



# Highlights

# 2016 of our Successes



We cannot thank our supporters, donors, partners and program participants enough for working with CWF to further wildlife conservation in Canada. **We celebrate the growing community of people taking action for conservation** and invite all Canadians to join with us to ensure that our wildlife and wild spaces remain a cherished part of our national identity.”

**Rick Bates** | CEO, Executive Vice-President

## »» CONNECTING CANADIANS TO NATURE

The Canadian Wildlife Federation recognizes that people make all the difference for wildlife conservation. We need people across Canada to care about wildlife and have a deeply rooted desire to act for conservation.

There are many ways you can make a difference – you can spend time outdoors with your family, grow a garden, donate, restore a shoreline habitat, advocate for government policy change or learn about wildlife through our magazines. Large or small - every action makes a difference.

- CWF worked with over **110 partners**, as well as school boards, zoos, aquariums, museums across the country to bring wildlife conservation to Canadians.
- CWF and the Children & Nature Network organized **the largest gathering of educators in Canadian history** to improve children’s connection to nature.
- Almost **25,000 people** have participated in CWF’s WILD Family Nature Clubs that provide social activities and tools for young families to play outside together.
- CWF led citizen-science initiatives including bioblitzes and was awarded one of 39 Canada 150 signature projects for Bioblitz Canada 150. During 2017, CWF and our partners will host **35 bioblitzes** across Canada for the 150<sup>th</sup> anniversary of confederation.

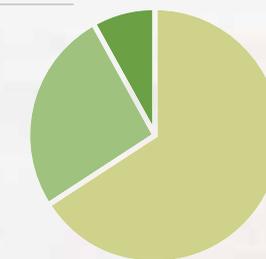
## »» FRESHWATER & MARINE CONSERVATION

- CWF and Watersheds Canada expanded our successful Love Your Lake shoreline stewardship program into Saskatchewan and Alberta in 2016. This program provides shoreline property owners with an assessment of their property and resources to help improve the health of their shoreline and their lake. In conjunction with regional partners and lake associations, the program was delivered on 50 lakes with assessments of **over 11,850 individual shorelines**.
- We continued to enhance information sharing, training, and operational capacity to our Canadian Marine Animal Response Alliance partners who **responded to 645 marine animal incidents** in 2016.
- CWF raised awareness of the alarming impact of plastics on our waterways and encouraged Canadians to do their own self-assessment of their plastic footprint. We partnered with McGill University to conduct research on the extent of microplastic pollution in the St. Lawrence Seaway. Over **7,500 of our supporters signed** CWF’s petition urging government to establish immediate funding resources for science and research to determine the impact of microplastic pollution which was presented to the Minister of Environment and Climate Change Canada’s office last fall.

## »» FINANCES

Canadian Wildlife Federation (CWF) completed the 2016-17 fiscal year with a surplus of \$375,000, and, once again, received an unqualified audit for this period. CWF efficiency ratios were within guidelines of the Canada Revenue Agency. The surplus from this year will be invested in future conservation programs.

Investments in charitable programs were \$12.2 million. This investment was used to strengthen programming in areas of freshwater habitat conservation, endangered species and large marine animal protection, education programming, pollinator habitat and other terrestrial conservation.



- 66% Charitable Programs
- 26% Fundraising Expenses
- 8% Administration Expenses

## »» SPECIES AT RISK CONSERVATION

- In partnership with Scales Nature Park in Muskoka, CWF continues to run the largest freshwater turtle conservation project in Canada. In 2016, more than 6,500 eggs were incubated which is an all-time high. Even though a large number of eggs were unfertilized, this still amounted to **more than 3,696 turtles hatched** at Scales and released into the wild. This is over three times the amount released last year. The project’s largest turtle nest saw 78 hatchlings released back into the wild.
- CWF continued to **research risks to Right Whales, Leatherback Sea Turtles and Steller Sea Lions**. Published in the Journal of Marine Policy in spring 2017, CWF’s Right Whale research calls for an immediate 30 percent reduction in entanglement risk to this endangered species by restricting seasonal fishing in the Grand Manan (Bay of Fundy, NB) and Roseway (Scotian Shelf, NS) Basins between July and September.
- CWF worked with partners including hydro power producers, governments and First Nations groups to **address migratory passage barriers for species** including the American Eel in the Ottawa River and Chinook Salmon in the Yukon River.



PHOTOS: BRIAN BENAÏSSA; MEGAN LORENZ; THINKSTOCK