

# ENGAGE

WITH CWF



## Top of the Class

Of the 86,000 registered charities in Canada, the Canadian Wildlife Federation ranks in the top 25, according to a study by *Financial Post* published in December.

The study shows that CWF is among the best of Canadian charities for good management, financial transparency and using donations to support the organization's stated goals.

Wade Luzny, CEO and executive vice-president of CWF, says the federation's standing in the study is a tribute to its staff, its partners and its supporters. "As a charitable organization, we strive to create value," Luzny says. "Our goal is the protection of wildlife and habitat. To be acknowledged by *Financial Post* as responsible and effective in pursuit of that goal is a genuine honour."

Luzny adds that CWF continues to explore strategies to reduce fundraising costs so that it can direct even more of supporter donations to direct action in wildlife conservation and education.

The *Financial Post* study screened all 86,000 Canadian charities, focusing its detailed analysis on those with more than \$1 million in annual donations.



Monarch butterflies are one of many species featured on the map



### 5 QUESTIONS ABOUT...

## The New Wild Migrations Map

There's an exciting new way for students to explore wildlife migrations and the issues around protecting migratory species: a massive floor map developed in partnership between the Canadian Wildlife Federation and Canadian Geographic Education

#### WHAT IS THE WILD MIGRATIONS MAP?

At nearly 11 metres by eight metres, the Wild Migrations giant floor map gives students at all levels a chance to explore migration routes of 20 at-risk North American species in detail. They are able to track migration corridors—as well as important breeding, nesting and feeding areas—and explore how animal movements are affected by landforms and human activity.

Among the species featured on the map are polar bears, barren-ground caribou, chimney swifts, monarch butterflies, whooping cranes and burrowing owls. The countries represented include Canada, the United States, Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Belize and Brazil. It's a massive area, so the map gives students a full picture of how animals travel and the modern geopolitical boundaries they cross as they follow ancient instincts.

#### HOW CAN STUDENTS USE THIS MAP TO LEARN ABOUT MIGRATIONS?

The Wild Migrations Map is big enough to roll out on a gymnasium floor. Students can walk on it and explore issues on their own or in groups.

KAREN ROBINSON

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To encourage exploration, the map comes with a variety of education materials, including a package of 10 activities and lesson plans to help teachers engage their students in issues and ideas. Among the activity plans—published in both French and English—are exercises to help students K-12 see North America, Central America and part of South America from a physical, political and spatial viewpoint. They'll learn about endangered species in Canada and what's being done to protect them, investigate natural disasters and how they influence migrations, and explore food sources for wildlife and how those sources are affected by human activity.

#### DOES THE MAP OFFER ANYTHING FOR THOSE INTERESTED IN MARINE ENVIRONMENTS?

Yes. The map includes information about our oceans, including bathymetric and topographic information. Students are also able to explore the migrations of aquatic species and discuss various factors that affect their movements. Among the animals covered are Atlantic salmon, sockeye salmon, leatherback sea turtles, bowhead whales, Atlantic right whales and American eels.

#### HOW DOES THE WILD MIGRATIONS MAP HELP CWF ACHIEVE ITS GOALS?

Education is one of the most important tools in CWF's work to promote conservation as a basic Canadian value. The Wild Migrations Map is a positive step forward in achieving that goal. It provides students with a unique and engaging opportunity to experience the spectacular phenomenon of migration and learn about the impact of our activities on nature.

"In Canada, we have real challenges facing our wildlife and our natural world—its urbanization, its resource development, its changing climate," says James Bartram, CWF's director of education. "But I believe our biggest challenge is developing a constituency for conservation. If we want to make substantial gains in protecting and celebrating a big part of what defines us as Canadians—our iconic wildlife and habitat—then we have to educate through awe and wonder, enhanced by understanding."

#### THE WILD MIGRATIONS MAP SOUNDS LIKE FUN. HOW CAN I EXPERIENCE IT?

Here's the best part: You can request a two-week visit from the Wild Migrations Map at your school or youth program, through a partnership between CWF and Canadian Geographic Education. Our goal is to have the map visit every province and territory during its first tour. The response has been amazing to date, with hundreds of schools across Canada signing up. For more information on how you can request the map, visit [wildmigrationsmap.ca](http://wildmigrationsmap.ca).

# TAKE ACTION

### YOU'RE HELPING BATS

The federal government listed three bat species under the Species At Risk Act in December—and CWF supporters can share credit in the designation as signatories to the federation's petition to list the bats. More than 2,100 CWF supporters signed the petition within days of its launch, proving that Canadians care about bats and their protection. The newly listed species are little brown bats, northern myotis and tri-coloured bats.

### NATIONAL WILDLIFE WEEK

CWF's signature wildlife celebration—National Wildlife Week—takes place April 5-11 this year, with the theme "wild migrations." If you or a local group you're involved with is planning an activity, contact CWF so we can promote your event and help align it with national activities. For more information, visit the 2015 National Wildlife Week page at [CanadianWildlifeFederation.ca](http://CanadianWildlifeFederation.ca).



Head outdoors and participate in Walk for Wildlife during National Wildlife Week

# STAY ACTIVE



### FEBRUARY 27

Book an oceanview cabin for CWF's cruise of Alaska's Inside Passage by Feb. 27 and receive a free beverage package or a \$200 shipboard credit per cabin. The cruise, hosted by CWF's Ken Beattie, leaves Vancouver Aug. 2, returning Aug. 9. Each cabin booking will raise \$200 for CWF. Visit [CanadianWildlifeFederation.ca](http://CanadianWildlifeFederation.ca) for details.



### MARCH 13-22

Join CWF at the Canada Blooms show at the Direct Energy Centre in Toronto. We're hosting events to help you create habitat-friendly gardens, including presentations on pollinators and wildlife. Ken Beattie, CWF's manager of habitat programs and celebrity gardener, will also be on hand with his "Eat It, Don't Weed It!" culinary explorations.



### APRIL 9

Tickets are still available for CWF's Goose Gala, April 9 at Toronto's Four Seasons Hotel. Hosted by Brent Butt, creator of *Corner Gas*, and featuring songwriter Johnny Reid, the celebration begins with cocktails at 6 p.m. followed by dinner and performances. Tickets: \$500. Corporate tables: \$10,000. Visit [GooseGala.org](http://GooseGala.org) for details or to buy tickets.