



WWF

REVIEW

CAN

2010

A photograph of a rocky coastline. In the foreground, a dark, pebbly beach is covered with numerous colorful starfish in shades of orange, red, blue, and purple. A shallow tide pool in the middle ground reflects the sky and the surrounding green forested hills. The background shows a steep, forested mountain under a blue sky with light clouds.

WWF-Canada Annual Review

Front cover: Low tide reveals a galaxy of bat stars and other sea creatures. Burnaby Narrows, Gwaii Haanas National Park Reserve, Haida Gwaii, British Columbia, Canada.

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WWF is one of the world's most experienced independent conservation organizations, with over 5 million supporters and a global Network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by: conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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SETTING OUR SIGHTS HIGH

Looking back, 2009/10 proved to be a year of contrasts. On the one hand, WWF-Canada enjoyed major conservation wins, particularly in our oceans work, where we achieved major new protected areas and ever-

greater success in bringing sustainable seafood to the marketplace. We also saw record participation in Earth Hour, WWF's international call for climate action.

And as an organization, we emerged from a challenging economic period re-energized and ready for growth. Our new strategic plan sets out clear, focussed and ambitious goals for our work over the next five years that includes leading WWF network-wide action in the Arctic.

On other fronts, however, the past year has been extremely hard on the planet. BP's offshore drilling disaster continues to contaminate vast areas of the Gulf of Mexico, while the lack of agreement on greenhouse gas reductions at the Copenhagen conference puts the entire world at risk of catastrophic climate change.

In the face of these international failures, the need for conservation action is stronger than ever. At WWF-Canada, we've responded by setting our sights on reforming oceans management in Canada, conserving 50 per cent of the Arctic, protecting vital freshwater resources and catalyzing a shift to renewable energy and sustainable transportation.

There's no question we'll face tough challenges ahead as we work to achieve these goals. But if we are to protect this living planet, success is our only option.

Fortunately, we've got plenty of reasons to believe we can succeed, including a 43-year track record of achievements, a talented team driven by passion and vision and, most importantly, you: the 150,000 plus Canadians who support our work. WWF-Canada is only as strong as the people who stand behind us. Thanks to you, that's very strong indeed.

We hope you'll take pride in the accomplishments that your support made possible over the past year, and we invite you to help us realize even more in the years to come.

For a living planet,



Gerald Butts
President and CEO



Patricia A. Koval
Chairman, Board of Directors

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CANADIAN LEADERSHIP, GLOBAL IMPACT

As part of the international WWF network, we're part of thousands of conservation achievements around the world every year. By protecting vital habitats and reducing our collective footprint on the planet, we're striving to create a world where humans live in harmony with nature.

Take the example of our work to protect the North Atlantic right whale — one of the world's most endangered cetaceans. Our research, collaboration and advocacy efforts helped to move shipping lanes away from feeding grounds to avoid collisions — a world first. We've also worked with lobster fishermen to change fishing practices to prevent entanglements and we're part of the right whale recovery team and network, jointly established with the Government of Canada.

What lies behind that success?

Perhaps the most important factor is our **collaborative attitude**. To create lasting success, we need the support of the people affected. That's why we sit down with government, with fishermen, with the shipping industry and with other stakeholders to hammer out solutions that work for everyone.

After all, our goal is to create **long-term solutions** that address the needs of both nature and people. Taking the time to earn trust, build relationships and negotiate solutions is a big investment, but we believe it ultimately pays big dividends.

Then there's the **solid science** that underpins our work. Thanks to peer-reviewed research, we know the greatest risk factors for North Atlantic right whales are collisions with ships and entanglement in lobster-fishing lines. That data lets us pinpoint the conservation actions that will create the biggest impact.

Another factor is the resources and experiences we share with the rest of the WWF international network. When WWF-Canada develops solutions that help right whales in the North Atlantic, WWF-New Zealand can apply those lessons to their work with Hector's dolphins, and vice versa. We call it **local to global, global to local**.

And then there's **you**. Thanks to your support, we're able to tackle long-term problems and build lasting solutions. Our millions of supporters in Canada and worldwide give WWF a powerful voice for conservation, as well as the funds to do the job. Together, we're creating a healthy, diverse and sustainable living planet.

ON-THE-GROUND SUCCESS

The big skies of Saskatchewan's Grasslands National Park were the backdrop for just one of the conservation successes of 2009/10: the release of 34 captive-bred black-footed ferrets to help re-establish this species in the wild. From prairies to oceans, the Mackenzie River Basin to the Caribbean, WWF-Canada made significant gains for nature over the past year.





CONSERVATION HIGHLIGHTS OF 2009/10

In a year marked by the Gulf of Mexico oil spill, it's especially worth celebrating the big wins WWF-Canada chalked up closer to home.

MARINE PROTECTED AREAS



The past year saw the designation of Gwaii Haanas National Marine Conservation Area in the Pacific; the creation of three national wildlife areas off Baffin Island, including a long-awaited bowhead whale sanctuary; and the protection of coldwater coral forests and sponge reefs on the Grand Banks from bottom fishing. In Cuba, where we worked for many years, Jardines de la Reina was finally designated a marine park.

SUSTAINABLE FORESTS



While we've wound up our sustainable forestry initiative, the seeds we've planted continue to grow, with more than 39 million hectares across Canada now certified to the Forest Stewardship Council's demanding standards.

SUSTAINABLE SEAFOOD



Consumers across the country are enjoying an increasing number of environmentally responsible seafood products certified by the Marine Stewardship Council. As we enter the third year of our partnership with Loblaw, WWF-Canada is proud to be a contributor in their goal toward 100% sustainable seafood by the end of 2013.

MACKENZIE RIVER BASIN



In our final testimony at the Mackenzie Gas Project hearings, we argued that conservation decisions should be sequenced up front, before industrial projects are approved, with an emphasis on establishing community-initiated protected areas. The Review Panel agreed, supporting our recommendations in their report to the federal government and National Energy Board.

LIVING RIVERS



Our freshwater team has been drawing national attention to the need for healthy flow in Canada's rivers, through our 2009 *Canada's Rivers At Risk* report and our work on the Athabasca River Phase II Framework Committee.

CLIMATE ACTION



Our mobilization efforts saw 800-plus scientists and 12 scientific societies across the country sign our "Scientists' Voice" petition calling on Prime Minister Stephen Harper to take urgent action on climate change. Meanwhile, millions of Canadians switched off their lights during Earth Hour and major Canadian businesses signed on to the Copenhagen Communiqué.

FOOTPRINT REDUCTION



Through initiatives like our Living Planet Community, we're not only building a constituency for climate action that is too big to ignore, we're also making a measurable reduction in the carbon footprint of Canadians across the country.

SPECIES RECOVERY



Black-footed ferrets had been given up as extinct until a small number were discovered in a remote Wyoming ranch in 1987. Last fall, 34 were released into the wild — the culmination of captive breeding and habitat protection work on the part of several conservation groups, including WWF, and the U.S. and Canadian governments.

Results like these are the proof that long-term conservation investments do pay off.

ARCTIC VISION

What will the Arctic look like 50 years from now? WWF has been busy developing models to predict how climate change will transform ecosystems north of the Arctic Circle. Our goal is to develop a conservation blueprint for the region, identifying the features and areas of highest conservation value that must be protected so that species such as polar bears, narwhal, belugas and caribou have the habitat they need to survive the coming centuries.



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WWF-Canada is proud to be leading WWF's global effort to create a secure future for the lands, waters and people in this still-wild region.

While climate change is transforming the physical landscape of the Arctic, it is altering the economic landscape as well. The prospect of ice-free summers is luring industry to the region, and in the face of this rush of development, the old rules for managing a fragile environment are more inadequate than ever.

We aim to provide the foundation for prosperous communities by integrating industrial expansion with cultural and ecological safeguards and by entrenching the concept of stewardship in the governance of the region.

40%

40 per cent of Canada's land mass and 2/3 of our coastline lie in the Arctic.

That's why we're a member of the Beaufort Sea Partnership. Together with Inuvialuit agencies and other government bodies, industry, researchers and conservation organizations, we're developing plans to integrate conservation and economic development, rewriting the rules to reflect new northern realities.

We're also an official participant in the National Energy Board's review of Arctic safety and offshore drilling in one of the roughest, coldest and least serviced oceans on the planet. Our position is clear: offshore oil drilling should not proceed until we have effective ways to manage the risks to this pristine environment and the species and coastal communities that depend on it.

Finally, we continue to expand our knowledge of Arctic ecosystems to ensure our conservation strategies are based on sound science. Last August, that included support for a helicopter survey of polar bears on the coastline of northern Baffin Island. The WWF-funded initiative partnered local hunters and trappers with government and university scientists, generating population data essential to long-term monitoring.

“The Arctic sea ice holds a central position in our Earth's climate system. Take it out of the equation and we are left with a dramatically warmer world.”

– Dr. Martin Sommerkorn, WWF International Arctic program



DRAMATIC

The Arctic is warming at twice the global average, causing a dramatic loss of sea ice.

Three New Protected Areas

It's official! Niginganiq (Isabella Bay) has now been formally designated a 336,200 ha National Wildlife Area, protecting the bowhead whales that gather to feed on zooplankton here on the northeastern coast of Baffin Island. After a quarter-century of lobbying by WWF-Canada and the local community of Clyde River, the bowhead sanctuary was announced in June. Joining it are two other newly protected areas on Baffin Island: Qaquiluit, home to Canada's largest colony of Northern Fulmars, and Akpait, an important area for migratory birds.

Partner in Conservation: RSA

Marine protected areas (MPAs) serve as insurance for our oceans, offering a refuge of biodiversity, providing breeding grounds for hundreds of species and fostering resilience against climate change. So it's fitting that leading insurance company, RSA, is supporting our efforts to create a network of MPAs in Canada's oceans. In the first year of this three-year partnership, RSA's generous \$200,000 donation helped fund WWF-Canada's work in the Arctic and on the Atlantic coast.

CLIMATE ACTION

When news teams broadcast the latest updates on international climate change negotiations in Copenhagen last December, the WWF-sponsored “ice bear” sculpture formed the backdrop — a compelling reminder of what lay at stake. Meanwhile the WWF delegation was at the negotiating table, calling for a fair, ambitious and binding deal to keep global warming under control. While world leaders didn’t deliver the deal our planet needs at Copenhagen, or at the G8/G20 summits in Canada the following June — where our ice bear made a repeat appearance — we did see the key nations agree for the first time on a common goal of limiting global temperature increases.



WWF is working to keep the global temperature rise below the danger threshold of 2°C.



According to the World Meteorological Office, the first decade of the millennium was the hottest ever recorded.

Ordinary citizens clearly support our position. In March, Earth Hour mobilized hundreds of millions of people around the world in WWF’s global call for climate action. One in two Canadians switched off their lights, while worldwide participation smashed previous records.

Business leaders are on side too. More than a dozen major Canadian companies signed the global Copenhagen Communiqué, making the case for a strong and effective UN climate framework. Meanwhile, more than 800 scientists and 12 scientific societies across the country signed our petition calling on Prime Minister Stephen Harper to keep global warming below 2°C.

**IN 2009, CANADA
FELL BELOW THE U.S.
IN CLIMATE CHANGE
ACTION, RANKING AT
THE BOTTOM OF G8
COUNTRIES.**

88%

A whopping 88 per cent of Canadians believe it is critically important for Canada to play a strong leadership role in promoting global solutions to climate change.

In Canada, that means shifting our national energy strategy away from a deeper investment in fossil fuels to a greener alternative based on low-impact renewables. By developing sound low-carbon solutions, encouraging greener forms of transportation, working with industry to shrink their emissions and building the public and political will to make this transition possible, WWF-Canada will transform how we produce and use energy in this country and put Canada on the right path for the planet.

Carbon-neutral by 2015

How do you make an entire industry carbon-neutral without relying on carbon offsets? We're helping the forestry industry to keep its ambitious commitment by pinpointing the most effective ways to reduce greenhouse gas emissions. They include the "Don't Waste Wood" initiative to divert wood waste from landfills, where it creates significant levels of planet-warming methane gas, and put a valuable resource to better use.

Partner in Conservation: The CSL Group Inc.

Shipping company, The CSL Group Inc., has committed to shrinking its carbon footprint, signing a five-year agreement with WWF-Canada to reduce greenhouse gas emissions within the fleet. "We're being challenged to be better than we are and we're fully aware that WWF-Canada will hold us to our commitments," says Gerry Carter, president of The CSL Group. The first year of the agreement focusses on measuring the company's current footprint and setting ambitious targets for reducing carbon dioxide, sulphur oxides and nitrous oxides.

"Climate change is one of the biggest challenges of our generation. As with any complex problem, we need to tackle it with determination, innovation and cooperation at a grand scale — and quickly."

— Jim Balsillie, co-CEO, Research In Motion

LIVING RIVERS

The South Saskatchewan River is one of Canada's most heavily exploited rivers. As it crosses the dry plains of Alberta and Saskatchewan, 50 per cent of its flow is taken to irrigate fields, serve cities and support a growing economy. On top of that, 13 large hydropower dams and hundreds of smaller ones along the river and its tributaries interrupt the flow, resulting in dramatic fluctuations in water levels that threaten downstream species like lake sturgeon and cottonwood trees. And with climate change increasing the frequency of drought, a bad situation could become even worse.



Across Canada, many rivers face the triple threat of excessive water withdrawals, dams and climate change.

In 2010, WWF-Canada put the spotlight on the issue with *Canada's Rivers At Risk* report, an assessment of the flow of 10 major Canadian rivers that attracted attention from media and policy makers alike. It showed that some of Canada's most important rivers, such as the South Saskatchewan and the St. Lawrence, have been modified to the extent that ecosystems are in serious trouble. Soon many others – including some of the planet's increasingly scarce large, free-flowing rivers like the Skeena, the Athabasca, and the Mackenzie – could be in trouble as well, as demands on their waters grow and climate change intensifies.

Canada's Rivers At Risk places the focus on environmental flow: the natural fluctuations in water flows and levels determined by weather, geography and season. Just as blood

“Water is not simply a sector, it is what we are made of.”

– Dr. John Matthews,
Senior Program Officer,
Freshwater Program,
WWF-US



WWF-CANADA'S
FRESHWATER
PROGRAM
FOCUSSES ON
WATER FOR
NATURE
AND
FOR PEOPLE.

pressure is a measure of the health of a human body, environmental flow reflects the health of rivers. To protect environmental flows, we need to manage not just how much water is withdrawn from the river each year, but when those withdrawals occur. Our report calls on provincial and federal governments to protect and restore natural river flows by stewarding our freshwater resources and limiting climate change, which threatens to impact the quantity, quality and timing of river flow.

Environmental flow is also at the heart of our work with the Athabasca River Phase II Framework Committee. To that end, WWF-Canada advocates maintaining a threshold of river flow below which no withdrawals are permitted. Successfully incorporating this principle into the management of the Athabasca would not only help protect the globally significant wetlands of the Peace-Athabasca Delta downstream but also set an important precedent for water management in Canada.

Nowhere on the planet are fewer people stewards of so many remarkable rivers – and such vast freshwater resources. In an increasingly thirsty and warming world, this endowment carries significant responsibilities. By setting conservation precedents in our most important and iconic river systems and by engaging Canadians in a public conversation about river health, WWF-Canada will set the standard for freshwater conservation across the country.

“Nothing, perhaps not even climate change, will matter more to humanity’s future on this planet over the next century than the fate of our rivers.”

– Fred Pearce, *When the Rivers Run Dry*

**Partner in Conservation: Natural Resources Canada
(Government of Canada)**

One of the healthiest rivers in *Canada’s Rivers At Risk* is the Skeena. Flowing pristine and unchecked through northern B.C., it winds its way through coastal rainforest before emptying into the Pacific Ocean. Along the way, it sustains a \$100-million wild salmon fishery that underpins local economies and First Nations culture.

Thanks to the generous multi-year support of Natural Resources Canada, through the Regional Adaptation Collaborative Program, we’re looking at how climate change, forestry, run-of-river hydroelectric projects and urban development could affect environmental flows on the Skeena. Ultimately, we’ll use that information to help communities develop resource plans that make the link between healthy rivers and healthy forests.

Partner in Conservation: Coca-Cola Canada

Coca-Cola continues to support our efforts in freshwater conservation at both a national and local level. Coca-Cola’s multi-year commitment funds the development of a Canada-wide strategy to protect nature’s water needs in the nation’s rivers and supports a community-focussed project in B.C.’s Skeena River basin to address increasing pressure on this still-pristine river.



CANADA DIVERTS
MORE WATER FROM
OUR WATERSHEDS
THAN ANY OTHER
COUNTRY ON EARTH.

HEALTHY OCEANS

On the West Coast, smarter oceans management got a boost with the launch of the Pacific North Coast Integrated Management Area (PNCIMA). The process, jointly led by First Nations and Fisheries and Oceans Canada, will apply an ecosystem-based management approach to 88,000 square kilometres of ocean in the Great Bear ecoregion. To encourage participation in the PNCIMA process, we organized a successful B.C. speaking tour that saw East Coast commercial fishermen discuss their ocean planning experiences with their West Coast counterparts.



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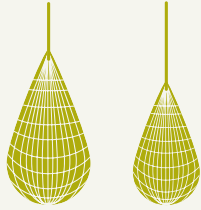
By working with the fishing industry, government, retailers and consumers to drive change, we're creating solutions that preserve coastal ecosystems *and* economies.

“We believe in long-term solutions for our oceans, not quick fixes. That’s why we support WWF-Canada and their emphasis on good science, sound policy and strong stakeholder relationships.”

— Gordon and Betty Moore Foundation

2009/10 proved to be a year of marine successes. While PNCIMA promises to transform West Coast waters, the Northwest Atlantic Fisheries Organization closed three vulnerable areas on the Grand Banks to bottom fishing — an area totalling more than 4,000 square kilometres — in order to protect coldwater coral forests and sponge reefs.

In Nova Scotia, the voluntary code adopted by fishermen last year is reducing the risk of right whale entanglement, while a new mapping tool that pinpoints overlap between lobster fishing areas and whale habitat will help lower that risk even further. With a whale population that has shrunk to less than 400, preventing even a few fatalities will make a significant difference.



IN JUST TWO GENERATIONS, UNSUSTAINABLE FISHING PRACTICES HAVE DRIVEN THREE-QUARTERS OF THE WORLD'S FISH STOCKS TO NEAR COLLAPSE.



WWF-CANADA'S VISION:

Three healthy, productive and sustainable oceans that are ecologically rich and economically prosperous.

And in Loblaw stores across the country, a wave of blue Marine Stewardship Council logos is sweeping across seafood counters. Thanks to our precedent-setting partnership with the grocery retailer, consumers are enjoying a greater choice of eco-friendly seafood when they shop at Loblaw, which aims to ensure its entire range of seafood products is sustainable by 2013.

Gwaii Haanas: The First National Marine Conservation Area (NMCA) in Canada's Oceans

Decades of investment on the Pacific coast paid off in June with the designation of Gwaii Haanas ("Place of Wonder"), at the southern end of the Haida Gwaii archipelago. Seabirds, whales and dolphins are common sights in the spectacular seascape, which encompasses islands, deep-sea coral reefs, kelp forests and eelgrass beds.

Over the course of 20 years, WWF-Canada worked with the Haida Nation and local communities to build support for marine sustainability through public events, speakers, workshops, publications and school programs, while keeping pressure on federal decision makers to protect this ecological treasure.

The new 3,400 km² NMCA will mesh marine conservation with ecosystem-based management of coastal rainforest — a Canadian first. Together, Fisheries and Oceans Canada and the Haida Nation will define zones and guidelines for different uses, including habitat protection, shipping, tourism and sustainable fisheries.

"Gwaii Haanas is poised to become the first model of integrated management on the Pacific coast that really treats land and sea as one living system," says Darcy Dobell, WWF-Canada's Vice President, Pacific Region. "WWF-Canada will contribute our expertise in marine ecosystem management and conservation to that process."

Partners in Conservation: The CSL Group Inc. and Habitat Stewardship Program (HSP)

Our ongoing right whale work received a significant boost over the past year from two major partners. A big thank you to The CSL Group Inc., whose five-year, \$750,000 donation continues to underwrite our achievements in protecting these endangered marine mammals. Their support, along with past contributions from Fred and Elizabeth Fountain, also helped us to leverage a \$243,000 grant from the federal government's Habitat Stewardship Program (HSP) for our right whale work over the past three years. Now a further \$350,000 from HSP will help us extend that success to other species at risk in Atlantic waters.

"WWF engages constructively with business and regulators to harness market forces that drive positive change; it's good for nature and good for business."

— Henry E. Demone, President and CEO, High Liner Foods Inc.

BEYOND OUR BORDERS

According to the Chinese zodiac, 2010 is the year of the tiger. WWF is aiming to make that designation more than symbolic. Through a network-wide initiative, we're working to double the number of these top predators in the wild by the next Year of the Tiger, in 2022.



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As a member of the international WWF Network, we have an impact that reaches far beyond Canada's borders. Our TRAFFIC and tiger initiatives highlight just how global our vision is.

Across Asia, tiger populations have been dropping dramatically as a result of poaching, shrinking habitat and conflicts with humans. Our "T×2" initiative tackles all three causes to help these magnificent creatures make a comeback. Through WWF's international TRAFFIC program, we're shutting down markets for tiger parts and products while beefing up enforcement of anti-poaching and smuggling laws.

50%



In just one decade, tiger populations have shrunk nearly 50 per cent. Currently, only 3,200 exist in the wild.

To increase tiger habitat, which has shrunk to just seven per cent of its historic range, we're working to expand existing protected areas and create new ones. More protected areas will also enhance prey populations, so tigers aren't forced to turn to domestic animals for the food they need. This in turn reduces the major cause of human/tiger conflicts.

Meanwhile, WWF's TRAFFIC team was out in force in Doha, Qatar in March, where the signatories to CITES, the Convention on International Trade in Endangered Species, were gathering to update this global treaty.

One of our biggest successes at this 15th Conference of the Parties (CoP15) was seeing Kaiser's spotted newt added to CITES Appendix I, making international commercial trade in this species illegal. Much of the credit goes to WWF-Canada's TRAFFIC team. In 2005, we brought world attention to Internet trade in this highly endangered salamander, found in just four mountain valleys in Iran.

The unanimous decision to protect Kaiser's spotted newt became one of the most reported stories from CoP15, while delegates called on governments around the world to address Internet trade in endangered species.

On other fronts, our WWF-Canada/TRAFFIC team trained more than a hundred U.S. wildlife inspectors to identify precious corals, while in Mexico we repeated our highly successful 2008 workshop for enforcement officers on identifying reptile skins.

**GLOBALLY,
ILLEGAL
TRADE IN
WILDLIFE IS
ESTIMATED TO
BE WORTH
TENS OF
BILLIONS OF
DOLLARS
A YEAR.**

CSI, Wildlife-Style

When you think "forensic science," chances are that scenes from CSI, not images of underwater corals, come to mind. But WWF-Canada's Ernie Cooper is proving that high-tech detective work can be just as valuable in pinpointing illegal trade in endangered corals — and thousands of other species — as it is in solving murder cases.

As a recently named Adjunct Professor at Simon Fraser University's School of Criminology and an Associate at the university's Centre for Forensic Science Research, Cooper has been developing new methodologies for coral identification.

"Wildlife forensics involves a wide range of disciplines, but the biggest focus is on identifying wildlife, parts and derivatives," he explains. "You can't stop illegal trade if you can't identify the species the products are made from."

In April, Cooper presented his research at the inaugural meeting of the Society for Wildlife Forensic Science in Oregon, the largest gathering of wildlife forensic scientists ever held.

PEOPLE POWER

If a single voice can have an impact, imagine what happens when millions of Canadians speak up for a healthy planet. Through our programs, WWF-Canada is not just empowering individual eco-action — we're building a formidable constituency for conservation that fuels our work on every front.



Every time someone switches off their lights during Earth Hour, commits to shrinking their footprint through our Living Planet Community, signs a WWF petition, donates to us or takes part in one of our campaigns, they're making that constituency even more powerful.

By offering a range of ways to get involved, both online and on the ground, we're fostering meaningful engagement with Canadians and, at the same time, sending a signal that decision makers in government and industry simply can't ignore: it's time for the transformational change our planet needs.



Earth Hour 2010
participation by
the numbers:

10
MILLION
ADULTS ACROSS
CANADA

304
CANADIAN
CITIES

128
COUNTRIES

Earth Hour

On March 27th millions of citizens across Canada and around the world switched off the lights in a powerful call for climate action. In just three years, this global WWF event has captured the public imagination in a big way, and grabbed the attention of decision makers. Earth Hour 2010 was our biggest yet, with a total of 128 countries participating.

Ten million Canadians who joined in found plenty to do in the dark, from bonfires and stargazing parties to unplugged concerts and an evening of candlelight, cocktails and canapés at the Fairmont Hotel Vancouver.

This year, we put the emphasis on year-round action. “Earth Hour is more than switching off lights for one hour, once a year. It’s about sending a message to our world leaders that we want action on climate change,” says WWF-Canada President and CEO Gerald Butts.

“The message of Earth Hour is simple. Climate change is a concern for each of us. Solutions are within our grasp.”

– Ban Ki-moon, UN Secretary General

Partners in Conservation: Loblaw

Simple actions have an impact. That’s the philosophy behind a three-year partnership with Loblaw to encourage one million Canadians to up their green quotient through seasonal public action campaigns.

More than 50 restaurants across the country showcased how tasty a local and sustainable diet can be during our first-ever *Localicious* event, while our regional Sustainable Food Buying Guides helped eco-minded diners when cooking at home.

During *Sweater Day*, Loblaw turned down the thermostat at almost 1,000 stores from coast to coast by 3°C. Colleagues and employees sported sweaters, and encouraged their customers to do likewise, to demonstrate how simple changes in behaviour at work and at home can help save our planet. As a result, Loblaw reduced greenhouse gas emissions by about 5.6 tonnes in just one day.

Thousands of Canadians pinned their car keys to their shirt for a week and biked, walked, bladed or bussed instead of driving in support of our *Pin It for the Planet* campaign. Meanwhile, the *Green CommUnity School Granting Program* has begun distributing \$600,000 in grants to fund school-based environmental projects that deliver real-life lessons in sustainability.



80 per cent of Canadians say they are motivated to do more to reduce their personal and household impact.

Living Planet Community

In just two months, we doubled the size of our Living Planet Community — WWF-Canada’s online site for Canadians who want to live more sustainably — thanks to an enthusiastic response from Earth Hour participants. Across the country, nearly 39,000 members have signed up to learn more about the issues, take action and shrink their environmental footprint.

And shrink it they have. In January, our members hit a major milestone, collectively saving a total of 100,000,000 kg of greenhouse gases through measures like composting their kitchen scraps, setting their washing machine to cold and swapping energy-inefficient light bulbs for compact fluorescents.

By allowing each member to track their progress, we’re helping them to see that small changes do add up — especially when they’re multiplied by thousands of other eco-conscious Canadians from coast to coast.

Living Planet @ Work

Encouraged by the success of our Living Planet Community, we’ve launched Living Planet @ Work to foster a similar conservation ethic at the office, thanks to generous support through the Ontario Power Authority’s Conservation Fund. Our pilot program proved so successful, we’ve already expanded it to seven companies and expect it to grow more in the coming year.

“We had green teams in our stores, but Living Planet @ Work created a focus point for employee engagement at head office. Through the program, our green team has found creative ways to get people talking about sustainability in the office. We’ve had some great results and it’s just getting started.”

– Katie Harper, Sears Canada



Despite the greater number of CN Tower climbers this year, we saw a whopping 43 per cent reduction in waste over 2009.

Walking the Talk

Our Living Planet Community members aren’t the only ones shrinking their footprint! Thanks to our Sustainability@Work Committee, WWF-Canada is stepping a little more lightly on the planet. At the Canada Life CN Tower Climb for WWF-Canada, we diverted more recyclables from landfill than ever. Despite the greater number of climbers this year, we saw a whopping 43 per cent reduction in waste over 2009.

Less visible but just as important is the work we’ve put into developing procurement and travel policies designed to cut back our domestic and international air travel and source the majority of our supplies from a “green” list — policies that will pay off in measurable environmental benefits in the years to come.

CANADA LIFE
CN TOWER CLIMB 2010
BY THE NUMBERS:

6,400
CLIMBERS

450
VOLUNTEERS

\$1.3
MILLION RAISED



A Different Kind of Engagement

WWF-Canada is fortunate to have a remarkable core of supporters who dedicate their time, effort and creative energies to directly benefit our organization. Many thanks to our Community Pandas who find creative ways to raise funds, the volunteers who help our office and our events run smoothly, and all the climbers who sweat their way to the top of the CN Tower for WWF every year.

Canada Life CN Tower Climb for WWF-Canada

In 2010, our supporters stepped up in impressive style to celebrate the 20th anniversary of the Canada Life CN Tower Climb for WWF-Canada. The sold-out climb raised a record-breaking \$1.3 million dollars and attracted everyone from couch potatoes to weekend warriors to top Canadian athletes.

Leading the way this year were the heads of four major Canadian companies, showing their commitment to climate action in our inaugural President's Challenge. Meanwhile, 450 volunteers ensured the event ran more smoothly than ever. A towering achievement!

Volunteer: Wanda Hall

When Wanda Hall decided to retire from her teaching career, she traded in her blackboard chalk for a panda costume. Since the Mississauga, Ontario resident began volunteering for WWF-Canada four years ago, she's proved to be a terrific mascot, serving up panda hugs and high fives at events like the Canada Life CN Tower Climb for WWF-Canada, the Green Living Show, Earth Hour and more. "This has been such a rewarding time," she says. "I have met the most brilliant and dedicated people."

Community Panda: Jordan Antonelli

In our books, Jordan Antonelli is top dog. The 10-year-old aspiring zoologist organized a WWF Dog Walk this year in Windsor, Ontario that raised more than \$1,000, along with awareness of our mission. "I think that preserving our planet's natural habitat is important to our survival," Jordan says. "Thank you WWF for inspiring me to do something meaningful and make a difference."

Strength in Numbers

WWF-Canada draws our strength from supporters who care passionately about a living planet and prove it through their actions. To everyone who contributed to our work in some way, shape or form over the past year, thank you! Looking forward, we plan to reach out to even more Canadians, providing more avenues to live more sustainably, speak up for the planet and support our work. Together, we're making a planet-sized impact.

TO ALL THOSE WHO GIVE
TO WWF-CANADA,
THANK YOU.



OUR DONORS AND SUPPORTERS

We couldn't do it without you! Our work relies on the generosity of many individual donors, foundations, corporate partners, governments, organizations and volunteers.

Support over \$1,000 in the form of donations, sponsorship, donated media, advertising and other gifts in kind received between July 1, 2009 and June 30, 2010 is recognized in the following list.

NOTE An asterisk (*) following a name recognizes support over 20 years or more.
A plus sign (+) following a name recognizes in-kind or in-kind plus cash donations.
Gifts received after June 30, 2010 will be gratefully acknowledged in the 2011 Annual Report.

Above \$1,000,000

Coca-Cola Canada +

Loblaw Companies Ltd.

\$500,000 – \$999,999

Gordon and Betty Moore Foundation

\$100,000 – \$499,999

AGF Management Limited*
Francine & Robert K. Barrett
Canon Canada Inc. +
The CSL Group Inc.
Domtar Inc. +
Hewlett-Packard (Canada) Co. +
Oak Foundation
One Stop Media Group Inc. +
Ontario Lottery and Gaming
Ontario Power Authority
RSA
Sears Canada Inc. +
STAPLES Canada Inc.
Toronto Environment Office –
City of Toronto +
Toronto Star +
Torys LLP* +
Vale*
WWF-Netherlands

ESTATES

Estate of Fern Boyver
Estate of Mona Louise Campbell
Estate of Earl Bodgener Clarke
Estate of Stephen Mark Green
Estate of Betty-Jane Inwood
Estate of Agnes Vera Jenkinson
Estate of Audrey Kunkel
Estate of Silveria Ladek
Estate of Edith Laura Thompson

\$50,000 – \$99,999 AbitibiBowater
BC Hydro* +
Bell Canada*

“As long as I can remember, I’ve been passionate about life on our planet in all of its wonderful forms and varieties. WWF’s mission, goals and valuable work in Canada and around the globe have always truly inspired me, and I feel that leadership giving to WWF is one of the most important things I do. Over the years, I’ve tried to structure my giving in many ways, through gifts, of course, but also by volunteering my skills, business networking capabilities and time, and by encouraging others to do the same.”

– Patricia Koval, donor and Chairman of the Board

Canada Life* +
The Canadian Institute
CTV Toronto +
The Donald R. Sobey Foundation
Fairmont Hotels and Resorts +
Forest Products Association of Canada (FPAC)
Government of Canada – Habitat Stewardship Program*
Patricia A. Koval
Titan Outdoor Canada +
Unilever Canada Foundation
Washington Marine Group

ESTATES

Estate of Norman Frederick Brown
Estate of Lillian May Hayden
Estate of Peggy Lawson
Estate of Jack Brooks Lee
Estate of Ralph Arthur Reinhold
Estate of Erik H. Sellars-St. Clare
Estate of Roy Leslie Wilson

\$25,000 – \$49,999 Boom 97.3 +
Canadian Tire Corporation Limited
Catalyst Paper
Citytv +
CN Tower +
Copernicus Studios Inc. +
Davis & Henderson Ltd.
Michael and Honor de Pencier*
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Ministry of the Environment
Investment Executive +
Ivanhoé Cambridge Inc.

Ivey Foundation*
The J.M. Kaplan Fund, Inc.
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LoyaltyOne Inc.
Michael Bow Professional Corporation
Newstalk 1010 +
Government of Ontario – Ministry of Energy and Infrastructure
The Pat and John McCutcheon Charitable Foundation
Procter & Gamble Inc.
Research In Motion +
Fred Smithers, O.C.
TD Bank Financial Group
Virgin Radio 999 +
Bill and Janet Young
1 Anonymous Donor

ESTATE PLANNING: BOB AND CORINNE FALCONER

For Toronto couple Bob and Corinne Falconer, putting WWF-Canada in their Wills is a logical extension of their long-time support for our organization. Originally attracted to WWF because of our success in creating positive changes both in Canada and abroad, the avid birders have been annual supporters since 1988. They have also chosen to leave a gift in their Wills to help ensure that nature’s resources are available to future generations.

“We see it as a way of continuing our support into the future for the children of tomorrow,” Corinne explains.

ESTATES

Estate of Kate R. Clifford
Estate of Hannah Beate Hoffman
Estate of Donald Ralph Legg
Estate of Esther Jean Macdonald
Estate of Mary Margaret McAlpine
Estate of Ruth Mechanicus
Estate of Dorothy Elizabeth Taylor

\$10,000 – \$24,999

Allied Properties +
Astral Media Outdoor +
The Bargain! Shop Holdings Inc.
Build-A-Bear Workshop®
Bullrush Foundation
Canadian Wildlife Federation
Kathleen Crook & James Penturn
The EJLB Foundation
Frontiers North Adventures +
The George Kostiuk Family
Private Foundation
Claude Giffin
Peter C. Godsoe

Grant Thornton LLP
Scott M. Hand
Erin Hogg*
Donna Holton
Suzanne Ivey Cook*
The K.M. Hunter Charitable Foundation
Kayak Foundation at
The Calgary Foundation
Stephanie & David Keeley
The Kingfisher Foundation
Arthur & Sonia Labatt
Mackie Research Capital Corporation
MBNA Canada

(continued on page 28)

ENDOWMENT FUNDS

For some donors, expressing their commitment to conservation means supporting WWF-Canada in perpetuity through an endowment fund.

“We’re tremendously honoured when donors make this kind of permanent commitment,” says President and CEO Gerald Butts. “It speaks both to the value of our work and the trust that people place in our organization.”

Recently, we’ve been the recipient of two such legacies, both from dearly valued members of the WWF family. The Beryl Ivey Fund was created by long-time WWF supporter Beryl Ivey, who served on our Board of Directors and National Council for many years. In her Will, she left us an extraordinarily generous \$1 million bequest to continue the conservation work that meant so much to her.

Jennifer Headley, a vibrant conservation champion, passed away far too young. She was a Canadian working with WWF-UK when she was killed in a helicopter crash in Nepal in 2006, along with six WWF colleagues. For Jennifer’s family, creating an endowment fund in her name was a way to ensure her contagious passion for conservation lives on and, as past WWF Director General Claude Martin said at a memorial service, cherish her example and honour her footprints.

We extend our gratitude to donors and their families for investing in WWF through the following endowments.

Above \$1,000,000

200 Canadians Trust
“1001” Nature Trust
Beryl Ivey Fund

\$500,000 – \$999,999

Canadian Conservation Trust

\$100,000 – \$499,999

Brocklehurst-Jourard Education Fund
Signatures Fund

\$50,000 – \$99,999

The Kenneth M. Molson Fund for Endangered Birds

\$25,000 – \$49,999

The Jennifer Headley Fund for a Living Planet
Sharlene Jessup Fund for a Living Planet

\$10,000 – \$24,999
(continued from page 27)

McGregor Socks +
MediaVest +
Dieter (Bill) W. Menzel
Metro Toronto +
The Midloch Foundation
The Ocean Foundation
Patrick and Barbara Keenan Foundation
Hans & Margaret Scholz
Scotiabank*
Shaw Communications Inc.
Sustainable Prosperity
(University of Ottawa)
To Infinity & Beyond Foundation
Toronto Hydro
Joe Vipond
Walter & Duncan Gordon Foundation

ESTATES

Estate of Dorothy J. Ball
Estate of Dorothy Cavanagh
Estate of Aileen Ann Gwenllian Davis
Estate of Phyllis Edsell
Estate of Barbara Caroline Freeman
Estate of Enid Mary Harris
Estate of Walter Jenkins
Estate of Diane McCarroll
Estate of Elizabeth Mary Murphy
Estate of Jennifer Ellen Naiberg
Estate of Evelyn Saley
Estate of Elizabeth Todd

\$5,000 – \$9,999

Accenture
Anne Marie Peterson Fund at
The Calgary Foundation
Chris Baldock
Bell Canada – Employees and Retirees
Jennifer Bottos & Andrew Smith
Richard & Marilyn Bryll
Gerald & Jodi Butts
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Cedar Valley Holdings Inc.
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Michael Cruickshank & Linda Campbell
Jutta Dalton
Roger & Janet Dickhout
Marna Disbrow
The Dr. James H. Day Foundation
Dr. Ola H. Dunin-Bell & Allen W. Bell
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Leo Burnett Company Ltd. +
John McCall MacBain
McGeachy Charitable Foundation*
William McKeown
McLean Smits Family Foundation
Elizabeth Miller
The Mobile Spa +

“As stewards of our planet, humans need to reduce our footprint to sustainable levels. I have found WWF-Canada and its dedicated people to be the most effective and rational spokesperson for sustainability. My work with prospects for oil in the Nova Scotia Gully years ago made me aware of the vulnerability of our ocean environment, which is why I support WWF’s efforts to tackle global overfishing.”

– Dieter (Bill) W. Menzel

\$5,000 – \$9,999
(continued from page 28)

Mountain Equipment Co-op +
Multisportcanada
New Roots Herbal Inc.
Ontario Power Generation Employees’
and Pensioners’ Trust
Debora Plummer
Power Corporation of Canada*
George Priniotakis & Erin O’Brien
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Jon Temme and Kelly Walker Temme
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Westport Innovations Inc.
Dr. V. J. Wilson
3 Anonymous Donors

ESTATES

Anonymous
Estate of John Wycliffe Hamilton Bell
Estate of Catharine Bensley
Estate of Francis Roy Blair
Estate of Ida Daly
Estate of Ruth Elizabeth Hodge
Estate of Reginald William Jennings*
Estate of Victor John & Ann Macklin
Estate of Betty Love*
Estate of Rosemary Kathleen Matthews
Estate of Gary Stephen McMillan
Estate of Margaret McWilliam
Estate of Margaret L. Steckley
Estate of Stephanie Taylor
Estate of Joan Constance Trott

\$1,000 – \$4,999

Cassandra Adams
Daryl Aiken
AirGid Media & Imedge
Communications +
James Allan
Jeffrey C. Allin &
Lola Reid Allin
Teressa Allison
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Vivian Ammar
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Liliana Cardenas
Steve Carleton
Jessica Carn
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Catherine Donnelly
Foundation
Cemac Limited*
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Fanny Chan
Connie Chen
Andrew Cheng

\$1,000 – \$4,999
(continued from page 29)

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Cinders Fund at The	Strategic Charitable	Grassroots Advertising Inc. +
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Grahame Cliff	Inc.	Tracey Griffin
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Mark Collins	Lindsay Fehr	Wanda Hall
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David Corrigan	Joyce Ford-Watmore	David Hertes
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Dawne Deeley*	Dr. Rosanne Gasse	Maureen Huber
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Karl Dykhuis	Andrew Goss	Edna Iacueli
Dynamic Paint Products Inc.	Government of Canada –	Immunology
Dr. Martin H. Edwards	Environment Canada	Infogest Direct Marketing

\$1,000 – \$4,999
(continued from page 30)

ING DIRECT	Hagen Kennecke	Brock Martin
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Dr. Nancy Ironside*	Carolyn Kiddle	Sue & Biff Matthews*
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J. Derek Johnson*	Robert J. Leask	Kelsie McKay
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Mark Jowett	Michael & Ann Lees	June McLean*
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	Manulife Financial	William & Norma O'Connor

“For our ‘green’ wedding last summer, we minimized the environmental footprint of our celebration as much as possible. We requested guests give a donation to WWF-Canada in place of traditional gifts and other ‘stuff’. This sentiment truly reflects our love for nature. We were proud to support WWF-Canada’s conservation work and have our special day reflect the values we cherish as a couple.”

– Jennifer Black and Kyle Mitchell

\$1,000 – \$4,999
(continued from page 31)

Shelley Odishaw	Philip Rosso & Marilyn Sanders	Tim & Nalini Stewart
Mike Olizarevitch	Jason & Cheryl Roth*	The Study Student Council
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Ralph Overend	Dean W. Salsman	Amy Tam
Timur Ozelsel	Andrew Sass	Mary Beth Taylor & Scott McFadyen
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Valerie Pringnitz	Tana Skene	P. Dawn Villermet
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Pro-Tam Inc.	Sally Smallwood & Cameron Algie	Sonya Wall*
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Wendy Pullan	Janine Smith	Shelly Walsh
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Shannon Rancourt	The Somerset Foundation	Bruce Wareham
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Troy Rathbone	Carl & Jennifer Spiess*	Ms. Karen Webb*
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Lorraine Richardson	Jack & Akke Spruyt	Horst Werneburg
Thomas Richter	Campbell & Joanna Stacey	Brian Westerberg
Richard W. Rinn*	Ed Stahl	Dr. R. William & Diane Knight
Gerry Rocchi	Kelli Stang	Catherine E. Willson
Brian Roche	Stephen Eby Memorial Fund at the Toronto Community Foundation	Janice Willson
Nathalie S. Rockhill	Jenny Stephens	Phillip Wilson*
Debbie Romanko		

\$1,000 – \$4,999
(continued from page 32)

Patrick Winder
The Winnipeg Foundation –
Triple A Fund
Walter Witowski
Ms. Ellen Wolper
Joanne Wright*
Patricia Wright
WWF-Denmark
York House School
Dr. Tsai Hsing Yu
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ESTATES
Estate of John William Baker
Estate of Claire Alma Blois
Estate of Jennifer Headley
Estate of Judith Lynn
McIntosh
Estate of Norma Nadolny
Estate of Lucy May Robertson
Estate of Kathleen Scrivener
Estate of Eric William Sillick

Estate of Clifford Reginald
Stiller
Estate of Daphne Maureen
Thomas
Estate of George Alfred
Winchcombe

**Special thank you to
these additional
event supporters.**

360 The Restaurant
at the CN Tower +
Coty Canada Inc. +
Duke's Cycle +
Fourth Wall Media Inc. +
grano +

Indigo Books & Music Inc. +
Kiehl's +
Mobile Business
Communications Ltd. +
Quince Restaurant +
Starbucks Coffee Company +

teas by voodoo +
Via Rail Canada +
Wasteco +
Whole Foods Market +

THE 50+ CLUB

No, we're not talking age! Many, many thanks to our elite group of Volunteers who each contributed more than 50 hours of their time over the past year. You're a very special part of the WWF-Canada team.

Ken W. Cramer
Daniela Diz
Maria Ferreira
Brittany Finucci
Alison Fischer
Gail Hamel
Chihoe Ho
Olga Hropach
Candice Inman
Yashar Javadi

Aggie Jenkinson
Victoria Jordan
Anna Kesberg
Sean Kim
Jennifer Kydd
Julie Lamb
Angela Leung
Emma Nicholson
Theresa Ogurian
Clayton Papillon

Allison Paul
John Philip Policarpio
Kristina Rapson
Shaima Talaat
Niky Talebiani
Steven T. Tiainen
David von der Porten
Ann Walsh
Julia Ward
Sarah Zachariah

**WWF-CANADA VOLUNTEERS
BY THE NUMBERS:**

710
Volunteers
across Canada

10,032
hours donated

Approximate dollar
value of donated time

\$163,984



© GORDON COURT / WWF-CANADA

WWF-CANADA FINANCIALS

FINANCIAL STEWARDSHIP FOR THE LONG TERM

Financial stewardship is key to achieving our conservation and fundraising goals and fulfilling donor expectations. We therefore ensure we have:

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

In addition to producing 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 2010 (year ended June 30, 2010), we raised \$21.2 million. We invested \$14.8 million in our conservation work.

We increased our expenditure in fundraising, primarily with the introduction of Face-to-Face door and street fundraising. This, combined with impact of revenue being \$1.5 million below the prior year, resulted in our Fundraising and Administration costs rising to 28.9% of revenue. Over the past five years, this percentage has ranged from 19% to 28.9% with an average of 23%. Each year the percentage is affected by revenue variation and/or changes in our fundraising strategy, as we adjust to new market conditions. While variations are unavoidable, particularly in difficult economic conditions, we are committed to ensuring that, over the long haul, the maximum amount of dollars are used for conservation results.

COMMENTARY ON FINANCIAL RESULTS FOR 2010

Prolonged difficult economic conditions caused a drag on revenues in Fiscal 2010.

- Overall revenue was \$1.5 million below the prior year, a drop of 7%.
- Revenue from Major Gifts was below the prior year due to donors responding to a number of major global events such as the tragic Haitian earthquake.
- Increases in revenue from partnerships with industry and a very successful CN Tower Climb event offset some of the Major Gift decline.

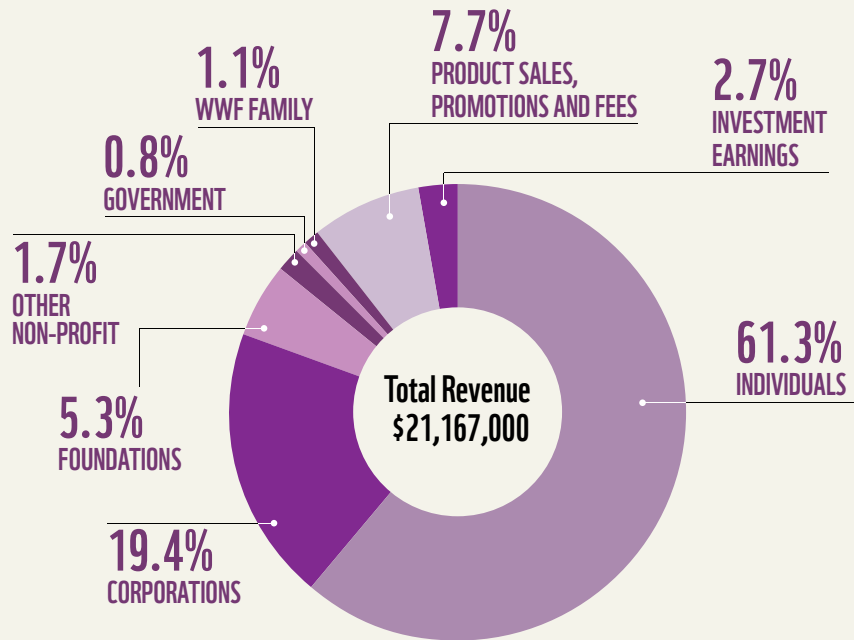
We drew down some of our discretionary operating reserves to support conservation spending and maintain momentum in our conservation work, which is focused on the priority goals related to water, climate, and people. We are pleased that our new focus is delivering conservation results which are highlighted earlier in this report.

Despite the pressure caused by declining revenue, we maintained our fundraising infrastructure and also adjusted our fundraising approaches to the new economic and social conditions. We expect an increase in revenue in F2011 and future years. This will result in dividends of important and enduring conservation wins.

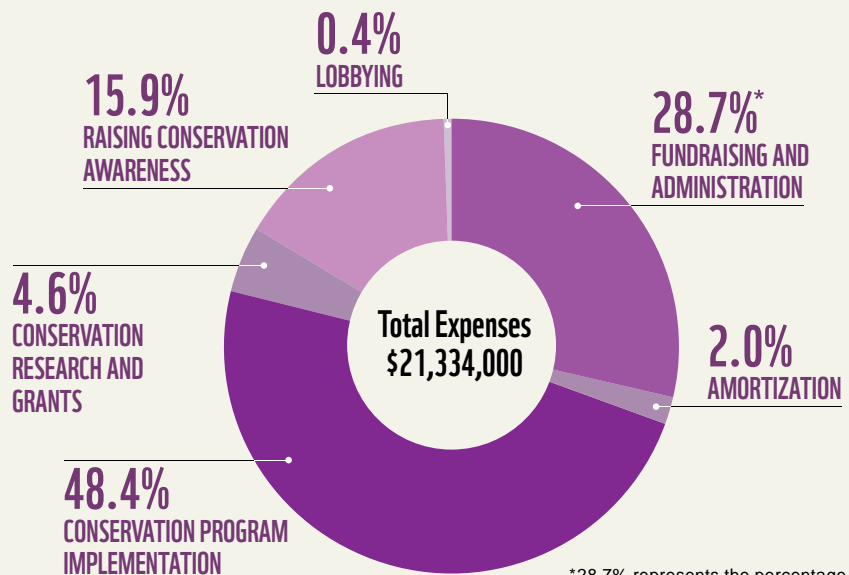
WWF-CANADA

REVENUE AND EXPENDITURE

SOURCES OF DONATIONS AND OTHER REVENUES



HOW WE APPLIED OUR FUNDS



*28.7% represents the percentage of total expenditure that went to Fundraising and Administration

WWF-CANADA

FINANCIAL STATEMENTS

World Wildlife Fund Canada
and World Wildlife Fund
Canada Foundation

Summarized Combined Statement of Financial Position

<i>As at June 30, 2010 (in thousands of dollars)</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>
Assets			
Current assets	9,366	10,452	13,577
Investments at fair value	9,309	9,012	9,356
Property and equipment	1,486	1,219	580
	\$ 20,161	\$ 20,683	\$ 23,513
Liabilities			
Current liabilities	827	1,242	1,775
Total Assets & Liabilities	\$ 19,334	\$ 19,441	\$ 21,738
Fund Balances			
Operating funds			
Unrestricted	1,542	2,137	2,536
Restricted	5,403	5,336	5,616
	\$ 6,945	\$ 7,473	\$ 8,152
In Trust and Other Capital Funds	9,485	9,331	10,320
Planned Giving Fund	1,418	1,418	2,686
Property and Equipment Fund	1,486	1,219	580
Total	\$ 19,334	\$ 19,441	\$ 21,738

WWF-CANADA

FINANCIAL STATEMENTS

World Wildlife Fund Canada
and World Wildlife Fund
Canada Foundation

Summarized Combined Statement of Operations and Changes in Fund Balances

<i>For the year ended June 30, 2010 (in thousands of dollars)</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>
Revenue	21,167	22,675	26,745
Expenses			
Conservation expenditure	14,778	18,049	16,244
Fundraising and administration	6,122	5,714	5,655
Amortization	434	333	335
Total Expenses	\$ 21,334	\$ 24,096	\$ 22,234
Excess (deficiency) of revenue over expenses for the year	(167)	(1,421)	4,511
Fund balances – Beginning of year	19,441	21,738	16,145
Adjustment to investment values – July 1, 2008	–	–	1,758
Net change in unrealized gain/(losses) on investments	60	(876)	(676)
Fund balances – End of year	\$ 19,334	\$ 19,441	\$ 21,738

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

[WWF-Canada Additional
Financial Information](#)



WWF-CANADA BOARD OF DIRECTORS

(as at October 15, 2010)

Honorary Chair	Sonja Bata	
Honorary Directors	The Rt. Hon. John Turner	Partner, Miller Thomson LLP
	Brock Fenton	Chief Scientific Advisor Professor Emeritus of Biology, University of Western Ontario
Chairman	Patricia Koval	Partner, Torys LLP
Directors	Daryl Aitken	President, Dashboard Communications
	Mark Cohon	Commissioner, Canadian Football League
	Roger Dickhout	President and CEO, Pineridge Foods Inc.
	Don M. Enns	President, Day One Ventures Ltd.
	Mike Garvey	Corporate Director
	Scott Hand	Corporate Director
	Sasha Jacob	President & CEO, Jacob Securities Inc.
	Jack Keith	Foundation Director
	Sonia Labatt	Associate, Centre for Environment, University of Toronto
	Seamus O'Regan	Broadcast Journalist and TV Host
	Steven Page	Musician
	Paul Taylor	Corporate Director
	Tanny Wells	Chestnut Park Real Estate Ltd. and Corporate Director
	Alexandra Weston	Founder and President, ASC Public Relations
	Phyllis Yaffe	Corporate Director

WWF-Canada's Board of Directors is made up of a committed group of volunteers who come from various walks of life. A director's initial term is four years. A director may serve a second successive or non-successive four-year term.

Declaration of Remuneration

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

WWF-CANADA SENIOR STAFF

(as at October 15, 2010)

President and CEO	Gerald Butts	
Senior Staff Reporting to the CEO	Hadley Archer	VP, Strategic Partnerships & Development
	Grahame Cliff	VP, Finance & Administration & Chief Financial Officer
	Darcy Dobell	VP, Pacific Region
	Arlin Hackman	VP, Conservation and Chief Conservation Officer
	Robert Rangeley	VP, Atlantic Region
	Christina Topp	VP, Marketing & Communications
Other Senior Staff	Monte Hummel	President Emeritus
	Steven Price	Senior Director, Conservation Science & Practice
Directors	Leah Anagnostopoulos	Human Resources
	Jeffrey Chu	Program Operations
	Ernie Cooper	TRAFFIC and Wildlife Trade
	Monica Da Ponte	Strategic Partnerships
	Ruth Godinho	Donor Relations & Services
	Janice Lanigan	Annual Giving
	Joshua Laughren	Climate and Energy Program
	Rosemary Ludvik	Advancement Research
	Tony Maas	Freshwater Program
	Jeremy Marten	Marketing
	Robert Powell	Mackenzie River Basin
	Udayan Purushothaman	Controller
	Bettina Saier	Oceans Program
	Carolyn Seabrook	Program Operations
	Mary Beth Taylor	Development
	Martin von Mirbach	Arctic Program

CONTACT US

WWF is committed to keeping our members, donors, partners, and the general public informed about the work we do, how we do it, and what we think about issues that have a direct link to our work.



Join us online:

- visit our website (wwf.ca)
- follow us on Twitter (twitter.com/WWFCanada)
- find us on Facebook (facebook.com/WWFCanada)
- join our Living Planet Community (community.wwf.ca)

Sign up for our Monthly Panda Mail e-newsletters (wwf.ca)

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

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For service or inquiries in

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Ottawa, ON K1P 5M4
Tel: 613-232-8706

ST. JOHN'S

TD Place, Ste. 305, 140 Water Street
St. John's, NL A1C 6H6
Tel: 709-722-WILD (9453)

VANCOUVER

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

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FOR A LIVING PLANET.

As a WWF supporter, you're one of more than five million people around the world helping to protect a living planet. By funding our work, you're creating the most meaningful legacy possible for your children, their children, and all species that call this planet home. Thank you. Together, we're a powerful force for conservation.



WWF-Canada by the Numbers

7

With 7 offices across the country, WWF-Canada is the local to global, global to local conservation organization

1967

WWF-Canada has been conserving nature since 1967



10,032

hours donated by WWF-Canada Volunteers in fiscal year

+150,000

WWF-Canada has more than 150,000 supporters



Why we are here

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

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