

Nature Canada:
Annual Report 2007-2008





Nature Canada

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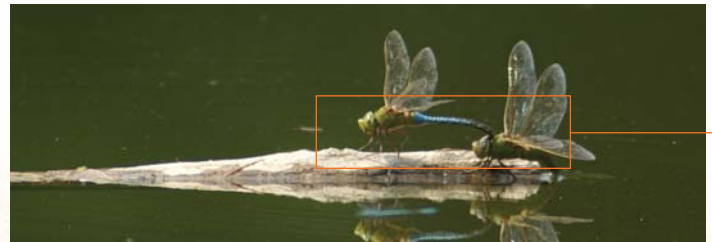
Auditors

KPMG LLP, CHARTERED ACCOUNTANTS
OTTAWA, ON

Honorary Solicitor

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© Green Darners, Alan Woodhouse



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Canadian Nature Network

Nature Canada, naturecanada.ca

Ecology North, ecologynorth.ca

Federation of Alberta Naturalists, fanweb.ca

BC Nature, naturalists.bc.ca

Nature Nova Scotia, naturens.ca

Manitoba Naturalists Society, manitobanature.ca

Natural History Society of Newfoundland and Labrador,
Inc., nhs.nf.ca

Natural History Society of Prince Edward Island,
isn.net/~nhspei/

Nature Saskatchewan, naturesask.ca

Nature New Brunswick, naturenb.ca

Ontario Nature, ontarionature.org

Nature Québec, uqcn.qc.ca



What is Nature Canada?

NATURE CANADA EXISTS TO PROTECT NATURE, ITS DIVERSITY AND the processes that sustain it. Our strategies are based on sound science, a passion for nature, and a belief that every Canadian should feel connected to the vast natural world that surrounds us.

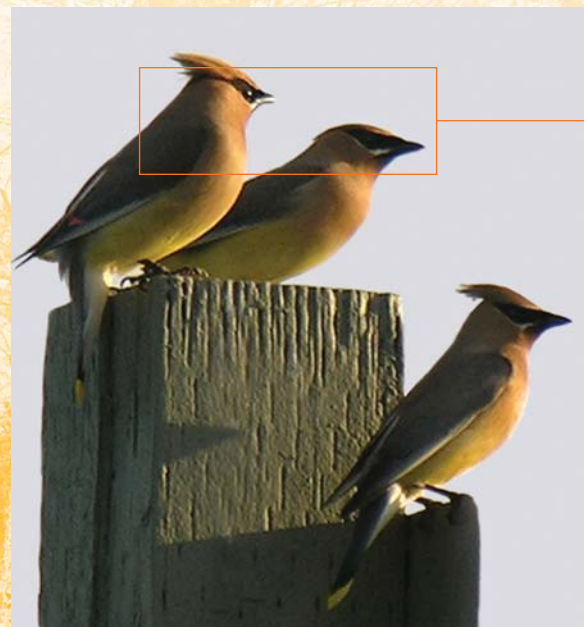
We are a member-supported not-for-profit organization whose network includes 40,000 supporters and more than 350 naturalist organizations across Canada. Our family of nature lovers – birders, gardeners, hikers, activists, parents, grandparents, volunteers and community groups – are at the core of what we do.

What We Do

- We support on-the-ground, community-based efforts to protect birds, other animals, plants and habitat for future generations
- We conserve bird habitat and promote biodiversity in Canada and the Americas
- We help connect thousands of children to nature every year
- We push for effective laws and supporting policies that protect endangered species today
- We encourage the development of an effective network of parks and protected areas from coast to coast to coast
- We build strong partnerships with like-minded organizations, and work together to protect wildlife and their habitat
- We educate people about the benefits of nature to humankind
- We recruit more nature enthusiasts to the cause of protecting nature and the processes that sustain it



© Gilled mushrooms on tree, Alan Woodhouse



© Cedar Waxwings, Mark Habbas



Message from the President and Chair

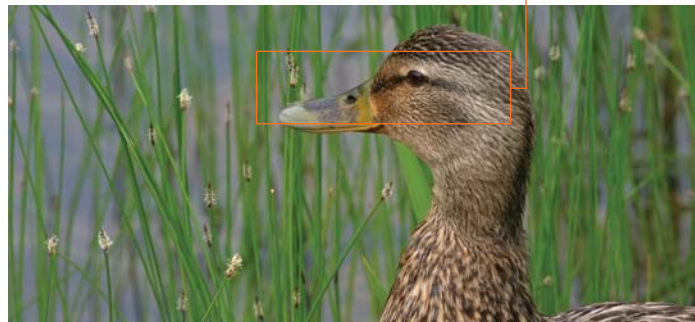
These are exciting – and dire – times for this planet’s plant and animal species.

Seemingly intractable challenges threaten biodiversity and all the living things that depend on it: disappearing forests, a growing number of endangered species, great strains on our water supply, and the overarching dangers posed by our changing climate.

Canadians are demanding action from government, industry, and from conservation organizations like Nature Canada. Nature Canada’s efforts, made possible by the generous support of our donors, are more important now than ever.

In some ways, 2007-8 has been a tremendous year for nature conservation. More than 10 million hectares of boreal forest in Canada’s Northwest Territories has been temporarily protected from industrial development, and one million hectares of Lake Superior will become Canada’s first National Marine Conservation Area. Nature Canada lobbied to create the National Marine Conservation Areas Act and has been working since then to ensure that Parks Canada receives the resources necessary to establish these protected areas. Setting aside this much wilderness is welcome news for all who care about nature!

Yet, this year has also had its challenges. Within a fiercely competitive funding environment, governments



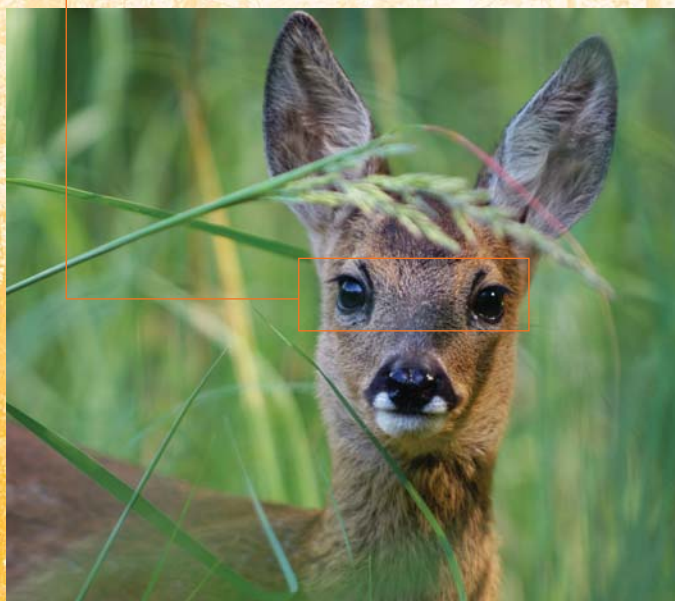
© Mallard, Shutterstock

and other funders have scaled back their commitments to the nonprofit sector and have called on charities to do more with less. A much greater emphasis on accountability to funders, often through new, more onerous reporting procedures, has at times come at the expense of our conservation initiatives.

It has, for example, been difficult to maintain the momentum of last year’s public consultations within the Canadian Nature Network. While we continue to build ties throughout the naturalist community, we do so more slowly than we planned. Nature Canada has also become a smaller organization, as a result of the more competitive funding environment that is affecting the entire nonprofit sector.

Despite these challenges, Nature Canada continues its important conservation work:

- Through our Parks and People program, 16,500 more children had meaningful, positive experiences in the nation’s local, provincial and national parks this year. The program has introduced the wonders of nature to almost 45,000 children since it began.
- We worked hand-in-hand with local conservationists by supporting 12 more grassroots projects at Important Bird Areas across Canada through our Communities in Action program.
- Nature Canada repeatedly gave testimony to a government-appointed panel studying the merits of the proposed Mackenzie Gas Project. Our message: The full impact of the project on the lands, water and wildlife of this unique environment will leave an unacceptable footprint, and important bird habitat like the Kendall Island Migratory Bird Sanctuary would be permanently damaged by such massive industrialization.



© Deer, Shutterstock



- We have also actively opposed plans to expand drilling operations inside the federally protected Suffield National Wildlife Area. Thanks to generous support from donors, Nature Canada is now preparing for public hearings in October 2008, where we will present our best case on behalf of endangered animals like the Burrowing Owl, who depend on the wide open spaces of the Suffield prairie to survive.

Our newest donor giving program, Nature Builders, has grown to 125 people, each of whom has chosen to make annual leadership gifts of \$500 or more towards Nature Canada's vital conservation programs. We're truly humbled by their commitment, which maximizes our efforts to solve some of the most pressing environmental challenges of our time.

Finally, a note about the Clifford E. Lee Sanctuary, a nature reserve outside Edmonton that was originally donated to Nature Canada in 1983 and has been skillfully managed by a local volunteer committee on our behalf since that time. To ensure the future integrity of this beautiful natural space, we have donated the reserve to Ducks Unlimited and the Nature Conservancy of Canada.

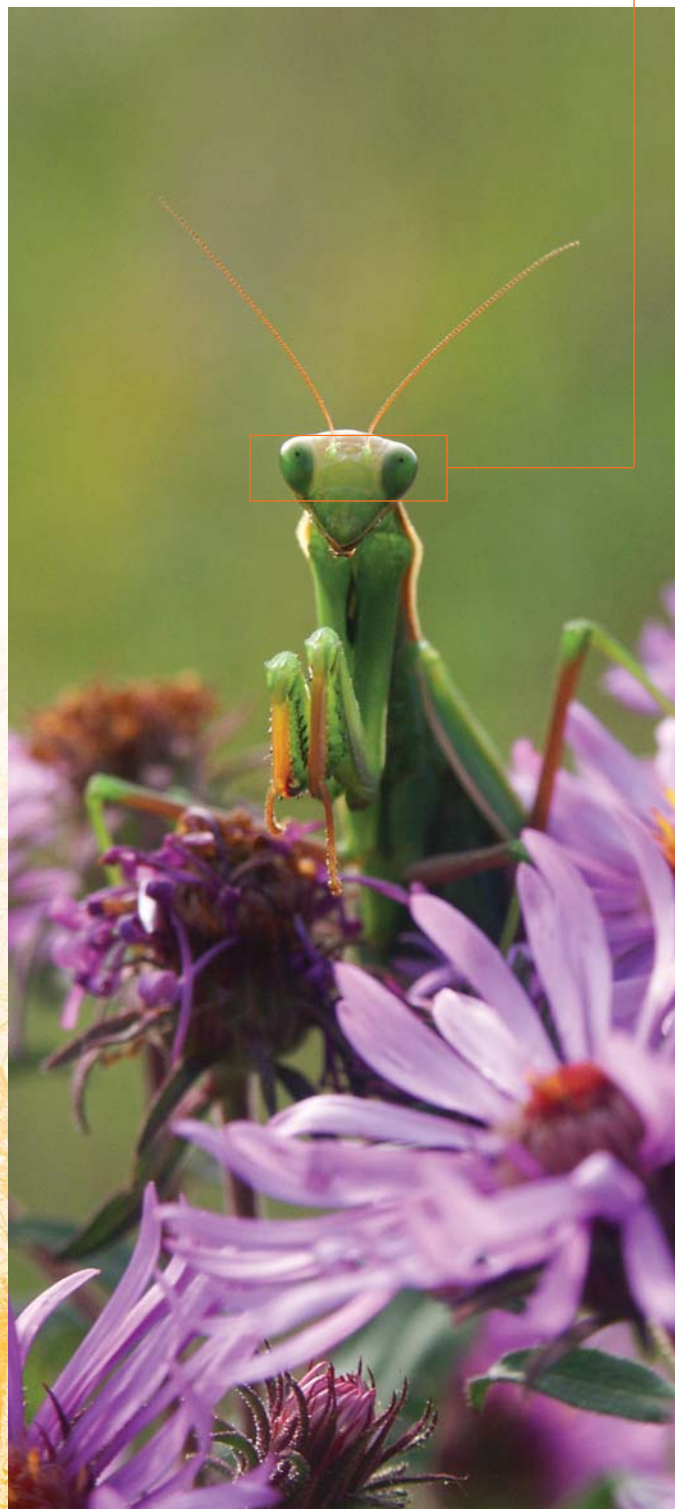
On behalf of the Board of Directors, I invite you to read about our successes and highlights of 2007-8 as we continue to build our Nature Nation.

Julie Gelfand

Julie Gelfand, PRESIDENT

Mark Dorfman

Mark Dorfman, CHAIR



© Burrowing Owl, Shutterstock

© Praying Mantis, Alan Woodhouse



Conserving Birds Throughout the Americas

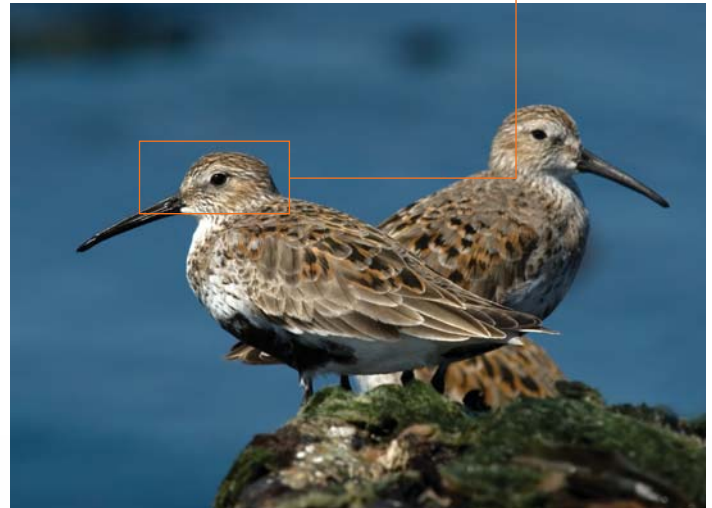
To humans, birds are the most familiar, and the most loved creatures on this planet.

Birds inspire our art, exist in our myths, and teach us about the health of our environment. As a Canadian co-partner in the global partnership known as BirdLife International, Nature Canada works to conserve birds and their habitat throughout the Western hemisphere.

*Support from you helps ensure
a brighter future for birds
and humans.*

Nature Canada worked hand-in-hand with local partners on 12 grassroots conservation projects at Important Bird Areas across Canada this year through the Communities in Action Program. Conservation agreements were signed with landowners to protect 64 hectares of wetlands around Manitoba's Whitewater Lake IBA, native species were planted and invasive plants removed along fragile shoreline habitat at British Columbia's Boundary Bay, and a network of caretakers has been established to act as monitors and watchdogs at British Columbia's 84 IBAs, among other projects.

Nature Canada completed a scientific review of a proposed recovery strategy for the endangered Sage Grouse, a plump, chicken-like bird that has seen most of its



© Dunlin, Shutterstock

prairie range disappear. This review was the basis of a lawsuit brought against the federal government by Nature Canada partners in Alberta and Saskatchewan, who argued that the final recovery strategy posted on the public registry failed to identify critical habitat, despite there being adequate data to do so.

Nature Canada completed a successful project in Paraguay to improve the lives of Paraguayans and the birds that depend on Paraguay's Atlantic Forest. With assistance from Nature Canada and its BirdLife International partners in Paraguay, communities established 14 vegetable gardens, planted fruit trees and produced shade-grown organic tea, activities that relieved pressure on forest resources and conserved several endemic bird populations. Projects like these strengthen the Birdlife alliance and further the cause of bird conservation in the Americas.

Five years ago, Nature Canada drove a reexamination of the Migratory Bird Convention Act, arguing that its broad language made it too difficult to enforce. We proposed a solution to bring greater clarity to the Act, including clearer regulations and permitting requirements. The government accepted our recommendations by updating the legislation, and now, At Nature Canada's urging, the federal government has begun to develop, for the first time, new regulations to more clearly define what industry and others must do to protect migratory bird populations under this important legislation.



© Northern Flickers, Chris Beers



Protecting Species and Spaces

Every year, more of Canada's animals and plants are threatened with extinction.

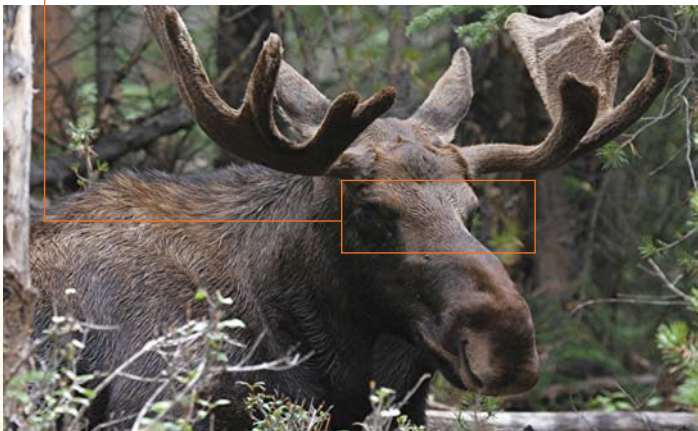
Habitat loss and the growing effects of climate change are pushing many species closer to the brink. Nature Canada is working to reverse this trend by pushing for effective species protection laws and action on establishing a stronger protected areas network.

world! Critical habitat for endangered trout populations and other coldwater fish like whitefish and walleye, as well as woodland caribou, peregrine falcons, eagles and herons, will now be protected. Nature Canada's hard work in getting the National Marine Conservation Areas Act passed helped make this historic event possible.

Federal and territorial governments made historic land withdrawal commitments in the Northwest Territories this year, including a pledge to protect the Ramparts River and Wetlands complex, which is slated to become Canada's next national wildlife area, and the East Arm of Great Slave Lake, scheduled to become a new national park. Also to be temporarily set aside: the headwaters of the Nahanni River, a World Heritage Site, located within Canada's Boreal Forest, and home to wildlife such as woodland caribou, grizzly bears, and peregrine falcons. More than 10 million hectares have received temporary protection!

At the December, 2007 climate change conference in Bali, Indonesia, Nature Canada and Birdlife International called for an international strategy to limit greenhouse gas emissions from deforestation, and urged world leaders to support efforts to adapt to our changing climate.

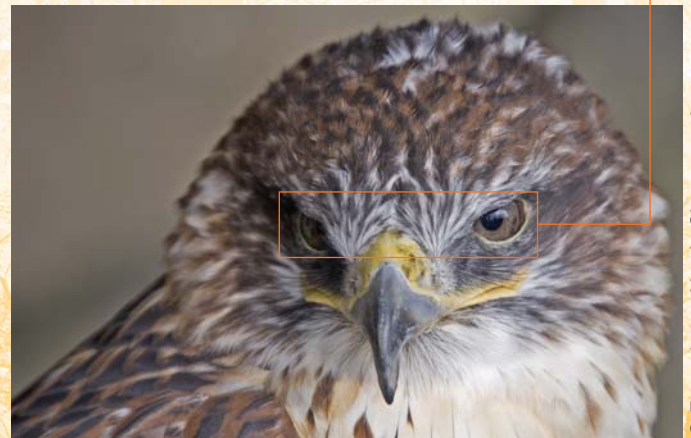
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Nature Canada continued its opposition to expanded development inside Suffield National Wildlife Area, with its Say No to Drilling in Suffield campaign. Working with partner organizations in the Suffield Coalition, Nature Canada has mobilized thousands of people to write letters to decision-makers in Alberta and Ottawa; gained national and regional news media attention, and ensured that Canada's protected areas network isn't transformed into an industrial wasteland.

Nature Canada argued strongly against the proposed Mackenzie Gas Project in its closing remarks to the Joint Review Panel in Inuvik, Northwest Territories. Nature Canada has publicly and privately advised against moving ahead with the "basin-opening" pipeline project, arguing that the proponents have not made a fair and accurate accounting of the project's effects on bird populations and bird habitat, including the region's sole federally protected area, the Kendall Island Migratory Bird Sanctuary.

One million hectares of western Lake Superior will become Canada's first National Marine Conservation Area, the largest freshwater marine protected area in the



© Ferruginous Hawk, Shutterstock

With your support, it can be recovery over extinction for wildlife.



Building Support for Nature Protection

Creating opportunities for people to discover and learn from nature is vitally important so that future generations can make wise decisions about the environment.

Together, we can all take an active role in protecting our planet for years to come. Nature Canada is dedicated to helping Canadians experience nature's wonders and to providing government decision-makers with effective solutions to address today's greatest environmental challenges.

Your support has helped the cause of nature conservation in many ways.



© Photo: Shutterstock

More than 16,500 children have had a positive experience in nature through our Parks and People Program this year. Operated in partnership with the Parks Canada Agency and volunteer naturalists across the country, the program has introduced the wonders of nature to almost 45,000 children since it began.

Our NatureWatch series of citizen science programs recruited Canadians from every province and territory to observe the natural world around them and help scientists better understand the effects of global warming. This year, Nature Canada launched NatureBASICS, an introductory nature monitoring program, through a partnership with the Ontario Trillium Foundation and Ontario Parks.

Nature Canada, with other leading environmental groups, released a roadmap for action on today's most important conservation issues, called "Tomorrow Today: How Canada can make a World of Difference." This groundbreaking document provides practical direction for building a foundation of environmental sustainability and respect for the Earth.

The Green Budget Coalition, comprised of 19 leading environmental and conservation groups and chaired by Nature Canada, presented recommendations for the federal budget. The coalition called for a carbon pricing regime, action on conserving Canada's oceans and lands, and greater protection for the Great Lakes and St. Lawrence River, among other proposals.

Nearly 40,000 letters were sent or petitions signed by Nature Canada supporters on behalf of nature conservation in Canada. Your voice was heard by decision-makers on critical issues such as climate change, bird conservation, forest preservation, endangered species, and protecting precious nature from unsustainable industrial expansion.



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Success Through Partnership

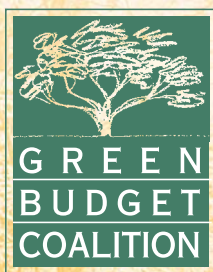
TODAY'S ENVIRONMENTAL THREATS – CLIMATE CHANGE, HABITAT destruction, biodiversity loss, species extinction – do not respect national boundaries. Nor is it possible for one organization or government to solve them. But by working in concert we can make a difference. Conservation success comes from collective efforts.



Nature Canada and Bird Studies Canada are Canadian co-partners in BirdLife International, a global alliance of conservation organizations working together for the world's birds and people. As BirdLife in Canada, we deliver the Important Bird Areas Program, which aims to identify, conserve and monitor a network of sites that provides essential habitat for bird populations.

In Canada thousands of volunteers have helped conserve Important Bird Areas by surveying bird populations, building nest boxes, erecting signs, removing invasive species, planting native grasses, and promoting awareness of the value of wildlife.

For the last eight years, Nature Canada President Julie Gelfand has sat on BirdLife International's global council, and in 2008 she was awarded a Medal of Honor for her efforts on behalf of bird conservation in the Americas.



The Green Budget Coalition brings together Canada's leading environmental and conservation organizations to assist the government in developing budgetary and fiscal measures that are critical to long-term environmental sustainability.

Founded and chaired by Nature Canada since 1999, the Coalition has 19 member organizations representing over 500,000 Canadians. Together, we recognize that the annual federal budget is often the most important Canadian environmental policy document of the year, and that integrating environmental values into economic and fiscal policy is fundamental for achieving lifelong environmental and human health.

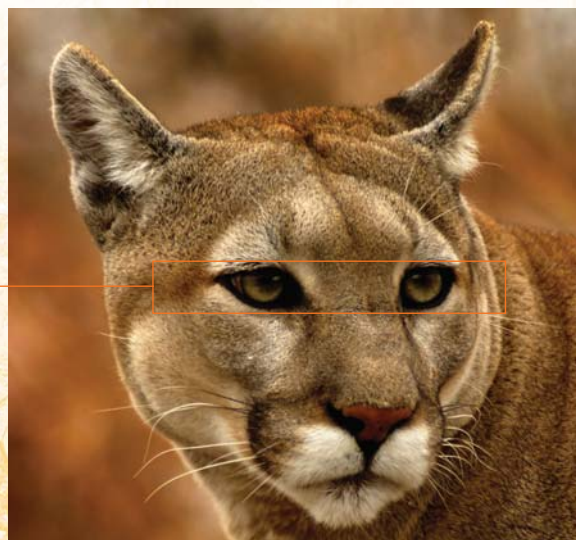


Nature Canada is the Secretariat for the Canadian Nature Network, an alliance of societies, groups, clubs and individuals with a common purpose: to appreciate,

study and conserve nature.

Those within the Network have long recognized that greater partnership, communication and coordination between organizations are the best ways to harness the collective strength of the naturalist community on behalf of nature conservation.

Together, we work at the national, provincial and local level to effect positive change in areas of nature conservation, habitat restoration, species at risk, conservation monitoring, environmental education, invasive species and ecological integrity.



© Cougar, iStock

*By working together,
there is strength
in numbers.*



Your Support Makes Everything Possible

REGINALD WHITEMORE FOUNDED NATURE CANADA IN 1939 TO honor his wife, Mabel Frances, an educator and nature lover whose main goal in life was to share her passion for nature with others. Your generous support keeps this legacy strong. Thank you!

Nature Champions

Gifts \$10,000-\$25,000

Michael de Pencier
Dr. Stuart &
Mrs. Mary Houston

R. Lornie*
Barbara Vengshoel
3 anonymous donors

Nature Protectors

Gifts \$2,500-\$9,999

Doug Macaulay*

1 anonymous donor

Nature Leaders

Gifts \$1000-\$2499

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James F.C. Burns
Mr. Brian R. Carr*
Mr. David Clissold*
Mark Dorfman
Dr. Martin H. Edwards*
Kevin Empey*
Ms. Helen K. Gibson*
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Richard & Sheila Moulton

Linda M. Pilarski
Yolande Prénoveau
Kathleen Ramsay*
Mr. John B. Ross and
Dr. Peggy L.E. Ross*
Dr. Doug Schmeiser
Mr. Grant Snell
Mr. Kenneth W. Thorpe*
Ms. Sharolyn Vettese
Cliff Wallis*
Debbie Weiers
John Willms*
Joyce Wontner
Mr. Richard Yank*
& 12 Anonymous donors

Nature Builders

Gifts \$500-999

Margaret Atwood
Miss Evelyn Ashford
Dr. I.K. Barker
Mr. Magnus Bayne
Ms. Deborah A. Beatty*
Doug Belcher
Mr. Alan S. Canavan
Gabriella Carrelli
Mr. Robert Creighton
Mr. & Mrs. Richard
Clayton*
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Dr. Peter Wm. & Mrs.
Ann E. Wood
Gerard & Mary Wyatt*
Dr. Jean H. Young
Doug & Joanne Zbetnoff
& 58 donors who have
chosen to remain
anonymous

Thank you! Your gifts are an investment in protecting the animals and precious places that make up our great nation.

* These individuals are the newest members of our Nature Builders program.



Mabel Frances Whittemore Legacy Circle

MEMBERS WHO HAVE CHOSEN TO MAKE A THOUGHTFUL GIFT IN their will or other type of future gift enter into our Mabel Frances Whittemore Legacy Circle. This year, we welcome Margaret Blackmore, Janet Pattison and two benefactors who wish to remain anonymous into our legacy circle. They join their fellow 48 fellow members:

Diana M. Bainbridge
 Ronald &
 Muriel Bremner
 Judith E.W. Carder
 Ruth Catana
 Christie Chute
 Sheila Whittemore Davies
 & Family
 Patricia Dray
 Linda & Wayne Dyck
 Dr. Martin H. Edwards
 Nadine Fowler
 Julie Gelfand
 Mary Gilliland
 Louise Gratton
 Dr. Brian Hitchon
 Ross Hodgetts
 Lori Holowaychuk
 Cendrine Huemer and
 Matthew Owers
 Lawrence Kane
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Tracy Kerluke
 Jackie Krindle
 Dr. William A. &
 Lois Lang
 Clifford Matthews
 Dr. William A.
 Montevecchi
 Bob & Helen Nation
 Evelyn & Martin
 Nowoselski
 William John Pratt
 Dr. Yolande Prénoveau
 Suzanne Ryan
 Caroline Schultz
 Barbara Vengshoel
 Cliff Wallis
 Joyce Wontner
 Richard Yank
 Doug & Joanne Zbetnoff
 and six additional
 benefactors who wish
 to remain anonymous.

Supporters

NATURE CANADA HAS MORE THAN 40,000 INDIVIDUAL SUPPORTERS. Our family of naturalists - birders, gardeners, activists, parents, grandparents, volunteers, and community groups - are at the core of our activities and the foundation of who we are.

Legacy donors

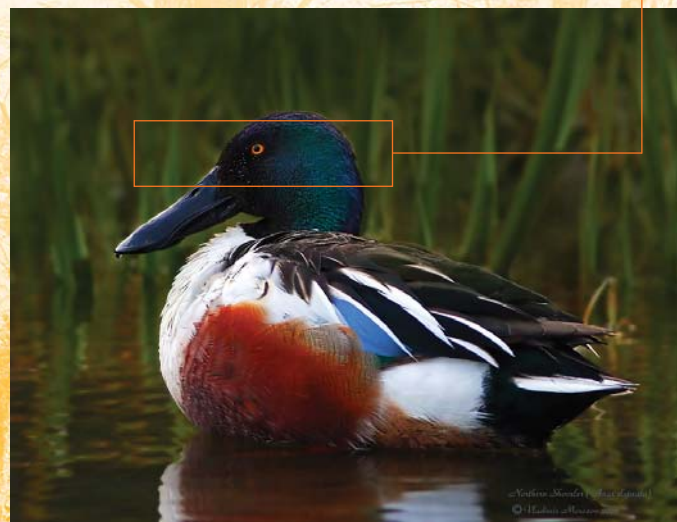
WE ARE SADDENED BY THE PASSING OF THE FOLLOWING MEMBERS whose passion and commitment to nature protection will be greatly missed. With their kind legacy gifts, they hope to ensure that future generations will enjoy nature as they did. They put their trust once again in Nature Canada to protect the animals and places they cared so much about.

Estate of Mabel Elizabeth Brooks,
 Estate of Henry Charles & Margaret Pegg,
 Estate of Igor Sienkiewicz, and the
 Estate of Margaret Irene Skinner

The Board and staff are grateful for their thoughtful legacy gifts in support of our conservation and education efforts.

Guardians of Nature

THOUSANDS OF INDIVIDUAL CANADIANS SUPPORT NATURE Canada's conservation programs with monthly donations. These donations allow us to respond quickly to the most pressing threats to Canada's nature the moment they arise. We salute every one of them.



© Northern Shoveler, Vladimir Morozov



Focus on Our Donors

Remembering Harry and Trudy Pegg

One couple's passion for nature will live on for generations. And it all began on their Alberta family farms.

AS A YOUNG BOY, HARRY PEGG WOULD EMBARK ON SELF-TAUGHT birding adventures on his family farm. A few decades later he would take to the air himself, flying 32 missions in the Royal Canadian Air Force for which he was awarded the Distinguished Flying Cross. But his life wouldn't be complete until he met the love of his life, Trudy, a proud Edmontonian and a woman of true grace and class who also grew up on a nearby farm.

After marrying in 1947, Harry and Trudy built the South Edmonton home where they would spend the next 48 years together. Their shared passion for the outdoors blossomed, and the couple enjoyed most of their free time in the country – hiking, bird watching and exploring nature. "Harry and Trudy especially loved the Elk Island Park trails. They were happiest when they were in the mountains," recalls Trudy's sister Marge.

Complementing Harry's love of birds was a talent for gardening and photography. A keen eye and plenty of patience allowed him to capture countless one-of-a-kind photos, some of which were featured in the widely published *Birds of Alberta* guide.

Harry's hobby also resulted in a vast knowledge of Canadian species. "I could describe a bird I saw on my feeder here in Vancouver and he could name it for me over the phone. He could also recognize birds by their calls," says Harry's brother, Sid.

The couple's deep love of nature inspired them to become Nature Canada supporters in the 1970s. "Harry appreciated their protection of nature. I know that he believed in everything Nature Canada was trying to do," says Sid.

This dedication inspired Harry and Trudy to name Nature Canada as a beneficiary in their will. In honour of their lifelong connection to nature, as well as their love for their nieces and nephews, Harry and Trudy's generous gift will go directly towards bird conservation projects and educating children about nature.



© Mountain Bluebird, Harry Pegg



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Champion's Circle (\$50,000 and above)

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Canadian Environmental Assessment Agency
Canadian International Development Agency
EJLB Foundation
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Honda Canada Foundation
Ontario Trillium Foundation
Parks Canada Agency
TransCanada Corporation
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Protector's Circle (\$25,000 to \$49,999)

Google Grants
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The Printing House

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

Imperial Oil Foundation
The Ivey Foundation
Vale INCO Newfoundland & Labrador Limited

Guardian's Circle (\$1,000 to \$9,999)

Dicom Express
Fisheries and Oceans Canada
Jackman Foundation
John Deere Foundation
LGL Limited
PPG Canada Inc.
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Special Thanks (up to \$999)

All Charities Campaign
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Ontario Power Generation –
Employees and Pensioners Charity Trust
Order of the Eastern Star - Satellite Chapter No. 318
Telesat Canada
Vancouver Foundation

We are pleased to recognize the following companies for matching the generous contributions of their employees.

Encana Cares Foundation
Nexen Inc.
Telus



Financial Summary 2007-08

Auditors' Report to the Members

The accompanying summarized statement of financial position and summarized statement of operations and changes in net assets are derived from the complete financial statements of Nature Canada as at March 31, 2008 and for the year then ended on which we expressed an opinion without reservation in our report dated May 23, 2008. The fair summarization of the complete financial statements is the responsibility of the Organization's management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related

complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

KPMG LLP

Chartered Accountants, Licensed Public Accountants
OTTAWA, CANADA
JUNE 20, 2008

NATURE CANADA

Summarized Statement of Financial Position

March 31, 2008, with comparative figures for 2007

	2008	2007
Assets		
Current assets:		
Cash and cash equivalents	\$ 428,474	\$ –
Short-term investments	–	38,727
Amounts receivable	140,344	695,542
Inventory	–	1,196
Prepaid expenses	28,042	30,185
	596,860	765,650
Capital assets		
Long-term investments – restricted	43,709	390,867
– other	302,410	302,410
	852,483	963,891
Deferred revenue – life insurance	18,571	16,379
	\$ 1,814,033	\$ 2,439,197
Liabilities and Net Assets		
Current liabilities:		
Bank indebtedness	\$ –	\$ 184,585
Demand loan payable	–	50,000
Accounts payable and accrued liabilities	238,626	373,891
Deferred revenue	209,104	323,878
	447,730	932,354
Deferred revenue – life insurance	18,571	16,379
Net assets (deficiency):		
Invested in capital assets	43,709	390,867
Endowment	302,410	302,410
Internally restricted	880,872	853,397
Unrestricted net assets (deficiency)	120,741	(56,210)
	1,347,732	1,490,464
	\$ 1,814,033	\$ 2,439,197



NATURE CANADA

Summarized Statement of Operations

March 31, 2008, with comparative figures for 2007

	2008	2007
Revenue:		
Donations and bequests	\$ 1,539,745	\$ 1,445,241
Corporation, government and foundation funding	1,208,744	1,731,545
Advertising	–	2,380
Other	42,310	74,083
Investment income	183,167	204,841
	2,973,966	3,458,090
Expenses:		
Conservation programs	1,421,958	1,579,461
Conservation education and outreach	1,055,226	1,300,886
Fund development	587,313	681,220
Corporate services	91,477	42,258
	3,155,974	3,603,825
Deficiency of revenue over expenses from operations	(182,008)	(145,735)
Transfer of Clifford E Lee Nature Sanctuary	(375,782)	–
Deficiency of revenue over expenses	(557,790)	(145,735)
Net assets, beginning of year as previously reported	1,490,464	1,636,199
Adjustment of long-term investments to fair value at April 1, 2007	415,058	–
Net assets, end of year	\$ 1,347,732	\$ 1,490,464



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Contact Us



FSC Logo

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F: 613 562-3371
E: info@naturecanada.ca
Web: naturecanada.ca
Nature Canada's charitable registration number is
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