

# VOICES FOR NATURE

## Annual Report 2014–15



**“I know and trust that my special donation will be used in the best possible way to protect nature. Nature Canada has been around for 75 years and they know what they are doing”**

*Ruth, member since 2003*



**75 years!** What a successful 75<sup>th</sup> anniversary year Nature Canada has had. On the following pages you will read about some of our impacts—standing up for species like the Sage Grouse and Blanding’s Turtle, protecting habitats by successfully pressing for the creation of parks and protected areas, raising our voices about the threats to Important Bird Areas across the country, and inspiring a love of nature in the next generation through our rapidly growing *NatureHood* program.

During this year, my first as Executive Director, I have been honoured to have an opportunity to meet hundreds of Nature Canada members, supporters and volunteers, and I’ve been so inspired by your passion for nature. Nature Canada’s work is only possible due to your generous support—thank you so much! When we raise our voices for nature together we make a real difference. I hope you are as proud as I am of what we have achieved together this year, and the impacts our ongoing work will have in the years to come.

Yours for nature,

A handwritten signature in blue ink that reads "Eleanor Fast". The signature is fluid and cursive.

Eleanor Fast,  
Executive Director



Vaseux Lake, British Columbia

©Guenther/istock

**“I joined Nature Canada because of the plight of the native Canadian Lady Beetle and that started a long and satisfying relationship that has also encompassed a worm and frog watch survey too. I am a monthly donor to Nature Canada and am proud to be a member!”**

*Linda, Guardian of Nature monthly donor & member since 1990s*

## CELEBRATING OUR VICTORIES FOR NATURE

Nature Canada had important wins for nature this past year. Several threatened species now have a brighter future. Two new National Parks were legislated and the groundwork laid for a new National Wildlife Area in the prairie grasslands. The threat of oil spills to marine birds and mammals from tankers carrying Alberta bitumen along Canada’s coasts is at last getting some serious attention from government. *NatureHood*—our program to connect urban Canadian families to nearby nature—took flight this year across Canada.

Ontario species at risk threatened by poorly sited wind energy projects won a major victory in the Ontario Court of Appeal this year thanks to the Prince Edward County Field Naturalists and Nature Canada. The Court held that an environmental tribunal had properly decided that the Ostrander Project to be located in an Important Bird Area and key wetland would result in serious and irreversible harm to the threatened Blanding’s Turtle. And the Monarch Butterfly got a boost with new funding from the U.S. government, which Nature Canada is lobbying the Canadian government to match.

Endangered Greater Sage Grouse populations rebounded this year thanks to climatic factors and likely a December 2013 emergency protection order. In 2014, there were thought to be only 20 males remaining in Alberta and Saskatchewan; 55 were

counted in 2015. This positive trend contrasts with the 90 percent decline in Sage Grouse populations between 1988 and 2006.

A federal decision to transfer 20,000 hectares of prairie grasslands at Govenlock, Saskatchewan to Environment Canada is a key step towards protecting critical habitat for Sage Grouse and other threatened species such as Ferruginous Hawk, Burrowing Owl and Swift Fox. Nature Canada is seeking to have a National Wildlife Area established on this site, which would provide for cattle grazing important to local communities as well as protection of wildlife.

Qausuittuq National Park on Bathurst Island was established as Canada’s 45<sup>th</sup> national park earlier this year. Since the 1990s, Nature Canada has pushed for protection of these High Arctic lands and waters



Swift Fox

©Cliff Wallis

supporting Peary Caribou, Muskox, Polar Bear, Walrus, Narwhal, Beluga Whale, Snow Owl and King Eider. Passage of the law to establish Rouge National Urban Park in the Greater Toronto Area also counts as a victory for nature despite the serious flaws in that law. This Park is a long time coming. Without the advocacy efforts by Ontario Nature, Nature Canada and local groups, the Rouge Valley would surely have been overrun by subdivisions by now.

Nature Canada sees some progress for nature now that the federal government seems to be getting serious about preventing major spills from oil tankers carrying northern Alberta bitumen. Nature Canada and BC Nature intervened in the Northern Gateway hearings, bringing forward expert evidence on the risks of tanker spills in the Hecate Strait. We are intervening again in the TransMountain and Energy East hearings to present expert evidence on the same oil tanker spills issues for the Salish Sea and Bay of Fundy respectively.

Finally, *NatureHood* Nature Canada's program to connect Canadians to nature, is expanding beyond our pilot project in Ottawa-Gatineau across Canada to Sidney-Saanich, Vancouver and Vaseux-Bighorn area in British Columbia; Regina and Last Mountain Lake, Saskatchewan; Prince Edward County, Ontario; Montreal, Quebec; and Halifax, Nova Scotia. *NatureHood* promotes nature awareness at the local level focusing on children, families and new Canadians to develop a new generation of naturalists and citizen scientists.

These victories are important but represent only the tip of the iceberg of our work. In 2014–15 our collaborations with First Nations flourished; we used our convening power time and again to move nature protection forward; and we maintained our focus on evidence-based decision-making.

Nature Canada believes that the new federal government to be elected on October 19, 2015 must place a much higher priority than ever on protecting nature—for all of our futures. Your continued support of Nature Canada ensures that nature's voice will be heard on Parliament Hill. Together, let's try to make the next government **the best ever** for nature.



Families participating in our Nature Blitz

## Our Honoured Guest

The Honourable Elizabeth Dowdeswell was our key note speaker at our 75<sup>th</sup> anniversary and *Women for Nature* celebration held in Toronto. She was also awarded Nature Canada's Douglas H. Pimlott Award for being a trailblazer and leader for the environment.



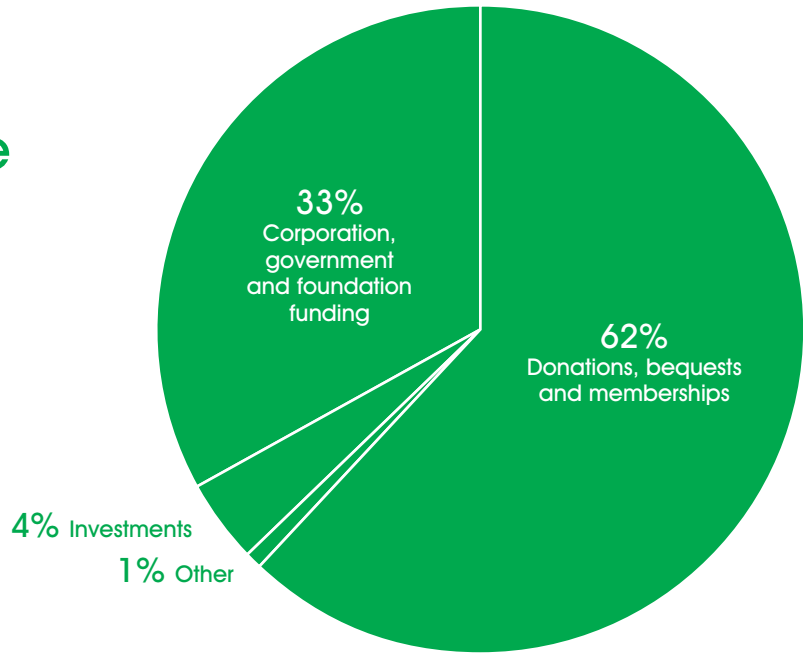
**"The pages of history will document the farsighted work of scientific panels, the persistence and dedication of non-governmental organizations, and the passionate leadership of many activists and analysts in Canada and abroad. We now know more than ever that tampering with the Earth's life support systems is a dangerous game. So as Nature Canada looks to the next 75 years, there is no shortage of items on the agenda."**

*The Honourable Elizabeth Dowdeswell*

## 2014–2015 Revenue

Together, we are Canada’s voice for nature. Your membership is a gift of action protecting wildlife and wilderness, and preserving nature for our children and grandchildren. In addition to our strong grassroots membership, we are honoured to partner with corporations, foundations and other groups who care about nature in Canada. Nature Canada cherishes each and every gift we receive. Here’s how we raise our funds.

Nature Canada revenue for year ending March 31, 2015



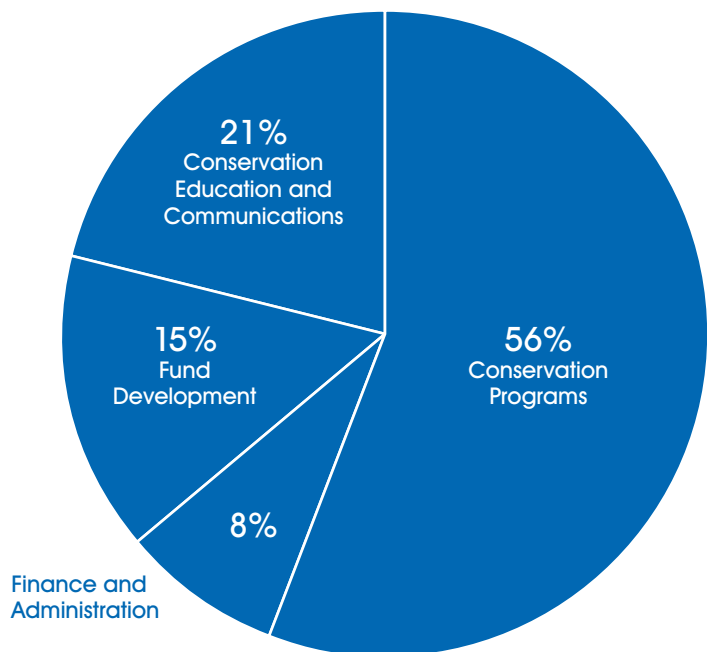
Donations, bequests and memberships	\$ 993,431
Corporation, government and foundation funding	\$527,021
Other	\$13,101
Investments	\$63,389
<b>Total</b>	<b>\$1,596,942</b>

## 2014–2015 Expenses

Thank you for adding your voice and for helping us save wildlife and protect our majestic natural heritage. And thank you for entrusting us with your gift. We are accountable to you. We take care each and every day to ensure that we spend your gift in ways that achieve crucial and inspiring victories for wildlife and wild spaces in your province and across Canada. Here’s how we spend our funds.

Auditors: Collins Barrow, Chartered Accountants  
Ottawa, Ontario

Financial statements are available online at  
[naturecanada.ca/about\\_annual\\_report.asp](http://naturecanada.ca/about_annual_report.asp)



Conservation Programs	\$1,038,825
Conservation Education and Communications	\$393,207
Fund Development	\$272,502
Finance and Administration	\$144,628
<b>Total</b>	<b>\$1,849,162</b>

# YOU ARE A VOICE FOR NATURE

Together we take action to protect wilderness and save wildlife. Thank you!



## Champion's Circle (\$50,000+)

Environment Canada  
Google  
National Energy Board

## Protector's Circle (\$25,000–\$49,000)

Mountain Equipment  
Co-op  
Ontario Ministry of  
Natural Resources  
White Swan



## Defender's Circle (\$10,000–\$24,999)

Canadian Electricity  
Association  
Community Foundation  
of Ottawa  
Echo Foundation  
ESRI  
Gordon & Patricia Gray  
Foundation  
The Gosling Foundation  
Metcalf Foundation  
Ontario Trillium  
Foundation  
Rogers Communications  
Sustainable Forestry  
Initiative  
TransCanada Pipelines

## Guardian's Circle (\$1,000–9,999)

Adventure Canada  
Copper Cayuse Outfitters  
Forest Products Association  
Edmonton Community  
Foundation  
Foresters International  
Glencore  
KM Hunter Foundation  
LGL Limited  
Miller Thomson  
Nikon/Henry's  
Ottawa Field-Naturalists'  
Club

Rae & Lipskie Inv.  
Random House  
Royal Bank Canada  
Foundation  
Sherritt International  
Southbrook Vineyards  
Stratos  
TD – Friends of the  
Environment  
TELUS  
terra-20  
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Ville de Gatineau  
Wild Birds Unlimited

## Special Thanks (up to \$999)

Action Jax Family Fun  
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la vie  
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Camp Fortune  
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Nature  
Capture the Flag  
Digby Pines  
Eco-Odyssey  
Freeport Whale &  
Seabird Adventures  
Granby Zoo

Great Canadian Bungee  
Great Canadian Wildlife  
Adventures  
Hatley  
Hydro One Employee &  
Pensioners Charity  
Trust Fund  
Lee Valley  
Les Stroud Production  
Les Toits du Monde  
Mackenzie Charitable  
Giving Fund  
Montreal Science Centre/  
Societe du Vieux-Port  
de Montreal  
National Capital  
Commission

Niagara Wine Tours  
Northumberland United  
Way  
OC Transpo  
Ontario Power  
Generation Employees &  
Pensioners Charity  
Trust Fund  
Parks Canada  
Redford Gardens  
Ritchie Feed & Seed  
Ripley's Aquarium of  
Canada  
Royal Ontario Museum  
SAIL  
Society of the Sacred  
Heart

Tentree  
The Adventure Group  
The Federal Inc.  
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United Way of Alberta  
Capital Region  
United Way Centraide  
United Way of Greater  
Toronto  
United Way of Burlington  
and Greater Hamilton  
United Way of Cambridge  
& North Dumfries  
Vancouver Aquarium  
WCPD Foundation  
Whynot Adventure  
Ziptrek Ecotours

A special thanks to all our 45,000 members and supporters who give generously to protect nature in Canada.



Monarch Butterfly

**“I am so pleased to be able to support Nature Canada’s *Women for Nature* initiative. Throughout my life, I have found time spent in nature to be my greatest source of mental and spiritual strength, renewal and inspiration. I should like every Canadian to have such experiences in nature as part of their birthright.”**

*Anne Murray, naturalist, author, member since 1988*



Your Voice for Nature

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