



Canadian Wildlife Federation

Strategic Plan 2024-2029



MISSION

To conserve and inspire the conservation of Canada's wildlife and habitats for the use and enjoyment of all.



VISION

The Canadian Wildlife Federation will be the recognized leader in wildlife conservation by making wildlife a part of the value system of every Canadian.



VALUES

PROFESSIONAL

We strive to achieve the highest standards in all our work. We achieve this through our strong organizational culture, as well as recruiting and retaining highly skilled people and supporting their on-going development.

INFORMED

All CWF's policies and programs are based upon the best available science, Indigenous, local, and Indigenous Knowledge. We provide a credible, balanced voice for conservation by seeking a range of opinions when developing our policy positions. We are collaborative and solution-oriented in our approach to addressing challenges and exploring opportunities for conservation.

INTEGRITY

CWF appreciates the generosity of each supporter, volunteer and partner. We are committed to use resources efficiently and to generate the greatest benefit for conservation. We are transparent, accountable and communicative with everyone.

RESPECTFUL

When people experience nature in their own way, it strengthens their support for conservation. We acknowledge the wide range of personal values and perspectives that people and their cultures hold regarding our natural world and look for shared principles or interests in the pursuit of conservation.

EQUITY, DIVERSITY AND INCLUSION

We strive to be diverse and inclusive in our board and staff composition, perspectives and in the delivery of our programs to enable us to effectively connect with, engage and inspire people from across Canada to achieve equitable outcomes.



Strengthen conservation ethic among Canadians

- Integrate transformative experiential education on biodiversity into programs, promoting attitudes, values and behaviours to encourage conservation.
- Provide Canadians the training and resources needed to take conservation action.
- Strengthen environmental literacy and connection to nature.



Inspire conservation actions

- Increase awareness of the benefits of nature, important conservation issues, and solutions.
- Encourage and facilitate participation in conservation action.
- Scale up CWF's influence with governments and industry to address our conservation priorities.
- Collaborate with more people and a broader diversity of Canada's population in conservation action.
- Strengthen the organization's public profile and brand.



Conserve key species and their habitat

- Collaborate to stabilize, recover and maintain populations of species-at-risk or those in serious decline.
- Conserve, connect and restore their habitat in priority landscapes and waters.
- Collaborate on transboundary issues critical to our work.
- Reduce or eliminate critical threats to biodiversity from industry and other human activities.



Drive organizational excellence

- Best in class accountability to all supporters and stakeholders.
- Create, acquire and manage knowledge that advances organizational performance.
- Implement leading edge technology to support core activities.
- Strengthen the Board's knowledge and competencies to effectively carry out its governance responsibilities and accountabilities.
- Ensure CWF's staff is representative of the Canadian population.

Minimize the impact of climate change on species and ecosystems

- Advance nature-based solutions that benefit priority species and biodiversity, and provide measurable, verifiable and reportable sequestration of carbon.
- Build climate change resilience measures into restoration and other conservation actions.

Create unique conservation financing

- Agile governance, policies and reporting to support mission driven finance.
- Create innovative mechanisms that simultaneously contribute to both our financial flexibility and our conservation mission.

Work with Indigenous Peoples to achieve shared conservation objectives

- Seek Indigenous Knowledge, values, and interests as part of CWF decision-making processes, as applicable.
- Increase Indigenous Peoples participation within CWF to advance our shared conservation objectives.
- Maintain meaningful relationships with partner Indigenous organizations over the long-term.