



WWF

SUMMARY

CAN

2016

WWF-CANADA ANNUAL REPORT

We are all wildlife



President's message



How do we help nature, wildlife and people thrive together in an enduring way? That's the challenge the staff and board of WWF-Canada are tackling as we implement our bold five-year plan.

The answer? Identify current, emerging and looming threats in Canada, and drive the relevant professional, political and community forces to implement evidence-based solutions — then expand them.

Our work benefits the amazing living things in Canada, including polar bears, salmon, caribou, whales, cod, tiny freshwater species, and the people who depend on them.

It enhances iconic places across the country, including Arctic areas where wildlife and people converge; the Bay of Fundy, with the highest tides in the world; the least-touched wilds of the West Coast; the Grand Banks off Newfoundland; and the lakes, rivers and tributaries that are the lifeblood of the country.

Thank you for your support. Your commitment will help us build on our successes this past year and achieve even greater conservation impact. Because we are all wildlife.

David Miller,
President and CEO, WWF-Canada

WWF-Canada works toward:

- All freshwater ecosystems and the wildlife that depend on them in good condition.
- Healthy marine ecosystems on all three coasts.
- A vibrant and ecologically sound future for the Arctic.
- Resilient communities across the country that enhance nature.

Your support adds up

105,375 sq. km

Arctic area, twice the size of Nova Scotia, set for protection after WWF-Canada sued Shell Canada and the company gave up exploration permits near Lancaster Sound.



75

Percentage of Canada's watersheds WWF-Canada has assessed to date for health and threats.



\$1.2 million

Amount raised by almost 7,000 people at WWF-Canada's 2016 CN Tower Climb for Nature.



448,297

Number of Canadians who took action for nature across 70 projects.



175,932 kg

Amount of waste removed from shorelines by 59,136 volunteers.



Our donors and supporters

WWF-Canada's work is made possible through the generous contributions of individual donors, corporate partners, foundations and organizations. We are deeply grateful for your trust, commitment and recognize your role in our achievements this past year. Thank you for your gift to nature and for believing in our mission to build a future in which people and nature thrive.

ABOVE \$1,000,000

Loblaw Companies Limited

\$500,000 – \$999,999

Bell Media +
Gordon and Betty Moore Foundation
NewAd +
Rogers +

\$100,000 – \$499,999

Captivate +
Clif Bar and Company°
Domtar Inc.°
The Gordon and
Patricia Gray Foundation
The Government of Canada's Habitat
Stewardship Program for Species
at Risk
Green Living Enterprises Inc. +
HP Canada°
Moment Factory +
NEO Traffic +
Oak Foundation
Ontario Lottery and Gaming Corporation°
Pattison +
RBC Foundation°
RSA Canada
TELUS
TorStar +
Zoom +

Estates

Estate of Madeleine Barone
Estate of Margaret Anna Downs
Estate of David Roland Jaeger

\$50,000 – \$99,999

Alan and Patricia Koval Foundation
BMO Financial Group
Coca-Cola Canada°
Dynamic +
Government of Newfoundland and
Labrador
Scott and Ellen Hand
Rosamond Ivey
Lindt & Sprüngli Canada
Mike and Martha Pedersen Foundation
QMI +
The Salamander Foundation
Shaw +

Estates

Estate of Christopher Ross Gillespie
Estate of Phyllis May Violet Ridgley
Estate of Marguerite Regina Russell
Estate of Audrey Isobel Grace Sillick

\$25,000 – \$49,999

Active America Corp.
Adventure Canada +
The Barrett Family Foundation
Bullfrog Power°
Canada Steamship Lines
CHCH +
Copernicus Educational Products

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Canada
Government of Canada National
Conservation Plan
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Mr. Gary Slaight
Symcor Inc.
The Printing House Limited +
Toronto Life +
Torys LLP +
Elisabeth Wiles
Patrick Winder

Estates

Estate of Richard Michael Eaton
Estate of Brent Joseph Mercier
Estate of Frances Gavet Morris
Estate of Elizabeth Mary Kwan San-Tao
Estate of Lois Anne Sellers
Estate of Paula Maria Tessmann
Estate of Marjorie Anne Thorpe

\$10,000 – \$24,999

The Airlie Foundation
Shreyas and Mina Ajmera
Karen and Bill Barnett
Sonja I. Bata
Bentall Real Estate Services L.P.
Calendar Holdings LLC
Cement Association of Canada°
CHEK +
Clear Channel +
Cole Media +
Caroline Condon
Corus +
Michael and Honor de Pencier
Emeral Investments Inc.
Gateside Foundation K and V at
the Strategic Charitable Giving
Foundation
Government of Yukon
Hewlett Packard Enterprise Canada°
Erin Hogg
Holt Renfrew & Co. Ltd.
Donna Holton
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MLSE +
Jane Moore

New Roots Herbal Inc.
Nordic Council of Ministers
The Norman and Margaret Jewison
Charitable Foundation
Notable.ca +
Patrick and Barbara Keenan
Foundation
Pratt & Whitney Canada*
Pro-Tam Inc.
Shaw Communications Inc.
St. Joseph +
United Nations Environment
Programme

Barbara Vengshoel
Via Rail Canada Inc. +
Walter & Duncan Gordon Foundation
W.C. Kitchen Family Foundation

Estates

Estate of Elizabeth Anne Cook
Estate of Antonia Domenica Dominato
Estate of William Gordon Duncan
Estate of Edward Peter Thurlow Gage
Estate of Janey Kinnley
Estate of Dorothy Walker

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 1,500 other committed members of WWF's Legacy Circle.

WWF-Canada's Legacy Circle

Carole Ahmad	Shawna Gibson	Kathy Paul
Christa Arnold	Joan Gray	Laurie J. Pederson
Leanne Ball	Anthony Griffin	J.A. Pelter
Anne Barstow	Carol A. Harany	Iris Penman
Lynda Beveridge	Amelia Hayden	Wendy Percic
Jacque Bird	Susan Higgins	Andrea K. Phoenix
Janice Brookes	Mandy Hoogendoorn	John Pliniussen
Wendy Brooks	Eva Howe	Barb Reich-Sander
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Christina Calvert	Mindy Jenkins	Renata Schamle
Ashley Chabot	Alex Keller	Iris Penman
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Carli Costall	Elinor Mansbridge	Virginia Steel
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Mavis Degirolamo	Phil Marsh and Cindy Petrowski	Sherry Turner
Lisa Denesiuk	Lawrence Martin	Michael Ustick
Dr. Veronica Devall	Peter McColl	Gord Venables
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Diane Doucet	David McInnis	Pamela Williams
Astrid Douglas	Mrs. Sheila I. McLaughlin	Karen Williamson
Robert Falconer and Corinne Falconer	Catherine Meunier	Frances Wood
Catherine Fox	John Moses	Len Worley
Louise Gagne	Kerrie Palmer	Sylvia Yarmuch
Nancy Gagne	Rita Patel	

NOTE

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

A degree symbol (°) following a name recognizes cash plus sponsorship and/or in-kind donations.

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

Gifts received after June 30, 2016, will be gratefully acknowledged in the 2017 Annual Report.

This is a list of donors who have made generous gifts of \$10,000 or more. For the complete list of all our donors, please visit wwf.ca/annualreport

Our conservation achievements

Thank you for helping drive conservation success across the country.



Troubling trends revealed in national watershed assessments

While Canada is a nation of thousands of rivers and lakes, we know very little about the health of our waters and the threats they face. Without knowledge, protecting this important natural resource is proving to be impossible.

In 2013, WWF-Canada developed a framework to assess 25 major watersheds. With 75 per cent of watersheds assessed as of 2016, a troubling national trend is emerging: We do not have enough information to make sound decisions to protect our water.

That is why we are making this comprehensive analysis accessible and available to everyone — watershed advocates, scientists, governments and everyday citizens. But we're not counting on the data to speak for itself. We are feeding it into a national collaboration of water-stewardship groups who are advocating for better water policies and healthy waters for all.

The assessments relied on support from **HSBC-Canada; Canada Steamship Lines; Gordon and Betty Moore Foundation; Walter and Duncan Gordon Foundation; John and Pat McCutcheon Charitable Foundation; Norman and Margaret Jewison Charitable Foundation; Geoffrey H. Wood Foundation; Takla Foundation; and AGF Management Ltd.** Through their funding, WWF-Canada will be able to complete the full assessment in 2017.



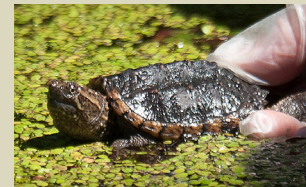
Canadians help tiger populations grow for first time in history

In 2010, the global wild tiger population hit an all-time low. The population had plummeted by 97 per cent, from 100,000 wild tigers 100 years ago to only 3,200 in 2010. Alarmed by the drastic decline, WWF and the governments in the 13 countries with tiger populations committed to a goal — known as Tx2 — to double the wild tiger population by 2022.

WWF-Canada is working in Nepal toward this goal. In April 2016, it was announced that for the first time in a century, the global wild tiger population has increased. The worldwide wild tiger population has reached almost 3,900. In Nepal, the population has risen from 121 to 198 wild tigers — an increase of more than 60 per cent.

Thanks to the **3,515 supporters who donated** to the tiger campaign this past spring, and to **Patricia and Alan Koval**, dedicated conservation supporters who generously matched the first \$75,000 raised, we can continue working toward the Tx2 goal.

● Inuvik office

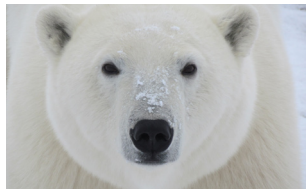


More than 400,000 people deepen connection to nature

If current trends continue, only one-third of the world's species populations on Earth in 1970 will remain by 2020. That's two-thirds of life on this planet, gone in 50 years. To ensure nature thrives, Canadians need a deeper understanding of how our actions affect the wildlife and wild places we value, and make caring for nature a part of our daily lives.

That's why WWF-Canada is working to engage 3.5 million Canadians — one in 10 people in the country — in ways that deepen their connection to the natural world. Since 2015, nearly **450,000 people have joined Count For Nature, WWF-Canada's nature-connected movement**, to take meaningful action for our environment with support from **Loblaw Companies Ltd., TELUS, RSA Canada, HP Canada, OLG, Impact Hub Ottawa and Vancouver Aquarium**. By exploring their wild side, Canadians are proving they Count for Nature.

● Vancouver office



Breakthrough for Arctic wildlife after more than 40 years

Since 1971, Shell Canada Ltd. held 30 oil and gas exploration permits near the Arctic's Lancaster Sound, threatening the home of almost one-fifth of Canada's beluga whales, three-quarters of the global narwhal population, millions of seabirds and one of the highest densities of polar bears in the country.

The permits also impeded more than four decades of work to designate Lancaster Sound a National Marine Conservation Area along boundaries supported by local organizations such as the **Qikiqtani Inuit Association**.

This past April, with help from the **Gordon and Betty Moore Foundation** and more than **5,000 individuals** who donated and backed the push to protect Lancaster Sound, WWF-Canada collaborated with the legal experts at **Ecojustice** in a lawsuit against Shell and the government of Canada to challenge the validity of those permits. Just two months later, Shell gave up those long-held permits, making the announcement at a WWF-Canada event. We now expect an imminent declaration to finally protect Lancaster Sound, an area about twice the size of Nova Scotia. This will more than double the ocean space protected in Canada.



● Iqaluit office

Sustainability milestone for Newfoundland cod

The unsustainable harvesting of seafood is one of the biggest threats to healthy ocean ecosystems. In Canada, overexploitation climaxed in 1992 with the Newfoundland cod fishing moratorium that put an estimated 30,000 people out of work.

Almost 25 years later, independent assessments confirm that some Newfoundland cod stocks are rebounding. To ensure that the fishery is rebuilt sustainably, WWF-Canada, in partnership with **Icewater Seafoods Inc.**, started a project to improve one particular cod fishery so that it can enter the Marine Stewardship Council (MSC) sustainable fishing certification process. And in March of 2016, the fishery became the first Canadian Atlantic cod fishery to achieve MSC certification.

The effort received financial support from **many individuals** as well as the **Sustainable Fisheries Fund** of the **Resources Legacy Fund** and the **Department of Fisheries and Aquaculture in Newfoundland and Labrador**. Other groups supported the work, including **Ocean Choice International**, the **Fish, Food and Allied Workers**, the **Marine Institute of Memorial University of Newfoundland**, **Fisheries and Oceans Canada**, **High Liner Foods Inc.**, **WWF-UK** and **WWF-US**.

● St. John's office

● Halifax office

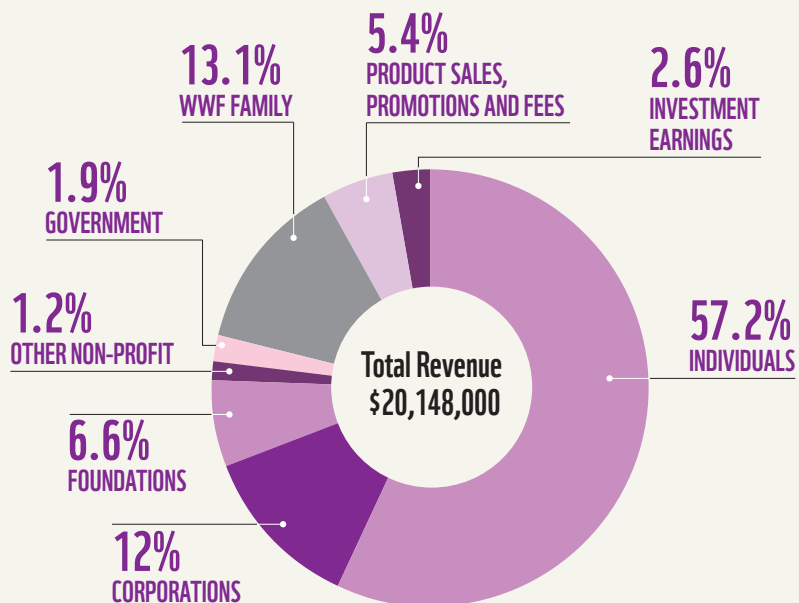
● Montreal office

● Ottawa office

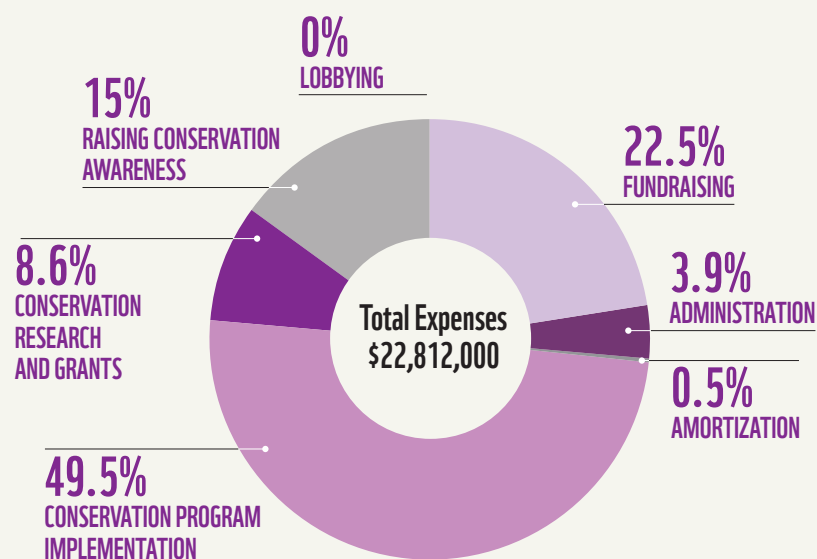

● Toronto office

WWF-Canada revenues and expenditures

Sources of donations and other revenues



How we applied the funds

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

For WWF-Canada's full 2016 Annual Report and financial statements, visit wwf.ca/annualreport

