



CANADIAN WILDLIFE FEDERATION *Annual Report 2012/13*

50 years of conservation

1 | INTRODUCTION

Canada is a nation with vast wilderness – soaring mountains, calm fresh waters, raging rivers, sweeping forests and abundant wildlife. We live in a country rich in natural resources – the basis for our strong economy. No matter where you live – be it in the city or the country – you can experience nature in your own backyard and community.

The Canadian Wildlife Federation believes in conserving Canada's wildlife and encourages the wise use of our natural resources. We believe in living sustainably for future generations. Canadians should be able to enjoy the outdoors for all it has to offer through gardening, hiking, fishing, canoeing, camping, biking, birdwatching, swimming, wildlife photography and so much more.

CWF has spent the last 50 years working diligently to foster this Canadian way of life. We deliver programs that encourage people to experience the great outdoors, discover the wonders of nature and learn about the trials it faces. We also challenge government and industry to improve legislation and practices for wildlife and habitat. We conduct and sponsor scientific research to help better understand how we may help wildlife.

This report is a snapshot of CWF's accomplishments over the past year. We have made great progress. Thanks to the support of our donors we have increased your investment in vital conservation and education programs to \$11M. We also broadened our efforts to get people outdoors and into nature. In 2012, CWF advanced conservation by investing in species-at-risk research and creating a land use tool to assess the development and wildlife trade-offs in the environmentally sensitive western boreal forest.

We truly believe people can make a difference for wildlife. People, like you and I. Whether you're a policy maker, a stay-at-home parent, a construction worker or a young Canadian, we all, every one of us, can make a difference to Canada's creatures great and small. We would like to thank our supporters, volunteers and corporate and organizational partners for their help. Without their participation, we could not have achieved all that we did in 2012.

We've celebrated a 50-year history rich in achievements and look forward to working with you towards a future where the people of Canada live in harmony with wildlife – a truly Canadian lifestyle. I look forward to seeing this future unfold with you. Let's get to work.

A handwritten signature in black ink, appearing to read "Wade Luzny".

Wade Luzny
CEO, Executive Vice-President

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On behalf of CWF's Board of Directors, I'd like to thank our supporters for their steadfast commitment to our charitable organization and to Canada's wildlife. I am so very proud of all we've accomplished in 2012. Our board comprises volunteers from across Canada who share a passion for the outdoors that we wish to share with others. We strive to conserve Canada's wildlife and habitat while ensuring accountability and transparency to our supporters. Our passion ensures that whether we are in the boardroom discussing programs and spending efficiencies or knee-deep in mud for a habitat restoration project, we take our conservation responsibilities seriously. I think that really reflects in the amazing work CWF has accomplished during our 50th anniversary year.

Dave Powell | CWF President

2 | CELEBRATING 50 YEARS OF WILDLIFE CONSERVATION

Celebrating 50 Years

For 50 years, the Canadian Wildlife Federation has been making a strong and enduring connection between Canadians and our great country – and the wildlife that call this country home. In 2012, CWF celebrated 50 years of conservation achievements – from reporting to the government on the negative effects of pesticide use on wildlife in the '60s to urging the reduction of carbon dioxide to reverse global warming in the '80s to being part of the reintroduction of the extirpated black-footed ferret to its native prairie grassland home in more recent years. An award-winning timeline of our 50 years of accomplishments can be viewed on our website, CanadianWildlifeFederation.ca.

Throughout our 50th anniversary year, Canadians from all corners of the country shared stories about their personal connection to wildlife through our Calling All Canadians contest. CWF was also the grateful recipient of “The Moose Family” painting, a gift from world-renowned artist and long-time CWF friend, Robert Bateman. The painting inspired a special set of CWF 50th anniversary commemorative coins created by the Royal Canadian Mint. The year culminated with a special event: “Painting Canada with Robert Bateman: An Evening to Celebrate 50 Years of Conservation.” Over 400 attendees flooded the halls of the National Art Gallery as we made the inaugural presentation of our new award named after Mr. Bateman, which recognizes excellence in individuals or groups who have created awareness of and an appreciation for Canada’s wildlife and habitats through artistic expression. CWF was thrilled to honour the Tobin Island Artist Group for their creation of the children’s book *Larry the Loon*.

“Fifty years ago, a small group of dedicated conservationists realized they could accomplish more for wildlife and the environment together than on their own. Although CWF has grown since then, we remain true to our founding principles. It is wildlife and the Canadian landscape that has profited from the simple beliefs that every action counts and wildlife deserves a voice.”

Wade Luzny | Canadian Wildlife Federation CEO and Executive Vice-President



3 | CREATING FUTURE CONSERVATIONISTS

It only takes one educator to change a child’s life. To inspire them. To fill their minds with wonder. We at CWF know that it’s greatly important that these amazing educators refill their own cup so they have more to give. When an instructor participates in one of CWF’s professional development programs, events or conferences, the aim is to spark a new love for wildlife, which will hopefully be passed along to their students.

Aimed at both school teachers and informal educators like youth group and community leaders, WILD Education is a professional development program that trains educators to become certified instructors of Project WILD and Below Zero.

CWF HIGHLIGHTS FROM 2012/13

In 2012, we ran over 80 workshops across the country, certifying a total of 2,033 educators as new WILD Education instructors, and through them we added an additional 53,000 students to our pool of young people who directly participate in our education programs. To date, CWF has trained over 134,000 educators in conservation education and how to use these programs in classrooms. These professional development and training workshops let educators experience the program first hand and see how to integrate fun and exciting conservation education activities into all subjects for all grade and age levels. Learning activities progress from awareness and appreciation to action and responsible behaviour; helping participants develop the knowledge, skills and commitment to make informed decisions and to take constructive action for wildlife and the environment.

CWF participated in 32 education conferences and events in 2012, including the launching of its Voices of the North program at the International Polar Year Congress and showcasing education at the IUCN World Congress, with a combined total reach of over 400,000 members of the public and educators. Through our involvement, CWF presents creative experiential learning programs designed to foster a keen interest in wildlife and conservation in Canadian youth.

Inspiring Youth

Conserving Canada's rivers, oceans, grasslands and forests benefits more than just the wildlife that live there. Our efforts also benefit our children so that they can experience Canada as it is meant to be experienced – wild and free. In order for Canada's rich natural heritage to be cherished, we need to instill a love of nature in our children. While WILD Education educators taught 53,000 of their students about wildlife at school, CWF's Habitat 2020 program participants encouraged youth to participate in outdoor conservation projects. In 2012, 6,000 young people created fascinating projects at school, including events such as Wild Garlic Festivals, to share their learning with peers. Another 3,000 participated in camp-related fun in partnership with the Tim Horton Children's Foundation and Envirothon.

CWF Youth Ambassador Olympic gold medalist Adam Kreek motivated yet another 7,000 to discover nature outside. Nearly 1,500 took part in thrilling online interactive opportunities by following the CWF Salish Sea Expedition, CWF Capital to Capitol Canoe Voyage and our humpback whale adventure along the west and east coastal areas of North America. Finally, more than 50,000 learned about wildlife at such events as the Eureka Festival and the Transat Quebec St. Malo event. These youth will be tomorrow's decision makers, and we hope they will value and care about our country's rich resources as part of their daily lives.

CWF's children's magazine, *WILD*, continued its WILD Classes initiative to help promote literacy and wildlife education in Canada. Students from kindergarten through grade 8 were encouraged to brainstorm, research, and get creative with their class as they came up with material for each section of the magazine. Entries flooded our inboxes, and we chose 12 to be published in the May 2013 issue of *WILD*. The magazine also received a Parents' Choice Award in 2012, praised for its content, design and educational value.

This year also sparked a new partnership with Ten Tree Apparel, a new environmental clothing company created by a group in their twenties who embrace sustainability principles as a pillar of their business. In 2012, CWF and Ten Tree launched our first Inspire video aimed at getting youth outside and connecting with nature. The video featured youth role models such as dancers, football players and other sports celebrities and showcased activities like mountain biking, cliff diving, hiking, kayaking and white water rafting. It was wildly successful, with over 1.2 million views on YouTube.

4 | TAKING CARE OF OUR LAND

Caring for the Boreal Forest and Caribou

Covering some 700,000 square kilometres of northern Saskatchewan, Alberta and British Columbia, the western boreal forest is an economic powerhouse — home to the oil sands — and rich in energy and forest resources. Major resource development is planned for this region, but what are the trade-offs being made between wildlife conservation and economic activity? To help answer that question, the Canadian Wildlife Federation is partnering with the ALCES Group, an Alberta-based resource management company, to develop a computer-modelling tool that projects the long-term impacts of cumulative development on wildlife and their habitat. Once complete, the tool will allow governments, industry, decision makers and the public to explore the trade-offs between resource development and wildlife conservation in this diverse and fragile area.

This includes exploring options for habitat conservation for caribou in this rapidly changing landscape. Without coordinated efforts across Canada to maintain habitat for boreal caribou, development will expand throughout the boreal forest and caribou will gradually be lost from most parts of the country. Environment Canada released a draft recovery strategy for boreal caribou in 2012. The guiding principle of the strategy is that boreal caribou can survive with some loss of their forest habitat, but the larger the habitat destroyed, the less chance for survival the caribou will have. The draft plan, however, proposed that over the next 50 years, 35 per cent of the boreal forest could be made unsuitable for boreal caribou. This would give caribou a 60 per cent chance of long-term survival. In February 2012, CWF stepped in with a petition to encourage government to strengthen the protection of the boreal caribou in order to ensure a higher likelihood of long-term survival. As a result, 766 letters were sent to Environment Canada through CWF's campaign alone, asking the Minister of the Environment to increase the odds for caribou.

“CWF continues to work with high-level Federal Government ministers and staff to voice our strong commitment to ensuring that the Fisheries and Species at Risk Acts remain strong legislative forces to conserve our wildlife.”

Dave Powell | CWF President

Creating Urban Habitats

Pollination is a critical service to nature, agriculture and forestry. One out of every three bites of food we take — including bananas, apples, chocolate and more than half the world's supply of dietary fats and oils — is the result of the successful work of pollinators.

Creating habitat for bees, birds and butterflies is a key to ensuring the health of these busy pollinators. CWF's Backyard Habitat Program shows gardeners how to create habitats that provide food, water, shelter and space for wildlife. In response to the popularity of gardening as a hobby, CWF's Backyard Habitat Program provides a vast array of native plant resources available to the public. Our newly revamped website allows users to browse photos of other gardens, chat with fellow gardeners, learn about how to attract wildlife to their backyard, search our native plant encyclopedia, find out what wildlife-friendly events are happening in their community and more.

CWF HIGHLIGHTS FROM 2012/13

We are thrilled to announce that Canada's favourite gardener and former host of W Network's *Get Growing*, Ken Beattie, has joined the CWF team. Ken's warm personality, extensive horticultural experience and engaging presentation style will spread the message about urban conservation and how the smallest changes in your garden can make a world of difference to wildlife.

"Now is the first time in human history that more people live in urban centres than in rural communities. Urban spaces can be thriving habitat for wildlife. Conservation can begin on a personal scale – from a balcony to a backyard to a community garden. It's simple. Let us show you how."

Ken Beattie

Honouring the North

Although many Canadians may never set foot on Ellesmere Island, Iqaluit or Pangnirtung, Canada's North plays an integral role in our country. It is home to hundreds of plant and animal species and to thousands of Canadians, who have a rich connection to the land and its wildlife.

The Canadian Wildlife Federation presented our work in the North to delegates at several Arctic-related conferences over 2012, including the International Polar Year Conference, one of the largest scientific conferences for polar science and climate change. Our "Voices of the North" vignettes were also brought to the world stage as part of CWF's participation in the International Union for Conservation of Nature (IUCN) World Conservation Congress. These short videos demonstrate local perspectives on the northern environment as well as traditional use of natural resources from all over Nunavut. In these vignettes, northern residents share their stories and experiences about the global connection and impacts on their wildlife and natural world.

In July 2012, CWF's Learning Institute hosted its fourth Summer Institute in Nunavut. Educators took part in innovative programs where they learned first hand about life in the North. Through this experiential learning adventure, they will be able to engage their students by bringing the North into the classroom.

5 | CONSERVING OUR WATER

Rowing for a Cause

Canada is home to three oceans and boasts the longest coastline in the world. As such, CWF believes we should conserve our waters and the wildlife that live there as diligently as we work to conserve the Rockies, grasslands, and Carolinian forest. Who better to inspire Canadians to get outdoors, explore our amazing waters and their wildlife and learn about how we all play a role in conserving them than Olympic gold medalist Adam Kreek? As someone who relies on the water every day to perfect his sport of rowing, Adam and his fellow OAR Northwest teammates set out on two rowing expeditions in 2012.

The rowers began their first adventure, the CWF Salish Sea Expedition, in April 2012 – a journey to circumnavigate Vancouver Island. During the three-week journey, the five-man team collected scientific data on water salinity, temperature and alkalinity; promoted marine conservation; and helped inspire youth to get outside to connect with nature.

By the end of January 2013, Olympian Adam Kreek, Canadian filmmaker Markus Pukonen and American rowers Jordan Hanssen and Pat Fleming embarked on an even greater journey — rowing from Dakar, Senegal, to Miami, Florida. The CWF Africa to Americas Expedition set out to show that water connects us all. Several Canadian species, like the blue whale, leatherback sea turtle, right whale and many others are international animals that depend on our responsible actions for their survival. The crew rowed day in and day out in shifts, logging 2,700 nautical miles, gathering ocean data and communicating with schools and the public via blog posts and videos until the nine-metre boat capsized just 800 nautical miles shy of Puerto Rico, spurring a media whirlwind about the dramatic safe rescue of the rowers. The boat and all the scientific data were successfully recovered.

Students across Canada, the U.S. and Senegal followed the expeditions through blog posts, videos, media coverage and webinars. The rowers shared their unique encounters with rare wildlife, like the once dispelled flying squid, and brought to life the wonders of the ocean as a habitat and our integral duty to conserve it.

“For too long we have looked at our ocean as something ‘out there,’ as if we were separate and unconnected to it, as if it can consume and manage all of the waste we dump in it. I am rowing to discover how much our relationship with the ocean is intertwined and to educate myself and inspire others towards a sustainable life.”

Markus Pukonen | CWF Africa to Americas Rower

6 | SAVING SPECIES

Conserving the Leatherback Sea Turtle

Leatherback sea turtles existed at the time of the dinosaurs, swimming in the ocean while *T. rex* roamed the Earth. But it was only in recent years that researchers discovered just how critical Canadian habitat is to the leatherback. For ages, these giant reptiles have travelled to Atlantic Canada every summer to forage on abundant jellyfish in preparation for their journey to their southern nesting grounds. With the leatherback’s population drastically reduced on a national and international scale, the Canadian Wildlife Federation is committed to saving it.

Canadian Wildlife Federation researchers are working with the Department of Fisheries and Oceans to narrow in on the threats that our fisheries pose on leatherbacks. We are studying the distribution of the leatherback in order to distinguish where the greatest risk of entanglement in fishing gear occurs. With this knowledge, we can identify the locations, occasions and fisheries that pose the greatest threat to these endangered turtles.

In the summer of 2012, CWF and the Canadian Sea Turtle Network (CSTN) launched the Great Canadian Turtle Race to bring awareness to this at-risk reptile, marine conservation and migration. Scientists attached satellite tags to 10 female leatherback turtles off the coast of Nova Scotia, which gave scientists important knowledge about the behaviour and location of the turtles as they made their way to their nesting grounds. Their migratory routes take them great distances as these reptiles know no borders. As such, it's up to the international conservation community to work together to ensure their safety.

First Place Winner Makes International Impact

The eight-month race was followed by thousands of individuals and students across the country through an interactive website, webinars and in-school presentations. Our gold medalist, Red Rockette, was found on Bobalito, a nesting beach in Colombia! Researchers recovered her satellite tag, a treasure trove of scientific data. Red Rockette also made a big difference to Colombia sea turtle conservation. With the help of the Conservación Ambiente Colombia Foundation (CACF), community leaders from the village of El Lechugal — where almost all of the nesting turtles were once poached — launched a conservation program at Bobalito to protect the animals, engaging their community in projects like sea turtle monitoring and environmental education. We were thrilled that this community had abandoned poaching these majestic turtles, which is such a great threat to the turtles' survival. With Red Rockette landing in the area, she will be able to draw some positive attention to the program and play a role in its continuation.

The Great Canadian Turtle Race helped us ignite the imagination of Canadians from Victoria to St. John's. It is exactly this kind of connection between Canadians and marine species that is crucial to conserving these animals. We are so grateful to the Canadian Wildlife Federation for the enthusiastic partnership that made this possible."

Kathleen Martin | Executive Director of the Canadian Sea Turtle Network

Protecting Canada's Bats

The Little Brown Bat and two other bat species are facing extinction in Canada because of a fungal disease called white nose syndrome, which is devastating their populations in eastern and central Canada. The Canadian Wildlife Federation is working to generate public support for the Little Brown Bat and other bat species.

Since 2010, CWF researchers in New Brunswick have been studying this widespread terminal disease and monitoring Little Brown Bat populations through our Endangered Species Program. Little Brown Bats affected by the syndrome experience disruptions to their hibernation patterns. They wake more frequently during the winter, which depletes their fat reserves, and they may also suffer from dehydration, resulting in their death.

In 2013, CWF urged the government to list these bats under the Species at Risk Act (SARA) with a nationwide petition. Listing these bats would provide protection and initiate a process to develop a much-needed strategy to address the immediate threats of white nose syndrome on these populations. Over 2,000 supporters joined CWF to press the government to list the bats under SARA before these mammals disappear.

*Endangered Species Fund Program Results**

Our Endangered Species Fund directs funding towards much-needed research concerning at-risk species. It also works to fill the knowledge gaps in scientific research to help inform recovery strategies.

- \$1.84 million granted
- 103 research projects conducted
- 77 species studied
- 70 scientific papers published
- 29 projects focused on gathering new information about the species to fill in knowledge gaps
- 20 projects looked at critical habitat needs
- 20 projects investigated a specific threat to a species
- 18 projects carried out surveys to locate new populations or confirm the distribution
- 11 projects assessed the health of the population
- 2 projects carried out reintroductions of a lost species into the wild
- 46 graduate students were trained
- 63 youth gained field experience

* represents three years of funding

7 | FINANCES

The Canadian Wildlife Federation successfully increased the funds directed toward wildlife conservation programs by 12 per cent from 2011/12 to 2012/13, inspiring donors to conserve wildlife despite the overall sluggish economy.

Gross revenue increased by \$1.4 million over 2011/12. Corporate support, in-kind services and increased bequests contributed to this increase.

Total expenses increased from 2011/12 by \$1.3 million to reach \$16.6 million. Fundraising and administration expenses were kept at the same level as in the previous year at \$3.7 million and \$1.4 million, respectively.

Investments in charitable programs increased by \$1.3 million to reach \$11.5 million. This investment was used to strengthen our conservation programming.

CWF also met new performance ratios established by the Canada Revenue Agency and, once again, had an unqualified audit.

8 | LOOKING FORWARD

CWF has plenty of exciting programs and activities ahead for 2013/14! Prepare yourself for a year of adventure and discovery.

Bike for Wildlife

Once again, we are encouraging people to head outdoors, join and follow cyclist Angella Goran as she bikes across the nation beginning in August in Victoria, B.C., and ending in Halifax, Nova Scotia, at the end of October. Along the way, we'll show you our research and funding projects underway in different communities.

Help the Little Brown Bat

As white nose syndrome wipes out entire colonies of Canada's bats, CWF continues to step up to the plate to help these beneficial small mammals. Our Help the Little Brown Bat project will be competing with other conservation projects in the Shell Fuelling Change Contest. By voting for our project, you will help CWF deliver bat boxes to thousands of schools across Canada and help provide crucial habitats for bats while teaching children, parents and schools about the importance of bat conservation.

The Great Canadian Campout

Gather friends and family and join the Great Canadian Campout from June 22 to September 2. We're excited to spark a movement dedicated to getting families outdoors and enjoying all that nature has to offer. Whether you camp in your own backyard, at a local campsite or in one of our country's provincial or national parks, it's time to set up your tent and rekindle your appreciation for our natural heritage.

Sur le Saint-Laurent

Set sail with biologist Yves Jean on board the Sarava as he dives into the issues facing the St. Lawrence River. This Canal Savoir French-language television series explores how this fragile ecosystem and the development of its resources co-exist.

Canadian Wildlife Foundation

The Canadian Wildlife Foundation is a registered, charitable organization that raises funds for conservation, stewardship and conservation education in Canada. Since 1976, the Foundation has invested hundreds of thousands of dollars into scholarships and conservation research taking place across the country. Now, the Foundation is poised to take on even more. The Canadian Wildlife Foundation is exploring new partnership avenues and opportunities in 2013/14. With exciting possibilities on the horizon, the Foundation will strive to invite new faces from an array of backgrounds to the conservation table.