



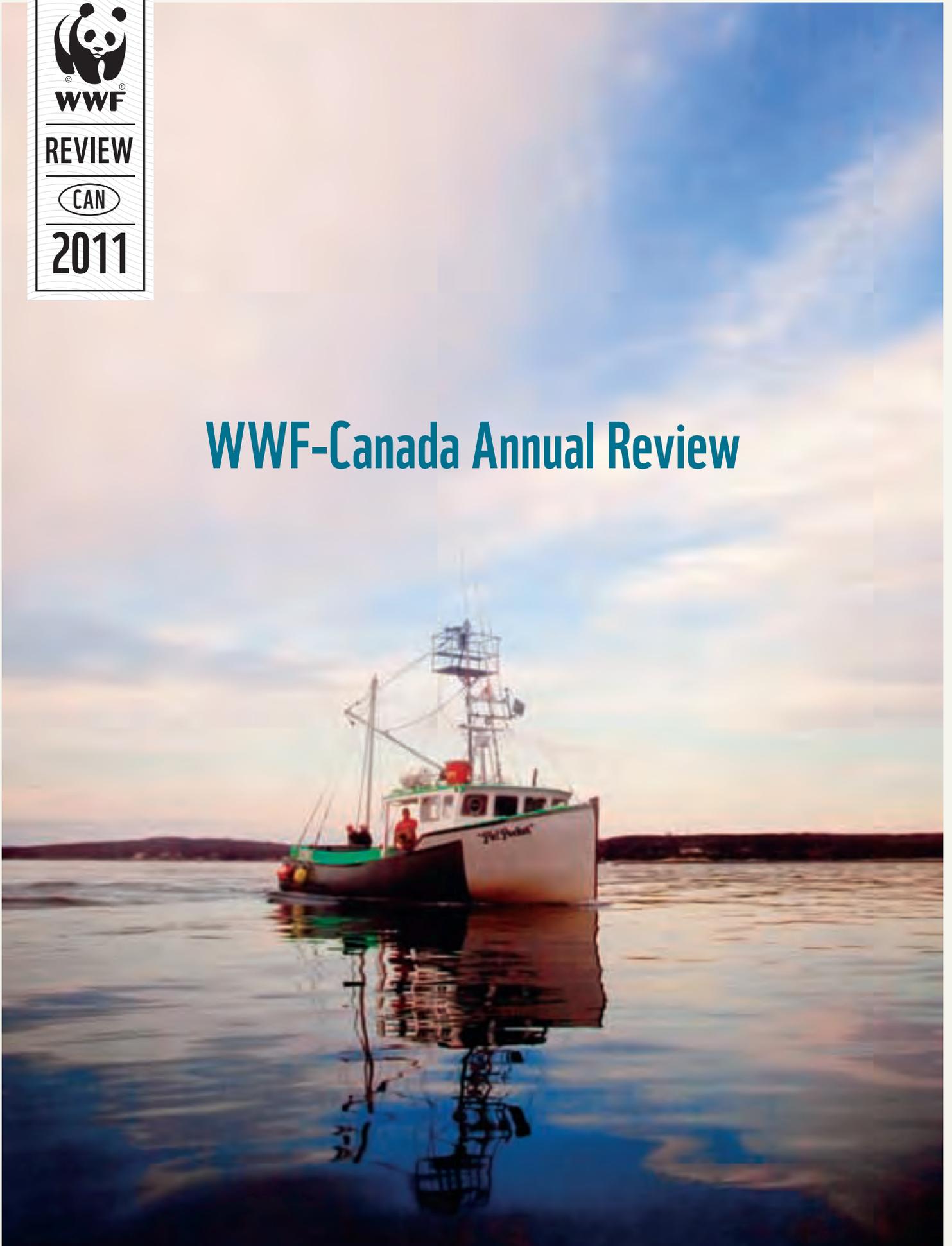
WWF

REVIEW

CAN

2011

# WWF-Canada Annual Review



*Front cover:* Sustainable fishing in action. Patrick Gray hauls up lobster, Canada's most valuable seafood, from the waters off Nova Scotia. © Alyssa Bistonath / WWF-Canada

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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by: conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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# 50 Years is Just the Beginning

**A**nual reports offer an opportunity to celebrate the achievements of the past year and, occasionally, to mark a significant anniversary—in this case, 50 years of WWF’s conservation success. But for me, the real reason in looking back is to find the inspiration to move forward.

As much as we have achieved, humans are not yet living in harmony with nature. We’re taking too much and not returning enough to the planet that sustains us. In Canada, where we are rich in resources, we also have much to steward.

Today, the Earth faces sobering challenges, from accelerating climate change to the catastrophic collapse of life in our oceans. Our future—and the future of all species—depends on tackling them successfully.

It’s no small task. But with your help, I’m confident we can succeed.

Thanks to dedicated supporters like you, we’ve proved just how much can be accomplished in 50 years. Now, as we set out together to address the biggest environmental threats of our generation, we’re poised to accomplish even more. So please take this moment to pause with us, and to reflect on where we’ve been and the exciting places that we’re about to go.

**Gerald Butts,**  
President and CEO

**A**s Chairman of the Board of Directors, I am one of thousands of volunteers and supporters of WWF. It is inspiring and confidence building to be part of this group. Your actions demonstrate that you are standing for the possibility that we can learn to see ourselves as an integral part of nature and live within its bounds in a self-sustaining way.

When I introduce colleagues of mine from other sectors to WWF, they are often stunned by the scope and scale of some of our past achievements and by the level of our aspirations for the future. It is very exciting to be associated with an organization that is, for example, systematically working toward protecting half of the Arctic, and conserving and restoring the health of Canada’s rivers. It is also energizing to work with such a talented and passionate staff.

With the continued help of supporters like you, we can reach these breakthrough objectives. As donors, partners and volunteers, you understand the importance of our work here at WWF. It’s your commitment that enables us to take on the great conservation challenges of our time, and it’s your commitment that will enable us to succeed.

Together, we’re creating a more sustainable world.

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



# Canadian Leadership, Global Impact

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*For 50 years we've been making an impact around the globe, from the Amazon to the Arctic, Borneo to the Great Barrier Reef. We've worked to safeguard turtles and tigers, cod and corals. We've championed sustainability from the forest to the sea floor.*

## **What lies behind our success?**

Perhaps the most important element is our **collaborative approach**. To truly succeed, we need the support of all parties involved. From day one, we've reached out to government, industry, communities, and other stakeholders to find solutions that work for everyone.

We're also willing to think big—to consider how we want the planet to look in 50 years, and what we need to do now to achieve **long-term solutions** that address the needs of both nature and people.

Then there's the **proven science** that informs every WWF plan, whether we're analyzing renewable energy potential across the country or mapping the sea floor to pinpoint critical habitat.

Thanks to WWF's international network, we also have unparalleled reach. When WWF's Canadian office develops solutions to restore cod on the southern Grand Banks, WWF staff in Indonesia can apply those lessons to their work with leatherback sea turtles, and vice versa. We call it **local to global, global to local**.

**And then there's you.** Our millions of supporters in Canada and worldwide give WWF a unique influence and the funds to do the job. Together, we're creating a healthy, diverse, and sustainable living planet.



# Celebrating 50 Years

*2011 marks the 50th anniversary of WWF. Over the course of half a century, we've grown from a small group of leaders to an organization with more than five million supporters. Take a glimpse at five decades of conservation success made possible with your support, and at our ambitious goals for five decades to come.*



# A Look Back

*Take a glimpse at WWF's work over the decades, made possible with your support.*



HRH Prince Philip the Duke of Edinburgh and Sir Peter Scott visiting WWF International Headquarters, Switzerland, 1967.

*“It has given me immense satisfaction to have been associated with WWF in its early years, and to witness how its influence has grown during its first 50 years. The task ahead remains daunting, but given the same enthusiasm and dedication, I have no doubt that it will continue to make a vitally important difference.”*

HRH the Duke of Edinburgh,  
President Emeritus,  
WWF International

*“We shan’t save all we should like to, but we shall save a great deal more than if we had never tried.”*

The late Sir Peter Scott,  
First Vice-President,  
WWF International

## 1960s

**In its first decade, WWF raised over US\$5.6 million—an enormous sum in the 1960s.**

On the basis of the best available science, this money was distributed as grants to support 356 conservation-related projects around the world—from wildlife surveys to anti-poaching efforts to education. Many of the animals and habitats supported by these early grants went on to become iconic conservation symbols and continue to be a focus of WWF’s work.

### **Premier school for park rangers opens**

A WWF grant helped establish the College of African Wildlife Management in Tanzania. Since the college opened, more than 4,000 park rangers and wildlife managers from over 50 countries in Africa and abroad have been trained in all aspects of protected areas management, including ecology, range management, and law enforcement.

## 1970s

**While WWF remained focused on species and habitat preservation, our approach began to change.**

Instead of providing more or less ad hoc support to individual projects, WWF began to encourage more comprehensive conservation efforts for entire biomes, as well as species across their range. As part of this, WWF stepped up its engagement with governments and international environmental treaties, and started to tackle some of the causes of environmental threats.

### **Keeping tigers alive**

WWF’s 1972 Operation Tiger was the first-ever global campaign to save a species across its range. Through this initiative, we helped establish 15 new tiger reserves in India and saw the country’s tiger population increase by 30 per cent in just seven years. In 2010, we brought together leaders from 13 countries where tigers still live in the wild, and they agreed to an ambitious plan to double the tiger population by 2022.

### **Protecting the Arctic**

WWF helped persuade the five governments of the Arctic Region to sign a treaty to protect polar bears. At the same time, we worked to protect habitats and other wildlife, such as walrus and bowhead whales, in the Arctic. Now, more than 35 million hectares of the Arctic are protected from mining, oil drilling, and other threats.

# 1980s

**By our 20th anniversary, WWF had supported protected areas on five continents covering one per cent of the Earth's surface and contributed to the continued existence of a number of species.**

As impressive as these achievements were, our organization realized that parks and crisis-led conservation efforts, while important, were not enough. With an expanded global presence and now starting to run our own projects, WWF began heavily promoting the ideas of our founders: that conservation was in the interest of people and needed to be integrated into, rather than viewed as in conflict with, development. These concepts laid the foundation for sustainable development, a philosophy that now permeates conservation, development, and even corporate strategies.

## **First global sustainable development strategy**

Published by WWF, the International Union for Conservation of Nature, and the United Nations Environment Programme and endorsed by the UN Secretary-General, the *World Conservation Strategy* was the first document to promote the integration of conservation and the sustainable use of natural resources. WWF has since been part of the ongoing effort to put sustainable development into practice.

## **Endangered Species Recovery Fund**

WWF and Environment Canada launched the Endangered Species Recovery Fund, investing over \$10.2 million in more than 770 projects across Canada. One project saw shipping lanes in the Bay of Fundy shifted away from endangered right whale feeding grounds.

# 1990s

**In the 1990s, acceptance of the global links between the environment, human activities, and human welfare—as well as of the value of biodiversity and the emerging threat of climate change—became more widespread.**

Continuing the move from country-based projects to a targeted and more unified approach, WWF developed a global conservation strategy that focused efforts on the world's most critical ecoregions and in six key areas—species, forest, marine, and freshwater conservation, climate change, and toxic chemicals. In addition to maintaining our long-standing relationships with traditional conservation partners, WWF began to engage more actively with business and other new partners to promote sustainable resource management.

## **Protecting endangered spaces**

Spearheaded by WWF, the Endangered Spaces Campaign set out to protect examples of all of Canada's natural regions. Ultimately this campaign helped to double the country's protected area by creating 1,000 new parks and nature reserves—in 10 years protecting more land than had been protected in the previous century.

## **Certifying sustainable products**

In the 1990s, WWF co-founded both the Forest Stewardship Council (FSC) to promote sustainable forestry and the Marine Stewardship Council (MSC) to promote responsible harvesting of fish and seafood. Today, more than 130 million hectares of forest (an area twice the size of France) are FSC certified, which helps ensure that the forests remain for future generations. Consumers can choose from more than 8,000 seafood products that bear the MSC seal of approval.

# 2000s

**With the turn of the century, we scaled up our ambition, aiming for transformational changes that lead to lasting conservation, sustainable development, and sustainable lifestyles.**

With twin goals of conserving biodiversity and reducing humanity's ecological footprint, our organization is drawing on the combined strength and expertise of our global network to create innovative partnerships. These efforts are particularly focused on globally important areas and species, tackling global challenges like climate change, and bringing sustainability into global markets.

## **Earth Hour**

In 2007, people in Sydney, Australia, switched off their lights for one hour to show they wanted action on climate change. Earth Hour has since become a global phenomenon, taking place in 134 countries and involving hundreds of millions of people in more than 5,000 cities and towns across the world. Now WWF's biggest public campaign, Earth Hour is one of the greatest mass-participation events ever to occur.

## **The Energy Report**

In 2011, WWF produced *The Energy Report*, which outlines a powerful global vision for a world run entirely on renewable energy by 2050.

# A Look Forward

WWF's President and CEO, **Gerald Butts**, talks about his vision for the next 50 years.

© ALYSSA BISTONATH / WWF-CANADA



## What are the big goals for WWF over the next half-century?

When you look at the big trends in the world, you see a sharply increasing human population but the same number of resources. We've got to figure out a way to manage those resources a lot more responsibly.

In Canada, we're blessed with a lot of things that other countries only dream about: 20 per cent of the world's fresh water, 60 per cent of the world's polar bears, half the world's Arctic, and the world's longest coastline. That gives us a pretty special opportunity to show leadership.

## Give us some examples of how you plan to do that.

One of the most exciting lines of work we're pursuing is developing a map of Canada's renewable capacity. Alberta is the second-biggest oil field in the world, but we suspect there's at least as much renewable energy potential in this country as there is non-renewable energy potential.

We'd like to see half the Arctic set aside for protection. We have a unique chance to plan how we're going to develop this region 20 years before it's really going to be accessible for development. If we get the process right

and we use sound science, we can protect the areas that ice-dependent species are going to need.

Meanwhile, our oceans are at a real turning point. We've seen major fisheries collapse all over the world. We're working to manage fisheries more responsibly, so we can literally have fish forever.

## What about on the freshwater front?

We'd like to see Canada take into account what nature needs before we start allocating water for our own purposes, be that commercial, residential, or industrial. That, to me, is synonymous with sustainable, long-term growth.

## What role do people play in this?

The reason that other creatures on this planet are in peril is largely because of human behaviour. We believe that if people are given the right information about the consequences of their choices, they'll make different ones.

## 50 years from now, what's the world going to look like?

I hope that, as a species, we've figured out how to live within our means. I feel a very personal stake in this, because our success in addressing these issues today is going to define the quality of life of my own kids in 50 years.

# Celebrating Success

## Conservation Highlights from 2010/11

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*On the water. In the lab. In corporate boardrooms. Around the negotiating table. The breadth of our achievements over the past year—and their impact on the planet—demonstrates why WWF has been so successful in driving conservation for half a century.*

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### River Flow



In Alberta, WWF's report *Securing Environmental Flows in the Athabasca River* called on the federal and provincial governments to protect "environmental base flow," so that when water levels drop too low, water takers turn off the tap. In B.C., where the government is preparing to overhaul the century-old water act, we advocated for legislation that recognizes the needs of nature as well as people.

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### Energy Report



In *The Energy Report*, WWF laid out a visionary plan for meeting 100 per cent of the world's energy needs from renewable sources by 2050. Produced in collaboration with Ecofys energy consultants, the report is the most ambitious, science-based examination yet of a global clean energy future.

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### Arctic Presence



Our Ottawa office now hosts WWF's international conservation work in the Arctic. At the same time, we established an office in Inuvik to help build relationships with local government and Inuvialuit groups, and give us a vital on-the-ground presence in the Far North.

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### Sustainable Seafood



We are proud of the contribution our partnership with Loblaw Companies Limited (Loblaw) continues to make. Loblaw is committed to putting 100 per cent wild and farmed sustainable seafood products on its store shelves by year-end 2013, and leads Canadian grocers in seafood products certified by the Marine Stewardship Council (MSC).

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### Wildlife Forensics



B.C.'s Simon Fraser University's Centre for Forensic Research has invited us to establish a wildlife forensics research laboratory to help enforcement authorities stamp out illegal wildlife trade—the first time a Canadian university has partnered with a global conservation group in this way.

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## RACER Project



Our multinational RACER project—the Rapid Assessment of Circumarctic Ecosystem Resilience—identified marine areas that must be protected to keep ecosystems healthy and functioning in the centuries to come in the face of rapid climate change.

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## Climate Adaptation



Our pioneering climate adaptation work in B.C.'s Skeena River Basin is being used to advance understanding of climate impacts in the Skeena. Funded by The Coca-Cola Company, the project has engaged First Nations groups and provided local citizens with the tools they need to protect their watershed.

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## Arctic Council Recommendations



At its ministerial meeting in Greenland in May, the Arctic Council adopted key WWF recommendations in its Nuuk Declaration, including the use of ecosystem-based planning, the creation of marine protected areas, and more work on oil spills prevention. This declaration paves the way for major advances in conservation across the region.

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## Tx2 Campaign

WWF's Eastern Himalayan Conservation Scientist, Dr. Rinjan Shrestha, talks about WWF's efforts to double tiger populations by 2022.

**As a WWF tiger expert, I've seen a lot of big cats in the wild, but glimpsing a tiger stalking through the jungle still takes my breath away.**

It's not easy to conserve large carnivores in a human-dominated world. Humans are encroaching on tiger habitat. Tigers are being poached for their bones and skins or shot because they threaten livestock. In 2010, the Chinese Year of the Tiger, just 3,200 were left in the wild.

At WWF, we're working to change that. The latest reports show tiger populations in India—home to roughly half the world's tigers—are up 20 per cent since 2006.

One thrust of our Tx2 campaign is expanding protected areas. Over the past year we helped to broker an agreement between China and Russia to create the first transboundary protected area for Amur tigers. India created its 39th tiger reserve, Nepal announced a national park to connect prime habitat in two existing protected areas, and Myanmar expanded its Hukuang Valley Tiger Reserve to 2.2 million hectares, making it the world's largest for tigers.

We're tackling poaching and illegal trade in tiger parts, thanks in part to \$167,000 from Canadian supporters for on-the-ground projects in India, Nepal, and Laos. Finally, last fall, we helped convene a summit where the heads of state from every tiger range country committed to doubling the world's tiger population by 2022—the next Year of the Tiger—and backed that up with \$127 million in new funding.

By convening decision-makers, strengthening wildlife trade enforcement, working with villagers, and supporting it all with top-notch science, we're proving that big cats and humans can thrive side by side.

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## Living Planet Report



WWF released our latest *Living Planet Report*, revealing that humans currently use 50 per cent more energy, water, and natural resources each year than the planet can regenerate. The Canadian figures are even more striking: if everyone consumed as much as the average Canadian, we would need *four* planet Earths to support our lifestyle!

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## Polar Bear Surveys



WWF-funded polar bear surveys in Hudson Bay and the Beaufort Sea are helping us to develop protection strategies for this iconic species.

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## MSC Certification



WWF is working hard to strengthen MSC guidelines relating to the protection of undersea environments. This past year, our efforts led to stronger conditions for MSC-certified B.C. sablefish—a result that carries significant meaning for the delicate ecosystems of the Bowie Seamount/Sgaan Kinghlas conservation area, where certified sablefish are harvested.

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## Atlantic Shark Forum



In the face of shrinking shark populations in Canadian waters, we convened our first-ever Atlantic Shark Forum, bringing together government and fishermen to identify top priorities for shark conservation in Atlantic Canada and to establish on-the-water pilot projects. We also partnered with Dalhousie University to launch [atlanticsharks.org](http://atlanticsharks.org), a website designed to raise awareness of Canada's East Coast sharks.

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## National Energy Board



As oil companies stake out claims in the Western Arctic, our March 2011 report revealed major shortfalls in industry's ability to deal with oil spills in this remote and fragile environment. We called on the National Energy Board to reform the regulation of offshore oil and gas developments, and put a halt to drilling in sensitive areas where the risk of spills is simply unmanageable.

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## Integrated Marine Management



WWF's Senior Marine Science and Planning Officer, Hussein Alidina, co-authored an award-winning research paper that examines the impact of human activities on West Coast waters. It makes a compelling case for the value of integrated marine management of cumulative impacts. The work earned Hussein an award from the Bulkley Valley Research Centre for the paper's outstanding contribution to advancing sustainability in northwestern B.C.

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## Cutting Carbon Emissions



Under WWF's global partnership with cement manufacturer Lafarge, a pilot project replaced 15 per cent of fossil fuel use at the company's Bath, Ontario, plant with locally grown biofuel crops, demonstrating one path to cutting the company's carbon emissions.

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## Coral Identification Guide



WWF's expert in illegal wildlife trade, Ernie Cooper, has completed the world's first identification guide for precious and semi-precious corals. The guide will be used by enforcement and scientific authorities worldwide in the effort to conserve these species.

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## Mapping Eelgrass Beds



On the West Coast, our mapping of eelgrass beds west of Prince Rupert has supported conservation and marine-use planning by identifying where and how eelgrass provides feeding grounds and habitat for critically important species.

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## Gift to the Earth



Parks Canada earned WWF's prestigious Gift to the Earth global award in recognition of its nine million hectares of newly created and proposed protected areas—an area roughly the size of Austria—as well as its efforts to recover endangered species.

## Students on Ice

WWF's Climate and Policy Advocacy Specialist, *Zoe Caron*, travelled to the Arctic with 60 students in 2010.

Clear crisp sky. Unbroken satin ocean. Bare rock island. We glide by quietly in the Zodiac, as hundreds of walrus own the shores with their becks and calls. Later, seven great white polar bears are ahead on shore, students kneel low with chins on the boat edge—marvelling, staring, squinting—watching every graceful move.

This ship-based expedition led by Students on Ice is an annual opportunity for youth to experience the Arctic from Baffin Island to Iceland and Greenland.

WWF has been a partner on board the expedition for years. Last August, WWF funded scholarships for four northern students to participate, and join the team of 60 other youth.

Students' questions were immediate, working to problem-solve around oil exploration, conservation strategies, and climate change. I would think it impossible to do anything but sail away from that experience with a feeling of duty to protect all that is encompassed by the Arctic.



# Arctic Vision

*The Arctic is warming twice as fast as the global average, creating unprecedented challenges for species like polar bears, whales, and caribou, along with the people who depend on them. Meanwhile, a global race is on to exploit untapped oil reserves, new shipping routes, and industrial fishing opportunities. Arctic Program Director **Martin von Mirbach** describes how our choices today will dictate the fate of this region.*

## What are the goals of WWF's Arctic program?

Our goals are all about implementing stewardship principles in the Arctic, and we do that in a number of different ways.

First, there's the kind of conservation planning that WWF is noted for. Our challenge here is to identify and conserve the areas that will provide critical habitat for important Arctic species in a rapidly changing environment.

Another thrust of our program is to work with industry to encourage the implementation of best practices, especially in shipping and in the oil and gas industries. Those are activities we'll see more of in the Arctic, and if we don't get the rules right at the front, we risk seeing some irreparable damage.

And the third thrust is working with government, Inuit, and other management agencies to create a circumarctic umbrella of principles that will ensure that stewardship is the end result.

## If you're successful in doing all of this, what will the Arctic look like 50 years from now?

First of all, even if we were to stop all greenhouse gas emissions overnight, the effects of climate change will continue to reverberate throughout the Arctic in the decades to come. What is also sure to happen is an expansion of development activity in the Arctic. Our role is to ensure that as those changes happen, the appropriate steps are taken to ensure that critical habitat continues

to exist for ice-dependent species and that developments are undertaken in the context of land use and marine spatial plans that identify and conserve the really important, sensitive areas. That's how stewardship will become a reality across the Arctic.

## Why is it important for southerners to care about the Arctic?

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The changes happening in the Arctic have global ramifications. For example, there's a dangerous feedback loop when rising temperatures melt Arctic permafrost, which in turn releases vast quantities of methane, one of the most powerful greenhouse gases.

And the Arctic is central to who we are as Canadians, even though most of us may never visit the region. It's embedded in our history and culture, and we need to ensure that it continues to play a strong and healthy role in our future.

## When you look at the accomplishments of the past year, what stands out for you?

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Perhaps the highlight has been opening our office in Inuvik, where we're contributing to planning initiatives in the Beaufort Sea. After some cautious exploratory steps over the past year, we've now got Dan Slavic in place, who brings tremendous energy as well as considerable experience from his previous research into traditional knowledge throughout the western Arctic.

We also assumed the hosting responsibilities for WWF's Global Arctic Programme. Now, literally at my doorstep, I have some of the best expertise in the world on polar bears and access to international expertise and perspectives on topics like conservation planning, and oil and gas development.

## What key areas of work are you currently focused on?

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We're supporting scientific surveys of polar bear populations in Western Hudson Bay, as well as the Beaufort Sea, and investing in field projects to reduce conflicts between humans and polar bears. We're also contributing to a cutting-edge project that uses satellite radio transmitters to track the movements of narwhal in north Baffin Island. About two-thirds of the world's narwhal summer here and appear to winter in Baffin Bay, where oil and gas exploration is accelerating.

We're participating in the National Energy Board's review of offshore oil and gas regulations in the Canadian Arctic. That's especially timely because of the growing interest in offshore Arctic development; we've got an important window of opportunity to get the rules right.

Looking forward, we're turning our attention to the High Arctic, where sea-ice models suggest that the northeast Canadian Arctic archipelago and northern Greenland will support some of the last large expanses of multi-year sea ice. We will all be challenged as never before to work cooperatively with local people to devise and implement management solutions for what is likely to become a globally unique "Last Ice Area," advancing conservation of this unique ecosystem while maintaining the cultural, spiritual, and economic needs of the people indigenous to the region.

The common thread that runs through virtually all of our projects is building solid relationships with the key decision-makers, especially the Inuit. Building those relationships and building that trust is absolutely our top priority.

*Our vision is a healthy and vibrant Arctic, where viable populations of wild-life thrive and sustainable development is guided by responsible stewardship.*



# Climate & Energy Action

*Without doubt, climate change represents the single greatest conservation threat facing the planet. But the solutions lie within our grasp. We can reduce our energy use without sacrificing quality of life. We can make the switch to renewable sources. Climate and Energy Program Director **Josh Laughren** explains how WWF is making it happen.*

## How would you sum up the goals of your program?

The ongoing success of Earth Hour shows that Canadians still care just as much as ever about climate change, and this is backed by poll results: they believe it's real, they believe it's urgent, and they want to see more done. But people are searching for solutions.

So what are we doing? Climate change, fundamentally, is about energy. It's about how we produce it and how we use it. On the production side, the solution is switching away from fossil fuels toward renewable energy. On the usage side, it is about using less and being more efficient. It's also changing the way things are done; for example,

switching to electric vehicles, investing in mass transportation, and building our cities differently so we can reduce the kilometres travelled by people and goods.

## Can you give us a sense of how big a part of the problem transportation is?

Transportation is almost a third of Canada's emissions. It's also 99 per cent fossil-fuel-powered. So over the long term, if we're going to get to the kind of cuts that we need—80 per cent cuts to emissions by 2050—we can't do it without tackling transportation.

## What are some of the biggest challenges facing your program?

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The good news is a lot of Canada's electricity is already powered from renewable sources, especially hydro. But we still generate much of our electricity in Canada from coal. So how do we move off coal, as we're doing in Ontario, and then make sure all our new demand for electricity is met through renewables? That's a big change.

While Canada has abundant, world-class renewable energy resource potential, we need to develop it responsibly, sustainably, and quickly. That isn't a simple challenge.

## How do you plan to overcome those challenges?

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There are terrific examples of leadership, especially at the provincial level, that we can replicate. Ontario's Green Energy Act is an example of policies that help drive investments toward renewable energy. On top of that, many provinces are investing in building a conservation culture and encouraging Canadians not to waste electricity.

In terms of electric vehicles, we're dealing with a new technology, so there are a number of hurdles that we have to overcome. On the infrastructure side, we need to get charging stations in place so that people feel comfortable they won't be stranded. On the policy side, we need to make sure our electricity grids are ready, and we need to close the price gap between electric vehicles and regular vehicles, at least until the technology becomes cheaper.

The third challenge is behavioural. We have to show that electric vehicles can meet our needs, and get people's heads around the benefits of an electric vehicle: cheaper to run, cleaner air, healthier cities, lower noise pollution, and of course reduced emissions, and climate change.

## Over the last year, what were the biggest achievements?

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After the UN Climate Change Conference in Copenhagen, people really came away disheartened. The meeting in Cancun this winter got things back on track. There was collaboration on financing for climate adaptation that helps the poorest countries deal with the inevitable effects of climate change, and funding for ways to mitigate greenhouse gas emissions. There was agreement by all countries that we really have to stay below two degrees of global temperature rise. I think that international environmental organizations like WWF had something to do with keeping the pressure on countries to come together.

Earth Hour was more successful this year globally than ever, and we had more cities sign up in Canada, which shows that the awareness and concern for climate change and the hope for a solution is as high as it ever has been. That demonstration of support will help influence leadership from our governments and businesses. As I'm fond of saying, when people lead, leaders follow.

Our ability to rally and convene one of every six people on the planet—all ages, all different countries—is something I don't think any other organization can do.

## What excites you the most about the next year?

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The solutions are there, and more often than not they make economic sense—for governments, for businesses, and for each one of us. It's just a matter of getting them taken up at scale, and making sure governments and businesses provide the incentives and take away the disincentives to help people do what we all want to do: live sustainably.

*Climate change represents the single greatest conservation threat facing our planet—fortunately the solutions lie within our grasp.*



# Living Rivers

*Rivers are the lifeblood of our planet, supplying vital water to nature and people. Today, however, Canada's working rivers are becoming ever more fragmented and overdrawn, while we lack national rules to protect our country's last, large wild waters. Freshwater Program Director **Tony Maas** lays out WWF's plan to turn things around.*

## How would you sum up the freshwater program?

Our goal is to protect and restore the health of Canada's rivers as a way of providing clean, abundant water for nature and for people.

## How do you go about that?

We don't get to create or implement water policy; we're not water management authorities. So how we go about doing these things is from a strategic perspective: demonstrating success, advocating for better ways to allocate and manage water, and leaving a legacy of lasting change.

The core of what we're trying to do with our new Living Rivers campaign is to change the rules of water management and public policy: not just government

laws and regulations, but standards for the private sector as well.

When it comes to demonstrating success, we're working on projects where we'll be able to show what we mean by protecting and restoring river health.

Finally, we can't be everywhere all the time forever. Through our Living Rivers campaign, the idea is to build a network of water stewards and advocates across the country at the local level who will continue to maintain and build on the success we achieve.

## What are some of the biggest challenges, and how are you planning to overcome them?

In Canada, as in many parts of the world, the way we've managed water traditionally has been to hand out

licences or permits to use the waters of our rivers, lakes, and streams in order to advance agricultural, energy, and urban development with little regard for the water needs of nature.

The Prairies are the classic example. Government gave out water rights at little cost to users in order to get people to move to the West to farm, which in turn transformed the Prairies into the breadbasket of the country. These policies did what they set out to do, but the problem is they went too far. So today, the South Saskatchewan River gets dangerously close to running dry because too much water is being held back or taken out to irrigate fields and to satisfy the demands of rapidly growing cities.

So what we're doing is turning that question around. Rather than saying "How much can we take?" we're first asking how much water nature needs.

A paradigm shift like that doesn't happen overnight. Part of the solution is to figure out the right people to talk to—in government, industry, universities, and the public—and put this issue on their radar. The other way of getting over that challenge is with visible, tangible projects that show how we can successfully steward fresh water in ways that create real benefits for nature and people.

## Why is it important for people to care about healthy rivers?

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Healthy rivers and lakes provide more than a great place to take a dip in the summer, or to paddle or fish. They provide a whole suite of other benefits to society, like electricity generation, irrigation, and drinking water. The challenge is to find ways to balance these needs and sustain these benefits with the same limited supply of fresh water that was here when we humans first arrived on the scene. This isn't an either/or problem—it's about sustaining water for nature *and* for people.

## Looking back at last year, what were the highlights?

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I'm quite proud of bringing together some of the best Canadian minds around water science and policy in a workshop we held in November to help us think through and generate support for WWF's approach. As part of that, we hosted a reception on Parliament Hill and brought in one of the planet's best-known water thinkers, Sandra Postel, to speak to MPs, senators, and key government officials.

We've expanded our expertise by adding Elizabeth Hendriks, a recognized Canadian water policy expert, to our freshwater team. Among other things, Liz is taking the lead on our upcoming Living Rivers Report Card.

We also commissioned an expert in Canadian water law to assess how well federal and provincial laws in this country protect nature's water needs—which is pretty poorly, especially compared with global leaders. This work confirms that WWF has a massive opportunity to change the rules of the game in Canada and put healthy ecosystems at the centre of water policy.

At the other end of the spectrum, we've created some very tangible "on the water" results. Last fall, for example, we removed a small dam on Marden Creek, just north of Guelph, with our friends at Trout Unlimited and the landowners, the Ignatius Jesuit Centre. I spent two days out there watching a wrecking ball smash a 100-or-so-year-old piece of concrete, and within months the stream found its natural course again and native brook trout have been spotted in the area. That's just a remarkable thing to see.

## What excites you most in the coming year?

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We've spent some quality time over the past year planning our Living Rivers campaign, a national initiative that we believe will change the rules of water management in Canada. Now I'm looking forward to officially launching it.

*Protecting and restoring the environmental flows of Canada's rivers is essential for the health of our fresh water—for nature and for people.*



# Healthy Oceans

*Canada is home to one of the worst examples of marine mismanagement in the world: the catastrophic collapse of the cod fishery on the Grand Banks. But Canada's oceans also encompass British Columbia's unspoiled Great Bear coast, and the near-pristine waters of a new, emerging ocean in the Arctic. Oceans Program Director **Bettina Saier** discusses how we can correct the mistakes of the past and make Canada a global leader in sustainable marine management.*

## How do you sum up the goals of the oceans program?

Our aim is to transform the way we manage our oceans in order to protect species, spaces, and livelihoods. To achieve that, we work in the marketplace, we work at the governance level, we advance conservation finance tools, and we set on-the-water precedents in places where we believe changes will matter most: the Atlantic's Grand Banks and the Pacific's Great Bear Sea.

## What are some of the biggest challenges you face?

First, there's financing. Fishermen require investments to afford the short-term costs of a major transition to sustainability, so we're working at a global scale to develop new conservation finance tools. Canada's Grand Banks was chosen by the WWF global network as the first model for sustainable fisheries financing.

Another big challenge is climate change, which adds an additional layer of complexity to an already long, long list of human impacts on ocean ecosystems. WWF's

climate change program aims at reducing greenhouse gas emissions, but we also promote networks of marine protected areas to increase the resilience of our oceans to stressors, including climate change.

Canada is a global leader in establishing national parks on land, but we haven't done a very good job in the oceans. Considering that 40 per cent of Canada is ocean and less than one per cent is currently protected, we still have a lot of work to do. But there are signs of progress: the Bowie Seamount Marine Protected Area in B.C. is one of Canada's largest, and we are working on a strong management plan to conserve this spectacular area.

## What motivates you?

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Being part of a global organization. It's particularly important when we talk about seafood. Canada exports a lot of its seafood products all over the world, and Canadian consumers eat a lot of seafood that is imported from places like China and Vietnam. By changing our consumer behaviour in Canada, we can contribute, say, to conservation success in Vietnam.

And then, of course, it's my own passion. Every spare minute I have I spend near, on, or in the water. I'm a diver. I'm a kayaker. I live close to the ocean, and I'm just fascinated by it.

## So when you look back at the last year, what are you most proud of accomplishing?

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We had great success at NAFO: the Northwest Atlantic Fisheries Organization, one of the regional fisheries management organizations around the globe that are responsible for managing fish stocks on the high seas.

Cod on the Grand Banks is still in serious condition. On the Southern Grand Banks, it's currently at around 10 per cent of historical levels, but we've seen a significant population growth trend during the last few years.

And last year, at its annual meeting in Halifax, NAFO created a new working group of scientists and managers to develop a cod rebuilding strategy based on best practices. This is exactly what WWF has been lobbying for, for almost half a decade.

I'm also proud of our new fisheries improvement project to help one of the main cod fisheries in Newfoundland satisfy the standards of the Marine Stewardship Council.

The third one I'm very proud of is a new ocean noise project safeguarding cetaceans such as whale and dolphins in the Great Bear Sea. The Great Bear marine area supports more than 30 species of whales and dolphins, including 10 that are listed as threatened, endangered, or of special concern in Canada. These species use echolocation to communicate, locate prey, evade predators, and so on. So ocean noise can present a devastating threat. Our work would ensure that existing research from this rapidly developing field of ocean acoustics is incorporated into management plans.

And, of course, our sustainable seafood partnership with Loblaw has been very successful. Loblaw has committed to put 100 per cent wild and farmed sustainable seafood products on its store shelves by the end of 2013, and leads Canadian grocers in seafood products certified by the Marine Stewardship Council, an organization that WWF helped to found.

## Was there a specific moment last year that captures what WWF is all about?

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On Oceans Day, we convened a roundtable with numerous government departments, insurance companies, retailers, processors, ecotourism operators, and the renewable marine energy sector to discuss the driving forces that will determine the future of Canada's oceans. Only WWF can do this. We have an important role as convenors and in being the honest broker establishing dialogue between people who would otherwise probably not talk to each other.

*We are in an exciting position to correct the mistakes of the past and make Canada a global leader in sustainable marine management.*



# People Power

*At WWF, we empower people to lead change through programs like the Great Canadian Shoreline Cleanup, Living Planet @ Work, and our global Earth Hour event. Marketing Director **Jeremy Marten** picks some of his favourite examples of how WWF has helped Canadians to reduce their impact on the planet and create ripples of influence through their schools, communities, and workplaces this past year.*

## Earth Hour • COMMUNITY PARTICIPATION

### Karyn Klairé Koski • Green 13, Toronto

Green 13 is a grassroots group of volunteers in Toronto who have been organizing candlelit walks for Earth Hour since 2008. I volunteered to bring the walks to my neighbourhood, Roncesvalles Village.

A lot of people say, “Ooh, turn off the lights for one hour, big deal. It’s not going to do anything.” But Earth Hour is a symbolic gesture; it reminds people about the importance of being green.

For 2011, I proposed the idea of a flash mob and included the neighbouring village of Parkdale. Parkdale Village started its walk in one location, and I started the walk in

Roncesvalles. When we met, the participants assumed it was going to be a few political people and myself greeting everyone, saying thank you to WWF, that sort of thing. Then, as I’m starting to talk, the flash mob started. The key singer interrupted my so-called speech and started to sing. Then the other people started to join in. The momentum was seamless because this was a gospel choir that had rehearsed. Once they completed their song, they walked off, and just blended back into the crowd. Everyone’s reaction was priceless!

We had some media coverage, and we created a video of the event. We also encouraged people to “go beyond the Hour” and think about what else they can do to make a difference every day.

Stewardship starts in our own communities. In this neighbourhood, people now recognize Earth Hour as

something that is both fun and meaningful. Hopefully our candlelit walks will encourage other Canadians to get involved and educate others on the importance of reducing our carbon footprint.

## Sacred Heart School · GREEN COMMUNITY GRANT RECIPIENT

### Nuala Power, Grade 2/3 Teacher, Prince George, B.C.

A few years ago we developed an organic school garden where we grow “incredible edibles,” from raspberries and rhubarb to onions and oregano.

The children were delighted to plant seeds, bulbs, and seedlings last spring, and we wanted to continue to provide this experience for them and to enhance it by demonstrating a method for the conservation and storage of water, and an alternative means of recycling organic waste.

When we received our Green CommUnity funds to expand the garden and add a water barrel and composters, we were elated. The local paper ran an article, and as a result, more people became interested and involved. A former public school teacher had three large composting bins she wanted to donate. We had a water barrel donated too, so we were able to spend more of our money on building more raised beds.

The Grade 2/3 science program covers plant growth and change, so the garden is a living lab where we can follow that progress. But this project has other benefits as well.

I wanted to teach the children about growing local and growing your own. Gardening also develops patience and observation skills; it is an active and productive hobby; it encourages awareness of the importance of caring for the environment, coping with crop failure, and celebrating success.

## CommUnity Green Grants

**61 school grant recipients**

**\$192,000 dispersed**

## Earth Hour



**134 participating countries**



**420 cities in Canada,  
a 38 per cent increase  
from last year**



**First-time participation from  
developing countries such  
as Uganda and Lesotho**

The children really like it. It's thrilling to see things growing and to bring things to fruition. There is no motivation problem with this type of learning!

## Living Planet @ Work · BUSINESS ENGAGEMENT PROGRAM

### Trish Crowe-Grande, Assistant Brand Manager, Procter & Gamble Canada

I have a lot of passion and concern about the issues, so I decided to initiate a Green Network at P&G's Toronto office. We started with a very small group and had a very ad hoc approach. Now, with the help of WWF's Living Planet @ Work program, we have a solid organizational structure in place enabling visibility and credibility behind our actions.

Our first initiative was the removal of Styrofoam cups from our building. We found out that we were using approximately 2,000 Styrofoam cups a day, which was horrific. We received internal alignment along with JLL and Menkes, our facility manager and our property management company, to phase out the Styrofoam cups

## CN Tower Climb



21st year

6,300 climbers

415 volunteers

\$1.2 million raised

and provide travel mugs to employees to encourage their use. Now you see the majority of employees walking around with their travel mugs.

Around 300 people attended our National Sweater Day event in February. We

had a really spirited funky sweater contest with 26 entrants and a panel of judges from the P&G leadership team, building management, and a few folks from WWF. We had a lot of fun, and as a result of turning down the thermostat, we reduced energy consumption in the building that day by 11 per cent.

One of the biggest sources of pride is seeing increased employee engagement, and having other building tenants join the network, providing input and engaging their own employees to join in the events. We plan to build on that momentum and make more meaningful change.

## Great Canadian Shoreline Cleanup

55,000+ participants

101,551 kg of litter removed

2,351 km of Canadian shorelines cleaned

P&G's purpose is to touch and improve lives now and for generations to come, and environmental sustainability is a part of that. I think what Living Planet @ Work does is really help us to engage employees and to educate them; to say, there are things we can do and every small action matters. We all have a role to play, and together we can make a difference.

## Community Panda · COMMUNITY FUNDRAISING PROGRAM

### Hali Wong · Eye of the Tiger Event, Vancouver

Having been born in the Year of the Tiger, I have always felt a close personal attachment to the animals. It is my hope that I won't be telling my children about a magical, huge, black-and-orange-striped cat that used to roam the jungles. With the situation as dire as it is, I felt it was time to step up and do something.

On January 20, we organized an "Eye of the Tiger" evening that consisted of dinner, dancing, and an "asanathon", where yogis held yoga poses for as long as possible.

On January 22, my partner, Geordie, an Anusara-inspired yoga instructor, led a special yoga series called the Eye of the Tiger. Traditionally, it is an incredibly intense five-hour practice known to challenge the physical and mental capabilities of any yogi, but Geordie offered two separate sessions to accommodate all participants.

Altogether, we raised \$846.30 for the Tx2 campaign to double the number of the world's tigers by 2022.

*Change happens thanks to people like you. If you're not already part of our Living Planet Community, consider joining thousands of other Canadians who are committed to reducing their environmental footprint. Sign up at [community.wwf.ca](http://community.wwf.ca) and start taking steps to live a greener life. Together, our actions add up!*

# A Virtuous Circle

## Loblaw Companies Limited • CHARGE-FOR-PLASTIC SHOPPING BAG PROGRAM

Two years ago, Loblaw made an industry-leading decision to charge a five-cent fee on plastic shopping bags.

The result? Canadians embraced reusable bags with enthusiasm and are seeing the power of everyday action. In 2010, Loblaw reduced plastic shopping bag use in its stores by 73 per cent, and since 2007, has reduced the number of plastic shopping bags from its stores by 2.5 billion. Meanwhile, a \$1-million annual donation made up of partial proceeds from the sale of plastic shopping bags has helped WWF to engage Canadians in more sustainable behaviours through programs like National Sweater Day, the Great Canadian Shoreline Cleanup, and Green CommUnity School Grants.

**73%**

reduction in plastic bag use in Loblaw stores across the country.



**\$1 Million**

annual donation to support WWF's community engagement programs.



**55,000+**

volunteers who committed to pick up litter during the Great Canadian Shoreline Cleanup.



**2.5 Billion**

plastic shopping bags reduced from Loblaw stores since 2007.



**511,000**

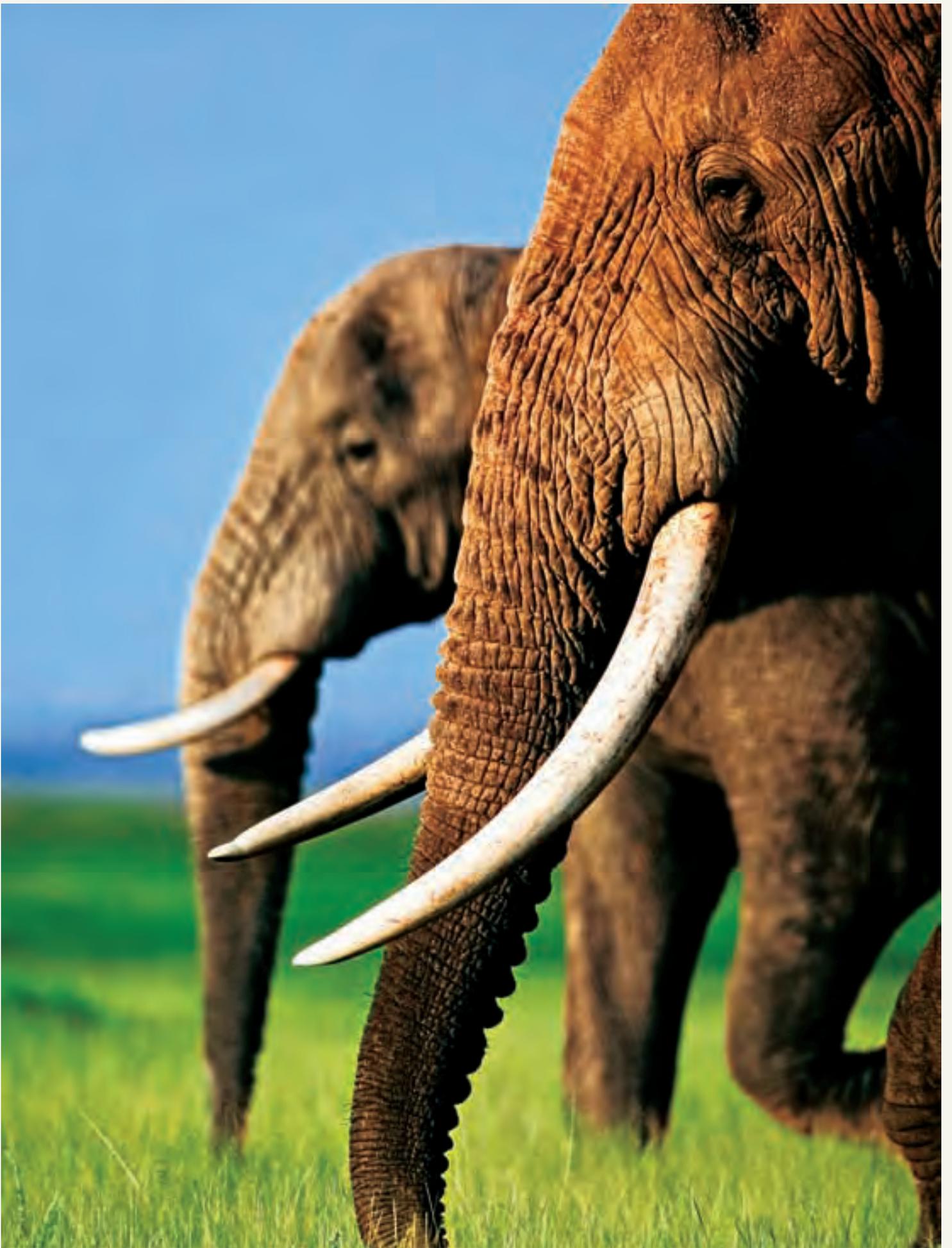
Canadians who added a layer and turned down their thermostat during National Sweater Day.



**\$192,000**

in Green CommUnity School Grants for conservation projects in more than 60 schools across the country, demonstrating the power of collective action and simple solutions to environmental issues.





# Our Strategic Partnerships

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*Businesses can—and must—play a key role in driving sustainability. No other sector has the power and influence to drive the change we need so quickly or so widely. “Convince just 100 key companies to go sustainable and global markets will shift to protect the planet,” says Jason Clay, Senior Vice-President of Market Transformation for WWF in the U.S.*

Take the example of **Loblaw**. Canada’s number one grocery retailer recognizes that without action now, many of the world’s fish stocks could disappear, so it has made a commitment that 100 per cent of the seafood it sells will come from sustainable sources by 2013.

The impact will be felt not just in Canada, where Loblaw accounts for roughly 40 per cent of all the seafood sold across the country: because seafood is our country’s biggest food export, WWF’s partnership with Loblaw is creating ripples right around the world.

Then there’s the example of **Coca-Cola**, the world’s largest beverage company. Ninety per cent of its products have water as a first ingredient. For Coke, addressing growing threats to fresh water has become a pillar of doing business. In partnership with WWF, Coke is reducing water use across its operations, influencing its bottlers and suppliers to do the same, and working with communities around the world to protect local watersheds. In Canada, for instance, the beverage producer is helping us develop a multi-stakeholder model to protect river health across B.C.

On top of that, Coca-Cola is looking at its other ingredients through the same sustainability lens. For example, Coke helped bring some of the world’s first certified-sustainable sugar to market this year. More than that, it bought the entire lot.

Climate change is altering the balance of our planet, creating new risks for both people and nature. And insurers have been addressing risk for centuries.

In 2009, **RSA** and WWF entered a global partnership to strengthen our understanding of what these new environmental risks could mean for insurers and the businesses and communities that depend on them. A resilient ecosystem is more predictable and less risky. In Canada, RSA has been supporting WWF’s efforts to help ensure stable and strong ecosystems by creating a network of marine protected areas to preserve biologically important regions and maintain ecosystems that are more resilient to climate change.

And while big companies can make a big difference, millions of smaller workplace decisions also add up. Through WWF’s new Living Planet @ Work program—generously supported by global technology leader **HP**—we’re reaching out to small and medium-sized businesses. By providing the tools and resources they need to find greener ways of doing business, we’re aiming to catalyze change on a national scale.

**Together, WWF and our corporate partners are transforming business as usual into business for a living planet.**



To all those who give to WWF,  
**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, 2010, and June 30, 2011, is recognized in the following list.*

## NOTE

A plus sign (+) following a name recognizes in-kind or in-kind plus cash donations.  
 Gifts received after June 30, 2011, will be gratefully acknowledged in the 2012 Annual Report.

### Above \$1,000,000

Loblaw Companies Limited

### \$500,000 – \$999,999

The Donald R. Sobey Foundation

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Estate of Brian Gilchrist Wilson

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 Estate of Betty-Jane Inwood  
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**\$50,000 – \$99,999**

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**ESTATES**

Estate of Oddbjorg S. Christiansen  
Estate of Darlene Helen Rose

**CONTINUING SUCCESSFUL CONSERVATION:**

## The McLean Foundation

Since 1998, the McLean Foundation has donated more than \$500,000 toward many successful initiatives, from rescuing the whooping crane from the brink of extinction to protecting bowhead whale habitat in Nunavut. Today, the foundation is investing in WWF's ambitious Climate and Energy program. The \$225,000 gift will help us transform the way Canada produces and uses energy, putting the nation on course to meet all our energy needs from renewable sources by 2030.

*"Climate change is the most difficult environmental problem we face. The McLean Foundation recently invested in WWF's vision with the goal of putting the nation on course to 100 per cent renewable energy by 2050. Having supported WWF for more than 20 years, we believe its track record of success demonstrates that it can rise to this challenge."*

**Timothy C. Stewart, Vice-President, McLean Foundation**

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**\$10,000 – \$24,999**

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**\$5,000 – \$9,999**

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**\$5,000 – \$9,999**

(continued from page 33)

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## Endowment Funds

For some donors, expressing their commitment to conservation means supporting WWF's work in 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."

### Investing in the Future: The Donald R. Sobey Foundation

For long-time WWF supporter Donald Sobey, investing in healthy oceans means investing in a new generation of ocean leadership. Through a generous and innovative \$1.5-million gift shared between WWF and Dalhousie University, he hopes to attract talented young students to the field of marine management and inspire them to envision new ways for ocean communities to flourish. The new "Sobey Fund for Oceans" will sponsor scholarships at Dalhousie and work placements at WWF's Atlantic offices. "It became clear to me that a collaboration between our brightest young minds and our leaders in conservation is the key to solving some of the great challenges in our oceans," says Sobey. "And that's a goal I share with both Dalhousie and WWF."

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<b>Above \$1,000,000</b>	200 Canadians Trust "1001" Nature Trust Beryl Ivey Fund
<b>\$500,000 – \$999,999</b>	Canadian Conservation Trust The Sobey Fund for Oceans
<b>\$100,000 – \$499,999</b>	Brocklehurst-Jourard Education Fund Signatures Fund
<b>\$50,000 – \$99,999</b>	The Kenneth M. Molson Fund for Endangered Birds The Jennifer Headley Fund for a Living Planet
<b>\$25,000 – \$49,999</b>	Sharlene Jessup Fund for a Living Planet

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**\$5,000 – \$9,999***(continued from page 34)***ESTATES**Estate of Judith Daniels  
Estate of Harvey Alexander Gleiser  
Estate of Diane McCarrollEstate of Cameron Colin McLean  
Estate of Ruth Mechanicus  
Estate of Ann Southam

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Eileen Day  
Aloke De  
Sergio de Sousa  
Dawne Deeley  
Paramjit S. Dhillon  
Angelo Di Mondo  
The Diana Dron  
Charitable Foundation  
Guy Dine  
Robert Dolmage  
Jean Draper  
Peter Droppo and  
Patricia Aben  
Marilyn Dunk  
David W. S. Dunlop  
Cynthia Dwyer

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**\$1,000 – \$4,999***(continued from page 35)*

Karl Dykhuis	Colin Fyfe	Shirley Hayes
EA Canada Matching Gift Program	Cindy Gahunia	Tim Hayman
Mark Edwards	Samantha Gales	Dr. Donald Hedges
Dr. Martin H. Edwards	Penelope Gane	Bibianne Henry
Dr. Jos J. Eggermont	Judy Garrison	Heather Henson
Ann and David Einstein	Peter Garstang	David Hertes
Elisabeth Fulda Orsten	Dr. Rosanne Gasse	Jane Hess
Family Fund at the Strategic Charitable Giving Foundation	Dr. Ariane Gauthier	Gabrielle Hewitt-Creek
Nancy Embry	Janine Geddes	Marilyn Hickox
En Tour Artist Products Incorporated	Dr. Danielle Gelinas and Dr. John Eydt	Lynda Higgins
EnCana Cares Foundation	Karen Genge	Hillfield Strathallan College
Debbie Engel	David George	Karin Hiltz
Don M. Enns	George Shapiro Fund at the Strategic Charitable Giving Fund	April and Norbert Hoeller
Mr. Wilfred Estey	Melissa Gilliam	Home Trust Company
Philip Evans	Jack Gingrich	Frank and Lisa Horvat
Donato Fanizzi	Keith and Denise Giroux	Hot, Cold and Freezing
Fath Group/ O'Hanlon Paving	Ms. Dorothea Godt	Adam and Janet Howard
Fednav Limited	Elsbeth Gonzales-Moser	Thomas Howe
Lindsay Fehr	Andrew Goss	Brian and Leanne Howes
Douglas Ferguson	Government of Canada – Environment Canada	Christine Howitt
Dr. Anthony L. Fields	Gary Grad	Judy Howsam
Paul Figlia	Cordell Grant	HTO TO GO + Maureen Huber
Mr. John Fincham	Heather Grant	Suzanne Huett
Wendy Findlay	Shirley Beatrice Grant	Eleanor Hull
Jourdain Finlay	Grassroots Advertising Inc. + Laurel Gray	Joyce Humphries
Jason Fiorotto and Tory Butler	Fred S. Fountain	Glenn Hunt
Ronda Fisher	Donna Green	Kevin Hutchings
Fondation de la faune du Quebec	Paul and Peggy Gregory	Don and Karen Hutchison
Mr. Ron Ford	Regine Gries	Hydro One – Employee's and Pensioner's Charity Trust Fund
Stefania Forlini	Tracey Griffin	Hydro Ottawa
Stuart Foster	Peter Grundmann	Kade, Charles and Richard and Edna Iacueli
Marjorie Fountain	Liz Haan	IKEA Etobicoke
Basil and Margaret Franey	Ingrid Haase	Immunology Graduate Student Association, University of Toronto
Ken Fraser	Paul Habsch	Infogest Direct Marketing
Paul and Caroline Frazer	Wanda Hall	James Irwin
Dale Anne Freed	Herb and Marion Hallatt	Melanie Isbister
M. A. Freed	Kay Hambleton	Laura and Colin Jackson
Drs. Sydney and Constance Friedman	Grant Hamilton	Paul Jackson
Pamela Fry	Judith Hanebury	James N. Allan Family Foundation
Chris Fukushima	Warren Harding	Kenneth Jewett
M. J. Furness	Mona Harper	JI Properties
	Lenore Harris	Joe Badali's Ristorante +
	Margaret Hawton	
	Maria Hayes	

**\$1,000 – \$4,999**

(continued from page 36)

Michael and Ruth John	Avis Lee	Arthur May
David Johnson	Esther Lee	Ms. Jennifer McAleer
J. Derek Johnson	Shoo Khoon Lee	Mr. Kevin and
Dr. Robert Jones	Steve Legate and	Ms. Cathy McAllister
Annelise Jorgensen	Monika Rempel	Tom H. McAthey
Mark Jowett	Bruce Lemer	The McCall MacBain
William Kachman	Ms. Marie Leonard	Foundation
Gunter Kahlen	Elaine Lindo	Karen McClure
Megumi Kanda	Anne Lindsay	Robert J. McCreedy
Kapoor Investments Ltd.	Grant Linney	Roy McDermant
Jennifer Katzsch	Tina Listigovers	Andrew McDonald
Jack and Yvonne Keith	Debra Little	Sean McDonald
Jacob and Maie Kellerman	Lobban Stroud Ltd.	McDonald's Restaurants
Kellogg	Heather Lockhart	of Canada Ltd.
Terry Kelly	Priscilla Lockwood	Karen McGeean
Hagen Kennecke	Tracy Logan and John Hogg	Jan McGregor
Kenneth Hoyle – Strategic	Dr. W. Paul Loofs	Gloria McIntyre
Planning & Management	Mrs. Betty Love	Graeme McIntyre
Carolyn Kiddle	Susan Low-Ber	Kelsie McKay
Jeff Kilpatrick +	Sue Lowe	Anne McKenzie
Natasha Kinloch	Dr. Alec Lupovici	June McLean
Ran Klein	Angie Macdonald	Paul and Martha McLean
Dr. R. William and	Greer Macdonell	Margaret McMullen
Diane Knight	Hartland M. and	Melcor Industrial
Sandra Knight and	Eve G. MacDougall	Services Inc.
Georges Erasmus	Lori MacEwen	David Melone
Wendy Konsorada	Rod MacFadyen	Elizabeth Miller
Janice Koopmans	Elizabeth Maher	Steven Minuk
Marianne Krahn	Taran Malik	Shawn Mitchell
Mrs. Nirupama Kumar	Jane W. Manchee	Dr. Wallace Mitchell
and Dr. Alok P. Sood	Abhi Manerikar	Kelly Moffatt
Lori Labatt	Bruno Marceau	Helen and Stewart Moore
Godwin Lai	Simon Marwood	Greg Moran and
Douglas Laird	Anne Matheson	Mindy Gordon
Jennifer Lea	Mr. Gordon Matheson	Morrison Williams
Robert J. Leask	Wayne Matthews and	Investment
C. Lynn Leduc	Maureen Pennington	Management Ltd.
		Christine Mortveit
		Jane A. Mottershead
		Mountain Equipment Co-op +
		Mary Mowbray
		A. Muldoon
		Ami Muranetz
		Jana Neal
		Brad Nelson
		W. Nelson
		NFO CF Group
		Michael Norgrove
		David Oberg

*“As climate change begins to transform Canadian ecosystems, it’s more important than ever to make sure the most critical places are protected. That’s why the Salamander Foundation supports WWF’s work with local communities and indigenous people to map out a sustainable future.”*

**Nan Shuttleworth, Salamander Foundation**

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**\$1,000 – \$4,999**

(continued from page 37)

Shelley Odishaw	Owen Price	St. Joan of Arc
Marion O'Donnell	Steven Price	Catholic School
Mike Olizarevitch	George Prieksaitis	St. Thomas Aquinas
Ontario Power Generation	Valerie Pringnitz	Secondary School
Nir Orbach	Provincial Employees	Dean and Evelyn Salsman
Paul Osak	Community	Andrea Sazwan
Peter O'Sullivan	Services Fund	Ed Scherer
OTIP – Ontario Teachers	Pumped Inc. +	P. Gren Schoch
Insurance Plan	William Quinlan	Ms. Jacqueline Scott
Ralph Overend	Ramana Murthy	Scott Family
Timur Ozelsel	Rachakonda	SEI Industries Ltd.
Cyril Paciullo	Dr. Stephan Ragaz	James and Colleen Seidel
Pranav Pandya	Dr. Jennifer Rahman	Ronald and Paulette Sharp
Peter Panopoulos	Shannon Rancourt	Alexandra Shaw
Igor Pashutinski	Dr. Robert Rangeley	N. L. Shuttleworth
Rupal Patel	and Family	Rendy Shuttleworth
Michael Paterson	Ms. Andrea J. Raper	Dr. Dusan Sijan
Murray Paton and	Antonio Raponi	SIMBAS LIMITED
June Leong	Troy Rathbone	Robert and Valerie Simons
R Anne Patterson	Phil Regier	Mrs. Heather Singer
Roslyn Penner	Lorraine Richardson	MacKay
Walter Penny	Thomas Richter	The Sir Joseph Flavelle
Dennis Perry	Richard W. Rinn	Foundation
M. Jane Phillips	Tanya Road	Stephen Sivils
Gaetano Piccirilli	Elizabeth Robins	Tana Skene
Pizza Pizza +	Michael Roellinghoff	S. J. Skinner
Plantbest Inc.	Gillian Rogers	Courtney Skrupski
Brayton Polka	John W. Rogers	Skylink Aviation Inc.
Ian Postnikoff	Philip Rosso and	Sally Smallwood and
Mrs. Madolyn Potvin	Marilyn Sanders	Cameron Algie
David Powell	Jason and Cheryl Roth	Anne Smith
The Powis Family	Roy Elliott O'Connor LLP	Janine Smith
Foundation	Dr. Robert Russell	Matt Snider
James D. Prentice	Doreen E. Rutherford	Dianne M. Sobey
Kevin Pretty	Elizabeth Ryan	John Sollazzo
Dr. Donald Price	Robert Sabourin	The Somerset Foundation
		Somerset Graphics Co. Ltd. +
		Patrick Soong
		Ms. Carole Y. Spread
		Ms. Judith Sproule
		Jack and Akke Spruyt
		Campbell and
		Joanna Stacey
		Stephen Eby
		Memorial Fund
		Jenny Stephens
		Wesley A. Stevens
		Pat Stewart
		Dan Stone

## Leaving a Lasting Legacy: James Fong

When James Fong decided it was time to draw up his will, it was because he wanted to look after his young family. But when he thought carefully about his intentions, he wanted to do more. Deciding to include a bequest for WWF was an easy choice for James, who has been a monthly donor for the past 20 years. "I thought, 'If I'm giving now, why would I stop?' A gift in my will is a logical extension of my plans to support WWF." He wants to ensure today's endangered species will be around for his children to see in the future. "Wildlife can't defend itself," he says. "Endangered species need someone to speak on their behalf."

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**\$1,000 – \$4,999**

(continued from page 38)

Jacqueline Stroud  
James Sutherland  
Eleanor Swainson  
Veronica Swan  
Kevin Swanson  
Samuel Switzer  
Jon Temme and Kelly Walker Temme  
John and Mary Theberge  
Joy Thomas  
Catherine Thompson  
Robert, Susanne, Jack and Josephine Thompson  
Mary Thomson  
S. Thomson  
William Toole and Pamela Rhodes  
Christina Topp and Ed Walsh  
Trane Canada ULC  
Tim Trant  
Paul Treiber  
Robert Tucker  
Dr. Colin Ucar  
Rob Unruh  
Sandra Usik  
Brian Van Steen and Katerine Dupuis  
Darlene Varaleau  
The Varshney Family  
Alfreda Velting  
Abraham P. Vermeulen  
Mrs. Linda Vollinger

Lynn Voortman  
Siegfried and Michael Wall  
Sonya Wall  
Leo Walsh  
Shelly Walsh  
Wolfgang Walz  
Bruce Wareham  
Pat Wauters  
Way Key International Inc.  
Ms. Karen Webb  
Deb Weiers  
Ingo Weigele  
Tanny Wells  
Heather Whalen  
Julie White and Jerry Holloway  
Dr. Allan Wiley  
Wilfrid Laurier University Students' Union  
Grant Wilke  
Eila Williams  
Helen Williams  
Lorraine Williams  
Dan Williston  
Janice Willson  
Willson International  
Dean Wilson  
Phillip Wilson  
Patrick Winder  
Walter Witowski  
Anthony Woods  
Dr. Boris Worm,  
Dalhousie University +

Joanne Wright  
47 Anonymous Donors

**ESTATES**

Estate of Fern Bovyer  
Estate of Mary Rowat Bull  
Estate of Marie-Jeanne Dostert  
Estate of Eileen Agnes Fraser  
Estate of Jeremy James Anson Fry  
Estate of Helen Elizabeth Grover  
Estate of Lillian May Hayden  
Estate of Jennifer Headley  
Estate of Olive Geraldine Hutton  
Estate of Esther Jean Macdonald  
Estate of Elaine Manoff  
Estate of Judith Lynn McIntosh  
Estate of Annette Rothstein  
Estate of Gunvantrai Keshavlal Shah  
Estate of Edith Laura Thompson  
Estate of Edgar George Winstanley

*WWF-Canada is pleased to have the financial support of our global network and the organizations across the world that constitute the WWF family!*

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**THE 50+ CLUB**

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 team.

**667**  
volunteers  
across Canada  
**7,051**  
hours donated

Danielle Barrs  
Rahul Chandra  
Amy Chen  
Brittany Finucci  
Julia Fortier  
Samantha Grande  
Wanda Hall

Gail Hamel  
Ashley Lawrence  
Carolyn Lee  
Nisreen Masri  
Kate Merritt  
Steph Morgan  
Emma Nicholson

Leandro Nosal  
Stephanie Reid  
Michelle Sawka  
Viktor Stetskevych  
Brittany Thomas  
Juan Zuloaga

# WWF-Canada Financials

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## 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 stewardship reports to all our major donors that describe how their money was spent and the conservation gains that were achieved with these funds.

In the year ended June 30, 2011, we raised \$22.9 million and invested \$16.0 million in our conservation work.

Our expenditure on fundraising was nearly the same as the prior year and, with revenue increasing by \$1.7 million, our Fundraising and Administration costs fell to 25.9% of revenue. Over the past five years, the percentage has ranged from 19% to 28.9%, with an average of 24%. Each year the percentage is affected by revenue variations and changes in our fundraising strategy, as we adjust to new market conditions. While variations are unavoidable, particularly in challenging economic conditions, everyone at WWF is committed to using funds effectively, ensuring that, over the long haul, the maximum amount of dollars is used for conservation results.

## Commentary on Financial Results for 2011

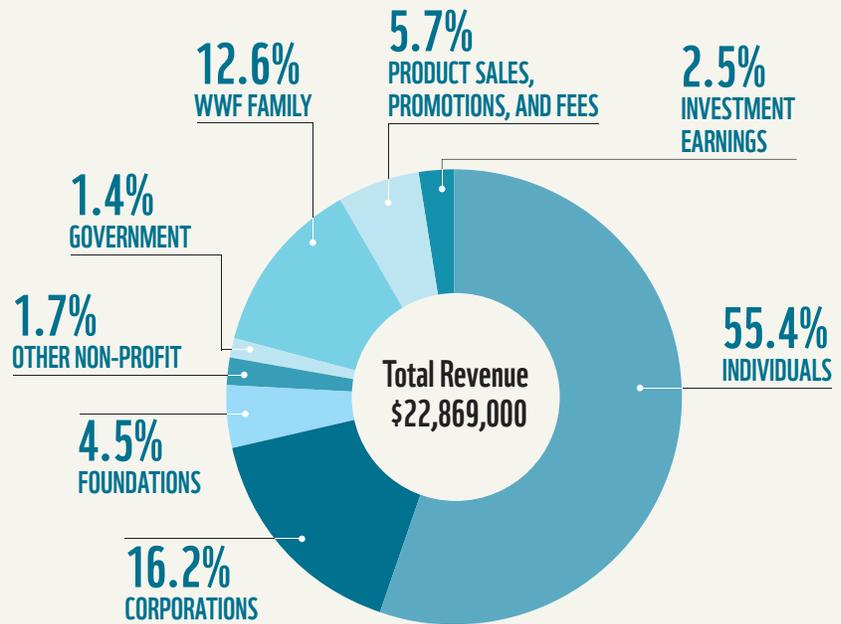
Overall revenue was \$22.9 million and \$1.7 million (8%) above the prior year.

- Effective July 1, 2010, WWF-Canada assumed responsibility for the WWF Global Arctic Programme from WWF International and this added \$2.6 million of revenue in the year. The Global Arctic Programme is a multi-party, multi-stakeholder initiative comprising several members of the WWF Network and serves as a focal point for Arctic conservation issues and the WWF Network's combined Arctic conservation strategies.
- We continued to benefit from stable support from our loyal base of supporters, but we saw a decline in revenue from product sales, promotions, and fees, and we plan to re-examine our approach to this revenue stream.
- Planned Giving revenue, which is important but unpredictable, was \$700,000 below the prior year.

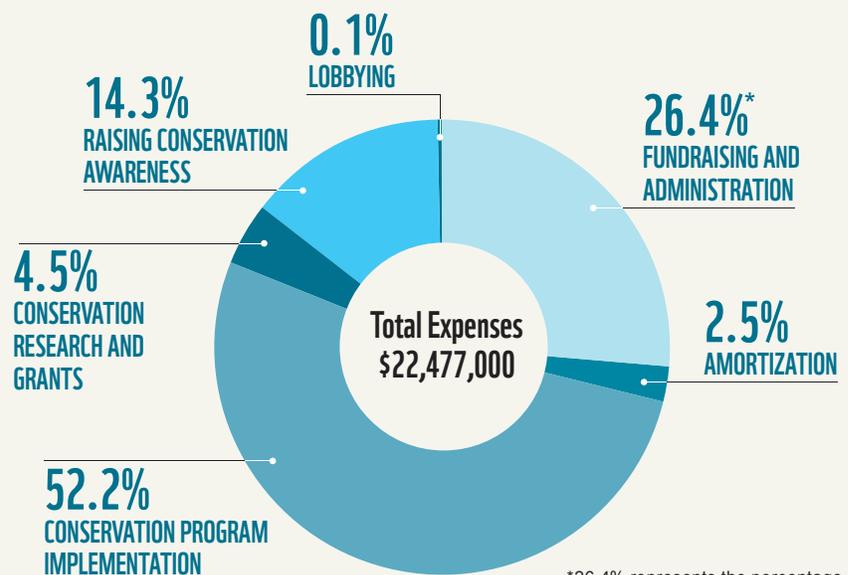
Conservation spending increased by 8% compared to the prior year and we are pleased that these efforts are producing conservation results, which are highlighted earlier in this report.

# WWF-Canada Revenue & Expenditure

## Sources of donations and other revenues



## How we applied our funds



\*26.4% 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, 2011 (in thousands of dollars)</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>
<b>Assets</b>			
Current assets	<b>10,626</b>	9,366	10,452
Investments at fair value	<b>10,669</b>	9,309	9,012
Property and equipment	<b>1,104</b>	1,486	1,219
	<b>\$ 22,399</b>	\$ 20,161	\$ 20,683
<b>Liabilities</b>			
Current liabilities	<b>1,022</b>	827	1,242
<b>Total Assets &amp; Liabilities</b>	<b>\$ 21,377</b>	\$ 19,334	\$ 19,441
<b>Fund Balances</b>			
Operating funds			
Unrestricted	<b>1,612</b>	1,542	2,137
Restricted	<b>6,725</b>	5,403	5,336
	<b>\$ 8,337</b>	\$ 6,945	\$ 7,473
In Trust and Other Capital Funds	<b>10,862</b>	9,485	9,331
Planned Giving Fund	<b>1,074</b>	1,418	1,418
Property and Equipment Fund	<b>1,104</b>	1,486	1,219
<b>Total</b>	<b>\$ 21,377</b>	\$ 19,334	\$ 19,441

# WWF-Canada Financial Statements

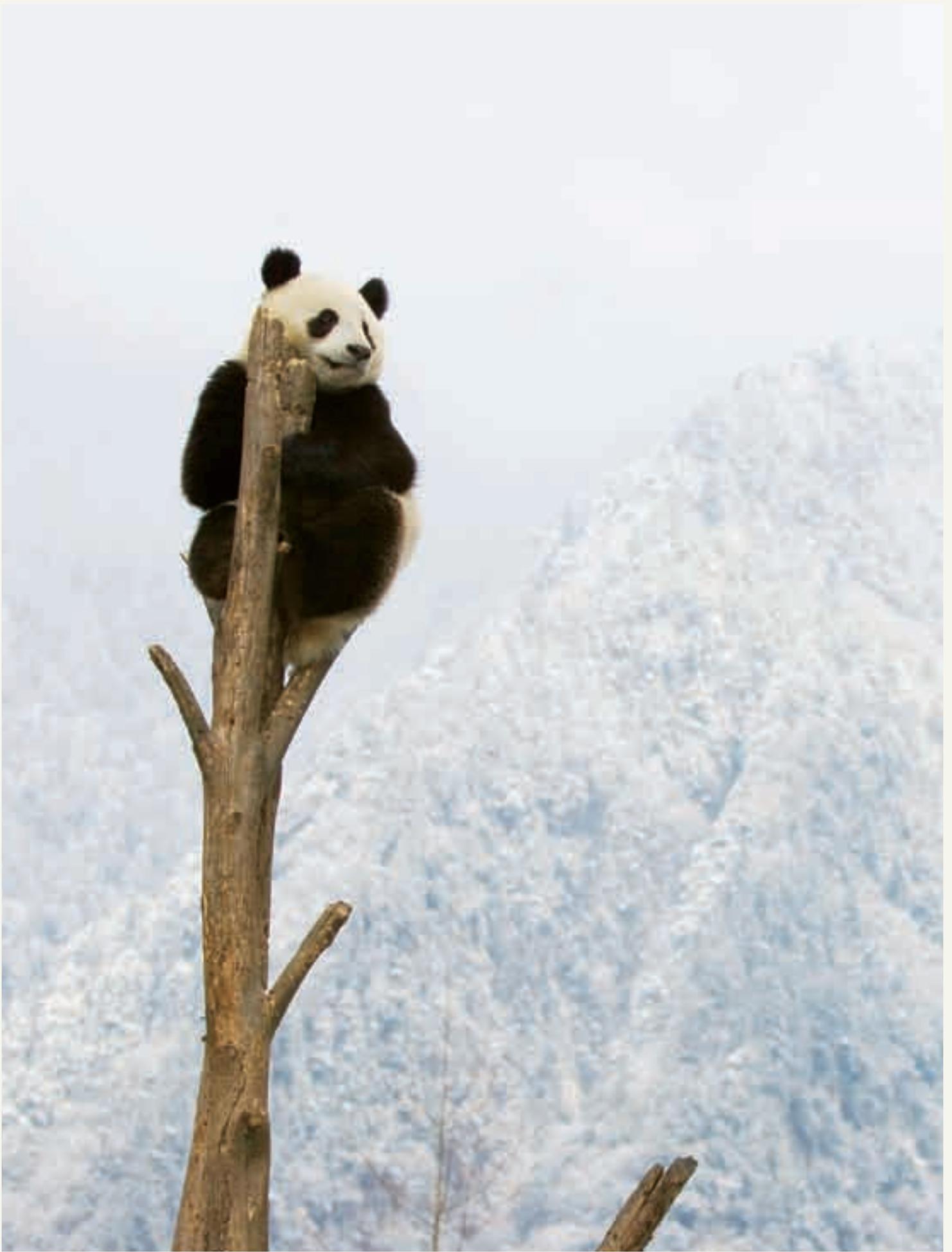
World Wildlife Fund Canada  
and World Wildlife Fund  
Canada Foundation

## Summarized Combined Statement of Operations and Changes in Fund Balances

<i>For the year ended June 30, 2011 (in thousands of dollars)</i>	<i>2011</i>	<i>2010</i>	<i>2009</i>
<b>Revenue</b>	<b>22,869</b>	21,167	22,675
<b>Expenses</b>			
Conservation expenditure	<b>15,988</b>	14,778	18,049
Fundraising and administration	<b>5,932</b>	6,122	5,714
Amortization	<b>557</b>	434	333
<b>Total Expenses</b>	<b>\$ 22,477</b>	\$ 21,334	\$ 24,096
<b>Excess (deficiency) of revenue over expenses for the year</b>	<b>392</b>	(167)	(1,421)
<b>Fund balances – Beginning of year</b>	<b>19,334</b>	19,441	21,738
Assumption of Global Arctic Programme	<b>810</b>	–	–
Net change in unrealized appreciation of investments	<b>841</b>	60	(876)
<b>Fund balances – End of year</b>	<b>\$ 21,377</b>	\$ 19,334	\$ 19,441

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

[WWF-Canada Additional Financial Information](#)



# WWF-Canada Board of Directors

(as at October 15, 2011)

<b>Honorary Chair</b>	Sonja Bata	Director, Bata Shoe Organization
<b>Honorary Directors</b>	The Rt. Hon. John Turner	Partner, Miller Thomson LLP
	Brock Fenton	Chief Scientific Advisor Professor Emeritus of Biology, University of Western Ontario
<b>Chairman</b>	Roger Dickhout	President & CEO, Pineridge Group
<b>Vice-Chairman</b>	Mike Garvey	Corporate Director
<b>Directors</b>	Mark Cohon	Commissioner, Canadian Football League
	Don M. Enns	President, Life Sciences BC
	Scott Hand	Executive Chairman, Royal Nickel Corporation
	Alex Himelfarb	Director, Glendon School of Public and International Affairs, York University
	Sasha Jacob	President and CEO, Jacob Securities Inc.
	Jack Keith	Foundation Director
	Seamus O'Regan	CTV – Canada AM
	Nalini Stewart	Foundation Director
	Tanny Wells	Chestnut Park Real Estate Ltd. Sales
	Alexandra Weston	Director of Brand Strategy, Holt Renfrew

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

#### **Declaration of Remuneration**

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

# WWF-Canada Senior Staff

(as at October 15, 2011)

**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 & Chief Conservation Officer
Robert Rangeley	VP, Atlantic Region
Leah Topic	Director, Human Resources & Special Advisor to the CEO
Christina Topp	VP, Marketing & Communications

**Other Senior Staff**

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

**Directors**

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

# Contact Us

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*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](http://wwf.ca))
- follow us on Twitter ([twitter.com/wwfcanada](https://twitter.com/wwfcanada))
- “like” us on Facebook ([facebook.com/wwfcanada](https://facebook.com/wwfcanada))
- join our Living Planet Community ([community.wwf.ca](https://community.wwf.ca))

*Sign up for our monthly e-newsletters ([wwf.ca](http://wwf.ca))*

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

*For service or inquiries in English or French:  
1-800-26-PANDA (72632)  
[ca-panda@wwfcanada.org](mailto:ca-panda@wwfcanada.org)*

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St. Albert, AB  
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Duke Tower,  
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Tel: 902-482-1105

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

**St. John's**  
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140 Water Street  
St. John's, NL  
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Tel: 709-722-WILD (9453)

**Inuvik**  
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**Vancouver**  
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Vancouver, BC  
V6C 1T2  
Tel: 604-678-5152

*Please note that we take your privacy very seriously. Under the federal government's privacy legislation (Personal Information Protection and Electronic Documents Act), WWF-Canada has a senior staff member responsible for overseeing our compliance with the laws associated with privacy and confidentiality that affect staff, donors, and the general public.*



# Thank you

*Over the past 50 years, WWF has helped conserve some of the world's most critical ecosystems. We've protected remarkable species and spaces, and we've spearheaded more sustainable ways of living.*

*We couldn't have done this without you.*

*Your partnership and ongoing support will help us continue to achieve remarkable things. Together we can shape the future for our living planet.*



# WWF by the Numbers

**+100**

WWF is in over 100 countries, on 5 continents

**+5 M**

WWF has over 5 million supporters globally



**1967**

WWF opened its first office in Canada in 1967

**9**

WWF-Canada has 9 offices from coast to coast to coast



**Why we are here.**

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

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