



VOICES FOR NATURE

Annual Report 2024-25



STRENGTH IN NATURE!

Nature is at the heart of who we are as Canadians. It connects us and shapes our communities, our traditions, and the places we call home. From the

rugged coastlines of the Atlantic to the vast forests of the North, from prairie grasslands to the Pacific rainforests, Canada's habitats and wildlife are wonderfully diverse. The richness of our natural world is a constant reminder of what we share and what we must protect.

Your support makes this protection possible. Because of you, more than 200,000 people are now part of a growing movement that is standing up for nature. **Together, we are raising our voices to defend wildlife, nature and the future we want to see for our children and grandchildren.**

This past year, your generosity and commitment fueled meaningful action. You helped expand protected areas, made cities safer for birds and wildlife, supported the Rights of Nature movement, and gave young people life-changing opportunities to connect with the outdoors. You also strengthened our call for a Nature Majority in Parliament to ensure Canada keeps its promise to halt and reverse biodiversity and nature loss.



Mountain Bluebird

© Daniel Hutchinson

"In a world that is increasingly troubled and divided, being able to experience nature in all its glory is a balm to the soul. We must protect it!"

— Sophia, BC, Member since 2021

Each of these achievements is a testament to the power of your voice and your care for nature.

Together in nature,

A handwritten signature in blue ink that reads "Emily McMillan".

Emily McMillan, Executive Director



“Human existence will not sustain into the future without natural biodiversity.”

— Suzanne, SK, Member since 2022

Fox

© Richard Bod

URBAN NATURE IN ACTION

As we reflect on the past year, we are deeply grateful for your support in protecting Canada’s natural landscapes. Together, we added over 12,000 hectares to protected areas in Southern Ontario—the equivalent of 10 Point Pelee National Parks. In Whistler, BC, 126 hectares were secured to safeguard forests and wildlife, while cities like Windsor, Hamilton, and Richmond Hill are working with us to protect another 10,000 hectares. With your continued partnership, we aim to empower up to 20 cities to conserve 20,000 hectares in the year ahead.

Our NatureHood initiative has connected thousands of kids with nearby nature through inclusive programming, partnerships, and outdoor learning. Youth across the country took part in citizen science, art, and advocacy projects, while educators gained tools to bring nature into classrooms. Through walks and Indigenous-led programs, NatureHood welcomed 53,428 youth and families into meaningful connections with the outdoors.

Thank you for helping protect nature close to home and inspiring the next generation.

FORESTS WORTH PROTECTING

Across Canada, new forests are taking root because of your support. Through the federal Two Billion Trees program and with the help of local partners, thousands of native trees and shrubs were planted this year—restoring landscapes and strengthening communities.

These plantings are designed for more than greenery. By focusing on native species and diversity, they provide food and shelter for wildlife, protect soil and water, and create resilient ecosystems that can withstand the pressures of climate change. In cities and towns, new canopy cover also means cleaner air, cooler streets, and healthier spaces for people to enjoy.

Thank you for helping nature flourish. Together, we are planting not only trees but a stronger, more hopeful future.



© Kyle Matthews

Moose

DEFENDING OUR OCEANS



Pacific White Side Dolphin

© Natalie Tanrena

The ocean connects and sustains us but it also needs our help. With your support, Nature Canada took bold steps this year to protect marine life at home and beyond our shores.

Together, we raised public pressure and worked with partners to push Canada to sign the UN High Seas Treaty—a major step toward protecting ocean life in areas beyond national borders. Closer to home, thousands of nature lovers have been calling for protection of Canadian waters to save critically endangered species such as orcas, salmon, sea birds and the ocean ecosystems they rely on.

You also helped spark local action. Through 26 grassroots grants, communities across the country celebrated Ocean Week Canada with citizen science, culture, and learning events that brought people closer to the water. In 2024, Nature Canada brought Critical Distance to Parliament for Ocean Week. This is an augmented reality story about orcas in BC's Salish Sea.

WILDFIRES

Wildfires are growing stronger and so is the need to protect our forests, wildlife, and communities. With your support, Nature Canada took action.

We called on the federal government to create a national wildfire response plan led by Indigenous communities, whose knowledge and leadership are key to protecting the land. We also pushed for stronger forest protections, better land management, and clear steps to prevent wildfires before they start.

Your voice made this possible. Because of you, nature has more stewards and our forests have a stronger future. Thank you for standing with us when it matters most.

With your support, Nature Canada helped protect Tang.gwan – ḥač̓w̓iqak – Tsigis in June 2024. This special place is now Canada's largest Marine Protected Area, covering over 133,000 square kilometres of ocean. Thanks to this milestone, Canada has now protected more than 15% of its ocean waters. That means we are over halfway to reaching our goal of protecting 30% of our oceans by 2030.

And we're not stopping. Our vision is a future where oceans and freshwater thrive. Thank you for making waves for nature.

MAKING CITIES SAFER FOR BIRDS & WILDLIFE

Cities don't have to be barriers to nature—they can be safe havens. Across the country, communities are proving that with heart and action, urban spaces can welcome birds instead of endangering them.

Thanks to your incredible support, 32 municipalities proudly achieved Bird Friendly City certification this year, with even more communities expected to join the movement soon. That includes Camrose, AB and Saint-Laurent, QC, who joined the program for the first time, and Halifax, NS and King Township, ON who reached exciting new levels.

These wins protect birds from deadly threats like window strikes, habitat loss, and light pollution. Behind every certification is a team of local heroes: volunteers, advocates, and donors like you, all working to make our cities safer for wildlife. **Thank you!**

RECOGNIZING THE RIGHTS OF NATURE

Nature gives so much, but what if it also had rights? This year, with your help, Nature Canada worked to change how we protect the natural world by supporting the growing Rights of Nature movement.

You helped us champion the Nature Accountability Bill and support a national framework that brings Indigenous wisdom and legal protections together. Through the Rights of Nature campaign, we connected leaders, communities, and experts who all share one goal: giving ecosystems the respect and voice they deserve.

One inspiring example is the Muteshekau-shipu (Magpie River) in Quebec, now legally recognized as having the right to exist, flow freely, be free from pollution – and to sue in court!



Board of Directors

Chair: Sabine Dietz

Vice Chair: Logan McIntosh

Board of Directors: Montana Burgess, David Coffey, Will David, Aviva Patel, Hamsha Pathmanathan, Jamie Simpson, Sonia Theroux, Lillian Trapper, Liette Vasseur, and Renata Woodward.



Bear Cub

© Simone Heinrich

This work is only possible because of your belief in a better way forward. Thank you for helping us stand up for nature's voice.

COLLABORATING TOGETHER

A total of **9,160 individuals** sent letters calling to protect wildlife and support Canada's 30x30 goal to halt and reverse nature loss.

Through our ***Nature on the Hill*** event, we brought Indigenous leaders, community advocates, and nature lovers together to speak directly with decision-makers in Ottawa. With one voice, we called for strong action to stop biodiversity loss and invest in climate solutions rooted in nature.

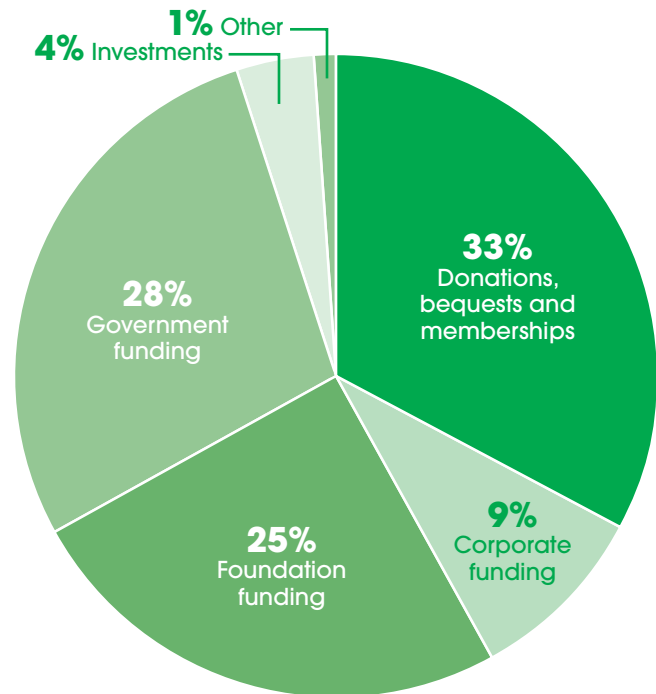
"Nature isn't just a backdrop—it connects all living things and grounds me with inspiration. It sustains our health, happiness, and future, which is why protecting it means caring for ourselves and generations to come."

— Clara, ON, Mentee

2024-2025 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:

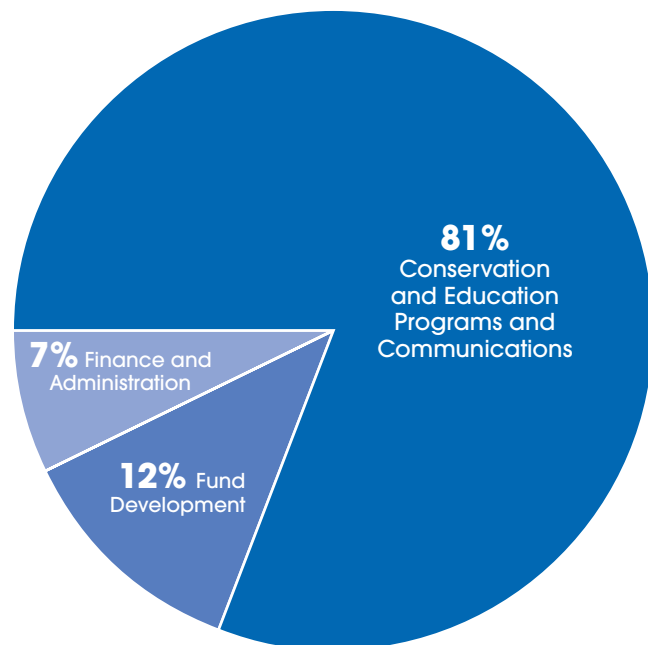
Nature Canada financials for year ending in March 31, 2025



Donations, bequests and memberships	\$1,999,062
Corporation and foundation funding	\$1,988,246
Government funding	\$1,700,634
Investments	\$272,032
Other	\$35,278
Total	\$5,995,252

2024-2025 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	\$5,041,575
Fund Development	\$768,507
Finance and Administration	\$418,084
Total	\$6,228,166

Auditors: Baker Tilly, Ottawa LLP
Chartered Professional Accountants

Financial statements are available online at
naturecanada.ca/annualreport