



# WWF-CANADA

ANNUAL REPORT 2025



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# LETTER FROM THE PRESIDENT & CEO

# UNITED FOR CONSERVATION

As we mark five years of Regenerate Canada, I am full of pride and gratitude at the progress we’ve made together. Our 10-year plan to create a Canada that better protects, restores and stewards nature is now at its halfway point, and there are so many successes to celebrate.

There have also been challenges. In 2025, we faced political shifts at home and abroad, and thousands of your voices joined together to defend nature. Our conservation work has never mattered more. Together, we helped restore freshwater and coastal habitats, replanted fire-resilient forests, nourished pollinator-friendly urban ecosystems, provided training, published research and advocated loudly for protections where they’re most effective and needed most urgently. That’s making a difference for species like the snowy owl, the caribou and the monarch butterfly, whose outlooks are slowly improving thanks to our ongoing work. But we know there is much left to do.

Of course, what powers these efforts is just as important. **Generosity**, through your donations, spreading awareness, advocating for change and

fundraising for wildlife, sustains our work in every way. **Commitment** to our vision of a future where nature and people thrive shapes our decisions at every level. **Trust** from partners and supporters in our evidence-based and Indigenous knowledge-guided work allows us to expand conservation in Canada with sincerity and impact.

And the **resilience** of our country, communities and nature itself is the spark of hope that keeps us going. For these next five years, and far beyond, we will keep pushing forward, for nature, together.

*Megan Leslie*

MEGAN LESLIE  
WWF-CANADA PRESIDENT AND CEO



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# LETTER FROM THE CHAIR OF THE BOARD

# COLLABORATION, PURPOSE AND IMPACT

When looking back on this past year, what stands out is how much has changed around us, from geopolitical upheaval abroad to the arrival of a new federal government here at home. Change often brings uncertainty. Yet one thing has remained constant: WWF-Canada’s determination to protect the nature we cherish and need.

That determination is evident in our daily work: safeguarding ecosystems that sustain life, walking alongside Indigenous Peoples whose knowledge and leadership are central to lasting conservation, and harnessing the power of nature-based solutions to help communities become more resilient to a changing climate.

Thanks to the generosity of our supporters and the dedication of our staff, we restored habitats where wildlife can recover, strengthened partnerships with Indigenous nations and communities to protect ecologically significant places, and spoke up against policies that would sideline nature in the conversation about economic resilience.

As a Board, we’ve kept our focus on sound governance and accountability — ensuring that resources are used where they have the greatest impact,

that our decisions carefully weigh risks as well as opportunities, and that WWF-Canada’s strategies stay ambitious yet achievable in a fast-changing world.

Looking ahead, I feel hopeful. The challenges we face, from biodiversity loss to a changing climate, are daunting, but they’ve also sparked unprecedented collaboration and innovation. WWF-Canada is ready to lead by scaling up restoration, supporting Indigenous stewardship, and rallying communities, businesses, governments and people like you to act with purpose.

Together, we can turn this present moment of uncertainty into a future of renewal and possibility.

Thank you for standing with us.

*Meena Ballantyne*

MEENA BALLANTYNE  
WWF-CANADA CHAIR OF THE BOARD





# FIVE YEARS OF REGENERATE CANADA



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When we developed our 10-year plan to Regenerate Canada — directing our conservation and advocacy efforts toward restoring 1 million hectares, stewarding 100 million more and reducing carbon emissions by 30 million tonnes — we included progress checks every three years “to reflect changing context, the lessons we’ve learned and the revisions we need to make.”

Still, we couldn’t predict the context would change so much or so quickly. At the halfway point, our stewardship and carbon targets are on track as we make slow, steady progress on restoration. Given all this upheaval, we’re taking stock early of what’s working, reevaluating what is not and doubling down on our longtime role as a catalyst for change.

This plan starts with us, ends with you and gets its momentum by embracing Indigenous-led conservation, encouraging action from governments and businesses, and collaborating with conservation partners to collectively confront these still-accelerating nature crises.

Looking at our roadmap, we’re further along than anticipated on nature stewardship and carbon reduction. We’ve assessed the most cost-effective conservation tactics in New Brunswick and Ontario, researched the Last Ice Area in Nunavut, mapped

carbon stores across the country, advanced Indigenous Protected and Conserved Areas and advocated for stronger wildlife protections from government and business. There’s been progress in some areas, setbacks in others.

We’ve learned that restoring lost and degraded ecosystems is fundamentally more complex, resource-intensive and incremental than expected. To accelerate our efforts, we must overcome capacity and funding gaps, native plant and seed supply shortfalls, and government policy and jurisdictional roadblocks. The benefits are more than worth it: cleaner air and water, healthier soils, reduced climate impacts and thriving wildlife.

To meet our restoration goals, we began by establishing relationships — from Katzie First Nation and the Secwepemcúl’ecw Restoration and Stewardship Society in B.C. to small organizations in New Brunswick’s Wolastoq watershed and large-scale land managers in southern Ontario and Quebec like Hydro One and Hydro-Québec. Then we created the national Nature and Climate Grant Program, in partnership with Aviva Canada, to fund projects led by local groups, grassroots organizations and Indigenous communities.

Realizing that all this work required more native plants than were available, we started a seed orchard program. To increase small-scale restoration around homes, schools and communities, we launched our national native-plant program, re:grow, and expanded our Go Wild Grants.

To further support rightsholders, landowners and local organizations, our national Restoration Analysis identified where the greatest opportunities are, and Mission Restoration launched to accelerate collective efforts. More recently, our inaugural Nature Restoration Forum gathered Indigenous leaders, conservation scientists, community partners and funders to share knowledge and strengthen collaborations.

We also announced a \$500,000 Catalyst Fund to boost small projects that have the potential to make a big impact.

Rather than retreating, we are growing our ambition. We’re tackling this target from multiple fronts, working smarter, cooperating better and creating the conditions that make restoration at this scale possible.

As we enter the back half of Regenerate Canada, we are proud of what we’ve accomplished and what we’ve learned to set the next five years up for success. The context may have changed, but the biodiversity and climate crises have not, so we will simply work harder to protect, restore and steward nature from sea to sea to sea.

WWF-Canada will lead conservation action, science and research, and drive community support to achieve the following by 2030:



## STEWARD 100 MILLION HECTARES

Steward and protect at least 100 million hectares of vital ecosystems for wildlife and communities.



## REDUCE CARBON EMISSIONS BY 30 MILLION TONNES

Reduce carbon emissions by 30 million tonnes by restoring carbon-rich habitats and protecting current carbon stores.



## RESTORE 1 MILLION HECTARES

Create the conditions for Canada to restore at least one million hectares, regenerating lost complex ecosystems that provide essential wildlife habitat and sequester carbon in nature.





# 2024-2025 MILESTONES AND HIGHLIGHTS

11,168,236

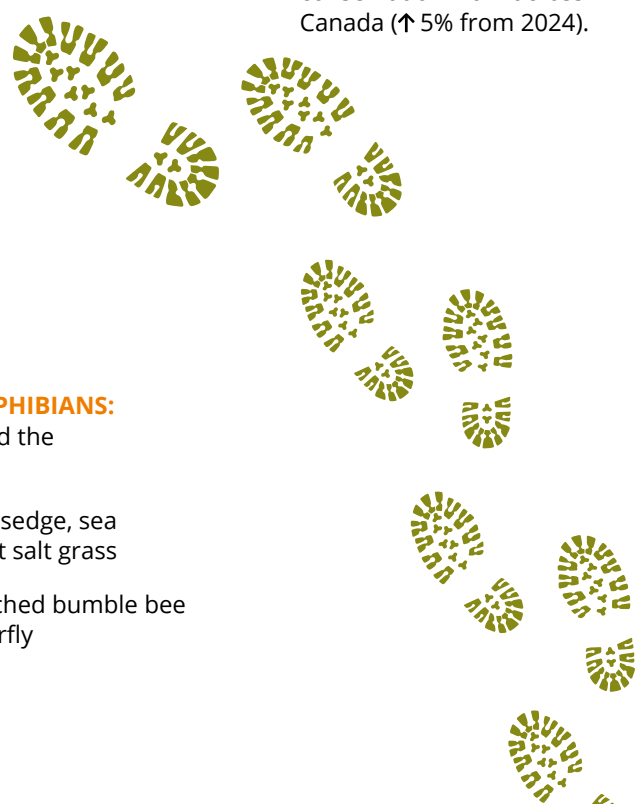
## STEPS AT OUR CLIMB FOR NATURE EVENTS

presented by Aviso, engaging 5,879 climbers and 24,974 donors, sponsors and volunteers to raise \$1.7 million for critical conservation work across Canada (↑ 5% from 2024).

232+ SPECIES  
BENEFITTING,  
INCLUDING

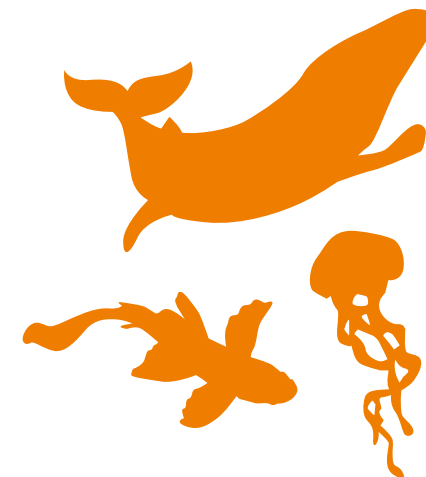
- BIRDS:** barn owls, peregrine falcons and Pacific great blue heron
- MAMMALS:** grizzly bears, little brown bats, orcas and narwhal
- FISH:** Atlantic and Pacific salmon, and American eel

- REPTILES AND AMPHIBIANS:** Blanding's turtle and the five-lined skink
- PLANTS:** Lyngbye's sedge, sea milkwort and desert salt grass
- INSECTS:** rusty-patched bumble bee and monarch butterfly



2,094,007

TRACKED CONSERVATION ACTIONS (↑ 69% FROM 2024)



10,473

## SIGNATURES

to speak out against laws that bypass or weaken environmental regulation, and to call for better rules around underwater noise and better protection for southern resident killer whales.



2,050,337

## TREES, SHRUBS AND SEEDS PLANTED

including 922,784 trees planted by Secwepemcúl'ecw Restoration and Stewardship Society.



32,228

## EVENT ATTENDEES

including at conservation-led workshops, and training and planting sessions.

\$25 MILLION

## TOWARD CONSERVATION

(↑ 11%) including funding for scientific research and grants, raising awareness, and supporting the mapping, restoration and long-term monitoring of critical ecosystems.



# CONSERVATION

## DOUBLING REFORESTATION EFFORTS IN SECWÉPEMC TERRITORY

As wildfire seasons intensify, so does the work to restore fire-impacted forest, especially in B.C., which just experienced its three worst fire seasons in history. But that didn't slow down the efforts of the Secwepemcúl'ecw Restoration and Stewardship Society (SRSS), a group representing and collaborating with several Secwépemc bands in B.C.'s central Interior that planted 922,784 trees this year across 482 hectares.

That doubled the number of hectares SRSS has restored so far. The organization formed after the devastating 2017 wildfire season scorched over 190,000 hectares of Elephant Hill, in Secwépemc traditional territory. Now, SRSS is working to reforest Secwépemc lands in a way that is guided by both Indigenous knowledge and scientific data.

Since 2021, SRSS has planted 2,024,023 trees across 1,159 hectares, including aspen and birch trees valued for both medicinal properties and resilience to fire, as well as culturally significant food sources like soopolallies (buffalo berry) and saskatoon berries.

As SRSS approaches its goal of planting one million trees annually by 2026, one of the biggest challenges has been seed availability. Climate-fuelled wildfires can burn so hot that seeds in the soil are destroyed, making natural regeneration impossible, so SRSS is consulting communities to identify plant species, collect seeds in unburnt areas, and carefully sort, dry and store them for future restoration work.

Quantifying carbon stocks in their land also provides data to Secwépemc communities for initiatives like Indigenous Protected and Conserved Areas (IPCAs) and carbon credit or conservation finance projects. To support this work, SRSS has been participating in a training program to equip community members with the knowledge and skills to measure and monitor carbon across their territory.

With our support, SRSS are not just rebuilding what was lost — they're creating a more climate-resilient future.

*This work was supported by WWF-Canada's Nature and Climate Grant program, presented in partnership with Aviva Canada. WWF-Canada's work with SRSS is also supported by the Barrett Family Foundation, the Government of Canada's 2 Billion Trees program, Lowe's, the Peter Gilgan Foundation and the Ronald S. Roadburg Foundation.*



© Justin Kielly / WWF-Canada



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The Peter Gilgan Foundation is proud to support action on climate change through a variety of initiatives, including nature-based solutions. Now entering our third year of partnership with WWF-Canada, we have had the privilege of witnessing the impact of their work firsthand and engaging with communities they support. WWF-Canada continues to be a national leader in advancing innovative, nature-based approaches to conservation and climate action. We are honoured to collaborate on such meaningful and impactful work.”

STEPHANIE TRUSSLER, EXECUTIVE CHAIR  
AT THE PETER GILGAN FOUNDATION

## MAKING OUR RESTORATION MISSION POSSIBLE



Halfway through our 10-year plan to Regenerate Canada, we've learned that the organizations, government agencies and lands and rightsholders leading important restoration efforts often lack a sense of how those efforts are contributing to broader results.

That's why in October 2024, during the UN biodiversity summit COP16 in Cali, Colombia, WWF-Canada launched Mission Restoration, a collaborative initiative to track, monitor and increase large-scale restoration efforts. This work will

also help Canada meet the international commitment it signed at COP15 (the Kunming-Montreal Global Biodiversity Framework) to restore 30 per cent of degraded lands and waters by 2030.

This spring, we launched our Mission Restoration data tracker, a tool that helps organizations working on major restoration efforts (five hectares or more) join the growing community tracking our collective efforts to restore land, freshwater and coastal zones across Canada.

Bringing back lost and damaged complex ecosystems in Canada is critical to reversing biodiversity loss, increasing carbon sequestration to fight climate change, and upholding the rights and priorities of First Nations, Inuit and Métis. By bringing organizations together, we'll keep the momentum going, inspiring new projects and raising awareness of restoration's many benefits.



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# MORE RESPONSIBLE FOREST-PRODUCT SOURCING IN CANADA

Canada is the third most forested country in the world, positioning it as a leading forest products producer. But with that role comes a responsibility to steward, sustainably manage and restore this vast resource for future generations.

WWF-Canada is developing an innovative analysis that evaluates the environmental risks of wood and fibre sourcing at a tenure level. (A tenure is an agreement with a provincial government granting rights to manage and harvest specific areas.) This analysis will help companies identify environmental risks in tenures that are supplying them with forest products so that more responsible policies can be developed. Tools like this are essential for informing decisions that address climate change and biodiversity loss.

*This work is supported by Walmart Canada.*



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# FAST-FLOWING PROGRESS FOR KATZIE FIRST NATION SALMON CONSERVATION



Helping salmon thrive has always been a key goal of Katzie First Nation’s restoration work in the Upper Pitt watershed. Since partnering with WWF-Canada in 2019, efforts to address historically low salmon numbers have come a long way, and what began as the restoration of four spawning sites has evolved into a leading example of Indigenous-led watershed restoration.

At the midway point in the project’s 10-year plan, there is much to celebrate — as seen during this year’s ceremonial gathering of Katzie First Nation members and restoration partners to mark the joyous return of freshwater flows to Red Slough for the first time in a century.

The recently completed work, which reconnected the slough to the main channel, followed two previous field

seasons in which crews followed two previous field seasons in which crews built the Boise Channel to support more Upper Pitt salmon. Now filled with cold, clean water from nearby Boise Creek, this natural spawning bed was further improved with large woody debris added to selected sections this year, to create more shelter for fish. A similar project in 2022 created the 700-metre S0qəy Channel, doubling the spawning habitat available at the time to now support thousands of sockeye salmon.

By restoring spawning runs for all five salmon species at key points along their ancestral migration routes, Katzie First Nation and its partners have revitalized ecosystems, culture and community alike.

To date, this has cumulatively improved seven kilometres of stream, which now also support 13 other aquatic species like

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Our Foundation is rooted in a strong sense of community and committed to fostering transformational change. Addressing the climate emergency is one of our strategic priorities and we are particularly interested in protecting and preserving the province of B.C. and its vital natural resources. Our partnership with WWF-Canada enables us to support the advancement of Indigenous knowledge systems and approaches to forest and wetlands restoration. Through this we are living our commitment to Tikkun Olam (the Jewish principle of repairing the world).”

RONALD S. ROADBURG FOUNDATION

the Western toad and the cutthroat trout. Upcoming efforts will include introducing even more flow to Red Slough and ensuring this restoration benefits even more species in the Upper Pitt.

*This project is supported by the Barrett Family Foundation, the H. John McDonald Foundation, Ronald S. Roadburg Foundation and W.C. Kitchen Family Foundation.*





# BEAUTIFUL AND BOUNTIFUL RESTORATION IN THE WOLASTOQ WATERSHED

Known as “the beautiful and bountiful river” in the Wolastoqiyik language, the Wolastoq (Saint John River) is teeming with life. But nearly 50 species across this watershed are at risk of extinction, and their vulnerability is exacerbated by intensifying floods and a historic summer this past year for wildfires and drought.

For more than a decade, WWF-Canada has supported local organizations working to protect and restore parts of the watershed by replanting native species that help reduce climate-change-fuelled flooding while improving critical habitat for species like bank swallows and wood turtles. Over the past year, project partners planted 65,000 trees across the Saint John, Sussex, Fredericton and Oromocto regions, reaching their March 2025 goal. This year alone, they planted 48,000 trees across 39 hectares. Encouraged by this progress, partners have now committed to planting 94,000 trees by 2026, significantly expanding these protections.

WWF-Canada also brought together 65 participants from environmental NGOs, provincial and federal governments, and agricultural groups to explore biodiversity-friendly practices and restoration opportunities for New Brunswick’s agricultural sector. Topics included the creation of pollinator habitat, rotational grazing to let degraded pastures recover, and the importance of riparian buffers – plant-covered areas alongside waterways that protect water quality and wildlife.

Relationship building with farmers and landowners resulted in five property owners agreeing to establish or restore riparian buffers on their land, and together their work restored 3,645 metres of stream and created 20 acres of flood-protected property.

Elsewhere along the Wolastoq, partners in Edmundston expanded work on an

eroded channel that was identified as a priority for floodplain restoration. An additional 110 metres of riverbank are now being elevated, and native trees and shrubs are being planted to reduce erosion and flood risk. It’s just the beginning of the work in Edmundston, as partners look to build a rainwater-absorbent “sponge park” and make further plans for more restoration projects in the northwest corner of the province.

*This project was undertaken with the financial support of the Government of Canada’s 2 Billion Trees program and the Canada Nature Fund – Priority Places for Species at Risk program, Hewitt Foundation, and by Wawanesa Insurance through their Climate Champions program.*



© Kennebecasis Watershed Restoration Committee (KWRC)



© Erin Keenan / WWF-Canada



# ADVANCING INUIT-PROTECTED AREAS AND GUARDIAN PROGRAMS

This past spring, several conservation staff returned to Kugaaruk, a 1200-person community in Nunavut’s Eastern Kitikmeot region, continuing our support for Nunavummiut-led efforts to protect their lands and waters while growing sustainable conservation economies.

Building on a previous knowledge-sharing tour that we supported —

bringing the Taloyoak Umarulirigut Association (TUA) to neighbouring communities to talk about their Aqviqtuuq Indigenous Protected and Conserved Area (IPCA) and Inuit Guardians program — TUA met with Kugaaruk’s Kurtairojuark Hunters and Trappers Association (KHTA). The focus: advancing their own IPCA proposal and newly established Inuit Guardians program.

To help KHTA develop their vision, we facilitated discussions on boundary mapping and the process for officially establishing an IPCA as well as a workshop connecting the Aqviqtuuq Guardians coordinator with the Kugaaruk Guardians. Our support also included funding for a Guardians coordinator position at KHTA (doubling their staff to two), purchasing equipment such as two brand-new snowmobiles, enabling participation in conferences and trainings, and identifying other professional development opportunities to build local capacity.

While our regional-scale conservation support is helping to bring the community’s IPCA closer to reality, Kugaaruk’s Guardians are already active on the land, monitoring Arctic wildlife and climate impacts while supporting community prosperity, cultural traditions and food security.

*This work is supported by the Elpis Foundation.*





# RESTORING B.C.’S COASTAL HABITATS

Estuaries make up just 3 per cent of B.C.’s rugged coastline, but these areas, where rivers and streams meet the sea and where fresh and saltwater mix, support a remarkable 85 per cent of the province’s coastal biodiversity. To ensure these ecosystems continue to do so, WWF-Canada has been supporting restoration projects led by community and Indigenous partners that focus on actions that restore tidal marshes, protect stored carbon and enhance habitat for iconic species.

In the town of View Royal, just west of Victoria, the Peninsula Streams Society partnered with WWF-Canada and the municipality to create 750 square metres of new marsh habitat in a once-fallow field within the Craigflower Estuary. The site is now being revegetated with Lyngbye’s sedge and other native marsh plants to stabilize shoreline sediments, preventing erosion and providing valuable habitat for species like salmon and great blue herons.

Farther north on Vancouver Island, Halalt First Nation is addressing overabundant Canada Geese in the Chemainus River and Bonsall Creek Estuary complex by installing eco-cultural fencing with the Guardians of Our Salish Estuaries. Made of alder and willow wood, these structures prevent geese from accessing tidal channels and overgrazing native marsh plants, which allows the ecosystem to regenerate.

Over on the Lower Mainland’s southwestern corner, restoration along a tributary of the Ta’talu (Little Campbell River) in Surrey involved partnering with A Rocha Canada and a private landowner. This project removed and replaced invasive reed canary grass whose dense growth was preventing the growth of native species and slowing water flow, compromising the natural filtration of riparian buffers along the river’s path to Semiahmoo Bay.

Together, these efforts not only prevent erosion and carbon loss, but also strengthen climate resilience and coastal biodiversity.

*This work is supported by Barrett Family Foundation, the Canadian Water Agency, the Donner Canadian Foundation, Fisheries and Oceans Canada, Jessica Pathy and Mark Pathy, and Rosamond Ivey.*



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## KITIGAN ZIBI ANISHINĀBEG WANT US ALL TO ‘PADDLE THE SAME CANOE’

For Kitigan Zibi Anishinābeg (KZA), the largest Algonquin Nation in Canada, nature is more than a backdrop to daily life. Rooted in respect, reciprocity and cultural knowledge, this deep relationship with the land guides their work to protect and conserve their unceded territory.

KZA’s traditional lands, which extend beyond from the Outaouais region of western Quebec and into parts of Ontario and the United States, are a

landscape of rivers, forests and valleys. But the region is also fairly developed, making it difficult to establish a large and continuous protected area. That’s why KZA is focusing on creating a network of smaller protected areas through an initiative called Kidjīmāninān, which means “our canoe” in Algonquin, symbolizing shared effort and direction as we “paddle the same canoe” together.

A recipient of WWF-Canada’s IPCA Support Fund, KZA is advancing efforts

already underway through Kidjīmāninān to address biodiversity loss and support climate resilience in their territory while upholding their Indigenous rights. Since last year’s launch of Kidjīmāninān, KZA has mapped ecosystem carbon sinks, wildlife and biodiversity hotspots, and submitted 10 potential protected areas to the provincial government. They’re also working with their community to identify areas vital for traditional activities like harvesting and gathering. This ensures these protections — guided by both traditional knowledge and science — will benefit future generations.

*WWF-Canada’s IPCA Support Fund provides \$50,000 to \$100,000 per year to Indigenous communities and organizations to assist in the implementation of early Indigenous Protected and Conserved Areas (IPCA) efforts.*

*The IPCA Support Fund is supported by the Barrett Family Foundation.*

## LEADING WITH LAND AND SEA: MIAWPUKEK FIRST NATION’S STEWARDSHIP IN ACTION

Tucked into the rugged south coast of Newfoundland is Miawpukek First Nation (MFN) territory, a region where woodland caribou roam, flowing eelgrass beds shelter aquatic life and spruce trees grow tall. MFN Guardians monitor the lands and waters, making conservation decisions to strengthen their community-led stewardship across ecosystems.

Since 2020, MFN has been working with WWF-Canada, alongside other partner Nations, government funders, CPAWS-NL, and academics and researchers to monitor ecosystems and species at risk on land and in the sea.

This past year, MFN Guardians used remote-operated vehicles and environmental DNA collection, building on previous training, to gather data on eelgrass beds health and the species this critical habitat sustains, including the culturally significant American eel (*Kataq*) and Atlantic salmon (*Plamu*).

WWF-Canada was invited to support some of MFN’s terrestrial priorities that complement these coastal ecosystem efforts. Those priorities include establishing co-led protections in provincial parks, an Indigenous Conserved and Protected Area (IPCA),

and a forest management agreement, the first of its kind between a First Nation and the Province of Newfoundland and Labrador. Together covering nearly 190,000 hectares, these areas comprise sustainably managed forests as well as stewarded lands that support habitat for migrating caribou and culturally significant boreal felt lichen beds.

MFN Guardians will also be able to monitor the carbon-storing capacities of their forests, peatlands and eelgrass beds thanks to field training this year, which will help inform long-term stewardship goals and practices. This approach was further strengthened by governance and data-management mentorships. In January and May of 2025, MFN Guardians and leaders travelled to Mamalilikulla First Nation in B.C. to see first-hand the success of their IPCA.

With WWF-Canada’s support, MFN will be developing their data sovereignty policy and governance structure to learn more about how to ensure that their stewardship research stays in their hands.



© Mike Ambach / WWF-Canada



## SCIENCE & RESEARCH



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## NEW RESEARCH SHOWS WHAT IT WILL TAKE — AND COST — TO RECOVER ONTARIO’S AT-RISK SPECIES

With governments rolling back or overriding essential environmental protections like Ontario’s Endangered Species Act and the federal Species at Risk Act in the name of fast-tracking development, we urgently need solutions-oriented approaches to safeguard nature and wildlife.

Priority Threat Management (PTM) is a decision-making tool developed by Dr. Tara Martin and her team at the University of British Columbia (UBC) that quickly identifies the conservation strategies that benefit the most species

while taking into consideration costs, benefits and maximizing impact. In 2025, we shared new research that identified the conservation actions needed to recover species at risk in southern Ontario and what they will cost.

This work started in 2022 and 2023 when WWF-Canada and researchers at UBC brought together rightsholders, stakeholders and local experts to develop conservation strategies for the province. Our study focused on 133 species in the Lake Simcoe-Rideau ecoregion that are in decline

or culturally important to local First Nations, with the majority of these species, such as the grey fox, piping plover and wolverine, considered at risk of extinction. PTM helped predict likely outcomes for these species under different conservation strategies, policies and funding scenarios through to the end of 2050.

The results show that without new investments or policies, 98 per cent of these species could disappear from the region by the end of 2050. But it also revealed that a combination strategy based on nature-based climate solutions — habitat protection, restoration and regeneration, and landowner stewardship — could secure the survival of 88 of those 133 species. At \$97 million per year, this would be the most achievable and cost-effective way to recover the greatest number of species.

It’s no longer enough to just say that investing in nature is essential for a thriving province and country, so PTM also shows us how to make it happen.

*This work is supported by the Patrick and Barbara Keenan Foundation.*

## ARCTIC FUND TURNS 10 WITH PROJECTS PROTECTING POLAR BEARS, WALRUS AND CARIBOU

Polar bears — the apex predator of the Canadian Arctic, with a population of approximately 16,000 — were a natural focus for WWF-Canada’s Arctic Species Conservation Fund (ASCF). This year, the program marked its tenth anniversary, having supported more than a hundred research and stewardship projects since 2016.

This past year’s polar bear projects ranged from improving subpopulation estimates by incorporating Inuit Qaujimagatuqangit, a form of traditional knowledge, into scientific surveys, starting in Foxe Basin, to updating our longstanding monitoring and patrol program in Whale Cove with new technology. The peak-season patrollers protecting residents and polar bears alike started using SIKU, a mobile app created by and for Inuit, which improved how their monitoring data is stored and shared.

ASCF also funded several other important projects this year. These included research on how a new Baffinland iron-ore shipping route might disturb walrus populations, support for land use planning by the North Slave Métis Alliance in the Northwest Territories and improved caribou harvest monitoring data in Arviat, NU.

*The ASCF is supported by the Alan and Patricia Koval Foundation and the Elpis Foundation.*

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As a professional biologist, I am involved in nature protection through various government processes as an environmental consultant. I spend about a third of my time on advocacy for forest and grassland protection and species like woodland caribou and greater sage-grouse, which face tough fights for their survival. It is only through the persistence of people who care about the planet that things change for the better. We are facing dual climate and biodiversity crises with implications for all life on earth, including our own. Making an annual donation as well as putting WWF-Canada in my will — which has just been updated and formalized with legal counsel this past spring — is another great way of putting my resources to good use for protecting nature both in Canada and around the world. There are many ways to assist and honour the work of WWF-Canada, so I urge all supporters to find the ways that work best for them.”

CLIFF WALLIS, LEGACY DONOR



© Peter Ewins / WWF-Canada





# NATURE MEETS CARBON FOR COMMUNITIES

Canada stores an estimated 327 billion tonnes of carbon in its wetlands, grasslands, forests and peatlands, playing a vital role in regulating Earth's climate. But this big-picture number must be verified at smaller scales, where the effects of climate change and land use can reveal a more detailed picture about what has been happening to this stored carbon over time. By tracking just how much carbon ecosystems hold, communities can access critical data to guide conservation decisions, unlock market opportunities and support broader goals like Indigenous sovereignty and climate resilience.

That's why we've launched Nature Meets Carbon, a national initiative that equips Indigenous and local communities across Canada with tools and knowledge to measure carbon stored in ecosystems. Participants include Guardians programs, forestry professionals and environmental scientists. Through a combination of free digital resources and hands-on training, the program shows participants how to measure carbon in soils, trees and vegetation.

Resources include step-by-step guides and complementary instructional videos for different ecosystems, all hosted on a new carbon measurement digital library, as well as access to a growing community of practice where members share knowledge related to ecosystem carbon. Publicly available at no cost, these resources are tailored to support Indigenous-led conservation efforts and wider community stewardship goals.

Since the project began in spring 2024, six in-person sessions have taken place across four provinces and territories, with participants learning how to take soil cores, measure trees to



calculate carbon stock, and fly drones to gather forest survey data. Surveyed participants reported a 66 per cent average increase in their ability to both perform and teach carbon measurement protocols.

With this fast-growing cohort of carbon-measurement practitioners, participating communities are collecting more accurate carbon stock estimates to better understand local ecosystem health, plan for restoration activities, inform environmental impact assessments, advocate for protections, and develop carbon credit projects. With community-led conservation at the core, it also means they have complete control over how the data they collect is shared and used.

With more resources on the way — including regionally specific guides and more detailed training on how to design a carbon measurement project from scratch — the Nature Meets Carbon project is helping communities across the country take meaningful action to protect local ecosystem carbon and contribute to climate solutions on their own terms.

*The Nature Meets Carbon training and other materials are supported by Bell and RBC Foundation.*





# BEYOND CANADA



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## BIG LEAPS FOR BIG CAT RESEARCH

Having surpassed Nepal's commitment to double the number of wild tigers by 2022, we are now supporting a new decade of tiger recovery work through to the next Year of the Tiger, in 2034. These new efforts, which focus on addressing the interconnected threats of habitat loss and human-tiger conflict, build on the final findings of a multi-year Government of Nepal ecological survey that show tigers have been expanding into new habitats thanks to conservation efforts.

WWF-Canada also supported major snow leopard research in Nepal that is shedding light on this historically under-studied big cat. In March 2025, researchers — including Dr. Rinjan Shrestha, WWF-Canada's lead specialist for Asian big cats — published a study on snow leopards' space requirements. Data from GPS-collared snow leopards revealed that these elusive big cats need significantly more space than previously thought and recorded the highest-ever altitude for a snow leopard, at 5,838 metres above sea level.

In April 2025, Nepal's government also announced the successful completion of a landmark snow leopard population survey. Supported by WWF and other partners, it estimates Nepal's snow leopard population to be 397 individuals.

These new insights will continue shaping conservation efforts to help ensure the future survival of these big cats.

*WWF's conservation work on big cats in Nepal is supported by the Kapoor Singh Siddoo Foundation.*





# HOW WE ENGAGED & ADVOCATED



© Sarah Pietrkiewicz

## CHARTING A CLEANER COURSE FOR SHIPPING IN CANADA

This past year marked a turning point in global efforts to regulate marine traffic and reduce its environmental impact. At the UN’s International Maritime Organization (IMO), WWF-Canada joined colleagues from across the WWF network, governments and industry leaders to push for stronger protections for the Arctic and beyond.

In a notable step forward, the IMO approved a historic framework to put the global shipping sector on a pathway to net-zero emissions by 2050. If adopted and once in force, this first-of-its-kind deal will set binding greenhouse gas intensity-reduction targets, introduce a global fuel standard and create a global carbon-pricing

mechanism to support an equitable transition for developing nations. For Canada, where ship traffic is growing on every coast — and where governments are focused on fast-tracking infrastructure development — the standard can be used to push for cleaner ships, better regulations and stronger protections for nature at home. And while the approval is certainly worth celebrating, we were also quick to point out how and where some of these measures fall short of what’s needed to meet other climate goals and protect vulnerable ecosystems.

Last year, Canada also secured a landmark designation for the Canadian

Arctic, which will become an Emission Control Area (ECA), imposing stricter regulations on ship emissions. This move will help reduce pollutants like black carbon, a type of fine particulate matter that accelerates ice melt and seriously harms wildlife and human health. Since the spring 2024 announcement, the IMO has formally adopted the ECA and laid out a timeline for implementation: cleaner engines by 2026 and cleaner fuels by 2027.

As the international shipping industry advances these new rules, we continue to advocate for stronger protections in Canada, including a ban on scrubbers (devices that convert air pollution into water pollution) and better controls on underwater noise, which threatens marine life. We also jointly submitted new research on underwater noise with the Government of Canada, helping build momentum for future action.

Together, these developments are real progress, but the waters ahead remain choppy. Continued advocacy and stronger enforcement will be key to ensuring these commitments become reality and translate into tangible benefits for nature and communities.



## STANDING ON GUARD FOR WILDLIFE IN CANADA

Following the 2024 opening of the Trans Mountain pipeline, which increased tanker traffic and risks to B.C.’s endangered southern resident killer whales, WWF-Canada and other environmental organizations petitioned the federal government for an emergency order to protect them. When the government declined last spring, nearly 1,700 of you sent letters to demand they #SaveThe73 remaining orcas before it’s too late.

Then in April 2025, Ontario’s Protect Ontario by Unleashing Our Economy Act was introduced, containing provisions that would dismantle environmental protections under the guise of

fast-tracking approvals. In response, more than 5,200 of you sent letters telling the Ford government and your local MPPs that endangered species are not red tape.

Shortly afterwards, the federal government rushed through the Building Canada Act, which allows Cabinet to override environmental laws for projects deemed in the national interest. More than 1,400 more of you sent letters to remind Prime Minister Mark Carney and your local MPs that we don’t need to destroy nature to build Canada. You also helped us get these messages out to more than 900,000 people on social media.

While our collective efforts have not (yet) been successful, they are also not wasted. As governments prioritize development in response to economic and geopolitical concerns, every single letter sent and social media post shared reminds them who they work for and why strong environmental laws are necessary.

Ahead of the fall federal budget, we also submitted recommendations such as a National Nature Restoration and Resiliency Initiative at \$1.5 billion over four years to complement other national interest infrastructure development projects under consideration, and we’re currently developing an implementation strategy as we continue engaging with decision makers.



“

At H&M Group, our biggest priority is to stop the conversion of ecosystems away from their natural state. We are investing in protecting and restoring nature, and regenerative agriculture in our projects and sourcing to halt biodiversity loss. We believe that this can generate new revenue streams, enhance business resilience, and reduce negative impacts on climate, nature and people.”

EMILIA GALAEV, REGIONAL SUSTAINABILITY OPERATIONS AND COMPLIANCE LEAD, H&M GROUP



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“



Adyen is proud to support WWF-Canada in their mission to build a future where people live in harmony with nature. Through our Giving product, we enable brands to integrate donations at checkout so their customers can easily support worthwhile causes like WWF-Canada. Adyen has committed to matching every dollar throughout 2025, so we can double donations for our planet and help address issues like climate change and nature loss that are threatening the future of our natural world.”

DOMINIQUE SIMONS, HEAD OF IMPACT, ADYEN

## GETTING BUSINESS ON BOARD WITH BIODIVERSITY

WWF-Canada partners with businesses like Aviva Canada to advocate actions that address biodiversity loss and climate change. Since 2021, Aviva has committed more than \$3 million to our work on nature-based climate solutions.

As presenting partner of the Nature and Climate Grant Program, Aviva has supported grantees across Canada in their on-the-ground restoration efforts. Their commitment grew further over the past year by collaborating on our Business and Biodiversity Action Plan, a practical guide for businesses on how to help halt and reverse biodiversity loss and contribute to a more sustainable global economy.

WWF-Canada and Aviva also launched an email newsletter for businesses, co-authored op-eds in the *Financial Post* and *Toronto Star*, and shared the stage at prominent sustainability conferences. Leading by example, Aviva shows corporate Canada how it must also act to conserve nature and wildlife.

## FUNDRAISING WITH HEART

WWF-Canada’s Fundraise for Wildlife program lets supporters lead the way by organizing their own in-person or virtual fundraising events. Those supporters got creative over the past year, from hosting film festivals and running long distances to selling second-hand toys, all so they can give back to wildlife across the country.

*Learn more at [wwf.ca/fundraise](https://www.wwf.ca/fundraise)*

“

I’m celebrating my eighth birthday with WWF-Canada by raising funds to help protect endangered Arctic animals. They are all very special to me because they are so beautiful and climate change is making it hard for them to survive. I want to create a world where nature and people thrive together.”

AUDREY PHAN, FROM STONEY CREEK, ONT., CELEBRATED HER BIRTHDAY BY COLLECTING DONATIONS ON BEHALF OF ALL THE ARCTIC SPECIES SHE LOVES AND RAISED \$757.



© Students at Maddaugh Elementary School, Surrey B.C.

“

Maddaugh Elementary, in Surrey, B.C., hosted a “How to Fall in Love with the Forest” film festival, creating and screening six short films inspired by Katzie First Nation’s salmon habitat restoration work that WWF-Canada supports in the Upper Pitt Watershed. Students from ages 9 to 12 worked together to organize and put on the film festival, creating T-shirts, artwork and more to bring the event to life.

For the past four years, we have been learning from Elder Rick Bailey about caring for salmon like family. We want to support the work he is doing with Katzie First Nation and WWF-Canada to restore the watershed. Thank you for your donation to help support this work. Like Elder Rick teaches us, even one person can make a difference.”

STUDENTS AT MADDAUGH ELEMENTARY SCHOOL, SURREY, B.C.

“



I want to help the planet and endangered animals so that they are not extinct.”

ELAN TELFORD, AN ELEPHANT LOVER FROM VANCOUVER, RAISED \$568 FROM HIS FUNDRAISER SELLING USED TOYS.

“

I want to do my part to help restore the health of our ecosystems and increase biodiversity around the world.”

JESSICA J. OF KELOWNA, B.C., RAISED \$560 BY RUNNING THE 10-KILOMETRE STANLEY PARK SEAWALL LOOP AS PART OF THE CHOCOLATE RUN THIS PAST MARCH.





# MEETING THE NEED FOR SEEDS

Restoring healthy ecosystems across Canada will take millions, or even billions, of plants and trees. And not just any plants and trees; to keep ecosystems robust they need to be well adapted to local conditions and provide appropriate food and shelter to native wildlife. That means effective restoration depends on access to native species grown from seeds sourced from each restoration project’s ecological region, where they have been growing for millennia.

To help meet this demand, WWF-Canada introduced our seed orchard grant program in 2021. A seed orchard is a facility that grows native plants from known wild sources and harvests their seeds for distribution. We started by supporting grant recipients in Ontario who planted 35,500 native plants in 20 seed orchards, which yielded 72 kilograms (about the weight of a Newfoundland dog) of seeds from 225 species.

Building on this success, we expanded the program to four additional provinces in 2025, awarding grants to 13 First Nations, organizations and businesses. The funding supports establishing and expanding native plant seed orchards, as well as training seed collectors to ensure these operations succeed. Most of these projects are unfolding over two years, and with more than a year left, grantees have already planted 9,692 plants, shrubs and trees across more than 5.5 hectares, employed 12 seed collectors and involved 1,852 other people in this work. We will report those results, including the amount of harvested seed, once they have completed their projects.

While seed orchards are supporting large-scale restoration, community efforts are flourishing as well. Habitats are taking root in backyards and parks, and on patios and balconies across eight provinces through our national re:grow program and southern Ontario–based In the Zone. Over the past year, these programs engaged 8,804 people in activities and events, including planting 86,412 native plants and trees and sharing seeds with 336 recipients.

*WWF-Canada’s seed orchard program is supported by the Barrett Family Foundation.*



© Jesse Wyatt, compliments of SpruceLab Inc.



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LETTER FROM FINANCE

LEADING THE WAY

There is an urgent need to protect nature in Canada, especially as changes to social and government priorities have shifted toward accelerating actions that will put it at even greater risk. In these times of uncertainty, WWF-Canada, with our partners, continues to lead the way — and build on the energy of five years of Regenerate Canada — in advancing our commitment to steward and restore the nature that defines this country, and all of us. If there was a time for us to invest further in nature and wildlife in Canada, it’s right now.

That’s why, during our 2025 fiscal year, WWF-Canada spent \$25 million towards our conservation goals, \$2.6 million more than the previous year. This increase in expenditures reflects our commitment to expanding our impact and addressing urgent environmental challenges as they surface. Exceeding all expectations, our sources of funding also increased their commitment: individuals, corporations, foundations, government and legacy donors provided \$39 million, up from \$33 million in 2024.

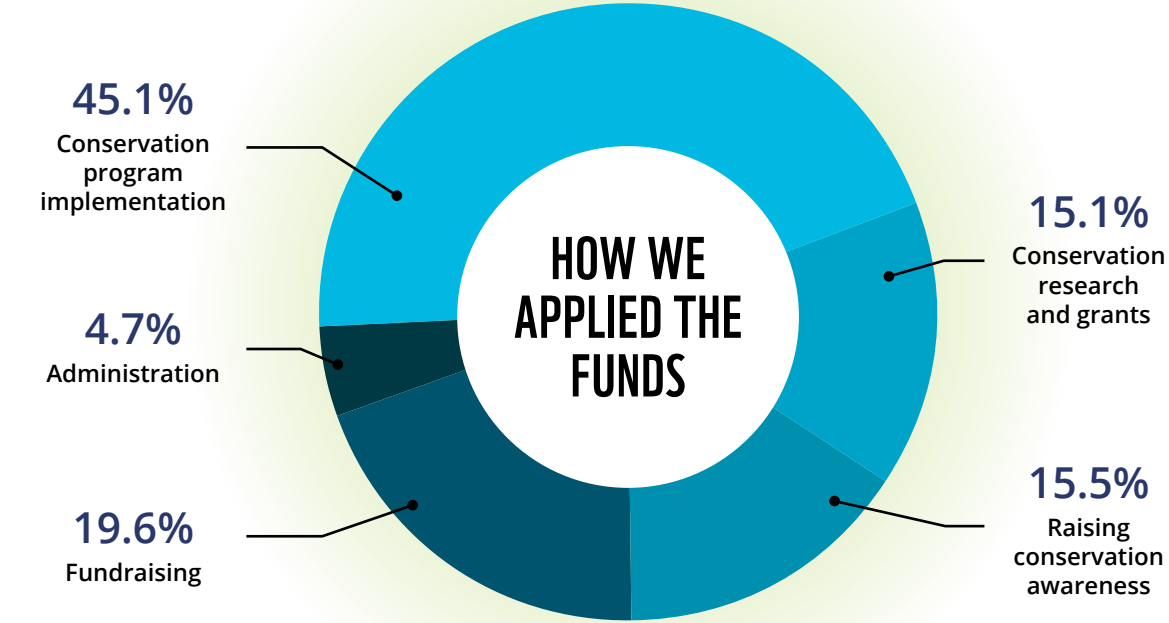
David Cornfield

DAVID CORNFIELD  
WWF-CANADA VICE PRESIDENT, FINANCE & PLANNING

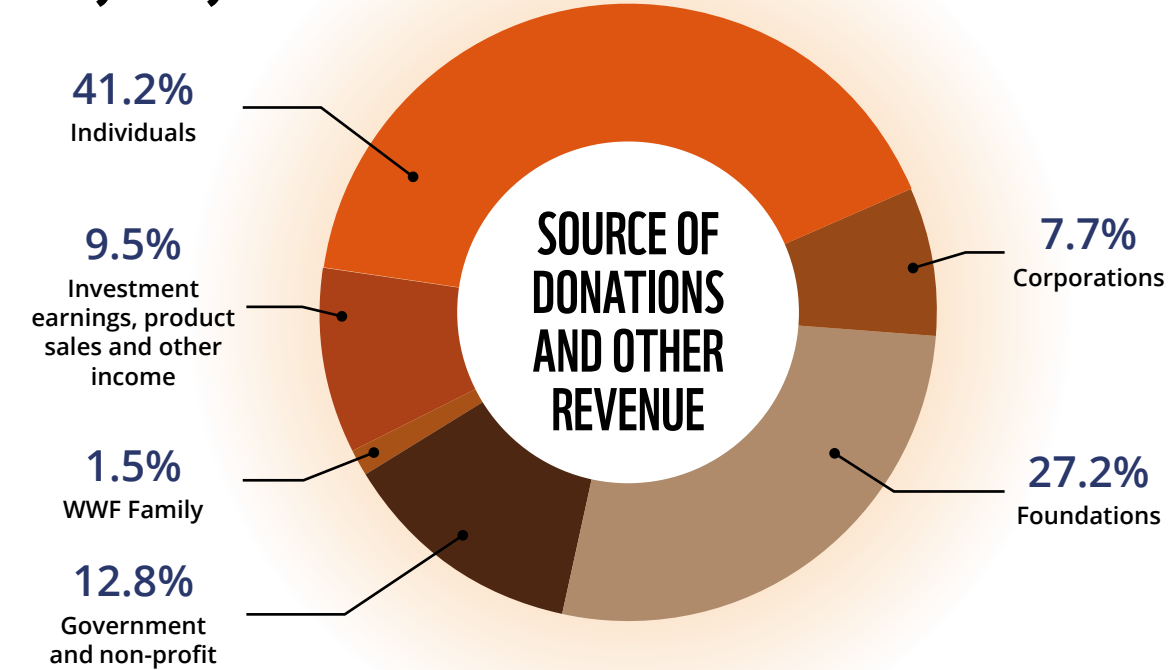


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TOTAL EXPENSES  
\$33,834,000



TOTAL REVENUE  
\$39,544,000





# OUR SUPPORTERS

We greatly appreciate and recognize the generosity of individuals, businesses, governments, foundations, estates and organizations who have supported our work. Together, we are helping nature and people thrive.

## \$1,000,000+

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