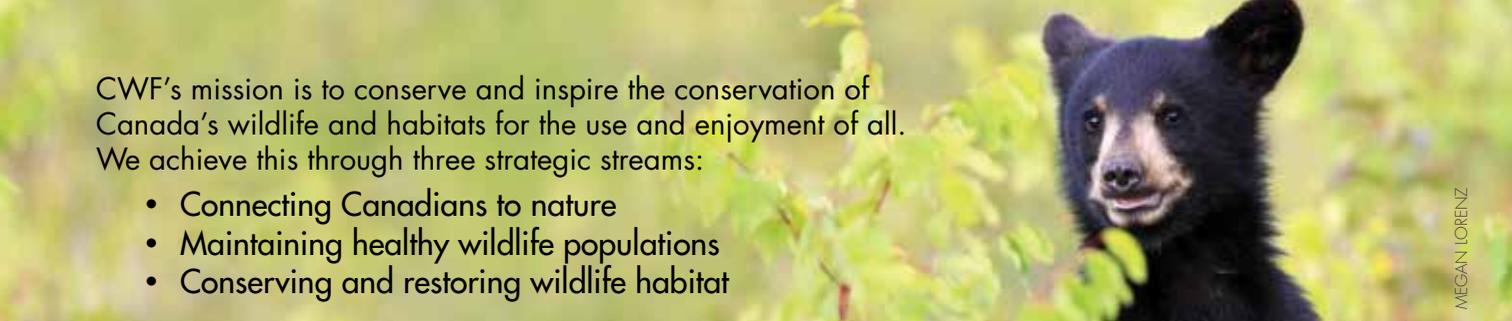


# 2015 Highlights of our Successes



For the second year in a row, the Financial Post recognized CWF as one of the top 25 charities amongst 86,000 Canadian charities.



CWF's mission is to conserve and inspire the conservation of Canada's wildlife and habitats for the use and enjoyment of all. We achieve this through three strategic streams:

- Connecting Canadians to nature
- Maintaining healthy wildlife populations
- Conserving and restoring wildlife habitat

## HEALTHY WILDLIFE POPULATIONS AND HABITAT

» Maintaining healthy wildlife populations and habitat is a key strategic pillar for CWF. Here are highlights of our work in 2015.

### Freshwater and Marine Conservation

- Assessed 5,689 shorelines as part of the Love Your Lake shoreline stewardship program for a total of 15,364 properties assessed on 51 Ontario lakes since 2013
- Provided expert advice to the Federal Government on proposed changes to strengthen the *Fisheries Act* and to establish a national fish habitat protection program
- Published a technique for predicting the movement of right whales in Canadian waters and conducted research on the risk to right whales from commercial fishing gear. The results provided guidance to Fisheries and Oceans Canada on the development of an action plan for North American right whale recovery
- Provided equipment, enhanced training and knowledge sharing opportunities for our Canadian Marine Animal Response Alliance (C-MARA) regional partners who responded to over 800 marine emergencies and incidents

### At Risk Species and Habitat

- Worked with hydro companies, first nations, provincial governments and other interest groups to address fish passage barriers, such as hydro dams, to American eel migration. Forty-one eels were tagged to monitor their movement. Our work helped Hydro Ottawa begin construction of the first Hydro generator in Canada to provide safe upstream and downstream passage for the American eel and helped improve the Ontario and Quebec recovery project that transfers young eels from the St. Lawrence to the Ottawa River
- Supported research projects including identifying milkweed feeding grounds for monarch butterflies, investigating the impact of run of river hydro on coastal tailed frogs, assessing an alternative method to protect turtle nests from predation, conducting underwater scuba and video surveys to determine effectiveness of rockfish conservation areas, determining basking shark movement patterns to decrease ship strike threats, investigating the cause of beluga population decline in the St. Lawrence Estuary
- Ran one of the largest freshwater turtle conservation project in Canada in partnership with Scales Nature Park in Muskoka. 2015 achievements included: observations of endangered species populations resulted in an extension of legal protection of wetland habitat to over 1,000 square km; protecting 122 nests; and releasing over 1,000 turtle hatchlings rescued from at-risk nests or injured females.

## CONNECTING CANADIANS TO NATURE

» Connecting Canadians to nature has been at the core of CWF's mission and mandate since the organization was established in 1962. For over 50 years, CWF has focused on getting people of all ages outdoors to experience and enjoy nature. Whether it is through birding, hiking, gardening, fishing, or outdoor education, CWF has worked to keep this a core value of Canadians.

**CWF engages over 575,000 people and reaches over 2.5 million annually.**

### In 2015

- CWF websites received over **1.3 million** unique visitors
- Public Service Announcements aired **15,118 times**
- Videos and webinars were viewed on YouTube **143,000 times**
- Over **110,000 people** connected to CWF through social media
- CWF offers programs in **7 different languages**
- **77 cities** have WILD Family Nature Clubs and the number keeps growing
- **10,000 people** committed to camp through the Great Canadian Campout
- Over **700,000 households** received the eagerly anticipated CWF Wildlife calendar featuring stunning images from our photo contest winners
- **90 people** certified their gardens as wildlife friendly bringing the total number of certified gardens to almost 1,000
- **760 educators** were trained in WILD Education
- **79 Walk for Wildlife events** took place across the country
- Over **75,000 downloads** of the Leafsnap app which helps users identify trees and add their location to a scientific database. Over **265,000 photos** of trees in Canada were added to the database



Foundation Chair Bernie Gosevitz and Martin Short

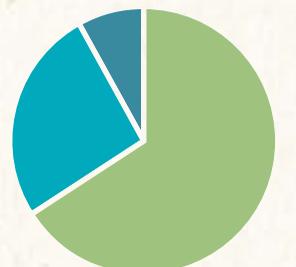
Celebrity and comedian Martin Short headlined the Canadian Wildlife Foundation's Goose Gala

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» In 2015, CWF released our findings on the potential impacts of resource development on wildlife in the western boreal over the next 50 years. The future scenarios will inform a national dialogue on the options for wildlife conservation in this rapidly developing region and ultimately, help create a comprehensive land-use plan for wildlife conservation and resource extraction in the western boreal forest.

## FINANCES

» Canadian Wildlife Federation (CWF) completed the 2015-16 fiscal year with a surplus of \$998,000, and, once again, received an unqualified audit for this period. CWF efficiency ratios were well within guidelines of the Canada Revenue Agency, and CWF was also recognized by the Financial Post as one of the Top 25 charitable organizations in Canada for the second year in a row. The surplus from this year will be invested in future conservation programs.

Investments in charitable programs were \$11.9 million. This investment was used to strengthen programming in areas of education, habitat stewardship, endangered species, freshwater/marine, and boreal forest conservation. CWF completed a wide range of accomplishments in these and other areas over the year, as described in greater detail throughout our Annual Report.



■ 66% Charitable Programs  
■ 26% Fundraising Expenses  
■ 8% Administration Expenses