

Highlights of our 2018-2019 Successes



The Canadian Wildlife Federation's last fiscal year was a period of significant achievement and growth. We saw the impact of our work as our recommendations to help conserve North Atlantic Right Whales continued to influence government action on fisheries closures and ship speeds. Our pollinator research involved working alongside the agricultural community, power generating companies and municipalities to create and restore critical habitat for pollinators. We rallied almost 100,000 supporters and other Canadians to join together to seek a ban on neonicotinoid pesticides that are harming our pollinators, aquatic insects and other wildlife. Here are a few more highlights from 2018-19.

During the 2018-19 fiscal year, CWF engaged over 700,000 individuals through programs, events and initiatives. We reached over 3.3 million people through fundraising, marketing and communications.



CONNECTING CANADIANS TO NATURE

Canadian Conservation Corps

CWF's Canadian Conservation Corps offers youth aged 18 to 30 the opportunity to join a unique three-part program that includes a wilderness journey, field training with leading conservationists and planning their own community-based conservation service project in their hometown. CCC has directly engaged over 70 young adults in all regions of the country and indirectly reached more than 10,000 people across Canada.

WILD Education

Working with the Association of Fish and Wildlife Agencies in the U.S., CWF began the process of redeveloping WILD Education to meet the needs of current educators in Canada. The program will include two new modules: (1) a short introduction to nature education that will focus on simple steps any teacher can take to bring nature education into their classroom, and (2) a theory and practice workshop that will show the educational benefits of conservation education. We will address distance education needs to ensure the new materials are available in all regions of the country.

WILD Family Nature Club

The greatest single predictor of adult conservation behaviour is time spent outdoors as a child with a trusted adult. In 2018-19, CWF's WILD Family Nature Club offered programming in 19 communities to provide opportunities for young families to explore and play in nature together.

WILD Spaces

CWF engaged 12,871 students through WILD Spaces — a program that gets classes involved in planting pollinator gardens and learning about the value of wildlife-friendly gardening.

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Garden Habitat Certification

Garden Habitat Certification continues to connect our supporters with a conservation ethic close to home. In the last 20 years, CWF has certified more than 1,500 gardens across Canada, with 500 of those certifications granted in the past two years.

Hinterland Who's Who

Hinterland Who's Who remains one of Canada's most iconic and popular public service announcement programs, bringing wildlife information and awareness into the homes of Canadians across the country. In 2018, HWW released two new PSAs – the Common Raven and the Chorus Frog – and began developing a new App for children called The Wild Gang. The App will feature content from both HWW and *WILD* magazine, including PSAs, video games, scavenger hunts, projects and activities.

Ban With A Plan – Government Petition and Campaign

In summer 2018, CWF launched a petition calling for a legislated national ban on the use of neonicotinoid pesticides that are harming our pollinators and other wildlife. Close to 100,000 CWF supporters and Canadians signed our petition; with this united voice, we delivered a strong message to the Government of Canada. In spring 2019, Health Canada announced plans to cancel certain uses of three forms of neonicotinoids – imidacloprid, thiamethoxam and clothianidin – to address risks to pollinators.



RESTORING AND IMPROVING WILDLIFE POPULATIONS AND HABITAT

Aquatic Habitat Canada

With the support of funding from Fisheries and Oceans Canada, CWF launched a new partnership – Aquatic Habitat Canada – a national network focused on helping governments, local communities, Indigenous organizations, industry stakeholders and conservation organizations to more effectively protect and restore healthy and resilient aquatic ecosystems. Aquatic Habitat Canada's work is delivered under four core themes: restoration planning and prioritization; resources and capacity-building; knowledge synthesis and transfer; policy and program implementation.

Amendments to Bill C-68 Fisheries Act

CWF actively participated in all consultation opportunities offered by the Department of Fisheries and Oceans regarding updates to fish habitat provisions in the *Fisheries Act*. We contributed during the public consultation period and encouraged our supporters to contribute their voices as well; engaged in discussions with DFO; and presented our suggested amendments to the Act to members of the Senate. We will continue to work with all stakeholders on improvements to the Act that will result in greater fish habitat protection in Canada.

Improving Fish Passage

American Eel populations have declined by 99 per cent in Ontario. In 2018, CWF continued its research and outreach project for the American Eel, which included the capture and tagging of 15 American Eels in the Ottawa River; a simulated catch-and-release study that demonstrated that American Eels are likely to shed hooks and survive following release; and continued efforts to have the American Eel listed under the *Species at Risk Act*.

The number of Chinook Salmon returning to their spawning grounds in the Yukon River has declined dramatically. In conjunction with Indigenous groups, industry and other partners, we are researching possible stressors to guide future conservation and recovery efforts. To date, 138 Chinook Salmon have been implanted with acoustic transmitters and tracked, and carcass surveys were completed in the Yukon River for a second year.

North Atlantic Right Whale Research

CWF is working with local fishermen to test and evaluate ropeless fishing gear that would lower the risk of whale entanglements; summarize the effectiveness of ropeless gear use by fish harvesters; and advocate for the adjustment of fishing seasons to avoid periods when Right Whales and other marine mammals are feeding in or migrating through the Atlantic waters adjacent to Canada's eastern provinces.



Canadian Marine Animal Response Alliance

Through our work leading the Canadian Marine Animal Response Alliance, Fisheries and Oceans Canada established annual funding to support regional response groups, greatly advancing Canada's capacity to respond to marine animal emergencies. CWF will help lead the development of a national disentanglement program in Canada to ensure humans and wildlife remain safe during dangerous disentanglement operations.

Freshwater Turtle Conservation

With the support of the Rogers Foundation, CWF continues to help the Saving Turtles at Risk Today program in partnership with Scales Nature Park in Muskoka. We also run a similar program in eastern Ontario. These efforts share three main components: protecting turtles and their nests, building community awareness and contributing to science-based conservation in Canada. Since this critical work began in 2013, over 1,700 km² of habitat has been protected; seven critical hotspots of turtle road mortality have been identified; turtle fencing has been installed in one hotspot; turtle fencing will be installed in two of the worst hotspots in 2019; and more than 15,500 turtle hatchlings have been released.

Love Your Lake

CWF runs Love Your Lake in partnership with Watersheds Canada. This shoreline property assessment program provides lake associations and shoreline property owners with recommendations of steps they can take to naturalize their shoreline to keep their lake healthy. The program currently runs in Ontario, Saskatchewan and Alberta and is expanding to British Columbia. In 2018, we assessed 3,240 properties on 18 lakes. Since the program began in 2013, over 37,000 properties have been assessed on 151 lakes.

Monarch Habitat Restoration Pilot Project

Thanks to a grant from the Ontario Trillium Foundation, CWF launched a new Monarch Butterfly recovery project in eastern Ontario in partnership with the National Capital Commission, Hydro One and Lanark County. CWF is testing whether the creation of native meadows along roadsides and right-of-ways could successfully control Wild Parsnip while restoring Monarch Butterfly habitat and reducing management costs. As part of the pilot, we are creating learning labs to establish wildflower meadows in Ottawa and Lanark County. Work has begun to prepare the sites for the planting of native wildflower seeds.

Pollinator Habitat and Agricultural Lands

CWF is working to determine which habitats (forests, hedgerows or grasslands) and in what configurations on farms support the largest diversity and abundance of insect pollinator species — including not only bees, but also several families of pollinating flies. By providing farmers with this information, they will not only know which habitats are crucial to supporting pollinators, but also how much natural habitat is needed for these species to flourish on farms.

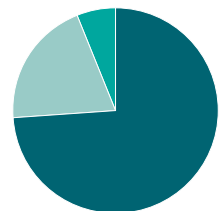
Help the Bats

CWF established partnerships with the bat research and conservation community, as well as with wildlife control companies. We also launched our bat house program in the Ottawa area, which is currently being converted into a citizen science monitoring and outreach project. We created a monitoring protocol for the project that uses iNaturalist.ca to collect data. Homeowners, acting as citizen scientists, can follow the protocol to report observations about their bat house. The information will be compiled along with the dimensions and specifications of the bat house to determine which bat house types and designs are most appealing to bats. HelpTheBats.ca continues to be a resource for the public to dispel myths about bats and encourage bat conservation.

Finances

CWF completed the 2018-19 fiscal year with a surplus of \$2M and, once again, received an unqualified audit for this period. CWF efficiency ratios were within guidelines of the Canada Revenue Agency. The surplus from this year will be invested in multi-year conservation programs.

Investments in charitable programs were \$16.6 million. This investment was used to strengthen programming in areas of freshwater habitat conservation, endangered species and large marine animal protection, education programming, pollinator habitat and other terrestrial conservation.



- 74% Charitable Programs
- 20% Fundraising Expenses
- 6% Administration Expenses

