



WWF

REPORT

CAN

2015



WWF-CANADA ANNUAL REPORT

Together, it is possible

Contents

Message from WWF-Canada's President	3
Message from WWF-Canada's Chair	4
This year's conservation successes	5
Resurrecting the northern cod fishery	7
Taking the pulse of Canada's rivers	9
Planning for thriving ecosystems and economies	11
Protecting the "canaries of the sea".	13
Arctic win: Offshore drilling plans put on ice	15
People & Community	17
Our Donors and Supporters	23
Financials July 2014–June 2015	32
WWF-Canada Board of Directors	3
WWF-Canada Senior Staff	37
Contact Us	38



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



PRESIDENT'S MESSAGE

How do we protect nature in an enduring way? That's the question that occupied the staff and board of WWF-Canada for the past year as we developed our bold new five-year plan. Our answer? By building strong links to community and economy, so that victories for nature are also victories for people.

Take the example of the Newfoundland cod fishery. In 1992, when the northern cod fishery was closed, more than 30,000 people lost their jobs and the lifeblood of entire communities disappeared. Today, as the cod stock shows early signs of recovery, WWF is proud to continue working with scientists, fish harvesters, community leaders, processing plants, and retailers to develop a fishery that is sustainable both environmentally and economically.

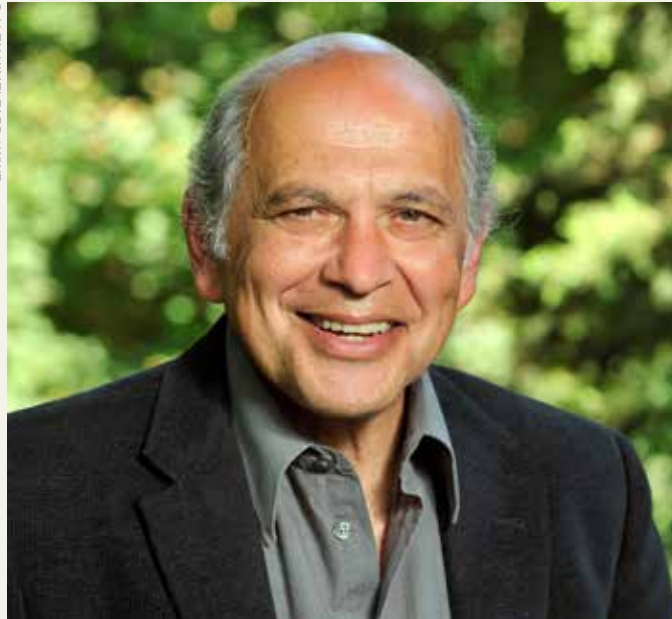
But it doesn't stop with cod. Our five-year plan applies the same approach in six iconic places across Canada: the Northwest Passage, B.C.'s Skeena River and estuary, the Grand Banks, the St. Lawrence River, New Brunswick's Saint John River and Bay of Fundy, and the Salish Sea surrounding southern Vancouver Island.

By recognizing economic needs and by working directly with communities, we are laying the groundwork for lasting conservation achievements.

Thank you for your support. Your commitment will help us build on our successes of the past year—and will mean even greater conservation successes to come.

David Miller,
President and CEO, WWF-Canada

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CHAIR'S MESSAGE

I feel very privileged to have succeeded Roger Dickhout as board chair of WWF-Canada last December. I've worked for many years on social justice issues, and I've seen how those with the least money suffer the greatest impact of environmental degradation and climate change. That's why I support WWF.

This is an organization that gets results and makes a difference. Our track record proves that we can solve environmental problems, from protecting endangered whales to transforming the seafood industry to mobilizing millions of citizens for environmental action.

Now, with our new five-year strategic plan, WWF aims to do even more. We have set our sights on delivering concrete results based on good science, productive partnerships, and positive engagement.

I'm proud to contribute to an organization that matters so much. On top of that, my kids finally think that I'm doing something meaningful. Your support shows you think we're doing something meaningful, too—and that means a lot.

Please join me as we demonstrate just how much is possible in the coming years.

A handwritten signature in black ink that reads "Alex Himelfarb".

Alex Himelfarb,
Chair, WWF-Canada Board of Directors



THIS YEAR'S CONSERVATION SUCCESSSES

At WWF-Canada, we know that healthy ecosystems and prosperous economies go hand in hand. That's why we're working to ensure Canada's wild spaces teem with biodiversity, while truly sustainable industries provide livelihoods for generations to come.



“We’re confident that cod is going to be part of the livelihoods of harvesters and communities in Newfoundland and Labrador for a long time.”

—Keith Sullivan, Fish, Food and Allied Workers Union

July 1992

The federal government closes the 2J3KL northern cod fishery in Newfoundland

February 1997

WWF and Unilever establish the MSC

April 2015

WWF and the FFAW-Unifor launch the 2J3KL Northern Cod Fisheries Improvement Project

May 2015

The Department of Fisheries and Oceans Stock Status Update reports continued increasing trends, indicating improvement in overall stock status of the 2J3KL fishery

2020

The 2J3KL northern cod fishery meets MSC’s sustainability standards and enters a full assessment

RESURRECTING THE NORTHERN COD FISHERY

In 1992, federal Fisheries Minister John Crosbie closed the northern cod fishery; the species that sustained Newfoundland for 500 years had been overfished to near-extinction.

So when WWF teamed up with the Fish, Food and Allied Workers Union (FFAW–Unifor) this spring to bring the northern cod fishery up to the strict sustainability standards of the Marine Stewardship Council (MSC), the project turned heads.

Can we really resurrect northern cod to the point it can be fished sustainably? Janice Ryan, WWF’s senior specialist, fisheries conservation, believes so. This spring’s survey showed another increase in the spawning stock. “We’re seeing cod of different ages throughout their stock area, all in good physical health,” she says, “as well as large numbers of the capelin that cod feed on.”

We also have a successful track record to draw on. The WWF-led Fisheries Improvement Project for a smaller Newfoundland cod stock—3Ps cod—applied for MSC certification in 2014.

There’s plenty of work ahead: identifying the stakeholders and partners who will need to be involved, assessing the issues of concern, developing an action plan to bring the fishery up to MSC standards, and then putting that plan to work. The biggest challenges, says Janice, will be setting sustainable targets and strict harvest control rules.

“There’s going to be a lot of scrutiny. There’s going to be a lot of skepticism,” she acknowledges. “But with the right measures in place, this fishery will once again support coastal communities.

“Our main goal is to improve this northern cod stock, to bring it back to healthy, robust levels so it can provide sustainable livelihoods for the communities that depend on it the most,” says Janice.

Keith Sullivan: Sustaining livelihoods for generations to come

As a kid growing up in a fishing family, Keith Sullivan felt the impact of the 1992 cod moratorium first-hand. Now, as president of the Fish, Food and Allied Workers Union, he’s excited to be launching a fisheries improvement project designed to help the 2J3KL cod fishery make a comeback.

After many years of sacrifice from commercial harvesters, cod stocks have grown dramatically. With the right information and the right management, plus some help from WWF, Keith believes the northern cod will become a viable and sustainable fishery.

“We really can’t afford to make mistakes like we did in the past,” he says. “We want to assure everybody in the world who is going to be buying our fish that we are doing it sustainably now.”



(left to right)
David Miller,
Rocket Bakery
co-owner
Kelly Mansell,
and FFAW-
Unifor president
Keith Sullivan
in St. John’s,
in July 2015.



“This cross-Canada overview is a crucial step towards effective stewardship of Canada’s freshwater health.”

—Elizabeth Hendriks, WWF VP, Freshwater Program

May 2011

WWF launches consultations to develop best practices for watershed health reporting

September 2012

We develop and test a methodology for assessing watershed health

September 2013

With our methodology finalized, we start assessing Canadian watersheds

October 2014

With the help of experts, we begin developing a methodology for assessing threats to watershed health

July 2015

The online tool is launched, presenting our assessment of half of Canada’s watersheds

2017

We complete our assessment of the health of Canada’s watersheds and the threats they face

TAKING THE PULSE OF CANADA'S RIVERS

WWF has created a comprehensive online tool that reveals the health of and threats to our most valuable resource: freshwater.

In July 2015, WWF launched

watershedreports.wwf.ca: an interactive online tool that presents the results of the coast-to-coast freshwater assessments we've been conducting since 2013.

"Canadians have an important responsibility to steward our nation's freshwater resources," says Elizabeth Hendriks, vice-president of our freshwater program. Through these watershed reports, we're aiming to inspire all Canadians to take action and give them the information they need to be effective.

Over the past 18 months, we have assessed half of Canada's watersheds, gathering monitoring data from a host of sources and analyzing it using a methodology we developed in collaboration with leading scientific experts.

After crunching all the numbers, we assigned ratings for four key health

indicators: water flow, water quality, bugs (benthic invertebrates), and fish. We also assessed seven major threats to watershed health: pollution, climate change, habitat loss, habitat fragmentation, overuse of water, alteration of water flows, and invasive species.

Nationwide, only two watersheds were healthy enough to earn a score of "good," while pollution, climate change, and habitat fragmentation posed significant threats from coast to coast.

Knowledge is power. Click on the website's map to discover how healthy your local watershed is.

Funding local action—with help from Loblaw

WWF's Loblaw Water Fund launched in 2014 to help non-profit groups conserve freshwater habitat, protect species, and collect important data.

Our first round of funding for 10 projects resulted in 75 hectares of freshwater habitat restored, more than 7,200 native trees and plants planted, and more than 1,500 volunteers involved across nine provinces and territories.

Over the past year, we funded 14 further projects, from Alberta's Battle River to the wetlands on B.C.'s Salt Spring Island to the Northwest Territories' Mackenzie Basin.



Blanding's turtle

Protecting freshwater habitat helps thousands of different species, including Blanding's turtles. These long-living reptiles with a distinctive yellow chin and throat spend most of their time in lakes, streams, marshes, and swamps. Their numbers are dangerously low, as a result of threats like habitat loss and road mortalities. Canada's Species at Risk Act currently lists Blanding's turtles as "threatened" in the Great Lakes/St. Lawrence region and "endangered" in Nova Scotia.

BLANDING'S TURTLE, ONTARIO, CANADA © NICOLE RICHARDS / WWF-CANADA

RELEASING SPINY SOFTSHELL TURTLES © WWF-CANADA / JARMIILA BECKA LEE

THE GREAT BEAR SEA

“What I like and respect about WWF is they don’t try to impose their beliefs on you. They do the research and provide information to help others make decisions.”

—Art Sterritt, Executive Director, Coastal First Nations

HUMPBACK WHALES, GREAT BEAR RAINFOREST, BRITISH COLUMBIA, CANADA © ANDREW S. WRIGHT / WWF-CANADA



November 2011

The provincial government and First Nations organizations commit to MaPP

July 2013

Stakeholders, including WWF, agree on a MaPP vision statement

April 2015

MaPP plans are completed and approved by 18 coastal First Nations and the B.C. government

2020

The federal government draws on the information in the MaPP plans to establish new marine protected areas on B.C.'s North Coast

PLANNING FOR THRIVING ECOSYSTEMS AND ECONOMIES

On April 27, 2015, the province of British Columbia and 18 First Nations signed the Marine Planning Partnership (MaPP); an agreement to sustainably manage 102,000 square kilometres of Canada's northwestern Pacific coast.

The MaPP agreement will change the way decisions are made about how British Columbians use their marine environment. The agreement recog-

nizes that healthy marine ecosystems create the foundation for strong economies and resilient communities.

It calls for a coordinated approach that recognizes many ocean uses, including traditional harvesting, commercial fishing, tourism, marine transportation, and renewable energy.

"What's unique about the MaPP plan is that it's quite detailed, it's ground-up, and it's largely driven by First Nations," says Mike Ambach, our marine planning specialist based in WWF's Prince Rupert office.

MaPP draws on extensive scientific, traditional, and local ecological knowledge about the region—hundreds of layers of data—as well as the values of the coastal communities.

WWF is proud to have taken an active role in this process, ensuring that

conservation was central to MaPP. But it doesn't end there. "Signing off on a plan is just good intentions," says Mike. Now the work begins to ensure the MaPP plan gets put into action through legislation, policy, and careful management.

Humpback whales

Since Hermann Meuter and Janie Wray first established the Cetacealab research station on Gil Island, roughly 140 km south of Prince Rupert in the territory of the Gitga'at First Nation, humpback whales have made a comeback—from just 45 in 2001 to more than 300 in the area today.

Each spring, humpbacks migrate nearly 5,000 kilometres to coastal British Columbia to feast on fish and krill. But if the Northern Gateway pipeline goes ahead, bringing crude oil from Alberta to the port of Kitimat, 240 tankers a year could make their way through nearby channels, significantly increasing the danger of ship strikes and oil spills. It also brings noise, drowning out the songs of humpbacks. "The ability to communicate and find food for these whales is going to be more difficult if shipping increases," says Hermann.

New underwater microphones funded by WWF are helping Cetacealab and the Gitga'at establish baseline noise readings for the area to prove how important this haven is for humpbacks and other whales.

Art Sterritt: A blueprint for the future

According to Coastal First Nations former executive director Art Sterritt, the Marine Planning Partnership (MaPP) agreement creates a blueprint for ensuring the sustainability of coastal ecosystems for

generations to come—much like the historic Great Bear Rainforest agreement created sustainability on land. "MaPP and the Great Bear Rainforest agreements aren't five- or ten-year plans," Art says. "They're forever plans."



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ST. LAWRENCE RIVER

BELUGA WHALES, QUEBEC, CANADA © JANET FOSTER / WWF-CANADA

“Without protection of its critical habitat, this population is expected to shrink further.”

—Committee on the Status of Endangered Wildlife in Canada on the St. Lawrence beluga population

1994

WWF co-chairs the recovery team for the St. Lawrence estuary belugas

March 2012

The Beluga Recovery Strategy is released

2014

WWF supports a lawsuit to stop TransCanada from conducting seismic tests in beluga nursery grounds

September 2014

Quebec's Superior Court orders a temporary halt to TransCanada's exploratory drilling

November 2014

COSEWIC revises its assessment of St. Lawrence belugas from “threatened” to “endangered”

April 2015

TransCanada announces it will not build a port in critical nursery habitat for belugas

PROTECTING THE “CANARIES OF THE SEA”

While most belugas live in the Arctic, you’ll also find some in the St. Lawrence, where freshwater mixes with the salty Atlantic Ocean. The St. Lawrence estuary provides relatively warm, shallow conditions for belugas to give birth and raise their young.

These small, white whales with smiling mouths have been nicknamed “canaries of the sea,” thanks to their musical chirps and whistles.

Because these mammals sit at the top of the marine food chain, they also serve as “canaries in the coal mine”—among the first to feel the effects of industrial pollution. In the past, some beluga carcasses were found to have contained so many contaminants they qualified as hazardous waste.

St. Lawrence belugas once numbered 10,000. Now there are fewer than 900. Although these whales have been protected from hunting since 1979, factors such as pollution, habitat destruction and degradation, noise pollution, and climate change stand in the way of their recovery.

Last November, the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) revised its assessment of St. Lawrence belugas from “threatened” to “endangered.”

So when TransCanada proposed to build a terminal for its Energy East pipeline in Cacouna, Quebec—a critical nursery area for mothers and calves—WWF, along with many other organizations, pushed back on the proposal.

The following spring, after months of protests, TransCanada agreed to look for a terminal site elsewhere.

To ensure a future for these whales, WWF is working towards protecting habitat of critical importance for their survival and recovery, and we’re working with the Group for Research and Education on Marine Mammals (GREMM) to identify and protect the wintering grounds of the St. Lawrence population. We’re also collaborating with shipping companies on best practices to reduce shipping noise and prevent collisions with whales.

Canada Steamship Lines (CSL): Developing better protection for belugas

David Martin, owner and chair of the Environment and Sustainability Committee of the Board of Directors at The CSL Group, believes that a strong economy depends on a healthy environment. That’s why the marine shipping company has such a long-standing commitment to conservation.

CSL has worked with WWF on a number of projects including adopting best practices to decrease the risk of entanglement of right whales in fishing gear, supporting the transformation of fishing industry practices, and funding conservation initiatives to protect sharks and turtles.

Now, CSL is helping WWF develop better protection for the St. Lawrence belugas that live a few hundred kilometres downstream from the company’s Montreal headquarters. “As a primary user of the St. Lawrence River, CSL is actively engaged in leading industry action to implement sustainable business practices that respect our environment,” says David.



© CSL

NORTHWEST PASSAGE

INUUKSHUK AT DUSK OVERLOOKING THE SYLVIA GRINNELL RIVER, SYLVIA GRINNELL TERRITORIAL PARK, IQALUIT, NUNAVUT, CANADA © ANDREWS, WRIGHT / WWF-CANADA

“The people of the North have the right to a sustainable future. WWF will work with communities on projects such as habitat-friendly renewable energy that enhance community wellbeing and are in line with traditional values.”

—Paul Crowley, WWF VP, Arctic Program

1976

The federal government insists any company that wants to drill in the Beaufort Sea must prove it can drill a relief well in the same season

April 2014

Imperial Oil asks the NEB to consider alternatives to the same-season relief well requirement; Chevron follows suit in May

July 2014

The NEB agrees to review proposals from the two oil companies

August 2014

In a nine-page letter to the NEB, WWF and Ecojustice make the case for requiring a same-season relief well

December 2014

Chevron puts its drilling plans for the Beaufort Sea on hold indefinitely

June 2015

Imperial Oil and its partners abandon their offshore drilling plans for the Beaufort

ARCTIC WIN: OFFSHORE DRILLING PLANS PUT ON ICE

As WWF's 2014 oil spill modelling arcticspills.wwf.ca shows, an oil rig blowout in the Beaufort Sea could contaminate hundreds of square kilometres of ocean, harm countless marine creatures and wash ashore in communities as far away as Alaska and Nunavut.

Spilled oil is difficult to contain at the best of times. It's even more challenging in the Arctic. If a blowout can't be stemmed before winter, it will continue spewing oil unchecked under the sea ice month after month.

That's why WWF has been such a strong advocate of same-season relief wells. Since 1976, any oil company that wants to drill in the Arctic has to prove that if a blowout occurred, it could drill a relief well to stop the blowout before the winter ice set in.

Modern oil rigs have many safety measures designed to prevent a blowout—so-called source control and containment equipment. But that's not enough when the stakes are so high. A relief well is the fallback that doesn't fail. And in the pristine and fragile Arctic, failure cannot be an option.

Bowhead whale

Any offshore oil drilling in the Arctic must meet strict safety requirements—including same-season relief wells—to protect wildlife that spend their summers in the Beaufort Sea, like the bowhead whale (*Balaena mysticetus*).

These underwater giants grow up to 20 metres long—the length of two full-size school buses—and can live 200 years or more. After centuries of over-hunting, their numbers are now slowly increasing.

According to WWF's arcticspills.wwf.ca, a blowout in the Beaufort Sea would sweep oil across key parts of bowhead habitat. Polar bears, belugas, sea ducks, seals, and shorebirds would also suffer.



BOWHEAD WHALE JUST UNDER ICE, ARCTIC © NATUREPL.COM / MARTHA HOLMES / WWF

“Same-season relief wells are the last line of defence against a blowout that could last into the winter,” says Rob Powell, lead specialist of WWF's priority conservation programs.

However, last year Chevron and Imperial Oil pushed for alternatives; they asked the National Energy Board to exempt them from the same-season relief well requirement.

Over the past year, with the support of our donors and working with Ecojustice, WWF took action to make the case for same-season relief wells to the energy board. We vigorously demonstrated how this requirement follows international best practices and how a relief well proved crucial to stopping the Deepwater Horizon blowout in 2010—a disaster that occurred in a far more forgiving environment than the Arctic.

Before the National Energy Board made a ruling, both Chevron and Imperial Oil pulled the plug on their Arctic exploration plans. For the foreseeable future, that spells an end to exploratory drilling in the Beaufort Sea, and the requirement for same-season relief wells stays on the books.

PEOPLE & COMMUNITY

If you love it, you safeguard it. That's why WWF-Canada aims to inspire 3.5 million Canadians—one in ten people from coast to coast—to forge a deeper connection with nature.



Junior Forest Wardens and Cows and Fish planting day at Miquelon Lake, Alberta, with planting shovels and flags showing where planting is occurring on the lakeshore.

GO WILD:

Connecting Canadians with nature



WWF’s newest campaign challenges Canadians to explore the wild side of their communities. In March 2015, we invited you to tell us how you would connect people and nature in your community. More than 120 applications poured in from coast to coast.

Four nature-loving celebrities judged the submissions: *Daily Planet* host Ziya Tong; “Survivorman” Les Stroud; Matthew Blackett, founder of *Spacing* magazine; and Arthur L’aventurier, Quebec’s popular explorer and youth entertainer.

Ultimately, we awarded six winners up to **\$1,000 each** to implement their ideas:

<p>Clifford Street Youth Centre: Engaging youth in an Earth Superhero Squad in North Sydney, N.S.</p>	<p>Fleurs sauvages du Québec and Eco-Nature: Tracking and monitoring native species in Laval, Quebec</p>	<p>Ingersoll Public Library: Planting pollinator species in Ingersoll, Ontario</p>
<p>Society of Grasslands Naturalists: Boosting native species in the backyards of Medicine Hat, Alberta</p>	<p>Edmonton and Area Land Trust: Connecting Edmontonians to nature with geocaching</p>	<p>Strawberry Isle Marine Research Society: Helping citizens monitor sea stars in Tofino, B.C.</p>

Edmontonians go wild with geocaching

Nature is closer than most urbanites think. But how do you entice them to explore it? We loved the Go Wild proposal we received from the Edmonton and Area Land Trust (EALT): a GPS-guided outdoor treasure hunt.

With funding from WWF, EALT hid geocaching containers in six conservation areas across the city, ready to be discovered by adventurous Edmontonians equipped with smartphones or GPS systems. Inside each cache were interesting facts about the local environment and tips on ways to protect it.

The project proved a hit. As one geocacher wrote: “Thanks so much to EALT for placing these caches—encouraging nature exploration and education, promoting stewardship and conservation of our natural areas, and giving us extra incentive to get out and have fun!”



Over a three-month period, 23 volunteers at the Strawberry Isle Marine Research Society donated over 100 hours of work to measure 1,500 sea stars.

© KYLER VOSS

OTTAWA WAVE MAKERS:

Championing oceans in the nation's capital

This year, WWF partnered with HUB Ottawa to create Ottawa Wave Makers. The first-of-its-kind micro-grant program funds projects that raise awareness in the nation's capital about Canada's oceans, reach diverse audiences, and create ocean champions.

More than 20 outstanding project ideas were submitted from entrepreneurs, educators, scientists, artists, and other community members. With the help of an expert judging panel, we awarded a total of

\$33,000 to eight recipients

who will write a children's book, produce a podcast, produce a special dance theatre production, facilitate visual-art and spoken-word pieces, produce an educational event, create a new bilingual board game, make an educational video, and host cooking classes.

This pilot initiative proved so successful, we plan to expand the Wave Makers project in 2016.

Grant recipient Sonia Vani accepts her certificate for her sustainable seafood educational video project.



© GREG TECKLES / WWF-CANADA

LIVING PLANET @ WORK:

Catching Spring Things fever

Our Living Planet @ Work members spearhead sustainability in the workplace, finding greener ways of doing business for the good of their company and the planet. Many also generously raise money for WWF.

In the second annual Spring Things workplace fundraising campaign, our committed corporate champions and their colleagues raised

\$170,000

in just eight short weeks. They plunged into frigid lakes, scaled the CN Tower, splashed out during Canada Water Week, and much more, all in the name of conservation.

A special thank you to the five fabulous members of our Spring Things CEO Committee:

- **Lloyd Bryant, Managing Director, HP Canada**
- **Gordon Hicks, President, Brookfield Global Integrated Solutions**
- **Rudi Blatter, President & CEO, Lindt & Sprüngli (Canada), Inc.**
- **Allister Paterson, President, Canada Steamship Lines**
- **Stu Wanlin, Executive VP, Eastern Canada, Bentall Kennedy (Canada) LP**

41
companies

70
fearless polar dippers

60
teams of Living Planet @ Work CN Tower climbers

1
completely awesome fudge igloo at HP's polar bake sale

Bentall Kennedy: Conservation champions

For the green champions at the real estate advisory and services firm Bentall Kennedy, our Living Planet @ Work Spring Things campaign was an opportunity to support WWF, enjoy a little friendly rivalry, and check a few items off the bucket list.

In March, Melissa Jacobs and a handful of stalwart colleagues took the plunge into a frigid Lake Ontario to support Arctic conservation. "Honestly, I would do it again," says Melissa. "It was a lot of fun."

Then in April, more than 30 Bentall Kennedy employees tackled the CN Tower, headed up by executive vice-presidents Stuart Wanlin and Keith Major. "It was just a great initiative to get involved in," says first-time climber Stefanie De Adder. "Everybody was just really, really proud to participate."

All told, for our conservation work, Bentall Kennedy's enthusiastic Spring Things efforts raised more than

\$30,000.

GREAT CANADIAN SHORELINE CLEANUP:

Taking out the trash

Canadians care about lakes, rivers, wetlands, and oceans—and they showed it in spades at the 2014 Great Canadian Shoreline Cleanup! In every province and territory, volunteers grabbed garbage bags and donned gloves to tackle the trash that litters shorelines, clogs waterways, and harms wildlife.

In total, this joint conservation initiative of WWF and the Vancouver Aquarium attracted more than 54,000 volunteers, who hauled away a staggering **139,000 kilograms of waste.**

For participants like Lee-Anne Walker, coordinator of the Elk River, B.C., cleanup, the motivation is simple: “Shoreline cleanups are a simple and tangible way to make a difference to our watershed.”

2014's nationwide data

Number of registered cleanups	Trash bags filled	Plastic beverage bottles collected
1,880	10,754	35,482
Number of registered participants	Recycling bags filled	Cans collected
54,163	3,825	27,500
Distance of shoreline cleaned (km)	Cigarette butts collected	
2,563	329,562	
Weight of litter removed (kg)	Food wrappers collected	
139,262	75,768	



Loblaws: Stewarding shorelines from coast to coast

“Loblaws is proud to be the presenting sponsor of the Great Canadian Shoreline Cleanup for the fifth consecutive year,” says Bob Chant, senior vice-president, corporate affairs and communication, Loblaws Companies Limited. “With more than

1,600 Loblaws employees

taking part in shoreline cleanups across Canada, we are helping to make a difference and we are encouraging all Canadians to do the same.”

The Vancouver Aquarium: 21 years of aquatic impact

Removing shoreline garbage doesn't just remove an eyesore, says Dolf DeJong, the Vancouver Aquarium's vice-president of conservation and education. It also protects wildlife from toxic-laden plastics and choking hazards.

WWF is proud to partner with the Vancouver Aquarium—founder of the Great Canadian Shoreline Cleanup—to mobilize

54,000 volunteers

from coast to coast. And according to Dolf, that's just the beginning. “This is the kind of thing that needs to take place in every Canadian community,” he says.

CANADA LIFE CN TOWER CLIMB FOR WWF:

Taking it to the top for 25 years

Since the first Canada Life CN Tower Climb for WWF in 1991, more than 103,000 people have climbed Canada's tallest tower, raising millions for WWF's conservation work. This year was another success. Hats off to our climbers, volunteers, and—especially—The Canada Life Assurance Company, title sponsor of the climb for the past 25 years.

1,776
stairs

5,100+
climbers

350+
volunteers

\$1 million
raised for conservation

1 marriage proposal
made (and accepted!)



© GREAT CANADIAN SHORELINE CLEANUP/THE CANADIAN PRESS IMAGES/STEPHANIE LAKE

SUPPORTER STORIES

WWF's work is made possible through the generous contributions of individuals, corporations, and foundations. Whether through donations, volunteering, or in-kind gifts, all of our supporters have played an important role in helping us achieve success in conservation.

“Our supporters understand that it takes all of us working together to make meaningful change for nature.”

—David Miller, President and CEO, WWF-Canada

CANADA STEAMSHIP LINES

Over the past year, Canada Steamship Lines (CSL) has focused its partnership with WWF—which spans nearly a decade—on the St. Lawrence River, a globally important commercial waterway where CSL ships make more than 400 voyages annually. Together, CSL and WWF have worked to evaluate the river's health and advance the science on one of its most endangered species: beluga whales. The company has also found exciting ways to engage employees: last June, CSL launched its ship-efficiency competition, challenging crew members to submit ideas for reducing on-board energy use. “This isn't just green-washing,” says Kirk Jones, VP of sustainability at CSL. He also points out the company's sustainable shipping practices and 20 per cent reduction in greenhouse gases, as a result of its partnership with WWF. “It is a true commitment to making a positive change—one that our employees are proud of.”

But to sum up CSL's partnership with WWF, Kirk tells a story about his stepdaughter, who, at 12 years old, confronted him, saying, “My teacher says ships are bad for whales.” All CSL ship operators are given strict instructions: Whales have the right of way. “I told her, this company is good for whales,” Kirk says. “Her eyes lit up. That was one of my proudest moments.”



© CANADA STEAMSHIP LINES

ROGER DICKHOUT

© RICHARD D. STONEHOUSE / WWF-CANADA



This year, as he served the last days of his four-year term as chair of the WWF board of directors, Roger Dickhout reflected on the role he calls “a privilege—to be a leader of leaders.” Over his tenure, Roger aligned this team around our ambitious conservation goals, drawing on his 30 years of experience in corporate leadership as a consultant and CEO. WWF has opened new offices in the Arctic, advanced protection in Canada’s three oceans, and driven new science for freshwater, the last one for which Roger has a personal passion. He grew up cottaging on Ontario’s beautiful French River, which cuts through the craggy rocks and windswept pines of the Canadian Shield. He still loves spending time on the river, canoeing, boating, and fishing with his family.

“My wish for WWF is to achieve its mission. It’s challenging but worth persisting,” Roger says. He adds that his leadership at WWF has not only taught him a lot, it has also made his children happy. “Now they see me as an environmental business person, instead of just a business person,” he says. “That means a lot to me.”

HIGH LINER FOODS / HENRY DEMONE

© HENRY DEMONE



High Liner Foods CEO Henry Demone knows first-hand the importance of sustainable fishing. Growing up in the fishing town of Lunenburg, Nova Scotia, and a son and grandson of fishing captains, Henry saw the livelihoods of friends and family disappear after the historic collapse of cod stocks on Canada’s Grand Banks in the early 1990s. “I didn’t just read about it in the newspaper,” he says. “These were people I knew personally and a blow I felt profoundly.”

Henry remains committed to sustainable practices in our oceans. His leadership led to the partnership with WWF, which resulted in more than 99 per cent of High Liner products being certified as sustainable under Marine Stewardship Council standards. Last year, after 14 years of collaborative ocean conservation, WWF awarded Henry and High Liner Foods our Partner in Conservation prize, which recognizes leaders who are addressing today’s greatest environmental challenges and celebrates the passion and generosity that enables WWF to achieve our mission.

“Sustainability is good for the environment, but it’s also good for people. It’s good for businesses. WWF-Canada sees that,” Henry says. “That’s why WWF has been an important partner for us.”

PHYLLIS YAFFE

© PHYLLIS YAFFE



Phyllis Yaffe wants to tell the world that she and her husband have put a gift for nature in their wills. “It’s not something that changes your life today,” she says, “but you hope in the future it makes a difference to something you believe in.” Years ago, Phyllis sat down with her husband, John, to talk about the legacies they wanted to last beyond their lifetimes. After providing for their children and causes they care about, the couple turned their minds to forests, rivers and lakes, and oceans—“the future of the universe,” as Phyllis calls it. She served as a board member, so she has had an intimate view of how WWF works and why. “It’s hard to capture in a phrase what WWF does. It’s a very complex organization,” she says. “WWF deals with the issues that are crucial for the future of the planet. It’s doing really important work other organizations aren’t.”

So, Phyllis is doing her part: Each year, close to 10 per cent of WWF’s revenue comes from gifts like hers and her husband’s. “It’s really impressive that, if we could just get enough people to leave a gift in their will, WWF could do so much more,” she says.

TORYS LLP

© WWF-CANADA



If you look under the layers of work that drive our conservation impact, you will discover Torys LLP, which provides pro bono legal counsel for WWF. For nearly 20 years, the law firm has sorted out governance matters, sponsorships, and contracts of all sorts—“things that are important to WWF’s ability to operate efficiently,” says Patricia A. Koval, a partner at Torys who also served as WWF board chair and remains an active volunteer.

But the law firm has also amplified the scale at which we can protect species and ecosystems, both in Canada and internationally. “The WWF work we’re proudest of was designing and negotiating the agreement for the Global Arctic Programme in 2010,” Pat says. “All WWF offices in Arctic countries signed the agreement. It’s a powerful, collective way of working, unlike anything at WWF before.” Over the past year, Torys has provided invaluable leadership as WWF embarks on another ambitious project: impact investing, a new approach for funding conservation. “Torys is a pioneer in the legal field of impact investing,” Pat says. “We bring to the table the same kind of expertise we bring to business investing, joint ventures, and more. But for WWF, we’re doing it to save the planet.”

Community Pandas

The Community Panda program is where individuals, schools, groups, and businesses go above and beyond to raise funds for WWF-Canada. From holding bake sales and galas to sharing sales revenue, Community Panda members play an integral part in supporting WWF conservation programs from coast to coast to coast, and beyond. WWF is humbled by the efforts of each and every one of our hundreds of Community Panda members. Here are a few of their stories:



© CHRIS CHAPLIN / WWF-CANON

Graeme Loader

In July 2014, Graeme Loader set out to cycle across Canada while raising funds and awareness for WWF's conservation programs. His dream was to ride all the way from Vancouver to P.E.I. and raise \$15,000 in the process. Sadly, Graeme's mission ended in a tragic accident that took his life partway through his journey. Today, however, his passion for nature lives on. His friends, family, and supporters have continued his legacy by exceeding Graeme's fundraising goal many times over and bringing their communities together to support conservation.



© GRAEME LOADER PHOTOGRAPHY

Ezzy Lynn

The Ezzy Lynn premium brand of trend-setting apparel and accessories was started by three young entrepreneurs with a passion for the planet: Samantha Laliberte, Bianca Lopes, and Sonja Fernandes. That passion ensures Ezzy Lynn stands out from other fashion brands. From day one, the company has implemented sustainable business practices to reduce its environmental impacts. It also supports WWF's conservation work. By donating a percentage of the proceeds from every item it sells, Ezzy Lynn has symbolically adopted more than a hundred species at risk.



© EZZY LYNN

Lucia Miranda

Lucia Miranda was three when she first declared her intentions to make a difference. Since then, she has been striving to make the world better. At the age of five, she heard about the plight of wild elephants. Inspired to action, she took it upon herself to learn everything she could about endangered species. Then, with the help of her little brother, Henry, she created portraits of endangered animals and auctioned them off in support of WWF. Together, these young philanthropists raised over \$1,500 for conservation. With Lucia and Henry on the job, the planet's future is looking bright.



© ASHLEY BRICK

OUR DONORS AND SUPPORTERS

Our work at WWF is made possible through the generous contributions of individual donors, corporate partners, foundations, governments, organizations, and dedicated volunteers. The following pages recognize those who have contributed more than \$1,000 in support—through financial donations, sponsorship, donated media, advertising, and other gifts-in-kind—between July 1, 2014, and June 30, 2015. We are deeply grateful for your trust and commitment.

Above \$1,000,000

Coca-Cola Canada
Loblaw Companies Limited

\$500,000 – \$999,999

Gordon and Betty Moore Foundation
TELUS

\$100,000 – \$499,999

Bell Media^o
Canada Steamship Lines
CBC Television^o
Corus Entertainment^o
The Government of Canada's Habitat
Stewardship Program for Species at Risk
HP (Canada) Co. +
HSBC Bank Canada
Ivey Foundation
Rosamond Ivey
Metroland Media^o
Oak Foundation
Pattison Outdoor Advertising^o
RBC Foundation*
Rogers Centre*
Rogers Media^o
Shaw Communications^o

ESTATES

Estate of David and Paula Blackmore
Estate of Gwynneth Seymour
Estate of Joan Barbara Green
Estate of Kenneth Michael Stober
Estate of Laurence Arthur Dennis
Estate of Lieselotte Brooks
Estate of Lois Anne Sellers
Estate of Phyllis May Violet Ridgley

NOTE

A plus sign (+) following a name recognizes in-kind or in-kind plus cash donations.

An asterisk (*) following a name recognizes sponsorship or sponsorship plus cash donations.

A degree symbol (°) following a name recognizes donated media.

Gifts received after June 30, 2015, will be gratefully acknowledged in the 2016 Annual Report.

\$50,000 – \$99,999

Alan and Patricia Koval Foundation
 BMO Financial Group
 Bullfrog Power
 Canada Life*
 CHCH Television°
 CIBC
 Clif Bar & Company
 Domtar Inc.
 Goldcorp Inc.*
 Scott and Ellen Hand
 Lindt & Sprüngli Canada
 Mike and Martha Pedersen Foundation
 Ontario Lottery and Gaming Corporation*

Pizza Pizza
 Resolute Forest Products
 The Salamander Foundation
 Torys LLP
 Patrick Winder

ESTATES

Estate of Edward Robert Hogarth
 Estate of Frances Gavet Morris
 Estate of Isabel Margaret Graydon
 Estate of Ron and Muriel Bremner
 Estate of Sandra Marilyn Smith
 Estate of William Gordon Duncan

\$25,000 – \$49,999

Astral Media°
 The Barrett Family Foundation
 Sonja I. Bata
 Robert Bauman
 Captivate Network°
 Joan Carlisle-Irving +
 CN*
 Echo Foundation

Frontiers North Adventures +
 The Fulcrum Investment Co. Ltd. /
 Dominion and Anglo Invest Corp
 Giraffe & Friends Life Insurance
 Company
 The Hal Jackman Family
 Richard M. Ivey
 Jacob Securities Inc.*
 Sheryl Kotzer
 Arthur and Sonia Labatt
 Don McMurty
 Newad Media°
 Charles Patcher +
 Symcor Inc.
 Tides Canada Foundation – Taku & BC
 Coast Capacity for Conservation Fund
 Tim Hortons (Canada) Inc.
 Toronto Star°
 United Nations Environment Programme
 (UNEP)
 Via Rail Canada Inc. +
 The Weather Network°
 Zoom Media°

ESTATES

Estate of Alexandra Anne Gordon
 MacGregor
 Estate of Christopher Crump
 Estate of Ilse Williams
 Estate of Libuse Fiser Heilig
 Estate of Muriel Doreen Kennedy
 Estate of Olive Burk
 Estate of Robert Bell
 Estate of Thelma Berniece Honour

ENSURING A FUTURE FOR NATURE

With gratitude, we are pleased to recognize those who have included a future gift for WWF-Canada in their will or estate plan, joining more than 1,250 other committed members of WWF's Legacy Circle.

WWF-Canada's Legacy Circle

Randle Baker	LJC Langero
C.L. Brown	Dr. Ann Loewen
Mr. and Mrs. Cadby	Catherine Logan
Brenda Carson	David Mather
Connie Eaton	Jim and Rochelle Orson
John Fahie	Karl Probst
Dr. Tracey Gardiner	Frank Roy
Therese P. Gosselin	Dr. D. Lynn Skillen
Ralf Hartmann	Shannon
Dr. Wolfgang Jilek and Dr. Louise Jilek-Aall	Rita Verma
Patricia A. Koval	Leni Vinson
K. Kynaston	Ms. Karen Webb
	June Wray

\$10,000 – \$24,999

Active America Corp.
 The Airlie Foundation
 AOL Canada°
 Barrick Heart of Gold Foundation
 Rudi and Karine Blatter
 Bonnie Boucher
 Canada Goose
 Ruth Carrier
 CBS Outdoor°
 CHEK°
 Cathy Clayton and John Denholm
 Suzanne Ivey Cook
 Bob and Gayle Cronin
 Deloitte
 Henry E. and Rena Demone
 Roger and Janet Dickhout
 The Donald R. Sobey Foundation
 Emerald Investments Inc.
 Mike Garvey
 Claude Giffin
 Government of Canada National
 Conservation Plan
 Grassroots Advertising Inc.°
 High Liner Foods Incorporated
 Erin Hogg
 Donna Holton
 John and Sheila Price Family Fund
 The KPMG Foundation
 Maple Leaf Sports & Entertainment°
 Patricia, Curtis and Daniel McCoshen
 Media City°

Mediative°
 Mr. and Mrs. S. Mehta
 Jane Moore
 Donna-Mae Moore
 MSN°
 The Norman and Margaret Jewison
 Charitable Foundation
 Patrick and Barbara Keenan Foundation
 Pro-Tam Inc.
 Belinda Puttnam
 Rogers Communications +
 The Rotman Family Foundation
 Mark S. Rudolph, justenvironment
 Laurie Simmonds
 Stikeman Elliott LLP
 Walter & Duncan Gordon Foundation
 Phyllis Yaffe
 Yahoo Inc.°

ESTATES

Estate of Egon Homburger
 Estate of Elfreida Ann McGill Opryszko
 Estate of Karen Elizabeth Balsdon
 Estate of Laurie Blainey
 Estate of Margaret Graham
 Estate of Moira Ferguson McKechnie
 Estate of Nadine Helen Margaret
 Macdonald
 Estate of Norma Mildred Huber
 Estate of Phyllis Irene Collins

\$5,000 – \$9,999

Abraham Vermeulen Medical
 Professional Corp
 AIR MILES for Social Change
 Anne Marie Peterson Legacy Fund
 at the Calgary Foundation
 Aqueduct Foundation –
 Jeanne Edwards Fund
 Bentall Kennedy (Canada) LP
 Blakely & Associates Inc.
 British Columbia Marine Planning Fund
 of Tides Canada Foundation
 Cadillac Fairview Corporation Limited
 Canadian Environmental Assessment
 Agency
 Carter Layne Charitable Fund
 Cedar Valley Holdings Inc.
 Mark and Suzanne Cohon
 Marilyn Cook
 Copernicus Educational Products

Marna Disbrow
 ELPIS Foundation
 Evolve Media°
 Fairmont Hotels and Resorts
 Fred and Elizabeth Fountain
 Mike and Kathy Gallagher
 George Shapiro Fund at the Strategic
 Charitable Giving Fund
 Gusto TV°
 Tyler Hore
 Kiessling/Isaak Family Foundation at
 the Toronto Community Foundation
 Lamar Advertising°
 Joannah Lawson
 Katherine and Paul LeButt
 LGL Limited Environment Research
 Associates
 Margaret A. Cargill Foundation
 Chef Patrick McMurray +

\$5,000 – \$9,999

(continued from page 19)

Dieter W. Menzel
 NBA TV^o
 New Roots Herbal Inc.
 Ontario Power Generation Employees’
 and Pensioners’ Trust
 Dianna Poste
 Power Corporation of Canada
 Pratt & Whitney Canada
 The Rix Family Foundation
 Scotiabank
 Sanjay Sen
 Slow Factory
 Tim and Nalini Stewart
 Graham W. Wright

ESTATES

Estate of Arlene Muriel Kinsley
 Estate of Cicely L. Slack
 Estate of Daisy Edith Dunlop
 Estate of Frank Gladky
 Estate of Gail Rusnell
 Estate of Hugh James Corcoran
 Estate of Jane Creighton
 Estate of John Gerald Rosevear
 Estate of Lynda May Cunningham
 Estate of Margaret Clixby Siebrasse

Passion at Work

From holding bake sales to dress-down days, companies found fun and creative ways to support WWF’s goals last year. We are honoured to recognize those whose employee-giving efforts raised \$1,000 or more this year.

Corporate and Employee Fundraising

Employees of Bentall Kennedy (Canada) LP
 Employees of Brookfield Global Integrated Solutions
 Employees of Bullfrog Power
 Employees of Cadillac Fairview Corporation Limited
 Canada Steamship Lines (Gift made on behalf of employees)
 Employees of Exhibition Place
 Employees of Fairmont Raffles Hotels International Inc.
 General Mills Canada Inc. (Gift made on behalf of employees)
 Employees of HP Canada
 Employees of IESO
 Employees of Lindt & Sprüngli (Canada) Inc.
 Employees of Marsh & McLennan Companies
 Employees of Mosaic Cares
 Employees of Mozilla Corporation
 Employees of Northam Realty Advisors Ltd.
 Employees of OLG Casino Pt. Edward
 Employees of Public Services Health & Safety Association
 Employees of Robert Bosch Inc.
 Employees of Sears Canada
 Employees of Steam Whistle Brewing
 Employees of Symcor Inc.
 Employees of TELUS
 Employees of Watters Environmental Group
 Employees of WWF-Canada
 Zenan Custom Cresting Inc. (Gift made on behalf of employees)

\$1,000 – \$4,999

Adam Scott Collegiate	Leanne Brothers	Graham Dolby
Lesya Adehlph	Cheryl Budge	John Donald
Agnico-Eagle Mines Ltd.	Linden Buhr and Glen Buhr	Alexandra Donkin
Shreyas and Mina Ajmera	Build-A-Bear Workshop	Diane Donley
Reya Ali-Dabydeen	Mandi Buswell	Linda Doran
All Charities Campaign – Manitoba	George and Martha Butterfield	Michael J. Dowling
Judith Allanson	Dr. Monika Caemmerer	Keith Downton
Heidi Alston	Robin Cameron	June Doyle
Altair Fund at the Toronto Community Foundation	Sylvia Carlton	Marilyn Dressler
Leslie and Marlene Amoils	Betty Carlyle	David Driscoll
Amp Solar Group Inc.	Evelyn Carmichael	Diana Dron
Erini Andriopoulos	Nadine Carpenter	Mr. Peter Droppo
Charlene Anthony	Chris Cathcart and Kelly Durant	Dr. Ola H. Dunin-Bell and Allen W. Bell
Shauna Argo	Centura Tile	David Dunwoodie
Peggie Aspler	David and Erika Chamberlain	Cynthia Dwyer and Peter-John Durrell
ATCO EPIC	Guy Chamberland	Vera Dyer
Karen I. Backmann	Katrina Cheatley	Earl Buxton Elementary School
Mr. & Mrs. D. L. Bacon	Clarence Cheng	Dr. Jos J. Eggermont
Lillian Ruth Ball	Roch Cheng	Ann and David Einstein
Jennifer Ivey Bannock	CIBC Cam	Ellen Eisenberg
Basic Spirit Inc.	Cinders Fund at Edmonton Community Foundation	Robert Eisenberg
Dr. Glenn S. Bauman	Citrix	Yvonne Elce
BC Plant Health Care Inc.	Kathleen Clarke	Elisabeth Fulda Orsten
Jean-Michel Beaulieu	Melissa Colbourne	Family Fund at the Strategic Charitable Giving Foundation
Colleen Beaumier	James Cole	EnCana Cares Foundation
Dr. Cynthia Beck	Noah Cole	En Tour Artist Products Incorporated
Keith Beckley and Martha Richardson	Mark Collins	George Erasmus and Sandra Knight
David Beldeure	Carla R. Conkin	Escapes.ca
Jennifer Bender	Brian Coones	The Estrada Family
The Benjamin Foundation	David Corrigan	Philip Evans
Thomas Biggs	Ms. Christine Costa	William Evans
Evelyn Bishop	Mike Couvrette	Donato Fanizzi
Colin Bisset	Patricia Coyne	Fath Group/O'Hanlon Paving
Myrtle Blair	Nicholas Cristoveanu	David Favreau
Body + Soul Fitness + Netanis Boger	Kevin W. Crull	Lindsay Fehr
Maarten Bokhout and Helena McShane	Gordon Currie	Dr. Anthony L. Fields
Jerome Bolce	Kathryn Currie	Patricia J. Fields
John Bonnycastle	Sowmya Dakshinamurti	Nell Fillmore
Walter M. & Lisa Balfour Bowen	The Dana & Jonathan Goodman Fund	Wendy Findlay
Ryan Boyd	The Darlene Varaleau Charitable Trust	Jason Fiorotto and Tory Butler
Craig Bradley	Derek G. Day	Ronda Fisher
Marian Bradshaw-Knapton	Margaret Day	John and Heather Fitzpatrick
Joseph and Margaret Brazier	Daymak Inc. + Marilyn J. De Mara	Steven Flegel
The Brierley Wennberg Charitable Fund, Michael Wennberg & Anne B. Menzies	Rita DeBortoli	Sean Fleming
Andrew Brigant	Dawne Deeley	Shawn Folkins
Kim Bright	Jason Denys Medicine Prof. Corp	Fondation de la faune du Québec
Michael Brisseau	Michael and Honor De Pencier	Carol F. Ford
Frank Brookfield	The Diana Dron Charitable Foundation	Four Seasons Hotel Toronto + Jacquie and Cunningham Fraser
Carolyn Brooks	Guy Dine	
David Brooks	Darcy Dobell	

\$1,000 – \$4,999

(continued from page 21)

Ken Fraser	Laurel Gray	Stephanie Hutton
David G. Friesen	Marjorie Griffin	Hydro One – Employees’ and Pensioners’ Charity Trust Fund
Pamela Fry	Tracey Griffin	Kade, Charles and Richard and Edna Iaculli
Andrea Fuller	Peter Grundmann	Informa UK Ltd.
Colin Fyfe	Wanda (Chow Mein) Hall	Interprovincial Corrosion Control Company Limited
Dario Gabrovec	Warren Harding	Dr. Nancy Ironside
Samantha Gales	Andrew Harmsworth	Emi Isabey
Penelope Gane	Patrick Harrigan	Melanie Isbister
Phil Gardner	Ronald J. Harvie	Frederic and Sara Jackman
Judy Garrison	Greg Hatswell	Jackman Foundation
Peter Garstang	Margaret Hawton	Laura and Colin Jackson
Gartley Family Foundation at Toronto Community Foundation	Albert Hayek	Oscar Jacobs
Dr. Rosanne Gasse	Maria Hayes	James N. Allan Family Foundation
Darlene Gaucher	Tim Hayman	James and Wendie Harrison Foundation at the Strategic Charitable Giving Foundation
GCW Consulting Inc.	Joanna Heath	Jean and Fred Biehl Fund of the Elgin St. Thomas Community Foundation
Karen Genge	Dr. Donald Hedges	Beryl Johansen
David George	Tom S. Heintzman	Michael John
Brian Gerspacher	John Henderson	John Derek Johnson
Cindy Gibbons	Heather Henson	Ryan Jones
Mr. Jamie Gibson	Herman Miller Canada Inc. + David Hertes	Jones Media ^o
Jack Gingrich	Jane Hess	Annelise Jorgensen
Keith Giroux	Mary Hiebert	Just Energy
Ms. Dorothea Godt	Highfield JS	Gunter Kahlen
Elsbeth Gonzales-Moser	Sharon Hill	Alan Kapler
Maryan Goodale	April and Norbert Hoeller	Kapoor Investments Ltd.
Goodmans LLP	Pat Hoffman	
Andrew Goss	Hot, Cold and Freezing	
Government of Nova Scotia – Economic and Rural Development	Craig Howes	
Caroline Graham	Suzanne Huett	
Cordell Grant	Heather Hughes	
Della Grant	Doug Hummel	
	Joyce Humphries	
	Kevin Hutchings	
	David Hutton	

Endowment Funds

Endowment funds provide support for WWF’s mission in perpetuity. They are unique gifts, made from lasting commitment and deep trust.

Above \$1,000,000	200 Canadians Trust “1001” Nature Trust Beryl Ivey Fund Brocklehurst-Jourard Education Fund Canadian Conservation Trust
\$500,000 – \$999,999	The Sobey Fund for Oceans
\$100,000 – \$499,999	The Kenneth M. Molson Fund for Endangered Birds Signatures Fund
\$50,000 – \$99,999	Anne Marie Peterson Legacy Fund at the Calgary Foundation
\$25,000 – \$49,999	Sharlene Jessup Fund for a Living Planet

\$1,000 – \$4,999*(continued from page 22)*

Kapoor Singh Siddoo Foundation	Kelsie Mckay	Brayton Polka
Jennifer Katsch	Kirk McKay	Nicholas Poppenk
Hagen Kennecke	Anne McKenzie	Gaelle Potherat
Natasha Kinloch	June McLean	The Powis Family Foundation
Wendy Konsorada	Anne McLellan	Elizabeth Powles
Michele Koyle	Margaret McMullen	James D. Prentice
Mr. Philippe Lagacé-Wiens	Jay McMurray	PricewaterhouseCoopers Canada
Samantha Laliberte	Joyce McMurray	George Prieksaitis
Hok Sum Lam	McPacific International Corp.	Valerie Pringnitz
Paul Lavoie	Deborah Mcphail	Provincial Employees Community Services Fund
Fred Law	Peter Melanson	David M. Purdy
Jason Lawrence	Gordon R. Merrick	William Quinlan
Esther Lee	Michael Bow Professional Corporation	Sivaprakash Rajoo
Mary Legge	Cam Mickie	Shannon Rancourt
Christian Lemay	Steven Minuk	Robert Rangeley
Leon Judah Blackmore Foundation	Lucia Miranda	Ms. Andrea J. Raper
Marie Leonard	Barbara Mitton	Troy Rathbone
Laura L'Heureux	Mode Media ^o	Elaine Reid
Elaine Lindo	Kelly Moffatt	Thomas Richter
Anne Lindsay	Scott Moore	James Rickert
Lisa Listgarten	Jane A. Mottershead	Stephanie Riemer
Beatrice Loach	Mary Mowbray	Richard W. Rinn
Heather Lockhart	Nellis Roy Moyer & Mary Elizabeth Moyer Memorial Trust at the Victoria Foundation	Dr. Mark Roberts
Tracy Logan and John Hogg	Linda Nichol	Matt Robertson
Steve Loken	Michael Norgrove	Christine Robinson
Margrith Loretz	Northam Realty Advisors Limited	Brian Roche
Sue Lowe	Oakley & Oakley	Rocket Fuel ^o
Lower Canada College	Sara Oates and Andy Harington	Susan and Keith Rogers
Angie Macdonald	Peter Ober	Melissa Rommens
Lori MacEwen	Shelley Odishaw	Tyler Rooney
Mackenzie Financial Corporation	Olive Media ^o	Philip Rosso and Marilyn Sanders
Sheila MacMahon	One-Eyed Dog Enterprises Inc.	Irwin Rotenberg and Ann Leese
Andrew MacMillan	Nir Orbach	The Royal York Hotel + Jim Russell
Dr. Kirk D. Maltby	Kathy Osadczuk	Doreen E. Rutherford
Robert Mann	Jane Osborne	Elizabeth Ryan
Thomas and Lisa Marr-Laing	Kenton Otterbein	Sacred Heart School
Wayne Marthaller	Ralph Overend	Leo Samoil
Joyce Martin	Timur Ozelsel	Anna and Andres Saroli
Simon Marwood	Leslie Padwick	Ed Scherer
Mr. Gordon Matheson	Matthew Paige	Kimberly Schofield
Ms. Jennifer McAleer	Sharen Parker	Tuula Schroderus
Cathy McAllister	Parkview Hills Presteign- Woodbine Youth Players	Scott Family
Mr. Kevin and Cathy McAllister	Greg Parsons and José Mendoza	Alice Sears
Tom H. McAthey	Julia Pawluk	Adam Shane
Martha McCall	Mark Pearson	Marion Shanks
Dr. Bonnie McCarron	Pearson Corporate Centre/ General Mills	Ronald and Paulette Sharp
Robert J. McCready	Michael Peddle	Mary Shelford
Andy Mcdonald	Dennis Perry	Alon Shenfield
Gail McDonald	Alex Pinto	Robert Sherrin
Sean McDonald	Laura Pinto	Sherwood Forest Elementary School
Marie McDonnell		Jonathan Shriver-Blake
Dr. Elizabeth McGill		William J. Shymko
Islay and Mike McGlynn		Tana Skene
Jan McGregor		S.J. Skinner
Gloria McIntyre		

\$1,000 – \$4,999

(continued from page 23)

- | | | |
|-------------------------------|------------------------------|----------------------------|
| Courtney Skrupski | Mary Thomson | Tanny Wells |
| Holly Slavik | Barb Toma | Michael Wennberg |
| Barbara Smeltzer | Ziya Tong | Westcan Advanced |
| David Smith | Tony and Caley Taylor Family | Communications Solutions |
| Jennifer Smith | Fund | Julie White and Jerry |
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| Dianne M. Sobey | Paul Treiber | Lisa Willenegger |
| Patrick Soong | Rev. Ronald Trojcek | Jeune Williams |
| Rosemary Speirs | Ken Trudgeon | Lorraine Williams |
| Grant Spicer | Robert Tucker | Janice Willson |
| Ms. Carole Y. Spread | Dr. Frank and Mrs. Phyllis | Joan Wilson |
| Judith Sproule | Tyers | Billy Woelfing |
| Devin Spurrill | Dr. Colin Ucar | Davidah Wolf |
| Campbell and Joanna Stacey | Rob Unruh | Joanne Wright |
| Elisabeth Stadnik | David Vandergaag | WWF@Queens University |
| Ed Stahl | Peter Van Schalk | Kevin Yuskiw |
| Mary Steele-Thomas | Dr. Stephanie Van Wyk | Ken R. Zeise |
| Heather Steer | The Varshney Family | |
| Jenny Stephens | Blanche Vaz | ESTATES |
| Edward Stephenson | Velthuysen Medical | Estate of Allan Passas |
| Daniel Sterling | Corporation | Estate of Donald Edward |
| Jacqueline Stroud | Denise Verreault | George Scrimshaw |
| Sussex Strategy | Vétoquinol N. A. Inc. | Estate of Gordon Langille |
| James Sutherland | Sharolyn Vettese | Estate of Jessie MacBean |
| Eleanor Swainson | Shirley Viertelhausen | Estate of John Cleave |
| Kevin Swanson | Anne Vinet-Roy | Estate of Marguerite Emily |
| E.W. and Gerry Sweezey | Alexandra Von Schwerin | Piggott |
| Symbolic Partners (2011) Inc. | Penny Walker | Estate of Mary Elizabeth |
| Carla and Gary Sywak | Sonya Wall | Harris |
| Emilia Tanikie | Leo Walsh | Estate of Mary Louise Dye |
| Jon Temme and | Bryon Walters | Estate of Masako Takata |
| Kelly Walker Temme | Wolfgang Walz | Estate of Ruth Myrtle |
| The Tenaquip Foundation | David Ward | Hircock (a.k.a. Ruth |
| John Teskey | Bruce Wareham | Myrtle Harcourt) |
| Sheila Thadani | Harriet Waterman | Estate of Sybil Phoebe |
| Beth Theriault | Way Key International Inc. | Spurgin |
| Maxime Theriault | Andy Wedderburn | Estate of Yvonne Mary |
| Robert, Susanne, Jack and | Ingo Weigele | Poupore |
| Josephine Thompson | Meri Rae Weisman | |
| George W. Thomson | Colleen Wells | |

THE 50+ CLUB

Many, many thanks to our elite group of volunteers who each contributed more than 50 hours of their time over the past year. You're a very special part of the WWF team.

- | | | |
|-----------------------|---------------|--------------------|
| Alice Bao | Alvin Fan | Stefania Marchetta |
| Sharon Beauregard | Leah Flanagan | Crystal McGraw |
| Leslie Breadner | Korie Geroche | Laura Miller |
| Kawsika Chandirarajah | Sue Grant | Ty Nanayakkara |
| Justine Cheruel | Wanda Hall | Anjanie Persaud |
| Wesley Chua | Gail Hamel | Angelique Singh |
| Irene Denver | Tina Hui | Anna Welch |
| Sylvia Douglas | John Mackie | |

IN HONOUR AND CELEBRATION

We are pleased to recognize individuals who helped raise and inspire contributions of \$1,000 or more to WWF's conservation efforts this past year.

In Memory

In Memory of Billie Estrada	In Memory of Olivia M. Smosarski
In Memory of Peter Kelly	In Memory of Dan Uttley
In Memory of Graeme Loader	In Memory of Alexis Van Arden
In Memory of Nicola M. Kettlitz	In Memory of Morton Wagman

CN Tower Climbers

Dan Abramsky	Donna Gatti	Stephanie Nakamura
Rob Adley	Erin Gordon	Kristin O'connor
Joe Aguiar	James Gray-Donald	Jenna Petkovic
Scott Allen	Wanda (Chow Mein) Hall	Maria Pueda
Steve Arnold	Wil J. Heather	Navaz Qadeer
Julian Backhouse	Edyta Indycka	Zeny Red
Dan Balm	Kyra Kestrel	Bobby Richter
Marie Bertoni	Connie Kirby	Bryan Roach
Katherine Budreau	Eric Lakien	Sue Robertson
Dr. Monika Caemmerer	Kristi Lavieille	Joanna Sasal
Christine Camus-Shepley	Stephanie A. Mailman	Alexey Saulin
Katherine Cheng	Danelle Martin	Steve Schaefer
Christine Chiu-Man	Jonathan Martonyi	Michael Lawrence Smith
Francesca Colussi	Kelsie Mckay	James Snider
Heather Crochetiere	Deborah Mcphail	Christine Teskey
Sandy Della Rocca	Jacqui Miller	Mark Teskey
Ari Dimitraklas	Jamie Miller	Drew Tremblay
Linda Doran	Brian Minns	Bharti Vyas
Doug Dorsey	Jane Mowat	Stuart Wanlin
Jenna English	Jacob Munter	Ms. Karen Webb
Curtis Fraser	Richard Munter	Samantha Wood

Community Panda Fundraisers

Adam Scott Collegiate	Ezzy Lynn	Sacred Heart School
Kerri Austin	Highfield JS	Sherwood Forest
Melissa Colbourne	Graeme Loader	Elementary School
The Dalton School	Lower Canada College	West Preparatory PS
Jasmine de Pencier and Jett Jardeleza Toole	Lucia Miranda	
Lori Dunstan	Parkview Hills Presteign- Woodbine Youth Players	

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

OUR 2015 FINANCIAL RESULTS

Fiscal 2015 was a transitional year for WWF, as we wrapped up many of the goals from our 2011–2015 strategic plan and put together an ambitious new plan to guide us through the next five years.

From a financial point of view, that means our foundation funding dropped in 2015, reflecting the successful completion of several programs. This resulted in slightly lower revenues overall, and thus a modest increase in our ratio of fundraising expenses to revenue.

On the expenses side, we've continued to focus on putting all the dollars we can into conservation. This year, that added up to \$15.3 million for our direct conservation work, research grants, and awareness programs.

Looking forward, I believe we are very well placed to put our new strategic plan into action. We have assembled the teams we need, our fund balances are strong, and we have a solid and loyal base of individual and corporate donors.

We expect to see slightly higher fundraising ratios in the coming years as we reach out to expand that support and engage 3.5 million Canadians in conservation.

As always, we remain committed to accountability and fiscal responsibility, ensuring that your dollars do as much as possible to protect our living planet.



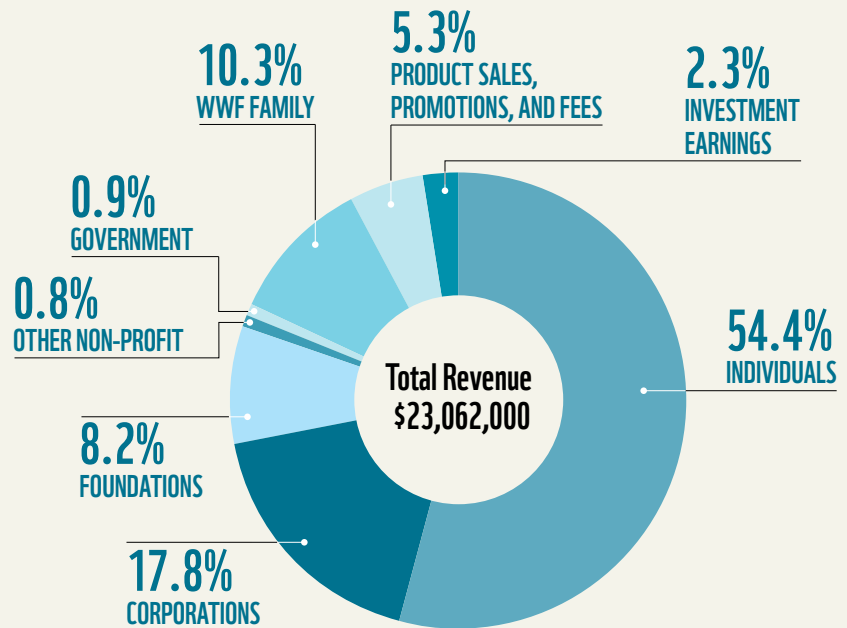
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A handwritten signature in black ink that reads "Sara Oates". The signature is fluid and cursive.

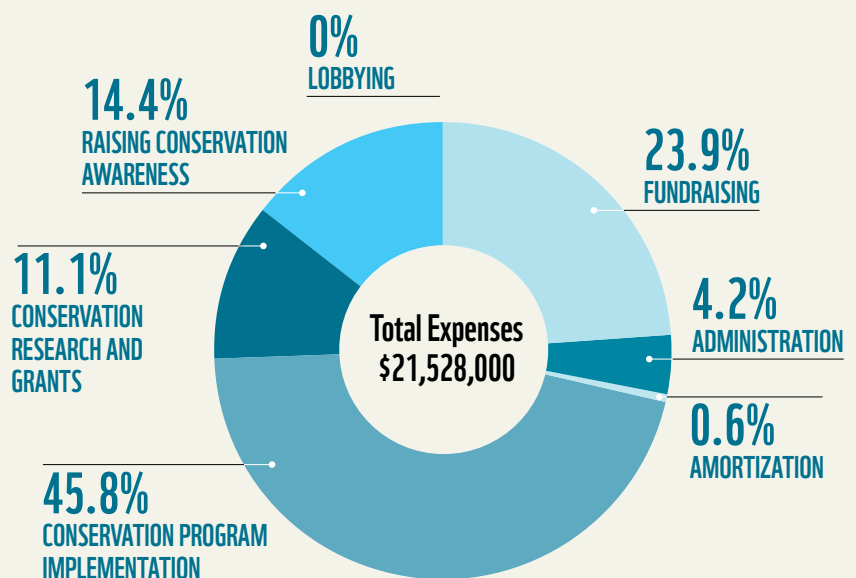
**Sara Oates,
Vice President,
Finance and Administration
& Chief Financial Officer**

WWF-Canada Revenue & Expenditure

Sources of donations and other revenues



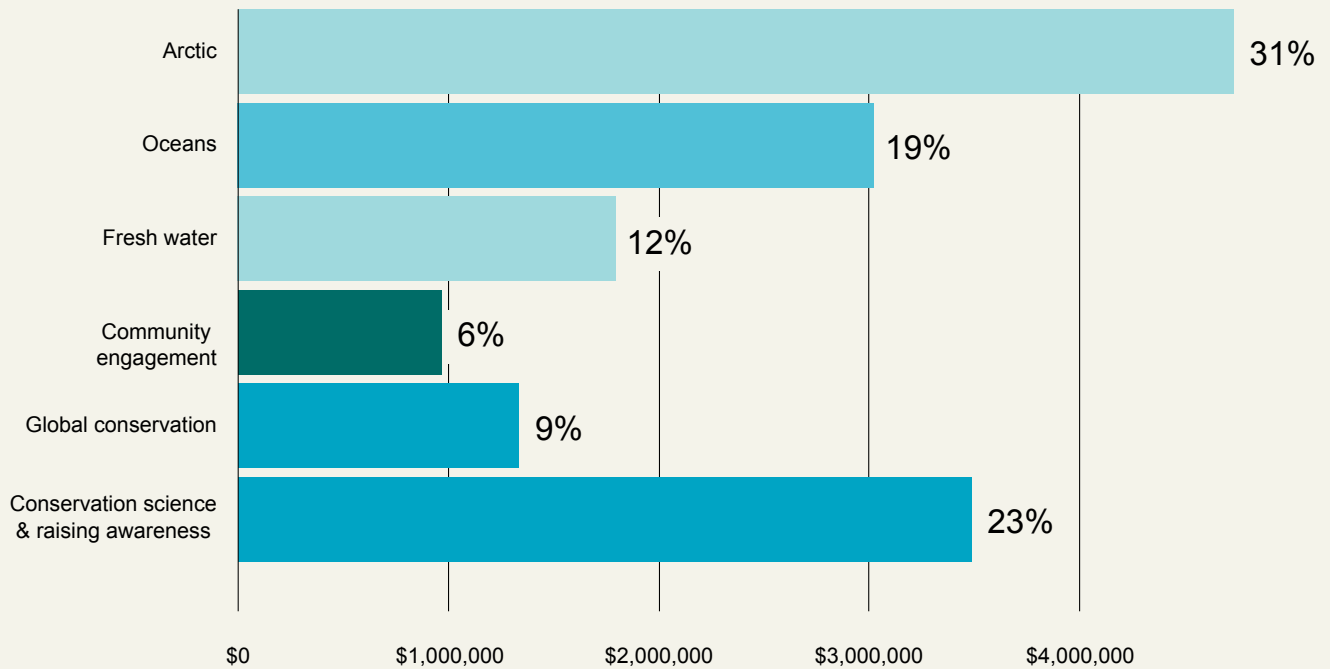
How we applied our funds



Investing in Conservation

Conservation Expenditures by Program

Total = \$15,330,000



WWF-Canada Financial Statements

World Wildlife Fund Canada
and World Wildlife Fund
Canada Foundation

Summarized Combined Statement of Financial Position

<i>As at June 30 (in thousands of dollars)</i>	<i>2015</i>	<i>2014</i>
Assets		
Current assets—excluding investments	11,768	10,189
Current assets—investments	17,700	16,326
Property and equipment	227	343
	\$ 29,695	\$ 26,858
Liabilities		
Current liabilities	1,702	1,843
Fund Balances		
Operating funds		
Unrestricted	1,646	1,000
Restricted	10,250	9,365
	\$ 11,896	\$ 10,365
In trust and other capital funds	14,759	13,410
Planned giving fund	1,111	897
Property and equipment fund	227	343
Total Liabilities and Fund Balances	\$ 29,695	\$ 26,858

WWF-Canada Financial Statements

World Wildlife Fund Canada
and World Wildlife Fund
Canada Foundation

Summarized Combined Statement of Operations and Changes in Fund Balances

<i>For the year ended June 30 (in thousands of dollars)</i>	<i>2015</i>	<i>2014</i>
Revenue	23,062	25,042
Expenses		
Conservation expenditure	15,330	18,201
Fundraising and administration	6,060	5,976
Amortization	138	173
Total Expenses	\$ 21,528	\$ 24,350
Excess of revenue over expenses before fair value changes on investments	1,534	692
Fair value changes on investments	1,444	1,643
Excess of revenue over expenses for the year	2,978	2,335
Fund balances—Beginning of year	25,015	22,680
Fund balances—End of year	\$ 27,993	\$ 25,015

For copies of the combined financial statements and the auditors' report, please go to wwf.ca/auditorsreport, or contact our Finance Department at 1-800-26-PANDA or ca-panda@wwfcanada.org.

WWF-Canada Board of Directors

(as of September 8, 2015)

Chairman	Alex Himelfarb	Director Emeritus, Glendon School of Public and International Affairs, York University
Chair Emeritus	Sonja Bata	Director, Bata Shoe Organization
Directors	Lloyd Bryant Mark Cohon Marilyn J. De Mara Don M. Enns John Fitzpatrick Anne Giardini Scott Hand Tom Heintzman Jeffrey A. Hutchings Sasha Jacob (Vice Chair) Jennifer A. Jeffs David Martin Nalini Stewart Ziya Tong	Managing Director, HP Canada Commissioner, Canadian Football League Partner, Enterprise, Not for Profit, KPMG LLP President, Life Sciences BC Partner, BoyneClarke LLP Chancellor, Simon Fraser University Executive Chairman, Royal Nickel Corporation Managing Director, Infrastructure Group at JCM Capital Professor, Department of Biology, Dalhousie University President & CEO, Jacob Securities Inc. President, Canadian International Council President of Bromart Holdings Vice-Chair of the Ontario Cultural Attractions Fund Host & Producer of <i>Daily Planet</i> , Discovery Channel

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

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

WWF-Canada Senior Staff

(as of November 3, 2015)

President and CEO	David Miller	
WWF-Canada Management	Jay Hooper Mary MacDonald	Senior Vice President, Development Senior Vice President & Chief Conservation Officer
Other Senior Staff	Monte Hummel Jeffrey Chu David Cornfield Paul Crowley Ruth Godinho Elizabeth Hendriks Janice Lanigan Scott Liffen Rosemary Ludvik Sophie Paradis Bettina Saier Carolyn Seabrook James Snider Barbara Sutton Eva de la Torre Sarah Winterton	President Emeritus Director, Operations and Human Resources Director, Finance & Accounting Vice President, Arctic Director, Donor Relations & Services Vice President, Freshwater Director, Community Giving Director, Information Technology Director, Research Director, Quebec Vice President, Oceans Director, Program Operations Vice President, Science, Research & Innovation Director, Major Gifts & Planned Giving Director, Strategic Partnerships Director, Nature in Economy & Communities

Contact Us

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

For general inquiries: 1-800-26-PANDA (72632) ca-panda@wwfcanada.org

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

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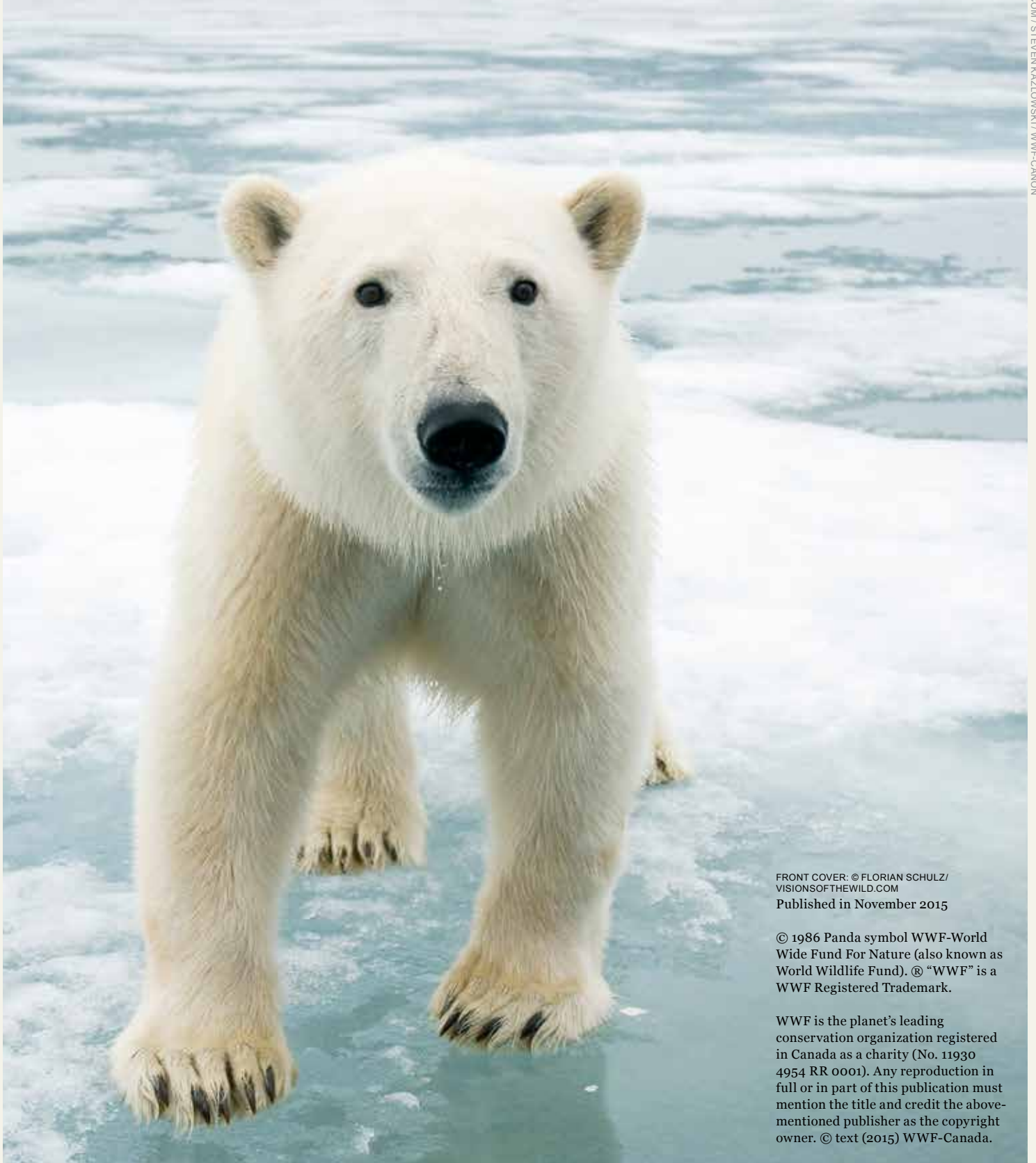
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- “like” us on Facebook (facebook.com/wwfcanada)
- sign up for *Panda Mail*, our free monthly e-newsletter (wwf.ca/enewsletter)

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

“It’s time to do things differently. Canada has natural riches like no other place on Earth. We must take care of nature—so it can take care of us. All of us, for all time.”

—David Miller, President and CEO, WWF-Canada



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VISIONSOFTHWILD.COM
Published in November 2015

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WWF by the Numbers

+100

WWF is in over 100 countries, on 5 continents

+250,000

WWF has over 250,000 supporters across Canada

1967

WWF opened its first office in Canada in 1967

9

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



Thank you for your support last year!



Why we are here.

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

wwf.ca