



CANADIAN WILDLIFE FEDERATION
FÉDÉRATION CANADIENNE DE LA FAUNE

Your connection to wildlife

Annual Report 2008/09

The Canadian Wildlife Federation is dedicated to ensuring an appreciation of our natural world and a lasting legacy of healthy wildlife and habitat.

Our annual report highlights our achievements over the past year for Canada's wildlife and the vast sweeping spaces they call home.

Table of Contents

Messages from the Canadian Wildlife Federation

 President's Message

 Executive Vice-President's Message

Introduction

 Donors

 Finances

 Board and Affiliates

 Partners

Leading the Way in Conservation

 Climate Change

 Water Quality & Quantity

 Species at Risk

 Alien Invasive Species

 Pollinators

 Aquaculture

 Fish and Wildlife Disease/Infestation

 Around the World

 In Our Own Backyard

Funding Conservation

 Foundation Funding

 Federation Funding

Rewarding Conservation Achievements

Educating Canadians About Conservation
Programs
Campaigns
Events
PSAs and Webisodes
Publications

Messages from the Canadian Wildlife Federation

President's Message

It is with great pride that I write this letter, one of my first as President of the Canadian Wildlife Federation. Though I have been President for only a few months, the reasons for my long service on the CWF Board have already been amply reaffirmed.

Our balance of direct conservation projects providing wildlife with immediate support, advocacy to shape government policy and education to encourage an ethic of conservation among all Canadians, has given CWF a powerful voice for wildlife in this country. CWF works for all wildlife – large and small – across Canada. We are tackling emerging conservation issues, as well as staying on top of ongoing challenges that face Canadian wildlife and natural areas.

While it is important to look toward the future, it is equally important to celebrate our accomplishments. This Annual Report will provide you with an overview of our achievements over the past year, as well as give some perspective on what we hope to do in the coming year.

As you will read in the following pages, CWF has made great strides towards achieving the goals as defined in our strategic plan. In addition to our progress on conservation issues, we have also been raising the bar within our own organization by improving accountability, transparency and efficiency, as you will note in our new Annual Report format.

Donors look for charities that share their common core values and entrust them with their support. In return, charities owe donors clear reports on where they are going, as well as how well they are doing in the pursuit of their goals and in the efficient management of day-to-day business. CWF is accountable to you, our supporters, and we are proud to show you just how much your donations have achieved.

Without your support, all of the important work CWF has done would not have been possible. Our board and staff are grateful that you have placed your trust in CWF to support our mission of healthy wildlife and natural areas. Together we will continue to make a difference for wildlife in Canada.

Larry Leigh
CWF President

Executive Vice-President's Message

With such significant changes in the world over the past fiscal year, from the global recession to the U.S. election to the dramatically increasing changes to our climate, we must consider what these changes mean for the important work of our charitable conservation organization.

CWF has implemented many changes over the past year to ensure that we are in a better position to respond to immediate and upcoming needs.

We are at a watershed moment in history, a turning point that is causing many organizations, including CWF, to rethink the way they go about business. We are refining our focus on the key issues affecting Canadian wildlife and tackling them in ways we believe will achieve the most positive results, establishing strategic partnerships to increase our efficiency and strengthening our relationships with all existing supporters.

We have restructured to better deliver on our strategic plan, develop new conservation programs and build on our strengths in innovative education programs, both in public awareness and formal education, as well as through the use of social networking tools to do an even better job at being *your connection to wildlife*.

I look forward to working together with you during this watershed period to ensure the conservation of Canada's wild spaces and species. It is due to your past and continued support that CWF is able to work towards the conservation of our nation's wildlife. Thank you.

Wade Luzny
Executive Vice-President

Introduction

“In the end we will conserve only what we love. We will love only what we understand. We will understand only what we are taught.”

Baba Dioum, Senegalese environmentalist and poet

CWF is a national non-profit organization representing more than 350,000 Canadians. We are dedicated to promoting an appreciation of our natural world and ensuring a lasting legacy of healthy wildlife and habitat by funding critical wildlife research and direct conservation programs, informing and educating Canadians and advocating responsible government policy. CWF strives for a future in which Canadians may live in harmony with nature.

For 47 years, CWF has been an advocate of healthy wildlife populations and habitats. The journey has been about creating awareness, empowering individuals and providing the tools, knowledge and resources necessary to make a difference.

We know we can't do it alone, but we also know that together we are making a difference. With your support, CWF continues to give Canada's wildlife a voice and advocate for its conservation. We are committed to being *your connection to wildlife*.

Donors

CWF is funded entirely by Canadians who want Canada's future to include healthy wildlife and natural areas, as well as the many environmental, economic, health and social benefits they provide. During the 2008/2009 fiscal year, CWF welcomed 76,593 new supporters in total. Donations from new and long-time supporters have provided critical funding for research, habitat restoration, species reintroduction and important education initiatives. Donate now!

Finances

Through the generous support of caring Canadians, CWF is able to deliver leading-edge conservation programs to provide financial assistance to wildlife and environmental research projects throughout Canada and to advocate for legislative changes on issues facing Canada's wildlife.

This chart sums up how your donation dollars are spent:



Education, Awareness, Conservation and Publications – 82%
Fundraising and Administration – 18%

* As per 2008/2009 audited financial statements. To view the summary see Appendix A and for the audited statements see Appendix B.

Board and Affiliates

Comprised of volunteers from across the country, CWF's board is passionate about wildlife and conservation. Led by an eight-person executive, the board is responsible for overseeing the business and policies of the Federation.

CWF's affiliates consist of provincial and territorial conservation groups from across Canada. These grassroots volunteer organizations play a key role in hands-on wildlife and habitat conservation, as well as connect people with nature.

Through their outdoors programs, CWF affiliates introduce women, children, families and people with disabilities to a variety of wildlife experiences. Our affiliates play a key role in raising and releasing fish fry in Canada's waterways and enhancing natural fish reproduction affected by water pollution, habitat degradation and climate change. They devote their efforts to habitat enhancement projects for wetlands, streams, riparian habitat, native

grasslands and habitat within working landscapes. They also play an active role in provincial and territorial-based wildlife and habitat issues.

Our affiliates are the:

- Alberta Fish and Game Association
- B.C. Wildlife Federation
- Fédération québécoise des chasseurs et pêcheurs
- Manitoba Wildlife Federation
- New Brunswick Wildlife Federation
- Newfoundland and Labrador Wildlife Federation
- Northwest Territories Wildlife Federation
- Nova Scotia Federation of Anglers and Hunters
- Ontario Federation of Anglers and Hunters
- Prince Edward Island Wildlife Federation
- Saskatchewan Wildlife Federation
- Yukon Fish and Game Association

Partners

“A job worth doing is worth doing together.”

Unknown

CWF is dedicated to the conservation of wild spaces and species in Canada. But we can't do it alone. By working in partnership or collaboration with other like-minded organizations and stakeholders, we are able to achieve more, reach further and impact more change for wildlife. CWF is proud to work with other groups and organizations to achieve our mandate of healthy wildlife and habitats in Canada. Our thanks to:

- Acadia University
- The Atlas of Canada
- Biodiversity Convention Office
- The Biosphère, Environment Museum
- C-vert
- Calgary Zoo
- Canadian Association of Principals
- Canadian Association of Zoos and Aquariums
- Canadian Heritage Rivers System
- Canadian Museum of Nature
- Canadian Network for Environmental Education and Communication

- Canadian Wildlife Service
- CANPOLIN
- City of Montreal
- Coastal Zone Canada Association
- Comité de valorisation de la rivière Beauport (CVRB)
- The Computer Media Group
- Department of Fisheries and Oceans Steering Committee Branch
- Ecosystem and Biodiversity Priorities Division
- Environment Canada
- Fisheries and Oceans Canada (DFO)
- Friends of Wascana Marsh
- Gestion Michel Paradis
- RésEau — Building Canadian Water Connections
- Great Lakes United
- Indigo
- Institute for Canadian Citizenship
- Memorial University
- Musée de l'abeille
- Muskoka Wildlife Centre
- National Wildlife Federation
- Natural Resources Canada
- Nature-Action Québec
- Parks Canada
- Planétaire
- Provincial and Territorial Governments
- R.E. Gilmore Investments Corp.
- Regional Centre of Expertise in Montreal
- Royal Botanical Gardens

- Scouts Canada
- SOVERDI
- Squamish Lil'wat Cultural Centre
- TD Friends of the Environment Foundation
- Tim Hortons
- Toronto Zoo
- Université du Québec
- University of Lethbridge
- Vieux Port de Montréal
- Whistler Blackcomb

Leading the Way in Conservation

We are inspired by Canadians who make conscious efforts to conserve Canada's wild species and spaces, either through action or awareness. Your love of wildlife and commitment to conserving it truly motivates us, and we hope that you, too, will be inspired by some of the important work of others.

We are, however, sobered by the fact that there is still much to be done. Challenges like climate change, deteriorating water quality, the dramatically increasing number of issues facing Canada's three oceans and ocean life, loss of natural areas, invasive species and reduced water supplies threaten all species, including humans.

This year, the conservation team at CWF performed an ecological issues assessment to prioritize the numerous threats facing our natural world. This process is helping ensure that our staff, with the help of your donations, is working hard to tackle the most important issues in the most effective ways. While all issues negatively affecting wildlife and natural areas are important and will receive some of our attention, we will focus on three key areas – climate change, water (both freshwater and oceans) and species at risk.

Climate Change

Changes to the climate will affect all wildlife across all of Canada, and the impact is already being felt. Species worldwide are shifting their ranges, migrating sooner and bearing young earlier than in the past.

Previously, climate change occurred at a pace that gave wild plants and animals time to adjust. Today, due to human activity, shifts in temperature, seasons and weather are happening so fast that wildlife has fewer opportunities to adapt.

The most dramatic changes of all are taking place in the High Arctic, which is heating up faster than any other region on Earth. The world is watching in disbelief as sea ice shrinks at a higher rate than even the most conservative scientific estimates, and northern Canadians are seeing new species of birds, insects and plants spread over the tundra.

There is a growing sense of urgency among the conservation community, and an unparalleled agreement that the most immediate challenge is to significantly reduce greenhouse gas emissions in order to avoid the most severe scenarios projected by scientists. With climate change threatening to cause drastic harm to wildlife and entire habitats across Canada, the inadequacy of government plans and activities currently in place to address it must be rectified immediately. Secondly, most existing climate change plans in Canada do not adequately reflect what wildlife and people need to adapt to a changing climate. Due to the scale of this challenge, little will actually happen unless adaptation plans are adequately funded. Therefore, a mechanism needs to be created to help organizations and individual Canadians actively adapt to changes in the climate. Thirdly, since many existing natural areas store carbon, climate change plans must include the recognition and preservation of these areas to prevent even more carbon from being released.

Over the past year, CWF has been active in supporting activities to help meet these needs. In 2009/2010, CWF will be even more active in helping wildlife adapt to changes in their habitats and encouraging the creation of sources of funding to do the vast amount of work required. CWF will support this work by continuing to encourage and educate Canadians to reduce their personal greenhouse gas emissions and energy consumption.

Water Quality and Quantity

The declining quality and quantity of Canada's fresh and marine water continues to be of great concern, and the threat is not expected to wane in the coming years.

A key issue is the loss of water. Wetlands, for example, have been frequently treated as wastelands and have been destroyed at alarming rates in the name of economic development. But wetlands are among the most productive habitats on the planet. They provide many important ecological functions, such as regulating water levels during floods and drought, filtering out harmful impurities, storing carbon dioxide and functioning as critical habitat for many species of wildlife.

While our water may appear clean and pristine, a closer look may prove otherwise. Polluted water impacts fish and wildlife by leading to reduced fertility, deformities, immune system damage, tumors and even death. The Great Lakes – St. Lawrence River region, for example, which provides drinking water for 40 million people and habitat for thousands of species of plants and animals, is under threat from a number of polluting sources. While there have been improvements in the health of these waters, many problems, like bacterial contamination, sediment contaminants, the emergence of new toxic substances and the introduction of non-native invasive species continue to put stress on the system. Due to the importance of these bodies of water, regionally, nationally and internationally, CWF has identified them as a priority ecosystem and is devoting further resources to this area to help reverse the negative trends.

Our Rivers to Oceans program focuses on creating an understanding of Canada's watersheds, the inter-connection of all our water sources, their fragility, the connection between fresh and saltwater environments and what we can do to protect them. As part of this program we recently produced a poster and field guide called "Shorelines...a festival of life: A Guide to Shoreline Flora and Fauna" to help inspire Canadians by demonstrating the importance of a healthy shoreline to wildlife.

In addition, CWF partnered with the University of Lethbridge to bring you the *Rivers to Oceans* public service announcements on surface water, ground water, waste water, storm water and the conservation and protection of water. These PSAs show how everything we do impacts this precious resource.

CWF helped shape government policy by providing input on the proposed changes to the *Navigable Waters Protection Act*. In a presentation to the Standing Senate Committee on Energy, the Environment and Natural Resources, CWF expressed concern over how the proposed changes would weaken protection for many smaller waterways, stating that they ignored the cumulative effects of many small developments on a single watershed. While the government passed the legislation, CWF was pleased to see many of the Senate Committee's recommendations in its assessment. CWF will continue to follow this issue to determine if the recommendations are accepted and the regulations developed provide adequate protection for Canada's waterways.

CWF also supported many direct water-related conservation projects across Canada, including the Sea to Sky Wetlands Project in British Columbia, the Eelgrass bed habitat assessment conducted by the University of Prince Edward Island, a forum among conservation organizations and the Deputy Minister of Fisheries and Oceans on development of aquatic habitat management, as well as several other projects.

Species at Risk

Alarming, more than 500 plant and animal species in Canada are considered at risk. The decline of species is often an indication that part or all of an ecosystem is in trouble. When one species is lost, the entire food chain can be affected. More importantly, when one species is lost because of poor choices by society, we are all diminished.

Loss of habitat and habitat fragmentation is most often cited as the primary reason for species decline. Moreover, the Intergovernmental Panel on Climate Change projects that 20 to 30 per cent of plant and animal species are likely to be at increasingly high risk of extinction as global mean temperatures exceed two to three degrees Celsius above pre-industrial levels. Other factors contributing to species endangerment include environmental contamination, invasive species, disease outbreaks and poaching.

CWF is a member of the Species at Risk Advisory Committee (SARA). This committee is a multi-stakeholder group that consists of other non-government organizations, industry and federal policy-makers to assist with regulatory and policy issues surrounding the *Species at Risk Act*. CWF is also a standing observer at the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) meetings. COSEWIC is a recognized, credible scientific

body that assesses species populations in Canada based on the best up-to-date biological information. CWF also submits recommendations for the listing of individual species on management and recovery plans. In addition to these activities, in 2008/2009, CWF began work to create a new Endangered Species Fund that will devote funding and provide grants and contracts to support species-at-risk work. We also supported several direct projects for the polar bear, the sauger, the eastern yellow-bellied racer, the chimney swift, the northern leopard frog and the black-footed ferret.

Alien Invasive Species

Alien, or non-native, species are plants, animals and microorganisms that have been introduced by human action outside of their natural distribution. Alien invasive species are those alien species whose introduction or spread causes environmental and economic harm.

Alien invasive species are considered the greatest threat to biodiversity following habitat loss. Alien invasive species become predators, competitors, parasites, hybridizers and diseases of our native plants and animals and are therefore left to flourish as they take over their new surroundings, eliminating native species populations and ultimately resulting in a loss of biodiversity and a changed ecosystem. The impact of invasive alien species is severe and often irreversible.

CWF has developed several initiatives to educate the public about the impacts of invasive alien species on the ecosystem, the economy and human health. Undoubtedly, alien invasive species education will be an integral component of climate change and water policies and programs. CWF also joined Great Lakes United and Nature-Action Québec to launch the “Les Horticulteurs en action” educational program aimed to increase awareness of invasive plant species. This program is targeted to the horticulturist sector and educates college students and professionals about the impact of horticulture on habitat conservation. It also encourages the commercial production of indigenous plant species. CWF has also provided funding to the Ontario Federation of Anglers and Hunters in support of its awareness program in Ontario.

Pollinators

Pollination is one of the most important ecological processes on this planet. We depend on pollinators every day for our production of everything from apples to squash, to even chocolate. However, many of our pollinators are under threat. While bees are likely the best known pollinators, hummingbirds, butterflies, moths, flies and beetles are also crucial to the pollination process.

The main threat facing pollinators is loss of habitat. As native vegetation is being replaced with exotic gardens, large expanses of lawn and roadways, pollinators lose the resources they need for survival.

Toxic chemicals are another serious threat. Even minimal quantities of toxic chemicals can prove fatal to pollinators, due to their small size. Insecticides, though intended for pest insects, can also kill beneficial insects and stay in the environment for long periods of time. Herbicides for getting rid of weeds destroy important food sources that pollinators depend on, impacting their chances of survival.

Climate change also directly impacts pollinators. A spike in temperature increases imported parasites' chance to survive and prey on pollinators. Moreover, pollinator ranges may be reduced, and the natural timing of pollen production and pollinators' activities may no longer match up seasonally.

CWF's Backyard Habitat Program encourages Canadians to help wildlife by creating wildlife-friendly gardens, reducing the use of pesticides and helping conserve wildlife habitat. Moreover, CWF dedicated the theme of 2008's National Wildlife Week to "Pollinators: from flowers to food to our future."

Le Défi Habitat-Pollinisateurs, a Quebec-based initiative, was also created to increase awareness among the general public and gardeners about the many issues facing pollinators and the valuable roles they play in our environment and economy, as well as to prompt people to take action in the conservation of pollinators across the province. Through a network of more than 40 environmental organizations, CWF reached thousands of people throughout the province of Quebec.

Aquaculture

Salmon aquaculture in Canada has been an important issue for CWF for several years. CWF remains unconvinced that aquaculture is developing in an ecologically sustainable manner.

Open net cages allow waste from feces and uneaten feed pellets to accumulate under cages, altering the chemical and physical environment; antibiotics, pesticides, paints and disinfectants can accumulate on the seabed; diseases can transfer from captive fish to wild populations; sea lice associated with farmed fish threaten to increase the mortality rate in juvenile pink salmon; and non-indigenous species continue to escape from farm sites.

In the summer of 2008, CWF sent a petition to its supporters in reference to the 30,000 farmed Atlantic salmon that escaped from a Frederick Arm farm site in British Columbia on July 1, 2008. With over 1,750 signatures, the petition was sent to the Minister of Fisheries and Oceans to prompt federal government to better protect fish and fish habitat.

In June 2008, CWF awarded the Roland Michener Conservation Award to Alexandra Morton of Simoon Sound, B.C. for tirelessly campaigning for the health of wild salmon. It is thanks to her that we have crucial scientific information to help us understand the damage caused by Canadian salmon farming, which is the main source of sea lice.

Fish and Wildlife Disease/Infestation

While disease is a natural part of the environment, it sometimes spins out of control. Diseases that are newly introduced to an area can become a real problem since host species have no defenses against them.

Poorly understood diseases, such as chronic wasting disease, can persist in the environment, are contagious and are therefore extremely difficult to control. CWD is a disease in the same family as bovine spongiform encephalopathy ("mad cow disease") but it affects members of the deer and elk family. The cases of CWD in the wild are most likely the result of spillover

from infected game farms. CWF is consistently working to open a dialogue with governments on how to best address CWD. In 2008, CWF funded important research on CWD by the Canadian Cooperative Wildlife Health Centre, a leader in wildlife health science. CWF also funded a socio-economic analysis of the management of CWD to help inform future management decisions

Leadership: Around the World

MOU With the National Wildlife Federation

CWF was proud to enter a formal partnership agreement with our sister organization in the U.S. – the National Wildlife Federation – to respond to several cross-border issues, such as climate change, water conservation and the need for migratory corridors for our shared wildlife populations.

IUCN

In October, more than 8,000 of the world's decision makers in sustainable development attended the International Union for the Conservation of Nature World Conservation Congress held in Barcelona, Spain. Participants gathered to debate and vote on resolutions for the world's most pressing environmental and development issues. The IUCN includes representatives of governments, academia, the public sector, UN agencies and social organizations. CWF is also a voting member of IUCN, and some of our staff attended the Congress and voted on resolutions. The resolutions included conservation actions in the Arctic, the loss of bluefin tuna and leatherback turtle and the desperate need for international cooperation to protect the world's oceans. CWF staff, along with Dr. Rick Mrazek, a professor at the University of Lethbridge and one of the producers of the *Rivers to Oceans* water awareness videos, presented these public service announcements in English, French and Spanish. Our organization also offered several workshops concerning the challenges facing Canada's water supply.

UN Climate Change Convention

In December, CWF sent two representatives to the United Nations climate change convention in Poland. Over 11,000 participants from more than 190 countries were involved in discussions to reduce global greenhouse gas emissions, focusing on developing countries and new climate targets. CWF is cautiously optimistic that a new international agreement on climate change that includes the United States, China and India will be passed in Copenhagen in December 2009. CWF is working to encourage Canada to try to regain its lost credibility on climate change issues by also signing on to this agreement and participating in a meaningful way.

Leadership: In Our Own Backyard

While CWF is proud to be a leader on a global scale, we recognize that it is even more important to lead conservation and wildlife-friendly practices in our own backyard. Conserving wildlife and natural spaces means understanding that all our actions have an impact on the environment.

CWF encourages national, provincial and municipal governments to be responsible for the short- and long-term health of wildlife and habitat in their regions. In the past fiscal year CWF became a partner of the City of Montreal's sustainable plan and will participate with

other partners in the integration of the biodiversity axis in the new 2010 to 2015 plan. CWF also participated in the activities of the Regional Centre of Expertise of Montreal, created to deliver sustainable development education to local and regional communities in Quebec.

CWF would like to congratulate the City of Montreal for considering wildlife and habitat in its long-term sustainable planning and we would like to encourage other levels of government to follow in its footsteps.

This past fiscal year, we continued our goal of reducing our own footprint. Our Ottawa office grounds include vibrant gardens comprised of native plants, which demonstrate several features that can be easily adapted to regional landscaping, including a bog garden, a drought garden, a hummingbird garden, a pollinator garden and a shade garden.

We are also using solar panels to offset our energy use. Each of the solar panels produces eight to 10 kilowatt hours (KW-H) per day — enough energy to supplement office equipment and lighting — and eliminates more than two tonnes of carbon emissions per year. You can watch how much energy our solar panels generate — currently and historically — here. As a community leader, CWF plans to expand the number of solar panels on our grid-tie system — the first in the Ottawa area — to further decrease our dependence on the power grid and to offset all of our other energy use.

Funding Conservation

Without financial support, innovative conservation actions, research and programs would not be feasible. And without this work, Canadian wildlife would continue to decline. CWF offers funding to scientific and other research, conservation action programs and environmental education programs through two vehicles: the Canadian Wildlife Foundation and the Canadian Wildlife Federation.

Foundation

The Canadian Wildlife Foundation is a charitable organization dedicated to the belief that the renewable natural resources of Canada are economic, social, recreational and aesthetic assets that must be restored, used wisely and perpetuated for posterity. The Canadian Wildlife Foundation's Funding Program exists to promote wildlife habitat and the wise use of wildlife resources in Canada.

Every spring and fall, the Canadian Wildlife Foundation's Funding Program provides funding to conservation and education programs related to wildlife research and to registered Canadian charitable organizations.

In the last year, the Canadian Wildlife Foundation funded the following projects:

Canadian Cooperative Wildlife Health Centre

\$10,000

The Canadian Cooperative Wildlife Health Centre applies the veterinary medical sciences to wildlife conservation and management in Canada.

Sea to Sky Wetlands Project

\$11,800

The B.C. Wildlife Federation's Wetlandkeepers: Sea to Sky project trains participants in education, inventory, mapping and restoration of wetlands.

Eelgrass Beds

\$4,500

Eelgrass beds and other coastal foundation species support whole trophic webs and offer migratory waterfowl and fish and lobster species a spot to feed and nurse. In the last century, invasive species like the European green crab and other environmental factors have threatened the growth and survival of eelgrass. A study conducted by the University of Prince Edward Island will research the interaction between green crabs and eelgrass to learn how to conserve these beds.

Sauger Fish

\$10,000

The sauger fish has recently changed in size and decreased in number – signs that the species is in trouble. The Lac Saint-Pierre Committee plans to find the sauger's spawning grounds and migration patterns in order to maintain the fish's habitat before it is lost forever.

Junction Creek

\$2,900

For decades, Junction Creek in Sudbury, Ontario sat polluted largely due to industrialization and urbanization; no one knew what species of fish the creek contained. But in 1993, a fish community assessment found 12 species of fish. The Junction Creek Stewardship Committee and the Nickel District Conservation Foundation are conducting another fish community assessment to check which species live in the waters and how they are distributed throughout the 23 kilometres that make up the creek's main branch.

Eastern Yellow-bellied Racer Snake

\$7,500

The eastern yellow-bellied racer has been declared a threatened snake species, and very little is known about its cloistered population found only in south-central Saskatchewan. A joint program between the University of Regina and the Royal Saskatchewan Museum is developing a recovery strategy for the species, identifying racer habitat and hibernation sites, collecting genetic samples and conducting surveys to determine ecological challenges and possible solutions.

Cougars

\$4,900

Since the late 1990s, Cypress Hills Interprovincial Park, which extends from southeast Alberta to southwest Saskatchewan, has supported cougar populations. This area has no other large carnivores but boasts many other mammalian species, like coyotes and mule deer, which are prey species of cougars. As of 2007, eight to 12 cougars lived in the park. University of Alberta researchers plan to track these cougars with GPS collars to evaluate how the seasons and human impacts affect their patterns; they'll also track how much time the cougars spend in the park and on private land.

Moose

\$4,000

A research project conducted by St. Mary's University found the number of tooth breakage in moose on the islands of Cape Breton and Newfoundland to be greatly higher than in other North American jurisdictions. After chemically analyzing 500 teeth, researchers found a link between tooth breakage and lead concentration in the teeth. Further research will study the cause of deterioration through study of the environment (including the soil and freshwater) of the Cape Breton Highlands region.

Frogs

\$2,700

Experts deem the presence of frogs to be a sign of a healthy ecosystem; the absence of frogs, then, signifies a deteriorating ecosystem. Researchers study frogs to understand the effects of climate change, ozone depletion and pollutants like pesticides. The New Brunswick Federation of Naturalists Inc. will use a quality bilingual education kit aiming to teach N.B. youth aged six to 12 about the importance of native frogs and toads to the province.

Wetlands

\$4,000

Salt marshes and freshwater marshes have drastically declined in New Brunswick due to development along coastlines, drainage for agriculture, urban expansion and forestry. The Tantramar Wetlands Centre, located in Sackville, N.B., offers education programs that teach over 1,000 Grade four to 12 students about the importance of wetlands and their conservation. In the Wetlands through Waterfowl program, students learn waterfowl ecology and identification and participate in duck banding to learn about monitoring waterfowl populations. In the Wetlands in Winter program, students track wildlife on snowshoes to assess wildlife populations, use specialized equipment to study aquatic invertebrates and examine buffer zones and wind chill factors in order to understand how crucial wetland habitats are for wildlife in cold weather.

Butterfly Housing

\$2,500

Since 1999, La Maison des Insectes MDI has housed more than 2,000 butterflies of 60 to 90 species. Canadians can visit the butterflies from mid-June to early September in Domaine de Maizerets, a municipal park in Quebec City. This enclosed butterfly habitat sparks public awareness about the role, diversity and importance of butterflies, as well as their host plants. It also offers advice to Canadian gardeners that will help protect butterflies in the wild.

Chimney Swift

\$7,500

Since 1968, this aerial insect forager has seen a 95 per cent drop in its numbers. With fewer than 12,000 left in Canada, the Committee on the Status of Endangered Wildlife in Canada listed the chimney swift as a threatened species in 2007. Originally these birds nested in hollow trees, but as Europeans settled on Canadian shores, chimney swifts began to nest more and more in chimneys. By 1800, the once woodland bird turned increasingly urban. Due to chimney covers, new fire prevention standards, the use of metal chimneys and logging practices, these birds are finding it difficult to locate nesting areas; so much so, it's expected that their nesting grounds will disappear within the next 30 years. But the Société de biologie de Montréal is working to reverse this ordeal by developing, building and

installing artificial chimney models across Quebec that will allow the chimney swift to repopulate.

Russian Thistle

\$7,500

The Russian thistle, an invasive plant, has spread widely through the native montane grasslands around Jasper National Park, where wildlife such as bighorn sheep and elk graze over the winter. Researchers at the University of Alberta are researching the impact Russian thistle has on native plants in the region, how grazing wildlife impact the survival and persistence of the thistle and what methods (be they herbicide, mechanical or manual removal) work to keep this weed under control.

Purple Martin

\$2,500

In 1985, the B.C. western purple martin population dwindled down to five breeding pairs because of a loss of nesting habitat due to logging, clearing land for agricultural purposes, fire suppression and urban development. The remaining nesting spots were sought after by European starlings and house sparrows, leaving the purple martin homeless. The Georgia Basin Ecological Assessment and Restoration Society in Nanaimo, B.C. built, installed and maintained nesting boxes around the Strait of Georgia, increasing the martin's numbers to 650 breeding pairs in 2007. But after a long cold spring in 2008, the numbers dwindled again to 555 breeding pairs. For 2009, GBARS plans to keep a close watch on marine and freshwater nest box locations, document the bird's population numbers, and bring them back to their old freshwater sites.

Mason Bee

\$5,500

With native bee populations on a mysterious decline, the Environmental Youth Alliance is aiming to bring blue orchard mason bees back to Vancouver parks. The mason bee is a non-aggressive native bee that is crucial to pollinating fruit-bearing plants. By setting up 53 bee "high rises" in 50 neighbourhood parks and nests in Stanley Park, Everett Crowley and Jericho, 4,320 female mason bees will have a spot to nest. EYA hopes that within one generation, there will be 65,000 new mason bees in Vancouver parks.

Orville Erickson Scholarship

\$10,000 to undergraduate students, and \$16,500 to graduate students

The Orville Erickson Memorial Scholarships are awarded once per year to post-secondary students in the field of conservation. The fund is administered by the Canadian Wildlife Foundation and is financed entirely by private-sector donations in memory of Orville Erickson, a prominent Canadian conservationist and past CWF president. In 2008, scholarships were awarded to eight undergraduate students (Sarah Champagne, Robyn Davidson, Tanner Beck, Maxime Boivin, Kaycee Morrison, Kaitlyn Obstfeld, Emma Posluns and Peter Tarleton) and six graduate students (Allison Henderson, Corey Scobie, Aurelie Bourbeau-Lemieux, Sarah Lord, Adam Martinson and Kimberly Monaghan).

Federation

The Canadian Wildlife Federation also provides financial support to charitable organizations, students, researchers and schools undertaking deserving research or habitat projects throughout the year. The following are projects funded in 2008:

Youth Habitat Project in Alberta

\$1,000

As part of the 2008 Footprint Project, CWF funded the creation of bird box kits to be assembled and installed by youth to create habitat on conservation lands in Alberta.

The Footprint Project is held each year in conjunction with the CWF Annual General Meeting. This meeting is held in a different Canadian city each year, lending the organization the opportunity to make a difference for wildlife across this great country and leave a lasting 'footprint' of our time there.

Protection of Fish and Fish Habitat

\$3,333

Wildlife Habitat Canada arranged a meeting between nine conservation, non-government organizations and the Deputy Minister of Fisheries and Oceans, Madame D'Auray, to discuss the priorities of the Department of Fisheries and Oceans-Conservation Non-Governmental Organizations Coalition, ultimately leading to the development of an Aquatic Habitat Management Framework.

Protection of the Nevis Property

\$5,000

The Alberta Fish and Game Association worked to acquire the 148.35 hectares 366.6 acres of the Nevis property. This area consists of reclaimed mine land, a mix of forest and seeded grasslands and small wetlands, all of which are home to wildlife like mule deer, moose, fox and coyotes.

Educational Camp for Children

\$5,000

In partnership with the Roderick Haig-Brown Institute, the British Columbia Wildlife Federation is launching a free educational camp that teaches children aged nine to 12 about the importance of wildlife and environmental conservation.

White-tailed Deer

\$5,000

CWF funds will help Héritage faune produce a DVD on the management of white-tailed deer populations in Quebec.

Northern Leopard Frog and Black-footed Ferret

\$25,000

CWF funds will go to the Calgary Zoo's Centre for Conservation Research and its Reintroduction Research portfolio to help conserve the northern leopard frog and the black-footed ferret.

Since 1980, up to 122 amphibian species have disappeared. Over the last 20 years, the northern leopard frog's numbers have been on a steady decline; it is listed as a species of special concern in Alberta and as endangered in British Columbia. The zoo is studying what constitutes a good reintroduction site by researching the habitat of surviving northern leopard frogs.

Until a small population was found in 1981, the black-footed ferret was considered extinct. Since 1987, over 5,800 ferrets have been bred in captivity and reintroduced at sites in the U.S. and Mexico; to date, only one wild population has successfully established itself. The zoo is studying the ecological needs and characteristics of the ferrets to prepare reintroduction strategies.

Bumblebees

\$500

Researchers at the University of Ottawa are studying which floral features bumblebees find attractive. The study will identify which preferences are innate and which are acquired tastes evolved over time by attempting to train bees to associate a smell with food in order to attract them to test flowers. Should researchers successfully discover which floral features are attractive to bees, they could use this information to draw the highly valued pollinators towards crops and plants of interest.

Polar Bears

\$500 from CWF, \$1,000 from Gore Mutual Insurance Company Foundation

With sea ice in Canada breaking up nearly a month earlier every year, there's been a whopping 14 per cent decline in polar bear numbers. After eight-year-old Amanda Orawski realized polar bears might disappear due to climate change, she took it upon herself to help change their future.

Gore Mutual Insurance Company Foundation held a broker appreciation charitable donation request and, with the help of her mother, Amanda nominated the Canadian Wildlife Federation. Its \$1,000 donation will be key to supporting Dr. Andrew Derocher, a polar bear researcher and professor at the University of Alberta, in his research. CWF donated an additional \$500 towards his important work.

Anti-poaching Interactive Display and Outdoor Education

\$5,300

In partnership with the Ministry of Environment, the Saskatchewan Wildlife Federation created an interactive trailer display to appear at large sports tournaments, fairs and other public events. The display will inform the general public about the impact of poaching and how they can help protect Saskatchewan's wildlife. CWF also contributed funding toward SWF's Learning Gone Wild: Making Connections with Nature conference, which brings outdoor educators from across the province together to share their experience, knowledge and skills related to education in the outdoors.

Invasive Species Awareness

\$5,000

More than 185 invasive species have been established in the Great Lakes basin and now threaten the survival of native fish and wildlife. The Ontario Federation of Anglers and

Hunters created the Invading Species Awareness Program in 1992, and, in 2008, their Invading Species Watch program worked to monitor over 200 lakes.

Encouraging Families to Bond with Nature

\$5,000

A skill-development program called Families United with Nature, initiated by the Nova Scotia Federation of Anglers and Hunters, works to bring families closer to nature and enjoy outdoor recreational activities like camping and fishing.

Canadian Network for the Environmental Education and Communication

\$50,000

With CWF's commitment to environmental education, we helped sponsor EECOM's 5th World Environmental Education Congress. The bi-annual conference hosts delegates from all over the world who stress the important role of education in protecting the future of our planet.

Rewarding Conservation Achievements

Awards

Each year, CWF recognizes deserving Canadians who have played a valuable role in conserving wildlife and habitat in their region. The Conservation Achievement Awards honour the volunteers and professionals who are making significant contributions to the preservation of Canada's natural heritage and legacy.

In 2008, six winners were selected, each representing a different aspect of conservation. Jeff Howard of Innisfil, Ont. won the Youth Conservation Award, which recognizes youth who have participated in a wildlife conservation project or activity in the previous year. Jeff won for his work for local wildlife – organizing surveys, participating in clubs and dedicating countless hours to volunteering.

Named after one of Canada's greatest outdoors enthusiasts, the Roderick Haig-Brown Award is awarded to an individual who has furthered the sport of angling and the use of Canada's recreational fisheries. This year, the award was given to Bob Izumi for his promotion of angling, his involvement in the great outdoors and his strong presence across Canada and in the fishing community.

Two deserving winners were awarded the Roland Michener Conservation Award this year for their continued commitment to wildlife. The first went to Hope Swinimer for founding "Hope for Wildlife Society," a rehabilitation and rescue centre for N.S. wildlife, and the second went to Alexandra Morton of Simoon Sound, B.C. for tirelessly campaigning for the health of wild salmon, in particular for research into the affects of sea lice on juvenile fish in the Pacific. She has gone on to become the most prolific published author on the source (salmon farms) of those lice.

The Doug Clarke Memorial Award is presented to an affiliate organization in recognition of an outstanding conservation project. This year, the Manitoba Wildlife Federation won this honour for the creation of the "Step Outdoors – Outdoor Education Manual." This manual

offers teachers, from the outdoor savvy to the inexperienced, a variety of activities that will introduce youth to the wonders and joys of nature.

And lastly, Rod Dyck, a lifelong conservationist, won the Stan Hodgkiss Canadian Outdoorsperson of the Year Award, which was named after CWF's founding president. This award is presented to a Canadian who has demonstrated a commitment to conservation through his or her activities, affiliations and clubs.

Educating Canadians About Conservation

Programs

Education Programs

CWF's leadership in education encourages teachers and youth to learn about wildlife conservation. Our WILD Education programs, BLUE School, Project WILD, Below Zero, Learning About Wildlife and Watersheds, WILD School and the Hinterland's Who's Who Education Section remain popular with over 110,000 educators nationwide.

In 2008, 1,300 new educators joined WILD Education's network by participating in workshops that feature Project WILD and Below Zero. These events help educators infuse wildlife topics into existing curricula. CWF also held its first facilitator training workshop in Quebec at The Biosphere, continued its participation in *Envirothon* (ON) and joined the Comité de valorisation de la rivière Beauport's *Adopt a River* program. It also created the CWF Learning Institute, which focuses on educational innovation.

The WILD and Blue School programs encourage students to learn about wildlife and habitat through projects. Over 75 schools initiated projects involving 168 teachers and more than 11,000 students. Each year, CWF honours outstanding projects through its annual National Wildlife Week Senator Rheel Belisle Award program. [Click here](#) for a list of 2008 award recipients.

The "Learning About ..." educator unit series, which is associated with National Wildlife Week and Rivers to Oceans Week and is distributed to all schools, featured pollination and aquatic wildlife in 2008. With its educational partners, CWF continues to pave the way for a brighter future for wildlife and people.

Backyard Habitat Program

The Backyard Habitat Program was first launched in 1999 to provide Canadians with information on how they can create and conserve wildlife-friendly spaces. The program empowers Canadians to take an active role in conserving wildlife by offering them a space to call home. The program encourages Canadians to take action on behalf of wildlife by creating habitat, facilitates a connection with nature to engender support for wider conservation issues and provides the information and support needed for people to carry out habitat projects through the *Wild About Gardening* website, informational handouts and posters. In 2008/2009 alone, CWF distributed 66,000 Wild About... posters and 23,000 wildlife habitat publications.

Backyard habitat projects provide habitat for wildlife, offer connections between areas of more pristine habitat and act as corridors or resting areas for migratory wildlife. While they are not substitutes for parks or other large conservation areas, they can offer a rich variety of resources for wildlife.

Through the Backyard Habitat Certification Program, qualified properties can proudly identify their garden pesticide-free and meeting the four needs of wildlife: food, water, shelter and space. CWF-certified properties cover 7,600 acres and provide habitat for over 175 bird species, 26 amphibian and reptile species, 20 butterfly species, 44 mammal species and 368 plant species, including 114 species that have been listed by COSEWIC. In the 2008/2009 fiscal year, over 50 new gardens were certified across Canada, bringing the total number of certified gardens to 375!

Campaigns

Rivers to Oceans Week

In 2008, thousands of Canadians joined CWF during Rivers to Oceans Week for an amazing learning adventure about the mysterious world of water ecosystems and the wildlife that inhabits them. ROW is celebrated every year from June 8 to 14, the week in which both Oceans Day and Canadian Rivers Day occur. This CWF program is developed in co-operation with:

- Canadian Association of Principals
- Canadian Heritage Rivers Systems
- Canadian Museum of Nature
- Canadian Network for Environmental Education
- Environment Canada (Biodiversity Convention Office, The Biosphere: Environment Museum and the Conservation Priorities Division)
- Fisheries and Oceans Canada
- Le Comité de valorisation de la rivière Beauport
- Government of Canada's RésEau initiative
- Parks Canada, Scouts Canada
- TD Friends of the Environment Foundation.

All schools across Canada welcomed the 2008 ROW educational kit.

National Wildlife Week

CWF and its program partners chose pollinators and the crucial process of pollination as the 2008 National Wildlife Week theme.

NWW is celebrated each year during the week surrounding April 10, the birth date of Jack Miner – one of the founders of the conservation movement. This CWF program is developed in co-operation with provincial and territorial wildlife agencies:

- Parks Canada
- The Canadian Museum of Nature
- Environment Canada

- Natural Resources Canada
- Scouts Canada

An educational kit, consisting of a teacher's guide reinforcing to students the importance of pollinators, a promotional poster and information about the WILD School program were sent to all schools across Canada. Numerous wildlife festivals and events also occurred during NWW.

Events

Each year, CWF explores new opportunities and avenues to reach Canadians. From trade shows to cultural events, CWF is dedicated to being a part of your community.

In the last year, CWF was involved in two exciting cultural gatherings. On April 20, in Toronto, CWF and OPERA*encore!* Presented *Wild About Music*, an afternoon of music celebrating Earth Day and Canadian wildlife. Richard Valdez, artistic director of OPERA*encore!* and his company delighted the audience with songs of nature with all proceeds from the event going to CWF.

In May, CWF joined the Institute for Canadian Citizenship in a citizenship ceremony in Toronto where 59 new Canadian citizens were sworn in and all received a welcome gift from CWF. Canadians care deeply about wildlife and the environment. CWF shares this vision and works with Canadians from coast to coast to maintain something very important — a brighter future for Canada's wildlife.

CWF was also a popular presence at many tradeshow across the country. These events afforded us the opportunity to connect with a number of Canadians at varied events focused on outdoor activities, conservation, buying local, gardening and living green. For a full list of the events we attended in 2008 and upcoming events in 2009, visit our event listings.

PSAs and Webisodes

Hinterland Who's Who

In collaboration with Environment Canada, CWF continues to reach generations young and old through *Hinterland Who's Who's* array of public service announcements, dynamic webisodes and its comprehensive website.

Three new PSAs on urban wildlife, wetlands and the joys of the great outdoors were produced in 2008. The HWW spots were developed at minimal cost and played approximately 2,500 times per month, or 30,000 times a year, producing a monetary value of \$12 million in airtime for CWF.

HWW also produced a series of webisodes in 2008, the first of which featured pollinators. Since its launch, over 5,000 HWW pollinator DVDs have been distributed at NWW events, schools, parks and museums. Three new and complementary HWW webisodes featuring urban wildlife, wetlands and the importance of enjoying the great outdoors were also produced and posted on the *HinterlandWho'sWhoTube* website; to date, they have been viewed over 20,000 times. Moreover, with over two million visits in the last fiscal year, HWW's

website continues to attract visitors with new fact sheets on wildlife, from mosquitoes to red-winged blackbirds, and additional educational materials on a wide range of wildlife topics.

Rivers to Oceans

In 2008, CWF partnered with the award-winning filmmakers at George Gallant Productions Inc. to create a series of Rivers to Oceans water awareness PSAs and webisodes. These innovative resources raise awareness about the critical issues facing Canada's waterways and wildlife. The PSAs have also appeared on many Canadian television networks, building an important understanding of storm, waste, ground and surface water systems, as well as providing practical tips for conserving and protecting water.

Publications

Magazines

Canadian Wildlife magazine

CWF's beautifully illustrated *Canadian Wildlife* magazine is CWF's flagship magazine and it, along with its French counterpart, *Biosphère*, is published six times a year. This magazine offers readers an in-depth look at the wildlife and environmental issues facing Canada and the world. You'll be impressed with the stunning photography and informative features.

WILD magazine

WILD is Canada's premier wildlife magazine for children aged six to 12. This fun-filled magazine is published eight times a year, and engages children's imaginations and interest in learning more about wildlife from around the world.

Checkerspot magazine

For two years, CWF was proud to bring you *Checkerspot* magazine to fuel discussion about the potential solutions to global warming and to encourage Canadians to reduce their own personal greenhouse gas emissions. Producing a high-quality magazine such as *Checkerspot* is costly and, with the recent economic downturn, it would have been impossible to boost its advertising sales enough to offset the costs of production. So, it is with regret that we opted to discontinue publishing this excellent magazine.

Newsletters

Bulletin

CWF's *Bulletin* is distributed twice a year to approximately 300,000 donors and supporters to keep them updated on CWF's latest conservation, funding, education, awards and program news.

Wildlife Update

Wildlife Update, CWF's monthly e-newsletter is an excellent source for wildlife news, tips and amazing facts and photos. This past fiscal year, CWF's creative team redesigned *Wildlife Update*. Beginning in August, subscribers began receiving the revamped newsletter highlighting issues facing Canadian wildlife and the progress that we are making together. The new format allowed us to create a dialogue with our supporters, and the majority of our content and story ideas are generated by readers.

Seasonal Gardening Guide

Wild About Gardening's *Seasonal Gardening Guide* is a free quarterly e-newsletter about wildlife-friendly gardening. Subscribe today to get news on the *Wild About Gardening* website, feature creatures and handy green-thumb gardening tips.

Guides

CWF's Wild About Gardening and Education programs offer a range of informational guides. In 2008, the following guides were published:

Natural Insect Control

This handout was made available to French-speaking Canadians this year. It informs gardeners on how to increase their garden's resistance to pests and teaches them how to control problem insects like aphids and cutworms.

Gardening for Pollinators

This handout informs gardeners of the benefits of pollinators and how to attract bees, pollinating flies, butterflies, night-flying moths and hummingbirds to their gardens.

Rivers to Oceans: Learning About Watersheds, Unit 2

Every year surrounding Rivers to Oceans Week, the education program delivers a Teacher's Guide. For 2008, the guide entitled "Unlock Underwater Mysteries" was posted online and included classroom-ready activities, resource sheets and downloadable student worksheets. A Rivers to Oceans Week poster was also mailed to hundreds of educators across the country.

National Wildlife Week: Learning About Wildlife, Unit 26

This year's National Wildlife Week Teacher's Guide, entitled "Pollinators: from Flowers to Food to our Future," was uploaded to the Wild Education website and included classroom-ready activities, background resource sheets on pollination topics and illustrations of pollinators. An informational poster was also mailed to hundreds of educators across the country.

Posters

CWF's colourful *Wild About...* poster series is perfect for gardeners, wildlife enthusiasts and educators. They identify species native to Canada and let you know what you can do to attract them to your garden or neighbourhood park. CWF's newest poster, *Wild About Bees*, acquainted Canadians with mason bees, nomad bees and dwarf carpenter bees, among many others. This poster introduces 16 species of bees, along with details on how each species nests.