



IMPACT REPORT

2024-2025



NATIONAL STAFF

Leadership Team

Sandra Schwartz, National Executive Director

Chris Rider, National Director, Conservation

Jennifer-Lee Thomas, National Director,
Communications and Philanthropy

Brad Clute, National Director, Operations

Laura Cui, National Director, Finance

Alexandra Barron, National Director, Ocean

Alison Woodley, Senior Strategic Advisor,
Conservation

Sabine Jessen, Senior Strategic Advisor, Ocean

Conservation

Kirsten Scott, Program Manager,
Land and Freshwater

Tatyana Feiner, National Coordinator,
Land and Freshwater

Madison Stewart, National Manager, Ocean

Alex Friedman, National Coordinator, Ocean

Jason Wong, Economic Analyst

Communications & Development

Anissa Stambouli, National Associate Director,
Communications

Paula Cardona, National Production Coordinator

Noémie Ipou, National Communications Coordinator

Vincent Poirier-Ruel, National Web Developer
and Designer

Julianna Van Adrichem,
National Communications Advisor

Vicki DiMillo, National Associate Director,
Development

Amy Day, National Individual Giving Advisor

Lobban Erwin, National Institutional Giving Advisor

Lisa Baum, National Advisor of Corporate
and Foundation Partnerships

Finance

Tina Singh, National Accounting Manager

Nahiyah Ahmed, National Junior Accounting Officer

Chadi Mroue, National Accounting Officer

Operations

Celina Bernal, National Office and
Operations Manager

Muditha Galle Kankanange, National Manager,
Data Integrity and Analytics

Ursula Dechnik, National Data Integrity Specialist

Oluwafunto Olonishuwa, National Data Entry Clerk

Nathalie Mancini, National Administrative Assistant

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President, National Board of Trustees



Dear CPAWS supporters,

It's an honour to write to you for the first time as President of CPAWS's National Board of Trustees. I first joined CPAWS as an intern at the National Office 15 years ago, and since then, I've worked or volunteered with chapters across the country—from Nova Scotia and Southern Alberta to New Brunswick and Québec. Stepping into this new role after so many years has only deepened my appreciation for the incredible work happening across our national and regional teams. I'm proud to have a front-row seat to this collective effort to protect nature in Canada.

The past year has brought no shortage of challenges. Political uncertainty, divisive rhetoric, tariffs, and a new federal government have all contributed to stalled progress and confusion in the conservation space.

At times, it's felt daunting—even disheartening—to face these headwinds while trying to safeguard the natural places we hold dear. But it's in moments like these that our resolve must be strongest. Now more than ever, we must raise our collective voice to advocate for bold, lasting protections for nature—today and for future generations.

Despite the turbulence, we also have much to celebrate. CPAWS's groundbreaking research on stakeholder perceptions of marine protected areas has offered invaluable insights, helping us to strengthen our communications and reach new audiences. Our thought leadership has been recognized at the highest levels—garnering attention from the Prime Minister and key policymakers. We participated in several international forums on conservation and biodiversity, where we brought partners together and demonstrated CPAWS's leadership on the global stage. We also celebrated meaningful progress here at home, including several new nature agreements between federal and regional governments—clear steps toward more unified conservation work across Canada strengthened through collaboration with Indigenous Nations and communities. Indigenous-led conservation remains a central part of our work on the ground, and our partnerships are rooted in respect for Indigenous rights, leadership, and knowledge.

You'll read about these and other highlights in the pages ahead. Every success we've had this year has been made possible by your unwavering support. We simply could not do this work without you.

I'm deeply grateful to my fellow Trustees and to CPAWS staff across the country. Your commitment and tenacity—despite the obstacles—have led to real, measurable wins for nature from coast-to-coast-to-coast. The road ahead will continue to present challenges, but I've seen firsthand the powerful change we can achieve when we come together as a community.

To each and every one of you in the CPAWS community: thank you. Your generosity and belief in our mission makes everything we do possible. Together, we will keep fighting for Canada's natural legacy.

Appreciatively,
Jennifer Smith
President, National Board of Trustees

National Executive Director

Dear CPAWS community,

It is with great pride that I present CPAWS's 2024-2025 Impact Report—a reflection of the remarkable progress we've made together in a year of great challenge and even greater determination. Because here's the truth: this work is only possible because of you.

Your extraordinary support—and the commitment of donors like you—is why CPAWS can stay the course through political shifts and uncertainty. It's how we keep nature on the agenda, and wilderness protection in the rooms where decisions are made. You've helped secure major conservation commitments over the years, and now we're working hard to ensure those promises are kept.



The coming months are critical. Nature is under growing pressure, and CPAWS is pushing decision-makers to uphold and implement their commitments to biodiversity, nature protection, and Indigenous-led conservation. We're also making the case—louder than ever—that protecting nature is not only good environmental policy, it's smart economic policy.

CPAWS has spent the past year working tirelessly to turn global commitments into action here at home. With your support:

- ◆ We led a coalition of 20 organizations to strengthen Canada's National Biodiversity Strategy;
- ◆ We contributed feedback to the national strategy for environmental literacy;
- ◆ We released policy recommendations on protected areas as nature-based climate solutions;
- ◆ We published *On the Path to 2030: A Report Card on Progress to Protect Land and Ocean Across Canada*;
- ◆ We shared a federal election tool-kit and rallied our CPAWS community to get informed and prioritize nature with their votes.

This past May, we saw the impact of our collective voice. Nature featured prominently in the 2025 Speech from the Throne delivered by His Majesty King Charles III. The speech reaffirmed Canada's commitment to the creation of new national parks, national urban parks, and marine protected areas and emphasized the importance of working in partnership with Indigenous communities. It sent a powerful message: nature is not just a priority. It is a fundamental part of Canada's identity. Looking ahead, our focus is on implementation and lasting impact.

You'll read more in the pages that follow about the inspiring, tangible progress you helped make possible. Thank you for standing with us, for believing in the power of nature, and for being such an essential part of this movement.

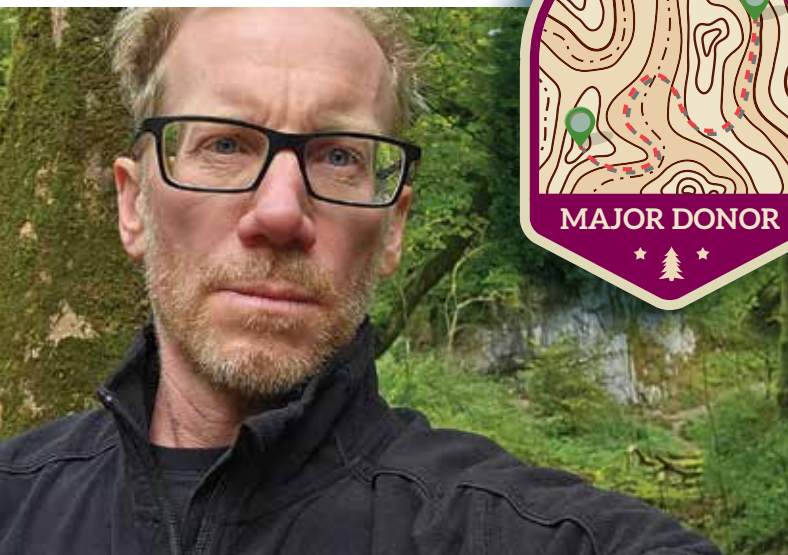
With heartfelt gratitude,
Sandra Schwartz
National Executive Director,
Canadian Parks and Wilderness Society (CPAWS)

Donor Profiles

DR. MATTHEW COOPER

The Canadian Parks and Wilderness Society (CPAWS) is dear to my heart. I had a good friend who steered me in their direction about a decade ago. I read some of CPAWS's efforts in preserving and articulating the cause via lobbying and thought that this is so commendable. Although I don't have the time or knowledge to preserve valuable Canadian wilderness, I can help by contributing. Historically I had contributed to WWF but CPAWS is, in my opinion, more Canadian-centric.

I have always felt connected to the team by informative newsletters and often phone calls from a team member. Furthermore, I have demonstrated the value of the good work by CPAWS to my three girls. I can't think of a more worthy recipient of my contribution than CPAWS. Keep up the tireless work!



SUSAN MARRIER

When I was looking for a way to support Canada's wilderness, I researched several organizations that are doing good, important work. CPAWS impressed me with its broad geographical input and the variety of projects they support. Also, I learned that money donated to CPAWS has one of the largest impacts among Canadian charities. But why support an environmental organization at all? Connection to nature has been part of my life since childhood, as my father taught me much about the natural world and its importance, taking me on hikes, canoe rides, and bird-watching expeditions. Then I came to Canada, and a whole new world of nature opened up to me: the Boreal Forest nearby, and several trips to the amazing, expansive Arctic. Given what is happening in our world and the devastation wrought by climate degradation and the race to exploit resources on and under precious Indigenous lands and the oceans, it became imperative to me to put a high priority on supporting an organization that works hard and respectfully to preserve as much of this heritage as possible for future generations. I encourage anyone to support these efforts whether with a little or a lot. Together we can make a difference.



THE COUNTRY DAY SCHOOL

In 2019, the Junior School students at The Country Day School in King City proudly chose to support the Canadian Parks and Wilderness Society (CPAWS) as part of our ongoing commitment to environmental stewardship. This decision was deeply rooted in our shared love for nature and animals, as well as our school's dedication to encouraging respect and responsibility for the natural world.

Located on a beautiful 100-acre campus, The Country Day School provides a unique opportunity for students to connect with the environment in meaningful ways. A significant portion of our property, affectionately known as the "Back 40," is a natural space where students are invited to explore, learn, and develop a lifelong appreciation for the outdoors.

The late Steph Collins was a beloved Junior School teacher and a founding force behind the CDS Outdoor Ed program. Ms. Collins played a pivotal role in nurturing our connection to the natural world, leading experiences that emphasized the importance of conservation and sustainability.

Through the efforts of our Grade 6 community service group, Pathways to People, we were

introduced to CPAWS—a national charity that works to protect Canada's wilderness and the wildlife that depend on it. We quickly realized that CPAWS' mission perfectly aligned with one of our key school goals: to cultivate a sense of responsibility for the planet in our students.

Every year, during the months of January and February, Junior School students are given the option to participate in a "Toonie for Non-Uniform" initiative. In exchange for a two-dollar donation, students are allowed to wear casual clothes instead of their regular uniforms. This simple but effective fundraiser has become a much-anticipated tradition in our school community.

Over the years, thanks to the generosity and enthusiasm of our students, families, and staff, we have raised an incredible \$6,000 in support of CPAWS. This contribution reflects not just a monetary donation, but a deeper commitment to the values we strive to live by every day.

We are proud to partner with organizations like CPAWS that are making a tangible difference in the preservation of Canada's natural heritage. Through this initiative, our students are learning that even small actions, like donating a toonie, can have a powerful impact when driven by purpose and compassion.

Behind the Scenes at CPAWS

A TAPESTRY OF TALENT



Vincent, National Web Developer and Designer

“What truly convinced me CPAWS was the right choice was their unique approach, combining conservation and reconciliation—something I believe is fundamental.”

Vincent's connection to nature was shaped by the boreal forests and winding trails of the Kékéko Hills in Rouyn-Noranda, Québec, where childhood snowshoe adventures, teenage wanderings, and quiet solo walks rooted a lifelong sense of belonging.

With a background in communications and web development, he brings creativity and technical expertise to his work. The urgency of the environmental crisis has always been clear to him, and over time he sought a role where his skills could truly make an impact. As National Web Developer and Designer, Vincent manages the digital ecosystem that supports CPAWS' communications. In a 60-year-old organization, his role is to ensure our technologies not only keep pace but continually evolve, helping us share our vision clearly, engage supporters across Canada on emerging environmental issues, and provide straightforward ways for people to take action.



Celina, National Office & Operations Manager

Originally from Mexico, Celina brings over 15 years of experience in business operations and project management to CPAWS. In her role, Celina's knack for managing complexity and streamlining

processes is invaluable. She ensures that the National Office runs smoothly by coordinating meetings, optimizing systems, and supporting teams across the country. But it's the stolen breaths of peace in nature that truly fuel her work. One such moment came during a road trip with her husband to Québec. What was meant to be a simple evening walk led them to an extraordinary discovery. “We were greeted by the spectacular ‘Pointe de l'Islet,’ a beautiful lookout offering panoramic views of the fjord, just as the sun was setting. It was a magical moment of connection with nature!”

It's these moments—unexpected, serene, and full of awe—that remind Celina why she's committed to her work at CPAWS. Like a sunset that quietly transforms the landscape, she believes that every step towards preserving Canada's wild places is a step toward preserving that same peace for generations to come.

“Since moving to Canada five years ago, I've discovered a profound and unexpected connection with nature. It has deeply enriched my life and inspired me to help others find their path to connect with the wonder of Canada's nature.”

THE WORK BEHIND THE WORK

What Goes into Securing Conservation Success

Behind every conservation win lies an immense amount of work that often goes unseen but is crucial to our success. Our Ocean team was deeply involved in a series of critical efforts that are shaping the future of ocean protection in Canada. One of our primary focuses has been stakeholder mapping, a massive undertaking that required extensive coordination and engagement with local communities, Indigenous partners, and international organizations. Through over 10 presentations and tailored outreach efforts, we ensured that the vision for marine protection was not only under-

stood but embraced by everyone from coastal communities to policymakers. It's this kind of groundwork—slow, deliberate, and strategic—that turns ideas into action.

A cornerstone of our approach has been Indigenous-led conservation, where our role is to support. We've worked to ensure that Indigenous communities are at the forefront of conservation initiatives, providing the capacity, resources, and platforms they need to lead on their own terms. The steady progress of these efforts builds momentum toward a future



where Indigenous communities are the true stewards of our natural world, leading the way toward long-term, sustainable conservation solutions.

MULTIPLE PERSPECTIVES: ONE MOMENT, MANY ROLES

Inside the November MP Meetings

In November, CPAWS teams from across the country stepped into the halls of Parliament Hill for a series of meetings with Members of Parliament. Here's how a week in Ottawa looked through different lenses at CPAWS.

Conservation & Leadership Teams

The meetings themselves were led by our national conservation team and Executive Directors from chapters coast to coast—from Québec to British Columbia to Northern Alberta. Discussions ranged from protecting ecologically significant lands to advancing National Urban Parks and supporting Indigenous-led conservation. This kind of cross-country collaboration makes our advocacy stronger, more credible, and deeply grounded in place.

Operations Team

Behind the scenes, the Operations Team worked across time zones and to-the-minute itineraries to make the week happen. 33 CPAWS staff came together for lobbying, governance, and strategic planning sessions. The team secured the venue and meeting rooms, coordinated travel and accommodations, arranged group meals with attention to dietary needs, and handled expense claims. They also managed technical setups for hybrid meetings, ensured smooth day-to-day operations, and coordinated follow-ups.

Starting in late August 2024, their careful planning and real-time problem solving transformed a complex schedule into a seamless week.

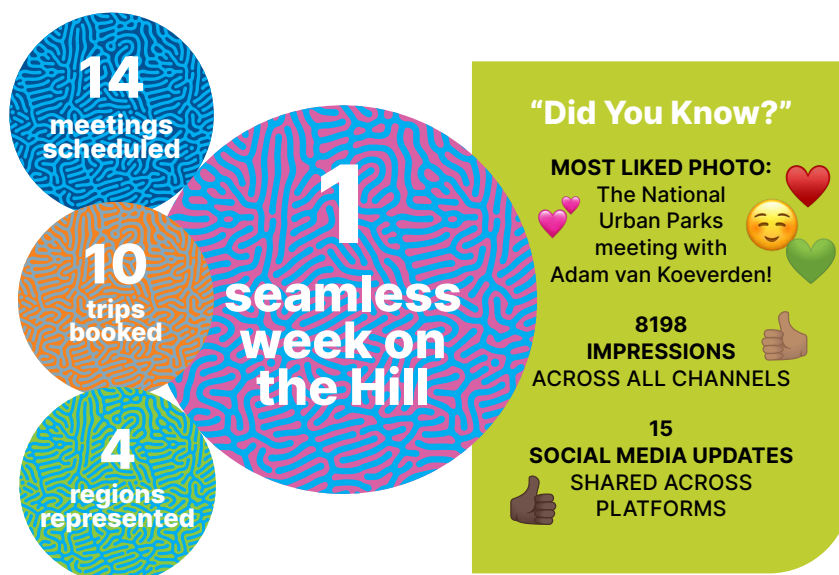
Communications Team

Following each day's events, the Communications Team helped transform behind-the-scenes work into public-facing stories. Social media posts highlighted the significance of the meetings and emphasized key issues. These updates extended the reach of our advocacy, turning quiet policy moments into visible public impact through newsletters and post-meeting highlights.

Together, these efforts show how national advocacy is never one person or one room—it's a network of voices, expertise, and commitment working in tandem for nature.

"While it's important to work as a team and show up on Parliament Hill to speak to our national asks and demonstrate a sense of solidarity across the country, reconvening after as a group to see a more complete picture and build a better strategy for how to advance the change we need across all political parties is the truly specular part."

Jan Sumner, Executive Director, CPAWS Wildlands League



DAY IN THE FIELD OF OUR CONSERVATION TEAM

Arriving at WILD12 in the Black Hills of South Dakota, I was immediately immersed in a global gathering of people passionate about protecting wild spaces and cultivating change through dialogue, storytelling, and collective action.



As I stepped into the #NatureForAll Youth Oasis—a vibrant youth-centred hub created by CoalitionWild, the WCPA, and CPAWS—I found myself absorbed in meaningful conversations, where ideas flowed freely across different cultures and age groups. Youth-led storytelling sessions, couch chats with conservation leaders from across the world, and the overall energy radiating throughout the space made it clear: youth and young professionals weren't just attending, we were helping to shape the conversation. I'm deeply grateful for the opportunity to connect with other young conservationists, exchange ideas, and foster a space where youth perspectives were heard and valued. The sessions weren't just about participation—they were about empowerment, and I'm honoured to have contributed to that momentum and to carry it forward in the future.

Gift of a Legacy



BILL AND NANCY GRAY

The environment has always been our top priority. While it may not guarantee peace, we know that polluted air, water, and land threaten all life on Earth. That's why we've supported CPAWS for many years. Their work—especially with governments and Indigenous communities—to protect large areas of land and sea is both effective and essential.

Including CPAWS in our life insurance policy felt like a natural step. We hope our legacy gift inspires others to give, knowing that together our impact can be truly significant.

To anyone considering a legacy gift: don't sit on the sidelines. Take action while you can. There's incredible joy in giving—and in knowing you've helped protect nature for generations to come.



The Grays received the Outstanding Philanthopists award from the Assemblée parlementaire de la Francophonie (APF) in 2023.



SHERRI WATSON

Sherri Watson's life was a powerful testament to what it means to live in deep connection with nature, community, and purpose. With an eclectic background spanning nursing, science, and business—earning a BSc from Western University, studying Earth Science at York, and completing Business Administration at Harvard—Sherri combined intellect with action in everything she did.

Her environmental legacy, particularly to the Canadian Parks and Wilderness Society (CPAWS), was profound. As National President from 2006 to 2009, Sherri helped guide CPAWS through pivotal years, championing wilderness conservation at a national level. Locally, she was an active and passionate member of the CPAWS Ottawa Valley Chapter and a long-time donor. Her commitment was not just financial or organizational, but it was

Your decision to create a legacy of nature protection with CPAWS means you'll help shape the future of our work. It's easy to do, and even easier to get started:

- ◆ Reflect on what matters most to you and how you want to uphold the values that are most meaningful to you.
- ◆ After ensuring your family and loved ones are taken care of, consider adding a gift in your Will to CPAWS.
- ◆ Speak to your lawyer and/or financial planner to make the arrangements—an inexpensive, often no-cost step.

Creating a legacy of conservation is simple. If you have any questions, please reach out to Vicki DiMillo at vdimillo@cpaws.org or 613-569-7226 ext. 229.

personal. She lived the values CPAWS upholds; she did not waste, avoided plastics, turned off lights, and never let the water run needlessly. Sherri lived as though every small action mattered—because to her, it did.

Raised by a city mother with a deep love of the countryside, Sherri inherited a reverence for the natural world that defined her life. That legacy—of bugs, flowers, snakes, trees, and clean water—became the foundation of her work and her example.

Her passions extended far beyond the environmental realm: a diva soprano, hiker, animal lover, advocate for justice, and devoted member of the First Unitarian Congregation of Ottawa. Sherri embraced life with full-hearted engagement, always learning, always giving back.

In her legacy to CPAWS, Sherri reminds us that conservation is not just policy, it's how we live. She used her voice, her intellect, and her spirit to defend the wild spaces we cherish. May her memory continue to inspire us to do the same: to live consciously, love fiercely, and protect this earth with all we have.

Her Loving sister, Gayle Watson



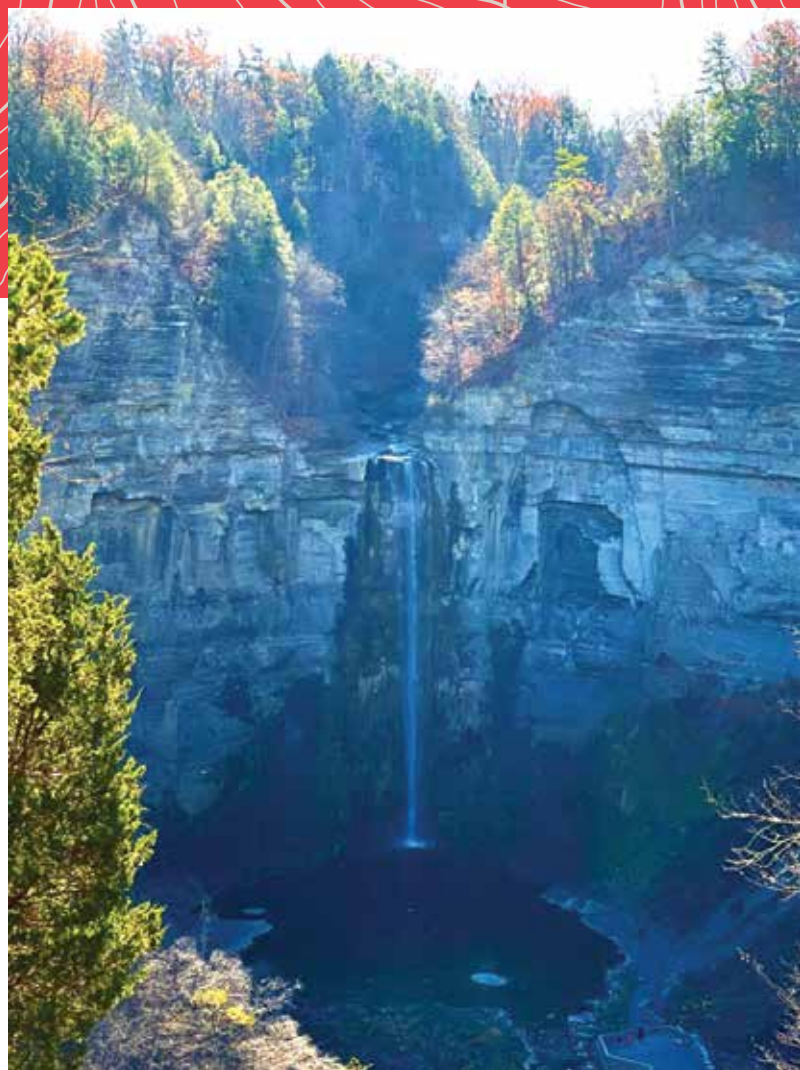
RIDLEY KOZMAN

I've grown up surrounded by nature and some of my best memories are outdoors. Every summer, I spend time at my grandparents' cottage on Lake of Bays, where I swim, kayak, hike, and fish. There's a peaceful place called Echo Bay—tucked away on Crown land—where the water is always calm and you can hear your voice echo across the bay. My brothers and I also kayak to a hidden shoreline spot we call the "secret rock," which is actually a big piece of quartz. Places like these are special, and I feel lucky to have them.

One of the most unforgettable experiences I've had in nature was visiting Taughannock Falls in upstate New York with my family. It's taller than Niagara Falls! I love photography and took a picture there that ended up winning a photo contest. I liked how it captured the layers of rock and the power of the waterfall—proof of how beautiful and unique our planet is.

Nature plays a big role in my life. Whether I'm in an urban forest or way up north, I feel connected to the land around me. That's why I made a donation to the Canadian Parks and Wilderness Society (CPAWS). I've learned about the threats facing wild places—like how development near Lake of Bays is reducing untouched forests and changing lake ecosystems.

Recently, I completed a project about the environmental impact of disposable coffee pods. I found out that millions of pods are thrown away each year, ending up in landfills and contaminating soil and water. We're using up valuable land



for dumping things that could be reused or composted. This made me realize even more how important it is to protect wild spaces so nature doesn't get damaged by waste and pollution.

I believe we all have a responsibility to protect our wild spaces. I want to grow up in a world where forests, lakes, and wildlife still thrive—and I'm proud to support CPAWS and be part of making that happen.

It's so important for youth like me to get involved in protecting the environment, and that's why I supported CPAWS. We are the future, and our voices and actions can make a difference. By learning, sharing, and standing up for nature, young people can help protect these special places for generations to come.

Ridley Kozman (Age 14)



Financial Fitness

Canada faced economic pressures this past fiscal year—from inflation and interest rate hikes to the threat of new tariffs—along with growing political uncertainty around climate and conservation policy. Despite this, CPAWS remained financially strong and resilient, maintaining a stable, sustainable balance sheet that supports our long-term conservation mission.

In 2025, our total revenue rose to \$23.37 million, up from \$16.96 million in 2024. This growth was fueled by donations:

- ◆ 25% came from individual donors
- ◆ 37% from foundations
- ◆ 30% from government grants
- ◆ 8% from corporate support and other income

We invested \$19.04 million—with 80% directly supporting conservation programs. The rest supported awareness, operations, and capacity-building to ensure we continue delivering impact at scale.

Thanks to the generosity of our supporters, we increased our reserve fund to \$2.77 million, ensuring organizational resilience. This includes both an operational reserve which provides stability for core programs, and a dedicated Information Technology Transformation Reserve to support innovation and modernization.

We are deeply grateful to our donors and partners. Your continued commitment powers our efforts and strengthens our ability to meet conservation challenges across Canada. Through responsible financial stewardship and strategic investment in our programs, CPAWS remains firmly focused on protecting Canada's land and water—now and for future generations.

— Laura Cui, National Director, Finance

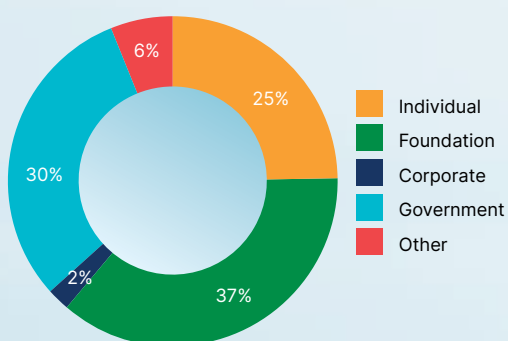
Financial Fitness continued on page 14

Financial Fitness

HOW CPAWS IS FUNDED

Financial Year 2024/2025

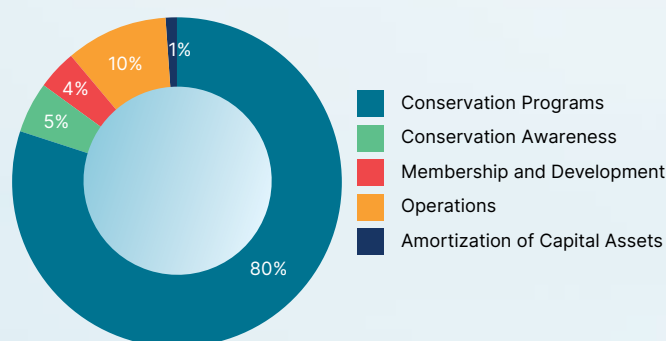
Income: \$23,374,552



HOW YOUR DONATION IS USED

Financial Year 2024/2025

Expenditures: \$19,040,103



COMPOSITION OF CPAWS FUNDING

REVENUE		2025		2024	
Individual	5,745,602	25%	2,651,197	16%	
Foundation	8,545,809	37%	6,893,017	41%	
Corporate	424,953	2%	372,344	2%	
Government	7,147,060	30%	5,443,289	32%	
Other	1,511,128	6%	1,596,463	9%	
	23,374,552	100%	16,956,310	100%	

EXPENDITURES		2025		2024	
Conservation Programs	15,177,732	80%	12,064,432	78%	
Conservation Awareness	988,608	5%	819,229	5%	
Membership and Development	823,981	4%	749,626	5%	
Operations	1,957,963	10%	1,795,264	12%	
Amortization of Capital Assets	91,819	1%	71,509	1%	
	19,040,103	100%	15,500,060	100%	
Surplus	4,334,449		1,456,250		

Financial Fitness

STATEMENT OF FINANCIAL POSITION

ASSETS		
Current	2025	2024
Cash and Cash Equivalents	18,257,596	11,056,643
Guaranteed Investment Certificates	1,261,170	906,745
Accounts Receivable	2,528,312	2,105,146
Due from Foundation	88,849	46,936
Investments	4,796,684	4,331,506
Prepaid Expenses	135,271	113,373
	27,067,882	18,560,349
Long-term Assets		
Investment in Subsidiary	-	212,395
Capital Assets	303,952	296,439
TOTAL	27,371,834	19,069,183
LIABILITIES		
Current		
Accounts Payable and Accrued Liabilities	1,737,793	464,743
Due to Regional Chapters	1,631,911	1,254,334
Due to the Foundation	50,000	50,000
Deferred Contributions	8,988,271	6,670,696
	12,407,975	8,439,773
Net Assets		
Unrestricted Net Assets	8,391,864	6,031,483
Invested in Capital Assets	303,952	296,439
Internally Restricted-Reserve Fund	2,768,043	801,488
Endowment—Now & Forever Wild Fund	3,500,000	3,500,000
	14,963,859	10,629,410
TOTAL	27,371,834	19,069,183

RECONCILIATION AT CPAWS

Striving to Work in a Good Way



IN 2024, CPAWS established the Indigenous Reconciliation and Conservation Committee to help guide how we work with First Nations, Métis, and Inuit communities across the country. The committee was formed in recognition of both the responsibility we carry, and the ongoing effort required to be a better partner in support of Indigenous-led conservation.

Together, the committee developed a set of guiding principles to help ground our work across the country. It required deep reflection—not only on the impacts that conservation organizations, including CPAWS, have had on Indigenous Peoples, but also on the ways we can and must do better. It created space to acknowledge the relationships that have been built over time, and to consider how we continue to grow from them.

As Chris Rider, a committee member shared, “I tend to come at decolonization and reconciliation from a place of frustration at the mistakes we’ve made and the progress we are yet to make. I really appreciated the way that Dolorès André, who is Innu from Québec, and serves on the CPAWS National Board of Directors, would constantly want to focus on the progress and the good work that is happening.”

CPAWS also established an Indigenous Support Fund, made possible through a one-time grant from the Wilburforce Foundation. The fund has allowed us to support First Nations citizens working with CPAWS chapters in BC, Alberta,

Chris Rider, National Director, Conservation (far right at table) at a panel discussion with Indigenous conservation practitioners at the WILD12 World Wilderness Congress in South Dakota. Photo: Tatyana Feiner.

and Yukon to travel to attend gatherings and conferences that they otherwise would not have funds to participate in. One such event is Economic Futures, “...a first-of-its-kind, Indigenous-led gathering to galvanize sustainability solutions and create new pathways for evolving the economy and confronting the climate and nature crises,” that will be taking place in November 2025.

There remains a strong need for flexible, direct funding to help ensure Indigenous voices and leadership remain at the centre of conservation. CPAWS plans to continue growing that support in the years ahead.

Taking action as an organization towards reconciliation doesn’t follow a checklist. It requires ongoing listening, learning, and a commitment to doing better for the Indigenous Peoples, communities, and nations who have protected the land, freshwater, and ocean since time immemorial. By honoring and upholding Indigenous knowledge and stewardship practices, CPAWS hopes to contribute to a future rooted in respect for nature, and the leadership and sovereignty of Indigenous Peoples.

CPAWS Conservation Highlights 2024–2025

IN THE LAST YEAR, CPAWS continued to turn conservation commitments into action—pushing for real progress to protect Canada’s land, freshwater, and ocean. With growing pressure on nature and shifting political landscapes, we stayed focused on what matters most: holding decision-makers accountable, amplifying Indigenous-led conservation, and ensuring nature remains a national priority.

Thanks to the strength of our supporters, we shaped policy, mobilized public action, and made the case that protecting nature is not only essential for biodiversity—but for Canada’s future.

Here are the highlights from an impactful year:

INFLUENCE DECISION MAKERS

- 1 CPAWS publishes **On the Path to 2030: A Report Card on Progress to Protect Land and Ocean Across Canada**. The report demonstrates that federal investments—including through the Enhanced Nature Legacy and Marine Conservation Targets—are driving real progress toward protecting 30% of land and ocean by 2030.
- 2 CPAWS continues to shape the national policy conversation, publishing key recommendations on **Protected Areas as a Nature-based Climate Solution** and releasing an in-depth report on the state of caribou conservation across Canada.
- 3 CPAWS plays a central role in shaping a joint election platform with **SeaBlue Canada** and **Oceana Canada**—convening partners, leading drafting, and feeding insights from across the CPAWS network into the national narrative.
- 4 SNAP Québec is delivering major progress on land protection, with a government mandate to promote the **Call for Protected Area Projects**. With 218 projects supported and the largest terrestrial protection project in SNAP’s history now underway, this is conservation at scale.
- 5 In Manitoba, CPAWS signs an MoU between **Fisher River Cree Nation, Peguis First Nation**, and **Kinonjeoshtegon First Nation** to formalize shared stewardship of culturally and ecologically significant lands.
- 6 CPAWS Manitoba works with Minister of Environment and Climate Change Mike Moyes to **push back against misinformation** targeting 30×30 and Indigenous-led conservation—using insights from our stakeholder mapping.
- 7 CPAWS advocates for renewed action to fulfill Canada’s promise of establishing **National Urban Parks**, ensuring that nature is protected and accessible in rapidly growing cities.
- 8 CPAWS meets with 12 Members of Parliament in November 2024, alongside staff and leadership from multiple CPAWS chapters. These cross-party meetings help reinforce national momentum toward **30×30** and **Indigenous-led conservation**.
- 9 CPAWS receives **public commendation** from the Prime Minister and Minister of the Environment for our op-ed in the National Post, which emphasizes that protecting nature and growing the economy go hand-in-hand.



TERRESTRIAL ECOZONES					
	Pacific Maritime		Prairies		Hudson Plains
	Taiga Cordillera		Arctic Cordillera		Boreal Shield
	Boreal Cordillera		Northern Arctic		Mixedwood Plains
	Montane Cordillera		Southern Arctic		Atlantic Maritime
	Taiga Plains		Taiga Shield		
	Boreal Plains				

COLLECTIVE IMPACT



- 1 CPAWS National Ocean Program conducts groundbreaking **National Marine Protected Areas Stakeholder Mapping**—a first-of-its-kind initiative that is already informing our approach to inclusive, Indigenous-led conservation across the country.
- 2 CPAWS and Indigenous partners bring those insights to the **7th International Marine Conservation Congress in South Africa**, hosting a workshop with delegates from Brazil, South Africa, Ecuador, and Canada, and presenting to a packed room of global conservation leaders.
- 3 CPAWS staff participates in the **Conference of the Parties to the UN Convention on Biological Diversity** in Cali, Colombia, ensuring Canadian conservation priorities remained visible on the global stage.
- 4 CPAWS Land & Freshwater team convenes a panel of Indigenous conservation practitioners at the **WILD12 World Wilderness Congress** in South Dakota, sharing stories and strategies with over 700 delegates from 36 countries.
- 5 National Ocean Program hosts two **“Meeting of the Minds”** strategic sessions in Montréal and Halifax, uniting internal teams and external collaborators around a shared vision for ocean conservation.
- 6 Sabine Jessen collaborates with the BC chapter, First Nations, and funders to lead two sessions profiling the **Great Bear Sea MPA Network’s** success—a powerful example of what co-governance can achieve.

- 7 CPAWS secures additional funding from the **Oceans Collaborative** to deepen our work in Indigenous-led marine conservation. This will support engagement with key Indigenous advisors and allow us to test and refine messaging to better support meaningful partnerships.
- 8 CPAWS celebrates the signing of a nature agreement in Québec—a **major step forward for reconciliation and conservation**.
- 9 A historic **Canada–Northwest Territories Nature Agreement** is signed, with funding to support the “Our Land for the Future” initiative.
- 10 CPAWS establishes the **Indigenous Reconciliation and Conservation Committee**, helping to guide how we work with First Nations, Métis, and Inuit communities in respectful and reciprocal ways.
- 11 The **Indigenous Support Fund**, made possible by a one-time grant from the **Wilburforce Foundation**, allows First Nations citizens working with CPAWS chapters in BC, Alberta, and Yukon to attend important gatherings they otherwise couldn’t.
- 12 CPAWS is awarded a **four-star charity rating by Charity Intelligence**, demonstrating its strong fiscal management, operational transparency, and effective use of donor dollars to drive impactful conservation efforts.

MOBILIZE THE PUBLIC



- 1 CPAWS launches our national campaign, **When Nature Thrives, So Do We**, bringing thousands of new nature champions into our movement.
- 2 Ahead of the 2025 federal election, CPAWS mobilizes supporters across the country, encouraging them to **make nature a ballot-box issue with our election toolkit**.
- 3 Canadians speak up through our actions, letters, and petitions—calling for a bold national plan to **protect 30% of land and ocean by 2030**.
- 4 The third annual **Ocean Ball**, hosted by our partner, **Ocean Ball Foundation**, brings together Toronto’s most influential entrepreneurs and changemakers and raises **\$10,000 for ocean protection** from coast to coast to coast.
- 5 Our **#GivingTuesday** campaign raises **\$153,500**, thanks to a generous matching gift from **The Winged Achene Foundation**.
- 6 Supporters help raise **\$23,594** across Earth Day, Ocean Day, Parks Day, and Biodiversity Day—with **Muskoka Roastery Coffee Co.** matching donations to boost the total to **\$28,594**.
- 7 **Green Friday** campaign with **Icebug** raises more than **\$28,000** to power our 2025 conservation work.
- 8 Our partner **Que Pasa** donates **\$50,000** to support protection efforts and raise awareness about the importance of safeguarding Canada’s wild spaces.
- 9 **Over \$3 million in estate gifts** were received this year—a deeply meaningful investment in long-term conservation.



A LEGACY OF HOPE

Alison's Conservation Journey with CPAWS

FOR ALISON WOODLEY, conservation isn't just a job. It's a life's calling. After two decades of dedication to CPAWS, Alison's journey is marked by an unwavering passion for nature, a deep belief in the power of community, and a commitment to transformative, lasting conservation work.

Growing up near a protected area outside Montreal, Alison's earliest memories are of wandering woodlands and birdwatching with her parents. After studying forestry, she worked with forward-thinking conservationists at Parks Canada. Witnessing the power of National Parks in pro-

tecting the environment, she pursued a master's degree in Parks and Protected Areas and travelled north to conduct her research.

When the opportunity to join CPAWS came along, it felt like fate. "I had always admired the organization's work," she reflects. "After having kids, I wanted to return to conservation, where my heart lies. The role focusing on Northern issues and National Parks was a perfect fit. I was over the moon."

"Hope is a powerful tool, and I'm an optimist. I believe, with persistence and focus, we can achieve our big vision."

Throughout her career, Alison's deep respect for nature has always been paired with a belief in the power of community. "Conservation is a team sport," she says, emphasizing the importance of relationships at every level. From colleagues at CPAWS to Indigenous communities, governments, and the dedicated donors and support-

"Alison's legacy will be one of advocating for nature with intelligence, integrity, and passion—qualities that have inspired and will continue to inspire countless others."

Megan Leslie
President and CEO, WWF Canada



Facing page: Alison Woodley
on the Nahanni River;
Left: Alison with husband
Steven Woodley.

“Alison has been a cornerstone of CPAWS for 20 years, always able to step back and see the broader vision, a gift that has propelled wilderness conservation forward in Canada. Her commitment to nature is reflected in her personal life too, as she and her husband have raised two passionate, nature-loving daughters.”

Eric Hebert-Daly
former Executive Director, CPAWS

ers across the country, the work is never done alone. It’s these connections that have sustained her through every challenge.

A defining shift over the course of Alison’s career has been the recognition and elevation of Indigenous leadership in conservation. Their efforts to protect ecologically and culturally significant lands are reshaping the future in Canada.

One of her proudest moments was the expansion of Nahanni National Park Reserve in the Northwest Territories. After almost a decade of advocacy and collaboration with Dehcho First Nations, the park’s expansion was celebrated in a fire-feeding ceremony in Łíídlıı Kúę́ (Fort Simpson.) “It was a true honour to witness that moment. It showed how much we can achieve when we persist and bring both our hearts and heads into this work.”

Alison has been instrumental in securing historic federal investments for conservation. A turning point came during her work with the Green Bud-

get Coalition, when she learned governments were spending \$25 million to extend a highway by less than a kilometer—the same amount she had been advocating for to protect species at risk. The absurdity of asking for so little to save nature hit hard and sparked a bold new strategy. The next year, with Alison’s leadership, they asked for more than a billion dollars. Thinking big proved successful and when the funding was secured, Alison got goosebumps. Soon after, she received a personal letter from the Prime Minister thanking her for her advocacy on environmental issues.

“It was the honour of a lifetime to work for CPAWS for so long.”

Alison hopes her journey will inspire future conservationists to stay focused on ambitious long-term goals. She encourages the CPAWS community to never lose hope in the face of adversity.

As Alison looks toward the future, she feels both optimism and urgency. “The federal government has pledged to protect 30% of land and ocean by 2030, but funding runs out this year and must be urgently renewed. Investing in nature is investing in Canada’s well-being and economy. The future is bright, and it’s in our hands to shape.”



The letter on the right is a glimpse into the future we're working toward. A future where the decisions we make today have led to a thriving, balanced relationship between humanity and nature. By 2100, the next generations, like Eli, will benefit from the conservation milestones we reach now, the partnerships we build, and the deepening respect we cultivate for Indigenous wisdom and the land.

While this vision may feel utopian, it's one within our grasp if we continue to work together, invest in conservation, and nurture the planet that sustains us. The future generations will thrive in a world where nature isn't just protected but woven into the fabric of our daily lives. This is the impact of your support.

Dear 2025

My name is Eli. I'm 16 years old, and I live near the coast, where the forest meets the sea. I spend most of my days between the classroom and the shoreline—studying carbon cycles, replanting seagrass, hiking in the hills that were once logged but are now alive again with birdsong and cedar saplings.

In school, we don't just learn about conservation. We practice it. Our lessons are rooted in the land and water around us. At home, my parents taught my sister and me that caring for nature is everyone's responsibility. It's an honour I don't take lightly.

Back in 2025, you were at a crossroads. You could continue down a path of short-term gain and extraction or commit to something deeper: a future rooted in respect, renewal, and responsibility.

You chose the second path. And that changed everything.

By 2030, Canada had protected 30% of its land, ocean, and freshwater—a major milestone that helped stem biodiversity loss. With the guidance of Indigenous Nations, scientists, and conservation groups, you pushed further. By 2050, half of our land and water were protected.

Indigenous laws and traditions are now woven into the fabric of life—in government, in education, in how we care for rivers and forests. Canada is known globally for conservation guided by Indigenous leadership. We are stronger for it.

The Earth didn't "go back to normal." Warming slowed, but the planet still carries centuries-old scars. Yet, things stopped getting worse and that gave us space to heal. Forests are recovering. Peatlands are soaking up carbon. Species we nearly lost are finding their way back.

We no longer argue whether the economy and nature can coexist. We live that truth every day through regenerative businesses, green infrastructure, and cities braided with wild corridors.

CPAWS continues to play a vital role: supporting, convening, and standing behind the Indigenous Nations who lead this work. We've come to understand that caring for nature isn't a task to complete. It's a relationship to tend, forever.

Nature is no longer a place we visit. It's home. It's health. It's kin.

The world you helped create isn't perfect but it's alive. It's full of connection and possibility and continuously moving forward.

This is the future your resilience and your dreams made possible. Thank you for believing in it.

We'll take care of it.

Eli,
High School Student, 2100.



JANICE PALMER

When over 100 students aged 17 to 19 were asked to answer the question, “What is a park?” in one to three sentences, the responses varied greatly. Over 80% described some version of an urban park. Of those who described more natural or remote spaces, most still included some form of human use. Only two students mentioned parks purely as a home for wildlife.

These responses highlight why we need all kinds of parks. Only when people experience and appreciate the natural world will they be inspired to protect it. However, I also believe there must be some parks—or parts of parks—where humans are excluded, even so-called passive activities.

That’s one reason I supported the name “CPAWS” when the organization was considering a name change and asked supporters for input. I wanted the “PAWS” in CPAWS to represent places that offer true refuge for nature.

Interestingly, many of the students believed that parks are permanent simply because governments create them. They were surprised—and disappointed—to learn that governments can also shrink park boundaries, open parks up to development under pressure from industry or eliminate parks entirely.

That’s why organizations like CPAWS are so important. They advocate for the creation of new parks—on land and in water—and for the protection of existing ones. CPAWS is the eyes and ears for those of us who can’t always be on the ground. It works tirelessly to defend against encroachment and ensure long-term protection. To do that, it needs financial support. I’m happy to contribute a small amount each year—and I encourage others to do the same.

PROTECTING WHAT WE HAVE—WHILE THERE’S STILL TIME

Supporting CPAWS’ focused mission to safeguard Canada’s wilderness feels deeply rewarding. Their clear, purposeful communication makes it easy to understand the impact of this work—and to feel part of something meaningful.

My greatest joy comes from quietly observing the unspoiled natural world around me. Knowing there’s hope it can remain that way gives me strength.

I remain hopeful that more areas will be protected in their natural state. I do my best to lighten my footprint, even if it’s hard to convince others. But I believe this work matters—for all of us.

— Anonymous



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Greetings from CPAWS



Across the country, CPAWS's thirteen regional chapters are connecting communities to conservation through diverse, hands-on programming. From educating audiences on the importance of protecting nature to conducting vital research that shapes policy recommendations, each chapter is making a meaningful impact in its region.

"Oil sands tailings and their impact on wildlife, water, and downstream communities is not a light topic. It was important for us to foster conversation but also build a sense of community around this issue. Silk-screening is an art form historically used in advocacy work, and this was the perfect opportunity to create something with members that they could take home and have as a keepsake of what they learned from the evening."



Elise Gagnon
Communications
Manager
CPAWS
Northern Alberta

"Yukoners must ensure that development in the Peel and throughout the Yukon is done in a way that reflects not just the needs of our generation, but many generations from now, which is reflected in the Final Plan for Peel Watershed. Implementation of that plan, and respect for all future Yukon Regional Land Plans is what we are all standing up for together here."



Joti Overduin
Outreach Manager
CPAWS Yukon

"This is an exciting step toward the creation of Newfoundland and Labrador's first national urban park, an incredible asset that will bring our community closer to nature, support local well-being, and strengthen our connection to green spaces. We're thrilled to see this collaboration taking shape and look forward to the progress ahead."



Caitlyn Simmons
Conservation and
Communications
Coordinator
CPAWS
Newfoundland
& Labrador



"I was honoured to sign on our behalf at the Ten-Year Buffalo Treaty Anniversary Gathering hosted by the Kainai Nation, Motokiiksi, and International Buffalo Relations Institute, in Southern Alberta."

Stew Coles
Executive Director
CPAWS Saskatchewan



"It's always so impactful to get face-to-face time with decision makers that can help advance conservation in the province. We've met with Manitoba's Environment Minister Mike Moyes to discuss how to best get the messaging out about conservation in a social media landscape of misinformation and distrust. It was also successful in securing subsequent meetings between our First Nations partners and the provincial government to discuss the Conservation Areas Initiative in the Southeastern Interlake."



Claire Woodbury
Conservation
Campaign Manager
CPAWS Manitoba

"Learning from CPAWS-BC about campaign strategy and 30 by 30 through the Young Leaders in Conservation Program was incredibly interesting; I gained an understanding of how big goals can be tackled and the amount of thought and work that is put into each step. It filled me with hope to get to know everyone and realize there are so many amazing young people and organizations like CPAWS-BC doing incredible work in conservation and environmentalism."



CPAWS
British Columbia

YLICP 2024 Cohort Participant



"Congratulations on a wonderful evening of casual fun, stunning photography, and informative content. We were all deeply moved by Jeronimo's video and verbal presentation... and we ALL signed the petition to Doug Ford. Please extend our thanks to all who made this such an informative and meaningful evening."



CPAWS
Wildlands League

Nancy, Premiere's attendee



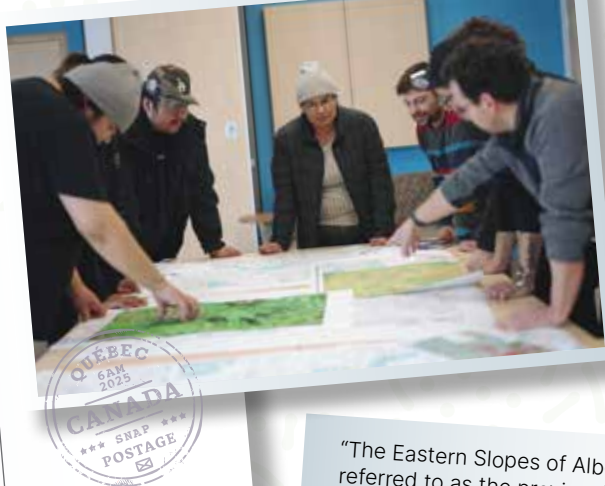
"We have some future ocean leaders in our midst! It is so inspiring to see students' eyes light up as they explore the underwater world and learn about ocean science and conservation. Empowering students and providing accessible opportunities to gain hands-on experience and share knowledge about the diverse marine life here in the Atlantic Ocean is both important and amazing to be a part of."



Teigan Labor
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CPAWS
Nova Scotia



"With Nature Allée, we are uniting the power of collective action, science, and traditional knowledge to help protect over 2 million hectares of carbon-rich natural areas—ancient forests, peatlands, and wetlands. It's an unprecedented collective effort, led by Indigenous Nations, researchers, citizens, and municipal actors, all coming together around a shared goal: to safeguard our strongest allies in the fight against the climate and biodiversity crises. Together, we're paving the way for a Québec that protects 30% of its territory by 2030."



Nicolas Mainville,
Director of
Conservation
and Climate
SNAP Québec

"The Eastern Slopes of Alberta are often referred to as the province's 'headwaters' or 'water towers' because they supply over 80% of the region's water. However, there is a growing recognition that this vital resource is at risk. The film **Dry Horizons: Stewarding a Future for Southern Alberta's Water** highlights the mounting threats to this critical resource—ranging from overuse and industrial activities like coal mining and logging to the failures of current government policies. Alberta, as a headwaters province, has a responsibility not only to its residents but also to our downstream neighbours. Without water, we will all return to cosmic dust. It's that simple."



Lorne Fitch
Professional Biologist,
retired Fish and
Wildlife Biologist,
and former
Adjunct Professor
at the University
of Calgary
CPAWS
Southern Alberta



"I had an incredible experience at this outdoor workshop hosted by the New Brunswick Federation of Woodlot Owners, where we explored how to manage forests in ways that are more resilient to climate change. That day stayed with me and sparked an exciting idea. We teamed up with the Federation to bring a similar workshop and guided forest walk to Northwestern New Brunswick, where we explored how resilient forests can help reduce flood risks and protect vital wildlife habitats."



Emily Ruttan
Engagement
Coordinator
CPAWS
New Brunswick



"It's a real pleasure to witness the enthusiasm surrounding this vital environmental project. The recent roundtable meeting we organized for the protection of the Noire and Coulonge rivers brought together local stakeholders to better understand the community's needs and aspirations. This collaborative effort will help form a new management committee, guided by our expertise, to ensure the long-term protection of these precious ecosystems."



Yanny Ritchot
Biologist and
Conservation
Project Manager
for Western
Québec
CPAWS
Ottawa Valley

These postcards highlight just a few of the many ways CPAWS is bringing people together to protect and celebrate our natural heritage. Whether it's through community events, educational campaigns, or advocacy, every chapter plays a key role in advancing conservation efforts from coast-to-coast-to-coast. Want to learn more about what's happening in your area? Visit the chapter websites on the back cover and sign up for their newsletters!





BRIAN AND GISELE OKE

We both grew up in small towns during the 60s and 70s, when nature seemed all around us. Our youths were filled with wonder: playing in the woods, exploring wetlands, and discovering birds, insects, reptiles, amphibians, and native plants. That early immersion in the natural world left a deep and lasting impression on us.

When we met 34 years ago, it was our shared love of nature—rooted in those formative years—that brought us even closer. We began travelling regularly to Canada's national and provincial parks, finding joy and connection in the wilderness. Over the years, these places became more than just travel destinations—they became sacred spaces that grounded us and gave us peace.

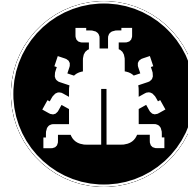
But as we explored more and learned more, we also came to understand a difficult truth: to truly support biodiversity and allow wildlife to thrive, much more habitat must be preserved. Along the way, we discovered CPAWS and were drawn to their mission. It was a natural choice to support

them—their work aligns perfectly with our own hopes for the future.

To us, conservation means ensuring that there is enough healthy, protected habitat for ecosystems not just to survive, but to flourish. It's discouraging to compare the rich biodiversity of our youth with the increasingly fragmented and threatened natural spaces of today. But we know that nature can rebound—if given the chance. With space, protection, advocacy, and time, ecosystems can heal. And in a country as vast as Canada, the potential is incredible.

We support CPAWS because we believe they are making that vision possible. They have been very successful working across all levels of government, helping to create, expand, and enforce conservation efforts. If your values align with ours—if you care about protecting what's left and restoring what we've lost—then supporting CPAWS is a powerful way to make a difference. They are a vital voice for nature, and with their help, we can ensure Canada's wilderness has a future.

A HEARTFELT THANK YOU TO OUR CORPORATE PARTNERS



"We are truly happy to grow our global impact by supporting the Canadian Parks and Wilderness Society (CPAWS) and the important work that you do."

—Johanna Löwenmo, Collaboration and Social Media Specialist, Icebug

"Our financial support reflects our commitment to this shared responsibility—ensuring those working on the frontlines have the tools and resources they need to keep these landscapes accessible and thriving for everyone."

—Dan Mayers, Brand Communication Manager, Outdoor Research

"We share CPAWS's compassion for future generations: protecting parks today to insulate communities from tomorrow's risks."

—Kathy Boychuk, President and CEO, Peace Hills Insurance

"Supporting CPAWS is one way we give back, by partnering with a trusted organization working to safeguard the natural world that supports us all."

—Peter F. Wilkes, Founder and Owner, New Roots Herbal

CPAWS extends its deepest gratitude to our corporate partners for their loyal support and generosity. Together, we are driving meaningful protection of Canada's beloved natural spaces, and ensuring nature is thriving for generations to come. Thank you for being a crucial pillar of our success.



The Canadian Parks and Wilderness Society is Canada's only charity dedicated to the protection of public land, freshwater, and ocean with a strong national and regional presence across the country. We are Canada's leader in conservation with 60 years of success based on our expertise, public education and advocacy, relationships and local knowledge. We are a credible, trusted, knowledge-based, nationally coordinated, collaborative organization, focused on conserving nature to respond to the dual crises of accelerated biodiversity loss and climate change. Our vision is that at least half of land, freshwater, and ocean in Canada is permanently protected to sustain nature and people for current and future generations.

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when nature
thrives,
so do we.

