



# WWF-CANADA

ANNUAL REPORT 2023

# CONTENTS



LETTER FROM THE CEO	04
LETTER FROM THE CHAIR	06
MILESTONES & HIGHLIGHTS	08
OUR PROGRESS TOWARDS REGENERATE CANADA	10
CONSERVATION RESULTS	12
SCIENCE & RESEARCH	24
BEYOND CANADA	28
HOW WE ENGAGED & ADVOCATED	30
LETTER FROM FINANCE	34
OUR DONORS & SUPPORTERS	36

© John E. Marriott

“

## LETTER FROM THE PRESIDENT & CEO

# I HOPE THAT YOU, TOO, FEEL HOPE AS YOU READ THIS

Working on conservation amidst a nature crisis can feel like two steps forward, one step back. What keeps us going – and should keep you going – is that it is still one step forward. One step closer to our 10-year goal to Regenerate Canada. One step followed by another and another as we keep ramping up our fight against climate change and biodiversity loss by expanding habitats, reducing atmospheric carbon and lowering industrial impacts while also advancing reconciliation.

This annual report, covering the July 1, 2022 to June 30, 2023 fiscal year, lays out the stories behind these steps. You'll learn about:

- Indigenous-led ecosystem restoration efforts in Katzie, K'ómoks and Secwépemc territories;
- The announcement of our Indigenous Protected and Conserved Area (IPCA) Support Fund and advancements on the Aviqtuuq IPCA in Nunavut;
- The rejection of Baffinland's Arctic iron mine expansion and relinquishment of West Coast oil and gas exploration permits;
- The plan to double marine protected areas (MPAs) in the Great Bear Sea and the tripling of wild tiger numbers in Nepal;

- How your voices led to improved MPA standards and how our peer-reviewed research and tech challenges make our efforts more impactful; and
- The steps we took forward globally – we attended international summits that produced monumental treaties to protect a third of the planet by 2030.

Yes, we have all endured another year of climate-fuelled disasters and accelerating wildlife loss. But I hope that you, too, feel hope as you read this report counting our steps. This progress, of course, is made possible through your donations, your advocacy and your actions. Together, we will keep stepping toward that future where nature and people thrive.

Thank you for everything,



MEGAN LESLIE  
WWF-CANADA PRESIDENT AND CEO



LETTER FROM THE CHAIR OF THE BOARD

# SIGNIFICANT PROGRESS, REMARKABLE OUTCOMES

“

Thanks to your generous support, we are making strides in our mission to create a better future for our planet.

As we wrap up the third year of our 10-year strategic plan, Regenerate Canada, we want to celebrate some of the successes and acknowledge the challenges we have faced along the way. We are delighted to report that we are making good progress towards our objectives of stewarding 100 million hectares of nature, storing 30 million tonnes of carbon and restoring 1 million hectares of lost habitat.

Even though the global economy can be unpredictable, you have proven that you are passionate about our cause. Your steady support and our prudent financial management means we are investing even more in conservation.

The outcomes are remarkable, especially when it comes to protecting and stewarding critical habitat. It's clear that society is coalescing behind the knowledge that our future depends on protecting our remaining natural havens.

Amid significant progress, we still have a lot of work ahead of us. This year's catastrophic wildfires have shown us that safeguarding nature is not enough; we must also restore it. We know from experience that restoration projects can be expensive, that's why our approach — building a whole-of-society plan to meet our restoration targets by 2030 — is so critical.

In the coming year, we will be scaling up our efforts to reach more people and places with our vision. I hope we can count on your continued support as we work to ensure a Canada with abundant wildlife, where nature and people thrive.



*Meena*

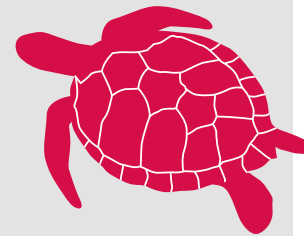
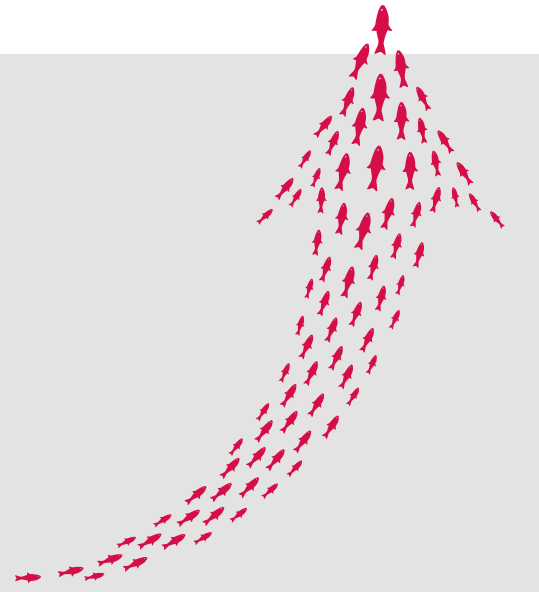
MEENA BALLANTYNE  
WWF-CANADA CHAIR OF THE BOARD

# WWF-CANADA: 2022-2023 MILESTONES AND HIGHLIGHTS

# >75

THE NUMBER OF SPECIES AT RISK IMPACTED BY OUR WORK LAST YEAR, INCLUDING:

- Mammals** – Canada lynx, barren-ground caribou, humpback whale, southern resident killer whale, tricoloured bat, Atlantic walrus
- Fish** – sockeye salmon, shortnose sturgeon, chinook salmon, lake sturgeon, redbelt dace
- Birds** – peregrine falcon, rusty blackbird, bobolink, bank swallow, barn owl
- Reptiles** – leatherback sea turtle, wood turtle, loggerhead sea turtle, northern map turtle
- Plants** – American chestnut, butternut, dense blazing star, ginseng, Vancouver Island beggarticks
- Invertebrates** – Hine’s emerald dragonfly, monarch butterfly, rusty-patched bumblebee, yellow lampmussel



# \$20.5 MILLION

THE AMOUNT OF MONEY

WWF-Canada invested in conservation efforts.

# 1,330,702

THE NUMBER OF TRACKED CONSERVATION ACTIONS

resulting in on-the-ground impact — restoration activities, submitting study data, biodiversity monitor training, petition signing — taken by our teams, partners, grantees and individual supporters in FY23, up 123% from FY22’s 597,487 actions and up 265% over FY21’s 364,289 actions.



# ~35,276,000

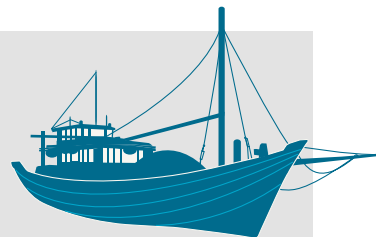
THE ESTIMATED NUMBER OF NATIVE TREES,

shrubs, plants, flowers, grasses and seeds planted in 2023 through programs such as Nature and Climate Grant Program, seed orchards, In the Zone and re:grow and with partners such as the Secwepemcú’ecw Restoration and Stewardship Society, Katzie First Nation, and the cities of Brossard and Saint-Constant, Que.

# \$3,467,251

THE VALUE OF GRANTS

and other funding that WWF-Canada provided to various charities, Indigenous organizations, local conservation groups, academics and our WWF colleagues in Nepal, Mexico and other national offices to support work protecting monarch butterflies, tigers and other at-risk wildlife.



# 41,860

THE NUMBER OF SQUARE KILOMETRES OF OCEAN

that will benefit from the enhanced vessel discharge restrictions that tens of thousands of our supporters helped make happen via our No Dumping advocacy campaign.

# THREE YEARS OF REGENERATE CANADA

Regenerate Canada is our 10-year plan to reverse wildlife loss and fight climate change by using one of the most effective tools around — nature. Drawing on scientific research and Indigenous guidance, all our conservation efforts are driving toward three ambitious goals that will move us toward a future where nature and people thrive.

Long-lasting, meaningful change doesn't happen overnight, and short-term planning can focus on the trees and miss the forest. By setting a 10-year plan with shorter three-year milestones, we can think big while checking in periodically to assess our progress and adjust our tactics.

Here's where we're at — and where we're going:

**OUR MISSION, AS EVER, IS TO CREATE A CANADA WITH ABUNDANT WILDLIFE, WHERE NATURE AND PEOPLE THRIVE.**

With these ambitious Regenerate Canada goals laying out the path forward, and with your steadfast support, we have been able to think bigger and aim higher. Together, we will reverse what once seemed irreversible.



## RESTORATION

**ACHIEVED AND IN PROGRESS:  
19,196 HECTARES**

Large-scale complex ecosystem restoration is challenging but creates tremendous benefits for both nature and climate — so WWF-Canada has been busy bringing together the knowledge and partners needed for success.

To ensure that we're prioritizing the right places, our peer-reviewed Restoration Analysis identified 3.9 million hectares of converted lands that offer the greatest post-restoration impact for at-risk wildlife and carbon storage. We are also working to understand the role of degraded lands in restoration and advocate for the clear definition.

To address the shortage of native plants needed to conduct major ecosystem restoration, we launched a seed orchard program to produce the millions and millions of required seeds. We're ensuring our efforts advance reconciliation by building partnerships with Indigenous communities to help restore their territories. To help others join us in this effort, we launched our Nature and Climate Grant Program, which supports smaller-scale restoration projects and re:grow, a native planting platform for individuals and groups to restore nature at home and in their communities.

Restoration work is most often measured in metres, targeting small areas of critical habitat such as riverbanks or wetlands, and requires significant effort, time and resources. But with the stage now set, more partnerships in the pipeline and an upcoming major restoration initiative—you'll read more about it in next year's annual report—we anticipate exponential growth toward our 2030 goal of regenerating one million hectares of lost complex ecosystems that provide essential wildlife habitat and sequester carbon in nature.



## STEWARDSHIP

**ACHIEVED AND IN PROGRESS:  
102.9 MILLION HECTARES**

WWF-Canada has been working for years to ensure that Canada not only achieves its goal of protecting large areas of lands and waters, but that these areas are protected to the highest standard, in a way that is consistent with the priorities of First Nations, Inuit and Métis. We're also working to reduce industrial impacts on wildlife so populations can recover.

The announcement of new marine protected areas (MPAs) and a new MPA protection standard, in addition to progress on other initiatives, including plans for Indigenous-led MPAs and networks, are some of the results of our efforts. We spent a decade involved in the development of the Nunavut Land Use Plan, submitting science-based recommendations and Inuit-led analysis while supporting community participation. Our outreach also led to mandatory ship slowdowns by Baffinland Iron Mine Corps in the 10-million-hectare Tallurutiup Imanga National Marine Conservation Area as well as the rejection of its massive, proposed Phase 2 expansion. And our lawsuit against Chevron Canada and Exxon Mobil led to the relinquishment of oil and gas permits off the coast of B.C.

These and other areas benefitting from protections advocated by WWF-Canada and our supporters contribute to the goal of stewarding 100 million hectares. They also contribute to federal government commitments to protect 30 per cent of the country by 2030.



## REDUCE CARBON EMISSIONS

**ACHIEVED AND IN PROGRESS:  
19.83 MILLION TONNES**

Our conservation efforts not only safeguard species but also fight climate change by leveraging the power of nature to capture and store carbon by both increasing future sequestration and avoiding the release of what has already been sequestered.

Our groundbreaking national carbon map confirmed that Canada is home to some of the world's largest carbon stores. But when habitats that help store carbon are degraded or converted, we risk releasing vast amounts of that carbon into the atmosphere. That's why WWF-Canada is using the knowledge gained via the carbon mapping process to protect these terrestrial carbon stores from development and is focusing our restoration efforts on increasing the potential of ecosystems to sequester even more carbon.

We are two-thirds of the way towards our 30-million-tonne goal, which we reached by measuring the carbon stored in areas that we are working to protect and steward, such as the Aviqtuuq IPCA and Wolastoq watershed, as well as sequestration projections in habitats we're currently working to restore, such as fire-impacted forests on Secwépemc territory.

# CONSERVATION

## KUS-KUS-SUM RESTORATION COLLABORATION IMPROVES CLIMATE AND COMMUNITY RESILIENCE

When chinook salmon fight their way into the K'ómoks Estuary near Courtenay, B.C. and up the Courtenay River and Puntledge headwaters to spawn, they're helped by a confluence of factors: cool, oxygen-rich fresh water that allows them to conserve energy; healthy aquatic habitats with lots of bugs and crustaceans to eat; and sheltered nooks that protect their eggs.

That's how it's supposed to work. But for 50 years, a sawmill operated at the juncture of the river and the sea, and its concrete pads quashed native vegetation while its corrugated metal wall narrowed the migration route. The mill closed in 2006, but surrounding habitats remain degraded, compromising the interconnected conditions on which the chinook rely.

It's fitting, then, that the restoration of this chinook salmon habitat is also a team effort. A coalition of dedicated locals are working to restore the site, now known as Kus-kus-sum, by de-paving and regrading the property and repopulating it with native plants and trees. This is not only improving habitats — it also stores more carbon and protects against flooding.

A joint effort of the Comox Valley Project Watershed Society, City of Courtenay, and K'ómoks First Nation, on whose traditional territory Kus-kus-sum sits, this is just one of six projects supported by our Nature and Climate Grant Program (NCGP).

Funding local and Indigenous-led efforts to enhance habitats, sequester carbon and improve climate resilience since 2021, NCGP participants across Canada have **restored more than 465 hectares of habitats**, benefitting **57 local populations of species at risk**.

*The Nature and Climate Grant Program is presented in partnership with Aviva Canada.*



© Lewis Jefferies / WWF-UK

### BLUE HORIZON

This year, WWF-Canada supported a Project Watershed-managed restoration of eelgrass beds at the nearby Trent River estuary to provide better habitat and sequestration of blue carbon, thanks to funds donated by Sony Interactive Entertainment Canada from sales of its *Horizon Forbidden West* PlayStation game.



© Laurence C. Desrosiers / WWF-Canada



## HOW WE'RE IMPROVING HABITATS FOR BUGS, BIODIVERSITY AND SUGAR BUSHES

The Windsor–Quebec City corridor is the most densely populated part of Canada — and one of the most degraded and fragmented landscapes due to human activities such as agriculture and urban development. It's also a priority region where WWF-Canada and a network of collaborators are restoring green spaces and improving their connectivity.

On Montreal's South Shore, we're working with the cities of Brossard and Saint-Constant, Que., to restore 42 hectares of municipal lands with native plants while advancing the implementation of nature-friendly management practices. We've already seen positive impacts on local biodiversity — our pilot year reported almost twice the diversity of insect species in habitats that we've restored, with 101 different species on average compared to 60 in "non-restored" habitats. And we began developing partnerships with potential municipalities and conservation authorities in Ontario to expand the Quebec pilot program.

We also launched a maple forest biodiversity restoration and climate resilience collaboration with local foresters, conservationists and sugar bush owners in Quebec — including training, carbon monitoring and partnership development — to improve sugar bush management.

*This work in Ontario has been made possible by the Echo Foundation.*



© R. Reimer



## HELPING SECWÉPEMC TERRITORY RISE FROM THE ASHES BY PLANTING 450,000 TREES



Since nearly 200,000 hectares of Secwépemc territory near Kamloops, B.C. burned over three months in the 2017 Elephant Hill wildfire, followed by the Flat Lake and Sparks Lake fires in 2021, WWF-Canada has been supporting the Secwepemcú'ecw Restoration and Stewardship Society (SRSS) in a multiyear reforestation partnership.

This past year, WWF-Canada has helped SRSS **plant 450,000 trees** and **restore 250 hectares** — and we're just getting going. SRSS will scale up to a million trees a year by 2026 and 10 million in the ground annually by 2030. Thanks to the help of our partners and donors, WWF-Canada will continue to support SRSS' work to restore more than 1,000 hectares of land and sequester 13,500 tonnes of carbon by 2026.

Following Canada's worst wildfire season on record in 2023, restoring Canada's forest ecosystems is now more important than ever. SRSS's efforts offer a blueprint for how to build more climate-resilient forests by using Indigenous knowledge to select the right mixture of tree species while protecting traditional medicines, food sources and wildlife habitats.

*This work is supported by Lowe's, Natural Resources Canada, the Peter Gilgan Foundation and the Ronald S. Roadburg Foundation.*

## SALMON HABITAT RESTORATION IN KATZIE TERRITORY SPAWNS MEASURABLE IMPACTS

The Upper Pitt watershed, a glacier-carved valley northeast of Vancouver, is home to all five Pacific salmon species — a fish so important to Katzie culture and prosperity that they're considered "family."

As this Indigenous-led, WWF-supported habitat restoration effort in unceded Katzie territory approaches the mid-point of its 10-year workplan, we're addressing threats from past and present to ensure a future for this keystone species, which sustains the community, wildlife and even fertilizes the forest itself.

A project to restore Blue Creek, a chinook spawning ground that was blocked by a landslide after a forestry culvert collapsed, began in 2019 as a partnership between Lower Fraser Fisheries Alliance, DFO and others. But the ambition for this region soon grew as the challenge of dramatically declining Pacific salmon populations became apparent.

Summer 2022 saw the completion of the 700-metre Səqəy Channel, doubling available habitat by adding **8,270 square metres** lined by 290 new native hardwood trees and 3,600 shrubs to stabilize banks and reduce rising water temperatures. Through September, approximately **1,700 sockeye** were observed in this new spawning habitat. (Ongoing monitoring of year-over-year usage will determine if the channel is supporting increased numbers of salmon.)

After several years of environmental surveys, spring 2023 saw work begin on Red Slough. The intertidal waterway was cut off from the Pitt River by forest service roads back in the 1930s, reducing flow so much that the iron ore that gave the slough its colourful name

also deoxygenated the water, killing salmon that found their way in.

The Lower Red Slough reconnection involved a series of sediment-capturing pools and a new intake pipe to reintroduce historic freshwater flows. Soon, water will move downstream even during high tide, keeping dissolved oxygen levels high enough for the waterway to act as habitat.

Work also continued apace at Boise Channel, an ongoing project delayed to protect a nearby den of wolf pups. With controllable flow piped over from nearby Boise Creek, the new gravel-bottomed channel was expected to be full of spawning salmon by summer's end.

*This work is made possible through contributions by the H. John McDonald Foundation, Indigenous Watersheds Initiative (delivered by MakeWay and Watersheds BC, with financial support from the Province of British Columbia), Real Estate Foundation of BC, Ronald S. Roadburg Foundation, W.C. Kitchen Foundation and an anonymous donor.*



“



All of us at REFBC are excited to support Katzie First Nation-led watershed restoration in the Upper Pitt River basin. We acknowledge the sacred relationship between the Katzie people and salmon, and we know Indigenous leadership and knowledge is essential to regenerating healthy watersheds so salmon can thrive. Water underpins the economic, ecological, physical, cultural and spiritual well-being of us all. The collaborative work being done by Katzie First Nation and their partners, including WWF-Canada, is a shining example of how we can work together for the benefit of land, water and people.”

HEDY RUBIN, GRANTS PROGRAM MANAGER, REAL ESTATE FOUNDATION OF B.C.



# 23,000 PEOPLE SAID #NODUMPING. CANADA LISTENED

Canada shouldn't call an area "protected" if ships are allowed to dump harmful waste within it. That's what 23,000 of you told the federal government last year after WWF-Canada released our groundbreaking National Vessel Dumping Assessment — and the government heard you.

In February 2023, a new **MPA Protection Standard** was unveiled, fulfilling a promise to prohibit oil and gas activities, bottom trawling and mining in all MPAs established after April 25, 2019. It also included a comprehensive definition of dumping and enhanced restrictions on dumping greywater, scrubber washwater, sewage, food waste and oily bilge water in new and existing marine protected areas. This is an excellent step towards ensuring protected areas live up to their name and is a direct result of your advocacy.

The proposed restrictions on vessel discharges in MPAs will be mandatory in Canada's Territorial Sea (0–12 nautical miles) and voluntary in the Exclusive Economic Zone (12–200 nautical miles) in accordance with Canada's authority to regulate international shipping. WWF-Canada will continue working with government and industry to ensure all protected ocean areas have the same high standards of protection.

*This work is made possible by the Gordon and Betty Moore Foundation through its commitment to sustainable shipping.*



**2017** Tens of thousands of supporters join our call for no oil and gas in MPAs.

**2019** Canada promises new minimum standards for MPAs that restrict oil and gas activities, mining, bottom trawling and dumping.

**2019-2023** Species are left waiting for Canada to define the standards and the rules for their implementation.

**2022** WWF-Canada releases its National Vessel Dumping Assessment, making the case for a comprehensive definition of dumping that includes greywater, scrubber washwater, bilge water and sewage.

Transport Canada introduces non-mandatory measures for cruise ships that prohibit dumping greywater and sewage within three nautical miles from shore.

**2021-2023** More than 23,000 people join our No Dumping advocacy campaign.

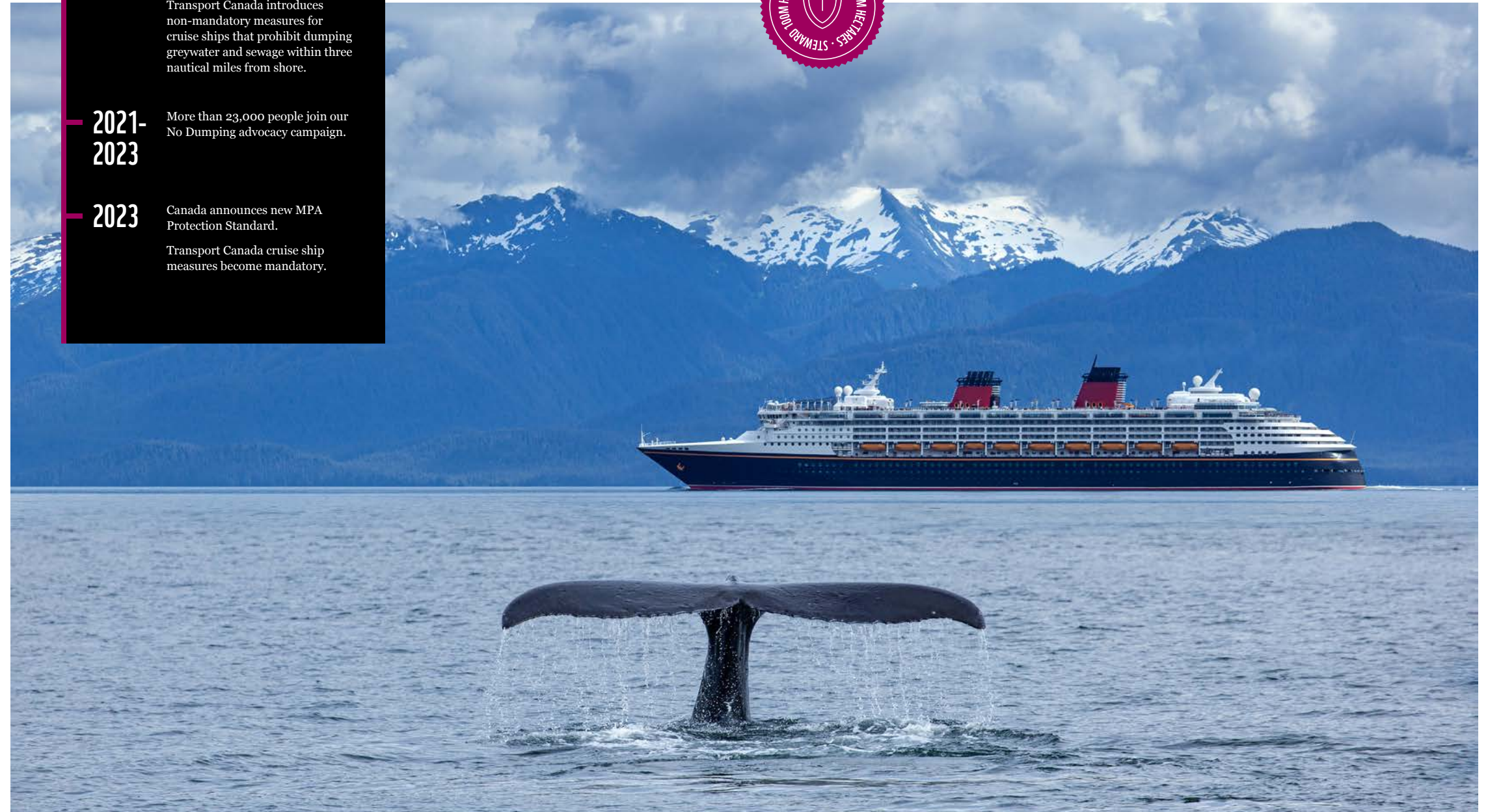
**2023** Canada announces new MPA Protection Standard.

Transport Canada cruise ship measures become mandatory.

# PROTECTING THE FUTURE OF THE GREAT BEAR SEA

After more than a decade of leadership from federal, provincial and First Nation governments — plus input from coastal communities and marine stakeholders like WWF-Canada — an action plan for a network of marine protected areas (MPAs) in the Great Bear Sea was adopted in February 2023. **Doubling MPA coverage in this 100,000-square-kilometre region to 30 per cent**, it will guide the creation of what will become the world's largest Indigenous-led and collaboratively developed MPA network.

While this is a big step forward, there remains much work to be done between now and 2025 to designate and establish these MPAs and make the plan a reality. WWF-Canada will continue engaging in the implementation process.



# ADVANCING AN AVIQTUUQ IPCA

The 1,100-person Nunavut hamlet of Taloyoak has been working for decades to protect Aviqtuuq, the Arctic lands and waters they share with caribou, polar bear, muskoxen, Arctic char, narwhal and beluga — and progress on establishing a nearly 90,000-square kilometre Aviqtuuq Inuit Protected and Conserved Area (IPCA) sped up this year.

Thanks in large part to advocacy by Jimmy Ullikatalik and the Taloyoak Umaruliririgut Association (TUA), with WWF support, the final draft of the **Nunavut Land Use Plan prohibits industrial resource exploration and development in Aviqtuuq’s terrestrial area.**

WWF-Canada also helped **secure \$3.53 million in federal funding** to expand TUA’s pre-existing terrestrial Guardians program with marine Guardians. Announced in Iqaluit by Ullikatalik and then-Fisheries and Oceans Minister Joyce Murray, it provides employment via Inuit-led ecological monitoring and will identify sustainable economic opportunities for the IPCA’s future management plan. WWF-Canada also helped TUA secure Environment and Climate Change Canada funding for Inuit-led biodiversity monitoring and management (caribou, migratory birds, polar bears and wolverines) in southern Aviqtuuq via the Community-Nominated Priority Places program.

Ullikatalik also joined WWF to advocate for Aviqtuuq at the December 2022 COP15 global biodiversity summit in Montreal and the February 2023 Fifth International Marine Protected Areas Congress (IMPAC5) in Vancouver, where he spoke on panels, conducted interviews and met with cabinet ministers at WWF events.

Over the past year, WWF-Canada staff travelled to Taloyoak to discuss next steps for Aviqtuuq and were joined by our contractors from the Smart Prosperity Institute to interview board members, Guardians and community leaders for a conservation economy case study.

Our team also joined Ullikatalik and his TUA colleague Lena Neeveacheak on successful knowledge-sharing visits to the northwestern Kitikmeot communities of Gjoa Haven and Kugaaruk to promote regional collaborations and discuss local conservation priorities. Attending members of the respective Hunters & Trappers Associations expressed interest in pursuing similar projects as Aviqtuuq to manage land use and protect country food species.

WWF-Canada will continue working with Taloyoak and other interested communities across Nunavut to support and help secure resources for their local conservation priorities.

*This work is also made possible through contributions by Alan and Patricia Koval Foundation, Canadian Northern Economic Development Agency, the Elpis Foundation, Department of Canadian Heritage, Indigenous Languages Branch, the Oceans Collaborative (an initiative of Environment Funders Canada), MakeWay, Polar Knowledge, Gordon and Betty Moore Foundation, and one anonymous donor.*



© Emina Idr / WWF-Canada



## STUDY SHOWS LNG SHIP STRIKES COULD CAUSE ‘UNSUSTAINABLE LOSSES’ OF HUMPBACK AND FIN WHALES IN B.C.

Liquefied Natural Gas (LNG) terminals under development in Kitimat, B.C. are expected to dramatically increase shipping traffic and our models indicate that whale-vessel encounters will increase 30 times for ships more than 180 metres in length by 2030.

According to a peer-reviewed study in Endangered Species Research by WWF-Canada, North Coast Cetacean Society, University of St. Andrews, Fisheries & Oceans Canada and other collaborators, this could result in ship-strike deaths of up to 18 humpbacks (a 390 per cent increase) and two fin whales (a 230 per cent increase) annually. **The study’s projections highlight the critical need for mitigation measures** such as speed reduction and seasonal restrictions to reduce ship strikes and prevent unsustainable losses.



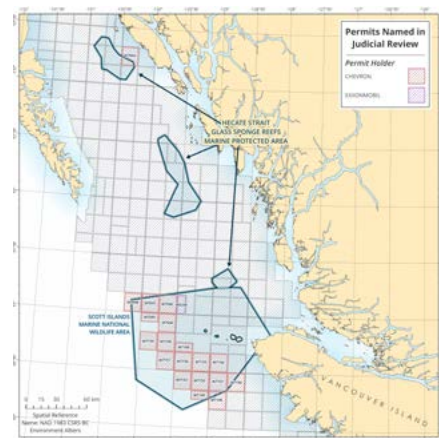
## TAKING OCEAN PROTECTION TO THE COURTS

When advocacy and negotiations fail, we may turn to the courts to ensure the protection of nature. Lawsuits have been an effective tool, especially when it comes to offshore oil and gas exploration. This past year we reached a resolution on one such lawsuit and continued an ongoing appeal to protect sensitive marine areas.

On the west coast, Ecojustice lawyers, acting on behalf of WWF-Canada and the David Suzuki Foundation, challenged technically expired (but legally active) oil and gas exploration permits in and around the Scott Island Marine National Wildlife Area and the Hecate Strait/Queen Charlotte Sound Glass Sponge Reefs Marine Protected Area. In early 2023, we dropped the lawsuit after ExxonMobil and Chevron relinquished the 20 permits in question.

Over on the East Coast, we again worked with Ecojustice as well as Sierra Club Canada Foundation and Ecology Action Centre to appeal a court decision that upheld a regulation exempting future exploratory drilling projects off the coast of Newfoundland and Labrador from necessary federal impact assessments. We believe this decision will prevent the adequate consideration of the many risks of drilling to offshore habitats and the species that use them. We await a decision on this appeal.

*This work is supported by the Gordon and Betty Moore Foundation.*



## WORLD'S BIGGEST LAND USE PLAN AWAITS GREEN LIGHT



Following years of consultations, submissions, drafts and reviews, the Nunavut Land Use Plan (NLUP) determining how the territory's **3.3 million square kilometres** of lands and waters can be used finally entered the homestretch. NLUP's goal is to balance potential benefits of industrial development with the risks that mining, oil and gas, and shipping could have on Arctic wildlife and areas Inuit rely on for food security, cultural continuity and economic prosperity.

WWF-Canada has been actively engaged in this process for more than

a decade — providing scientific and Inuit-led analysis and data sets from research supported by our Arctic Species Conservation Fund; facilitating community involvement in NLUP consultations, upon request, with technical assistance and funding to support and amplify local concerns; and submitting our own community-informed recommendations and comments for consideration.

In fact, we've been the only environmental NGO at the table during this lengthy development process, headed by Lead Arctic Specialist, Paul

Okalik, who also helped negotiate the NLUP requirement into the 1999 Nunavut Agreement.

In this final draft, all caribou calving grounds remain "Limited Use" areas prohibiting exploration and development. It also includes additional calving grounds in the Qikiqtani region (thanks to a joint submission from Qikiqtani Inuit Association and the Qikiqtaaluk Wildlife Board that was financially supported by WWF-Canada) and year-round protections for freshwater crossings (which WWF-Canada assisted local communities to identify and map) and key access corridors, as well as seasonal restrictions on ice breaking specific to each location.

We also supported year-round protections for terrestrial walrus haul-outs and stronger seasonal protections for polar bear denning area, both mapped in part from WWF-submitted data. And we amplified territory-wide concerns over protection of community-identified lakes, rivers and coastal areas to ensure clean water and healthy fish, recommending these areas be off-limits to industrial development. This guarantees the constitutionally protected right of Inuit to fish for food and allows local fisheries to create sustainable alternative economic opportunities.

*This work is made possible by The Elpis Foundation, Alan and Patricia Koval Foundation, and the Gordon and Betty Moore Foundation.*



## A WIN FOR WILDLIFE, A WIN FOR POND INLET

Following years of submissions and testimonies to the Nunavut Impact Review Board by Pond Inlet community members and other rightsholders as well as WWF-Canada — and opposition by Inuit organizations at all levels — the federal government rejected Baffinland's proposed Mary River iron mine expansion. Doubling production would have had an unavoidable impact on narwhal, fish and seal — species that Inuit depend upon — so we commend the government for listening to the facts and respecting the clear wishes of Inuit.

WWF-Canada VP of Science, Knowledge and Innovation, James Snider, Nature x Carbon Tech Challenge award recipients Omid Reisi Gahruei and Ny Tolotr Razafimbelo from the Digital Forest Lab at Laval University, Korotu's Agata Rudd, Innovatree's Garrett Whitworth, Sean Rudd (Korotu), Darcy LeBourdais (Innovatree), and WWF-Canada president and CEO, Megan Leslie. © Matt Stewart / WWF-Canada



## TECH CHALLENGE WINNERS UPGRADE CARBON MONITORING TO MAXIMIZE CONSERVATION EFFECTIVENESS

Measuring and monitoring the amount of carbon stored in nature can be costly and time consuming, making it a challenge to evaluate how effective our conservation efforts are at mitigating climate change. We needed a cheaper, faster and more user-friendly approach to get proper before-and-after comparisons of restored and stewarded landscapes. Enter WWF-Canada's Nature x Carbon Tech Challenge.

This year, we awarded **\$100,000 contracts to three award recipients** whose new technologies will help identify which conservation approaches have the best outcomes and validate return on investment in the fight against climate change.

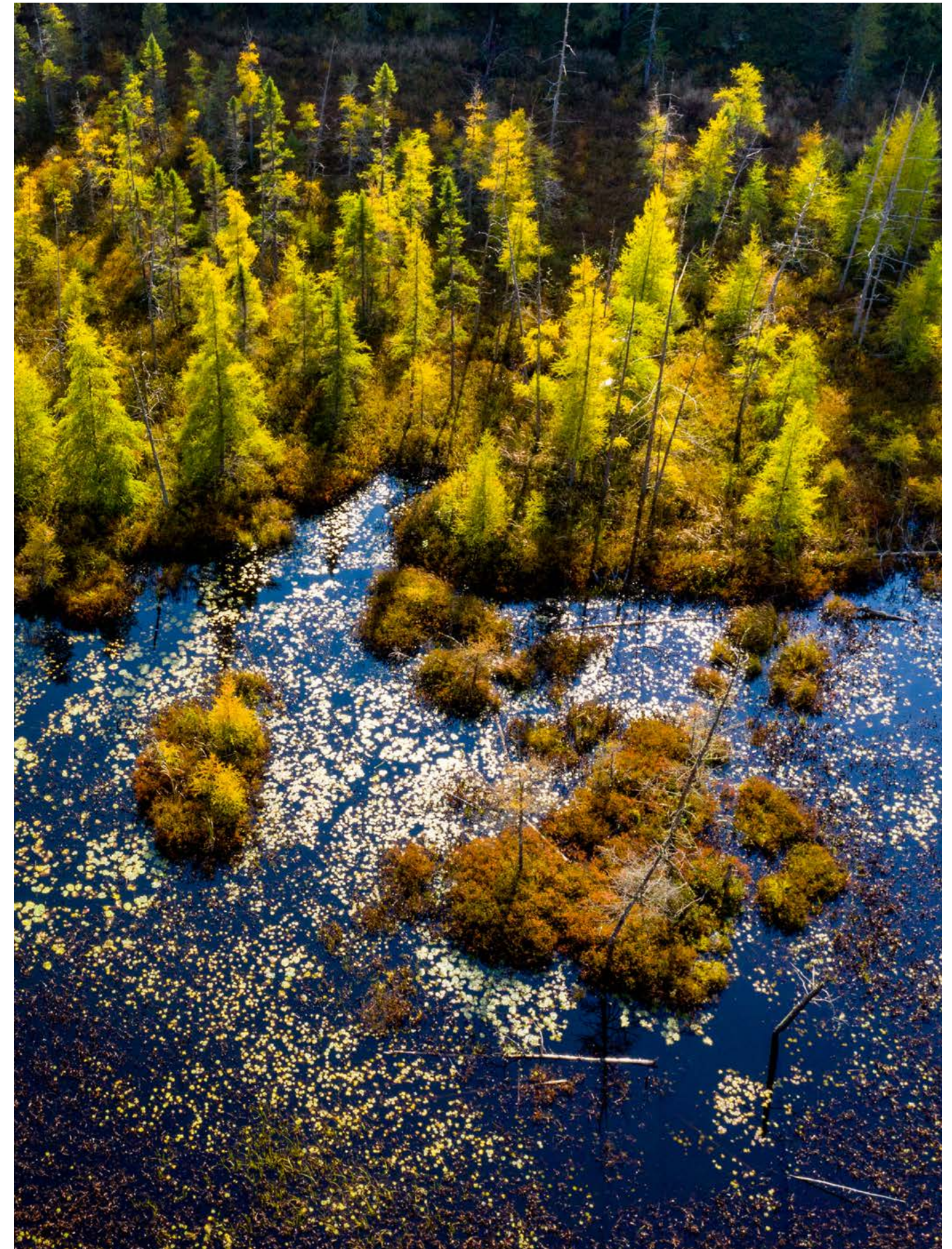
"Volunteers and local communities can struggle to raise funds and awareness for their conservation work," says Sean Rudd, founder and CEO of award recipient Korotu Technology. "Our tech helps tell their story and get the support they need for their important work."

Innovatree Carbon Group Ltd. was awarded a contract to work directly with Indigenous groups, including the Secwepemcúl'ecw Restoration and Stewardship Society (SRSS), while the Digital Forest Lab at Laval University will work with community partners in Quebec.

"Understanding the impact that the recent wildfires have had on the forest

ecosystem in the interior of B.C. is critically important to successful restoration and future ecological adaptation to climate change," says SRSS CEO Angela Kane. "Our forest carbon monitoring is building a justification for increased biodiversity across the landscape, particularly as it applies to culturally important trees and plants."

*WWF-Canada's Nature x Carbon Tech Challenge is supported by founding partner RBC Tech for Nature and national technology sponsor Microsoft.*



# SCIENCE & RESEARCH

## PUTTING THE BLUE IN CARBON

Canada boasts the world's longest coastline, stretching more than 240,000 kilometres, and these coastal and ocean ecosystems — sea grasses, salt marshes and kelp forests — sequester what's been dubbed "blue carbon." They also provide crucial habitat for wildlife and are important to Indigenous and other coastal communities.

**On World Oceans Day in June, WWF-Canada celebrated the launch of a milestone collaborative report on understudied coastal blue carbon ecosystems in Canada.**

The global evidence that the report compiled suggests these ecosystems have tremendous value both ecologically and in the fight against climate change, as some coastal ecosystems can absorb more carbon per unit area than tropical forests.

But we also know we're losing them quickly. Globally, 19 per cent of seagrass cover has been lost since 1880, while as much as 31 per cent of surveyed eelgrass meadows in Atlantic Canada have declined in size, and as much as 70 per cent of B.C.'s salt marshes have disappeared.

To address the lack of knowledge on these disappearing ecosystems, WWF-Canada convened more than 40 experts from academia, NGOs, government and other sectors to write and review the first Canadian state-of-knowledge report on blue carbon.

Covering topics such as the carbon dynamics of coastal ecosystems, conservation finance, Indigenous Law, and policy and legislation, the report provides blue carbon practitioners and decision makers with a comprehensive reference to guide their work going forward. WWF-Canada will continue to convene and grow a national blue carbon community of practice, bringing together organizations and researchers working on this topic.

Operating in Canada, which has the world's longest coastline, we respect that WWF-Canada does its homework to understand where the best returns on investment can be made for blue carbon. This includes addressing knowledge and policy gaps, empowering Indigenous-led conservation, and building a national network of experts and practitioners to advance restoration and stewardship."

**HELEN MCLEAN, EXECUTIVE DIRECTOR, DONNER CANADIAN FOUNDATION**

*This work has been made possible with support from the Donner Canadian Foundation, Fisheries and Oceans Canada (Ecosystems and Oceans Science Contribution Framework; Oceans Management Contribution Program), Jess and Mark Pathy, Scotiabank and an anonymous donor.*

© Jarrett Corke / WWF-Canada

“



We're proud to continue our partnership with WWF-Canada and support environmental projects that make a positive impact on the future of our planet. WWF-Canada works diligently to reduce the most pressing threats to the diversity of life on Earth, and we're passionate about protecting the deep interdependences between food production, our communities and the natural systems that sustain us all. We understand the direct link between climate change and nature loss and the urgent need for action — and it's critical that we continue our work with WWF-Canada on solutions that ensure a future where both people and nature can thrive."

**JOE MCMAHAN, VICE PRESIDENT SUSTAINABILITY AND SHARED VALUE, MAPLE LEAF FOODS**

## IDENTIFYING PRIORITY AREAS FOR RESTORATION

Nearly 50 million hectares of land in Canada — about half the size Ontario — have been converted into agricultural lands, roads, energy infrastructure and other human uses. This footprint can destroy habitats that wildlife use for shelter, food and raising their young. It also prevents plants and soils from efficiently sequestering carbon, which means they cannot help to mitigate climate change, and may even contribute to it. And there are even more habitats that have not been converted but are considered "degraded" and therefore unsuitable for wildlife and less effective for carbon sequestration.

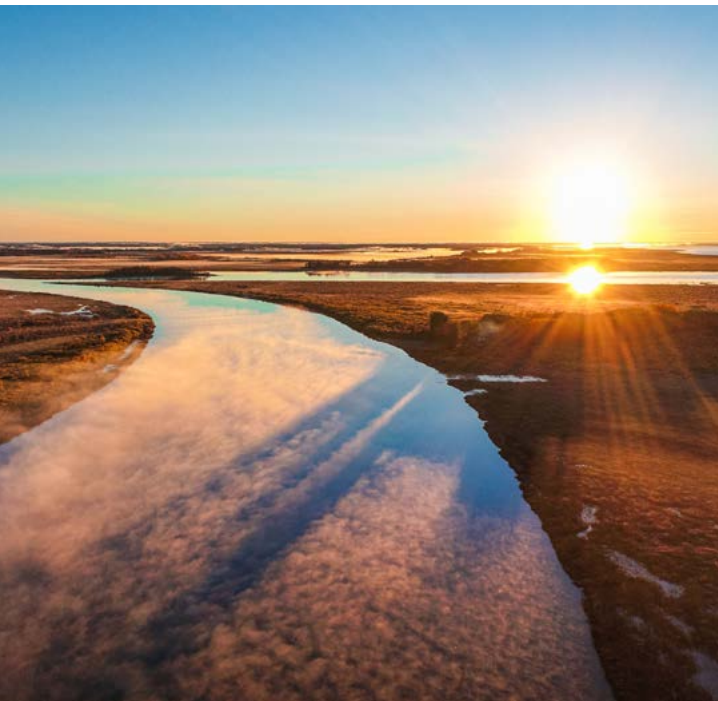
The federal government has committed to restoration through several international agreements and WWF-Canada is working toward our own goal of restoring at least one million hectares

of lost ecosystems. But to maximize the effectiveness of these restoration efforts, we need more data.

We started by mapping converted lands in Canada and then analyzing which of those areas have the greatest potential benefits for both wildlife and carbon sequestration. Our resulting Restoration Analysis **identified up to 3.9 million hectares** (a total area a little larger than Vancouver Island) of priority regions that, if restored, would simultaneously support climate and biodiversity goals. These results will help decision-makers, partners and funders maximize the impacts of their ecological restoration efforts.

*This analysis is supported by Maple Leaf Foods.*

# GOING *BEYOND* TARGETS: A NEW APPROACH TO CANADA'S PROTECTED AREAS



“

WWF's Regenerate Canada strategic plan helps make such a huge issue a little more tangible with things you can do to make a difference in your own backyard. It helps connect individuals to a larger change. I think this is what resonates with all the teams here at Holt Renfrew and why the whole company voted for WWF-Canada to be our national charity partner. We all want to be a part of making our world better for all living things, including all of us!”

**ALEXANDRA WESTON**  
DIVISIONAL VICE PRESIDENT, BRAND &  
CREATIVE STRATEGY, HOLT RENFREW

As part of international commitments, Canada has set an ambitious goal to protect 30 per cent of its land, freshwater and oceans by 2030. As of the end of 2022, 13.6 per cent of terrestrial and freshwater areas had been protected. However, not all protections are created equal.

Progress shouldn't be measured only by the amount of area set aside for conservation, but whether we protect the right places, in the right ways, for the right reasons as we work toward halting and reversing nature loss by 2030.

To date, the establishment of protected areas has resulted in islands of conservation, at times without consideration for how these areas connect to one another, what kinds of ecosystems they represent, their carbon storage potential or their ability to support wildlife in a changing climate. A plan for longstanding maintenance and stewardship of these lands — the burden of which disproportionately lands on Indigenous communities — has also often been overlooked.

This is why WWF-Canada conducted our national protected areas analysis, *Beyond Targets*, to identify areas with missing or inadequate protections and map out priority regions that would help to curb both biodiversity loss and climate change. The results were presented alongside interviews with Indigenous leaders about their expertise and plans for Indigenous Protected and Conserved Areas.

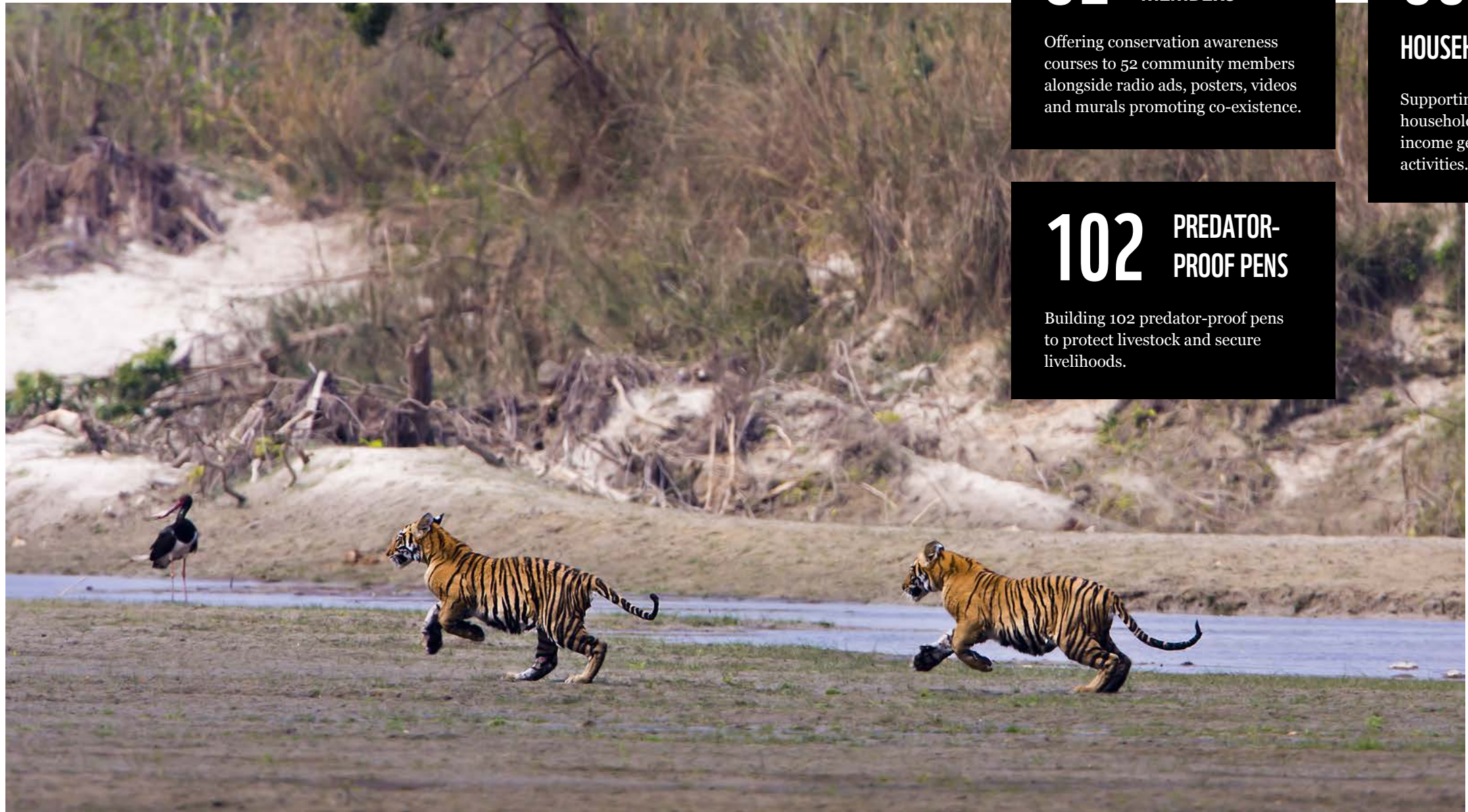
As well, our *Beyond Targets* research provided a platform to speak, alongside Indigenous partners, at the UN Biodiversity Conference (COP15) in Montreal, to advocate for protected areas that also protect the rights of Indigenous people across Canada.

# BEYOND CANADA

## NEPAL NEARLY TRIPLED ITS WILD TIGER POPULATION

Over the past decade, WWF-Canada has supported Nepal's efforts to double its wild tiger population. Together, we've piloted emerging technologies such as camera traps and SMART (Spatial Monitoring and Reporting Tool) patrolling software, rolled out CA|TS (Conservation Assured | Tiger Standards), and funded efforts to reduce human-tiger conflict, restore habitat and provide citizen scientists with technical expertise to monitor the growing tiger population.

We're happy to report Nepal exceeded its TX2 goal — nearly **tripling its wild tiger population from 121 to 355**. And the home of wild tigers in Nepal, the Terai Arc Landscape — a vast conservation region with a network of biological corridors linking 16 protected areas of Nepal and India— was **recognized in 2023 by the UN as a "World Restoration Flagship."**



We also continued to address the interconnected threats of habitat loss and human-tiger conflict in and around Banke National Park by:

### 1 WATERING HOLE

Constructing a new watering hole in an area inhabited by tigers, rhinos and elephants to increase water availability and expand habitat for wildlife impacted by climate change.

### 52 COMMUNITY MEMBERS

Offering conservation awareness courses to 52 community members alongside radio ads, posters, videos and murals promoting co-existence.

### 86 HOUSEHOLDS

Supporting 86 households with income generating activities.

### 102 PREDATOR-PROOF PENS

Building 102 predator-proof pens to protect livestock and secure livelihoods.

# HOW WE ENGAGED & ADVOCATED



## CULTIVATING HABITAT HEROES THROUGH NATIVE PLANT PROGRAMS

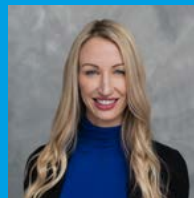
To realize WWF-Canada’s vision of a future where nature and people thrive, we need to provide opportunities for everyone to contribute. That’s why our native plant programs are empowering people across the country to restore wildlife habitat in their yards, balconies and shared community spaces.

This past spring, our new national how-to hub, re:grow, joined In the Zone, which focuses on the Carolinian zone in southern Ontario, and our native plant sales partnership with Loblaw Garden Centres. Overall, participants planted **197,876 native plants** during the 2022–2023 fiscal year, a more than 80 per cent increase.

At launch, re:grow offered three activities — create an action plan, plant native trees and plants, and start a seed garden — alongside step-by-step guides and multimedia resources. It also showcases actions being taken across the re:grow community, inspiring participants to continue engaging for nature.

While still a seedling, the program is off to a promising start with more than **850 participants** joining up in just a couple months. We’re excited to see re:grow’s impacts flower as the program adds new actions and features.

*This work is generously supported by Loblaw Companies Limited.*



“

The effects of climate change have had devastating impacts on our planet, and as Canada’s food and pharmacy leader, Loblaw aspires to represent positive environmental change. We recognize our responsibility in the fight against climate change, and we are committed to being a part of the solution. That is why, for more than a decade we have supported the work of World Wildlife Fund Canada as they work to protect and regenerate Canada’s precious biodiversity from the devastating impacts of a changing climate.

When I reflect on the incredible achievements of this partnership, I am filled with hope for what the next decade will bring. Thank you, WWF-Canada, for your fearless leadership and endless energy to help build a Canada where nature and wildlife can once again flourish.”

EMMA RACE, SENIOR DIRECTOR SUSTAINABILITY & SOCIAL IMPACT, LOBLAW COMPANIES LTD.

## WWF-CANADA GOES INTERNATIONAL AT COP15 & IMPAC5



WWF-Canada was active at international conservation summits, attending both the 15th UN Biodiversity Conference (COP15) in Montreal and the Fifth International Marine Protected Areas Congress (IMPAC5) in Vancouver.

At COP15, our staff were in attendance for the signing of the historic Kunming-Montreal Global Biodiversity Framework (GBF). In order to halt and reverse nature loss and species extinction by 2030, the agreement included commitments to protect 30 per cent of lands and waters and restore 30 per cent of degraded ecosystems.

During the two-week summit in December 2022, WWF staff attended meetings, conducted media interviews, spoke at press conferences, participated in demonstrations, put pressure on policymakers and kept supporters informed via blogs, newsletters and social media posts from inside the *Palais des congrès*.

We also organized a press conference with Indigenous leaders from across the country who advocated for Indigenous Protected and Conserved Areas (IPCAs) and held three external breakfast events for COP attendees, government ministers, media and invited guests. These panels tackled crucial topics — Arctic marine conservation, ecosystem restoration and Indigenous perspectives on conservation — and featured the

announcement of our IPCA Support Fund to help groups exploring potential IPCAs on their territories.

Subsequently, February’s IMPAC5 summit brought together the global ocean community to start tackling COP15’s formidable targets while sharing knowledge, experience and best practices for marine conservation. WWF-Canada staff participated in panels ranging from blue carbon and ship-waste dumping to Arctic MPA network planning centred around Inuit knowledge, guidance and experience.

Our impact was palpable as Canada made several announcements that echoed our recommendations and

advocacy, including an action plan for the world’s largest Indigenous-led and collaboratively developed MPA network in the Great Bear Sea, minimum standards for MPAs and a memorandum of understanding between the federal government and several Coastal First Nations on the proposed Tang.gwan-ħačxwiqak-Tsigis marine protected area.

IMPAC5 not only pushed Canada and the world closer to the GBF goal of protecting 30 per cent of coastal and marine areas by 2030, it also helped ensure it would be done right by supporting Indigenous-led conservation and advancing sectors such as blue carbon.



Nadina Gardiner (Cumberland House Cree Nation), Megan Leslie, Steven Nitah (Lutsel K’é Dene First Nation), Stéphanie Thorassle (Sayisi Dene First Nation) and James Snider speaking at a COP15 press conference in Montreal on Dec. 13, 2022 © Joshua Ostroff / WWF-Canada



# MAKING A FOOD FOREST FOR PEOPLE AND WILDLIFE

This year, 45 Go Wild Grants totalling **\$69,460** were awarded through our Living Planet @ School and Living Planet @ Campus community action programs. The funded projects are helping to restore wildlife habitat and connecting students with nature at primary, secondary and post-secondary schools across the country.

Students and teachers at Bert Fox Community High School in Fort Qu'Appelle, Sask., for example, created a “food forest” of edible and useful plants, including native species that benefit wildlife. In the process, students learned how to make coffee from dandelions and turn mallow and plantain leaves into a medicinal salve.

“As we move toward greater land-based educational programming, this area will be accessed by students in environmental science, practical and applied arts, Cree/Dakota culture, food studies and commercial cooking,” said teacher Andre Boutin-Maloney.

*Go Wild Grants are part of the Living Planet @ Schools and Living Planet @ Campus programs, which were made possible in part by Walmart Canada and Nissan Canada Foundation.*



## CELEBRATING THE FIRST 100 LIVING PLANET LEADERS

In 2022–23, the Living Planet @ Campus program awarded its 100th Living Planet Leader certification. To earn the certification, post-secondary students across Canada complete requirements that prepare them to tackle environmental and sustainability challenges in their lives and careers — something they can showcase on their resumes. We're so proud of the 100 students who have reached this milestone with us.



# STEP BY STEP, YOU RAISED \$1.4 MILLION FOR NATURE

## WHAT A COMEBACK!

Over two days in April, you helped raise an incredible **\$1.4 million** for conservation as part of our CN Tower Climb for Nature.

Among the nearly **5,000 supporters** who took on the iconic tower's 1,776 steps were TV host and WWF-Canada board member, Melissa Grelo; reality TV star and conservationist, Blake Moynes (*The Bachelorette*); mother-daughter fundraising powerhouses, Mikaya and Maria Flikkema; 30-time climber Doug Dorsey in his trademark headband; world-renowned tower racer, Shaun Stephens-Whale; and some of our largest corporate teams ever!

*We also want to thank our 296 volunteers and premier sponsor, Nissan Canada Foundation.*



READ LIISA'S STORY ON OUR BLOG!



## REMEMBERING JULIAN BACKHOUSE



Liisa Ladouceur (left), Julian Backhouse (centre) and their teams celebrate together © Justin Kielly

Julian Backhouse was an inspiration to all at WWF-Canada. The grandfather of four from Mississauga, Ont., lived with Wilson's disease, a rare genetic disorder affecting his physical strength and coordination. Despite using a wheelchair to get around, Julian had previously climbed the CN Tower with WWF-Canada unassisted six times.

When Julian was diagnosed with Stage IV cancer in 2021,

he said he wasn't the type of person to go quietly. True to his word, he joined us at the 2023 CN Tower Climb for Nature to cheer on his family and give the eponymous Julian Backhouse Award to Liisa Ladouceur.

Julian will be remembered for his sense of humour, optimism and determination to overcome challenges, both physical and environmental. Thank you, Julian.

LETTER FROM FINANCE

# STRENGTH AND RESILIENCE

In the face of uncertainty, WWF-Canada remains strong, bold and resilient. Inflation, rising interest rates and fear of recession has meant that some supporters are pulling back financially even as our costs are increasing. Still, donations from individuals make up 54 per cent of total revenue, providing dependable funding and the backbone of our financial strength.

While our \$29 million in revenue was down from \$31 million year-over-year, investment income and market value gains led to a bottom-line surplus of \$2.4 million that brings our overall fund balances to \$37 million.

WWF-Canada remains strongly committed to achieving our mission with **\$20.5 million in expenditures** towards conservation efforts, which is \$1 million more than last year. Continuing the momentum of our 10-year strategic plan, WWF-Canada is grateful to our donors and trust their support will keep advancing our efforts into the future.

Despite the potential for recession and lower revenue, we act boldly but prudently — tackling the urgent environmental crisis of our times, partnering with Indigenous groups, investing in technological environmental solutions, and expanding our engagement with supporters.

WWF-Canada is also wisely investing in our technology systems. During the year, we started the process of replacing our archaic legacy software with modern solutions, investing for our future to ensure efficient and effective processes.

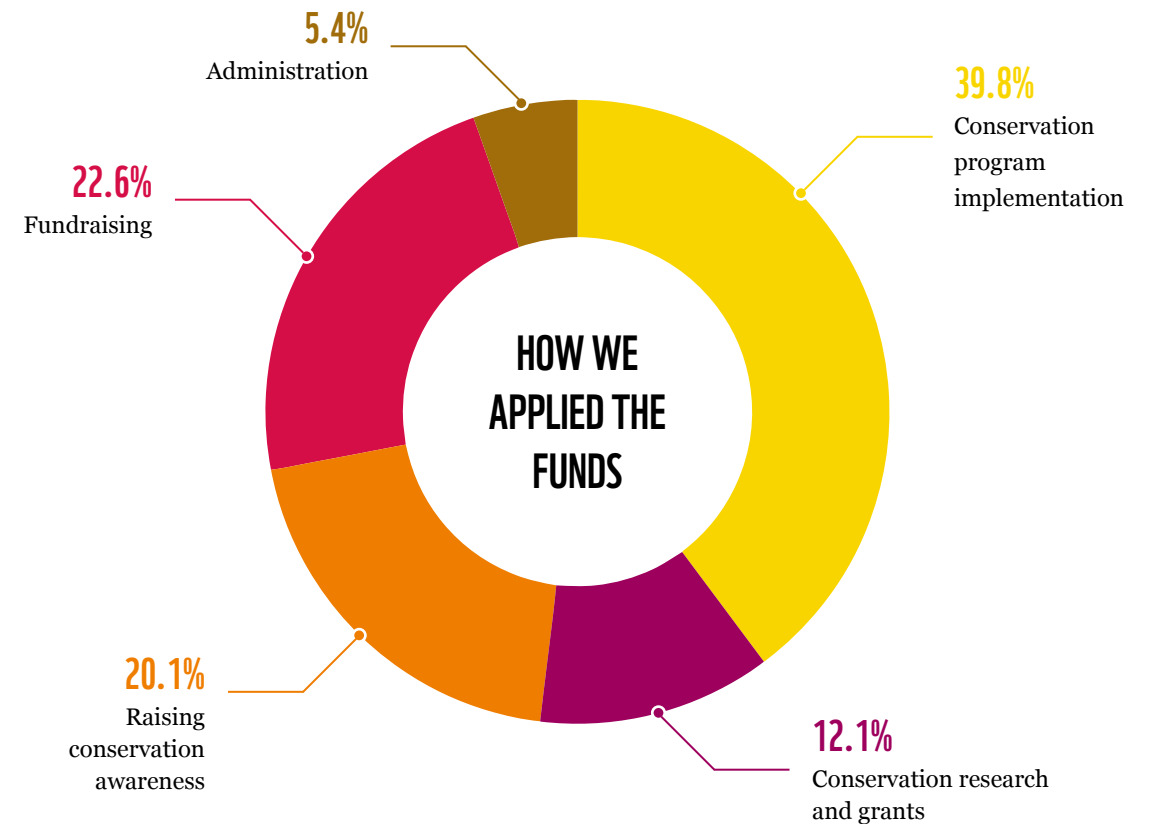
Join us in working towards a better and more environmentally sustainable future.

*David Cornfield*

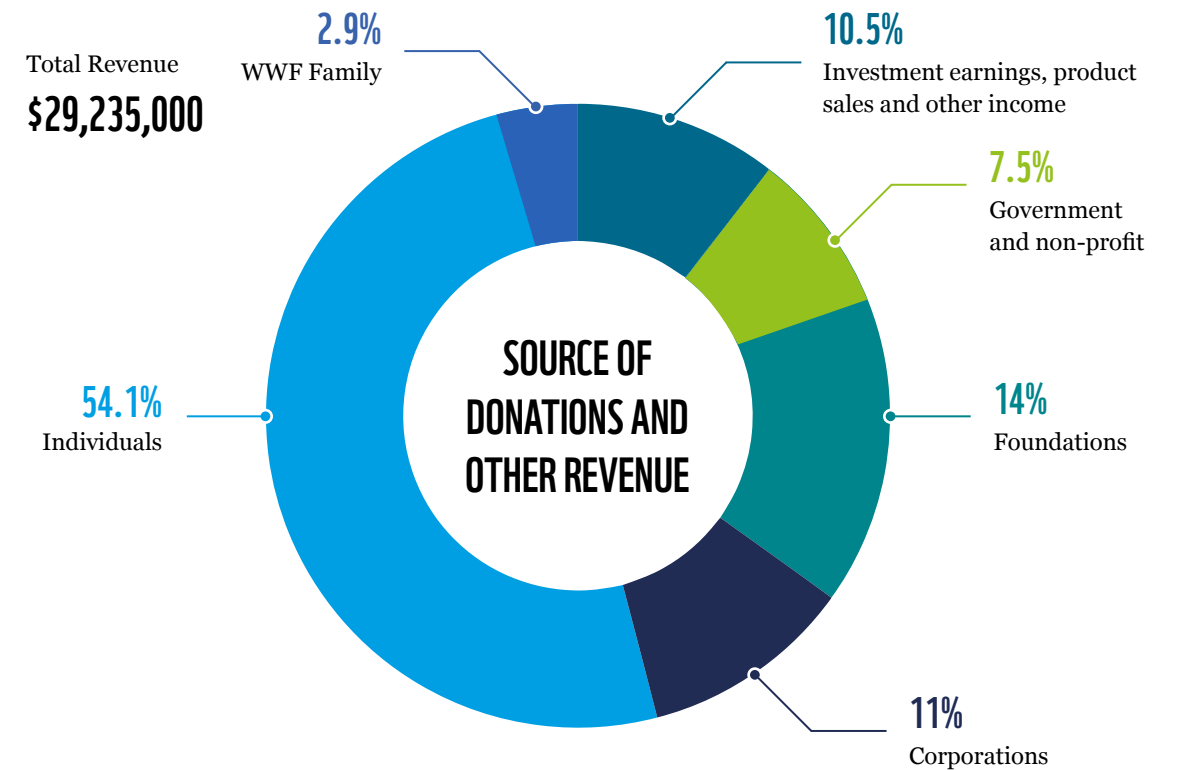
DAVID CORNFIELD  
WWF-CANADA VICE PRESIDENT, FINANCE & PLANNING



Total Expenses  
\$28,475,000



Total Revenue  
\$29,235,000



# OUR DONORS & SUPPORTERS



© Emina Ida / WWF-Canada

Thank you to all our donors and supporters for making this work possible.

## \$500,000+

Estate of Andrew Campbell Shore  
Estate of William Taylor Wilding  
Aviva Canada Inc.  
Fisheries and Oceans Canada - Canada  
Nature Fund for Aquatic Species at Risk  
Gordon and Betty Moore Foundation

## \$100,000 - \$499,999

Estate of Jack Verne Melvin Becking  
Estate of Gladys Rae Eckford  
Estate of Gloria Dawn Hinton  
Estate of Dorothy Anne Joplin  
Estate of Adolf Lavinski  
Estate of June Marie Sargeant  
Estate of Franciscus Mario Schimmelpennink  
Estate of Virginia Nash Tenny  
Estate of Wilhelmina Vander Torre  
1 anonymous estate  
Bell  
Canadian Northern Economic Development Agency  
Donner Canadian Foundation  
Elpis Foundation  
Fisheries and Oceans Canada - Ecosystems and Oceans Science Contribution Framework  
Peter Gilgan Foundation  
Environment and Climate Change Canada – Community Nominated Priority Places  
Lin He  
Hewitt Foundation  
Holt Renfrew & Co. Limited  
Dr. Jane Hood  
Patrick and Barbara Keenan Foundation

Alan and Patricia Koval Foundation  
Loblaw Companies Limited  
Indigenous Watersheds Initiative, delivered by MakeWay and Watersheds BC, with financial support from the Province of British Columbia

Maple Leaf Foods  
The H. John McDonald Foundation  
Natural Resources Canada  
Oak Foundation  
Jess and Mark Pathy  
Polar Knowledge Canada  
P&G Canada  
RBC Foundation  
Reckitt Benckiser (Canada) Inc.  
Ronald S. Roadburg Foundation  
Scotiabank  
Shoppers Drug Mart  
Tom's of Maine  
Walmart Canada  
2 anonymous donors

## \$50,000 - \$99,999

Estate of Peter Avirovic  
Estate of Paul Gordon Bell  
Estate of Bonita Elizabeth Louise Buchanan  
Estate of Lucille Annette Crégheur  
Estate of Marion Gertrude Jackson  
Estate of John Douglas McNaughton  
Estate of Gerald Vincent Mude  
BMO Financial Group  
Canadian Parks and Wilderness Society (CPAWS)  
Echo Foundation  
Fisheries and Oceans Canada – Oceans Management Contribution Program  
Fisheries and Oceans Canada - Coastal Restoration Fund  
The Greyross Foundation, held at Vancouver Foundation  
H&M

W.C. Kitchen Family Foundation  
Lowe's  
Nissan Canada Foundation  
1 anonymous donor

## \$25,000 - \$49,999

Estate of Katharine Eva Britton  
Estate of Nicole Giguère  
Estate of Doreen Lillian Guziak  
Estate of Louise Mathilde Jilek-Aall  
Estate of Leo Joseph Keating  
Estate of Renay Elain Logan  
Estate of Lucienne Martel  
Estate of Gwen Norsworthy  
Estate of Christina Huberta Maria Schotel  
Estate of Patricia Madeline Smyth  
Estate of Eva Steier  
Estate of Douglas Edward Wright  
Airlie Foundation  
CARFAX Canada  
Copernicus Educational Products  
Fisheries and Oceans Canada - Habitat Stewardship Program for Aquatic Species at Risk  
Claude Giffin  
Rosamond Ivey  
Lucky Dog Fund  
MakeWay Foundation - Arctic Marine Fund  
Oceans North via Seablue Canada  
Alyx Fitzhenry of The Andree Rheume and Robert Fitzhenry Family Foundation  
Symcor Inc.  
There-For-You Foundation  
Michael Thomas  
William Weselake  
2 anonymous donors  
**\$10,000 - \$24,999**  
Estate of Irene Alberta Bodner

Estate of Muriel Lillian Carr  
Estate of Leah Margaret Clifford  
Estate of Margaret Anna Downs  
Estate of John Black Henderson  
Estate of Stephen John Hives  
Estate of Robert Stuart Kidd  
Estate of Sidney Albert James Ledson  
Estate of Marie Jeanne Lefebvre  
Estate of Alexandra Helene Barbara Lohvinen  
Estate of Christine May Pletch  
Estate of Nichole Margaret Marie Riese  
Estate of Audrey Isobel Grace Sillick  
Estate of Peter William Strothmann  
Estate of Christine A. Tilley  
Estate of Eunice Marie Beatrice Warner  
Estate of Garfield Delbert Withers  
Karen and Bill Barnett  
Felix Belzile  
CAF Canada  
Cascades  
Coveo Solutions  
Mr. Bob and Mrs. Gayle Cronin  
David Dattels  
Ian Dayes  
Michael and Honor de Pencier  
The Dickhout Family Foundation  
Dragon Fire Charitable Foundation  
Sun Life Financial  
David Dunlap & Pamela Brickenden  
Aqueduct Foundation- Jeanne Edwards Fund  
Emeral Investments Inc.  
The Ewald Family Foundation  
Fengate  
Gore Mutual Insurance Company  
Gordon and Patricia Gray Animal Welfare Foundation  
Julie-Anne Gray  
Green Sanderson Family Foundation  
Guru Gobind Singh Children's Foundation

Ms. Wanda D. Hall  
Donna Holton  
Mrs. Laurence Duguay and Mr. David Martin  
The Martlin Family  
Curtis and Patricia McCoshen  
New Roots Herbal Inc.  
Erin O'Brien and George Priniotakis Foundation  
Oriole Foundation  
Lawrence Pentland  
Anne Marie Peterson Legacy Fund at The Calgary Foundation  
Pro-Tam Inc.  
Chitra Ramaswami  
Kimberley Ann Sarjeant  
Edward Shewchuk  
Sun Life Financial  
Jan L. Suurmond  
Mary M. Thomson and Jan Ruby  
Patrick Winder  
3 anonymous donors

## \$5,000 - \$9,999

Estate of Catherine Basham  
Estate of Robert Macklin Benson  
Estate of Alice Gertrude Booth  
Estate of Richard George Galison  
Estate of Roy Eldon Galloway  
Estate of Beryl Herman  
Estate of Betty Helen MacGregor  
Estate of Parinbanu Yusef Rahemtulla  
Estate of Doreen Janet Renton  
Estate of Julijs Adolfs Toms  
Estate of Gary George Vamplew  
Estate of Willemina Weyburg  
Jonathan Aune  
Bast & Bast-Tjeerde Charitable Trust  
Bonnie Foster & Jim Bertram  
Jean and Fred Biehl Fund of the Elgin St. Thomas Community Foundation  
Elizabeth A. Burridge  
Terence Canham  
Kathleen Priscilla Carrick  
Dora Cheng  
Clean Foundation via Natural Resources Canada  
Marilyn Cook  
Warren Crowder  
The Nam Long Doan  
Environment and Climate Change Canada - EcoAction Community Funding Program  
Fred and Elizabeth Fountain  
Mike Garvey  
Geometric Foundation  
Jack Gingrich  
Alex Glover  
Government of Nova Scotia -

Department of Labour & Advanced Education  
Lynn Haight  
Gail Harington  
Timothy Hayman  
Judith Howsam  
Kapoor Singh Siddoo Foundation  
Irvin Klinghofer  
Brian and Joannah Lawson  
Alexandra Leus  
Lucky Lacey Foundation  
Bill McMartin  
Djavad Mowafaghian Foundation  
Nellis Roy Moyer & Mary Elizabeth Moyer Memorial Trust through the Victoria Foundation  
Kathryn Nicholson and John Peter Nicholson  
Quang-Khai Pham  
Keith Beckley and Martha Richardson  
Jonathan Romsa  
Hubert Seamans  
Tracy Shapiro  
Robert Sherrin  
John Sorensen  
Ed Stahl  
Susan Taylor  
Throop Family Foundation  
Roy and Kerry Val  
Ingrid Vermegen  
Davidah Wolf  
2 anonymous donors

## \$1,000 - \$4,999

Estate of Diane Linda Curno  
Estate of Brenda Leah Henderson  
Estate of Kenneth James McBey  
Estate of Ingeborg Irmgard Ilse Morgan  
Estate of Douglas Robert Morrison  
Estate of Sharon Anne Morton  
Estate of Thelma Doreen Mulholland  
Estate of Barry Nesbitt  
Estate of Kathleen Rollings  
Estate of Marilyn Georgia Sandiford  
Estate of Karoline Seniw  
Estate of Frederick Perrott Simmons  
Estate of Frances Louise Smith  
1777263 Ontario Inc.  
Norman Abbott  
Kim Abell  
Barbara Adams  
Brian R. Adams  
Adyen Canada  
Parakh Agarwal  
Erika Leigh Agnew  
Jennifer Aitken  
Reya Ali-Dabydeen  
James N. Allan Family Foundation  
Tim Allan



© Sarah Pietrkiewicz

Josh Allen  
Heidi Alston  
Amaze Film + Tv  
John Ambrose  
Earl K. Amendt Jr.  
Leslie and Marlene Amoils  
Catherine Anderson  
Lisa Anderson  
Rita Anderson  
Animals Inc  
Anne Archer  
Ellen Archibald  
Ava Ardakani  
Shauna Argo  
Ashley Armstrong  
Janet Arnold  
Ms. Moira Ashby  
Paul Aubin  
Karen Auzins  
Kathryn Babiski  
Mr. & Mrs. D. L. Bacon  
Ms. Diana Bainbridge  
Ken Balderston  
Mara Baldwin  
Lisa Balfour Bowen  
Alison Ball  
Jeffrey Barber  
Basic Spirit Inc.  
Danny Bayha

Dianne Beauchesne  
Rollande Beaudet  
Dr. Cynthia Beck  
Marty Belair  
Sarah Bennett  
Anne Benninghaus  
B.J. Beresford  
Glen Berg  
Réal Bergevin  
Carolyn Bishop  
Penny Bishop  
Fearon Blair  
Barbara Blakely  
Blattel Family Fund  
Rita Blom  
Ron Bohaychuk  
Maarten Bokhout and Helena McShane  
John Bonnycastle  
Pamela Boulter  
Joan Bowker  
Ryan Boyd  
Judy N. Boyes  
Marcus and Michelle Boyle  
Craig Bradley  
Steven Bray  
Graeme Bregani  
Michael D. Wennberg & The Brierley  
Wennberg Charitable Fund  
Andrew Brigant

Anthony Brown  
Ms. C. L. Brown  
Robert Brown  
Douglas Bryce  
Bryll Family Fund  
Phyllis Burger  
The Burton Charitable Foundation  
Dr. Monika Caemmerer  
Eleanor A. Caesar  
CAF America  
Robin Cameron  
Jo Campbell  
Crystal Cannon  
Dan Caputo  
Nadine Carpenter  
Nicolas Chagnon  
David and Erika Chamberlain  
Guy Chamberland  
Catherine Chang  
John Chapman  
Eric Chappell  
Yolande Charest  
Charanjit Cheema  
Yi Chen Jenny Chen  
Rachelle Chevalier  
Chimp Foundation  
Yoohee Choi  
Nell Chrichton  
Monique Christopher  
Jeffrey Chu  
Robert Clarke  
Ms. Catharine J. Clayton and Mr. John  
G. Denholm  
I. and J. Clement  
Mark Collins  
Heather Collins  
Dale Colton  
Ravindra Conway  
Conway Family Charitable Fund  
Charlene Coombs  
Brian Coones  
Jim Cooper  
David Cooper  
Dudley Cordell  
Anthony Corrente  
Vanessa Cosco  
Ms. Christine Costa  
Fred Courtney  
Brian Coutts  
Catherine Couture  
Patricia Coyne  
Janis E. Crewson  
Graham Daborn  
Sowmya Dakshinamurti  
Viral Dalal  
René Daoust  
Earl Darlington  
James David  
Dr. Rolph Davis and Mrs. Joan Davis

Jennifer De Bruyn  
Antonio De Gregorio  
Brent Deboer  
Peter Deeb  
Dawne Deeley  
Brenda Derbyshire  
Ms. Angela Derksen  
Tammie Derush  
Barbara Dick  
Mark Dimmell  
Guy Dine  
Judith Dinsdale  
Sandra Dirksen  
Laurent Dobuzinskis  
Dr. Gay Docherty  
Patrick Dodds  
Penny Dodge  
Deborah Downie  
Keith Downton  
Dr. and Mrs. William and Jinnie Draper  
Dreamseeker Foundation  
Abram D. Driediger  
Diana Dron  
Sylvain Dubois  
Teresa DuCroix  
Philippe Dunskey  
Tim Durrant and Linda Austin  
Cynthia Dwyer  
Marcus H. Dyck  
Michelle Easton  
École Élémentaire Et Secondaire  
Publique  
Dr. Jos J. Eggermont  
Lynda Ehrlich  
Ann Einstein  
Georges Erasmus  
Beatrice Erkel  
Philip Evans  
Kathryne Faccenda  
Donato Fanizzi  
Fath Group/O'Hanlon Paving Ltd.  
Mr. Leslie Faure  
Norm Fenn Fund - OCF  
Carolyne Ferrand  
Wendy Findlay  
Lynne Firmani  
Ronda Fisher and Carl Pomerantz  
John and Heather Fitzpatrick  
Lucille Folwark  
Carol F. Ford  
Elizabeth E. Fowler  
Aaron Fox  
Ken Fraser  
Brooklyn Frasson  
Marie Friesen  
Olive C. Fullerton  
Heidi Funk  
Colin Fyfe  
Amalia Galle

Anne Gallop  
Ben Gamsa  
Tracey Gardiner  
Gregory Garrard  
Judy Garrison  
Vincent Gasparro  
Dr. Rosanne Gasse  
Guylaine Gaudet  
D & B Geddes Charitable Fund  
Janine Geddes  
Karen Genge  
David George  
Heather Getty  
Shawn D. Gill  
Pauline Gimmer  
Tamara Glanville  
Mitchell Glickman and Samantha  
Fienberg  
Dorothea Godt  
Beryl Goering  
Sandy Goldman  
Robert Goodall  
Lloyd Gordon  
Mindy Gordon and Greg Moran  
Leland Gosselin  
Marg Gow  
Caroline Graham  
John Graham-Pole  
Donna G. Grainger  
Estelle Grant Foundation  
Cordell Grant  
Mark Gray  
Mike Greidanus  
Monique Grenier  
Michael Groechenig  
Martin Guhn  
Laurie Guilbault  
Ann Guthrie  
Jodi Guthrie  
Alice Gwyn  
Zachary Hamel  
Nancy Hamel  
Jeffrey Hanemaayer  
Daniel Hanna  
Warren Harding  
Lynn Hardy  
Andrew Harmsworth  
Patrick Harrigan  
Dr. Tina Harriott  
Bobbi Harris  
Ralf Hartmann  
Iris K. Hartog  
Greg Hatswell  
Gerald Hauer and Colleen Hauer  
Brian and Betty Haworth  
Kathryn Hawthorne  
Margaret Hawton  
Karen Hayduk  
Maria Hayes

Diane Hayman  
Benita Hemm  
Blair Henderson  
Heather Henson  
Jane Hess  
Barbara Heuchert  
Peter Heule  
Simone Hicken  
Paul Hindo  
James D. Hinds  
Carol Hinks  
Victoria Hirst  
April and Norbert Hoeller  
Pat A. Hoffman  
Agnes Hohn  
Heather Holloway  
Richard Holmen  
Sally Blake-Hooff  
Jordan Hoogendam  
Jennifer Hopper  
Houser Kyskiras Holdings Inc.  
Eva Howe  
Douglas Hoyte  
Andrew Hughes  
Will Humenny  
Clara Hunt  
Kevin Hutchings  
Dr. Martyn Hyde  
Michael Hymers  
Kade, Charles, Richard and Edna  
Iaculli  
Metalogics Inc  
Fawaad Iqbal  
Raed Iskandar  
The Lewis Jackson and Dale Gardiner  
Private Giving Foundation



Laura and Colin Jackson  
 Andrew Jainchill  
 Ljiljana Jakotic  
 Cathy and Ronald Jamieson  
 Rashida Jeeva  
 JET Mundy Family Charitable Account  
 Pierre Jetté  
 Kenneth and Edith Jewett  
 Andree Joffroy  
 Audrey Johnson  
 John Derek Johnson  
 David Johnson  
 Ken L Jones  
 JLL Global Communities Week  
 Nina Josefowitz  
 Stephen Jurisic  
 Loretta Kampeas  
 Alan Kapler  
 Julian Karpacz  
 Jennifer Katsch  
 Betty Kehler  
 Brian Kennelly  
 Chay Kho  
 Jason King  
 Nicholas King  
 Daniel Klass Klass Capital Corporation  
 Anne Kleffner  
 Ran Klein  
 Pamela Knight  
 Holly Knowles  
 Wendy Konsorada  
 Darcy Kreps  
 Martin A. Kuhn  
 Heidi Kunze  
 Brenda Kwan  
 Roxane Lacouture  
 Philippe Lagace-Wiens  
 Samantha Laliberte  
 Diana Laubitz  
 Miss Emilie Lavigne  
 Jason Lawrence  
 Carter Layne Charitable Fund  
 Le Saint-Sulpice Hotel Montreal  
 Barbara Leah  
 Robert J. Leask  
 Ms. Marie Leonard  
 Megan Leslie  
 John Leung  
 Don W. Lewtas  
 LGL Limited Environment Research  
 Associates  
 Ying Li  
 Lynda Lightfoot  
 Jeffrey K. Liley  
 Elaine Lindo  
 Hui Liu  
 Livingston International Inc.  
 Donald Livingstone  
 Dave W. Llewellyn



Heather Lockhart  
 John Loken  
 Michael Long  
 Sue Lowe  
 Norman Lowe  
 Mr. Daniel Lui  
 Sze Lui  
 Theresa Luk  
 Rod Lutz  
 Dougal & Barbara Macdonald Family  
 Foundation  
 Mary Macdonald  
 Angie Macdonald  
 Mark Macdonald  
 Lori MacEwen  
 Sheila MacMahon  
 Andrew MacMillan  
 John and Patricia Madge  
 Charles Malette  
 Jane W. Manchee  
 Cindy Manderscheid  
 Mr. Joseph Manion  
 Wayne Marthaller  
 Julia Martin  
 Anne Masson  
 Anne and Elizabeth Matheson  
 Roger Matz  
 Clair and Iris Maurstad Fund for Human  
 Health and Animal Welfare  
 Donna Mayor  
 Mary Mayville  
 Aurélie Mazereau  
 Alan McAlees  
 Tom H. McAthey  
 Dr. Bonnie McCarron  
 Shawn McCarthy  
 Jerry and Carol McCracken  
 Mr. Andrew McDonald  
 Sean McDonald  
 Byron McEwen  
 Duncan Neil McFadgen  
 Nuala McFeely  
 Jan McGregor

Meredith McKague  
 Ms. Kelsie McKay  
 Szonyi McKenzie Family Fund at the  
 Strategic Charitable Giving Foundation  
 Douglas G. McLaughlin  
 Barbara McLaughlin  
 Catherine McLean  
 Jayne McLean  
 Anne McLellan  
 Ms. Patricia McMaster  
 Robert McMillan  
 Joyce McMurray  
 David Jay McMurray  
 Donald McMurtry  
 Nancy McNamara  
 Deborah McPhail  
 Kristen Mead  
 Metropolitan Design Ltd.  
 Carol Mewha  
 Tania Jane Meysel  
 Joseph Micallef and Patricia Jermey  
 Tony Micallef  
 Christina Miles  
 Larry Miller  
 Richard Miller  
 Barbara Mitton  
 Gregory Mitton  
 Marzena Mo  
 Kelly Moffatt  
 The Monahan Family Foundation  
 Carol Linda Montocchio  
 Helen E. Moore  
 Masih Moosazadeh  
 Gabriel Morin  
 Brock Morris  
 Mortson Family Charitable Foundation  
 Jane A. Mottershead  
 Mary Mowbray  
 Lyla Mozil  
 Ann Muldoon  
 Christina Mullin  
 Joan E. Murray  
 Roman van 't Land

Mv Verse Inc.  
 Luke Myles  
 Christine Nallaratnam  
 Robert G. Neilson  
 Mr. Duy Nguyen  
 Robert Noble  
 Angela North  
 Tomasz Nowicki  
 Zisis Nterekas  
 Susan Nugent  
 Caryn Nuttall  
 Quaiser Obaid  
 Ryan O'Connor  
 Fran O'Dell  
 Shelley Odishaw  
 Grace Olsen  
 Mr. Nir and Mrs. Leslie Orbach  
 Orbach Family Foundation at the Jewish  
 Fdn of Greater Toronto  
 Katie O'Reilly  
 Milena Orłowska  
 Elisabeth Fulda Orsten Family Fund  
 at the Strategic Charitable Giving  
 Foundation  
 Joann Osborne

Meagan Osepchook  
 Kenton Otterbein  
 Ralph Overend  
 Dr. Timur Ozelsel  
 Sharen Parker  
 Greg Parsons  
 Andrew Partington  
 Ronald Pasternak  
 Rutul Patel  
 Murray Paton  
 Karen Patrick  
 Wayne and Carolyne Pepper  
 Dennis Perry  
 Allen Pestaluky  
 Ben Peters  
 Karen Phillips  
 Dr. Louis-Philippe Plante Inc.  
 Dave Poirier  
 Dr. Brayton Polka  
 Laura Polomark  
 Amar Popat  
 Nicholas Poppenk  
 The Powis Family Foundation  
 Emily Prebble  
 Kevin Prempeh

George Prieksaitis  
 Anthony Pringle  
 Robert S. Prosser  
 Peter Puccetti  
 David Quiring  
 Quispamsis Elementary School  
 Scott Ragan  
 Sivaprakash Rajoo  
 Chand Ramcoomarsingh  
 Paul Ramsden and Cynthia Brown  
 Ms. Shannon Rancourt  
 Albert and Joan Rapski  
 Luce Raquier  
 Donald B. Rasmussen  
 Katharine Rechico  
 Clinton Reddekop  
 Elizabeth Regan  
 Barb Reich-Sander  
 Allison Reinheimer Moore  
 Darcy Richards  
 Adriana Richards  
 Thomas Richter  
 Gordon Rick  
 Mr. Christian Riedl  
 Stephanie Riemer  
 Dr. Mark Roberts  
 Ian Robertson  
 Daniel Robinson  
 Phyllis Robson  
 Brian Roche  
 Teresa Rodrigues  
 Susan and Keith Rogers  
 Melissa Rommens  
 Tracey Ross  
 John Ross  
 Doreen E. Rutherford  
 Bill Rutledge  
 Aryan Saaadat Mehr  
 Peter Sacks  
 Bazil Sacrafamilia  
 Robert and Jennifer Sadée Fund at  
 Calgary Foundation  
 Linda Sakamoto  
 Marianne Salih  
 Sara Salih  
 William Sandy  
 Jaspreet Sangha  
 Deb Sankey  
 Anna Saroli  
 Leslie Scanlon  
 Hugo Scarone  
 Leonard Schein  
 Ed Scherer  
 Jack Schnell  
 Kimberly Schofield  
 Randy Schroeder  
 Tony Sciarra  
 Dominic Scott  
 Seneca College's Green Citizen Program



Geoffrey Senson  
 Rupen Seoni  
 Arshad Shah  
 Marion Shanks  
 Ronald Sharp  
 Paul Shaw-Wood  
 William Sherif  
 Junichi Shimada  
 Paramjit Shoker  
 Mrs. Nan Shuttleworth and Mr. Bill Switzer  
 William J. Shymko  
 Ryan Silveira  
 A. Jean Simpson  
 Andrew Sinclair  
 Courtney Skrupski  
 Ed Smarkala  
 Stephanie E. Smith  
 Virginia Smith  
 Dianne M. Sobey  
 Wendy Soderberg  
 Patrick Soong  
 Grant Spicer  
 Fernando Spigarelli  
 Judith Sproule  
 Kelly Stadelbauer  
 Elisabeth Stadnik  
 Paul and Sylvia Steffens  
 Balig Stein  
 Debbie Steiss  
 Jenny Stephens  
 Dale Stevenson  
 Michael Stewart  
 Patricia Stoddard  
 Bruce Stratton

Jacqueline Stroud  
 Sonia Struthers  
 Roderick and Elaine Stutt  
 Kurtis Sumner  
 Sunshine Montessori School  
 James Sutherland  
 Colin Sutherland  
 Christopher and Sherry Sutton  
 Eleanor Swainson  
 Kevin Swanson  
 Carla and Gary Sywak  
 Lina Taglieri  
 Sarah Tallett  
 Frances Tang  
 Emilia Tanikie  
 Kevin Tate  
 Heather Taylor  
 Dr. and Mrs Karel Terbrugge  
 Dereka Thibault  
 George W. Thomson  
 Kennedy Thomson  
 Sally Thornton  
 Tzveta Todorova  
 Ria Toffoli  
 Cae Toronto  
 Tim Trant  
 Sylvie Trepanier  
 Ken Trudgeon  
 Dr. Ken and Irene Tse Fund  
 Mary Turner  
 Donald Turner  
 Eric Tyndale  
 Colin Ucar  
 Robert Unruh  
 Dr. Stephanie Van Wyk

Helene Vandelac  
 Harold Vandersluis  
 Mirjam Vanderwerff  
 Catherine Vanner  
 The Varshney Family  
 B. Vaz  
 John Vella  
 Alfreda Velting  
 Aya Vered  
 Sylvie Villeneuve  
 Shelley and Michael Waite  
 Penny Walker  
 Angela Wallace  
 Leo Walsh  
 Bryon Walters  
 Mark Walton  
 Wolfgang Walz  
 George Wark  
 Sarah Watson  
 Ms. Karen Webb  
 Jonathan Webb  
 Eric T. Webster Foundation  
 Susan Weedon  
 Ingo Weigele  
 Margaret Weingartner  
 Ian Weir  
 Mr. Christopher Welch  
 Dianne Wendling  
 Alicia Wheat  
 Justine Whitehead  
 Anna Whitmore  
 Peter Wilcox  
 Diane Wildeman  
 Corry Willekes  
 Laurie Williams  
 Julie Williams  
 Chad Wilson  
 Denise Wilson  
 Monica Wolfe  
 Jeff Woodend  
 Michelle Wootton  
 Merri-Ellen Wright  
 Joanna Wright  
 Susan Wu  
 Cheng-Yu Wu  
 Eric L. Wyness  
 Ziqi Xu  
 Keith Yamauchi  
 Peijing Yang  
 Lynda Young  
 Ying Yu  
 Gregory Zaniewski  
 Jane Zeidler  
 Qianying Zhou  
 63 anonymous donors

*Thank you to all the employee groups that have raised funds this year to help us Regenerate Canada.*



# WWF-CANADA'S LEGACY CIRCLE

“

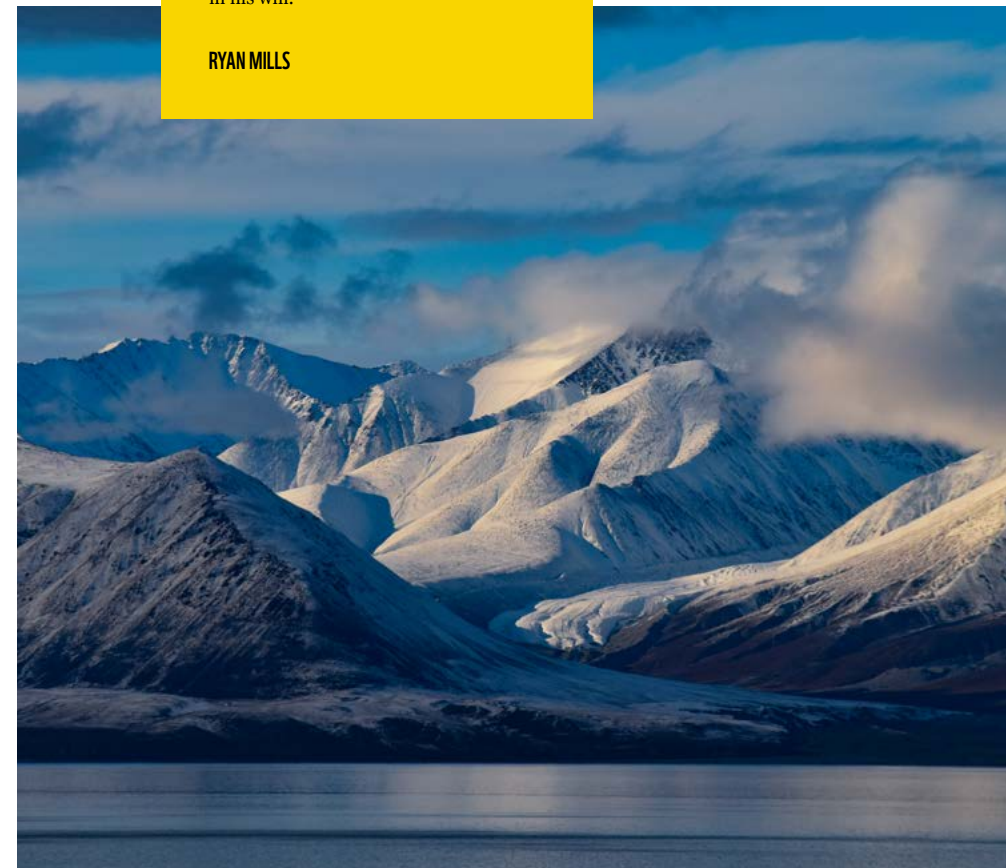


Nature is beautiful and important — this is something I was taught by a former teacher of mine. Now that I'm older, I think about conserving nature for future generations of kids who will ask why we didn't take action to conserve habitats and wildlife," says Ryan Mills on his decision to leave a gift to WWF-Canada in his will.

RYAN MILLS

With gratitude, we are pleased to recognize those who have recently confirmed a gift for wildlife in their will or estate plan. More than 1,900 thoughtful individuals are members of WWF-Canada's Legacy Circle, helping to safeguard the future for wildlife.

Jean Appleby  
 Sarah Jane Archer  
 Sandra Ball  
 M. Barton  
 Andrew and Carole Bryson  
 Laura Burke  
 Bruce Buvyer  
 Robin K. Cameron  
 Scott Campbell  
 Val Campbell  
 Lisa Canning  
 Marianne Chant  
 Soumittatham Chanthapanya  
 Patricia McGuirk Clarke  
 Michelle Lynn Deschenes  
 Liselotte Engler  
 Susan Erdmann  
 France Fex  
 Miss Annette Forer  
 Doug and Wendy Graham  
 Racquel and Orville Halland  
 Rosemary Harris  
 Jean Haye  
 Mrs. Geraldine and Mr. Steven Hollett  
 Rose-Ann Kirkeeng  
 Dr. R. W. Kostal  
 Catherine Krock  
 Janet Looker  
 Jane McNeill-Slaats  
 Stella Morrison and Mark F. Snidal  
 Gregory T. Oldfield  
 Laura Panoram  
 Nicole Percy  
 Heidi Philipchuk  
 Scott Sandison  
 Wendy E. Saunders  
 Byron Sutela  
 Nicholas Tait  
 Maria Terenzio  
 Kurt Weppeler  
 Kristina Wichman  
 Susan Zukiwsky  
 8 anonymous donors



REGENERATE  
CANADA

OUR FUTURE IS  
IRREVERSIBLE



A Canada with abundant  
wildlife, where nature and  
people thrive.

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

Printed on Lynx® Opaque Ultra FSC- and SFI-certified paper  
from Domtar EarthChoice® Product Line.

WWF-Canada's Annual Report 2023 is printed in limited quantities.  
For a digital copy, please visit [wwf.ca/annual-report-2023](http://wwf.ca/annual-report-2023)

WWF® and ©1986 Panda Symbol are owned by WWF. All rights reserved