



Celebrate, Educate, Protect!

VOICES OF NATURE

2012-2013 ANNUAL REPORT

Friends of Nature Canada,

Nature Canada was founded in 1939 and today, we are the largest grassroots voice for nature in Canada.

Looking back with you on the previous year, we are sharing voices of nature from across Canada and celebrating spectacular wins for nature. Together, we safeguarded globally significant wildlife areas including Suffield National Wildlife Area in Alberta and Ostrander Point in Ontario. We continue to raise our voices to save the last handful of Sage Grouse in Saskatchewan and Alberta, as well as for Woodland Caribou and other species in BC.

We are building a nature nation through diversified programs in conservation, research and education. Our volunteer **Nature Caretakers** bring a local voice to our robust national dialogue. We are proud to have amazing partnerships with nature organizations, corporations, foundations and pioneering

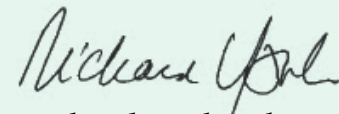
individuals like our **Women for Nature**. We are developing new initiatives to connect more people to nature, including our **NatureHood** project which demonstrates the vital link between nature and our health and well-being.

Thank you for being a member of Nature Canada. You are connected to nature in your community, and our love for nature connects us to each other. Together, we are taking action to protect wilderness and wildlife, and preserve nature for future generations.

Yours in nature,



Ian Davidson,
Executive Director



Richard Yank, *Chair,*
Board of Directors



You are part of our **voices of nature**.

“Our work with Nature Canada on the NatureHood initiative has helped to engage and inspire people of all ages and backgrounds as they connect with nature. These new nature enthusiasts are supporters that are important allies in broadening nature conservation efforts. And that’s a wonderful thing!”

Tracey Beauregard, Ontario Trillium Foundation

“I am convinced that, as Canadians, we have a global responsibility to protect nature. We still have the opportunity to protect vast areas of wilderness unlike many other places in the world. And we must. As female leaders in our respective fields, we have the opportunity to influence the people around us and to introduce our youth to the beauty and ‘wow’ of nature.”

Julie Gelfand, Women for Nature founding member & Whittemore Legacy Circle member

“You’re much more effective when you are part of something bigger than if you’re on your own.”

Anne Murray, Volunteer Caretaker & Women for Nature member

“It’s deeply rewarding. Not only are we helping local birds, we’re building a living, breathing model that lets people create a personal relationship with the natural world.”

Michael Dunn, Volunteer Caretaker

“Long-time member and nature lover William Kellet once wrote to me, ‘Our most vital work is educating children about the importance of nature. This is the best hope and investment for the future.’ Sadly, Bill passed away last year, but his commitment to nature lives on, as he remembered Nature Canada in his estate plans. Thanks to Bill, many more Canadians will connect with wildlife and wild places for generations to come.”

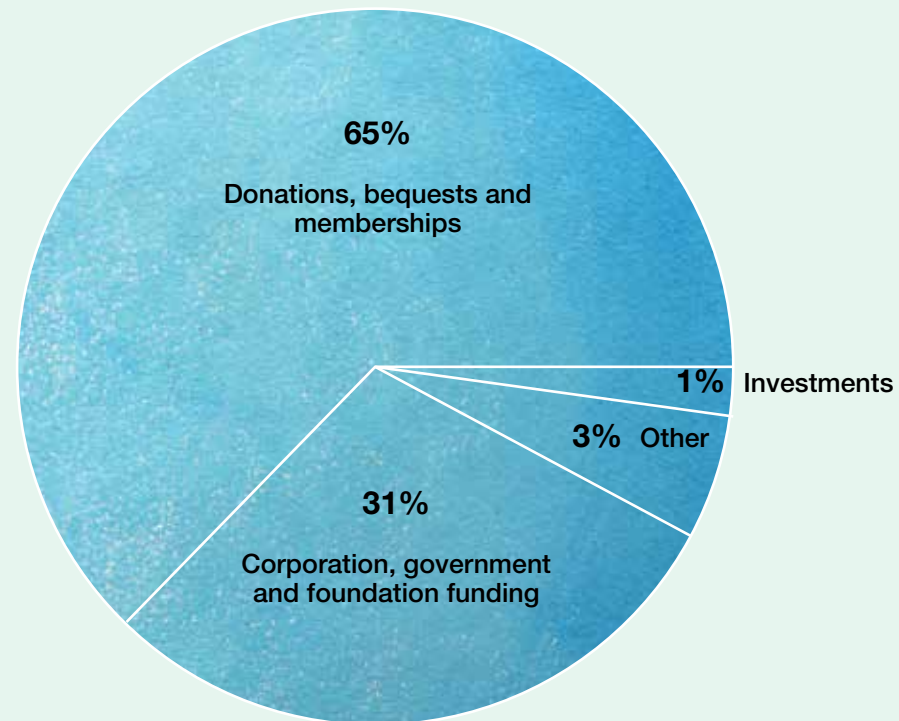
Jodi Joy, Director of Development

“Act. Act now. Humans are destroying the last vestiges of our wild lands. We owe it to the next generations. Wherever you are, choose a nearby wetland or stand of trees and start fighting for it. Our environmental future is at stake.”

Myrna Wood, Guardian of Nature monthly donor & Whittemore Legacy Circle member

2012-2013 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.

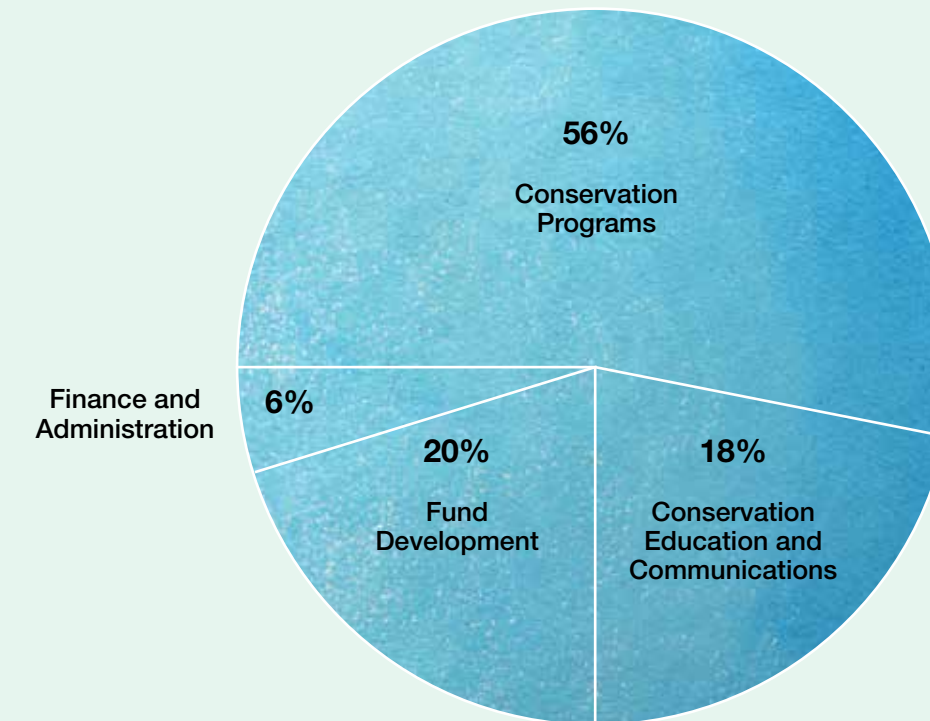


Donations, bequests and memberships	\$1,368,923
Corporation, government and foundation funding	\$646,028
Other	\$66,209
Investments	\$21,506
	\$2,102,666

Charity Intelligence identifies Nature Canada as top environmental organization in Canada.

2012-2013 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.



Conservation Programs	56%	\$1,153,189
Conservation Education and Communications	18%	\$366,333
Fund Development	20%	\$422,851
Finance and Administration	6%	\$120,613
		\$2,062,986

Auditors: KPMG LLP, Chartered Accountants, Ottawa, Ontario

Financial statements are available online at naturecanada.ca/about_annual_report.asp

You are a voice for nature. Together, we take action to protect wilderness and save wild spaces. Thank you!

DONORS

Nature Champions

Gifts \$20,000+

Joyce E. Ford-Watmore

Nature Protectors

Gifts \$2,500-\$15,000

Jack & Mary Gingrich

Bill and Natalia Labatiuk

Len and Anne Murray

Stuart Prescott

Barbara Vengshoel

Ms. Audrey Wilson

☞ 1 anonymous donor

Nature Leaders

Gifts \$1,000-\$2,499

Alan S. Canavan

Gabriella Carrelli

Mr. & Mrs. Richard

Clayton

Robert Crockford

Deborah B. Dancik

Michael de Pencier

Mark Dorfman

Ms. Helen K. Gibson

Glenn Gracie

Dr. Donald Hedges

Matt Hisko

Lawrence A. Kane

Dr. Linda Pilarski

Kathleen Ramsay

Dr. Rasmus Kiehl

Jack & Joan Sherman

Rosemary Speirs

Kenneth W. Thorpe

Clifford Wallis

Sheila Whittemore

Davies & family

Glen Wood

Dr. Peter Wm. &

Rev. Ann E. Wood

Richard Yank

Doug & Joanne Zbetnoff

☞ 9 anonymous donors

Nature Builders

Gifts \$500-\$999

Peter L. Achuff

H. Elise Allen

Mr. William Jack Alford

Mr. & Mrs. Richard

& Georgia Baird

Dr. I. K. Barker

Karen & Bill Barnett

Jeremy Baumbach

& Yvette Lepage

Doug Belcher

Pamela Botting

Brian R. Carr

John Cuthbertson

& Rhonda Wishart

Dr. Rolph A. Davis

Terry DeMarco

& Fraser Godfrey

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Carol Scott

Ms. June Seidel

Virginia Smith

Ron Varley

Mr. & Mrs. G.R Wyatt

Dr. Jean H. Young

John & Susann Young

☞ 49 anonymous donors

CORPORATE DONATIONS

Champion's Circle

Gifts \$50,000+

Ontario Trillium

Foundation

Parks Canada Agency

TransCanada Corporation

Protector's Circle

Gifts \$20,000-\$49,999

Environment Canada

The Ivey Foundation

The McLean Foundation

Kruger Inc.

Canadian International

Development Agency

Defender's Circle

Gifts \$10,000 to \$19,999

Community Foundation

of Ottawa

EJLB Foundation

ESRI Canada

George Cedric Metcalf

Charitable Foundation

The Gosling Foundation

The Harold Crabtree

Foundation

Ville de Gatineau

Guardian's Circle

Gifts \$1,000-\$9,999

Adventure Canada

Analytical Advisors

Canadian Electricity

Association

Dicom Express

Eden Conservation Trust

Export Development

Canada

Forest Products

Association of Canada

Iron Ore Company

of Canada

K.M. Hunter

Charitable Foundation

LGL Limited

Mountain

Equipment Coop

Moose Cree First Nation

Rae & Lipskie

Investment Counsel

Small Change Fund

Tides Canada Foundation

United Way Centraide

(Ottawa)

SPECIAL THANKS

Central Okanagan

Foundation

Cenovus Employee

Foundation

Encana Cares Foundation

Hydro One Employees

& Pensioners Charity

Trust Fund

MacKenzie Charitable

Giving Fund

Mitchell Mills Systems

Nexen

Ontario Power Generation

Employees &

Pensioners Charity

Trust Fund

Team TELUS Cares

Vancouver Foundation

Legacy Donors

We are saddened by the passing of the following members whose passion and commitment to nature protection will be greatly missed. With their kind legacy gifts, they hope to ensure that future generations will enjoy nature as they did. They put their trust once again in Nature Canada to protect the animals and places they cared so much about.

Estate of Harold de Vries

Estate of William Kellet

Estate of Robert E.

Kirkpatrick

Estate of Katherine Landry

Estate of Jean Lennon

Estate of Frances

Lindenfield

Estate of Doug Macaulay

Estate of Darlene

Helen Rose

Estate of Ruth

G. Sootheran

Estate of Mathea Wuz

Martin Edwards**

Colleen Snipper

Memorial Fund

Charles Labatiuk Nature Endowment Fund

The Charles Labatiuk Nature Endowment Fund supports bird conservation at the Beaverhill Lake Important Bird Area in Alberta, provides an entrance scholarship to a young naturalist for their postsecondary studies and rewards volunteer excellence.



Raising Our Voices: Northern Gateway Pipeline

Nature Canada brought your voice and the voices of all our members to the Northern Gateway Pipeline hearings. As official interveners, we stood together for wildlife and wilderness, introducing expert evidence about the devastating impact of this controversial project to ship tar sands oil in a huge pipeline from Alberta to the British Columbia coast, and then load it onto

giant tankers. The pipeline would cut straight through the heart of the pristine and rugged Great Bear Rainforest, home to the endangered Blonde Spirit Bear, Woodland Caribou, wolves, eagles and other beloved Canadian wildlife. And tankers the size of the Empire State Building would share the waters with endangered whales and millions of birds that migrate, nest and live in the 29 surrounding Important Bird Areas (IBAs). Our members gave us confidence and financial support to raise our unified voice for stronger, crucial protections and fight to conserve nature.

"WOW! Amazing!" Connecting Kids of All Ages to Nature

Every day since 1939, our members, volunteers, partners and staff have shared in the wonder and magic of our natural heritage as we inspire Canadians to connect with nature. Our new NatureHood pilot program in Ottawa encourages individuals and families seek out wildlife in natural areas, and learn in engaging ways how human actions are connected to local species, our environment and our health. Energized and invigorated by nature at their doorstep, whole new communities of nature enthusiasts are learning what Nature Canada members like you have known for years: spending time in 'urban nature' is just as good for our hearts, minds and souls as spending time in remote wild spaces. Together,

we are nurturing the next generation of environmental leaders, helping kids understand, appreciate and explore nature so that, as they grow up, so does their instinct to raise their own voices and insist on action to preserve nature.



"Clean water! Fresh air!" Our environmental laws matter. And yet they continue to be gutted. Science and research—including in our Arctic—is critical to inform conservation decisions.

We continue to participate as a partner in the Northwest Territories Protected Areas Strategy process, where we are working with stakeholders to help create 5 new National Wildlife Areas—protecting thousands of square kilometres of pristine northern eco-cultural landscapes for wildlife and humans alike.

Our Nature Network protects, conserves, restores and appreciates the diversity of nature. These grassroots groups work nationally, provincially and locally to create conservation change.

Our volunteer Caretakers are the eyes, ears and hands on the ground at Important Bird Areas all across our country. You are a voice for nature in your area, and together, our voices ring out across Canada!

Sharing stories and knowledge is at the heart of our work with Cree and other First Nations to protect and steward our IBAs (Important Bird Area's) and the lands and forests around James Bay.

Members who love the Prince Edward County South Shore IBA (Important Bird Area) raised their voices and secured a win for birds, Blanding's Turtles and all Canadians, preventing a 9-turbine wind energy project from being built in this sensitive and significant area.

"Croak!" Our NatureWatch program encourages 'citizen scientists' to monitor the health of our ecosystems. Data collected through FrogWatch, IceWatch, PlantWatch and WormWatch inform vital conservation efforts.

Conserving our native grasslands requires dialogue—and listening—with ranchers and industry. We are connected locally, nationally and federally to ensure all voices are heard.

We are bringing your voice to the table in Ottawa as part of our Green Budget Coalition, pushing for a green economy and the protection of our biodiversity and ecosystems.

Members, Caretakers and citizen scientists contributed to the State of Canada's Birds Report, giving us a blueprint for action to save our bird populations and their habitats.

"Hooray!" My Parks Pass gives free access for students to over 200 natural areas including parks, historic sites and conservation areas, inspiring kids to learn about the past, enjoy the present and protect the future.



"Bloop! Pop! Whistle!" A Plan to Save Our Iconic Greater Sage Grouse

The sounds and posturing of a male Sage Grouse trying to get noticed by females are simply unforgettable. Our members have noticed, and together, we are raising our voices for immediate action to save this species from extinction. The alarming decline of Sage Grouse in Canada (losing 90% of the population!) is directly linked

to loss and degradation of their habitat due to an expanded farming industry, as well as oil and gas development and pipelines. Under federal law, the government must recommend emergency protection when there are clear and imminent threats to its survival. We are calling on our leaders to stand up for the species they are legally bound to protect. Nature Canada is also working with local ranchers and the Alberta Wilderness Association in a partnership to protect the Sage Grouse through sound ranching practices.

"No Way!" Our Voices Stopped the Drilling in Suffield National Wildlife Area

With the support of our members, we called on the government to reject a proposal by energy giant Cenovus to add 1,275 shallow gas wells and 220 km of pipeline within Suffield National Wildlife Area. Because of you—our members—we were successful! Our membership, over 45,000 caring citizens strong, represents a united and powerful voice for nature. You helped save the precious habitat of at least 15 species at risk, including our Burrowing Owl. Native grassland ecosystems are among the most threatened on our planet—only 20% of native grasslands in North America remain intact today. And grassland birds

like the Sage Grouse are declining faster than nearly any other group of birds. Thank you for standing with us and insisting that protected areas are no place for expanded industry!





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NATURE CANADA ANNUAL REPORT VOICES OF NATURE

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