,152	6,955	3,840
In trust and other capital funds	10,320	7,515	7,417
Planned giving fund	2,686	1,080	993
Property and equipment fund	580	595	549
	21,738	16,145	12,799

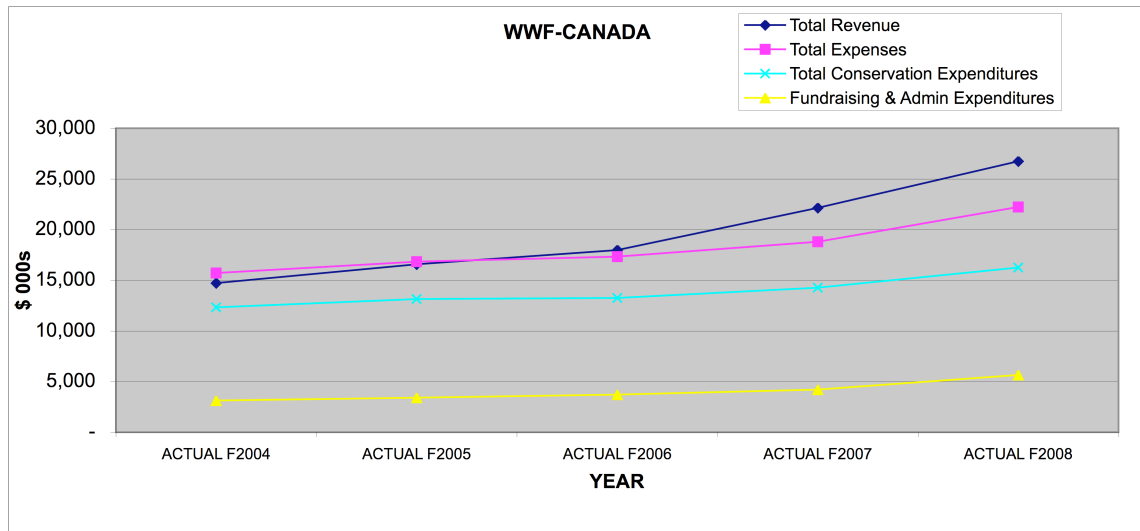
**World Wildlife Fund Canada and World Wildlife Fund Canada Foundation
Summarized Combined Statement of Operations and Changes in Fund
Balances**

For the year ended June 30, 2008
(in thousands of dollars)

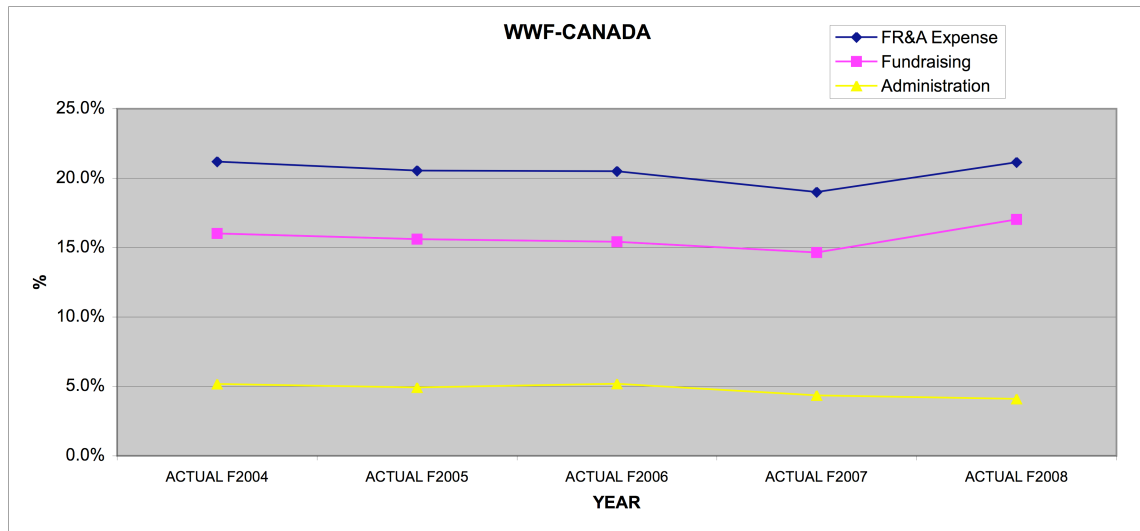
	2008	2007	2006
	\$	\$	\$
Revenue			
Donations and grants	24,360	19,817	16,063
Product sales, promotions and fees	1,488	1,312	1,248
Investment earnings	897	1,018	670
	<hr/>	<hr/>	<hr/>
Total revenue	26,745	22,147	17,981
Expenses			
Program implementation	8,339	6,705	6,505
Research and grants	2,514	2,775	2,340
Conservation awareness	5,337	4,649	4,254
Lobbying	54	127	157
	<hr/>	<hr/>	<hr/>
Total conservation expenditure	16,244	14,256	13,256
Fundraising and administration	5,655	4,209	3,708
Amortization	335	336	367
	<hr/>	<hr/>	<hr/>
Total expenses	22,234	18,801	17,331
Excess of revenue over expenses for the year	4,511	3,346	650
Fund balances - Beginning of year	16,145	12,799	12,149
Adjustment to investment values - July 1, 2007	1,758	-	-
Current year unrealized losses on investments	(676)	-	-
	<hr/>	<hr/>	<hr/>
Fund balances - End of year	21,738	16,145	12,799

Additional Financial Information

WWF-Canada Revenue and Expenses Over Five Years



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



Staff and Salary Expenditure for 2007 and 2008

	Headcount	F2007 Salaries	%	Headcount	F2008 Salaries	%
CEO and Vice Presidents reporting to the CEO	8	1,073,426	16.5%	8	1,140,180	14.9%
All staff members, including the CEO and Vice Presidents above	104	6,501,035		114	7,630,106	
Average salary		62,510			66,931	

Average salary cost increase from F'07 to F'08 is 7.1%

WWF-Canada is a federally registered charity (no. 11930 4954 RR0001), and an official national organization of World Wide Fund For Nature, headquartered in Gland, Switzerland. WWF is known as World Wildlife Fund in Canada and the US.

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