



WWF-CANADA

ANNUAL REPORT 2024

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LETTER FROM THE PRESIDENT & CEO

MOVING FORWARD, ONE WIN AT A TIME

The end of a year is more than just a date on a calendar. It's a chance to reflect, celebrate our progress, recalibrate our focus and prepare for the work ahead.

This is especially important as we face the dual challenges of biodiversity loss and climate change. While these crises can feel overwhelming, reading WWF-Canada's latest annual report reminds me of all we've accomplished together, and it makes me feel optimistic.

As shown in our Regenerate Canada update, we're steadily advancing our three core goals. You'll also see that Indigenous-led conservation priorities are integral to our approach, from funding to technical training and reciprocal knowledge sharing. This collaborative approach is not only a more effective way to advance conservation, but it's important to reconciliation as well.

We've produced critical research this past year, such as mapping ship speeds and discharge in the Great Bear Sea and studying the opportunity to create conservation economies in the Arctic. Our years-long advocacy with the International Maritime Organization led to a breakthrough with the approval of an Arctic Emission Control Area. We continued to push decision makers across Canada to step up

to the challenges ahead, both here at home and internationally.

Our supporters and partners are crucial to these achievements. Not only did they help us break fundraising records, but they also amplified our advocacy efforts. More than 10,000 of you joined our campaign on underwater noise, and more than a million conservation actions were taken this past year — from creating native-plant habitats in home gardens and communities to submitting data for studies.

It's been a remarkable year, and I hope you feel as optimistic as I do after reading about it. This report shows that our goals are worthwhile, our actions are moving the needle and our approach — grounded in partnership and collaboration — is making a difference. With your support, we will keep pushing forward.

Megan Leslie

MEGAN LESLIE
WWF-CANADA PRESIDENT AND CEO



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LETTER FROM THE CHAIR OF THE BOARD

A YEAR OF FEARLESSLY FACING CHALLENGES

Scaling up efforts and advancing new initiatives — that was how we spent our fourth year of Regenerate Canada, our ambitious plan to steward 100 million hectares of habitat, sequester 30 million tonnes of carbon and restore 1 million hectares of lost complex ecosystems. And that was how we drew ever closer to our goals.

I'm continuously amazed and inspired by how this organization not only stays strong amidst news of record-breaking heat, wildfires, storms and flooding, but also keeps pushing harder. That unstoppable drive is fuelled in no small part by the steadfast support of our cheerleaders and donors. At this year's Climb for Nature in Toronto, as I scaled the CN Tower stairs myself for the first time — and then a second time the next day! — I got to see that support come alive, as thousands of people literally stepped up to fight biodiversity loss and climate change.

In addition to reaching new heights in fundraising, we celebrated the federal government's national biodiversity strategy to protect and restore a third of the country, bolstered by legislation enshrining accountability into law, which will help support our like-minded mission. But we also nudged policy makers when needed — launching a public advocacy campaign about underwater noise, which has been causing increasing harm to at-risk whales and other marine wildlife — and they saw your support

too. More than 10,000 of you wrote to the federal government, demanding the release of its much-delayed draft strategy, which, sure enough, was finally made public in August.

Even with all of our progress, there is still much to do. From the riverbanks of the Wolastoq watershed to the tundra of the Arctic and the forests of B.C., we keep working to protect and restore our most precious resource: nature. Guided by Indigenous knowledge and scientific research, WWF-Canada keeps moving forward toward a future where people and wildlife live together sustainably. We know there are challenges ahead, but we also know we have the knowledge to overcome them.

I'd like to offer a hearty congratulations and thanks to our relentless leaders, staff and supporters. Together, we are making a difference for nature, turning our ambitions into reality.

Meena

MEENA BALLANTYNE
WWF-CANADA CHAIR OF THE BOARD





FOUR YEARS OF REGENERATE CANADA

Since launching our 10-year plan, Regenerate Canada, our mission has not wavered: we remain all in on our goals to reverse wildlife loss and fight climate change with nature. We know restoration takes patience, stewardship takes collaboration, reducing carbon emissions takes co-ordination, and all of it takes time. That's why it's important to reflect regularly on each year's efforts and evaluate what has been achieved with science, research, partnership and respect for Indigenous knowledge underpinning our conservation work.

Donor support is a big part of what makes not just our past work possible, but our vision for the future probable. Together, we will reverse what once seemed irreversible, **to create a Canada with abundant wildlife, where nature and people thrive.**

Our conservation efforts address multiple threats and priorities at once. These icons, used throughout the report, identify how each project connects back to our Regenerate Canada goals.



STEWARD 100 MILLION HECTARES

ACHIEVED AND IN PROGRESS
123,396,400 HECTARES

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



RESTORE 1 MILLION HECTARES

RESTORED AND IN PROGRESS
83,671 HECTARES

Restore at least one million hectares, regenerating lost complex ecosystems that provide essential wildlife habitat and sequester carbon in nature.



REDUCE CARBON EMISSIONS BY 30 MILLION TONNES

ACHIEVED AND IN PROGRESS
20.03 MILLION TONNES

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

2023-2024 MILESTONES AND HIGHLIGHTS



11,407,479

STEPS FOR NATURE

The total number of steps climbed by WWF-Canada supporters across our Toronto, Vancouver and Anywhere Climb for Nature events — making it the most successful year ever.



41,015,986

SEEDS PLANTED

Estimated number of seeds planted through our Nature and Climate Grant program.

The CN Tower Climb for Nature is sponsored by Nissan Canada Foundation.



1,238,341

TRACKED CONSERVATION ACTIONS

The number of conservation actions taken this year, from signing petitions to participating in training to submitting data as part of a study to engaging in restoration activities.

1,057,032

PLANTS PLANTED

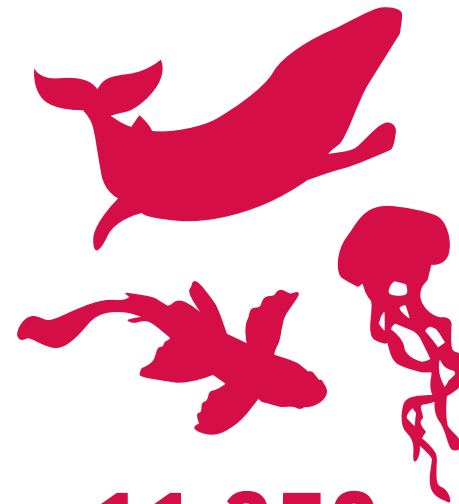
The number of trees, shrubs and plants planted in 2024 (more than 500,000 of those were planted by the Secwepemcúl'ecw Restoration and Stewardship Society alone!).



21,872

PARTICIPANTS

The number of people who participated in conservation training or other activities.



11,359

SIGNATURES

The number of signatures on the campaign demanding immediate government action on the increasing threat of underwater noise in Canada's oceans.

CONSERVATION



REDUCING FLOOD RISK THROUGH RESTORATION

The Kennebecasis River and its tributaries, which wind through southeast New Brunswick's agricultural heartland, once ran clear and cool enough for sturgeon, salmon and trout. But human activities, global warming and climate-fuelled extreme weather have thinned out the native trees and shrubs on the river's edges, pushing sediments into streams and raising water temperatures and flood risks.

That's not good for at-risk fish, nearby plants and animals, or surrounding communities.

Enter the Kennebecasis Watershed Restoration Committee (KWRC), a community organization leading a project called the Carbon Capture Collective, with help from collaborators Hammond River Angling Association and Belleisle Watershed Coalition — and funding from WWF-Canada's Nature and Climate Grant Program (NCGP), presented in partnership with Aviva Canada.



© Kennebecasis Watershed Restoration Committee

NCGP's second phase, spanning 24 months from 2022 to 2024, supported nature-based climate solution projects by six grantees from across Canada to restore viable habitat for biodiversity while sequestering carbon. In this case, KWRC worked with local farmers and landowners to plant thousands of native trees and shrubs along damaged shore habitats. This simple act improves biodiversity by restoring land and water habitats and mitigates the effects of climate change by absorbing more water during floods and storing atmospheric carbon in the soil, which participants then measured to ensure effectiveness.

Since the program kicked off in 2021, NCGP participants have restored more than 702 hectares of degraded lands and waters, improving habitats for at least 57 local populations of at-risk species, mitigating flood risk on 26,800 hectares of land and furthering our shared goal to Regenerate Canada.



As a business that recognizes the critical importance of taking action on the nature crisis, we're proud of the strong partnership we have built with WWF-Canada over the years as the presenting sponsor of their Nature and Climate Grant Program. Together, we have done some impactful work, including support of nature-based restoration projects across the country and the release of our Business and Biodiversity Action Plan for businesses. We'll continue to be an advocate alongside the WWF-Canada team."

PASCAL DESSUREAULT, CHIEF PUBLIC AFFAIRS, MARKETING AND COMMUNICATIONS OFFICER, AVIVA CANADA

Aviva Canada is the presenting partner of the Nature and Climate Grant Program.

WATERSHED WORK IN THE WOLASTOQ



© Kennebecasis Watershed Restoration Committee

The Wolastoq (Saint John River) watershed in New Brunswick — home to nearly 50 species at risk of going locally extinct and increasingly intense and frequent flooding — has been a focus of WWF-Canada since 2012, during which we've supported local organizations' restoration efforts.

Over the past year, we've worked on several initiatives. To increase capacity and expertise, WWF-Canada conducted three workshops on restoration challenges and opportunities in the Wolastoq that reached more than 130 restoration practitioners. In Edmundston, a 230-metre eroded channel identified as a priority for floodplain restoration — even before a June 2023 storm dumped 70 millimetres of rain in some parts of the area in under an hour — was restructured to reduce flood risk and address riverbank erosion.

And in the lower watershed, our partners engaged several landowners to cooperate in restoring degraded agricultural land near riverbanks and planted more than 17,000 trees across 14 hectares. This revegetation will mitigate flood impacts and provide critical habitat while getting us closer to our goal of planting 65,000 trees by March 2025.

This project was undertaken with the financial support of the Government of Canada through Environment and Climate Change Canada and the 2 Billion Trees program, Hewitt Foundation and Wawanesa Insurance.



© Atlantic Coastal Action Program Saint John



© New Parallel Studios / WWF-Canada



© New Parallel Studios / WWF-Canada

A HALF-MILLION TREES RETURN TO SECWÉPEMC TERRITORY



What can get lost in the smoke of recent central B.C. fire seasons is the hard work of bringing these forests back. The Indigenous-led Secwepemcúl'ecw Restoration and Stewardship Society (SRSS), with financial support from WWF-Canada and our donors, planted more than 500,000 trees to restore 250 hectares of fire-impacted ecosystems over the past year, bringing the total through this partnership to 1.1 million trees across 677 hectares.

And there's a lot more work to do. SRSS was formed by eight Secwépehc bands in the aftermath of a 2017 fire season that blazed through 192,725 hectares of

Secwépehcúl'ecw territory. Promoting a collaborative approach to *yecwemínem* (stewardship and caretakership), their goal is to recover from fire in a way that adheres to Secwépehc values and laws.

Guided by Indigenous knowledge combined with scientific data, SRSS has been working to restore habitat for at-risk species in Secwépehc territory, as well as promote food sovereignty and access to traditional medicines. They are focused on restoring both trees and shrubs by planting a wide variety of native and adapted species. They are monitoring how their efforts sequester carbon and working to implement a

native seed collection program and scale up nursery capacity, with an aim to plant one million trees annually by 2026.

This work is supported by Aviva Canada, the Government of Canada through the 2 Billion Trees program, Lowe's, the Peter Gilgan Foundation and the Ronald S. Roadburg Foundation.

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Restoring nature in Canada isn't just about preserving the environment — it's about safeguarding the future for everyone. We need the planet and all its living beings for our own sustainability. Having grown up in Quebec, I've seen first-hand the beauty of our forests, rivers and wildlife, but also the threats they face. WWF-Canada's dedicated efforts to protecting biodiversity are what inspired me to join their Board of Directors and support their work, knowing that together, we can make a lasting impact.”

ANNE-MARIE BOUCHER, CHAIR OF THE GOVERNANCE AND HUMAN RESOURCES COMMITTEE OF WWF-CANADA'S BOARD OF DIRECTORS, LEGACY DONOR



© Angela Kane

KATZIE FIRST NATION RESTORES WATER FLOWS FOR SALMON



Each year, salmon swim from the Salish Sea up through the Lower Fraser River's network of streams, creeks and tributaries to their southern B.C. spawning grounds. Katzie First Nation, whose members have stewarded these lands and waters for millennia, consider these annual salmon visitors family. But in recent decades, human-caused impacts such as landslides and logging roads have blocked their returning routes, threatening all five salmon species that use them.

After four successful summers of spawning habitat restoration across the watershed, restoration teams hit a

major milestone this year with a new waterway along the floodplain's south treeline connecting Boise Creek to a 1.2-kilometre-long side channel in need of fresh flows to support spawning salmon. The project is now providing enough clean and cold water into the channel for Upper Pitt sockeye to complete their spawning cycle and help their population numbers recover.

This project is funded by FINISH®, the H. John McDonald Foundation, MakeWay, the Real Estate Foundation of BC, Ronald S. Roadburg Foundation and W.C. Kitchen Family Foundation.

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The W.C. Kitchen Family Foundation is committed to preserving Canada's natural landscapes and believes in the power of local conservation efforts. Restoring the Lower Fraser Watershed in B.C. aligns with our hope to make a significant impact to local wildlife, especially the salmon species that are so vital to Katzie First Nation and the territory they steward. We are so happy to be a part of supporting the resilience of the salmon population that we hope will thrive throughout the watershed for many years to come.”

THE W.C. KITCHEN FAMILY FOUNDATION



Southern Quebec is famous for its sugar bushes — the maple forest operations that produce all that beloved maple syrup. But decades spent maximizing short-term syrup production by removing non-maple trees has degraded 50 per cent of these ecosystems, threatening 17 local at-risk species like the wood thrush and spring salamander.

These now-monocultural forests are less suitable for wildlife and more vulnerable to climate change — and by allowing more wind and sun to penetrate the canopy, they also threaten syrup production by reducing the moist conditions maple forests need.

WWF-Canada's Maple Initiative brings together sugarbush owners, maple producers, forest engineers, academic experts and environmental NGOs to help restore these forests. Last year, we set up a how-to restoration program for landowners that includes maple forest health assessment training and management guidance, such as suggested native species to plant, depending on the region. And we will continue working together to make maple forests more diverse, for all the species (and pancakes) that depend on them.

HELPING SUGARBUSHES FIGHT CLIMATE CHANGE AND BIODIVERSITY LOSS — AND MAKE MORE MAPLE SYRUP



This project was undertaken with the financial support of the Elpis Foundation, the Gordon and Betty Moore Foundation, the Government of Canada through Environment and Climate Change Canada, and Polar Knowledge Canada.



INUIT COMMUNITIES CONNECT TO CONSERVE



Talking to neighbours in person has always been the best way to learn and find common ground. But while just as true for neighbouring communities, it's much harder when it's 25 Nunavut communities across a couple million square kilometres.

Take Taloyoak, on the northern tip of Canada's mainland, where the local hunters and trappers group Taloyoak Umaruliririgut Association (TUA) has been working to establish the nearly 90,000-square-kilometre Aviqtuuq Inuit Protected and Conserved Area (IPCA) with an associated conservation-based economy that provides an alternative to resource extraction.

This story starts but does not end there, because TUA wants to support similar conservation efforts by their fellow Nunavummiut — and we want to support all of them. The best way to do so is by facilitating knowledge-sharing between far-flung neighbours in a territory where travel can be prohibitively expensive. So, we kicked off a cross-community project with funding from the WWF Global Arctic Programme's Arctic Biodiversity Initiative and technical and administrative support from WWF-Canada staff.

First, we travelled with TUA's Jimmy Ullikatalik and Lena Neeveacheak in 2023 for Inuktitut-language meetings and workshops in their fellow Eastern Kitikmeot region communities, Gjoa Haven and Kugaaruk. Known as Netsilikmiut, the people of the ringed seal, Inuit in this region share deep family ties and a mutual desire to collaborate on resources and opportunities.

Then last winter, we hosted a knowledge exchange summit in Iqaluit bringing together Inuit leaders from seven communities across all three regions of Nunavut, as well as Nunavik, along with territorial and federal government representatives.

The discussion focused on how best to advance local priorities like conserving country food species, creating Guardians programs and establishing Inuit-led protected areas. Beyond fostering further collaboration among these three Kitikmeot communities, it provided an opportunity for programs like Foxe Basin Kivalliq North Sapujiyiit (Guardians of the Sea) Society to share their experiences and contribute to a broader network of Inuit conservation leaders. It also built on momentum from a smaller-scale knowledge exchange

event we hosted in Yellowknife in May 2023.

Then last spring, TUA and WWF-Canada staffers returned to Kugaaruk and Gjoa Haven to update leaders on Aviqtuuq's progress and hold public meetings so residents could learn more about Taloyoak's efforts to protect their land, water and wildlife. WWF-Canada has been honoured to support their regional-scale protection and conservation efforts, which now include both Kugaaruk and Gjoa Haven Hunters and Trappers Associations (HTAs) deeply engaged in the benefits of an IPCA, and Kugaaruk initiating their own Guardians Program.

"It's important because it goes to our forefathers, generations back, and how they grew up before colonization, before the Church, before Hudson's Bay, before the RCMP," TUA treasurer Viola Neeveacheak told us after the knowledge-sharing trip. "It goes back to how we used to live — the traditional way without being interrupted — and it should still continue that way."

OUR IPCA SUPPORT FUND'S INAUGURAL SEASON KICKS INTO GEAR

WWF-Canada launched the Indigenous Protected and Conserved Area (IPCA) Support Fund during COP15, the landmark UN biodiversity summit in Montreal, with a commitment to provide funding of between \$50,000 to \$150,000 per year to support Indigenous nations and communities to consider if an IPCA is a priority for them or assist with early-stage implementation.

Defined and managed by Indigenous communities and stewarded through Indigenous laws and knowledge systems, IPCAs are critical in the fight to halt and reverse biodiversity loss and secure the climate benefits of healthy ecosystems while upholding the United Nations Declaration on the Rights of Indigenous Peoples. Activities supported by the fund include community dialogues with Elders, youth and knowledge keepers, as well as community-owned data collection on ecosystem carbon and other activities requested by applicants to support community deliberations.

WWF-Canada subsequently received more than 130 inquiries, signalling a

high level of interest, and an Indigenous advisory group was established in July 2023 to support our commitment to a relationship-based and community-centred approach to funding Indigenous-led protection. In the first round of applications, WWF-Canada welcomed more than 37 expressions of interest from Indigenous governments and organizations to access funds that would help materialize their inspiring visions for protecting lands and waters.

WWF-Canada is now in the process of disbursing \$500,000 in funding to seven Indigenous-led initiatives. Guided by the Indigenous advisors and feedback from the inaugural recipients, the IPCA Support Fund will continue to grow in impact and effectiveness in the years to come.



© Emina Ida / WWF-Canada



This project, along with our Arctic conservation and national shipping work, is funded in part by the Gordon and Betty Moore Foundation.

CLEANER AIR IN THE ARCTIC

In a win-win for communities and wildlife, last spring the International Maritime Organization (IMO) approved an emission control area (ECA) for Canadian Arctic waters covering the region's 200-nautical-mile exclusive economic zone, not just the 12-nautical-mile territorial sea. This decision to address air pollution from fossil fuel-powered ships, including sulphur oxides, nitrogen oxides and particulate matter, followed more than two years of WWF-Canada efforts to build support within Canada and internationally.

We engaged with stakeholders and rightsholders, published articles, developed policy documents and staged IMO interventions. Our team brought evidence-based insight, perseverance, long-term strategy and exceptional national and international collaboration.

The ECA's enforceable measures will reduce ocean acidification and associated negative impacts, mitigate nutrient overloading and reduce black carbon, a short-lived but potent airborne pollutant that accelerates sea-ice loss and is linked to lung cancer, cardiopulmonary disease, chronic respiratory ailments and premature mortality.

With Arctic vessel traffic doubling in the last decade, the ECA's implementation in 2026 can't come soon enough. But now that our international efforts have paid off, we're pushing for stronger domestic measures, including banning scrubbers, a regulatory loophole technology that converts air pollution into water pollution, and committing to not unload increased shipping costs onto Northern communities.

SCIENCE & RESEARCH



FUNDING CRUCIAL RESEARCH IN A CHANGING ARCTIC

Reinforcing Inuit efforts to conserve their homeland and vulnerable wildlife, WWF-Canada's Arctic Species Conservation Fund (ASCF) helps thread Inuit Qaujimagatugangit (Inuit Knowledge) and traditional scientific approaches by partnering with hunters and trappers' organizations, government and academic researchers, and NGOs to support high-quality stewardship and research efforts.

During the past year, these applied conservation initiatives continued to focus on increasing our collective knowledge about Arctic wildlife, including Atlantic walrus, barren-ground caribou, beluga whales, bowhead whales, narwhal and polar bears.

For instance, as ocean temperatures, national defence plans and shipping traffic all increase in the Arctic Ocean, we funded research on how underwater noise from sonar and ships impacts ice whales.

We also continued to support monitoring of whale migration routes in Arctic waters and how these critical "blue corridors" can be effectively protected to allow safe passage between feeding and birthing areas. Other efforts ranged from reducing human-polar bear conflicts through community guards and problem-bear telemetry tracking, assessing walrus haul-out behavioural patterns in relation to marine shipping, and investigating long-term climate

impacts and the use of traditional knowledge, animal-borne acoustic monitoring and artificial intelligence to upgrade caribou conservation.

After nearly a decade, the Arctic Species Conservation Fund continues to collect the crucial evidence and data needed to inform regional, territorial and federal policy and management plans in the world's most rapidly changing environment.

The ASCF is funded by the Alan and Patricia Koval Foundation with the support of the Elpis Foundation.



SIZING UP SHIP TRAFFIC AND WASTE IN B.C. WATERS

Increasing shipping traffic in the Great Bear Sea, also known as the Northern Shelf Bioregion, is creating a hostile home for at-risk marine mammals. It's too crowded, too loud and too contaminated, threatening the survival and recovery of species like fin whales and humpbacks.

Those are the findings of a WWF-Canada report that mapped where high ship speeds and discharge volumes ("dumping") overlap with critical habitats for marine species at risk. In fact, it showed that the greatest immediate and cumulative shipping impacts occur almost everywhere in those habitats, from Dixon Entrance in the North Coast all the way down to North Vancouver Island.

Cruise ships and ferries are among the worst offenders, discharging more harmful waste into these areas and often going fast enough to be lethal should they strike a whale, an increasingly common occurrence.

With traffic soon ramping up to unprecedented levels once a major liquified natural gas terminal in Kitimat starts up, there's little sign that these threats will decrease on their own. That's why WWF-Canada issued a list of recommendations that can mitigate impacts to at-risk marine mammals and coastal habitats, alongside a complementary report outlining how shipping ports can use their unique jurisdictional authority to make change.

To avoid unrecoverable losses of these whale populations, industry and government must act quickly to reduce ship speed and dumping in the bioregion: slow ships down, reroute them away from high-risk areas, ban high-polluting engine scrubbers, and promote greener marine shipping technologies. While we await action, WWF-Canada will continue sharing research and advocating for the regulatory changes to safeguard ocean life.



© Unsplash

THE NEXT WAVE OF FIRST NATIONS-LED GREAT BEAR SEA CONSERVATION

For two decades, Coastal First Nations have been working with federal and B.C. governments to develop an unprecedented Indigenous co-governance model for a similarly unprecedented 30,000-square-kilometre Marine Protected Area (MPA) Network in the Great Bear Sea. Also known as the Northern Shelf Bioregion, these north coast waters, spanning more than 100,000 square kilometres, are home to more than 30 at-risk species — from fin whales and orcas to sea otters and a 9,000-year-old glass sponge reef — and support 32 First Nation communities.

WWF-Canada has long been assisting these ecosystem-wide protection efforts, from advocacy campaigns and public consultation contributions to conducting research in the region that can be used during the site selection and implementation phase.

This past summer’s celebratory signing of the Great Bear Sea Project Finance for Permanence (PFP) — a new financing mechanism to sustainably support the MPA Network Action Plan — has brought this incredible effort to its next stage, and WWF-Canada looks forward to continuing our support of all partners in advancing reconciliation through conservation of this critically biodiverse region.



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© Emina Ida / WWF-Canada

HOW SUSTAINABLE OCEAN-BASED ECONOMIES SUPPORT NUNAVUT COMMUNITIES

Arctic marine protected areas like Tallurutiup Imanga and Tuvaijuittuq will not only support at-risk species and advance Canada’s 30 per cent conservation target, but also bring economic benefits to local communities. To find out how much, WWF-Canada commissioned two reports on how area-based conservation in Nunavut is building a new economic model that balances growth with social and environmental needs.

The reports highlighted how Nunavut’s “blue conservation economy” — where coastal regions generate wealth by using marine resources sustainably — is creating stable income for Inuit communities through harvest and distribution of country food, local fisheries, nature-related tourism and Guardians programs.

The case study of Taloyoak, for example, estimated that their Guardians program is generating \$27 million annually while their Arctic Inspiration Prize-winning Niqihagut (“our food”) project aims to create a country food-based economy that addresses food insecurity and unemployment while promoting cultural traditions. Providing an economic alternative to mining — which would threaten caribou calving grounds, polar bear denning areas, and summering habitat for ice whales — Niqihagut is also intended to form the management plan for their proposed Aqviqtuq IPCA.

These reports were funded by the Government of Canada through the Canadian Northern Economic Development Agency.



CONNECTING HABITATS AND GROWING BIOFENCES FOR NEPAL'S MOST ENDANGERED SPECIES

Tigers, snow leopards, rhinos and elephants are just some of Nepal's ecologically essential yet increasingly endangered species facing intensified risks from extensive habitat fragmentation. But homegrown solutions — in some cases, literally grown — are helping these populations recover.

Interrupted habitat has been pushing species closer to human settlements in search of food, threatening the lives and livelihoods of locals and resulting in the injury and even killing of wildlife in response. So, WWF-Canada has been supporting our colleagues at WWF-Nepal since 2011 by combining the latest research, community knowledge and technology to reduce both habitat loss and human-wildlife conflict.

Firstly, without room to roam, these at-risk species cannot easily grow their populations. So Rinjan Shrestha,

WWF-Canada's Asian Species lead, has been working with WWF-Nepal and partner organizations in the ecologically significant Terai Arc Landscape (TAL) along Nepal's southwestern border with India. Using a "landscape-level" conservation approach, they restored and reconnected more than 800 hectares of grasslands and will continue working on protecting these areas in ways that support the food sources, movements and behaviours of the TAL's most at-risk wildlife.

In the meantime, we're also funding an innovative conflict-reduction effort called biofencing — planting crops whose flavours and scents are unpalatable to roaming wildlife. Creating fence-like barriers with mentha, turmeric and lemon has been successfully keeping both humans and wildlife safe while also providing extra income for farmers. In one community

that received support — turmeric seeds, grinding tools and packaging materials — every participating household saw an end to their crop loss.

And these efforts are not going unnoticed. Last February, the Terai Arc was formally recognized as one of seven UN World Restoration Flagships, acknowledging both the region's ecological significance and the measurable results of our conservation work to date. But this is no time to rest on our lemon-fence laurels — WWF-Canada and our donors will continue supporting WWF-Nepal as we build on these successes.

"Now more than ever," says Shrestha, "we need to make concerted efforts to keep this momentum going."



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HOW WE ENGAGED & ADVOCATED

TOGETHER, WE GOT LOUD FOR QUIET OCEANS

The federal government knows that underwater noise pollution from shipping and other industries is causing increasing harm to at-risk marine species, from disrupting navigating, feeding and mating to causing displacement, injury and death from ship strikes. That's why Canada committed to release the first draft of its Ocean Noise Strategy in summer 2021, which was then extended to the end of 2022.

That's also why, at the beginning of 2024, WWF-Canada launched our #LessNoise advocacy campaign.



More than 10,000 people joined us in calling on the federal government to not let another year pass without delivering a strong plan to protect whales, walrus and other sea life from underwater noise pollution. By the end of summer, our collective pressure finally paid off, and the draft strategy was released.

Given expected long implementation timelines, we also commissioned East Coast Environmental Law and West Coast Environmental Law to review current legal tools that Canada could use to reduce ocean noise right away.

SUPREME COURT INTERVENTION

Last fall, the Supreme Court of Canada ruled that parts of the federal environmental Impact Assessment Act were unconstitutional.

As an official intervener before the Court, WWF-Canada emphasized the importance of federal involvement and accountability regarding biodiversity loss. Industrial development and resource extraction can pose major threats to ecosystems, and a robust and nationally consistent impact assessment regime is a necessary tool for identifying and mitigating these threats.

"Wildlife, ecosystems and climate-fuelled natural disasters like wildfires and floods do not respect provincial borders," WWF-Canada's president and CEO, Megan Leslie, said at the time. "It is essential that the federal government have oversight — we need policies that look at the big picture and inform decisions for the good of the country."

Thankfully, the Court gave clear direction on the changes needed to rectify the legislation in a way that will protect provincial jurisdiction as well as nature and people.

STATE OF EMERGENCY FOR SOUTHERN RESIDENT KILLER WHALES

One of Canada's most iconic and endangered whale populations, southern resident killer whales, now numbers only 74 individuals.

Despite being designated Endangered under the Species at Risk Act (SARA) since 2003, environmental groups like ours fear for the population's survival due to declines in chinook salmon, the whales' primary food source, alongside increasing toxic contaminants, underwater noise and other threats associated with the growth in ship traffic from industrial projects on the coast of southern B.C.

When Trans Mountain pipeline-supplied tankers began crossing the southern resident killer whales' critical habitat this past spring, WWF-Canada joined with five other environmental organizations represented by Ecojustice to petition the federal government to enact a set of measures to protect these whales through an Emergency Order under SARA to implement

immediate protections.

This follows an earlier attempt, in January 2018, by the same group to demand stronger actions that will ensure the survival and recovery of this endangered orca population. Though the government failed to issue an emergency order then, they did announce some measures to protect these whales and their habitat. Unfortunately, those measures did not sufficiently reduce threats enough to allow the species to recover even before the pipeline expansion.

Southern resident killer whales simply won't survive without decisive and sustained conservation actions, and WWF-Canada will continue to fight for emergency measures so that the government uses every tool at its disposal to save them.

This work is funded in part by the Audain Foundation.

FUN WAYS TO FUNDRAISE

WWF-Canada's Fundraise for Wildlife program is where supporters share their love of nature with friends, family, classmates or colleagues while raising funds that support WWF-Canada's work. From bake sales to galas and birthday celebrations to athletic challenges, these wildlife enthusiasts host in-person or virtual events.

Learn more at wwf.ca/fundraise.



This is my 8th year fundraising for WWF! I will be pushing my limits this year and inviting all friends and family to help me raise money." – Hudson Courville-Clark.

HUDSON RAISED \$2,131 BY TURNING HIS 13TH BIRTHDAY PARTY INTO A 21-KILOMETRE WALK FOR WWF-CANADA. HUDSON HAS BEEN SHARING HIS BIRTHDAY WITH WWF AND NATURE BY RAISING FUNDS FOR HIS BIRTHDAY FOR EIGHT YEARS IN A ROW INCLUDING PARTICIPATING IN THE WWF CLIMB FOR NATURE (VIRTUAL) AND WWF'S RUN TO RESTORE NATURE.



It's my birthday and I'm doing this because I think there should be less pollution. Instead of getting gifts from my friends, I chose to donate money to WWF to help save the animals and some of my favourite animals are in danger. I also love my WWF panda stuffie and we support WWF at my school because it is great! For my birthday, we will get together to clean up a Toronto beach. Thanks for inspiring us to do this, WWF!" – Cassidy Wilkinson.

CASSIDY RAISED \$498 BY TURNING HER 9TH BIRTHDAY PARTY INTO A CLEANUP.

EMPOWERING PEOPLE TO CREATE HABITAT AT HOME

Native-plant habitats blossomed in eight provinces through WWF-Canada’s national re:grow program and southern Ontario-based In the Zone, engaging 5,484 people in activities and events while planting 200,487 native plants and trees.

In its fifth year partnering with WWF-Canada and collaborating with growers, Loblaw Companies Limited was able to offer native plants at 133 of their garden centres in Ontario and Quebec in 2024. And this time, we built “buzz” over native plant benefits for wildlife and gardeners by developing an eye-catching art installation.

Real native plants were suspended on a 2.4-by-4.6-metre mural by Toronto artist Julia Prajza, with ambassadors encouraging plant purchases and re:grow sign-ups. May and early June saw year-over-year growth in native plant sales at the Loblaw garden centres where the mural appeared, as well as a spike in re:grow registrations.



WWF-Canada’s re:grow initiative is funded in part by Loblaw Companies Limited.

FROM AIRWAVES TO CLASSROOM Q&AS, ENGAGING MUSHKEGOWUK COMMUNITIES IN CARBON CONSERVATION

“



Climate change is affecting every community we insure, and as a mutual insurer, we see it as our responsibility to help our members reduce their risk of loss by building climate resiliency. That’s why, through the Wawanesa Climate Champions program, we’re proud to support organizations like WWF-Canada that are on the frontlines of the fight against climate change. The initiatives launched by WWF-Canada through our partnership are already making a positive impact, restoring and protecting habitat and making the surrounding communities safer, healthier and more sustainable places to live and work.”

JACKIE DE PAPE HORNICK,
DIRECTOR OF COMMUNICATIONS &
COMMUNITY IMPACT, WAWANESA

Known by First Nations as the “Breathing Lands,” the vast stretches of peatlands in the Hudson and James Bay Lowlands provide habitat for wildlife and store tens of billions of tonnes of carbon built up over thousands of years. In partnership with Mushkegowuk Council, WWF-Canada previously provided carbon measurement training to help inform local land-management decisions as this critical area contends with the effects of industrial development and climate change impacts.

In the past year, conservation staff hosted three in-person community engagement sessions in Moose Factory, Peawanuck and Attawapiskat to explore interest in future carbon sampling training and monitoring, as well as visited eight classrooms in these communities to discuss this work with youth.

Other local outreach efforts, including community social media posts, a radio interview and brochures in Cree and English, helped spread the word and continue growing these important community relationships.

WWF-Canada’s peatland carbon measurement work in the Hudson and James Bay Lowlands is funded in part by Wawanesa Insurance.



© James Snider / WWF-Canada



© naturepl.com / Alex Mustard / WWF



SUPPORTING INDIGENOUS-LED CARBON MONITORING

Coastal ecosystems are both habitat for wildlife and a home for carbon, sequestered in plants and sediment — salt marshes and seagrass beds, for example, can absorb and store this “blue carbon” over thousands of years. Coastal communities also rely on them for filtering pollutants from water, protecting against erosion, and providing spaces for gathering and recreation while supporting many species of shellfish, eels, migratory birds and salmon.

WWF-Canada has been supporting Indigenous-led carbon mapping and monitoring that produces community-owned data to help inform decision making in their coastal territories. This past year, WWF-Canada worked with the Hakai Institute to convene a pair of in-person training sessions on Vancouver Island for First Nations Guardians, resource managers, and partner organizations with an interest in mapping and monitoring the carbon in their coastal wetlands. Participants

learned about using aerial drones to assess the extent of eelgrass beds and taking sediment core samples to estimate carbon content and sequestration rates.

Past training events in Miawpukek, N.L., were followed up with this year’s knowledge-exchange events with Miawpukek First Nation, Qalipu First Nation, and Mi’kmaq Alsumk Mowimsikik Koqoey Association, which included sessions on using remote-operated vehicles (ROVs) and environmental genetic material (eDNA) to monitor these ecosystems for their ability to store carbon and support species at risk.

Of course, there’s even more nature-stored carbon on land. That’s why we are further developing our terrestrial carbon measurement training from coast to coast to coast, including an expanded library of free online resources for calculating tree biomass in forests and taking core samples in soils.



I’ve long been passionate about the benefits science, technology and innovation can bring to the world. I believe addressing climate change, the most urgent environmental threat we face, requires the prudent application of the best of human ingenuity. That’s why I am so happy that Bell is supporting WWF-Canada’s scientific approach to mitigate and adapt to climate change, from projects to measure and map Canada’s carbon landscape, to research on threats to habitats.”

MARC DUCHESNE, VICE PRESIDENT,
CORPORATE SECURITY AND
RESPONSIBILITY, BELL CANADA

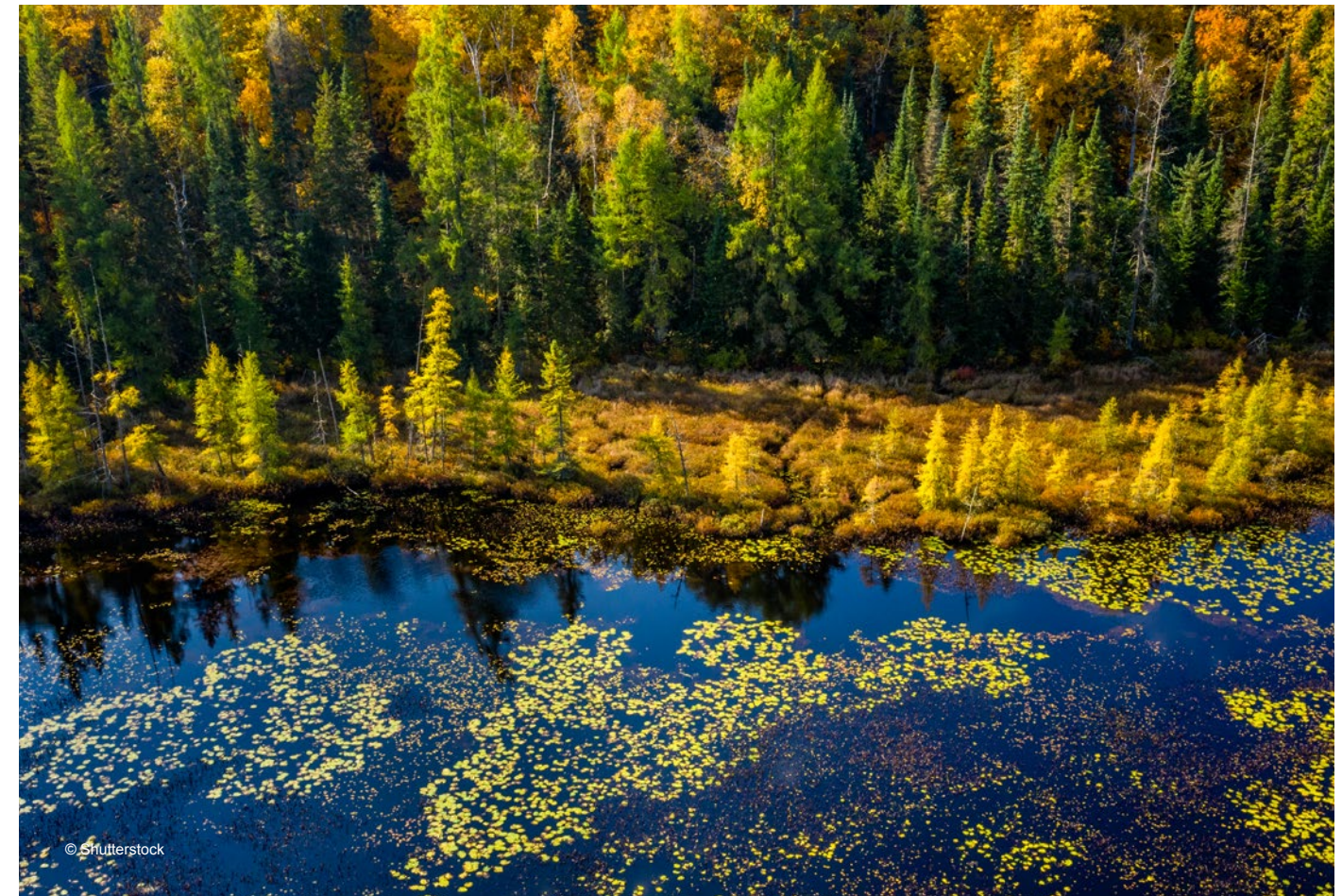
WWF-Canada’s blue carbon work is supported by the Donner Canadian Foundation, Fisheries and Oceans Canada, Jessica Pathy and Mark Pathy, Rosamond Ivey, and Scotiabank. Our terrestrial carbon measurement training and other resources are supported by Bell and RBC Foundation.



CANADA RELEASED A WWF-INFORMED BIODIVERSITY STRATEGY

It’s been almost two years since WWF-Canada attended CBD COP15, the historic UN summit in Montreal that resulted in the Global Biodiversity Framework (GBF), an ambitious plan to protect and restore a third of the planet by 2030. It also committed signatories to come up with National Biodiversity Strategy and Action Plans (NBSAPs) showing how they’ll do it.

In June 2024, Environment and Climate Change Canada released its NBSAP and Nature Accountability Act, important tools to achieve Canada’s GBF commitments. Many of WWF-Canada’s recommendations were adopted in the plan, including centring Indigenous-led conservation and aligning actions across government departments.



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LETTER FROM FINANCE

THINKING LONG-TERM

It has been an outstanding year for conservation in Canada. From launching our IPCA Support Fund and growing our community-based carbon-measurement programs to restoration efforts from B.C. to New Brunswick, WWF-Canada has been able to achieve impressive successes. Guided by our Regenerate Canada 10-year strategic plan, now in its fourth year, we have maintained our long-term thinking and visionary focus.

During our 2024 fiscal year, WWF-Canada spent \$23 million towards our conservation goals, \$2.5 million more than the previous year. This increase in spending reflects our commitment to expanding our impact and addressing urgent environmental challenges. Exceeding all expectations, our sources of funding also increased their commitment – individuals, corporations, foundations, government and legacy donors provided \$33 million, up from \$29 million in 2023.

We also completed the modernizing of our donor database and processing technologies, a strategic investment for better operational performance. This upgrade will enhance our ability to engage with our supporters and streamline our operations, ensuring

that we can continue to deliver on our mission effectively.

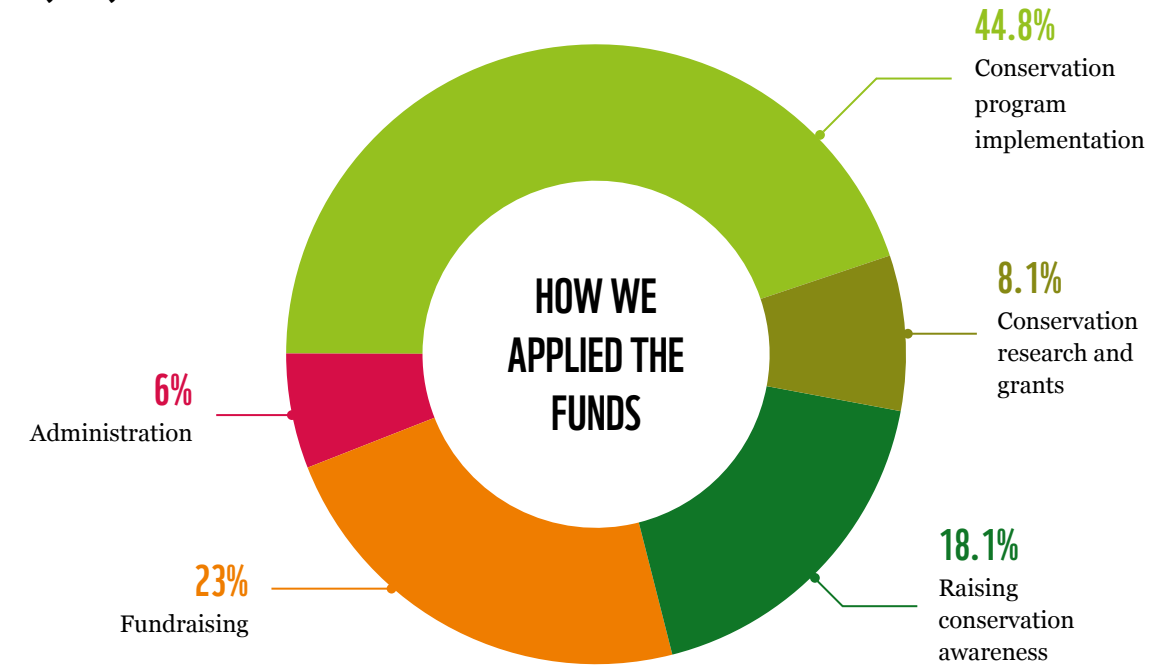
Financially, we obtained a net surplus of \$1.5 million, bringing our total fund balances to a robust \$38 million, ensuring a financially stable future. This surplus not only strengthens our financial health but also provides us the flexibility to invest in new and innovative conservation projects.

We are grateful for our remarkable supporters, whose unwavering commitment and generosity have been instrumental to our success. We will continue to invest in priority conservation efforts, strengthen our partnerships and continue to restore and steward nature for wildlife and climate. And we look forward to continuing this journey with you, our valued supporters, as we work together to create a sustainable and thriving environment for future generations.

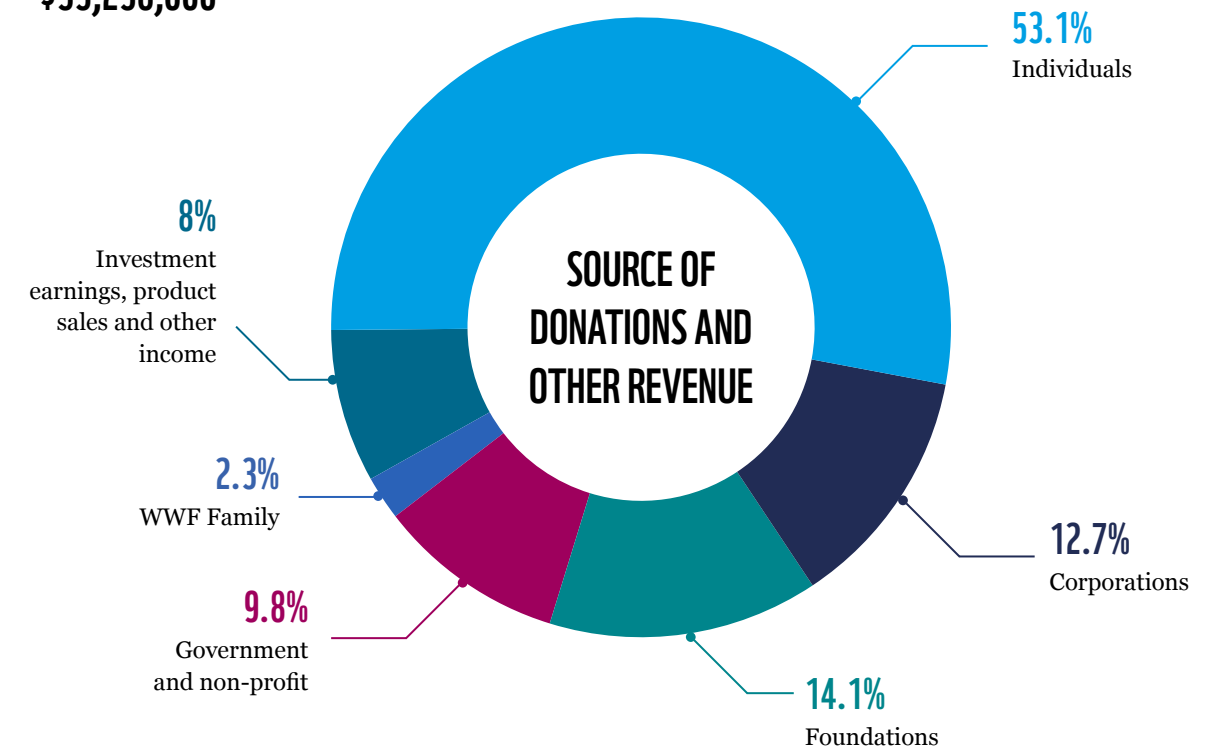
David Cornfield

DAVID CORNFIELD
WWF-CANADA VICE PRESIDENT, FINANCE & PLANNING

Total Expenses
\$32,426,000



Total Revenue
\$33,238,000



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With gratitude, we are pleased to recognize these donors who have recently confirmed a gift for wildlife in their Will or estate plan. More than 2,000 thoughtful individuals are members of WWF-Canada's Legacy Circle, helping to safeguard the future for wildlife.

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I've always felt a connection to nature. I grew up in a rural area in northern B.C. and spent a lot of time outside playing with my friends. We built forts in the woods and loved to search for frogs, toads, snakes and salamanders. To me, a legacy means leaving something behind that will make a positive impact. Conserving wildlife and their habitats is important to me. It's part of the work I do in my career, and I am currently a monthly donor to several conservation organizations. It's something I want to continue doing for as long as I can, so designating WWF-Canada as a beneficiary on my investments and life insurance was an easy decision for me.”

VICKI SMITH, LEGACY DONOR



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