



VOICES FOR NATURE

Annual Report 2023-24



NATURE UNITES US!

Devastating wildfires and floods again this summer and the highest ocean temperatures ever were a stark reminder to Canadians that climate

change impacts are driving a nature crisis and we must act to protect and restore what we hold dear. Taking collective action whether by signing a petition, or working to restore nature right in your community, brings us a sense of more control and sparks hope in light of the overwhelming news. **You and our members are making a real difference.** This past year over 10,500 Canadian voices were heard as the federal government delivered its long-anticipated 2030 Nature Strategy. **Thanks to you, we are so grateful to you and our partners for making this incredible win possible!**

Together, we'll work to make sure Canada's 2030 Nature Strategy truly enshrines our values: reconciliation, accountability and Canadians' long-abiding love of nature. It's now up to us all to hold our decision-makers accountable so wildlife and wilderness can survive and thrive in the months and years ahead.

Alongside this, the team here was also pleased to secure funding for three new protected areas, mobilize real protection for the High Seas, call for Boreal forest protections and support nature restoration right at the local level in Bird Friendly Cities too!



Fisher

© Tammy Nash

"Protecting 30% of Canada is critical for wildlife and ourselves and to prevent irreversible climate change effects!"

– Nicholas, AB, Member since the 1990s

Bravo and thanks to you, our members and funders, for standing with us this past year. I hope you enjoy reading more to see your impact and how your donations are making a difference for nature!

Yours for Nature,

Emily McMillan, Executive Director



**“Safeguarding means ACTION!
Please Act! Our grandchildren
and great grandchildren are the
beneficiaries of action NOW!”**

– Gunhilde from BC, Member since 1995

Red Fox

© Donna Fedichuk

PROTECTING SPACES AND SPECIES

Earlier this year, we celebrated some good news on the High Seas! **With the tremendous help from all our members and supporters**, Nature Canada, along with our partners, pushed our leaders to sign the United Nations High Seas Treaty. This treaty is a deep commitment to protect and conserve nature – specifically our oceans.

The ocean covers seventy percent of our planet and most of that area is international waters – the “High Seas”. These areas are often treated as “open” for unregulated exploitation, leading to significant biodiversity loss. With Canada signing on, this treaty aims to reverse this decline by protecting biodiversity across nearly one-third of the global ocean. Ensuring a healthier, more sustainable future for people and marine wildlife, like sharks and whales that migrate far distances. This victory demonstrates that your voices can create a remarkable impact.

Every year, our team pushes to secure more government funding for new protected areas through the Green Budget campaign – and this year we got some big wins! Funding was secured for three hugely important new national protected areas, each integrally linked to the local Indigenous peoples:

- The **Central Coast National Marine Conservation Area Reserve** in British Columbia

which is an amazing marine area with coral and sponge reefs, eelgrass beds and kelp forests which support the abundant marine life found there;

- The **Ojibway National Urban Park** which will protect some of the last remnants of the original tallgrass prairie and oak savannah ecosystem near Windsor, Ontario; and
- The coastal dunes, old growth forest, and unique rock geology of **Pitumkek National Park Reserve** in Prince Edward Island.

We celebrate these wins which will add to the 15 percent of lands and waters that Canada has conserved to date. But as you know, we must **double our efforts** to achieve the promise of protecting 30 percent of lands and waters by 2030!

With the help of our partners, Nature Canada has prioritized protecting other Canadian spaces and species such as the Right Whales and Semipalmated Sandpipers of the Inner Bay of Fundy, our beloved Atlantic Puffins that rely on the waters around Witless Bay off the coast of Newfoundland, and the Pacific Loons and Orcas found in the busy Southern Strait of Georgia near Vancouver Island.

With you by our side, Nature Canada seeks to secure greater protections for these key marine areas this coming year.

ENVIRONMENTAL POLICIES & LAWS UPDATE

Thanks to supporters like you, Nature Canada intervened at the Supreme Court of Canada to stand up for the Impact Assessment Act, a critical tool for government to protect nature from harmful industries and development. Although the court ruled against our position, we're heartened the Court found that the Act still applies in cases where proposed projects like mines, pipelines and dams should be assessed to ensure no potential impact on fisheries or species at risk. More recently, we've started efforts to advance and socialize the Rights of Nature (which strives to give "personhood" to rivers, forests etc.) seeing this as a novel and game-changing legal tool to protect biodiversity in the future. Stay tuned for more updates.

COUNTING ON THE BOREAL FOREST AND TWO BILLION TREES TO COUNTER CLIMATE CHANGE

In January, Nature Canada along with other national experts released *The State of the Forest in Canada: Seeing Through the Spin*, which looked deeply into how forests in Canada are faring and challenged the government's positive view on the sustainability of the Canadian forestry sector. The scientific evidence clearly points towards the actual precarious state of our Boreal Forest. With devastating forest fires for a second year in a row, there is an even more urgent need to rally Canadians around stopping industrial clearcutting and addressing the climate impacts of the logging industry.

We must urge the federal government to be transparent and accountable and acknowledge the negative cumulative impacts of logging, rates of forest degradation, and carbon emissions caused by industrial logging (as the 3rd highest emitter!).



COLLABORATING TOGETHER

This year, tens of thousands of members and supportive Canadians were mobilized to make their voices heard through letters of hope with calls for action to secure a National Biodiversity Action Plan to halt and reverse nature loss. To complement this, 39 nature organizations from across Canada came together to hold 50 meetings with members of Parliament and ministers during our Nature on the Hill event to push for a plan of action. To all of our success, the Nature Accountability Act was finally released in tandem with Canada's 2030 Nature Strategy this past June to halt and reverse biodiversity loss in Canada **Thanks to all for this incredible WIN for nature!**

"We must stop using up nature and focus on protecting it." – Moira, QC, Member since 1999

As well, our policy experts and partners repeatedly brought forth our concerns this past year about weaknesses and delays in the Two Billion Trees program and stressed the need to guarantee permanence for the trees being planted, if it is truly about carbon capture and countering climate change impacts. **Our thanks to our members who stand beside us calling for strong nature-based protections in the face of the increasing impacts of climate change.**

DEFEND BIRDS AT RISK

Nature Canada's unique national certification designates cities as "Bird-Friendly". This initiative thrives thanks to our passionate volunteer Bird teams, who engage in essential conservation efforts: they plant trees and pollinator gardens to provide nourishment and shelter for birds, and educate fellow community members on how to protect these beautiful creatures in their own backyards. Our dedicated teams install nest boxes and monitor and study birds, ensuring the ongoing health and safety of Canada's feathered neighbours. This work not only restores our natural urban habitats but also strengthens our resilience against climate change.



American Goldfinch

© Paula Brown

This year, we've certified 6 new Bird-Friendly Cities, bringing our total to 26 cities! This accomplishment is a testament to the hard work of our volunteers, who collectively dedicate their passion and thousands of hours of their time to save bird lives. Our goal is to double the number of bird friendly cities to 50 and we're already working with volunteers in dozens of more communities. **A sincere thank you to our generous donors for their unwavering support of these wildlife projects for local birds and wildlife to survive and thrive!**

"It's important to protect our natural areas to help us and the animals. This will help us prevent severe climate change too." – Marilyn, ON, Member since 2015



Board of Directors

Chair: Sabine Dietz

Vice Chair: Logan McIntosh

Directors: Montana Burgess, David Coffey, William David, Aviva Patel, Bill Ross, Lillian Trapper, Liette Vasseur and Renata Woodward

ENGAGE WITH NEARBY NATURE

Again this year, our NatureHood partner groups provided immersive nature experiences designed to nourish childhood curiosity and learning. These activities encourage an active lifestyle and play a crucial role in cultivating the next generation of environmental stewards. We are exceptionally proud of the dedication shown by our local partners in reaching marginalized communities that often lack access to nature. By hosting 629 school and community groups, and 444 public events, nearly 50,000 youth and families were engaged in their NatureHood!

Thank you 50,000 times over! Your kindness and support helps connect youth with nearby nature investing in the next generation of nature lovers like you!



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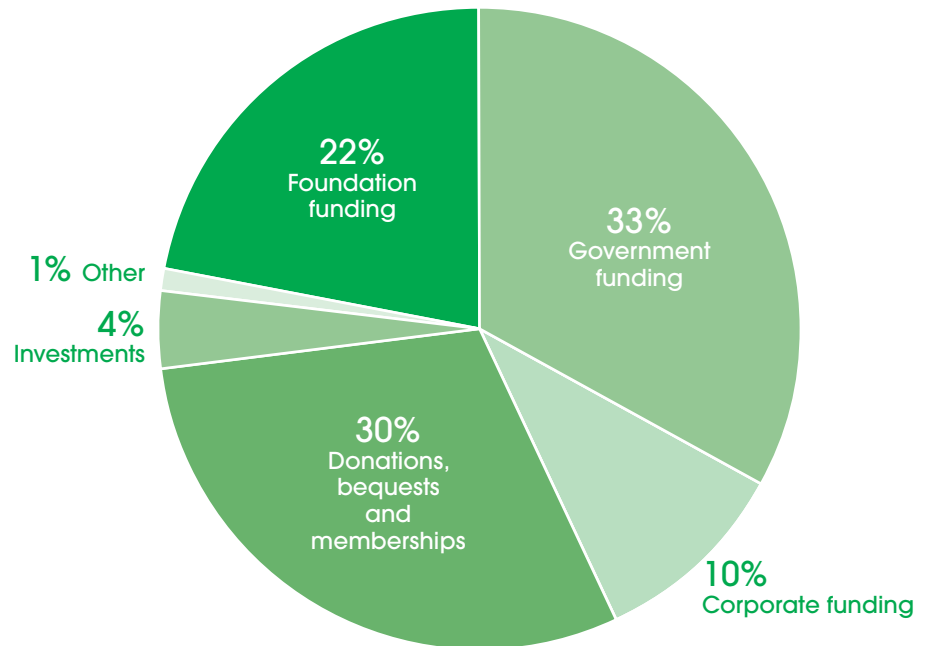
[f](#) [@](#) [X](#) www.naturecanada.ca Charitable registration # 11883-4704-RR0001

Financials 2023-24

2023-2024 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:

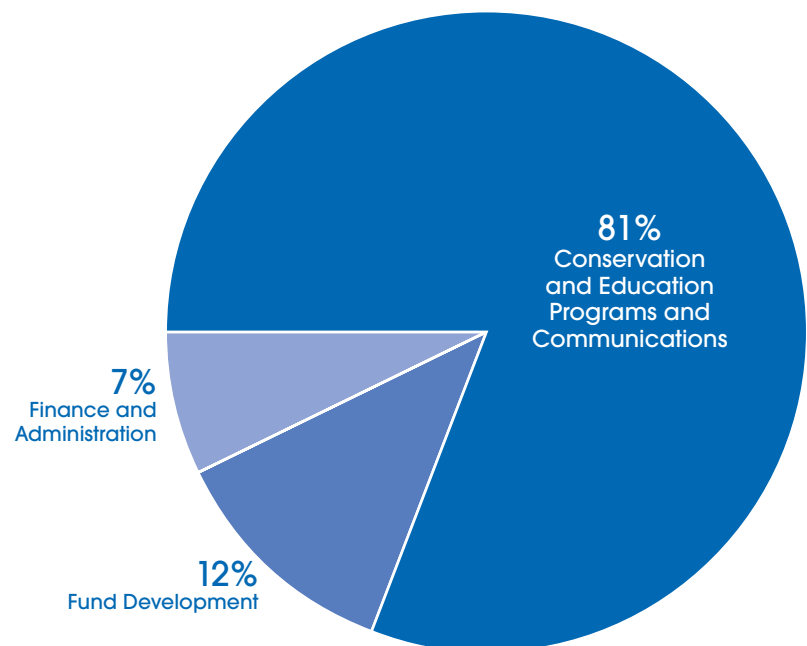
Nature Canada financials for year ending in March 31, 2024



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|-------------------------------------|--------------------|
| Donations, bequests and memberships | \$1,706,352 |
| Corporation and foundation funding | \$1,872,339 |
| Government funding | \$1,909,217 |
| Investments | \$253,615 |
| Other | \$20,729 |
| | \$5,762,252 |

2023-2024 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 & Education Programs and Communications | \$4,311,017 |
| Fund Development | \$635,027 |
| Finance and Administration | \$363,989 |
| | \$5,310,032 |

Auditors: Baker Tilly, Ottawa LLP
Chartered Professional Accountants

Financial statements are available online at
naturecanada.ca/annualreport