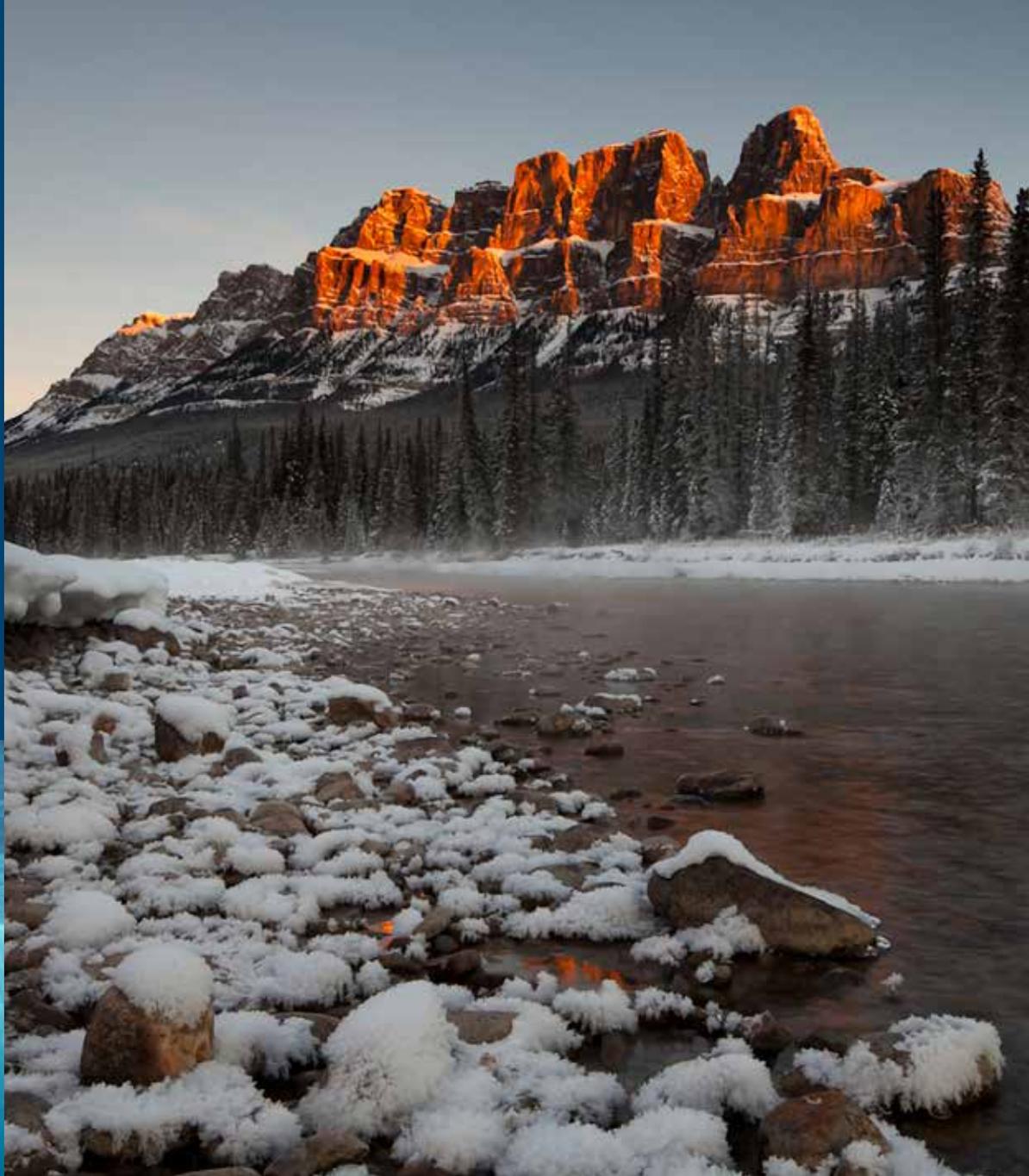


APRIL 1, 2021 –

MARCH 31, 2022



# Impact Report

2021-2022

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Photo: Roberto Nickson

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## High-quality permanent protection is possible with investment and political will

This was a year driven by hope. A hope for collaboration, for investment, and for progress as Canada's reputation as a conservation leader was on the line.

When we released our Report Card in the spring of 2021, it was clear that a lack of provincial and territorial government commitment and action were major obstacles to Canada's failed effort to protect 17% of land and inland water by its 2020 deadline. Yet, we remained optimistic as Canada joined the Leaders' Pledge for Nature and committed to protect 30% of land and ocean by 2030. This promise, coupled with an historic budget investment of \$3.2 billion for nature protection, signalled Canada was ready to rise to a new challenge.

As the year wore on, we saw provinces take steps to better protect caribou and invest in the establishment of conservation corridors. We celebrated the declaration of environmental and economic jurisdiction and protection of the Saskatchewan River Delta by the Cumberland House Cree Nation. We welcomed the largest protection of boreal forest in the world for which the Mikisew Cree Nation worked collaboratively with industry and the provincial government to achieve. Before the year was over, we saw a network for protected areas in Southern Quebec gain ground.

CPAWS has always been focused on knowledge-based advocacy, public education, and engagement, that are underpinned by collaboration and partnership. We are confident that when the provinces and territories support Indigenous leadership and work in partnership with one another and the federal government, we will see progress. We know the establishment of high-quality permanent conservation protection is possible with sustained investment, political will and cooperation.

The science is clear. Protecting land and ocean is vital to a world at risk of collapse from the twin crises of climate change and biodiversity loss. Both of these global catastrophes need Canada's leadership. CPAWS remains as committed as ever to helping our country lead by example by delivering on its international commitment to protect 30% of land and water in Canada.

We can show the world that hope is in our nature.

Yours in Conservation,

**Sandra Schwartz,**  
*CPAWS National Executive Director*

**Laura Colella,**  
*Chair and President, National Board of Trustees*



**Sandra Schwartz**



**Laura Colella**

# Team

## National Staff, Board & Chapter EDs

Photo: Nick Gosset

### NATIONAL STAFF

#### Leadership Team

**Sandra Schwartz**, National Executive Director

**Alexandra Barron**, National Director, Ocean Program

**Brad Clute**, National Director, Operations

**Laura Cui**, National Director, Finance

**Tracy Walden**, National Director, Communications and Development

**Alison Woodley**, Senior Strategic Advisor

#### Conservation

**Jennifer Brown**, Senior Communications Coordinator, Ocean Program

**Jessie Corey**, National Senior Manager, Terrestrial Conservation Program

**Natalie Groulx**, Senior Conservation Coordinator, Ocean Program

**Bani Maini**, Assistant Conservation Coordinator, Ocean Program

**Anna Pidgorna**, National Senior Conservation Coordinator

**Hannah Turner**, National Terrestrial Conservation Coordinator

#### Communications & Development

**Hugh Brodie**, Development and Municipality for Biodiversity Coordinator

**Amy Day**, National Development Coordinator

**Ursula Dechnik**, National Donor Database Manager

**Vicki DiMillo**, National Development Manager

**Benjamin Filliol**, National Communications Coordinator, Brand and Engagement

**Muditha Galle Kankanange**, National Development Data Advisor

**Anika Hazra**, National Communications Advisor, Digital Media

**Jennifer Scott**, National Communications Manager

#### Finance & Operations

**Naomee Ahmed**, Junior Accounting Officer

**Andrée Charlebois**, National Administrative Coordinator

**Tina Singh**, National Accounts Officer

**Emily Smith**, National Manager, Foundations

### NATIONAL BOARD OF TRUSTEES

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**Amber Walker**, Chair, Governance Committee (BC)

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**Nikita Lopoukhine** (ON)

**Ina Lucila** (AB)

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**Alain Branchaud**, Québec

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**Kecia Kerr**, Northern Alberta

**John McDonnell**, Ottawa Valley

**Chris Miller**, Nova Scotia

**Katie Morrison**, Southern Alberta

**Chris Rider**, Yukon

**Janet Sumner**, Wildlands League

**Ron Thiessen**, Manitoba

**Gord Vaadeland**, Saskatchewan

# Conservation and Reconciliation

## Acknowledging CPAWS' responsibility to reconciliation and healing

As a conservation organization, CPAWS acknowledges that our past, and the present, are rooted in the norms and customs of the European colonization of Canada. We recognize that we are in the early stages of an important journey of reconciliation, and we must evolve as we learn. We also acknowledge that it will not be up to non-Indigenous Canadians to determine if our actions are effective. As we work toward achieving the protection of Canada's diverse ecosystems, CPAWS is committed to doing so in the spirit of truth and reconciliation, recognizing the essential leadership of the Indigenous stewards who have cared for these lands and waters since time immemorial. We are committed to being true partners and we recognize that it is our responsibility to support Indigenous Peoples to safeguard land and water for future generations and advance shared conservation priorities based on relationships, respect, and reciprocity.

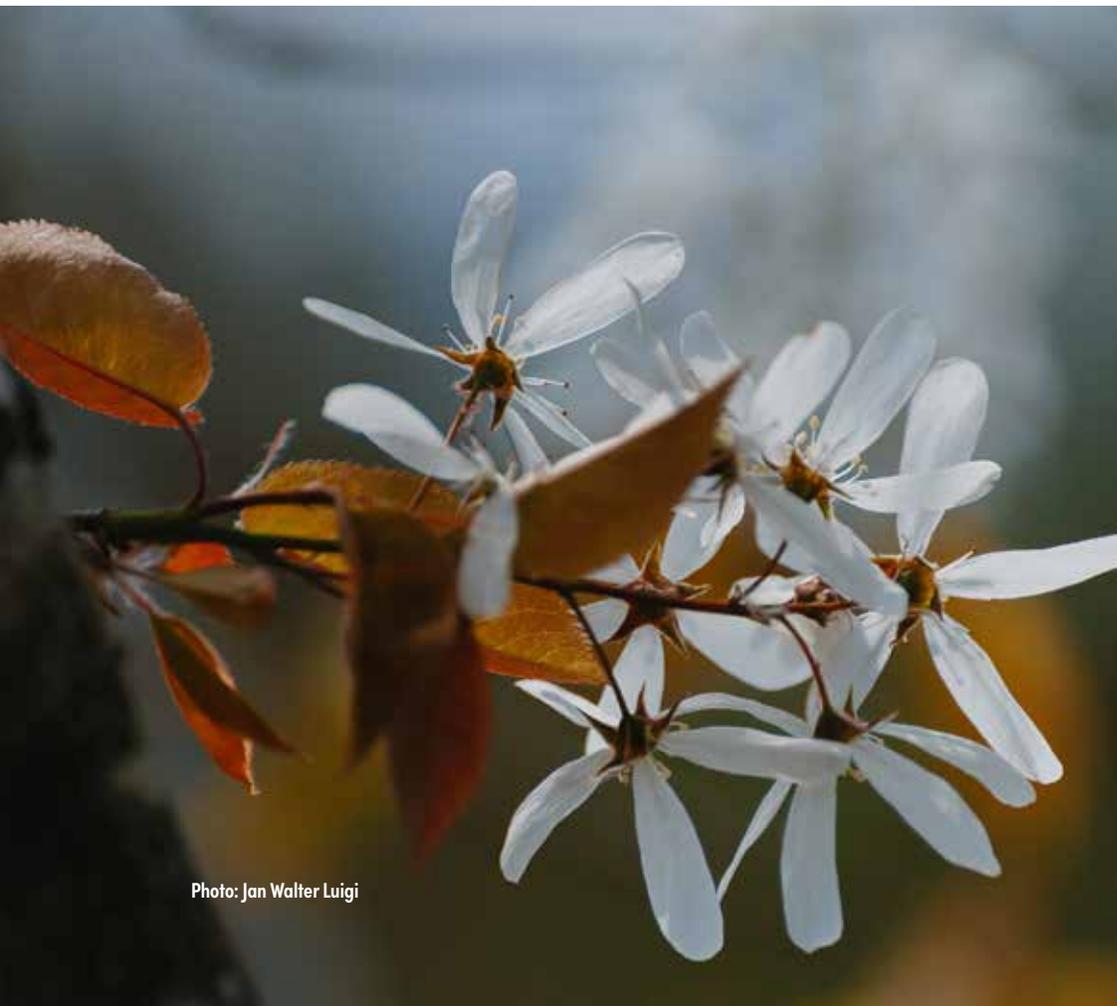


Photo: Jan Walter Luigi



Photo: Alpegot

## Conservation wins and advancements

As the world continued to cope with the implications of a global pandemic and other disruptions, the commitment to conservation in Canada held steady.

In April 2021, in advance of the federal budget, the **British Columbia government announced an \$80 million investment in BC's provincial parks** over the next three years; this historic budget increase was decades overdue and the result of much campaigning by CPAWS BC and other BC nature-focused organizations.

A mere few days later, we saw the largest Canadian investment ever in nature, as the **Federal Budget included an unprecedented \$3.2 billion for nature protection**, demonstrating a solid commitment towards addressing the intertwined biodiversity and climate change crises. This monumental investment included **\$976.8 million over 5 years specifically to protect Canada's ocean and \$2.3 billion to protect land and freshwater**, focused on implementing Canada's commitment to protect 30% of land and ocean by 2030. This historic investment also signalled a focus on reconciliation by supporting Indigenous Guardians and the development of Indigenous Protected and Conserved Areas.

The good news continued through the spring when SNAP Québec's advocacy efforts paid off as **Québec pledged to protect 30% of its landmass** by 2030. And CPAWS Nova Scotia was also celebrating its success when the Nova Scotia government announced its intention to **establish 61 new protected areas** across the province. And finally, after 101 months of delay, the federal Minister of Fisheries, Oceans, and the Canadian Coast Guard and the federal Minister of Environment and Climate Change signed a **ministerial order enforcing the prohibition to destroy the critical habitat of the copper redhorse** under the *Species at Risk Act*.

On the heels of ensuring the habitat of one small species of fish remains untouched, the Government of Canada presented a firm stance on the future of thermal coal mining projects and project expansions: they do not align with Canada's domestic and international climate

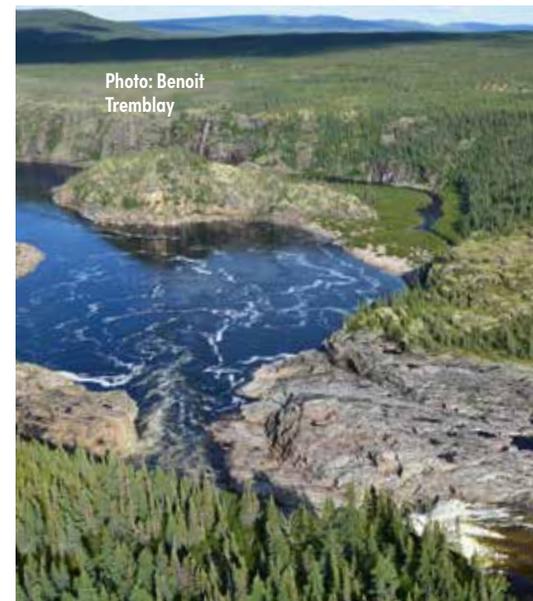


Photo: Benoit Tremblay



Photo: CPAWS Saskatchewan

change commitments. The statement came as a clear indication that **Canada is committed to being an international leader on climate action and biodiversity.**

This commitment was reaffirmed as **Canada joined other G7 countries in approving a Nature Compact** to halt and reverse biodiversity loss by 2030. The Leaders also committed to implementing these targets at the national level, recognizing Indigenous Peoples as full partners.

Shortly thereafter, CPAWS celebrated the declaration by long-time partners, the Cumberland House Cree Nation, of the environmental and economic jurisdiction and protection of Kitaskinaw as a first step in the **Indigenous-led protection of the Saskatchewan River Delta.**

In the 48 hours that followed, we celebrated as an

Alberta Joint Review Panel responded to almost 5,000 letters from CPAWS supporters **by denying Benga Mining Ltd's application for the Grassy Mountain Coal Project** under the *Coal Conservation Act*. Subsequently they also denied all of Benga's other related applications under the *Environmental Protection and Enhancement Act*, the *Water Act*, and the *Public Lands Act*.

In the spring, we released *The Grades Are In: A Report Card on Canada's Progress in Protecting its Land and Ocean*. In it, **we evaluated efforts to create protected areas over the past decade** by Canada's current federal, provincial, and territorial governments, and assigned each jurisdiction a grade based on their contributions and shortcomings. The goal of this inaugural Report Card was to learn from the successes and failures of the past to guide effective conservation into the future.

Photo: CPAWS  
Southern Alberta



## 2021 CPAWS Report Card



In the fall, we were elated to see **the approval of Motion 101 by an overwhelming majority** of country and non-governmental organization delegates at the International Union for Conservation of Nature (IUCN)'s Conservation Congress. This motion, co-sponsored and authored by CPAWS, recognizes the need to conserve at least half the planet to successfully tackle the biodiversity and climate crises. It also highlights the **critical importance of engaging with Indigenous Peoples and respecting Indigenous rights in all conservation activities** and supports a target of protecting at least 30% of land and ocean by 2030 in the Post-2020 Global Biodiversity Framework.

Following much campaigning, CPAWS celebrated good news for Alberta's caribou when Parks Canada made an evidence-based and precautionary decision to **extend the backcountry access closures for the entire snow season in Jasper's Tonquin and Brazeau caribou ranges**, where caribou are on the brink of extirpation.

The good news continued to flow as the **Government of Québec awarded \$3.3M to SNAP Québec to support their conservation initiative** in collaboration with municipalities to establish protected areas and conservation corridors which will help to strengthen the representative character of the protected areas network, particularly in southern Québec, where biodiversity is the richest and most threatened.

Progress on terrestrial campaigns drew our focus to marine conservation which proved to need greater bolstering. In our report, *The MPA Monitor*, we provided a first-of-its-kind assessment of the quality of Canada's federal Marine Protected Areas (MPAs), and **we discovered that half the area Canada**

Photo: John E Marriot



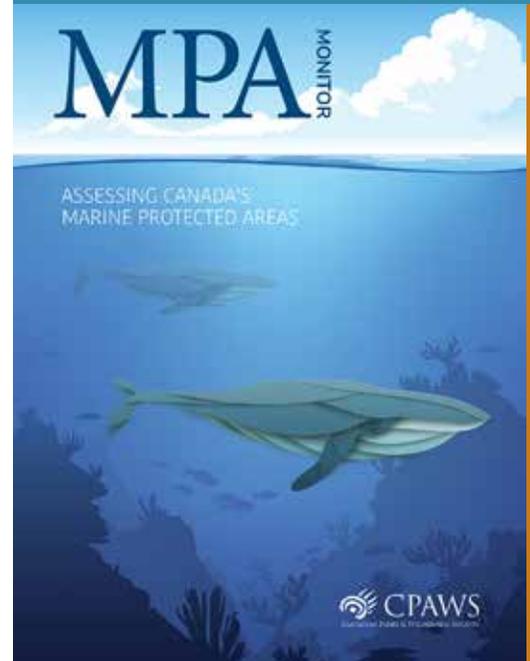
**is counting towards its marine protection targets is, in fact, weakly protected.** This study made CPAWS the first organization to assess Canada's federal MPAs against both *The MPA Guide*, which was developed by an international team of experts, and Canada's minimum protection standards.

Following the September federal election, we commended the government's renewed promise to protect 30 percent of land and ocean and to halt and reverse biodiversity loss by 2030, partnering with Indigenous Peoples and respecting traditional knowledge. This reaffirmed Canada's strong commitment to address the interconnected crises of climate change and biodiversity loss.

This promise to work in partnership with Indigenous Peoples was reinforced in early 2022, when the Government of Alberta designated the expansion of the Kitaskino Nuwenënë Wildland Park in northern Alberta. **The largest protection of boreal forest in the world** could not have been possible without the leadership of CPAWS Northern Alberta's long-time partner the Mikisew Cree First Nation, who identified this area for conservation and worked collaboratively with industry and the provincial government since 2016.

This year has proven to be a time of reaffirmed commitment to collaboration and progress that we have great hopes will continue as we work to help Canada meet its commitment to protect 30% of land and water across the country by 2030.

**Thank you** for all you have done in support of this decade of conservation.



### 2021 CPAWS Oceans Report

Photo: Garth Lenz



# Financial Fitness

Photo: Elyse Turton

## From Audited Financials

Again, this year, the CPAWS team demonstrated adaptability while working-from-home and identifying new funding avenues to bolster the ongoing generous support of our donors against pandemic-related financial uncertainty. The support from our donors barely wavered, as they provided to CPAWS \$11,717,962 in funding allowing us to focus 73% of our spending exclusively on conservation. Our partners and stakeholders can be confident CPAWS remains financially stable and focused on our conservation mission.

### PRIOR YEAR COMPARATIVE FIGURES UPDATE

In the prior year's audited financial statements, the externally restricted contributions contracted and disbursed to unincorporated chapters were included as revenue and conservation program expenses. To follow the deferral method of accounting for contributions for our unincorporated chapters, CPAWS revised the Statement of Operations for the prior year to remove disbursements to its unincorporated chapters for externally restricted contributions from both revenue and expenses.

This revision has no impact on net revenue nor net assets. However, for year ended March 31, 2021, both revenue and expenses were reduced by \$1,780,986. Our spending exclusively on conservation programs was also reduced to 75% (from 79% as reported in 2021 Impact Report).

**Laura Cui, National Director, Finance**



To view the full financial statements, please visit [cpaws.org/about/about-cpaws/financials](https://cpaws.org/about/about-cpaws/financials).

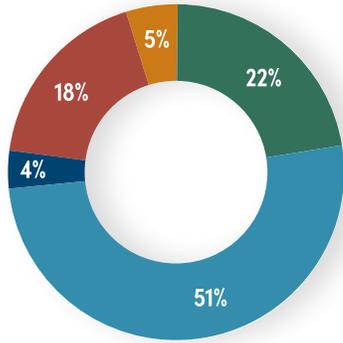
## Statement of Financial Position

	2022	2021
<b>ASSETS</b>		
<b>Current</b>		
Cash and cash equivalents	13,836,557	7,831,639
Guaranteed investment certificates	186,727	187,342
Accounts receivable	554,545	1,068,911
Accounts receivable from the controlled foundation	20,268	89,367
Investments	910,337	756,652
Prepaid Supplies, expenses and deposits	119,073	151,061
	<b>15,627,507</b>	<b>10,084,972</b>
<b>Long-term assets</b>		
Investment in subsidiary	932,599	1,221,548
Note receivable		1,914,995
<b>Capital assets</b>	325,632	356,500
<b>Total</b>	<b>16,885,738</b>	<b>13,578,015</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	556,926	750,330
Transfers payable to regional chapters	1,124,997	1,248,960
Amounts due to the Foundation	-	-
Deferred contributions	7,070,767	4,447,090
<b>Subtotal</b>	<b>8,752,690</b>	<b>6,446,380</b>
<b>NET ASSETS</b>		
Unrestricted net assets	3,623,594	2,661,207
Invested in capital assets	325,632	356,500
Reserve fund	703,974	634,080
Endowment—Now & Forever Wild Fund	3,479,848	3,479,848
<b>Subtotal</b>	<b>8,133,048</b>	<b>7,131,635</b>
<b>Total</b>	<b>16,885,738</b>	<b>13,578,015</b>

## How CPAWS is funded

FY 2021/2022

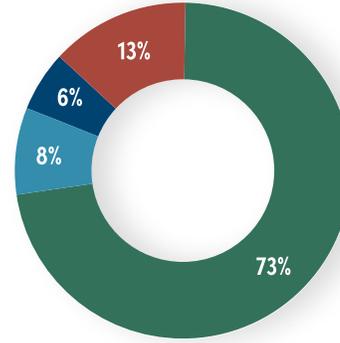
Income: \$11,717,962



## How your donation is used

FY 2021/2022

Expenditures: \$10,716,549



## Composition of CPAWS Funding

REVENUE:		2022		2021 (Revised)	
Individual	2,621,152	22%		2,494,322	22%
Foundation	5,986,985	51%		5,150,401	45%
Corporate	432,052	4%		200,637	2%
Government	2,116,627	18%		3,145,853	27%
Other	561,146	5%		545,393	5%
	<b>11,717,962</b>	<b>100%</b>		<b>11,536,606</b>	<b>100%</b>
<b>EXPENDITURES:</b>		<b>2022</b>		<b>2021 (Revised)</b>	
Conservation Programs	7,811,067	73%		7,298,060	75%
Conservation Awareness	872,444	8%		509,446	5%
Membership & Development	617,520	6%		599,495	6%
Operations	1,358,462	13%		1,306,353	13%
Amortization of Capital Assets	57,056	1%		52,368	1%
	<b>10,716,549</b>	<b>100%</b>		<b>9,765,722</b>	<b>100%</b>
<b>SURPLUS</b>	<b>1,001,413</b>			<b>1,770,884</b>	

# Corporate Partners

## MOUNTAIN EQUIPMENT COMPANY (MEC)

MEC has been one of CPAWS' key partners since 1988. The relationship began with MEC donating to CPAWS' conservation campaigns and has blossomed into a long-term partnership that's resulted in many successful projects, including initiatives to help develop parklands across the country. With MEC's continued support, CPAWS is holding the federal government accountable for its commitments to protect 30% of land and ocean by 2030, with an interim milestone of 25% by 2025. Meeting these targets will help enable Canada to pursue even more ambitious conservation goals.



## AIR LIQUIDE

As part of the company's commitment to sustainable development and customer satisfaction, Air Liquide made a donation to CPAWS for each response from their customers to the *Voice of Customer* survey.



## OUTDOOR RESEARCH

Outdoor Research has partnered with CPAWS so that a portion of their online sales is donated to support our conservation goals. Canadian customers are also introduced to CPAWS' conservation work in Outdoor Research's newsletters and online presence.



## KEEN CANADA

Over the past several years, KEEN has helped CPAWS reach a number of targets in our mission to protect Canada's parks and wilderness, including supporting our Canadian Wilderness Stewardship Program, and collaborating on their *The Outside is Open* capsule campaign in June 2021.



## MUSKOKA ROASTERY

Muskoka Roastery is a new active supporter of CPAWS and is committed to creating meaningful, long-term change. Together, we have collaborated on the promotion of *The Challenge*, a short film designed to draw attention to the incredible opportunities that Canada's wilderness offers, highlighting the journey of paddlers on a 24-hour race through breathtaking scenery in the heart of traditional Algonquin territory.



# Media & Social Impact

Photo: Natasha (Unsplash)

## CPAWS appeared in:



**1,180**  
news stories



**7,170**  
social mentions



Estimated ad value  
of this coverage over  
**\$9,000,000 CAD**



Potential reach of  
**982,940,448**



Sentiment:  
**POSITIVE 94.02%**  
**NEUTRAL 5.60%**  
**NEGATIVE 0.38%**



Twitter

FOLLOWERS **16,225**

POSTS **527**

ENGAGEMENTS **3,638**

IMPRESSIONS **798,600**



## Facebook

FANS **14,861**

ENGAGEMENTS **35,315**

POSTS **606**

LINK CLICKS **52,409**

ORGANIC REACH **1,122,825**



## Instagram

FOLLOWERS **3,429**

POSTS **226**

ENGAGEMENTS **8,262**

ORGANIC REACH **257,616**



## Facebook & Instagram Ads

PAID REACH **1,020,134**

PAID IMPRESSIONS  
**2,351,597**

Photo: Thomas Lardeau



## cpaws.org

PAGEVIEWS  
**272,187**

VISITORS **102,105**

NEW VISITORS  
**87.8%**

RETURNING VISITORS  
**12.2%**

## snapcanada.org

PAGEVIEWS  
**35,250**

VISITORS **16,864**

NEW VISITORS  
**92.2%**

RETURNING VISITORS  
**7.8%**



## LinkedIn

FOLLOWERS **9,661**

POSTS **412**

ENGAGEMENTS **6,512**

LINK CLICKS **15,452**

IMPRESSIONS **24,482**

# Honouring our donors



Photo: Daniel Baylis

**Thank you to those individuals, foundations, corporate donors, and organizations that demonstrated their leadership in our 2021-2022 fiscal year with gifts and contributions to CPAWS of \$1,000 or more.**

## **CPAWS DONORS IN 2021-2022 FISCAL YEAR**

### **Business:**

Air Liquide Canada Inc.

Amer Sports

Arc'teryx

Aventure Écotourisme Québec

Baydome Investments Inc

CanTalk Canada Inc

College Sainte-Anne

Credit Union Central of Manitoba

Dr. Christiaan Avenant Inc

Earth Rated

Ecclesiastical

Emond Harnden

FedEx Corporation

Flyberta Fly Fishing

Harlequin Nature Graphics LTD

IBM Corporate Headquarters

Jam Direct Inc.

KEEN Footwear Canada Inc.

MEC

Muskoka Roastery

New Roots Herbal Inc.

Oakley & Oakley

Outdoor Research Inc

Patagonia

Project: PowHer Play Inc

RBC Wealth Management Canada

Soo Foundry & Machine 1980  
Limited

Stealthwear Protective Clothing  
Inc.

Superfeet Canada

The Body Shop Canada Ltd.

VF Outdoor, LLC (Smartwool)

Water Street Engineering Ltd.

### **Estate Bequest:**

Estate of Alexandra Borowiecki

Estate of Teresa Jean Elizabeth  
Burke

Estate of Gustaf Mike Kelm

Estate of Deborah Kerridge  
Estate of Ruth E. Styles

Estate of Colin Young

### **Foundation:**

444S Foundation

Abundance Canada

Alberta EcoTrust Foundation

Allan and Gill Gray

Philanthropies

All One Fund

Alpema Foundation

Aqueduct Foundation

BENEFACTION

Boje Family Fund

Brien Timlin Foundation

Butterfield Family Foundation

Canada Gives

Canadian National Christian

Foundation

Canadian Online Giving Foundation	MakeWay Foundation	The Consecon Foundation
Charitable Impact Foundation	MEC Annual Fund	The Edith Lando Charitable Foundation
Cinders Fund	MEC Endowment Fund for the Environment	The Fanwood Foundation
Community Foundation for Kingston & Area	Metcalf Foundation	The Hindle Family Foundation
CPAWS Fund	Nancy Bradshaw and Robert Brown Fund	The JB Doherty Family Foundation
Dianne Saxe Non-Endowed Fund	Panoram Foundation	The John and Sheila Price Family Fund
Donner Canadian Foundation	Patrick E. Fuller Foundation	The Mactaggart Third Fund
Dr. Rene and Carol Weber Foundation	PayPal Charitable Giving Fund	The McLean Foundation
Earth Rangers Foundation	Private Giving Foundation	The Mireille and Murray Steinberg Family Foundation
Echo Foundation/Fondation Écho	Public Voice Fund	The Pew Charitable Trusts
Edmonton Community Foundation	Raschkowan Foundation	The Schad Foundation
Fall Line Initiatives Fund	RBC Foundation	The UK Online Giving Foundation
Ernst and Elfriede Frank Foundation	Resources Legacy Fund	Tides Foundation
Fiera Capital Foundation	Shamrock Foundation	Toronto Foundation
Gordon and Betty Moore Foundation	Small Change Fund	United Jewish Foundation of Greater Toronto
Jack MacKenzie Charitable Foundation	Strategic Charitable Giving Foundation	Vancity Community Foundation
James and Phillippa Kerr Fund	T/Gear Foundation	Vancouver Foundation
Jewish Community Foundation of Montreal	The Annual Foundation	Weppeler Family Foundation
Ken Harris Family Foundation	The Auxilium Foundation	Viewpoint Foundation
Lamberton Family Trust Fund	The Bradstreet Foundation	Winkler Family Foundation
Leacross Foundation	The Calgary Foundation	Wilburforce Foundation
Link Charity Canada Inc.	The Cardinal Foundation	Windward Fund
	The Charitable Gift Funds Canada Foundation	Wyss Foundation
	The Chawkers Foundation	
	The Clayton Denholm Family Fund	

## Government:

Employment and Social Development Canada	Environment and Climate Change Canada	Department of Fisheries and Oceans
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Dr. Judith Allanson	Steve Bews	Winifrede W. Burry
Rita E. Anderson	Michael Bingham	George D. and Martha Butterfield
Lorene Archdekin	John Blachford	John M. Calvert
Susan Archibald	Richard and Fearon Blair	Ken W. and Janet Campbell
Bruce Bailey	Malkolm Boothroyd	Mike Campbell
Haak Bakken	Ralph Boston	Brian Carpenter

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Photo: Dylan Taylor

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Susan Cates  
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