



STRATEGIC PLAN 2017-2020





YOUR VOICE FOR NATURE

Nature urgently needs our help.

In Canada, we are fortunate to retain an incredible wealth and diversity of nature both in our wilderness regions and in the neighbourhoods where we live. Nature Canada's role is to protect this rich biodiversity in the face of unprecedented threats such as climate change, habitat destruction and an increasing separation from nature in our everyday lives.

Raising our voice with government, celebrating nature while introducing the next generation to its wonders, and promoting individual actions to protect nature – these have been at the heart of Nature Canada's success since our beginnings in 1939. Nature Canada takes a science-based, non-partisan advocacy approach, working with partners and in coalitions wherever possible. Our members are enthusiastic, optimistic, knowledgeable, inspiring and trustworthy nature lovers. We proudly reflect their values in our work and this approach makes us highly effective in creating change.

Thanks to valuable input from members and stakeholders, Nature Canada has developed a focused and ambitious plan for our work in 2017–2020. Our strategic directions continue our proud legacy as your voice for nature, they reflect the increasing urbanization and multiculturalism of Canada, and the urgent challenges that climate change is bringing to nature in Canada.

From 2017–2020 Nature Canada will promote and advocate for nature as a key part of the Canadian identity, especially in our urban environments, and promote the health benefits of spending time in nature. We will maintain our proud legacy protecting birds and their habitats throughout Canada, and ask individual Canadians to take action in their everyday lives to protect birds where they live. We recognize the leadership of indigenous communities in protecting their traditional lands and waters and will work with them on common goals. We will engage our 50,000 members and supporters in protecting, conserving and celebrating species and habitats, and reach out to new members, especially new Canadians.

Together, we will speak up and stand up to protect the nature we love.

Bob Peart
Chair, Board of Directors

Eleanor Fast
Executive Director



Nature Canada is a community of over 50,000 nature lovers. Together, we raise our voices and take action to protect and celebrate species and habitats across Canada.

Our Mission:

Nature Canada's mission is to protect and conserve nature in Canada by engaging Canadians and by advocating on behalf of nature.

Our Vision:

Nature Canada's vision is a Canada where threatened species and their habitats are protected, common species remain common, the integrity of ecosystems is maintained, and Canadians embrace a culture of conservation in their everyday lives.

Nature Canada's work in 2017–2020 will be focused in three strategic directions. We will:

- Protect species and habitats by speaking up as the national voice for nature
- Promote nature as part of the Canadian identity by engaging Canadians in celebrating and protecting nature
- Strengthen our roots by growing Nature Canada's community of nature lovers

STRATEGIC GOAL 1:



Protect species and habitats by speaking up as the national voice for nature



Nature needs a hopeful voice. Canada needs an organization that engages with the federal government on

conservation issues of national interest in a collaborative yet determined way to demand government action to protect species and the habitats they depend on. As a non-partisan charity, Nature Canada has had many advocacy successes over the decades. Continuing to serve as your voice for nature on national and federal issues will be a major focus of our activities from 2017 to 2020.

To 2020 Nature Canada will:

- **Advocate** for nature with the federal government, influencing laws and policies.
- **Work** with Green Budget Coalition partners to ensure sufficient federal funds are devoted to nature conservation.
- **Intervene** officially in federal review processes, such as National Energy Board hearings on pipeline and tanker projects, to ensure nature conservation is a top priority in decision-making.
- **Promote** the importance of nature to climate change adaptation and mitigation, and the need to apply climate science in species protection efforts.
- **Support** bird conservation initiatives of indigenous communities on their traditional lands, focusing on protection of Important Bird Areas, and creation of a Western Hemisphere Shorebird Reserve Network site on James Bay.
- **Focus** advocacy efforts on National Wildlife Areas, Migratory Bird Sanctuaries, and grasslands as habitats at risk.

Outcomes:

Improved
legal protection
for Important
Bird Areas

Nature
integrated
into Canada's
approach to climate
change

Stronger
environmental
laws

Increased
funding
for nature
conservation

Canada **exceeds**
its commitment to
protect 17% land by
2020

Stronger
protection of
species at risk

STRATEGIC GOAL 2:

Promote nature as part of the Canadian identity by engaging Canadians in celebrating and protecting nature

Nature is a central part of the Canadian identity, and the health and prosperity of all Canadians depends on nature and the ecological services and resources it provides. Canadians consistently rank the natural environment as a major concern in opinion polls.

At the same time, fewer and fewer Canadians have a personal connection to nature, particularly among the increasing numbers of urban youth and families. Nature deficit disorder is a major challenge, but can be overcome. All of us need time in nature, and there are ample opportunities to connect with nature, even in the middle of Canada's biggest cities.

Through the first three years of our **NatureHood** program we have connected thousands of children with nature in their neighbourhoods. As we expand NatureHood to 2020 we will have an even greater impact and increase opportunities for Canadians to engage with nature, including through a major national annual event – such as a **Canadian Bird Walk**, taking place around **International Migratory Bird Day**.

Nature conservation begins in the neighbourhood too. Through our **Save Bird Lives** program we will focus on individual actions people can take to collectively save millions of bird lives each year, including Nature Canada's signature **Keep Cats Safe and Save Bird Lives** initiative which aims to protect some of the estimated 200 million birds that are predated by cats each year in Canada by encouraging cat owners to keep their cats safe from the dangers of unsupervised roaming.

To 2020 Nature Canada will:

- **Grow** and steward the NatureHood program to 15 sites across Canada by 2020, engaging 50,000 children and their families.



- **Engage** 10,000 Canadians in individual actions to save bird lives, particularly through keeping cats safe from unsupervised roaming.
- By 2020 **partner** with local nature groups on setting up a major national annual event – such as a Canadian Bird Walk around International Migratory Bird Day – in 25 communities across Canada.

Outcomes:

Greater appreciation and **stronger** protection of nature

Increased time spent in nature by children

Decreased predation of birds by cats

Increased **appreciation** of local birds and how individual actions can protect them

STRATEGIC GOAL 3:



Strengthen our roots by growing Nature Canada's community of nature lovers

Nature Canada is a member-based registered federal charity. We are honoured to have over 50,000 members and supporters involved in our work. In 2017–2020 we will diversify and expand our membership so that we can continue to conserve species and their habitats for another 75 years. We will reach out to new communities, especially new Canadians and youth. We will also engage local nature groups more deeply in the work of Nature Canada through an expanded **Nature Network**.



The **Women for Nature** initiative is a success story for Nature Canada, and over the past 4 years we have developed a network of women leaders from diverse sectors of society. Women for Nature is the collaborative

voices of Canadian women with vision — women of influence who choose to demonstrate their passion for nature and pass their values on to others to drive change. Over the next 3 years we will mature the network with 150 active members and provide opportunities for Women for Nature to shine.

To 2020 Nature Canada will:

- **Integrate** the engagement and stewardship of members and supporters throughout Nature Canada's programs.
- **Communicate** our work to new audiences through multiple media, increasing our social media reach by 100% on Facebook and 50% on Twitter, and actively engage these individuals in Nature Canada's work.
- **Mature** the philanthropic Women for Nature initiative as an active, sustainable, and prestigious 150 woman-strong group. Women for Nature will have two signature projects by 2020.
- **Renew** and expand partnerships and strengthen the Nature Network — the Canada-wide network of naturalists — particularly through a focus on the Important Bird Area / Key Biodiversity Area program.
- **Continue** to treat every donation with care to ensure Nature Canada's long-term financial health, and grow our annual budget to \$2.5 million by 2020.

Outcomes:

Increased **awareness** of Nature Canada and our conservation work

Long-term **sustainable** partnerships

An even **stronger** voice for nature with more members and supporters

Increased funding for conservation work

Strong and **energized** volunteers, staff and board



ACHIEVING OUR GOALS

Nature Canada's Strategic Goals will be achieved by organization-wide commitment that will include:

- **Focusing** on Canadian and international partnerships in all our work. These valued partners will include industry, government, academia and other ENGOS.
- **Recognizing** the leadership of indigenous peoples in conservation of their traditional land.
- **Developing and implementing** a communications strategy to raise the public profile of our work and to engage in conversations with our members.
- **Developing and implementing** a membership diversity strategy to ensure Nature Canada's strength and relevance for the next 75 years.
- Continuing to treat every donation with care to **protect and conserve** nature today and to ensure Nature Canada's long-term financial health.
- **Strengthening and nurturing** our professional staff, our Board and our invaluable diverse volunteers who support all aspects of our work.

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and join our community
of nature lovers**



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