

2020-2021

CWF ANNUAL REPORT HIGHLIGHTS



Our education programs help develop future conservation leaders by creating opportunities for youth to have an outdoor adventure, learn about nature, and carry out volunteer service to improve conditions for wildlife.

In 2020-2021, CWF engaged

133,684 people

with direct education programming - the largest number of people to date.

Highlights include:



Distance Education

Our distance education and interactive videoconferencing program had its busiest year ever. As schools and parents pivoted education online, we shared “Weekly WILD” lesson plans and videoconferences to support youth education and help develop a conservation ethic.



Canadian Conservation Corps

This three-part program for young adults 18 to 30 years old includes an outdoor adventure, field work placement and a community service project in the participants hometown. Eight cohorts of the CCC have launched since August 1, 2020 in British Columbia, Alberta, Saskatchewan, Ontario and Quebec with modifications to the program to comply with COVID-19 restrictions.



WILD Outside

The WILD Outside program launched in 14 cities and over 500 young people (15 to 18 years old) took part. The program was modified due to COVID-19, with online engagements as well as in-person programming to allow young people to deeply experience nature as well as creating and activating conservation service projects in their communities. Program participants delivered more than 10,000 hours of service during the 2020-2021 year.

CONNECTING CANADIANS TO NATURE

One of CWF’s strategic goals is to connect people to wildlife and nature, inspiring a sense of care and community that will lead to personal action and a stronger conservation culture in Canada.

Hinterland Who’s Who

This iconic program remains one of the longest-running and trusted sources of wildlife information in Canada. The timeless vignettes continue to receive regular broadcast on stations across Canada. Last fiscal, Hinterland Who’s Who PSAs aired over 21,000 times with a broadcast value of almost \$4.8 million. The popular Hinterland Who’s Who “Wild Gang/Les curieux de nature” free children’s app features interactive games, *WILD/Faunetastique* magazine articles, video and a 360-degree scavenger hunt.

iNaturalist.ca

iNaturalist.ca is a website and a phone app for observing and reporting on nature. Part of the global iNaturalist network of 15 countries, iNaturalist Canada has grown exponentially since its launch. The app has seen over five million observations in Canada — the second-most observations of any country. CWF is the lead organization for iNaturalist Canada, engaging with the over 108,000 Canadian users and encouraging new participants to contribute to citizen science through the platform.



SUSTAIN AND IMPROVE WILDLIFE POPULATIONS & CONSERVE, RESTORE AND CONNECT WILDLIFE HABITAT

CWF's strategic goals include working with Indigenous People, governments, industry, non-government organizations and the Canadian public to sustain and improve wildlife populations across Canada within their natural range of variation, to work towards ensuring species at risk are protected and maintained, to maintain and restore wildlife habitats in Canada, and to work towards ensuring that rare habitats and ecosystems are restored, protected and maintained. Some examples of this work include:

Pollinator Conservation

Pollinator populations are declining and loss of meadow wildflower habitat is a primary reason. Rights-of-way (roadsides, utility corridors, solar farms) offer a unique opportunity for supporting pollinators. CWF initiated meadow habitat restoration on rights-of-way in Ottawa in 2019 and expanded in 2020 to advance rights-of-way habitat restoration in Eastern Ontario. To date, 3.38 km² have been improved through on the ground implementation of restoration, already meeting 46 per cent of our objective in year one and 287 rights-of-way managers across Canada and the United States have received training on rights-of-way habitat restoration through the provision of online webinars and workshop sessions.

Investigating Natural Habitat on Farmlands

Working with farmers in southeastern Ontario, the University of Guelph, and Agriculture and Agri-Food Canada, CWF is quantifying the support for pollination services provided by on-farm habitat such as woodlots, hedgerows, and shelter belts. Together with ALUS Outaouais, we are identifying priority lands for species at risk on southwestern Quebec farmland. We also worked with livestock producers in Western Quebec to survey their lands for Eastern Meadowlark and Bobolink, co-develop best practices, and applied and evaluated best practices on hay lands and pasture. In 2020, we produced an animated video targeted to the industry on best practices and partnered with Boeuf Quebec to provide a framework for building farmland bird conservation into their label.

BC Fish Passage Barrier Remediation

Human-made barriers prevent fish from accessing habitat needed for all stages of their life cycle. CWF and our partners are working towards restoring the health of our freshwater ecosystems by removing barriers or modifying them so that fish and other aquatic organisms can pass. In 2020, seven barriers were remediated in communities located throughout BC, resulting in restored access to a combined estimated 516,431 m² of habitat for fish.

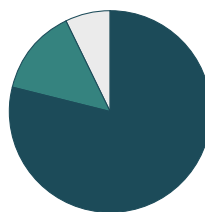
Atlantic Whale Conservation Program (focal species: North Atlantic Right Whale)

Canada's whales and other marine species face extreme threats from entanglement in fishing gear and collisions with vessels. For the Endangered North Atlantic Right Whale, these threats could lead to extinction in our lifetime. CWF is working alongside government and industry to better quantify the risks, and to develop innovative approaches to decrease these threats. In 2020, 26 days were spent at sea conducting more than 200 ropeless fishing gear trials. CWF is also working with industry partners to explore alternative solutions including weak ropes, weak sleeves, and weak links. CWF continues to conduct quantitative analyses of fisheries management measures to help inform effective solutions.

YOUR DONATIONS AT WORK

CWF efficiency ratios improved again this year and were all well within guidelines of the Canada Revenue Agency.

Investments in charitable programs were \$23.2 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. CWF takes a balanced approach to resolving conservation challenges, including research to better understand how to be most effective in our programs, direct conservation programming, education to maintain public support for and active participation in conservation, and advocacy to shape national policy to benefit wildlife.



- 79% Charitable Programs
- 14% Fundraising Expenses
- 7% Administration Expenses

CWF also received Payment Card Industry Data Security Standard compliance, meeting a set of over 300 security controls. CWF is one of two of the over 85,000 charitable organizations in Canada to achieve PCI DSS compliance.