

Annual Report 2009/10



Photo: Tom Lusk, CWF Photo Club winner

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.

Message from the Canadian Wildlife Federation

Canada is blessed with an abundance of nature. It's home to more than 70,000 wild species, 43 national parks and reserves covering nearly a quarter million square kilometres and the longest coastline in the world. It's also home to 30 per cent of the world's boreal forest and 25 per cent of the world's wetlands. Unfortunately, wildlife in Canada has never been under more pressure than it is today. Nearly one-third of assessed species across the globe are threatened with extinction, and 585 species in Canada are listed as being at some level of risk — extinct, extirpated, endangered, threatened or of special concern.

But it's not all bad news. The good news is that your choices can make a difference. For the [Canadian Wildlife Federation](#), raising awareness about wildlife and their habitats, as well as encouraging individuals to get involved, is a first step toward ensuring a healthy future for Canada's wild species and spaces.

CWF is entirely focused on making a difference for wildlife in Canada. But we don't do it alone. With your support, we are changing the fate of wildlife for the better and ensuring that our natural heritage remains for our children — and our children's children.

In this report, you will read how we have continued to lead in wildlife conservation over the past year. Our programs produce results through a combination of three complementary approaches:

- [Conservation programs](#) and projects help individual species, conserve wild places and develop ways of improving how people and wildlife co-exist.
- Advocacy improves government policies.
- [Education](#) introduces our youth to nature, improves public understanding of our natural world and develops a conservation ethic among Canadians.

Building on CWF's considerable expertise in conservation, education and advocacy, along with our special role as a practical, focused conservation organization in Canada, we seek to instill a conservation ethic among Canadians, shape conservation education and guide public policy as it relates to wild species and spaces.

This approach delivers immediate results that benefit wildlife now and builds toward long-term sustainable development. By working together, we can make a real difference now and for the future.

We are grateful for your support and proud of our achievements. We invite you join us in our mission to ensure a legacy of healthy wildlife and habitats in Canada and encourage an appreciation for our vast natural world.

This past year was a trying time for Canadians. With the economy in a downward spiral, people were tightening their purse strings across the country. We are honoured that you continued to support CWF through such a difficult time. It's reaffirming that you aren't willing to leave wildlife behind when times get tough. We want to assure you that CWF is more driven than ever to conserve the wildlife that calls our great country home.

Sincerely,



Wade Luzny
CEO, Executive Vice-President



Larry Leigh
President, CWF Board of Directors

Introduction

Supporters



CWF is funded entirely by people 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 2009/2010 fiscal year, CWF welcomed 37,250 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. Thank you for the many ways you give to CWF:

Chrysalis Club

The [CWF Chrysalis Club](#) is comprised of generous supporters who have chosen to make a lasting contribution to our natural heritage through a bequest or other planned gift. Through their thoughtful and charitable estate planning, members of the Chrysalis Club have asserted their commitment to conserving our wild species and spaces for our children and grandchildren to enjoy.

Make part of your legacy a commitment to Canadian wildlife and the places they call home. You can become a member of the CWF Chrysalis Club by including the Canadian Wildlife Federation in your estate planning. By bestowing a bequest or other planned gift to CWF, you are helping to ensure that wildlife and their habitats remain an integral part of the beauty of Canada for generations to come.

Special Friends of Wildlife

[Special Friends of Wildlife](#) are people who demonstrate their caring for Canada's wildlife and habitats by making a monthly contribution. Their regular commitment enables CWF

to plan for the future knowing that the support is there. No matter the month or the season, Canadian wildlife needs our help.

Monthly donations save time, money and resources, leaving more for wildlife. By becoming a Special Friend of Wildlife, you are making a difference in the lives of native wildlife and the preservation of their habitats. You will be joining a growing community – CWF’s conservation family.

One Time Giving

Every gift to CWF helps conserve what we all cherish – our magnificent wildlife and beautiful wild spaces. Each donation helps CWF engage Canadians in conserving wildlife for future generations.

Through the invaluable support of our donors, CWF can assist wildlife in trouble through education and learning, awareness and research funding. Our award-winning [education programs](#) promote an understanding of wildlife by engaging students, youth, teachers, educators and the public in conservation learning activities and projects. [Hinterland Who’s Who](#) vignettes introduce new generations to the importance of the great outdoors. Donations also help CWF fund research and recovery efforts for species at risk such as the whooping crane, the burrowing owl, the beluga whale, the swift fox, the peregrine falcon and the leatherback sea turtle. These are just a few examples of how CWF is engaging Canadians in what we are all trying hard to conserve – a Canada where we live in harmony with our natural world.

Matching Gift

In 2009, CWF created a new [\\$1-million Endangered Species Program](#) to help turn the tide on the rising number of species at risk in Canada. The new program was successfully launched with a matching gift fundraising campaign. The first \$100,000 in donations received for the program was matched by a bequest from the estate of one of our former supporters, doubling each donor’s contribution to help the species that need support the most. The Canadian Wildlife Foundation committed an additional \$10,000 toward the program. CWF is now working with corporations, foundations and others to bring the total to \$1-million annually.

Finances

Thanks to the generous support of CWF members and supporters, over \$9-million was spent to deliver leading edge conservation and education programs, providing financial assistance to wildlife and environmental projects throughout Canada.

Facing the worst world-wide economic situation since the Great Depression, charities across the country suffered reduced revenues. In the fiscal 2009/2010 year, CWF saw a nine per cent decline in donation revenue. In light of the difficult economic circumstances, CWF adapted to reduced revenues by adjusting fundraising and administration expenditures.

On average, over the past two years, 79 per cent of your donation dollars have been spent on conservation and education programs and 21 per cent on fundraising and administration costs.

Board



CWF's board of directors is comprised of volunteers from across Canada who dedicate a large part of their lives to the outdoors. The board and staff endeavour to lead Canada toward a lasting legacy of healthy wildlife and habitats. It is responsible for overseeing CWF's programs and ensuring your valuable donations are spent wisely.

Partners



We are thankful for the leadership and commitment of our partners. Together, we fund wildlife research, provide education programs for children and help people across our vast country develop a conservation consciousness.

Our partners are:

- [Acadia University](#)
- [Agence Mamu Innu Kaikuseth](#)
- [Alberta Fish and Game Association](#)
- [Atlas of Canada](#)
- [BBCanada.com](#)
- [B.C. Wildlife Federation](#)
- [Biosphère, Environment Museum](#)
- [Boomerang Tools](#)
- [Canadian Association of Principals](#)
- [Canadian Association of Zoos and Aquariums](#)
- [Canadian Biodiversity Information Network](#)
- [Canadian Heritage Rivers System](#)
- [Canadian Museum of Nature](#)
- [Canadian Network for Environmental Education and Communication](#)
- [Canadian Wildlife Service](#)
- [CANPOLIN](#)

- Centre régionale d'expertise sur l'éducation en vue du développement durable de l'université des Nations Unies
- [Child and Nature Alliance Society](#)
- [Climate Check](#)
- [Coastal Zone Canada Association](#)
- [Computer Media Group](#)
- Education and Water Monitoring Action Group (G3E)
- [Environics](#)
- [Environment Canada](#)
- [Environment Yukon](#)
- [Escarpment Pottery](#)
- Fédération québécoise des chasseurs et pêcheurs
- [Fineline](#)
- [Fisheries and Oceans Canada](#)
- [Government of Nunavut, Department of Environment](#)
- [Green Wave Initiative](#)
- [Groupe uni des éducateurs-naturalistes et professionnels en environnement](#)
- [Héritage Laurentien](#)
- [Indigo](#)
- [Institute for Canadian Citizenship](#)
- [Manitoba Conservation Wildlife and Ecosystem Protection Branch](#)
- [MBNA](#)
- [MCDS](#)
- [Memorial University](#)
- [Muskoka Wildlife Centre](#)
- [National Wildlife Federation](#)
- [Newfoundland and Labrador Department of Environment and Conservation, Wildlife Division, Salmonier Nature Park](#)
- [Northwest Territories Department of Environment and Natural Resources](#)
- [Nova Scotia Department of Natural Resources](#)
- [Ontario Ministry of Natural Resources](#)
- [Otto's Service Centre](#)
- [Otto's Subaru](#)
- [Parks Canada](#)
- [PEI Department of Education and Early Childhood Development](#)
- [PEI Department of Environment, Energy and Forestry](#)
- [R.E. Gilmore Investments Corp.](#)
- [Royal Botanical Gardens](#)
- [Saskatchewan Watershed Authority](#)

- [Scouts Canada](#)
- [Société de Verdissement du Montréal Métropolitain](#)
- [Squamish Lil'wat Cultural Centre](#)
- [Summerhill Pyramid Winery](#)
- [TD Friends of the Environment Foundation](#)
- [The Robert Bateman Get to Know Program](#)
- [Tim Hortons Children Foundation](#)
- [Trillium Foundation](#)
- [Université du Québec \(TELUQ\)](#)
- [University of Lethbridge](#)
- [Vancouver Aquarium](#)
- [Vieux Port de Montréal](#)
- [WildBC](#)

Affiliates

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

Through their outdoors programs, CWF affiliates introduce children, families and people with disabilities to a variety of wildlife experiences. Our affiliates raise and release fish fry in Canada's waterways and enhance natural fish reproduction, which has been 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



CANADIAN WILDLIFE FEDERATION
FÉDÉRATION CANADIENNE DE LA FAUNE

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- [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](#)

Funding Conservation

Foundation



CWF Photo Club image: G. Goelzer

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:

Boardwalk for Open Air Classroom

\$5,000

The Somenos Marsh Wildlife Society is adding a 90-metre-long elevated boardwalk to their 150-metre-long Somenos Marsh Open Air Classroom boardwalk, which leads to a

platform overlooking a wetland. Using its own backyard as inspiration, the Society educates visitors about the significance of wetland habitat to salmon.

Arctic Grayling

\$2,500

As roads and stream crossings continue to be installed to support petroleum development in northern Alberta, [Arctic grayling](#) numbers have dropped by as much as 90 per cent. The Alberta Conservation Association is studying whether stream crossings and roads have any effect on Arctic grayling populations.

Grizzly Bear

\$7,500

Researchers with the Department of Biological Sciences at the University of Alberta are examining the impact of open-pit mining on [grizzly bear](#) behaviour between the Alberta Foothills and the eastern slopes of the Rocky Mountains.

Eastern Yellow-bellied Racer Snake

\$8,000

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.

Eastern Wolf

\$7,000

Researchers in the Department of Biological Sciences at the University of Montreal are studying the effects of human-induced landscape changes on the health and hybridization of wild species like the eastern wolf.

Satellite Tracking Birds of Prey

\$5,000

Bird Studies Canada is using [satellite technology to track the movements of Ontario's bald eagle and short-eared owl populations](#) to determine the challenges these predators are experiencing. The bald eagle has faced numerous issues in Ontario including hunting, habitat loss and contamination caused by synthetic pesticides like DDT and PCB. Although the population has risen steadily since the 1980s (primarily because of the ban on DDT), there is growing evidence that Ontario eagles may now be suffering from

elevated levels of heavy metals, such as lead and mercury. Bird Studies Canada has outfitted 24 bald eagles with transmitters to determine the juveniles' movements and whether they are being exposed to contaminants during this time.

Over the past decade alone, the short-eared owl population in Canada has decreased by 25 per cent. Through satellite tracking, Bird Studies Canada will be able to answer where they breed, their habitat requirements and whether habitat loss and degradation are threatening the species.

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 they participate in duck banding to learn about monitoring waterfowl populations. In the Wetlands in Winter program, students don snowshoes to track wildlife and 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.

Unmanned Aerial Vehicles for Wildlife Conservation

\$5,000

Researchers at the Avian Science and Conservation Centre at McGill University are studying the potential benefits of using [Unmanned Aerial Vehicles](#) (UAVs) in wildlife conservation. The centre has found that UAVs can collect data with higher degrees of accuracy than manned vehicles can and reduce the risk of disturbing and harming wildlife and its habitat.

Species at Risk in Nova Scotia

\$3,000

The Nova Scotia Nature Trust's Species at Risk Habitat Conservation Project is working toward protecting crucial habitat to at-risk species in Nova Scotia like the Eastern ribbonsnake, the piping plover and the Atlantic whitefish.

Biodiversity

\$2,000

The Mersey Tobeatic Research Institute is home to a field station in southwestern Nova

Scotia where researchers unite to conduct wildlife studies. The work they are undertaking includes maintaining the aquatic health of the Upper Mersey watershed and the Kejimikujik and Tobetic Wilderness area, managing wetland buffers, researching species at risk and conducting studies about the impacts of climate change and pollution in the region.

Bats

\$5,000

In response to the unprecedented number of [bats](#) dying in the United States at the hands of white-nose syndrome, the biology departments at Saint Mary's University and Dalhousie University are conducting a joint research study to learn about the health of bats in Canada. The team will cover 32,000 kilometres of caves and abandoned mines in New Brunswick and Nova Scotia, where they'll report on the general health of bats, including their body and reproductive condition, and will collect small hair and wing membrane tissue for genetic testing. They'll also study bat movement and activity that might relate to the spread of disease.

Forest to Sea Watershed Education Program

\$4,000

The Galiano Conservancy Association's Forest to Sea Watershed Education Program offers environmental education to schools and groups across Vancouver and Victoria, British Columbia.

Habitat Conservation in Salt Spring Island

\$5,000

There are 45 species listed as at-risk in Salt Spring Island. And considering that 90 per cent of the region is composed of private land, the Salt Spring Island Conservancy is dedicated to educating the public about the importance of this critical habitat and the wildlife that lives in it.

Sea to Sky Wetlands Project

\$5,600

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

Alberta's Birds

\$3,300

The Federation of Alberta Naturalists is coordinating 48 of the province's Important Bird

Areas and will work towards bird and habitat monitoring, environmental education, community outreach and habitat restoration.

Prairie Habitat

\$10,400

The Saskatchewan Natural History Society's Stewards of Saskatchewan project works to conserve 75,500 hectares of natural prairie habitat for at-risk wildlife like the burrowing owl, loggerhead shrike and piping plover.

Barn Owl

\$1,650

With habitat dwindling, the barn owl is listed as endangered in both Ontario and Quebec. Friends of Wye Marsh are constructing a barn owl aviary to offer shelter for these birds of prey and also to educate students in the Midland, Ontario, region.

At-risk Reptiles

\$7,000

Bruce County is home to many reptiles that have been listed as endangered, threatened or of special concern, including the spotted turtle, massasauga rattlesnake, eastern milksnake, queensnake and eastern ribbonsnake. Ontario Nature's Reptiles at Risk Awareness Program in Bruce County works to increase public awareness about these reptiles and how they can reduce human threats to the populations.

Conservation of Parc régional des Grandes-Rivières

\$4,100

The Parc régional des Grandes-Rivières has 85 birds, 20 mammal, 17 fish, two amphibians and one reptile species within its borders. The Société de Gestion Environnementale is committed to educating students and the general public about the importance of wildlife in the area.

Bees

\$2,500

Bees are disappearing at an alarming rate across the globe; while researchers are still trying to pinpoint the precise cause, there are many threats to these pollinators, including habitat destruction, pesticides, pollution, parasites and viruses. The Conservation Council of New Brunswick's Backyard Bee Box Project aims to protect bees by teaching the public how to create pollinator-friendly gardens and construct bee boxes to house their nests.

Ocean Health

\$7,500

The Canadian Parks and Wilderness Society is creating a short film entitled "Ocean Memories" to educate Canadians about the importance of our oceans and how we can reduce marine water pollution.

Flora and Butterfly Gardening

\$6,850

The Friends of Keji Cooperating Association is bringing researchers, farmers, seniors and other community members of southwestern Nova Scotia together to create and maintain four native flora gardens. These gardens will offer habitat to an array of wildlife, including the province's at-risk species.

Sackville River

\$5,000

The Sackville Rivers Association educates elementary students about the importance of fish and fish habitat through two programs: Fish Friends and River Rangers. In the spring, Fish Friends helps students identify Atlantic salmon eggs and monitor their development, hatching and feeding stages of life, ultimately releasing salmon fry back into the Sackville River Watershed. In the autumn, River Rangers instructs elementary students about the native fish, aquatic insects, water quality and fish habitat in Sackville Rivers.

Orville Erickson Scholarship

\$22,500 to undergraduate and 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 2009, scholarships were awarded to 12 undergraduate and graduate students (Cassandra Brinovcar, Jennifer Brouwer, Kayley Fowler, Brendan Guy, Julianne Kucheran, Jeff Howard, Lara Cortese, Peter Fast, Jessica Martino, Corey Scobie, Aaron Spares and Karen Vanderwolf).

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 by the Federation in the 2009/2010 fiscal year:

Canadian Conservation Research Fellowship

\$10,000

The Calgary Zoo's Canadian Conservation Research Fellowship offers one graduate or undergraduate student the opportunity to participate in a 10-month research fellowship in the field of conservation biology. The fellowship offers recipients the opportunity to receive training in conservation techniques and conservation logistics, as well as giving them field experience.

Black-footed Ferret

\$15,000

The Calgary Zoo is also investing its efforts to help regain [black-footed ferret](#) populations in Canada. Researchers are studying prairie dog sustainability (the primary prey of the black-footed ferret) in order to find and prioritize prime locations for black-footed ferret releases in Canada.

Effects of Roads on Species at Risk

\$8,000

Southern Ontario is home to the greatest biodiversity in Canada as well as the greatest human population and number of roads in Canada. An astounding 46 per cent of

species at risk have felt the negative effects of roads. Over the next 20 years, the Ontario Ministry of Transportation will be extending expressways. The Toronto Zoo is helping to ensure these extensions will have a minimal impact on wildlife by using a geographic information system to predict which locations would have the highest number of interactions between motorists and wildlife in southern Ontario.

Monarch Butterfly

\$10,500

The Fondation Écologique du Grand Montréal works on the restoration of the Marcel Laurin urban forest in Montreal to help reinforce urban populations of small species like the little brown bat and the [monarch butterfly](#). CWF's funding is dedicated to the restoration of the monarch's habitat and includes the elimination of invasive species and the plantation of indigenous varieties of trees, bushes and flowering plants, as well as the installation of butterfly boxes. The project will restore original habitats, create a green corridor and help teach the public about the importance of conserving urban habitats for wildlife.

Volunteer Habitat Lands Stewardship

\$5,000

The Alberta Fish & Game Association's Volunteer Habitat Lands Stewardship project works to conserve and manage habitat that will in turn preserve fish and wildlife in the Alberta wild for years to come.

Native Plants

\$1,000

CWF is supporting the creation of a native plant program at the Squamish Lil'Wat Cultural Centre in Whistler, British Columbia.

Innu Communities

\$6,000

L'Agence Mamu Innu Kaikusseht (AMIK) is working to acquire more information about the populations of species in their northern distribution. These species include the barrow's goldeneye, harlequin duck, Atlantic walrus, leatherback sea turtle, American eel, Atlantic cod, North Atlantic right whale and polar bear.

Climate Change Effects on Fish and Wildlife

\$3,000

Forrex's climate change adaptation conference held at the University of Victoria in June of

2009 was organized to discuss the direct and indirect impacts that climate change has on wildlife as well as the options for adaptation.

Footprint Project

\$4,800

Each year, CWF leaves a lasting “footprint” in the city of its AGM. This year, CWF funded the creation of a naturalized walking trail alongside the Yukon River, entitled the Canadian Wildlife Federation Loop. This loop will inform the public on beaver, salmon, bald eagle and grayling activities along the Millennium Trail.

Chronic Wasting Disease

\$10,000

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. In 2009, 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.

Migratory Caribou

\$40,000

The Quebec Outfitters Federation is working with Laval University to administer a research program that will study the impact of industrial activities and climate change on the population dynamics and use of space by migratory [caribou](#) living in the Quebec-Labrador region.

[Endangered Species Program](#)

The Canadian Wildlife Federation established the [Endangered Species Fund](#) to support research that will benefit the conservation of species at risk. Canada’s vast landscape is brimming with species that need our help. However, the number is too great and the space is too large to address them all. As a result, CWF has decided to target Canada’s threatened aquatic species, which are often overlooked. The fund is focused on improving our knowledge of marine and freshwater species, but also considers projects addressing iconic species such as the polar bear, the caribou and the killer whale.

To qualify for funding from the Canadian Wildlife Federation's Endangered Species Fund, projects must address issues facing species in Canada, particularly those that are listed under the Species at Risk Act (SARA) or that are considered to be at risk or data deficient by the Committee on the Status of Endangered Wildlife in Canada (COSEWIC). The following are projects funded in the 2009/2010 fiscal year:

Spotted Turtle

\$7,005

The spotted turtle is the only freshwater turtle in Canada deemed endangered by the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) due to threats such as habitat loss and degradation, road mortality and illegal collection for the pet trade. Seburn Ecological Services is researching a spotted turtle population in a wetland near Ottawa. With a road running through the wetland, and the population living just 20 metres from the road, the organization is interested in discovering whether or not the road poses a threat to the population.

Northern Leopard Frog

\$40,000

As [Northern leopard frog](#) populations continue to decline across western Canada, researchers at the Calgary Zoo are conducting research to discover the condition of populations in Alberta.

Marine Mammals and Turtles

\$15,000

Acoustic tags have become a popular tool for researchers studying the distribution, movement and survival of marine fish and other species. However, some researchers believe that the audible signals the tags emit may be heard by marine mammals, thereby deterring or attracting them to the tagged fish. The Vancouver Aquarium Marine Science Centre is studying the link between tagged smolts and their predators: from harbour seals to Steller sea lions.

Wild Whales in the Classroom

\$10,665

The Vancouver Aquarium Marine Science Centre created Wild Whales to collect information and inform the public about the whales, dolphins, porpoises and sea turtles off the coast of British Columbia and the challenges they face for survival.

At-risk Turtles

\$7,040

Scientists at the Toronto Zoo are researching threats to at-risk turtle species. With this knowledge in hand, they'll be able to identify key habitat areas for protection and restoration in the southern Ontario region. Researchers are also interested in monitoring turtle species and reducing road mortality of at-risk turtle species as well as educating the public on the importance of turtle conservation.

Black-footed Ferret

\$19,800

The [black-footed ferret](#) once called the Great Plains – from southern Saskatchewan to Alberta – home. But in 1978, it was listed as extirpated, as it hadn't been seen in Canada since 1937 due to habitat loss. The Toronto Zoo has bred and raised 400 black-footed ferrets since 1992, reintroducing many to the wild in the U.S. and Mexico. But in October 2009, 34 ferrets were released into the Grasslands National Park in Saskatchewan. The Toronto Zoo is continuing to research and monitor the species and expects to release more ferrets into the area in 2010 and 2011.

Spiny Softshell Turtle at Pike River

\$20,000

With only two subpopulations in Canada, the [spiny softshell turtle](#)'s habitat is crucial to its survival. However, this reptile has a long must-have list before it moves into its habitat, and human impacts can leave it homeless. The Granby Zoo is assessing and monitoring the health of the Pike River population. Researchers capture females en route to Pike River and install transmitters to track the females as they scout out nesting spots. Then the researchers locate nesting areas, protect them from predators with wire netting, check on flooding, predation and vegetation growth in the area, and finally check the nesting sites to determine the ratio of hatched to undeveloped eggs.

Atlantic Cod

\$29,000

Since fishing [Atlantic cod](#) has become nearly obsolete in Canadian waters in order to allow populations to bounce back, researchers have theorized an array of reasons for the species' failure to flourish. Dalhousie University's Department of Biology is testing one such theory, namely that part of the reason cod have not recovered may be due to the loss of cod populations that were finely adapted to thrive in their local environment.

Northern Bottlenose Whale

\$36,000

As a non-migratory species, the [northern bottlenose whale](#)'s Scotian Shelf population spends approximately 57 per cent of its time at the entrance of the Gully. Researchers at

the Department of Biology at Dalhousie University are tracking the size of the whale's Scotian Shelf population and monitoring its distribution using mark-recapture analysis. The team will collect photo identifications to help garner accurate information on the whale's numbers and examine the whale's distribution in the Gully, as well as their behaviour.

Ontario Turtles

\$14,000

Researchers at Carleton University's Biology Department are conducting research to determine mortality rate levels of at-risk stinkpot, map, painted and snapping turtles due to by-catch. Scientists hope to create strategies that will help reduce the capture and mortality rates from by-catch.

Coho Salmon in the Interior Fraser River

\$24,500

Carleton University's Biology Department is researching how salmon in B.C.'s Interior Fraser River interact with fishing gear.

Reptiles in Thames River Watershed

\$18,000

The Upper Thames Conservation Authority is working towards the recovery of reptiles at risk in the Upper Thames River Watershed, particularly the spiny softshell turtle and the queensnake. They will be planting native vegetation for the species' habitats, protecting existing nest sites and educating landowners and the community about the importance of these at-risk species.

Eastern Hog-nosed Snake

\$16,000

In the last 20 years, the [eastern hog-nosed snake](#)'s numbers have dropped to 7,500 in Ontario. Researchers at the Department of Biology at the University of Ottawa are studying the snake's habitat-selection patterns to identify what makes up critical habitat for the species, including nesting and hibernation sites. The research will also establish what constitutes to the destruction of habitat throughout the snake's Ontario range.

Coastal Giant Salamander

\$30,000

As forest harvesting increases in the managed forests of British Columbia, the coastal giant salamander's numbers are reducing, and inbreeding is on the rise. The Department of Forest Sciences at the University of British Columbia is comparing levels of inbreeding,

dispersal patterns and the mating system of the coastal giant salamander through genetic analysis. The results will help researchers decipher what recovery methods would be best for this species.

Salmonoids

\$73,860

Researchers at University of Alberta's Department of Biological Sciences are measuring the swimming performances and metabolic abilities of at-risk salmonoids in Alberta as well as the effects disease and chemical contaminants can have on the swimming ability and behaviour of these at-risk species.

Turtles at Rondeau Provincial Park

\$14,850

Researchers at the University of Guelph are studying nesting selection sites, nesting behaviour, rate of predation and hatching success rate of four at-risk turtle species at Rondeau Provincial Park in Ontario: the spiny softshell turtle, blanding's turtle, northern map turtle and common snapping turtle.

Right Whale

\$20,000

The Department of Oceanography at Dalhousie University is studying the variation and abundance of prey available to the right whale in Roseway Basin, Nova Scotia. Researchers will observe how the health and abundance of prey affect the distribution, feeding, physical condition and reproductive success of the right whale.

Inner Bay of Fundy Salmon

\$40,000

The Department of Oceanography at Dalhousie University is studying how habitat affects the distribution and population density of salmon in the Inner Bay of Fundy in Nova Scotia.

Leatherback Seaturtle

\$16,000

The Canadian Sea Turtle Network is working to determine the risk commercial fishing gear poses to leatherback seaturtles in waters off Nova Scotia. To date, the network has the largest collection of leatherback seaturtle data in Canada. This research will be fundamental to conserving the turtles, which travel from 12 different countries to feed in northern Atlantic waters.

Northern Leopard Frog in British Columbia

\$8,000

Northern leopard frogs have been in decline in Alberta for the last 30 years due to climate change, disease, habitat loss and fragmentation and water management and quality. The Vancouver Aquarium is building a second greenhouse in which to raise tadpoles and to establish a population of frogs in western Canada.

Northern Map Turtle in Lac des Deux-Montagnes

\$10,000

Researchers at the Ecomuseum in St-Anne-de-Bellevue, Quebec, are studying the threats to northern map turtles in Lac des Deux-Montagnes. They are also working to decipher essential habitat for the turtle throughout its life cycle – from egg laying to hibernation.

Lake Sturgeon

\$10,000

The Saskatchewan Watershed Authority collected data in 2009 to create a model of the Saskatchewan River System that details the influence water flow has on sturgeon habitat and food resources. Researchers hope this information will help water managers and regulatory agencies predict the impact of current management strategies as well as climate change and drought-induced changes in flow.

Marine Mammal Conference

\$5,000

In October 2009, the 18th Biennial Conference on the Biology of Marine Mammals of the Society of Marine Mammology took place in Quebec City. This conference offered 2,000 marine mammal scientists and students across the globe to learn the latest research on the biology and conservation of marine mammals.

Species at Risk Workshop

\$1,001

The Bluenose Coastal Action Foundation created a Species at Risk Stewardship Workshop, which launched in February 2010.

Conservation

Climate Change



[Climate change](#) is projected to be the single greatest threat to wildlife and the natural environment in our lifetime. It has an impact on all living things, shifting animals' natural ranges, altering the timing of migration and causing young to be born earlier. Changes in weather patterns are also particularly worrisome as they can cause problems such as the melting of Arctic ice caps or extreme weather events.

In the past, the changes were slow, and animals were given a small window of time in which to adapt. Today, due to human activities, climate changes are occurring at an accelerated rate, giving wildlife fewer opportunities to cope with the changes. It is for this reason that climate change was identified as a priority during the 2009 issues assessment.

Climate Change Adaptation Symposium

To address the issue of how we can help wildlife adapt to climate change, CWF helped organize and fund a Climate Change Adaptation Symposium in British Columbia. This was the first symposium of its kind in Canada in which scientists assembled alongside resource managers and others to discuss options to manage future climate change issues while simultaneously offering Canada's wildlife the best possible chance to adapt.

Carbon Trading Revenues and Canadian Wildlife

The Government of Canada is considering implementing a [cap and trade](#) carbon credit system to reduce carbon emissions in Canada. The sale of carbon credits would require

industry to pay for the amount of carbon their facilities emit each year, which would generate a substantial amount of funds for the Canadian Government annually.

In 2009, CWF advocated that the Government of Canada allocate a percentage of revenues generated from any cap and trade system to efforts that mitigate the effects of climate change on Canadian wildlife. Funds of this kind could help wildlife adapt by initiating conservation projects, creating wildlife migration corridors and other restoration measures to help wildlife adapt.

Members of the public were also urged to participate in the call to action through communications and the climate change adaptation petition posted on CWF's website. This petition was sent to the Honourable Jim Prentice, Minister of the Environment.

CWF Attends Historic Enviro-Summit

Rick Bates, CWF's Executive Director, attended a meeting in Washington, D.C., with environmental leaders from across North America. This meeting allowed CEOs from 30 environmental groups based in Canada and the United States to meet and discuss the most pressing issues in climate change. Their collaboration parallels the emerging threats that intertwine Canadian and American economic and environmental health, including the impacts of climate change, tar sands oil production and Arctic development. The leaders used the opportunity to compare key information and research results in order to identify the most important issues in climate change that should be addressed in 2010. This information also determined the approach taken at the United Nations Climate Change Conference, [COP15](#), to collectively shape environmental and economic policy.

United Nations Climate Change Conference

In December 2009, Copenhagen, Denmark, hosted the United Nations Climate Change Conference, COP 15, which attracted over 45,000 delegates. Those representing CWF were Wade Luzny, Executive Vice-President; Rick Bates, Executive Director; Dr. Luba Mycio-Mommers, CWF Director of Education; Heather Robison, CWF Media and Community Relations, and four members of our Learning Institute: Dr. Richard Mrazek (University of Lethbridge), Dr. Yves Jean (University of Quebec in Montreal, TELUQ) and Dr. Grant Gardner (Memorial University).

Deforestation accounts for 17 per cent of the globe's total emissions. The United Nations REDD proposal calls on wealthy countries to support the needs of developing countries by rewarding them for sustainably managing their forests and thus reducing their emissions of greenhouse gases. The proposal would also involve securing carbon dioxide in plants and soils through forest restoration. By providing technical and financial support to the

United Nations proposal for Reduced Emissions from Deforestation and Degradation (UNREDD), Canada has the opportunity to take an active role in the reduction of greenhouse gases at an international level.

CWF hosted networking meetings for Canadian delegates to discuss the issues facing Canada's Arctic as well as the work of the United Nations Commission on Sustainable Development Education Caucus.

Canada once held a good international reputation on environmental issues; however this status was tarnished after the United Nations Climate Change Conference. While Canada was respected in the environmental community for achievements such the Air Quality Agreement with the United States to reduce acid rain, the Migratory Bird Convention Act, our national parks system and much more, recent criticism has befallen our country for missing the greenhouse-gas-reduction targets committed to in 1997. CWF is urging the Government of Canada to take steps to restore our country's environmental reputation.

Water



[Water](#) is one of Canada's most important resources — on a national and global scale. It supports life in both our fresh water and marine ecosystems; is used in agriculture, recreation and industry; and even sustains human life. Considering that Canada holds one-fifth of the world's fresh water, it's easy for Canadians to think of our water as an unlimited resource. However, we still face both water quality and quantity concerns. Not

only are Canadians one of the highest municipal consumers of water, using on average 622 litres per capita per day, but our resources also face a wide variety of pollution threats, including:

- municipal wastewater effluents from inadequate waste water treatment practices;
- waterborne pathogens from human and live stock waste;
- algal toxins and nutrient overloads from urban and agricultural run-off;
- aquatic acidification;
- bulk water exports;
- impacts of chemical, temperature and sediment changes caused by dams and water diversions;
- endocrine-disrupting substances that can cause multigenerational effects on development and reproduction;
- industrial point source discharges such as waste from mines and the petrochemical industry and
- invasive species that change ecosystem dynamics.

For this reason, water issues related to fresh water and marine conservation were identified during the 2009 issues assessment as one of the most important areas in which to take action.

Navigable Waters Protection Act (NWPA)

The amendments made to the [Navigable Waters Protection Act](#), found in the Budget Implementation Act, 2009, Bill C-10, could significantly reduce the number of protected waterways in Canada. CWF urged Canadians to voice their concerns by signing a petition that was sent to the Honourable John Baird, Minister of Transport, Infrastructure and Communities. A presentation to the Standing Senate Committee on Energy, the Environment and Natural Resources, was also made by a member of CWF's conservation team to voice our concerns about the implications of the amendments on wildlife. While the legislation was passed by the government, CWF was pleased to see many of the Senate Committee's recommendations in its assessment.

The amendments resulted in an interim ministerial order, which was replaced by proposed regulations in fall 2009. Upon announcement of public consultation, CWF helped shape the policy by providing input on the risks of the amendments on the environment.

B.C. Supreme Court Rules for Regulation of Fish Farms

CWF applauded the B.C. Supreme Court's ruling that fish farms were to be considered a

fishery instead of agriculture, thereby making the Department of Fisheries and Oceans (DFO) legally responsible for the regulation of salmon farming.

Regulatory responsibilities include deciding where farms are allowed to be placed. As it stands, they are often found on or near wild salmon migration routes, which can leave wild populations vulnerable to diseases and parasites carried by the farmed fish. The interactions between escaped farmed fish and wild populations have not been characterized, in addition to the lack of knowledge of the long-term effects of these facilities on the native population or its habitat.

CWF urged DFO to conduct research that will identify the effects of deleterious substances on, and maintain protection of, wild fish populations and their habitat as per the fisheries act. We will continue to encourage the consideration of closed containment technologies for salmon aquaculture.

Species at Risk



Photo: G. Amistead-VIREO

Our wildlife is in a state of decline like never before. Nearly one-third of assessed species across the globe are [threatened with extinction](#), and the Committee on the Status of Endangered Wildlife in Canada (COSEWIC) has listed 585 species in Canada to be at some level of risk—extinct, extirpated, endangered, threatened or of special concern.

From prey to predator, every species lends a hand in maintaining a healthy ecosystem, so when one species is in trouble, it's often an indication of a larger problem. Many scientists believe that the global rate of species loss is greater now than at any time in history and that the declines can be directly attributed to human activity. Habitat loss and degradation have been identified as the

central reasons for population declines in approximately 75 per cent of the species at risk, and factors such as poaching, climate change, invasive species and outbreaks of disease add additional stress. The Intergovernmental Panel on Climate Change has gone as far as to project that, should the earth's temperature rise two or three degrees Celsius

above current levels, we will see 20 to 30 per cent of plant and animal species being pushed to the brink of extinction.

Endangered Species Program

Due to the seriousness of the issue, CWF identified work with endangered species conservation to be a priority for 2009. The Canadian Wildlife Federation is proud to be part of the solution to this critical challenge. Our [Endangered Species Program](#) will help to conserve threatened and at-risk wildlife across Canada through:

- research into the causes of species decline and the best methods to ensure recovery;
- education to engage the public in endangered species conservation;
- sharing knowledge among conservation organizations on successful practices;
- reintroduction of endangered species into their native habitats;
- programs to help conserve habitat for endangered species and
- work that will improve government policies affecting endangered species.

Advocacy for Species at Risk in Canada

CWF is a member of the Species at Risk Advisory Council (SARAC), a national-level group that provides advice to the federal government on species at risk conservation. Through its membership on SARAC, CWF is able to provide input on federal government policy related to issues such as critical habitat protection, recovery planning for species at risk and funding programs for taking action to conserve and recover species at risk.

CWF also has observer status in the Committee on the Status of Endangered Wildlife in Canada (COSEWIC). Through its participation at COSEWIC's bi-annual species assessment meetings, CWF is able to stay current on listing decisions that will be presented to the Minister of the Environment. It also allows us to observe the process under which each species is evaluated.

Habitat Stewardship

CWF is committed to informing the public about the actions they can take to help conserve wildlife. Small gestures, from planting native plants to installing a pond in your own backyard, can make a world of difference to Canada's wildlife.

Backyard Habitat Program

Since the [Backyard Habitat Program](#)'s launch in 1999, a continuous stream of wildlife-friendly information has been poured into yearly handouts, posters and our [Wild About](#)

[Gardening](#) website. The goal of these and other initiatives has been to help Canadians realize the value of our wildlife, get inspired and give back, especially on their own property. Creating habitat – as well as conserving existing natural spaces – is crucial to the well-being of Canadian species like songbirds and pollinators at a time when so much wildlife habitat is being converted to concrete and bare lawns.

Our Backyard Habitat Certification Program has seen an additional 87 properties certified this 2009/2010 fiscal year, including many Bed & Breakfasts, thanks to our contest in partnership with B&B Canada. These additional properties – almost 600 hectares worth, brings the total number of CWF-certified properties to a whopping 452, with almost 2,500 hectares of Canadian land giving back to wildlife!

The program also created two new reusable bags in 2009: a shorelines bag, featuring species from our shorelines poster field guide, and a bat bag, which profiles Canadian bats also found on our popular bat poster.

Pollinators Habitat-Challenge (Défi –Habitat Pollinisateurs Project)

Le Défi Habitat-Pollinisateurs, a Quebec-based initiative, was 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.

The program, a collaboration between 54 non-profit organizations and seven schools, set out to teach others why these populations are plummeting, why pollinators are important and how to create habitat to aid in their recovery. The project resulted in over 5,000 native plants being planted, seeding projects that covered close to three square kilometres of land, 7,800 people receiving seeds, information and gardening guides from CWF and our network of partners, two feature magazine articles and over 47 organizations that carried out additional outreach education work. The program reached 31 cities in Quebec and was recognized by the City of Montreal, the CRE-Montreal and the Conférence régionale des élus de Montréal, under the City of Montreal Sustainable Plan, as one of the two more innovative and important initiatives performed by NGOs in 2009.

Montreal Old Port

In 2010, we continued work on the beautiful native plant garden at the Montreal Old Port. Located adjacent to the King Edward entrance to the Old Port (in front of the Montreal Science Centre), the garden has an area of 175 square metres and displays some 60 species of native plants, including such vibrant, showy species as Canada columbine, verbena and coneflower.

Conservation Achievement 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 conservation of Canada's natural heritage and legacy. In 2009, six winners were selected, each representing a different aspect of conservation.

Youth Conservation Award

Rachel Hacking of Stratford, Ontario, won the [Youth Conservation Award](#), which recognizes youth who have participated in a wildlife conservation project or activity in the previous year. Hacking won because of her work for local wildlife – raising money and awareness for local swan populations and the Ontario Society for the Prevention of Cruelty to Animals.

Roderick Haig-Brown Award

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 Mario Viboux of Verdun, Quebec, for his introduction of a sport-fishing program to the youth in the province as well as his direction of the Point de Mire Youth Centre, illustrating his leadership and passion for the outdoors.

Roland Michener Conservation Award

The [Roland Michener Conservation Award](#) is given to an individual who has demonstrated an outstanding commitment to conservation. This year, Don Trethewey of Kamloops, British Columbia, was given this honour for his knowledge of wildlife and habitat from his early days as a habitat assessment biologist and for volunteering much of his time to environmental clubs and provincial committees.

Doug Clarke Memorial Award

The [Doug Clarke Memorial Award](#) is presented to an affiliate organization in recognition of an outstanding conservation project. This year the Nanaimo & District Fish & Game Protective Association is being recognized for its completion of The Millstone River By-Channel. An 800-metre side-channel now provides fish, notably Coho salmon, the opportunity to migrate and spawn past Deadman's waterfalls.

Past Presidents Award

The [Past Presidents Award](#) is given to an elected legislator who has made a significant



contribution to the conservation of wildlife, and this year we chose Gary Breitzkreuz of Yorkton, Saskatchewan, and Larry Bagnell of the Yukon. As co-chairs of the non-partisan Parliamentary Outdoor Caucus, both men have united legislators from the four major political parties with the goal of creating a common value for the Canadian outdoors and natural heritage.

Stan Hodgkiss Canadian Outdoorsperson of the Year Award

And lastly, Robert Gruszecki of Calgary, Alberta, was awarded the [Stan Hodgkiss Canadian Outdoorsperson of the Year Award](#). Robert has displayed a lifelong enthusiasm for wildlife and the outdoors to people of all ages across Alberta. His work has now become a blueprint for the delivery of conservation education across Canada.

Education

CWF Learning Institute

In 2009, CWF Education launched a new program called the CWF [Learning Institute](#) to further enhance the connection between people and their environment by conducting strategic and scholarly research, creating, piloting and studying educational innovation and technology-based learning, improving and advancing professional practice and promoting innovative learning about wildlife issues.

The Founding Fellows of the CWF Learning Institute are:

- [Wade Luzny](#), CWF Executive Vice-President;
- [Dr. Luba Mycio-Mommers](#), CWF Director of Education;
- [Dr. Grant A. Gardner](#), Associate Vice-President (Academic), Memorial University, St. John's, N.L.;
- [Dr. Yves Jean](#), Professor and Director, University of Quebec in Montreal (TELUQ) and
- [Dr. Richard Mrazek](#), Professor of Science Education, Faculty of Education, University of Lethbridge, Alta.

World Conservation Congress

While the Learning Institute was formally launched in Montreal in May 2009, international outreach began in October 2008, when members of the team attended the International Union of Conservation of Nature's [World Conservation Congress](#) in Barcelona, Spain. CWF hosted several unique and popular presentations at the Water Pavilion. This was the international launch of CWF's water ecology public education videos. CWF distributed business-card-sized discs of its message – to conserve and protect water – in English, French and Spanish. We also encouraged delegates to wear blue CWF wristbands to show their support for this campaign. CWF undertook this initiative because Canada's water quality and quantity issues are impacting wildlife.

World Water Forum

The international outreach continued when members of the Learning Institute promoted CWF's education initiatives at the [World Water Forum](#) in Turkey in March 2009. The focus was on the St. Lawrence Seaway and CWF's plan to provide an educational French-language video resource on the many issues facing this important international waterway. The impacts of agriculture, infrastructure, climate change and the health of

wildlife populations are examined in the documentary and webisodes called [Navigating Troubled Waters](#). The French-language program is part of the CWF Rivers to Oceans video series.

5th World Environmental Education Conference in Montreal

As environmental educators from around the globe travelled to Montreal from May 10 to 14, 2009, to explore innovative educational approaches to sustainability, CWF took a lead role. As the major partner in this 5WEEC conference, titled "[Earth: Our Common Home](#)," CWF further established its role as a forerunner in the conservation education movement. The CWF Learning Institute hosted a symposium at the 5WEEC conference on the current state of wildlife education in Canada. The Fellows developed and distributed a [survey](#) on conservation education in Canada to identify areas in need of improvement and advance professional development. CWF also profiled its resources and provided a stage for educational presentations. The formal launch of the Learning Institute was held during 5WEEC at Montreal's [Biosphere](#).

Summer Institute

[Acadia University](#) in Nova Scotia was the base for CWF's first [Summer Institute](#), from July 4 to 11, 2009. This innovative course offered educators from across Canada the unique chance to meet with conservation experts and study biodiversity. Students learned how farmers manage [riparian and agricultural issues](#); they visited species at risk [research and recovery sites](#) for [blanding's turtles](#), [ribbonsnakes](#) and [piping plovers](#), and explored wildlife education through the creative arts. On the shores of the largest tides in the world, the Bay of Fundy mud flats, the educators investigated estuarine life. These experiences were recorded on video as part of the course, and [CWF's You Tube channel](#) featured some of the great footage.

COP 15

Along with 45,000 other delegates from around the world, CWF attended [COP15](#), the United Nations Climate Change Conference held in Copenhagen in December 2009. CWF encouraged Canada to follow through for [developing countries](#) and hosted [networking meetings](#) for Canadian delegates. We also appeared on [ClimateChange.TV](#) and sent video feeds back home. Our [webcasts](#) provided a unique insight into the issues and featured interviews with CWF's Executive Vice President, [Executive Director](#) and the Learning Institute Fellows. Members of the Learning Institute also attended a conference hosted by the Danish School of Education, University of Aarhus, Copenhagen, called [Can Education Change the Climate?](#) Climate Change Education continues to be a priority for the CWF Learning Institute as it develops new programs and follow-up projects, including presentations to education professionals.

WILD Education

CWF's track record of educational success stories continues its WILD Education program. This six-hour professional development certification workshop program introduces educators on how to integrate conservation education into all grades, for all ages and all subjects. Featured programs are Project WILD, Below Zero and Fish Ways. In 2009, 1,197 educators were trained, bringing the total to 120,000 across Canada. This program included Project WET and the Native Prairie Curriculum in Saskatchewan in 2009.

- [Project WILD](#) features 121 complete lesson plans about terrestrial and aquatic wildlife.
- [Fish Ways](#) provides kindergarten to Grade 12 students with a lifelong concern for the wise use of fish and the conservation of their habitat.
- [Below Zero](#) focuses on how wildlife adapts to Canadian winters, in snow and ice conditions and frozen environments.

Through its national WILD Education facilitator program, CWF hosted training workshops across Canada in 2009. CWF Education also participates in teacher conferences to recruit new educators and interact with those using our programs. In 2009, 1,197 educators were trained through CWF's WILD Education program, representing a student/youth population reach of 83,850. Our total of trained educators is now at a whopping 120,000.

Adopt a River

CWF is also a partner in the [Adopt a River program](#), which encourages students aged 10 to 15 to use science projects to explore waterways. Started by the [Biosphère](#) (Environment Canada) and taken on by the Comité de valorisation de la Rivière Beauport (CVRB) in Quebec, this project can be undertaken by any school or youth programs located close to a fresh water river. A Participation Guide features learning activities to prepare students for the field trips, and a Teacher's Guide includes administrative and logistical planning tips. This program also offers teacher training sessions and scientific help during the field trips.

Project WET and Native Prairie Curriculum

Project WET (Water Education for Teachers) is an interdisciplinary water education program intended to supplement a school's existing K-12 curriculum.

Native Prairie Curriculum units are designed to directly match the learning objectives of the Saskatchewan Core Curricula.

Wild and Blue School Youth Projects

Through the [Wild and Blue School Youth Project](#) program, CWF is inspiring and supporting creative and critical hands-on learning through wildlife habitat projects, like plantings focusing on native species. Educators can apply to certify a wide range of projects, like developing butterfly gardens, shelterbelts or duck nesting boxes. Many students learn by doing, and by supplementing teacher training with project resources CWF is engaging youth in important activities to protect ecosystems across this country. In 2009, 66 schools conducted 86 habitat education projects involving 11,582 students and youth who were supervised by 110 educators.

While there are many great examples of this experiential education in action, the [Scott Young Public School](#) in Omemee, Ontario, is outstanding in the field. Teacher Kevin Adams has been engaging students in tree plantings for the past 15 years, with ongoing support from CWF. Over the years, students have planted about 16,000 seedlings, creating a forested area featuring large fruit and red maple trees, as well as shrubs, pathways and benches. The outdoor classroom benefits students, but also the environment in general. Tree plantings mitigate the effects of [climate change](#), because trees remove carbon dioxide from the air as they grow, and some of the Scott Young Public School plantings have grown seven metres over the years.

In 2009, there were 66 Wild School and Youth Projects across Canada. While CWF celebrates all of these initiatives, a few projects are selected annually to receive National Wildlife Week Awards. For example, in 2009, CWF recognized [Anne Lindsay](#), a teacher at Riverside Public School in Huntsville, Ontario, for helping to coordinate the Redeem the Stream Project. With the help of students from Grades one through eight, Lindsay transformed the eroded, polluted stream on the school property into a healthy watershed. By planting a variety of native plants, many pollutants were filtered out, erosion was mitigated and shelter and nourishment were provided for amphibians and insects. Lindsay won Best Overall Entry. Here are the runners up:

Elementary Level:

Louise Gel, Stewart Hawke Elementary School, Hudson Bay, Sask.

Merilyn Mitchell, Southern Kings Consolidated School, Peters, P.E.I.

Secondary Level:

Patrick Rittinger, Collegiate Vocational School, Kitchener Waterloo, Ont.

Honourable Mentions:

Joanne De Guevara, Sensisysten School, Westbank, B.C.

Julia Malcolm, Branksome Hall School, Toronto, Ont.

Mike Goodchild, Western Secondary School, Amherstburg, Ont.

Karen Poitras, École St. François-Xavier, Rivière-du-Loup, Que.

CWF's Wild and Blue School Youth Project Program is looking forward to celebrating its twentieth year in the fall of 2010.

CWF Education

International Year of Biodiversity

The United Nations proclaimed 2010 the [International Year for Biodiversity](#) to safeguard the variety of life on earth. With nearly one-third of the world's species at risk, it is vital that we all learn more about the environment and our responsibility as citizens to protect biodiversity. To celebrate the International Year of Biodiversity, CWF Education was drawn to the work of award-winning children's book creator [Wallace Edwards](#), author of *Alphabeasts*, *Monkey Business*, *Mixed Beasts*, *The Extinct Files* and *The Painted Circus*. CWF Education created a new [biodiversity poster](#) featuring one of Wallace Edwards's paintings to promote the campaign. This creative approach is earning top grades with teachers, who have praised CWF for the new resource and created innovative ways to use the poster for [community outreach](#).

CWF Education's fall campaign reaches educators at the beginning of the academic year, so they can plan their lessons incorporating CWF Education's online and print resources and programs.

CWFEducation.ca

CWF Education resources are housed online, at [CWFEducation.ca](#). This site continues to evolve and grow to net new learners and fulfill the needs of established wildlife educators. In addition to providing workshop registration forms, [news updates](#) and program outlines, there are also links to a wide range of wildlife-based curriculum resources.

In 2009, CWF Education also partnered with a team of artists from the [Wilderness River Expedition Art Foundation](#) to build an interactive project allowing visitors to participate in a five-week [journey](#) along the rivers and through the forests of northern Quebec and Labrador. Students from across Canada were invited to read details about the expedition's itinerary, submit questions to the artists and follow their progress on a

satellite map. Participating students were entered in a draw for a live presentation about the Boreal Expedition 2009 at their school.

Learning About...Units

In addition to resources offered through WILD Education professional development experiences, CWF Education offers educators annual Learning About... units to promote conservation themes and support the Wild and Blue School Youth Programs.

Learning About Wildlife, Unit 27

During National Wildlife Week, CWF Education launched its Learning About Wildlife units. In 2009, new units on [native plants](#) were developed and delivered to 16,000 schools across Canada. Over 10,000 educators who are registered in CWF's Educator Network received a personal URL to access our conservation education inventory.

Learning About Watersheds, Unit 3

During Rivers to Ocean Week, CWF Education launched its [Learning About Watersheds](#) units to all schools and members of CWF's Education Network. In 2009, the focus was on the conservation theme: [Water's Worth It: Care, Conserve, Commit](#).

CWF Receives Award for Education

On December 3, 2009, CWF was presented with an award for its leadership in conservation education by [RCE Saskatchewan](#), the Regional Centre of Expertise on Education for Sustainable Development. The award was presented for the transition of Project WILD, Below Zero, [Project WET](#) and the [Native Prairie Curriculum Project](#) to the Canadian Wildlife Federation from the Saskatchewan Watershed Authority.

Partners

CWF Education works with a wide range of government departments, non-profit organizations and conservationists from across Canada. We are proud to announce that we are developing new partnerships with the [Tim Horton Children's Foundation](#), the [Institute for Canadian Citizenship](#) and the [Government of Nunavut](#). Through these new partnerships, we are expanding our outreach and bringing diverse organizations together for the common cause of environmental stewardship.

Tim Horton Children's Foundation

The Tim Horton Children's Foundation provides summer camp experiences for economically disadvantaged children. At Tim Horton Onondaga Farms near Brantford, Ontario, CWF provides children in the foundation program with outdoor gear such as

toques and ponchos to enable their experiences in conservation education. Onondaga Farms camp employees are also trained to use WILD Education resources to connect kids with nature. CWF helped enhance a [wetlands conservation](#) program at the 160-hectare farm, which has been instrumental in rehabilitating the [trumpeter swan](#) population.

Institute for Canadian Citizenship

The Institute for Canadian Citizenship is a national non-profit organization that was founded by the Right Honourable Adrienne Clarkson in 2005 as her legacy project at the conclusion of her mandate as Canada's 26th Governor General. Clarkson co-chairs the ICC with internationally renowned writer and philosopher John Ralston Saul. The ICC is dedicated to engaging Canadians about citizenship, and CWF is pleased to advance this mission. In 2009, CWF [facilitated citizenship discussions](#) with newcomers to Canada at community ceremonies in Regina and Ottawa. Conservation is an important responsibility of Canadian citizenship, and CWF looks forward to ongoing initiatives to engage newcomers in [outdoor experiences](#) and conservation education.

Government of Nunavut

CWF supports the culturally relevant delivery of WILD Education programs in Nunavut. A Memorandum of Understanding is being developed between the Nunavut Department of Environment and CWF for the delivery of WILD Education programs. Partnerships will be explored to build the [Inuit Qaujimaqatuqangit](#) framework for conservation education, using traditional Inuit knowledge, institutions and technology to enhance learning.

National Leadership Clinic Program

From March 12 to 14, 2009, CWF Education was one of the sponsors of EECOM's [National Leadership Clinic Program](#). Seven teams participated in the 2008–2009 program in Winnipeg. CWF Education continues to maintain an active role in [EECOM](#), the Canadian Network for Environmental Education and Communication, and shares its vision and mission of engaging Canadians in environmental stewardship and learning.

Ontario Envirothon

CWF is a partner of [Ontario Envirothon](#) by sponsoring the wildlife stream. Envirothon is a North American program that invites high school students across Canada and the U.S. to put their knowledge to the test through various outdoor environmental challenges.

Regional Centre of Expertise in Montreal

CWF is also member of the [CER-Montreal](#), a United Nations University-based initiative that is part of the Sustainable Development Strategy for the city. In 2009, CWF participated in the 4th World Congress of Regional Centers of Expertise, which took place in Montreal. [Patricia Garcia](#), CWF's Regional Co-ordinator for Eastern Canada co-facilitated discussions regarding biodiversity. These discussions aimed to determine the knowledge platforms required to effectively share information, knowledge and experiences, and to identify needs and success factors regarding the implementation of programs that will foster biodiversity conservation throughout formal and informal education.

The CER-Montreal's main objective is to foster eco-citizenship by promoting public awareness through the development and implementation of formal and informal educational programs that could potentially reach the entire Quebec population. The new expression eco-citizen recalls our role on this earth and reminds us of our actions and responsibilities. In this context, the Centre d'expertise régionale de Montréal was created. It was developed under the United Nations University RCE Program and the City of Montreal's Sustainable Development Plan. The Centre is located at the Biosphère (Environment Canada) in Montreal, but its activities will cover all regions of Quebec and reach the entire population of the province through different programs developed through the collaboration of all CER's partners.

AMIK

CWF's Eastern Regional Office and the [Agence Mamu Innu Kaikuseth](#) (AMIK) collaborated in the development and implementation of an educational program for Innu communities located in northern Quebec. The program was aimed to increase awareness about the issues involving the decline of species at risk, such as the barrow's golden eye, the polar bear, the harlequin duck, the Atlantic walrus, the leatherback sea turtle, the eelgrass limpet, the American eel, the Atlantic cod and the North Atlantic right whale. CWF will continue collaborating with AMIK in 2010.

CWF gratefully acknowledges the following partners and participants in CWF Education:

[Agence Mamu Innu Kaikuseth](#)

[Atlas of Canada \(Natural Resources Canada\)](#)

[Biosphère Environment Museum](#)

[Canadian Association of Principals](#)

[Canadian Heritage River Systems](#)

[Canadian Museum of Nature](#)

[Canadian Network for Environmental Education and Communication](#)

[Coastal Zone Canada Association](#)

[Education and Water Monitoring Action Group \(G3E\)](#)

[Environment Canada](#)

[Canadian Biodiversity Information Network](#)

[Green Wave Initiative](#)

[Environment Yukon](#)

[Fisheries and Oceans Canada](#)

[Government of Nunavut Department of Environment](#)

[Institute for Canadian Citizenship](#)

[Manitoba Conservation Wildlife and Ecosystem Protection Branch](#)

[Newfoundland and Labrador Department of Environment and Conservation](#)

[Wildlife Division, Salmonier Nature Park](#)

[Northwest Territories Department of Environment and Natural Resources](#)

[Nova Scotia Department of Natural Resources](#)

[Ontario Ministry of Natural Resources](#)

[Parks Canada](#)

[Prince Edward Island Department of Education and Early Childhood Development](#)

[Prince Edward Island Department of Environment, Energy and Forestry](#)

[Royal Botanical Gardens](#)

[Saskatchewan Watershed Authority](#)

[Scouts Canada](#)

[The Robert Bateman Get to Know Program](#)

[Tim Horton Children's Foundation](#)

[WildBC](#)

Your Connection to Wildlife

Campaigns and Celebrations

CWF works to connect people of all ages with Canada's wildlife. We do so in many exciting ways:

Rivers to Oceans Week

CWF developed a versatile new [website](#) to promote "stewardship" as the 2009 theme of Rivers to Oceans Week, which takes place between June 8 and 14 every year. The website's goal was to inform Canadians about the variety and immensity of Canada's water resources and, most importantly, the need to protect them.

A "[What You Can Do](#)" section described easy, effective ways that Canadians can protect water, while a [Learning Centre](#) catalogued formal and informal lessons plans that educators used to influence their students' concern for water resources. Specific lesson plans encouraged students to understand water-related issues, including the role of [surface water](#) and [ground water](#), the importance of [conserving water resources](#), the issues affecting the treatment and disposal of [waste water](#) and the risks of [urban run-off](#). Corresponding [videos](#), available for viewing directly on the website, further enhanced Canadians' understanding of these issues. A stunning "Water's Worth It" poster was also available for free distribution.

CWF carried this message of stewardship to Northern Canada when the Annual General Meeting took place in Whitehorse during Rivers to Oceans Week. Each year, CWF strives to leave a lasting "footprint" in the AGM's host city; in 2009, CWF helped to fund a walking trail along the Yukon River, adjacent to the Millennium Trail. CWF also set up interactive displays in Fred Henne Territorial Park in Yellowknife and at the Hay River Canadian Coast Guard Base in Hay River, N.W.T., showing visitors and students how to protect Canada's water resources and the wildlife that depend on them.

Rivers to Oceans Week is a program of the Canadian Wildlife Federation. It is sponsored in association with CWF's education partnership with Atlas of Canada, Canadian Association of Principals, Canadian Heritage Rivers System, Canadian Museum of Nature, Canadian Network for Environmental Education and Communication, Coastal Zone Canada Association, Environment Canada Biodiversity Convention Office, The Biosphère: Environment Museum, Conservation Priorities Division, Fisheries and Oceans

Canada, Government of Canada ResEau, Le Comité de valorization de la rivière Beauport, Parks Canada and Scouts Canada.

National Wildlife Week

Canada has thousands of identified native plant species. But more than a quarter of them could be lost forever if we don't do something to conserve them. Many wildlife species depend on the presence of native vegetation for their survival, including rare and endangered species. Butterflies, songbirds, shorebirds, waterfowl and mammals are at risk because of disappearing habitat.

CWF showcased the value of native plants as part of 2009 [National Wildlife Week](#) celebrations, from April 5 to 11. The campaign encouraged Canadians to conserve and protect "Our Home and Native Plants."

CWF encouraged people to take an interest in [ecological and wildlife-friendly gardening](#) by incorporating native plants into their green spaces. By creating a diverse and beautiful garden full of native plant species, anyone can attract wildlife and enhance their gardening experience. Creating cleaner soil, water and air makes for a healthier environment for both humans and wildlife.

During National Wildlife Week, CWF's Eastern Regional Office Colloquium on Pollinators, held at the Biosphère of Montreal in April, received over 120 representatives of Environmental NGOs from all over Quebec. Conferences about pollinators, native species of plants and plant-pollinator interactions were aimed at increasing awareness about the pollinator crisis and offering potential solutions. At this event, our brand-new pollinator program (Pollinators Habitat Challenge - Défi Habitat Pollinisateurs) was launched with the participation and support of the Earth Day-Quebec and the Société de Verdissement du Montréal Métropolitain. The event was closed by a group of students of Lucien Pagé School presenting the youth view on the importance of pollinator conservation.

As part of National Wildlife Week, CWF launched its annual *Learning About Wildlife* educational unit celebrating the benefits of native plants. This unit supports CWF's Wild and Blue School and Youth Projects Program, which engages young people in hands-on habitat education projects.

Proclaimed by an act of Parliament in 1947, NWW falls every year in the week of April 10, the birthday of Jack Miner, one of the founders of Canada's conservation movement.

NWW is a program of the Canadian Wildlife Federation. It is sponsored in association with its education partners: TD Friends of the Environment, provincial and territorial wildlife agencies, the Canadian Museum of Nature, Environment Canada, Natural Resources Canada, Parks Canada, Royal Botanical Gardens and Scouts Canada. NWW is an opportunity to celebrate our country's natural heritage and play a supportive role in its conservation.

Olympics

The eyes of the world were on Canada during the 2010 Winter Olympics in Vancouver and Whistler. CWF took the opportunity to spotlight our nation's wildlife and the environmental issues facing them.

Waterfall Art Installation

CWF's original [art installation](#) to showcase water conservation was included in the 2010 Cultural Olympiad and installed at Whistler Canada Olympic House for the duration of the 2010 Olympic and Paralympic Games. Waterfall was created by four Canadian artists: Kim Morgan, David Clark, Rachelle Viader Knowles and David Ogborn. This new piece was commissioned by CWF to address the urgent environmental issues of water use.

Passing itself off as a vending machine, Waterfall is actually an interactive video sculpture that reminds the public that water is a limited and valuable resource in our world. The usual array of candy, chips and chocolate bars is replaced by videos showing the way we use water on a daily basis. Pressing the buttons causes each of these images to fall away, revealing a thundering waterfall, a powerful reminder of the force of water in the natural environment that is threatened by easy access to available water resources.

Whistler Canada Olympic House, located in the Whistler Public Library building, served as an accredited hosting facility for the Canadian Olympic Committee, the Government of Canada, the Government of British Columbia and the Resort Municipality of Whistler. Whistler Canada Olympic House also hosted public events during the games on three Saturdays: February 13, 20 and 27.

Hinterland Who's Who at the Olympics

CWF brought *Hinterland Who's Who* hosts Jody Gienow and Louis-René Sénéchal to the Olympic area during the Winter Games for special presentations featuring [Woodrow](#) the beaver, a wildlife ambassador. Woodrow was hand raised by Gienow, who co-founded and co-directs the Muskoka Wildlife Centre. Woodrow is unable to return to the wild

because at a very young age he suffered a fractured skull and his teeth had to be removed. He now helps Gienow educate the public about our national animal.

CWF hosted a children's event at the Squamish Lil'wat Cultural Centre February 17 featuring Woodrow and the HWW hosts. CWF also brought Gienow, Sénéchal and Woodrow to a community celebration at Whistler Canada Olympic House on February 20. Several television media outlets interviewed the team, and *Hinterland Who's Who* videos played in Whistler Village and at the Canada Pavilion in Vancouver during the Games. The HWW videos illustrate the threats facing Canadian wildlife and their diverse habitats and celebrate the United Nation's declaration of 2010 as International Year of Biodiversity.

HWW is a joint program of the Canadian Wildlife Federation and Environment Canada and is one of Canada's most active and reliable wildlife documentary series.

Olympic Animations

CWF developed innovative [Olympic animation clips](#) to highlight the dreams of a [polar bear](#) and a [beaver](#) bobsled team. The animation encouraged the public to reflect on the future of the polar bear, beaver and all Canadian species. The 23-second clips were viewed more than 4,000 times on CWF's YouTube channel, demonstrating the popularity and power of this medium. The creative messages end in a call to action, encouraging viewers to donate to CWF because, with your support, anything is possible!

Wildlife Signage

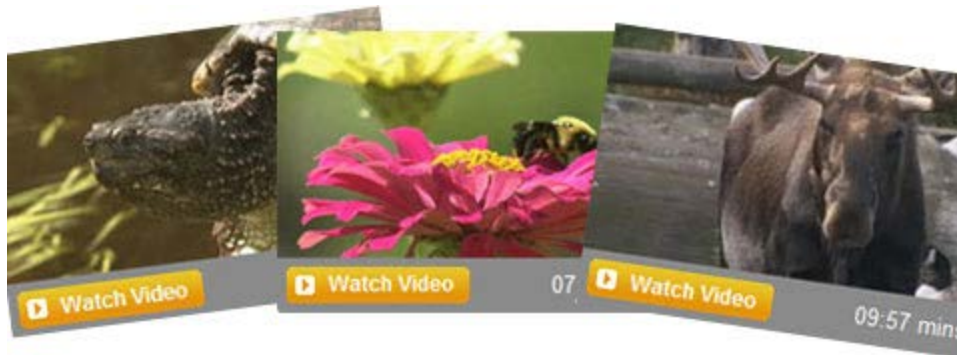
By providing \$7,500 for new signage on the official alpine skiing venue for the 2010 Olympic and Paralympic Winter Games, CWF is helping Whistler Blackcomb educate athletes and tourists about the conservation of coastal tailed frogs and whitebark pine as well as the relationship between climate change and forest fires. The signs will be installed in the summer of 2010 as a legacy project for the Olympic venue. More than two million tourists visit Whistler each year, so signage is very important. Awareness, education and the protection and restoration of mountain ecosystems are key goals for Whistler Blackcomb and CWF is pleased to support these efforts by funding the new wildlife signage.

TEDx Whistler Conference

Hosted by the Whistler Centre for Sustainability, TEDx Whistler featured thought-provoking presentations by leaders in tourism and sustainability. The conference engaged

100 guests and an online global audience through micro-blogging and live streaming. By contributing \$5,000 to the initiative, CWF encouraged the tourism sector to positively contribute to environmental challenges such as climate change. The conference was held on February 18, during the Olympic Games, to highlight the challenges and success stories of sustainable tourism.

Hinterland Who's Who



In partnership with Environment Canada, [Hinterland Who's Who](#) continues to be one of Canada's most authoritative and entertaining resources of information about Canadian wildlife, habitat and conservation issues.

Television networks across Canada played *Hinterland Who's Who* public service announcements approximately 2,500 times per month, or 30,000 times throughout the year, representing a \$12-million value in airtime for CWF.

These on-air PSAs include a new HWW spot called [Discover Biodiversity!](#), produced in anticipation of the United Nations' declaration of 2010 as International Year of Biodiversity.

HWW also produced [an eight-minute youth-based video](#) on the same theme, which plays in the popular online [WhoTube Video Gallery](#). In fact, WhoTube received 10 per cent more visitors this year than ever before, making it one of HWW's best-loved resources for students. Overall, the [HWW website](#) received over 750,000 unique visits from 213 countries.

More than 5,000 formal and non-formal educators received HWW's free WhoTube DVD, and over 4,800 [HWW fact sheets](#) were distributed to students and adults from every corner of the country. These fact sheets continued to be featured in CWF's [Biosphère](#) and [Canadian Wildlife magazines](#), giving readers information on the [beluga whale](#), [monarch butterfly](#), [purple martin](#), [striped skunk](#), [killer whale](#) and [Canada lynx](#).

Rivers to Oceans Public Service Announcements



In 2009, CWF and the award-winning filmmakers at George Gallant Productions Inc. took the Rivers to Oceans water videos series to new depths of understanding. Highlights included the release of a French-language documentary on the St. Lawrence Seaway, the translation of the original five Rivers to Oceans videos into Spanish and the development of new public education videos on wetlands.

Navigating Troubled Waters

In June 2009, CWF released a 30-minute French-language documentary called *Navigating Troubled Waters*. The investigative program aired 59 times on the Quebec television network Canal Savoir between June and December. Four French-language webisodes were posted to RiverstoOceans.ca for the public to download free of charge.

[*Navigating Troubled Waters*](#) follows the St. Lawrence River from its source in the Great Lakes to where fresh water mixes with salt water at the mouth of the Atlantic Ocean. Host [Dr. Yves Jean](#), a past president of the Canadian Wildlife Federation and a Founding Fellow of the CWF Learning Institute, explores how the aging infrastructure in this historic region is in desperate need of repair. He also talks with some of Quebec's most respected scientists about key issues, such as the impact of climate change on water quantity, the effects of development on water quality and the protection of the health of

wildlife populations. While this kind of documentary had been produced before in English, the resources were not available in French until CWF stepped up to the challenge and developed the *Navigating Troubled Waters* videos.

Spanish PSAs

In 2009, CWF produced Spanish versions of its Rivers to Oceans water awareness PSAs and webisodes. This project is important for new audience engagement and partnership development. Most international conferences are offered in English, French and Spanish. In addition, CWF is working with newcomers to Canada as well as conservation organizations in countries with large Spanish-speaking populations, so these resources will be very beneficial for outreach. The translation project idea was first developed in 2008 when CWF hosted workshops at a [water pavilion](#) in Spain during the International Union for the Conservation of Nature's World Conservation Congress. At that time, we dubbed, or voiced over, one of our videos in Spanish as a pilot. The success of that project and the identification of a Spanish video host, brought the translation project to fulfillment in 2009.

Pablo Jaramillo, an English as a Second Language student from the University of Regina who is originally from Colombia, began to volunteer with CWF in May when we supported a student-led water awareness art project called [H2Our Life: Now is Not Soon Enough!](#) Jaramillo provided Spanish interpretation for CWF at the [5th World Environmental Education Congress](#) in Montreal and spoke about the water situation in his home country. Following the conference, Jaramillo worked with CWF and Gallant Productions to film [Spanish versions](#) of the five original [Rivers to Oceans water videos](#). The public education announcements and webisodes feature some of Canada's best fresh water scientists who define and describe the problems and challenges faced by our rivers, lakes, streams and wetlands. Each topic provides a wealth of important information about critical Canadian water issues and offers information about how to take action, at home and at school, to help keep water, and the wildlife that depend on it, healthy. The five water videos currently available from the [CWF You Tube Channel](#) in English, French and Spanish are:

- . *Waste Water;*
- . *Storm Water;*
- . *Groundwater;*
- . *Conserving and Protecting Water and*
- . *Surface Water.*

By piloting this project in Spanish, CWF is reaching new audiences with its messages about the critical issues facing Canada's international waterways and wildlife.

New Wetland Videos

New CWF Rivers to Oceans videos were developed in 2009 to raise awareness for the important role [wetlands](#) play in sustaining biodiversity in our world. The videos also showcase community members and conservation organizations working together to protect these ecosystems, which are critical for the survival of wildlife, water purification and reduction of carbon in the atmosphere.

The videos were filmed at the BC Wildlife Federation's [Introduction to Wetlandkeepers course](#) in Whistler. CWF funded the 2009 and 2010 Sea to Sky series of [BCWF Wetlandkeepers](#) workshops to help protect habitat in the [Olympic](#) area.

The wetland videos are now posted on CWF's You Tube Channel in a variety of lengths. A [30-second](#) public education announcement, a [60-second](#) public education announcement, and a five-minute [webisode](#) are available for anyone to download free of charge. These videos can also be used as teaching resources.

Publications



Magazines

Canadian Wildlife magazine

Stunning photography. In-depth features. Important issues. And fascinating tales.

[Canadian Wildlife](#) magazine, and its French counterpart *Biosphère*, deliver all that and more six times per year. Subscribers explore, celebrate, enjoy and help protect this country's wilderness. And beyond being a great read, a copy of *Canadian Wildlife* on the coffee table is a symbol of passion for this country's great outdoors.

WILD magazine

[WILD](#) magazine is filled with fun stories, wacky games, awesome pictures, crazy comics and oodles more info about wildlife in Canada and around the world. Published eight times per year, the country's premier wildlife publication is aimed at children aged six to 12. It engages kids' imaginations and inspires an interest in nature.

Your Big Backyard magazine

Packed with wonderful images, easy-to-read stories and fun games and puzzles about wildlife in North America and around the world, [Your Big Backyard](#) magazine is sure to get the wee ones (ages three to five) hooked on nature, too. *Your Big Backyard* is published 10 times per year by the U.S. National Wildlife Federation and is distributed in Canada by the Canadian Wildlife Federation.

Newsletters

Bulletin

[The Bulletin](#), distributed in the spring and fall, keeps CWF's approximately 300,000 donors and supporters up-to-date on the organization's latest conservation, funding, education, awards and program news. In 2009, more than 600,000 copies of the *Bulletin* were distributed.

Wildlife Update

Delivered monthly to some 29,000 inboxes, CWF's monthly e-newsletter, *Wildlife Update*, is jammed with timely wildlife news, CWF project and issue updates, amazing facts and fantastic photos. Sign up for [Wildlife Update](#) today!

Seasonal Gardening Guide

Produced through CWF's Backyard Habitat Program, the free *Seasonal Gardening Guide* is a quarterly e-newsletter dedicated to wildlife-friendly gardening. It includes features on gardens, nurseries, creatures and plants, and is loaded with green-thumb gardening tips. Sign up for [Seasonal Gardening Guide](#) today!

WILD Education News

Hey, teachers! Make sure you receive your National Wildlife Week and Oceans Day packages, along with other exciting resources produced by CWF's education experts. Sign up for the [WILD Education News](#) e-alerts.

Posters

Wild About Small Mammals, the latest poster in CWF's Wild About...poster series,

boasts full-colour illustrations of 21 of North America's tiniest mammalian creatures, including its smallest—the pygmy shrew. Learn more about all these species' habits and habitats, and how you can help protect them. CWF's [Wild About...poster series](#), which also includes posters on bats, bees, birds, butterflies, flowers and snakes, and is popular with gardeners, wildlife enthusiasts and educators.

In celebration of National Wildlife Week 2009, CWF's education program produced the Our Home and Native Plants poster, to highlight the thousands of native plant species that provide food and shelter for other Canadian wildlife species.

Water's worth it was the message of CWF's education program Rivers to Oceans Week 2009 poster, which encouraged Canadians to discover this country's watersheds and commemorate the national awareness week for Canada's waterways.

In preparation for 2010 the International Year of Biodiversity, CWF's education program produced a *Biodiversity* poster to promote its programs and associated resources for educators.

A series of posters was created to help promote the Quebec-based CWF program Pollinators Habitat Challenge, which aimed to increase awareness about the decline in the number of pollinators and to encourage the creation of new pollinator habitat.

For more information on CWF's posters, visit: cwf-fcf.org/en/resources/posters-handouts/posters.

Guides

CWF's Wild About Gardening and Education programs offer a range of informational guides. In 2009, the following guide was published:

Shorelines...a festival of life

CWF's beautifully illustrated *Shorelines Habitat Guide*, with information on 92 species you can find along Canadian shorelines, was made available to French-speaking Canadians.