



2017-2018 IMPACT REPORT

OUR VISION IS TO KEEP AT LEAST HALF OF
CANADA'S PUBLIC LAND AND WATER WILD —
FOREVER.

WE FOCUS ON PROTECTING LARGE, CONNECTED
AREAS OF CANADA'S WILDERNESS.

What's inside...

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2017-2018 IMPACT REPORT



A word of thanks from Iris Almeida-Côté incoming CEO at the Canadian Parks and Wilderness Society

On behalf of the staff, Board of Trustees and the entire CPAWS family, I would like to graciously thank Éric Hébert-Daly, the outgoing National Executive Director, for his nine years of loyal service to CPAWS. His dynamism and commitment has helped to advance the mission and strategic priorities of CPAWS. His work will certainly lay the foundation on which we will build the growth and success of CPAWS in the years to come.

I am delighted to be joining CPAWS as Chief Executive Officer at this moment of historic opportunity to work collaboratively with the CPAWS team and collectively advance the strategic objectives of conservation in Canada.

Given the Federal Government's expressed commitment in the vital issues of conservation, and the fact that 90% of Canada's lands and waters are public and managed by government and Indigenous entities on behalf of all Canadians, I believe we have a unique opportunity to strengthen our dialogue with Indigenous, provincial, territorial governments, and the Federal Government to move forward with urgency, rigour and energy, to advance our conservation agenda of action.

I thank the CPAWS Board of Trustees for the confidence they have expressed in my leadership, and I pledge to use my knowledge and experience working with not-for-profit organizations, youth and women's organizations as well as scientists and the leadership of indigenous organizations across Canada to advance the agenda of reconciliation.

CPAWS, with its 55 years of historic accomplishments, offers at this important juncture an incredible opportunity for me to bring my expertise in strategic planning, governance, audit development and my commitment to conservation, to serve the organization and our supporters so that we can together build a strong movement for conservation in Canada.

With my dedication and enthusiasm for public service, I look forward to working with our staff, the leadership of our thirteen chapters, our Board of Trustees and our committed supporters across Canada to strategically advance our common conservation plan of action.

I look forward to keeping you informed on our work and successes. My sincere thanks to each of you for your generous support. Your contributions, of any size, count as we forge ahead.

Yours Truly,



Iris Almeida-Côté, ICD.D/IAS.A., LL.M., M.A.
Chief Executive Officer
Canadian Parks and Wilderness Society
iris@cpaws.ca

PRESIDENT'S REPORT 2017-2018



The Canadian Parks and Wilderness Society has rarely been so busy in its 55 years of service as a non-governmental organization dedicated to the protection and promotion of the values of biodiversity, and wilderness preservation and stewardship! All 13 chapters, from coast to coast to coast, have been actively engaged in activities ranging from litigation in the Supreme Court of Canada in support of Yukon First Nations in their fight to protect the Peel watershed region, to sponge reef protection in Hecate Strait via protected area strategy, to fighting against tourist commercialization in the National Parks, to working collegially with neighbouring First Nations in park creation and promoting co- management, to skillfully advancing the selection of new parks and protected areas as part of our national commitment to the goals of the Paris Agreement on Climate Change, especially those advancing the 2010 Aichi Biodiversity Targets set in the Convention on Biological Diversity.

We also learned that our National Executive Director, Éric Hébert-Daly was stepping down after nine years of dedicated and innovative service to pursue his new career in the United Church of Canada. As a consequence the National Board of Trustees formed a search committee, and took on the responsibility of finding a new Chief Executive Officer.

Replacing Éric, maintaining forward momentum and growing our national brand, required the commitment of significant staff and volunteer board energies over the past year, and I am happy to report there was no shortage of rigour and vigour in these causes. I will note, on behalf of us all, some lingering exhaustion!

While our search committee began as the fiscal year drew to a close, we successfully found and contracted the services of a wonderful new CPAWS leader in August. On October 15, 2018 Iris Almeida-Côté (LL.M., M.A., ICD.D) will begin her tenure as CPAWS National Office CEO, having moved to Ottawa from Montreal. She brings with her a wealth of senior Canadian NGO and public service, ranging over Senior Director of the Parliamentary Centre Rights and Democracy, President and CEO of Canada World Youth, President and CEO of the Canadian Pension and Benefits Institute, and Executive Director of the Royal Society of Canada. As a visionary CEO with Innovaconnect, she has pioneered innovation in leadership and governance training with indigenous organizations across Canada.

Finding Iris in a field of over fifty distinguished applicants, was a form of vindication of all of CPAWS' signal efforts in fiscal 2017-2018. We now all look forward to working with her in the causes that give us purpose and meaning.

A handwritten signature in black ink that reads "M.P. Robinson". The signature is stylized with a large, looped "M" and "P".

Mike Robinson
Chair and President, National Board of Trustees

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Sabine Jessen, Director, Oceans Program

Alison Ronson, Director, Parks Program

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Ron Thiessen, Manitoba

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HIGHLIGHTS

LOOKING BACK: 2017-2018 has been a remarkable year and one that sets a strong pace for 2018-2019

As CPAWS continues to push forward to see Canada meet and exceed its international commitment to protect at least 17% of our land and inland waters and 10% of our ocean by 2020, we are pleased to report we are seeing renewed commitment from government to make it happen.

Celebrating a never before seen investment in nature

Historic investment in Canada's natural heritage

The 2018 federal budget released in February, allocating \$1.3 billion dollars of new funding over five years to protect Canada's land, ocean, and wildlife, is a bold indication that our



Lake Abraham, Alberta, photo by

government recognizes the necessity of protecting Canada's majestic backyard for the future enjoyment of all Canadians and world-travelers.

Going to Court for Conservation

The Caribou suit



CPAWS launched its lawsuit against the federal Minister of the Environment and Climate Change for failure to report on the steps being taken to protect identified critical habitat after a four-year period. An immense number of Canadians stood with us to call for action to protect Canada's species at risk and we began to see movement from governments.

The Peel Watershed

In a unanimous decision, the Supreme Court upholds the plan to protect the Peel Watershed and sets the precedent for how modern treaties will be interpreted across Canada!



The Peel delegation at the Supreme Court hearing, photo by Justin Van Leeuwen.

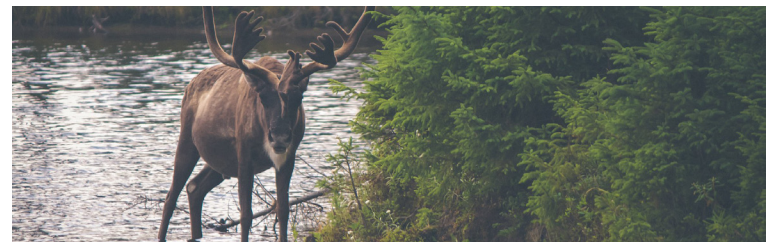
Terrestrial gains and strengthening management

A new home for Québec caribou

The Québec government announced a commitment to create a 10,000km² Manouane-Manicouagan Woodland Caribou protected area, in the Montagnes Blanches region. This will positively impact on the recovery of boreal woodland caribou without impacting forestry interests in the region.

Saskatchewan gives us range plans

The release of a draft range plan for the Woodland Caribou as a first step in protecting this threatened species. Saskatchewan is the second province to release a draft plan, and the first to include so much detail.



New plans for the Rouge

New legislation came into effect that strengthens the protections of the Rouge National Urban Park, making ecological integrity the first priority of the management plan.

Balancing the benefits in the Northwest Territories

The first management plan was released for the Nááts'ihch'oh National Park Reserve. The plan considers both cultural and economic benefits for the Sahtu Dene and Metis of the Tulita District.

Largest protected area in eastern North America

The Quebec government showed its commitment to preserve their exceptional cultural and natural heritage, maintain traditional lifestyles and diversify the region's economy with the inauguration of Tursujuq National Park. Covering more than 26,000 km², it is Quebec's largest national park, and *one of the largest terrestrial protected areas in the world!*

HIGHLIGHTS

Pursuing all things marine

Raising Canada's profile on the international stage

Canada was selected at the host for the 5th International Marine Protected Area Congress (IMPAC 5) which will take place in Vancouver, Canada, in 2021.

CPAWS led a delegation of Canadian representatives in the hand-over event at IMPAC 4 in Chile, effectively transitioning the organization of the conference from Chile to Canada.



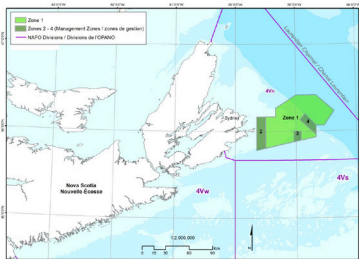
Photo courtesy of CPAWS BC.

Standards for MPAs

The government recognized the need for minimum protection standards for Canada's marine protected areas and announced the establishment of a new advisory panel to the Minister of Fisheries, Oceans and the Canadian Coast Guard on the development of these standards.

Protecting an ecological gem

The designation of St. Anns Bank Marine Protected Area off the eastern coast of Cape Breton Island, Nova Scotia was completed, after first being identified as an "Area of Interest" back in 2011.



Map: Fisheries and Oceans Canada.

St. Anns Bank Marine Protected Area is 4,364 km² and is located off the eastern coast of Cape Breton Island, Nova Scotia. The area is important for conservation, containing leatherback sea turtles, deep-sea corals, sponges

and sea pens, and recovering populations of Atlantic cod and Atlantic wolffish. Over 100 species have been identified in this area and it comprises an important migratory corridor for wildlife travelling to and from the Gulf of St. Lawrence.

Potential protection for an entire coastline

The Eastern Shore Islands and the Fundian Channel – Browns Bank in Nova Scotia were both identified as "Areas of Interest" by the government. Designation of these two areas would mean the full range of marine biodiversity along the Nova Scotia coastline would be protected.



Photo by Nick Hawkins.

An honour recognizing an ancient region

British Columbia's Hecate Strait and Queen Charlotte Sound glass sponge reefs were added to Canada's tentative list for World Heritage Sites, an honour that comes less than a year after their formal designation as a marine protected area – a decade-long campaign by CPAWS.



Glass sponge reef, photo by Neil McDaniel.

Announcement of Canada's largest MPA

The Qikiqtani Inuit Association, Government of Nunavut, and Parks Canada announces the new and larger final boundary for the proposed Tallurutiup Imanga/Lancaster Sound National Marine Conservation Area making it 109,000km².

Tallurutiup Imanga is often referred to as the "Serengeti of the Arctic," because of the incredible diversity of marine life that lives here - from polar bears, to beluga and narwhal, and seabirds.

CPAWS is now looking to the governments of Canada and Nunavut and the Qikiqtani Inuit Association to make sure that this area is strongly protected.

You helped make all this happen!

CPAWS couldn't do what we do without your generous support. As we head into another exciting year, we hope you'll renew your support and continue to stand with us in protecting Canada's majestic wilderness.

HONOURING OUR DONORS

Thank you to those individuals, foundations, businesses, and organizations that demonstrated their leadership in our 2017-2018 fiscal year with gifts of \$1,000 or more to CPAWS.

INDIVIDUALS

Peter Achuff
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Jacquelyn Dirks
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HONOURING OUR DONORS

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Estate of Lawrence Randall Port
Estate of Marion Jean James

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Abundance Canada
Churchill Wild
CN Employees & Pensioners Community Fund
Geomatics Data Management Inc.
Keen Canada Outdoor Inc.
Link Charity Canada Inc.
LUSH Handmade Cosmetics Ltd.
MEC Head Office
New Roots Herbal Inc.
Sage Holdings Limited
TELUS Corporation
The Body Shop Canada LTD.
Timberwolf Tours Limited
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Friends of Canadian Wilderness
Pentair

GOVERNMENT

Provincial Employees Community Service Fund

FOUNDATIONS

444S Foundation
Alberta EcoTrust Foundation
Alberta Real Estate Foundation
Alpema Foundation
Aqueduct Foundation
BENEFACTION
Boje Family Fund at the Calgary Foundation
Campion Foundation
Canada Gives
Canadian Online Giving Foundation
Canadian TGear Legacy Fund of Tides Canada Foundation
Chimp Foundation
Community Foundation for Kingston & Area
Community Foundation of Northwestern Alberta
Donner Canadian Foundation
Echo Foundation/Fondation Écho
Edmonton Community Foundation

Elgin-St.Thomas Community Foundation
Foundation for CPAWS Endowment Fund
Gift Funds Canada
Horace W. Goldsmith Foundation
Ivey Foundation
James and Philippa Kerr Fund of the Strategic Charitable Giving Foundation
Langille Family Fund at the Calgary Foundation
Leacross Foundation
MEC Endowment Fund for the Environment at the Vancouver Foundation
Metcalf Foundation
Pamela and Zygmunt Kafarowski Foundation at the Aqueduct Foundation
Patagonia Environmental Grants
Fund of Tides Foundation
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Private Giving Foundation
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Raschkowan Foundation
RBC Foundation
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T / GEAR Charitable Trust
TD Friends of the Environment Foundation - Eastern Region
Terry Chadder Foundation
The Annual Foundation
The Calgary Foundation
The Charitable Gift Funds Canada Foundation
The Chawkers Foundation
The Conservation Alliance
The Fanwood Foundation
The Gosling Foundation
The John and Sheila Price Family Fund at the Aqueduct Foundation
The Laura L. Tiberti Charitable Foundation
The Maja Foundation at the Calgary Foundation
The McLean Foundation
The Schad Foundation
The Winnipeg Foundation
Tides Canada Foundation
Tides Foundation
Toronto Foundation
Vancouver Foundation
Wilburforce Foundation
Winkler Family Foundation
Yvon Chouinard Fund of Tides Foundation

Thank you!

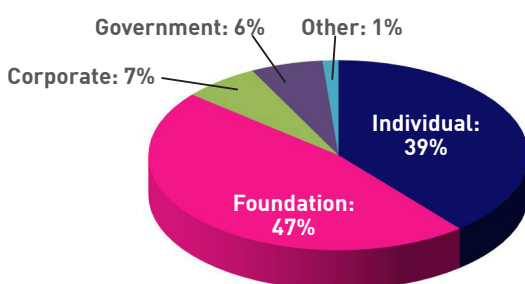
FINANCIAL FITNESS

	2018	2017
ASSETS		
Current		
Cash and Cash Equivalents	4,352,676	2,922,589
Accounts Receivable	151,440	295,318
Accounts receivable from controlled foundation	42,386	67,481
Investments	971,255	-
Prepaid Supplies, expenses and deposits	69,761	35,692
	5,587,500	3,321,080
Capital assets	24,196	19,999
Subtotal	5,611,696	3,341,079
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities	95,843	107,962
Deferred contributions	2,576,462	765,929
Transfers payable to regional chapters	590,096	243,005
Transfers payable to the controlled Foundation	-	-
Deferred contributions related to capital assets	-	-
Subtotal	3,262,401	1,116,896
Deferred lease incentives	-	-
NET ASSETS		
Unrestricted net assets	520,400	509,120
Invested in capital assets	24,196	19,999
Reserve fund	398,655	389,020
Endowment—Now & Forever Wild Fund	1,406,044	1,306,044
Subtotal	2,349,295	2,224,183
TOTAL	5,611,696	3,341,079

* For the year ended March 31, 2018.

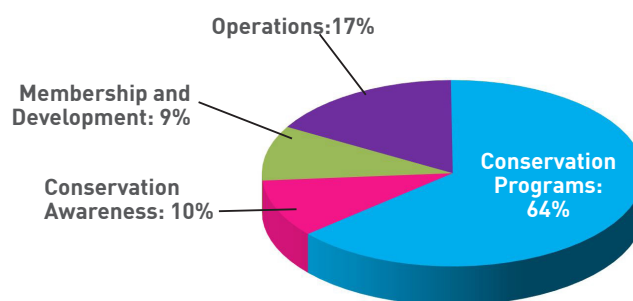
How CPAWS is funded

INCOME: \$5,097,329



How your donation is used

EXPENDITURES: \$5,131,234



To view the full financial statements, please visit cpaws.org/about/financial-picture

CPAWS BY THE NUMBERS

Reported April 1, 2017 to March 31, 2018



New online supporters: **29,203**

Total actions taken: **58,285**

Website views and visitors: **427,566**

Media stories: **247**



@cpaws

- tweets issued: **1,246**
- new followers: **1,379**
- impressions: **1,134,300**
- link clicks: **3,354**
- retweets: **3,912**
- likes: **5,200**



@cpaws_national

- posts: **54**
- followers: **1,313**
- comments: **57**
- loves: **3,385**



@cpaws

- posts: **618**
- new followers: **709**
- impressions: **1,579,964**
- link clicks: **24,544**
- shares: **3,450**
- likes: **14,502**

Follow us online!



Photo by Sara O'Neill

DO YOU HAVE QUESTIONS ABOUT YOUR DONATIONS OR OUR PROGRAMS?

WE'RE HERE TO HELP.

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