

WWF-CANADA
ANNUAL REPORT 2021

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WHY I'M HOPEFUL



© Jamie Kronick

If there's one word that sums up this past year for me, it's hope. That may seem odd given, well, this past year.

But as global crises continued to mount, we at WWF-Canada became even more focused on our goals. And while the pandemic sometimes made it feel like days were blurring into each other, we kept moving forward — because there was no time to waste.

We launched our fiscal year guided by a bold, new 10-year strategy focused on using nature to fight biodiversity loss and climate change *at the same time* by restoring and stewarding habitats, reducing industrial impacts and sequestering carbon.

As you'll read in this annual report, covering July 2020 to June 2021, we made ambitious plans, set audacious targets and achieved impressive progress. We published crucial

reports, such as the Living Planet Report Canada 2020 — a wake-up call for the state of species decline — and funded incredible projects. We took responsibility for reconciliation by supporting Indigenous partners and helping to advance Indigenous-led conservation, where and when requested, with our words, our work and our financial support. We also transformed our conservation teams so that we operate like an ecosystem, with every individual effort addressing multiple threats and advancing multiple goals.

So yes, I have hope — even in the midst of dramatic biodiversity loss, and as climate-fuelled fires, floods and superstorms wreak havoc — because I've seen the results of these efforts, and I *know* we can reverse course, restore our nature and protect our planet.

And, importantly, because I know that you are with us. You're creating native plant habitats in your yards and your schools. You're donating time and resources to further our conservation and advocacy efforts. You're spreading the word — to friends and family, businesses and governments — that the time for action is now.

Hope, dedication and determination are an unstoppable combination. Thank you for all you've done to create a world where nature and people thrive. Now let's get back to work. ■

A handwritten signature in black ink that reads "Megan Leslie". The signature is fluid and cursive, written over a light blue background.

Megan Leslie,
WWF-Canada President and CEO

Amid this year's many challenges, I take great hope in the growing movement for societal change. From the rising national conversation about the legacy of residential schools to the prominence of environmental, social and governance (ESG) issues in corporate priorities and investment decisions, we are part of a collective focused on responsibility, reflection and action.



The global issues of nature loss and climate change are no different. These are complex problems with devastating consequences. And while big players like governments and industry are key to creating lasting change, so are individuals. People like you and me are making a difference every day as voters, employees, educators, students, community members and donors — with every action adding up to a community and country on track to creating a future where nature and people thrive.

Supporting engagement and action has long been a priority for both me and for WWF-Canada. As you will see, our programs for people at work, at school and on campus continue to grow with great leaps. And this year, my first as the Chair of the Board, we broadened that commitment to public participation in conservation solutions by making it a priority in our new 10-year plan.

REFLECTION AND ACTION

We are creating opportunities — like the expansion of our native gardening program into Quebec and our seed orchard pilot program to help support the increasing demand for native plant stock — that make it even easier for you to take action for nature. Because just like our pandemic response, our nature and climate response must include everyone.

Congratulations to everyone at WWF-Canada for having the courage to set big goals and to you, our steadfast supporters, who have made it possible to continue to have big impact. Thank you for all that you do for nature. And stay tuned for new ways to get involved in 2022! ■

A handwritten signature in black ink that reads "Lloyd Bryant". The signature is bold and stylized, written over a light blue background.

Lloyd Bryant,
WWF-Canada Chair of the Board

WWF-CANADA: 2020-2021 MILESTONES AND HIGHLIGHTS



We **KICKSTARTED OUR NEW 10-YEAR PLAN**, Regenerate Canada, with **THREE AMBITIOUS GOALS TO ACHIEVE BY 2030**:

- Restore 1 million hectares;
- Steward 100 million hectares; and
- Reduce carbon emissions by 30 million tonnes.

We **SUPPORTED THE 1,100-PERSON COMMUNITY OF TALOYQAK, NU**, in developing their winning proposal for the **\$451,000 ARCTIC INSPIRATION PRIZE**. Their innovative Niqihaqt project addresses food insecurity and is intended to form the management plan for the proposed **85,769 SQUARE KILOMETRE AVIQTUUQ INUIT PROTECTED AND CONSERVED AREA**, which includes terrestrial and marine areas.



Our flagship **LIVING PLANET REPORT CANADA 2020 SHOWED** that populations of Canadian at-risk species have declined by **59 PER CENT**, on average, from 1970 to 2016, and that at-risk species in Canada face an **AVERAGE OF FIVE THREATS**, including the accelerating threat of climate change.



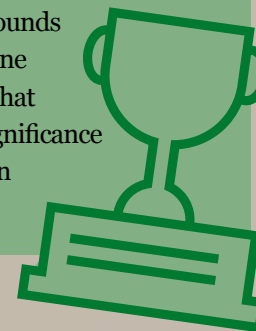
As COVID-19 continued to prevent in-person fundraising events, we pivoted to new and innovative digital initiatives, including **WWF-CANADA'S FIRST-EVER 50/50 LOTTERY** in Ontario and British Columbia.

Working with scientists at McMaster University's Remote Sensing Lab, we got to work **MAPPING CARBON STORES ACROSS CANADA**, and identifying the most carbon-rich areas.

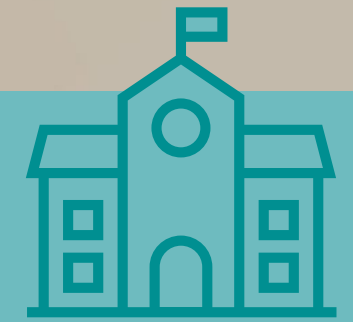


Approximately **75,000 PLANTS** from 42 different native plant species were supplied to 123 Loblaw Garden Centres in southern and eastern Ontario and 19 stores in southern Quebec, as part of our In the Zone program — a **471 PER CENT INCREASE** from last year. A total of **317,709 NATIVE PLANTS** were planted through In the Zone and other restoration work, including in the Wolastoq/Saint John River watershed, creating and restoring healthy habitats for wildlife and communities.

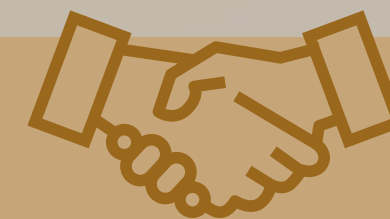
The fifth and final \$10,000 **GLEN DAVIS CONSERVATION LEADERSHIP PRIZE** was awarded to **VUNTUT GWITCHIN ELDER LORRAINE NETRO** for 22 years of extraordinary contributions to conservation. Netro has dedicated herself to protecting the Arctic National Wildlife Refuge, home to the calving grounds of the Porcupine caribou herd that holds great significance to the Gwich'in Nation.



110 SITES were restored by schools across Canada thanks to our Go Wild School Grants of \$500 to \$1,000, supporting efforts by teachers, students and campuses to help nature thrive.



THREE SCIENTIFIC JOURNAL ARTICLES WERE PUBLISHED DURING THE LAST FISCAL YEAR. These studies analyzed datasets to index population decline trends among Canadian vertebrates; identified and monitored forage fish spawning beaches in B.C.; and prioritized threat management across terrestrial and freshwater habitats for at-risk species conservation and recovery.



We granted **\$1,030,604 TO INDIGENOUS PARTNER ORGANIZATIONS** to support Indigenous-led conservation initiatives

We partnered with the University of British Columbia to publish the **PRIORITY THREAT MANAGEMENT (PTM) ON THE WOLASTOQ/SAINT JOHN RIVER STUDY**. This conservation decision support tool allowed us to demonstrate that by implementing 15 strategies, governments could **SECURE THE RECOVERY OF 40 SPECIES** at a cost equivalent to **\$33 PER PERSON IN NEW BRUNSWICK** annually for 25 years.



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BOLD BEGINNINGS: OUR 10-YEAR PLAN TO REVERSE WILDLIFE LOSS AND FIGHT CLIMATE CHANGE

There is still time to keep biodiversity loss and climate change from reaching catastrophic levels, but the next decade is critical if we are going to reverse our path. The challenges are daunting, but a brighter future is possible. With your steadfast support, and the dedication of a growing number of Canadians, we have been able to think bigger and aim higher than ever to build a better future for wildlife and people.

Last year, we re-oriented our operations around Regenerate Canada: our bold new 10-year plan to expand habitats, reduce carbon in the atmosphere, lower industrial impacts and, as a result, reverse wildlife loss and fight climate change. Science has shown that the biodiversity and climate crises feed each other, so our strategies to fight them must have dual benefits to address both crises at once.

Drawing from scientific analysis and Indigenous guidance, all our conservation efforts will drive toward three ambitious 2030 goals designed to get our future back on track:

1. **Restore one million hectares** by regenerating lost complex ecosystems that provide essential wildlife habitat and sequester carbon in nature.
2. **Steward and protect 100 million hectares** of vital ecosystems for wildlife and communities.
3. **Reduce carbon emissions by 30 million tonnes** by restoring carbon-rich habitats and protecting current carbon stores.

We will achieve these goals by:

- Leading and contributing to groundbreaking projects and analysis to ensure the right actions are taken in the right places, driving the most powerful conservation outcomes.
- Supporting Indigenous-led conservation, where and when requested, in a way that advances Indigenous Peoples' priorities and self-determination.
- Leveraging and advocating for nature-based climate solutions that have strong co-benefits for wildlife.
- Working with industry, businesses and governments to reduce impacts on wildlife and habitat.
- Engaging individuals and communities to take measurable actions for nature.

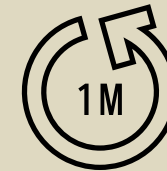
Getting on track:

This past year was our first dedicated to Regenerate Canada. With such ambitious goals, we also needed to develop new tools, programs and policies to make sure we can deliver on our vision of a better future. Highlights include:

- **Research and analysis** projects to guide our planning and prioritization in the future, ensuring we target protection and restoration efforts and commit funding to areas that will benefit both wildlife and climate.
- New programs — including the **Nature x Carbon Tech Challenge** and the **Nature and Climate Grant Program** — specifically designed to remove barriers and support actions that achieve our goals.
- **Pivoting to a new fundraising model and testing new approaches** — such as online WWF-themed 50/50 draws and sweepstakes contests — that cultivated new supporters.
- The development of an **internal metrics and indicators process** to continue to ensure a high level of scientific rigour in our tracking and decision-making.
- A **new internal structure** that is better aligned with meeting our goals. ■

LEGEND

Our conservation work fights biodiversity loss and climate change simultaneously by tackling multiple goals and priorities. The icons below are used throughout this report to identify how each effort connects back to our goals.



Restore one million hectares



Steward or protect 100 million hectares



Reduce carbon emissions by 30 million tonnes

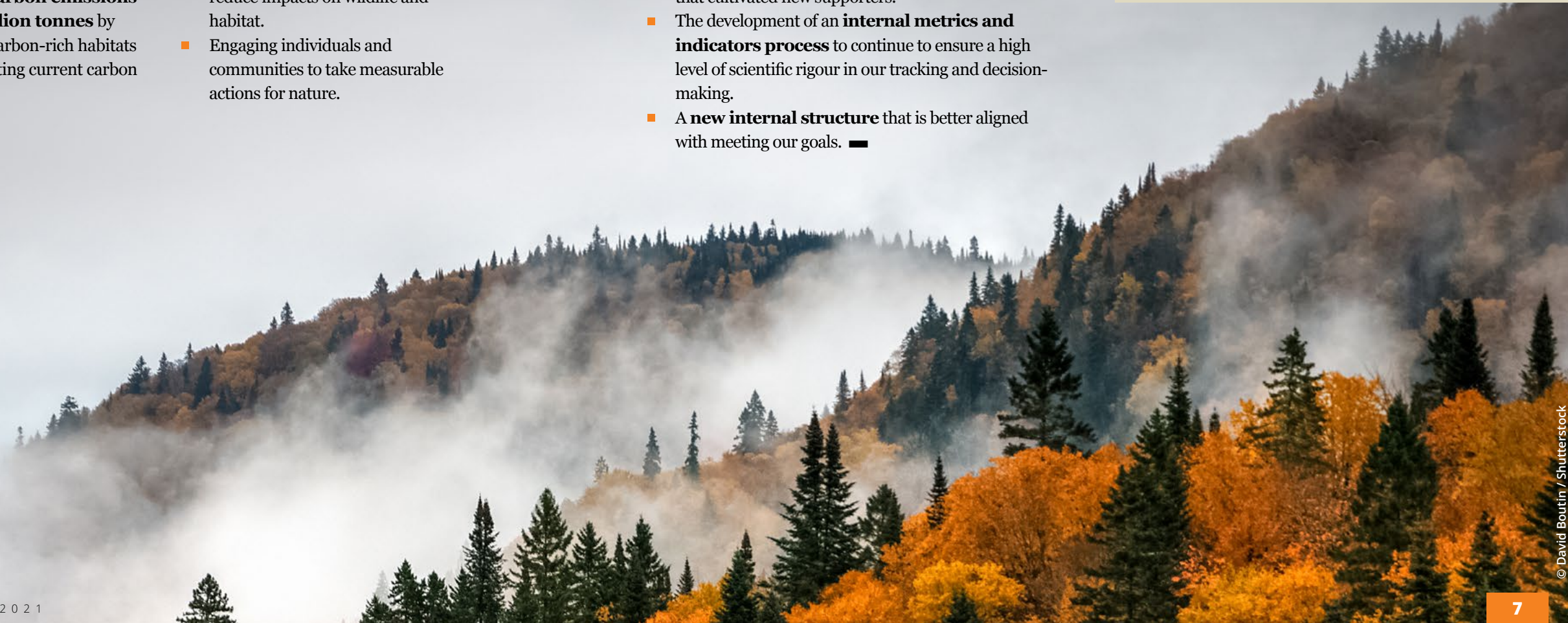
DONOR STORY

“

It's our job to secure animals' habitats and their future, whether it's a bee, a butterfly, a squirrel or a deer. When I hear the geese, I rush outside to see them as they fly right over my house — it's such an amazing sight to see these birds flying and talking to each other. My heart just quivers when I hear them, I always tell them to have a safe trip. I've been supporting WWF-Canada because they go above and beyond.”

— JUDY M. GARRISON

Nova Scotia, monthly donor to WWF-Canada



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DEEP DIVE: RESTORING ONE MILLION HECTARES



Habitat loss, a major driver of both biodiversity loss and climate change, is one of the greatest threats to at-risk wildlife.

Short-eared owls, barren-ground caribou, Chinook salmon and wood turtles are just a few of the species critically affected by habitat loss and fragmentation. Common disruptions include draining wetlands,

deforestation, development of coastal regions, growth of cities and agriculture, and industrial impacts from activities such as energy production and mining.

With your support, WWF-Canada is expanding and restoring nature to reverse this loss. By 2030, we will restore at least one million hectares of lost or degraded carbon-rich habitats for wildlife. ■

What does it mean to restore habitat?

Essentially, it means doing what is necessary to allow degraded landscapes, seascapes or inland waters to return to a more natural state. We do this in ways that are additive, like planting native plants and trees, or by removing things that don't belong, such as invasive species, or natural or human-made barriers in rivers.

REVOLUTIONARY APPROACH REDUCES THREATS TO RECOVER WILDLIFE



The Wolastoq, or Saint John River (SJR), watershed in New Brunswick is home to nearly 50 at-risk species, all of which are likely to go locally extinct in the next 25 years without interventions. A new solution was required — one that addressed a constant problem of insufficient resources.

With your support, we partnered with the University of British Columbia to bring an innovative approach called Priority Threat Management — a decision-making tool that aims to deliver the greatest benefits to the most species — to this priority region. In December 2020, together with stakeholders across the region, we identified 15 separate strategies

that, if implemented, could secure the recovery of 40 species.

We wasted no time putting this information to use, directing funds generously donated by our supporters and partners to local watershed groups who were able to act immediately, following COVID-19 protocols, to rebuild riverbanks using excavators, restore habitats by removing invasive plants and planting trees, and address instream barriers to migratory fish by building fish ladders.

This approach has the potential to revolutionize conservation planning across the country by speeding up timelines from planning to action and maximizing the conservation impact. With a plan and a budget for the

Wood turtle, bank swallow, Atlantic salmon and shortnose sturgeon are just some of the wildlife that will benefit from this work in the Wolastoq watershed.

Wolastoq watershed, we're optimistic for the future of wildlife in New Brunswick.

This project was generously supported by the Patrick and Barbara Keenan Foundation and by Fisheries and Oceans Canada through the Canada Nature Fund for Aquatic Species at Risk, and by the Hewitt Foundation. ■



REGENERATING LOST HABITAT, ONE NATIVE PLANT AT A TIME

© Simon Henson



Increasing privatization of land across Canada, particularly in southern Ontario and southern Quebec, has meant that large, intact and connected habitats have become virtually non-existent. A concerted restoration effort is needed across both private and public lands. So, from balconies and backyards to community spaces and schools, WWF-Canada acted on a suite of programs dedicated to transforming outdoor urban areas into healthy habitat for native wildlife.

With your support, we further grew our efforts this year by expanding our native plant programming into Quebec to help more gardeners create native habitat for at-risk species. This year saw a 25 per cent increase in the number of people registering for our In the Zone program (nearly 1,000 new signups), a 60 per cent rise in native species planted (approximately 75,000 new plants), 800 new participants in Quebec (where the program was

previously unavailable), and a 471 per cent increase in native plants sold (nearly 69,000) in Loblaw Garden Centres as part of our partnership with Loblaw Companies Limited.

Under this partnership, we also expanded the number of stores selling plants by more than 350 per cent (from 35 southern Ontario stores in 2020 to 123 stores across Quebec and southern and eastern Ontario).

Meeting our 10-year restoration goal will involve planting millions or even billions of native plants. But right now the supply for native plants isn't there to meet the demand. In past years, working with experts and partner organizations, WWF-Canada has helped native plant growers in Ontario incorporate into the Ontario Native Plant Growers Association. This year we extended those efforts, partnering with eight community groups to start seed orchards for native plants, and we will be looking to grow the program next year. ■



Right: © Michael Lee

What is a seed orchard? A place where plants of known wild origin are grown for the purpose of harvesting and distributing seeds. Think of it like a living seed bank for native plants.

Rusty-patched bumblebees, short-eared owls, monarch butterflies and whip-poor-will are just some of the wildlife that benefit from this work.



DEEP DIVE: STEWARDING AND PROTECTING 100 MILLION HECTARES



To have the greatest impact on both wildlife loss and climate change, we must prioritize the protection of places where at-risk species live, breed and roam as well as where high concentrations of carbon are stored. The vast majority of such habitats in Canada are currently unprotected.

With your continued support, we will prevent future disruption to at-risk species and natural carbon by reducing industrial threats and expanding stewardship in priority regions.

By 2030, we will reduce major industrial stressors with measurable benefits to native wildlife populations and steward at least 100 million hectares of vital ecosystems for wildlife and communities. Working with Indigenous partners, where and when requested, is a key part of ensuring we meet this ambitious goal. ■

What is stewardship? To steward something is simply to take care of it. In conservation, stewardship means ensuring actions or practices in a natural area are responsible and sustainable, positively impact the ecosystem and wildlife, and respect Indigenous rights.

What is Indigenous-led conservation and why is it important? Indigenous-led conservation is the most effective and equitable way to safeguard habitat, reverse wildlife loss and reduce climate change; it supports and embraces Indigenous knowledge, sovereignty and governance while focusing on the specific needs of local communities and nations. Studies show that Indigenous-managed lands boast higher levels of biodiversity — unsurprising, given millennia of stewardship experience.

© Vadac Sebek / Shutterstock

THE COMMUNITY OF TALOYOAK IS AN ARCTIC INSPIRATION



Taloyoak, mainland Canada's most northern community, lies on the coast of the Boothia peninsula (known as Aviqtuuq in Inuktitut). It's home to 1,100 residents and a \$451,000 Arctic Inspiration Prize for its innovative Niqhaqut project.

"Since my grandfather's era, when there was talk of building a pipeline across Aviqtuuq, we've fought to keep it safe," said project lead Jimmy Oleekatalik, manager of the Spence Bay Hunter & Trapper Association. "If it wasn't for WWF and their staff," he added, "we never would have applied for the Arctic Inspiration Prize."

We proudly supported the development of the prize-winning proposal. Meaning "our food" in Inuktitut, Niqhaqut addresses food insecurity and promotes cultural traditions while providing a crucial economic alternative to non-renewable resource development.

Niqhaqut is also a precursor management plan for the community of Taloyoak's proposed Aviqtuuq Inuit Protected and Conserved Area (IPCA). Covering 85,769 square kilometres of ocean,

ivers, lakes and land, it would protect the future of this pristine region by allowing the community to remain in control of their territory.

Currently, mining companies own exploration claims in the area, which threaten caribou calving grounds, polar bear denning areas and summering habitat for ice whales like narwhal, beluga and bowhead. Thinning sea ice in the nearby Northwest Passage due to climate change could bring new shipping routes to their marine wildlife habitats along with oil spill dangers.

"Aviqtuuq is our home, our traditional lands. It has provided us with what we have needed to survive and thrive here for generations," Oleekatalik said. "We want to see the lands and resources here protected from industrial development because the area is sacred to us — and has everything we need to prosper."

This project was undertaken with the financial support of the Government of Canada through the federal Department of Environment and Climate Change, as well as WWF-Sweden and the James and Donna-Mae Moore Foundation. ■



© George Akilah

DONOR STORY



“ Growing up in the Grisons, a nature-immersed part of Switzerland, I connected to the outdoors daily. Contributing to the conservation of nature's incredible assets has been a lifelong ambition. My family's move to Canada over 25 years ago allowed us to see breathtaking beauty everywhere, and this convinced us that it takes firm action and determination to maintain nature's integrity. A trip to Churchill in 2013 demonstrated what is needed in the North, including a greater understanding of the symbiotic integration of wildlife, Indigenous communities, climate change action and economic development. This is a fascinating challenge and one that my family is proud to be a part of.”

— **RUDI BLATTER**, who, with his family, established the Karine Blatter Arctic Fund at WWF-Canada, a transformational gift supporting our polar bear conservation efforts.

AMPLIFYING INUIT VOICES AND LIMITING INDUSTRIAL IMPACTS IN NUNAVUT



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Despite outcry from affected Inuit communities, Baffinland Iron Mines Corp. has proposed a significant increase in production at their Mary River mine in eastern Nunavut. Already the Canadian Arctic's largest industrial development, output would jump from six million tonnes a year to 14.2 million tonnes.

Without strong environmental safeguards, this proposed expansion — which would include a 100-kilometre railroad and dramatically increased shipping traffic — will have long-term negative consequences for already declining local wildlife like narwhal and caribou.

To ensure local voices with a strong understanding of these impacts were heard during the public hearing

process, WWF-Canada worked with MakeWay and ArctiConnexion to film Elders and other residents from remote communities explaining how their lives and local wildlife are already affected by the mine.

“The animals that we live on and use for food such as seals, fish, polar bears and caribous, hares, ptarmigans as well as the birds that migrate up here in the summer — all of them — we want them always to be healthy,” said former Pond Inlet mayor Jaykolasio Killiktee in the Inuktitut-language video. “Because we depend on them.”

WWF-Canada lead Arctic specialist, Paul Okalik, was also an official intervenor in the hearings, echoing community concerns by calling for

strict measures to reduce disturbance to wildlife from expansion-related construction, operations and shipping.

While the hearings are ongoing, WWF-Canada was able to convince Baffinland to implement our comprehensive policy definition of “No Dumping in Marine Protected Areas” for the Tallurutiup Imanga National Marine Conservation Area and for the Mary River mine Regional Study Area. This means Baffinland-contracted vessels won't discharge grey water, treated or untreated sewage, or contaminated washwater from scrubbers. They also agreed to limit vessel speed to nine knots, reducing both underwater noise and the possibility of collisions with wildlife. ■

A WHALE OF A PLAN TO PROTECT SEA LIFE FROM SHIPPING



Canada's current marine protections leave aquatic species facing multiple stressors, including underwater noise, ship strikes and vessel discharges — even in areas designated as protected. To lessen these stressors, we acted on a number of initiatives to demonstrate shipping impacts and provide mitigation strategies.

To help mariners safely traverse the Northwest Atlantic, including the Estuary and Gulf of St. Lawrence, WWF-Canada created a collaborative new toolkit with the Marine Mammal Observation Network and the St.

Lawrence Global Observatory alongside government partners and industry representatives. The toolkit, which includes the Navigating Whale Habitat online platform, guides best practices and identifies high-risk areas to minimize collision risk while improving data collection for better future protections.

The initiative aligns with WWF-Canada's broader work on the impacts of shipping on endangered whale species such as the North Atlantic right whale, blue whale and St. Lawrence beluga. It also supports maritime industry involvement in

the conservation of these species by facilitating the gathering of essential information while heightening mariners' levels of alertness to the presence of cetaceans in shipping channels.

WWF-Canada also produced a toolkit with West Coast Environmental Law and East Coast Environmental Law to reduce shipping impacts in Canadian marine protected areas. Funded by the Gordon and Betty Moore Foundation, this project includes reports on how shipping affects marine birds and benthic habitats as well as case studies and best practices. ■



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DONOR STORY



As a family, we continue to work closely with WWF-Canada to ensure that Jennifer's legacy continues in our country. Jennifer was passionate about working with both animals and people as a conservation team, as well as creating opportunities for youth. This year, our funding is supporting community-driven work in the Arctic and will provide many new opportunities to its residents in their efforts to protect their land, resources and wildlife. The approach, extent and visionary quality of the projects supported through WWF-Canada seem to reflect Jennifer's goals and her willingness to tackle large-scale projects with enthusiasm and vibrancy."

— KATHLEEN HEADLEY, Jennifer's mother, for the Jennifer Headley Fund for a Living Planet

DEEP DIVE: REDUCING 30 MILLION TONNES OF CARBON EMISSIONS



Canada is home to some of the world's largest carbon stores, including the peatlands of the Hudson and James Bay region, the boreal forest and the coastal rainforests of B.C. When habitats that help store carbon are degraded, we risk releasing vast amounts of carbon into the atmosphere, accelerating climate change.

With your support, WWF-Canada is identifying large carbon stores and protecting them from development.

By 2030, we will reduce carbon emissions by 30 million tonnes using nature-based climate solutions (NbCS) such as restoring carbon-rich habitats

that are also important for wildlife and protecting current carbon stores.

In our 2021 fiscal year, we collected data to support a national analysis of carbon in terrestrial ecosystems in Canada, advocated for nature-based carbon emissions and stores to be included in Canada's reporting to the United Nations Framework Convention on Climate Change, supported Indigenous-led efforts to measure, protect and restore natural carbon within their territories, and developed a restoration funding program that targets activities with high carbon storage potential. ■

What are nature-based climate solutions? Nature-based climate solutions are strategies that use the unique powers of nature to capture and store carbon. When implemented alongside other decarbonizing efforts, they are an extremely effective tool for keeping climate change in check, with strong co-benefits for wildlife.

CARBON-MAPPING MUSHKEGOWUK TERRITORY



The Hudson and James Bay Lowlands are home to many Indigenous communities, including seven Cree First Nations in Northern Ontario that form the Mushkegowuk Council.

Mushkegowuk territories also contain an incredible diversity of wildlife and the world's largest network of peatlands, which is estimated to store billions of tonnes of carbon, accumulated over thousands of years, and currently locked in place. WWF-Canada is supporting Council efforts to map and monitor these carbon-rich areas to inform their stewardship decisions.

A square metre of peatland in northern Canada contains about five times as much carbon as an equivalent area of Amazon rainforest. But to reap the climate benefits of

these ecosystems, we must keep them intact. With mounting pressures from the massive Ring of Fire mining development planned in the area, we need to better understand exactly how much carbon is there — and what will happen if it's disturbed — to be able to strongly advocate for its protection.

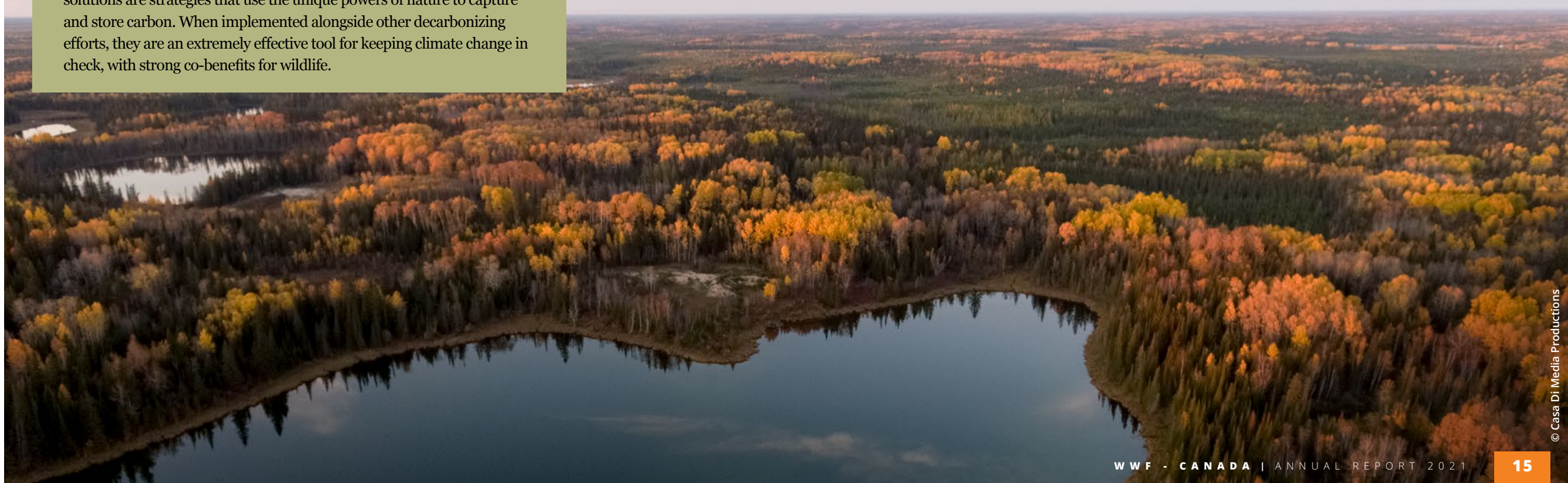
WWF-Canada is working with community members and the Remote Sensing Lab at McMaster University to develop a peatland carbon-mapping process, weaving together scientific research and Indigenous knowledge systems.

These evidence-based efforts are helping to advance Indigenous-led conservation in a globally significant area for carbon storage, biodiversity and culture while delivering benefits to local communities. The data will also provide important information

to support decisions made in environmental assessments underway for the Ring of Fire. In the meantime, we're supporting the Council's call for a development moratorium.

Protecting and effectively managing this region is an example of how nature-based climate solutions can help achieve a global pathway to 1.5°C through both avoided emissions and active sequestration.

If done in concert with the creation of new Indigenous Protected and Conserved Areas — which would recognize Mushkegowuk territorial governance and self-determination rights — this work could make a critical contribution to ensuring Canada's pledge to protect 30 per cent of land and waters by 2030 is achieved in an equitable and inclusive way. ■



A CALL TO ACTION: 2020'S LIVING PLANET REPORT CANADA

In September, WWF-Canada published the third edition of our flagship Living Planet Report Canada (LPRC), and the findings were staggering. Species of global conservation concern (wildlife assessed as at risk of global extinction by the International Union of Conservation of Nature) saw their Canadian populations fall by an average of 42 per cent from 1970 to 2016. Populations of Canadian species assessed as nationally at risk of extinction by the Committee on the Status of Endangered Wildlife in Canada declined by an average of 59 per cent in the same time period.

Wood turtle, North Atlantic right whale and barren-ground caribou were among the species highlighted as being of national and global conservation importance.

The report, last conducted in 2017 and informed by what the Zoological Society of London called one of the most comprehensive national-level datasets, also found that these species face an average of five threats, including the increasing and accelerating threat of climate change. This further demonstrates the need to tackle the dual crises of climate change and biodiversity loss at the same time.

Our report also sought out Indigenous knowledge and voices — which are critical to equitable and just conservation efforts — and focused on potential solutions to wildlife loss. We know that conservation actions targeting only one threat at a time are unlikely to be successful in the long term. So, it's important that we tackle multiple threats, including climate change, with new approaches such as

nature-based climate solutions and Indigenous Protected and Conserved Areas.

LPRC 2020 preceded the launch of the Living Planet Report released by WWF International, which found that global populations of mammals, birds, amphibians, reptiles and fish have suffered an average two-thirds decline in less than half a century.

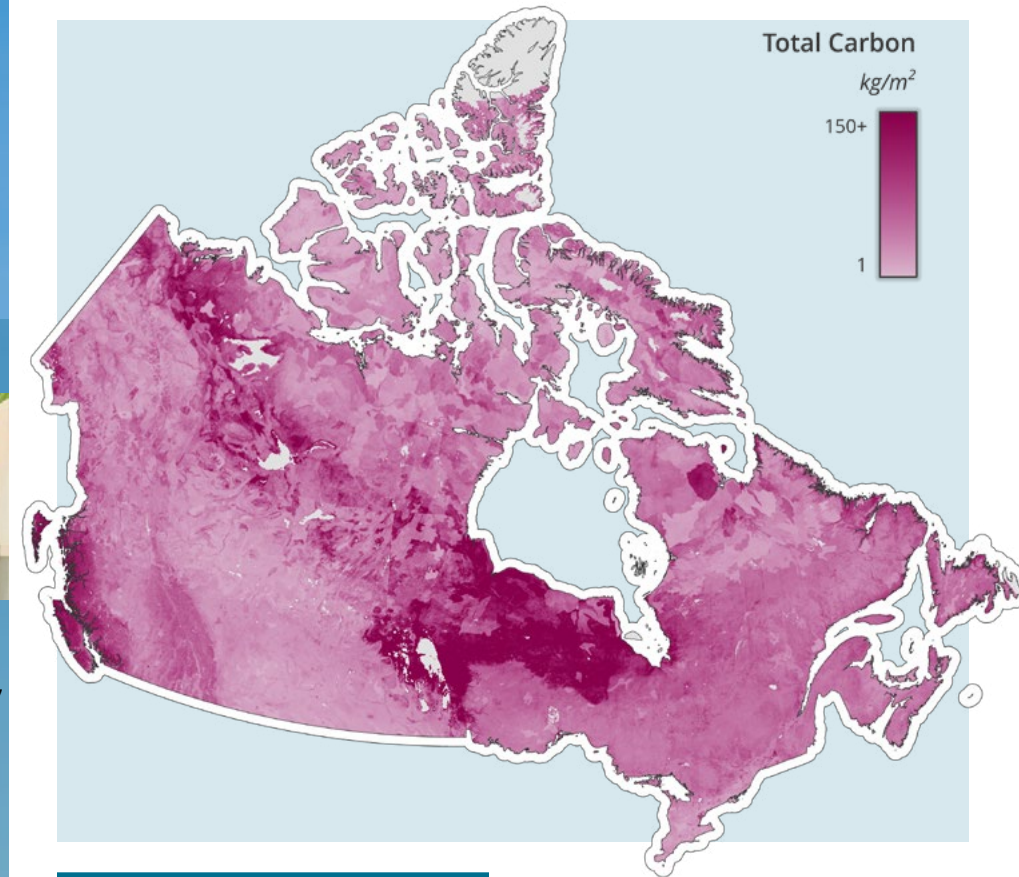
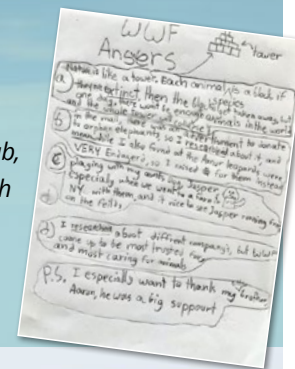
Living Planet Report Canada 2020 was generously supported by the Patrick and Barbara Keenan Foundation. ■

DONOR STORY



“Nature is like a tower: each animal species is a block. If they become extinct, then the blocks get taken away. But one day, there won't be enough animals in the world and the whole tower will collapse. I did some research and found out that Amur leopards were very endangered, so I raised funds for them, and other endangered animals like elephants.”

— AVA ARDAKANI,
Endangered Animal Arts Club,
9 years old, with special thanks to her little brother Aaron



STUDIES AND REPORTS

WWF-Canada worked with the Remote Sensing Lab at McMaster University on a project to create Canada's first-ever national carbon map. The study, which was funded by Maple Leaf Foods Inc. and the Metcalf Foundation, and was submitted to peer review in the spring, used a machine-learning algorithm, satellite data and field samples to determine concentrations of terrestrial carbon throughout the country.

Results showed high concentrations of carbon in Canada's vegetation, but also its soils and peatlands. The work helps quantify how much carbon is stored — and therefore could be released if disturbed — to inform policy recommendations for protection and management of carbon-rich areas. ■

Additional Reports

Canadian Arctic Marine Priority Areas for Conservation

WWF Watershed Reports 2020

Natural Climate Solutions

Compensation for Ship-Source Oil Spills: Considerations for Modernizing Canada's Marine Liability Regime to Support Indigenous Communities

Navigating the Law: Reducing Shipping Impacts in Marine Protected Areas

BEYOND CANADA: A THRIVING FUTURE FOR NEPAL'S BIG CATS

DONOR STORY



“

We all are part of nature, that is an undeniable reality whether we choose to see and acknowledge it or not. And we rely on it for our existence. My late husband, Craig, felt much the same and wanted to support Rinjan's work with Big Cats because he understood the threats and felt that focusing a donation on one project would be most impactful. As well, Craig had fond memories of his time spent in Nepal during his youth. Supporting Rinjan [Shrestha, Lead Specialist, Asian Big Cats] and his work with snow leopards and tigers in that region is an expression of that. I know seeing Rinjan's work continue would be very meaningful to Craig.”

— **JAYNE MCLEAN**, *Big Cats spring campaign donor*

Tigers and snow leopards are the heart and soul of their ecosystems. They're also among the planet's most imperiled species. Today, a mere 3,900 survive on less than five per cent of their historic range, and it's believed there are less than 3,400 mature snow leopards in the wild. When WWF-Canada asked for your help to create a thriving future for Nepal's big cats, you responded by raising \$260,000! Here's how we put your donations to use last year:

Collaring Elusive Snow Leopards

One of the biggest barriers to conserving snow leopards is a lack of knowledge about their remote mountain habitat. To date, only three per cent have been systematically studied. To change that, WWF-Canada is helping fund cutting-edge research that uses GPS collars and camera traps to identify critical habitat and wildlife corridors used by snow leopards.

During the first year of this project, camera traps were set up at 20 locations to track snow leopard activity. Using this information, wildlife researchers were able to collar two males they named Ghangri Ghapi Hyul (which means “an Eden amidst the mountains”) and Langyen (named after a holy mountain in the region). By periodically sharing location updates, the collars provide valuable information for evidence-based conservation plans.

The Road to Tx2

As we approach 2022, the Year of the Tiger, WWF is continuing to work towards the Tx2 goal of doubling the number of wild tigers. In Nepal, where WWF-Canada directs your donations, tiger numbers have increased by approximately 95 per cent.

Last year, WWF helped to manage and restore 11.5 hectares of critical tiger habitat, including wetlands, by removing invasive plants. We also continued working with local communities, our greatest allies in tiger recovery. Your donations helped one village begin eco-tourism enterprises and trained 34 households in another to start lemon farming. These efforts provided villagers — who depend on the forests that tigers call home for income or who may resort to poaching — with better alternatives to make a living. We also provided 16 households from two villages with materials to build predator-proof corrals for livestock and engaged 483 youth in biodiversity conservation and wildlife-conflict reduction training. ■



© Sanjog Rai / WWF-Nepal



Natural grassland restoration to increase wild prey populations for tigers.

Local farmers plant chili peppers to deter crop-raiding animals and provide alternative income to reduce economic dependency on tiger habitats.

© WWF-Nepal



BEING A VOICE FOR NATURE



© Natalie Bowes / WWF-Canada

Conservation efforts don't always happen in the great outdoors. WWF-Canada went to court on behalf of wildlife, advocated for legislation to protect vital ecosystems and rallied supporters across the country to hold the federal government to its promise to ban all dumping from ships in the protected parts of our oceans.

Fighting a flawed assessment

The Atlantic waters off the east coast of Newfoundland and Labrador are some of the most biodiverse marine environments in the world, home to species such as endangered cod and humpback whales to rare deep-sea corals and sponges. When the federal government failed to properly evaluate the impacts of exploratory drilling for oil and gas in Newfoundland and Labrador's offshore waters — and used a loophole in the new Impact Assessment Act to exempt all future exploratory drilling from Regional Assessment (RA) — we joined a coalition of environmental organizations and took them to court. By doing so, we hoped to strengthen the flawed RA, which posed a direct threat to the marine ecosystem, and prevent a dangerous precedent from being set. We're now awaiting the court's decision, expected by the end of 2021.

Advocating for No Dumping in MPAs

On World Oceans Day, June 8, WWF-Canada launched our #NoDumping advocacy campaign. We called on Canadians to hold the federal government to their unfulfilled promise to ban all dumping by commercial shipping and cruise lines in marine protected areas (MPAs).

To help bring home the danger of dumping in MPAs and inspire action, we created a must-watch video called Dirty

Pool. In it, we invited kids to come swim in a backyard pool only to then fill it with brown liquid spewing from a pipe. They knew better, which made the point crystal clear: If they won't swim in it, why should wildlife live in it?

Within a few weeks, more than 2,000 people emailed the Prime Minister, influential cabinet ministers and their local MPs demanding a comprehensive definition of "no dumping" that prohibits sewage, grey water, garbage, scrubber effluent from exhaust systems, ballast water and oily mixtures. Next year, WWF-Canada will release unprecedented national research on dumping to create an even clearer picture of why we need stronger marine protections.

Speaking out against Bill 229

In November 2020, the Ontario government released Bill 229, which would strip the power given to Conservation Authorities and endanger the environment and communities. The bill authorizes the Minister of Natural Resources and Forestry to overturn a Conservation Authority's decision to not issue a development permit, allows developers to fast-track approvals and "pay to pave" wetlands, and offloads responsibility onto municipalities which lack the technical and financial resources to properly protect habitats and wildlife.

WWF-Canada met with key government officials and proudly joined other environmental organizations in speaking out against the bill. Elizabeth Hendriks, vice-president of restoration and regeneration, also testified to the Standing Committee on Finance and Economic Affairs. While Bill 229 unfortunately passed, WWF-Canada is continuing our efforts to demonstrate that a healthy environment and healthy communities go hand in hand. ■



© Great Canadian Shoreline Cleanup

KEEPING CANADIAN SHORELINES CLEAN FOR WILDLIFE



From coast to coast to coast, Canadian communities made it a priority to keep plastic and litter out of nature by removing garbage from our shorelines in a series of nationwide cleanup efforts.

Great Canadian Shoreline Cleanup

In 2020, 15,186 volunteers took part in 929 cleanups that removed 41,905 kg of litter from 1,491 km of shoreline. This was despite the program being unexpectedly suspended for four months due to COVID-19. It relaunched with only solo, household and small team cleanups to ensure the health and safety of participants. On a related note, volunteers reported finding masks and other personal protective equipment (PPE) for the first time in the program's 27-year history, along with an 11.3 per cent increase in single-use food and

beverage litter. Despite the shortened timeframe, presenting sponsors Loblaw Companies Limited and Coca-Cola Canada continued to support the program to ensure resources for volunteers were not interrupted.

(Since this program is in partnership with Ocean Wise, we report on it differently. The above results are from January — December 2020, while other projects cover July 2020 — June 2021.)

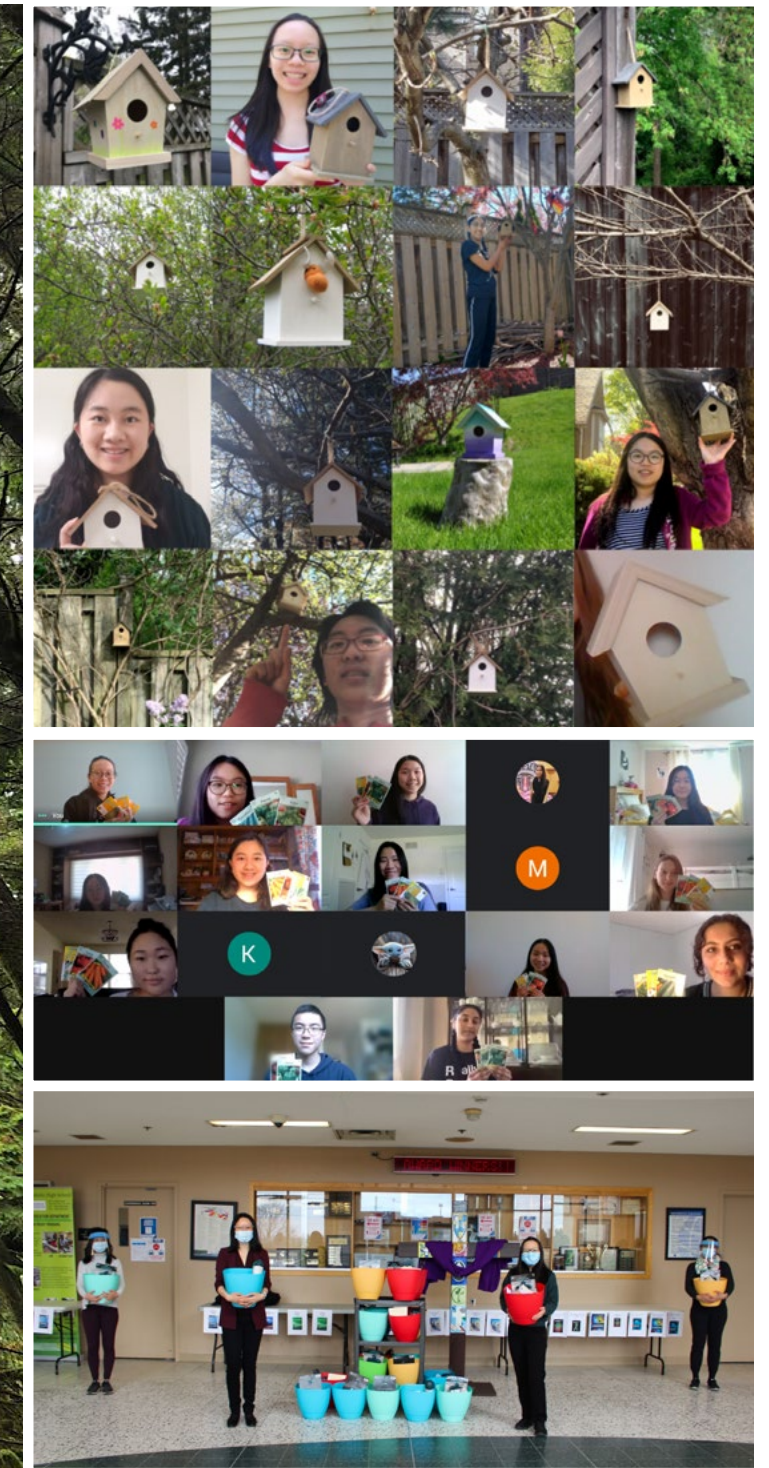
Clean Camps Clean Coasts

In partnership with the Amaruq Hunters and Trappers Organization, WWF-Canada once again organized a cleanup initiative at a remote camp used for subsistence harvesting by Inuit communities in the Canadian Arctic. These camps present a unique set of challenges for waste management, and communities are concerned about the

impact on wildlife and water health. Our 2020 cleanup identified Nungarut, NU as a priority freshwater area and recovered bits of wood, ice chisels, carpet and blankets (likely from qamutiks, traditional Inuit sleds), a 50-year-old soda can and, most significantly, more than 20 "ghost nets" — fishing nets abandoned in the lake or river that can get caught in caribou antlers and/or unintentionally kill fish. The program aims to engage local youth in cleanups, thereby passing knowledge about managing and reducing waste to the next generation and producing lasting benefits for the community and wildlife. *This project was undertaken with the financial support of the Government of Canada through the federal Department of Environment and Climate Change.* ■



© James Chen / Shutterstock



Previous grant recipients. © Briana Zhong, Student at St. Robert's Catholic High School

STUDENTS STEPPING UP FOR THE ENVIRONMENT



Living Planet @ School and Living Planet @ Campus

Across the country, students of all ages are actively engaged in confronting climate change and biodiversity loss. Grants totaling \$60,000 were awarded this year to primary, secondary and post-secondary students, educators and schools, funding 110 projects benefitting nature. (COVID-19 did create some complications, including

delays, so some projects are ongoing.) The programs encouraged over 38,000 people to attend events and conservation activities such as Earth Hour, schoolyard cleanups, National Sweater Day, Polar Bear Walks and more. This funding was supported by Walmart Canada for Living Planet @ School, and Nissan Canada Foundation for Living Planet @ Campus.

Encouraging students to step away from screens and into the garden

When the pandemic forced Ontario high-schoolers to complete their courses online, grade 10 student Briana Zhong noticed her classmates were feeling drained and isolated. Seeing an opportunity to get her peers outdoors and connect with nature in a meaningful way, she

secured a Go Wild school grant to distribute 20 “nature kits” at St. Robert Catholic High School in Thornhill, ON. Participating students planted native plants such as butterfly milkweed, wild bergamot, black-eyed Susans, great blue lobelia, blue vervain and dotted mint, and set up bird boxes, getting their entire families involved in the effort. ■

“

Although these are challenging times, students are excited to create container garden habitats for wildlife at home because taking care of nature also means taking care of our mental and physical health, and our futures.”

— BRIANA ZHONG

LOOKING FORWARD

In 2020, we planted the seed for our 10-year strategic plan. It's now taken root and is foundational to our entire operation. Our work in fiscal 2022 will continue to drive toward meeting our goals while also engaging Canadians to act for nature. Some key initiatives include:

Advocating for an MPA network in the Northern Shelf Bioregion

This bioregion off the north coast of B.C. spans more than 100,000 square kilometers and is home to multiple Indigenous and coastal communities. WWF-Canada is participating in a process led by federal, provincial and First Nation governments to advance an ecologically strong network of marine protected areas that will help recover depleted species, protect vulnerable habitats, safeguard areas that sequester carbon, and support Indigenous governance. Over the coming year, we will continue advocating for local marine use plans developed by Coastal First Nations and the province of B.C. (through the Marine Planning Partnership) as well as efforts to advance the implementation of key areas for protection in this region.

Working on the ground to measure carbon in nature

We'll work with the country's best innovators — finalists of our Nature x Carbon Tech Challenge, supported by RBC Tech for Nature and Microsoft — to implement state-of-the-art technologies that support community-led carbon measurement and monitoring of Canada's carbon stores. We'll connect our challenge finalists with our community partners on the ground to test their technology solutions in different types of ecosystems across Canada.

Supporting critical protections in Nunavut

The final draft of the Nunavut Land Use Plan includes increased limited-use designations (previously called "protected areas") that benefit species such as barren-ground caribou by safeguarding their calving grounds year-round and limiting ice breaking along the critical migratory pathway of the Dolphin and Union caribou herd. It also includes protections for many more walrus haulouts across Nunavut. We will continue working with all stakeholders to see this critical document through to implementation.

Showing Canadians that we can reverse what seems irreversible

There's no sugar-coating it: nature and climate are both in a state of crisis, and there is lots of talk about humanity being on an "irreversible" path. But the good news is we have the tools to start nature's recovery. Yes, some changes to the planet are permanent — but there is still time to reverse the course we're on if we take the right actions in the right places.

Our "irREVERSIBLE" campaign will amplify this message across the country in 2022, and help educate Canadians about the power of nature-based solutions and the essential role they play in fighting both the biodiversity and climate crises. A national poll we conducted recently showed the public has dangerously high levels of pessimism about the nature crisis. Challenging this "irreversible" narrative is crucial. The fact is, we still have time to choose a different future — and our 10-year plan leads the way. ■

DONOR STORY



“I can't imagine a world without rhinos — black rhinos are my favourite mammal — and I can't bear the thought of my future grandchildren asking why I didn't do more to save them. Allocating a portion of my Will to WWF-Canada is my way of extending my love for wildlife beyond my lifetime and passing on a healthier planet for those who come after me. We need to care about the world, both other humans and our fellow living beings.”

— **DAVE LEMAN**, Prince George, B.C., and supporter for 32 years, who has decided to leave a gift in his Will for wildlife through WWF-Canada.

STRONG SUPPORT IN AN UNPREDICTABLE YEAR

Under one shared sky, the global pandemic continued to impact our lives in ways that we didn't expect throughout the year. Yet even when the world felt unfamiliar, our generous donors, partners and community supporters continued to give, and we couldn't be more grateful.

WWF-Canada raised a total of \$25 million to help fight biodiversity loss and climate change in the 2021 fiscal year, ending June 30 — an amazing result that pushed us ahead of our projections. Due to the incredible public response by individuals, families, long-standing donors, first-time donors and others like you, total donations from the public accounted for over 52 per cent of our total revenue.

This was particularly significant at a time when COVID-19 restrictions limited in-person contact and strict social-distancing measures required us to cancel our annual in-person events — the CN Tower Climb for Nature and Kids' Run for Nature — for the second year in a row. To mitigate this downward pressure, we focused our efforts on more traditional fundraising activities and used the cost savings from cancelled events to decrease overall fundraising and administration expenditures by 3.6 per cent to \$5.8 million.

Canadians who support our conservation work believe, as we do, that urgent action is needed to fight the biodiversity and climate crises. They also understand the power of using nature to safeguard wildlife and habitat, and to absorb carbon from the atmosphere. In line with

our 10-year strategic plan, WWF-Canada spent \$17.8 million last year on conservation work, which equals 70 cents of every dollar raised. This included a combination of direct program implementation, scientific research and field work, grant giving, and building conservation awareness across Canada.

If the pandemic has reminded us of anything, it is the importance of being resilient. At the core of WWF-Canada's financial resilience is an operating and capital fund balance of \$33 million. This allows us to weather unpredictable times, stay focused on work that lays the foundation for long-term, meaningful change, and respond to unique opportunities amidst a period of uncertainty.

As much of the country begins moving toward recovery, we will keep an eye on Canada's economic response and potential inflationary impacts on our fundraising and financial strategies. We will also focus on building greater operational efficiencies, financial transparency and accountability so that we can continue earning your trust, commitment and support. ■



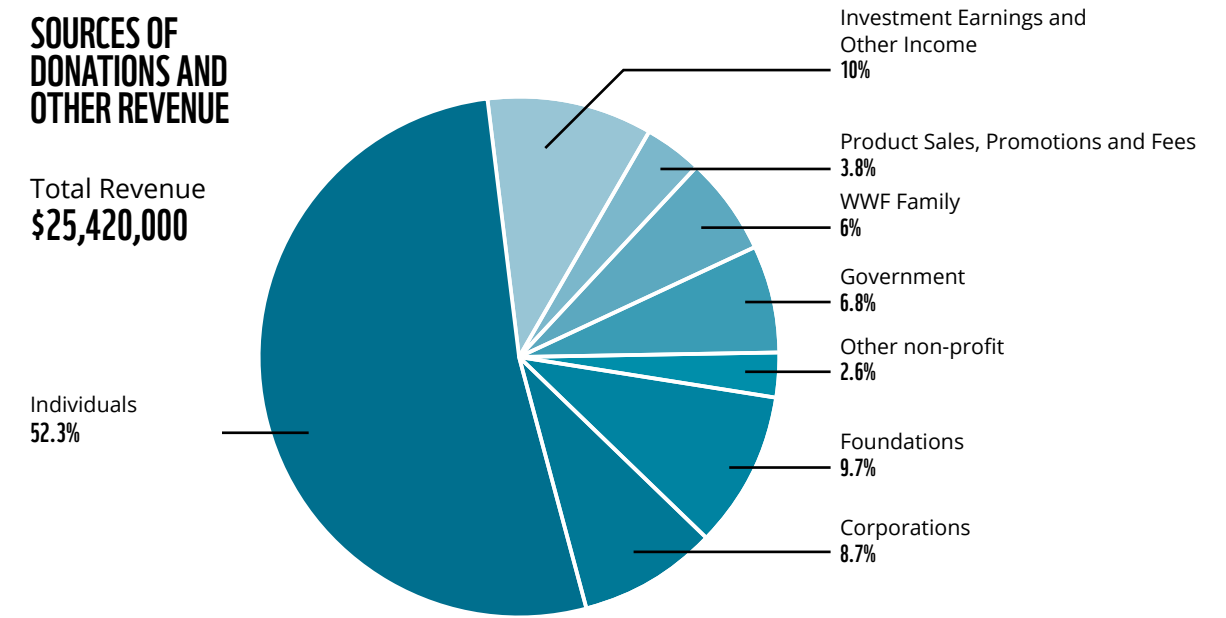
Arleen Benjamin,
Senior Vice President, Finance and Administration



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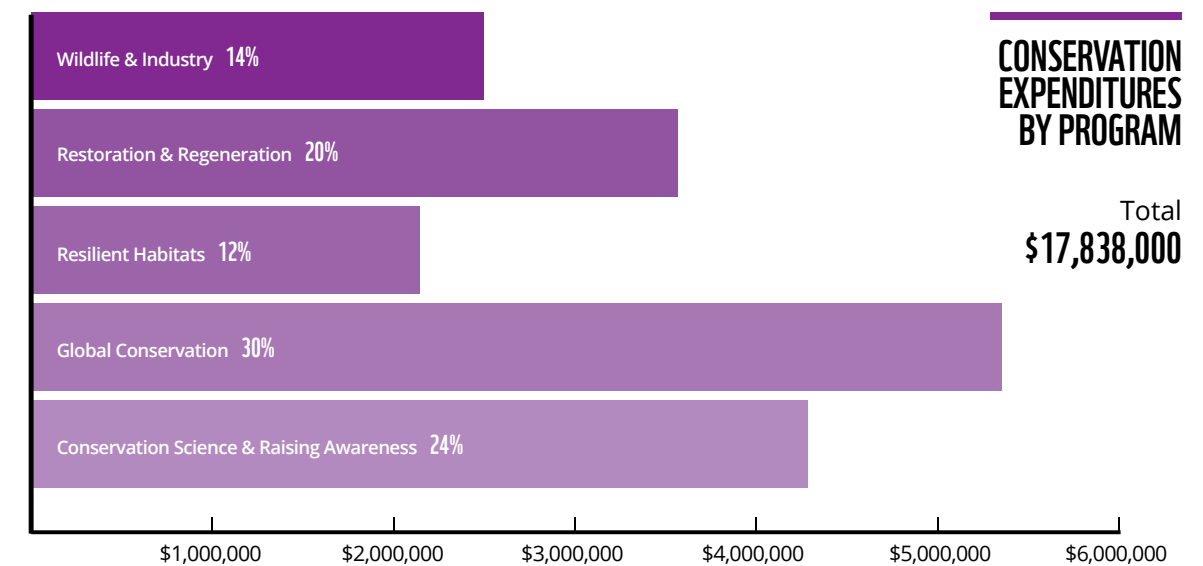
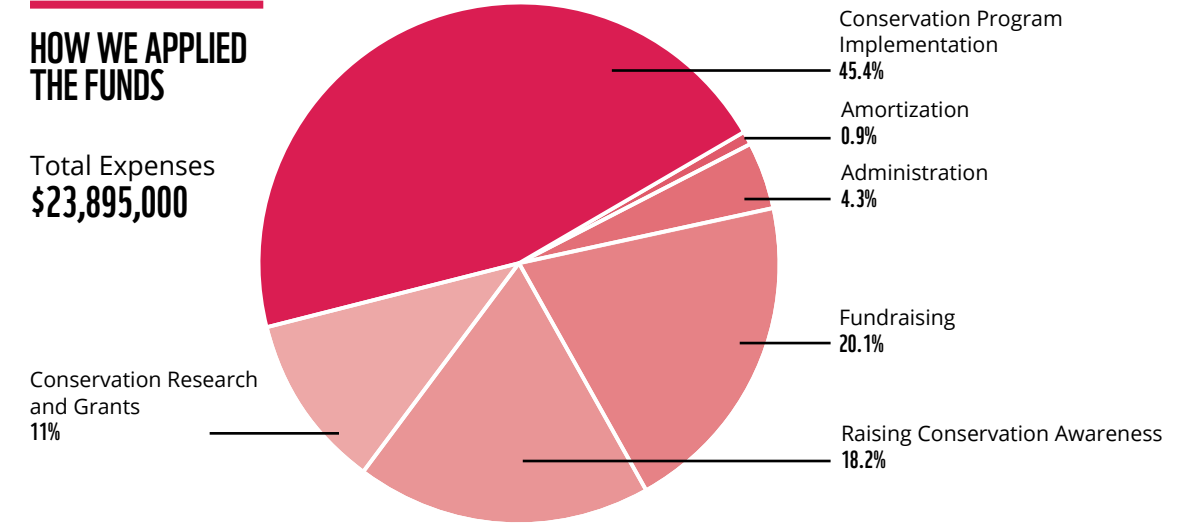
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Total Revenue
\$25,420,000



HOW WE APPLIED THE FUNDS

Total Expenses
\$23,895,000



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