

Bulletin

NEWS FROM CWF
SEPTEMBER + OCTOBER 2014



In 2013, the Canadian Wildlife Federation made big moves for conservation. Canadians joined us as we walked and biked across Canada, made huge waves for ocean conservation through our transatlantic rowing expedition, and led research and education efforts for some of the most misunderstood species. Here are some highlights by the numbers.

Get all the details in our annual report, available online at CanadianWildlifeFederation.ca



CANADIAN WILDLIFE FEDERATION
FÉDÉRATION CANADIENNE DE LA FAUNE

Saving Species at Risk

Over the past four years, CWF's Endangered Species Fund has distributed \$1.9 million to projects to conserve species at risk

- 2 projects to reintroduce a lost species into the wild
- 12 projects to assess the health of wildlife populations
- 20 surveys to locate new wildlife populations or confirm the distribution of species
- 78 species studied
- 31 projects focused on gathering new information about species to fill knowledge gaps
- 70 scientific papers published
- 20 projects to investigate a specific threat to a species
- 22 projects to look at critical habitat needs

Caring for the Land

CWF encourages stewardship of the land, from backyards to fields and forests



700,000

No. of square kilometres covered by CWF's Western Boreal Forest Land Use Planning Tool — the largest area ever covered by a modelling tool that will help assess tradeoffs between development and conservation



2,500

No. of locations surveyed by CWF for grassland songbirds. CWF was able to identify the preferred habitat of 14 species of grassland birds, four of which are at-risk



68

No. of new gardens certified as wildlife-friendly, bringing the number of CWF certified territories to 772, for a total of more than 8,400 acres



9,000

No. of students who took in part in Habitat 2020, which encourages youth to participate in habitat restoration and the development of creative approaches to wildlife education

Creating Future Conservationists

The Canadian Wildlife Federation made over 33 million connections with Canadians to promote conservation across the country in 2013

67

No. of community visits made by cyclist Angella Goran on her 76-day, cross-Canada Bike for Wildlife journey

19.5 Million

No. of people who followed CWF's Africa to Americas expedition, through online linkups and media coverage. The expedition was led by Olympic gold medallist Adam Kreek to promote ocean conservation and education

46,000

No. of students who joined our pool of young people participating in CWF education programs

1.5 Million

No. of Canadians who joined in the 50th Anniversary celebration of their beloved Hinterland Who's Who

1,800

No. of educators who took part in education workshops put on by the CWF

Freshwater and Saltwater Success

CWF continues to stress the importance of maintaining healthy rivers, lakes and oceans



600,000

No. of sets of data on fishing gear entanglement in Atlantic Canada that were used to evaluate threats to marine species



500

No. of people in 2013 who signed CWF's pledge to avoid eating farmed salmon to draw attention to the impacts of finfish aquaculture on wild stocks



3,800

The number of properties assessed for shoreline health in the first year of the Love Your Lake program, a joint venture between CWF and the Centre for Sustainable Watersheds



20

The number of American eels tagged in the Ottawa River as part of a research program to develop a recovery plan for the species



18

No. of Canadian coastal cities and towns covered by CWF's program to study the impact of human activities on shorelines