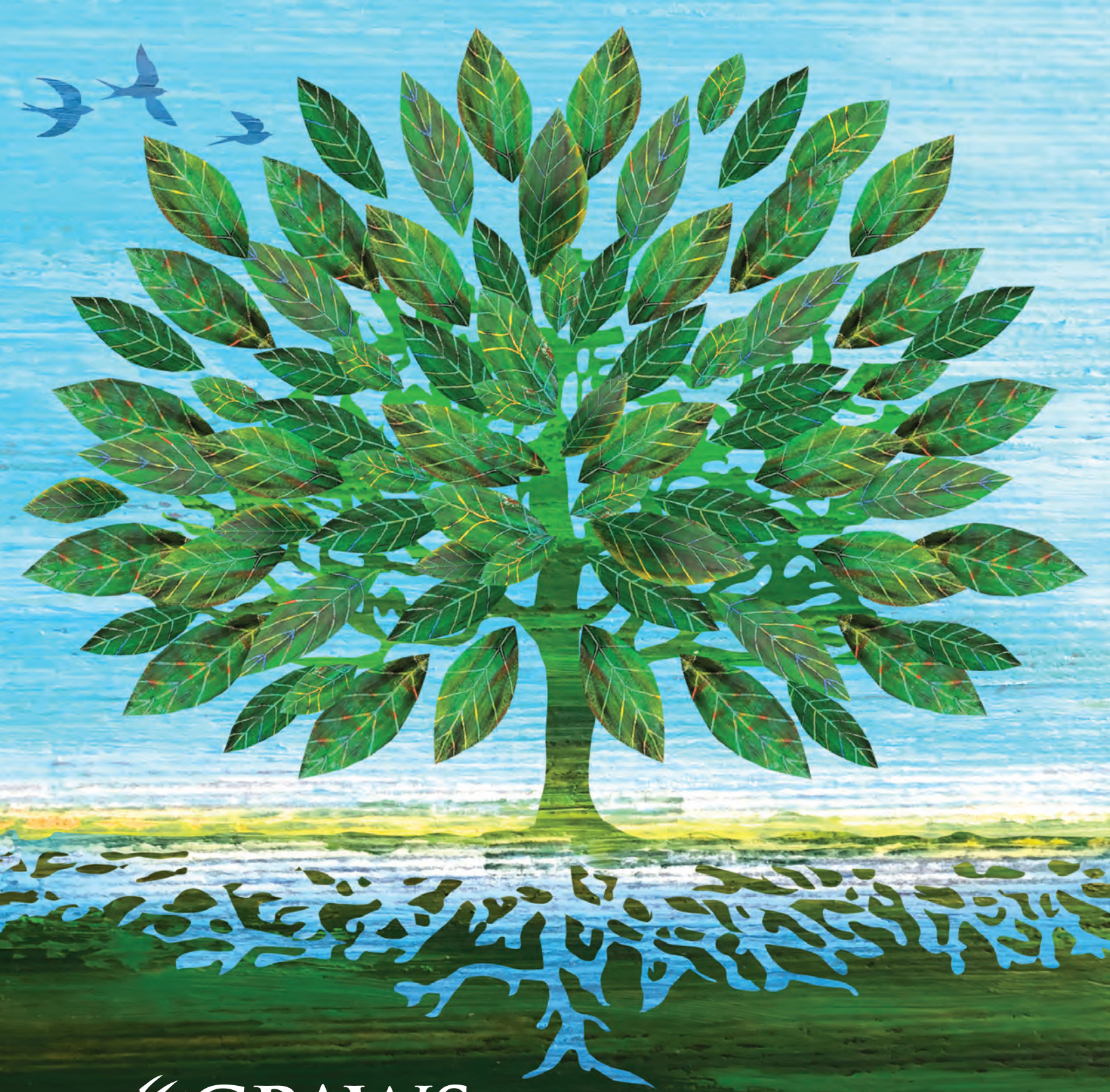




 **CPAWS**
CANADIAN PARKS AND WILDERNESS SOCIETY

IMPACT REPORT

2025-2026

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Chris Rider, National Director, Conservation
Jennifer-Lee Thomas, National Director, Communications and Philanthropy
Brad Clute, National Director, Operations
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Alexandra Barron, National Director, Ocean
Sabine Jessen, Senior Strategic Advisor, Ocean

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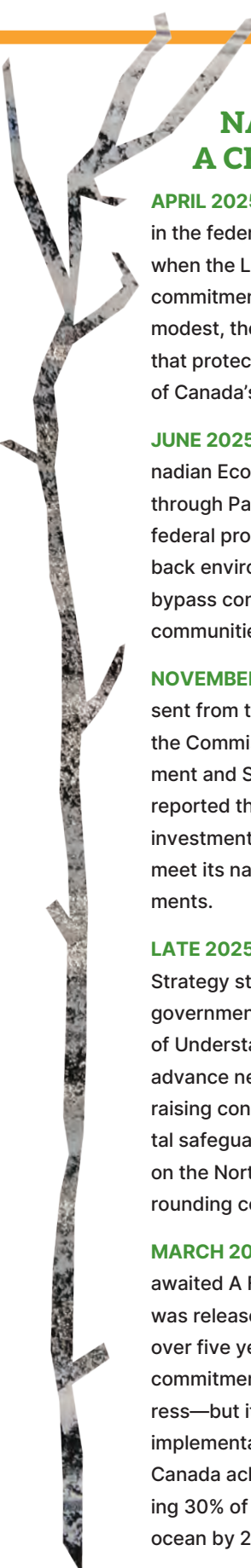
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COVER: Janice McLean
Unless otherwise indicated, all illustrations by Janice McLean



NATURE AT A CROSSROADS

APRIL 2025: Nature gained a place in the federal election conversation when the Liberal platform included commitments for conservation. While modest, these commitments signaled that protecting nature remained part of Canada's national agenda.

JUNE 2025: Bill C-5, the One Canadian Economy Act, was rushed through Parliament, allowing a federal process that could scale back environmental protections and bypass consultation with Indigenous communities.

NOVEMBER 2025: Nature was absent from the federal budget, while the Commissioner of the Environment and Sustainable Development reported that substantially more investment is needed for Canada to meet its nature protection commitments.

LATE 2025: With Canada's Nature Strategy still delayed, the federal government signed a Memorandum of Understanding with Alberta to advance new industrial corridors, raising concerns about environmental safeguards and potential impacts on the North Pacific coast and surrounding communities.

MARCH 2026: Canada's long-awaited A Force of Nature strategy was released, committing \$3.5 billion over five years for conservation. The commitment marks meaningful progress—but its success will depend on implementation and whether it helps Canada achieve its goal of protecting 30% of its land, freshwater, and ocean by 2030.

President, National Board of Trustees



Dear CPAWS supporters,

I have had the privilege of working alongside CPAWS staff, volunteers, supporters, and partners across Canada. I have seen the passion, persistence, and optimism that drive this organization. It is one of the reasons I remain hopeful when the road ahead feels uncertain.

The past year has been one of those moments.

We've seen environmental protections come under pressure, important conservation commitments face delays, and concerns about whether nature will receive attention it deserves in decisions shaping Canada's future. Yet we've seen renewed investment in conservation and a growing recognition that protecting nature is fundamental to Canada's prosperity and well-being.

What gives me confidence is knowing CPAWS was built for moments like this.

For over 60 years, CPAWS has brought people together to find practical solutions for nature. We have earned the trust of governments, Indigenous Nations and communities, scientists, businesses, and advocates because we focus on what works. With chapters and staff working from coast to coast to coast, we understand both national challenges and local opportunities that will determine whether Canada achieves its conservation goals.

The years ahead will be critical.

Turning commitments into action requires persistence, collaboration, and accountability. It will require organizations that can bridge perspectives while never losing sight of what is at stake.

I believe CPAWS is uniquely positioned to play that role.

I believe in the people who make this work possible. To my fellow Trustees, our dedicated staff and volunteers, our Indigenous partners, and every supporter who stands with us: thank you. Your commitment and belief in a better future for nature inspire me.

Together, we can ensure Canada's natural legacy is not only protected, but strengthened for generations to come.

With gratitude,

Jennifer Smith

President, National Board of Trustees
Canadian Parks and Wilderness Society (CPAWS)

National Executive Director



Dear friends of CPAWS,

The past year reminds us that conservation progress is rarely a straight line.

It began on a hopeful note. A change in government with a leader who opened with nature-forward values. Instead, it's been a winding road of uncertainty. Nature was left out of the fall federal budget. Federal funding was renewed, the day it was set to expire, which cost jobs and stalled projects. And then the government proposed a fast-tracking process for major projects that would weaken environmental guardrails and threaten species at risk. Recently, more funding cuts have been announced to marine conservation and cuts to Parks Canada loom large on the horizon.

And yet, through it all, we've seen the power of our supporters, and the collective efforts of CPAWS Chapters and coalition partners. The federal *A Force of Nature* strategy renewed crucial funding because you kept conservation on the agenda, a victory for nature and a testament to the power of sustained advocacy.

Nationally, we played a leading role on nature within the Green Budget Coalition and contributed to key policy discussions, including those surrounding Bill C-5 (the *Building Canada Act*). We also helped change how leaders think about nature. Our report, *Widely Enjoyed but Inadequately Valued*, demonstrated the economic, health and community benefits of protected and conserved areas. Contributing \$10.9 billion to our GDP, nature is a public asset that must be accounted for in Canada's economic decisions.

CPAWS Chapters also advanced important conservation initiatives across the country. Three new Marine Refuges were established in partnership with First Nations as part of the Great Bear Sea network in British Columbia. Progress continued toward a feasibility study for a Western Hudson Bay National Marine Conservation Area in Manitoba, and another feasibility was confirmed for a National Park Reserve in the Yukon's Peel Watershed region.

This last year has reinforced an important truth: protecting nature requires persistence, partnership, and accountability. This balance has shaped CPAWS' strategy and focus at every level of government.

Looking ahead, our priority is clear: ensure nature is counted among Canada's national priorities. That means strengthening government relationships so economic development may proceed without degrading the environment; continuing to advocate for consistent conservation funding to protect 30% of Canada's lands, freshwater, and ocean by 2030; and steadfast support for Indigenous-led conservation.

Defending nature in Canada has never been easy. While the road to progress may be littered with obstacles at times, we stay the course, still believing our country can live up to its responsibility to protect the natural systems that sustain us.

With gratitude and determination,

Sandra Schwartz

National Executive Director

Canadian Parks and Wilderness Society (CPAWS)

CONSERVATION HIGHLIGHTS 2025–2026



Over the past year, CPAWS worked to ensure nature remained a priority in Canada's biggest decisions. Through renewed engagement with governments, influential research, public campaigns, and the leadership of our Chapters across the country, we made the case that nature is foundational to Canada's long-term prosperity.

From demonstrating the economic value of protected areas through new research, to influencing international conversations on biodiversity, advancing Indigenous-led conservation, and celebrating new protected areas, our work reached decision-makers, communities, and supporters across Canada and beyond. Together, we also mobilized thousands of Canadians to speak up for nature and raised critical funds to power conservation action for years to come.

Explore the highlights of a year that helped redefine nature as a driver of Canada's growth.

COLLECTIVE IMPACT

- 1 CPAWS strengthens its allyship commitments by adopting nine Guiding Principles to guide respectful, rights-based conservation partnerships with Indigenous communities.
- 2 CPAWS BC celebrates three new marine refuges in the Great Bear Sea, established in partnership with the Haida Nation, Gitxaala Nation, and Fisheries and Oceans Canada.
- 3 CPAWS attends the World Conservation Congress, where Jason Wong presents findings on protected areas and subsidy reform, and Tatyana Feiner highlights youth engagement in conservation.
- 4 CPAWS launches a new three-tiered corporate partnership program, strengthening collaborations and expanding the impact of corporate support for conservation.
- 5 BMO joins CPAWS as a national corporate partner, supporting ongoing conservation efforts across Canada.
- 6 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.

INFLUENCE DECISION MAKERS

- 1 CPAWS collaborates with Canada's leading environmental organizations to inform voters by comparing federal political parties' positions on climate, Indigenous-led conservation, and other key environmental issues ahead of the 2025 federal election.
- 2 CPAWS' Kirsten Scott represents the organization at the Salazar Center's 6th International Symposium on Conservation Impact, speaking on opportunities and challenges in meeting the Global Biodiversity Framework's 2030 conservation targets.
- 3 Wildlands League leads a province-wide campaign against Bill 5, mobilizing Ontarians and sending 2,957 letters to MPs calling for the bill's repeal.
- 4 CPAWS commissions a report on federal subsidies by Dave Sawyer examining "bio-fiscal reform" opportunities to align government spending with nature protection and reduce harmful subsidies.
- 5 At the 3rd UN Ocean Conference in Nice, CPAWS delegates Sabine Jessen and Alex Barron work with Elected Chief Councillor Abúk Danielle Shaw of the Wuikinuxv First Nation to co-host Indigenous-led dialogue spaces, convening more than 100 participants from Indigenous coastal and ocean communities worldwide.
- 6 Following sustained advocacy through the "Forêt, je te soutiens" campaign, including leadership from SNAP Québec, the Québec government withdraws Bill 97.
- 7 The Green Budget Coalition, including CPAWS, advocates for federal budget investments in nature protection through recommendations and more than 75 government meetings ahead of the budget announcement.
- 8 CPAWS Northern Alberta and the Alberta Wilderness Association secure leave to appeal in the Alberta Court of Appeal challenging the AER CEO's decision to cancel the public hearing for Summit Coal Inc.'s Mine 14.
- 9 After years of advocacy, CPAWS Manitoba welcomes the Government of Manitoba's \$250,000 investment to assess Western Hudson Bay for potential designation as a National Marine Conservation Area.
- 10 With 1103 letters from New Brunswickers to the Minister of Natural Resources and the Premier, CPAWS New Brunswick helps mobilize public support to protect ecologically significant areas, contributing to the province's decision to uphold its nature commitments.
- 11 CPAWS celebrates the federal government's Nature Strategy, committing \$3.8 billion through 2030 to conservation, Indigenous-led stewardship, and protecting 30% of Canada's land and ocean.



MOBILIZE THE PUBLIC

- 1 CPAWS launched its "Ugly Sweater" and "Clock is Ticking" campaigns to mobilize public support for renewed federal funding for nature protection, generating more than 2,000 letters to decision-makers, 36,000 action page visits, and 1.6 million digital ad views.
- 2 CPAWS Newfoundland and Labrador advanced ocean conservation by releasing polling showing 86% public support for the South Coast Fjords National Marine Conservation Area and generating more than 1,000 letters urging the reinstatement of the feasibility study.
- 3 CPAWS publishes a report demonstrating the economic value of protected areas in Canada, generating national media coverage and reinforcing that investing in nature delivers strong economic returns.
- 4 CPAWS launches an advertising campaign promoting Marine Protected Areas, reaching more than 4 million people and driving significant traffic to the ocean conservation webpage.
- 5 CPAWS' #GivingTuesday campaign raises \$156,235.77 for conservation, including a \$25,000 matching gift from Westland Insurance.
- 6 CPAWS supporters contribute \$35,343 through Earth Day, Ocean Day, Parks Day, Biodiversity Day, and World Wildlife Day campaigns, boosted by matching support from Muskoka Roastery Coffee Co.
- 7 CPAWS' fall digital fundraising campaign raises \$91,302.62.
- 8 CPAWS partners with MEC and Smartwool for the annual Sock Week campaign, raising \$20,000.
- 9 CPAWS hosts three webinars and a donor event, engaging more than 500 participants in conversations about conservation.
- 10 CPAWS secures additional funding from the Oceans Collaborative to launch a communications initiative that builds public support for Indigenous-led conservation and IPCAs, generating strong interest among funders, First Nations, and ENGOs.



DAVID AND SALLY LANG

Sally and I have been supporters of CPAWS for over 30 years, both as monthly donors and as major contributors to special projects. I have also included CPAWS in my will. My confidence in the organization stems from having spent nearly 20 years on the board of directors, of both the Wildlands League and CPAWS National. I know from first hand experience how dedicated the staff are and how efficiently the organization is run.

In my opinion successful conservation has to recognize the complex web of interconnected parts...ecological, cultural, political, spiritual, and financial. CPAWS does this exceptionally well. I treasure wilderness for its ability to sustain and enhance biodiversity. We owe it to future generations to “protect at least half”. For people that share this view I truly believe that donations to CPAWS give the best bang for the buck in the conservation sphere.

— David and Sally Lang

CHRISTINA BARKER

I grew up in Northeastern Ontario in a gold mining community.

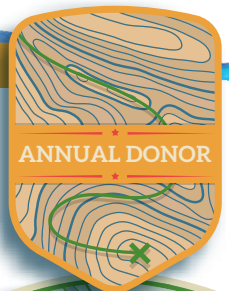
The country around there is very beautiful with many lakes and forests. But the mining companies had little regard for the environment and there were many huge areas where forest and lake habitats were devastated and in its place were the mine tailings—it contained cyanide used in the gold refining process which is very hazardous to health. The tailings also formed very fine particles, which, when wet, would often turn to quicksand. In fact, a child died when he fell into a muddy pond of the stuff when I was a kid. My father worked in a gold mine and ultimately died of lung cancer due to the silica dust present in the air.

During my childhood, my father gave me a respect and love for nature. We would often go

on long hikes together through the forest trails where he would teach me about the mushrooms that were safe to eat, various pond life, beaver dams, etc. My husband also enjoyed the wild areas and we would always schedule our vacations around Canadian destinations inside national and provincial parks.

CPAWS keeps a close eye on projects that will damage our parks and the other wild areas of Canada and does a good job of keeping the government in line. So I am very proud and happy to support CPAWS both yearly and as a legacy gift. I would like the children of today and tomorrow to have the privilege of enjoying unspoiled wilderness close to their backyards!

— Christina Barker

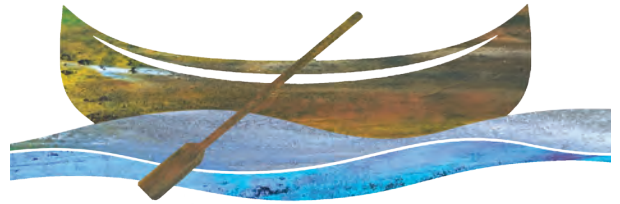


Canadians Care About Nature

Nature is woven into the lives of Canadians. It's the first camping trip where a child stays up past bedtime watching the stars over Algonquin or Fundy National Park. It's learning to fish with a grandparent on a northern lake, spotting whales off Newfoundland's South Coast, or hiking through alpine meadows with your best friends in the Rockies.

For Indigenous Peoples, these connections stretch back countless generations, rooted in a responsibility to care for the land and water that sustain life. These experiences shape who we are, and remind us that healthy ecosystems support thriving communities, local economies, and future generations.

At CPAWS, we see that connection every day. Our donors, supporters, volunteers, and partners speak up for the places they love, and research shows they're far from alone. An overwhelming majority of Canadians believe nature is essential to our country's future and support stronger conservation efforts. The stories and voices in these pages reflect a simple truth: caring for nature isn't the exception; it's part of what connects Canadians from coast to coast to coast.



WHAT NATURE MEANS TO CANADIANS

Anike

Toronto (Ontario)

"From Zoboomafoo to a Master of Environmental Science, I've always been drawn to the science of life. I study and experience nature through birds, insects, fish, and the landscapes of Toronto. I believe all life is sacred, and I am doing all I can to play an active role in mitigating the biodiversity and climate crises."

Rich

Port Moody (British Columbia)

"From childhood fishing trips to alpine hikes and coastal forests, I've always been drawn to wild places. I love being in the mountains, especially hiking through meadows in full bloom or remote backcountry trails. Now retired, I continue to explore nature while contributing to climate action and environmental protection."

Dana

Calgary (Alberta)

"Every day, I take my students outside to play and connect with their surroundings. Learning in nature transforms relationships, health, and understanding. I believe helping children notice and learn from their environment builds stewardship for the future."

Danielle

**Former Chief Danielle Shaw
Wuikinuxv Nation, Pacific Coast**

"As Indigenous people, we have rights of harvest and title in our territories [...] with every right, comes a responsibility. We don't see the lands, waters and ice as resources, we see it as our home."





CANADIANS STAND BEHIND NATURE

Research consistently shows that Canadians value nature and expect governments to protect it.¹ Across regions, age groups, and political perspectives, there is broad agreement that conserving nature is essential for Canada's future.

75%

**Nature is important to
Canadians' sense of identity.**

Nearly three-quarters of Canadians say nature is very or extremely important to who they are.

90%

**Nature is essential
to Canada's prosperity.**

Canadians recognize that healthy ecosystems support healthy communities, resilient economies, and future generations.

80%

**Nature contributes to a
safe and prosperous Canada.**

People see conservation as an investment in both environmental and economic wellbeing.

87%

**Support Canada's
30×30 commitment.**

More than half believe protecting 30% of Canada's land and ocean by 2030 should be only the beginning.²

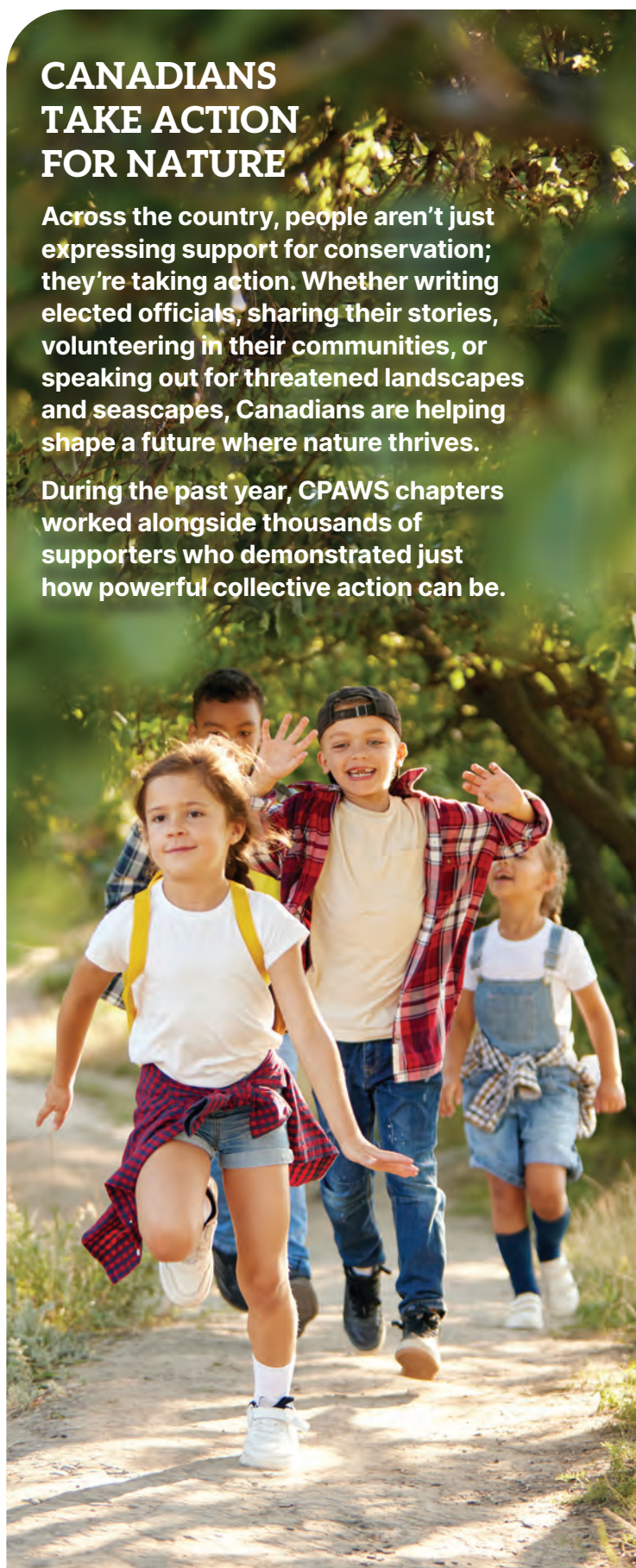
¹CPAWS staff supported the publication of a study led by Wilfred Laurier University: Lemieux, Christopher J., "Elbows Up for Nature" FACETS, vol. 11, 2026

²CPAWS study involving 14,000 Canadians.

CANADIANS TAKE ACTION FOR NATURE

Across the country, people aren't just expressing support for conservation; they're taking action. Whether writing elected officials, sharing their stories, volunteering in their communities, or speaking out for threatened landscapes and seascapes, Canadians are helping shape a future where nature thrives.

During the past year, CPAWS chapters worked alongside thousands of supporters who demonstrated just how powerful collective action can be.





NEW BRUNSWICK Standing up for protected forests

When a proposed land exchange threatened protected areas, New Brunswickers made their voices heard. Working alongside partner organizations, CPAWS New Brunswick mobilized supporters across the province.

Results included:

- ◆ 1,103 letters sent to government
- ◆ 1,200+ campaign engagements
- ◆ 240 new supporters
- ◆ Municipal leaders engaged across the province
- ◆ National and regional media coverage

"This winter, New Brunswickers showed what is possible when people come together to defend the places they love. In one of our most inspiring advocacy campaigns to date, more than 1,000 passionate supporters sent letters to the Premier and the Minister of Natural Resources to defend protected areas from possible clearcutting.

Because of this collective effort, the government made the right decision and rejected the forestry industry's proposal to exchange protected areas for lands that may already have been harvested. This outcome is a powerful reminder that when people speak up for nature, decision-makers listen. Together, we showed that New Brunswickers value protected areas and expect them to be safeguarded in perpetuity."

Roberta Clowater, Executive Director
CPAWS New Brunswick

NEWFOUNDLAND & LABRADOR Protecting the South Coast

When the Government of Newfoundland and Labrador ended discussions around establishing a National Marine Conservation Area on the South Coast, people across the province responded.

Through CPAWS Newfoundland and Labrador's campaign:

- ◆ 1,126 letters were sent to provincial leaders.
- ◆ Community members signed postcards and shared their support at public events.
- ◆ Scientists and local voices spoke publicly about the importance of protecting one of Canada's most remarkable marine ecosystems.

"Seeing so many people speak up for Newfoundland and Labrador's South Coast was a powerful reminder that this place matters deeply to people. It shows there is strong public support for a future where healthy oceans, thriving communities, and conservation go hand in hand. That support gives us hope for protecting one of the province's most extraordinary coastal regions."

Tanya Edwards, Executive Director
CPAWS Newfoundland and Labrador



NATURE ISN'T JUST WHERE CANADIANS GO. IT'S PART OF WHO WE ARE.

Across Canada, people are demonstrating that protecting nature is more than an environmental issue—it's an expression of identity, responsibility, and hope. Whether through everyday experiences outdoors, supporting conservation efforts, or speaking up when nature is at risk, Canadians continue to show that they care deeply about the places that sustain us all. Together, these voices are helping build a future where nature and people thrive.



Three Generations, One Shared Love of Nature

A love of nature can begin with a single memory and grow across generations. For longtime monthly donor Mary Taslimi, that connection started with her parents, shaped her own family, and continues through her support for CPAWS.

Growing up, every summer meant camping trips with her parents. They attended nature talks, explored provincial parks, and learned to identify plants and wildlife together. Through those experiences, Mary's parents taught her to observe closely and care for the natural world. Today, at 100 years old, her Mum still shares that love of nature and continues to support CPAWS as a donor herself.

Years later, Mary passed those same values on to her son.

One winter day, while visiting a conservation area, she placed sunflower seeds in his tiny hand and encouraged him to stand quietly. Before long, a chickadee landed on his fingertips, chose a seed, and flew away.



"He flied on me!" her son cried in great delight.

That moment remains one of Mary's favourite memories. Today, her son still loves spending time in nature, carrying forward the appreciation first nurtured by his grandparents.

For Mary, supporting CPAWS each month is another way of continuing that legacy.

"CPAWS was the right place for me to invest in a future that includes protected green spaces, for the good of all nature and for the good of humanity. I donate not just for myself, my family, and children everywhere, but also for the good of the wild things—the plants and their seeds, the animals and their families."

Mary's story reminds us that protecting nature is about passing on the values, experiences, and hope that connect generations, ensuring that future families can create memories of their own in the wild places that make Canada home.

Like Mary, you can help protect the places that bring your family joy, wonder, and connection. Become a monthly donor and help ensure future generations can experience the beauty of nature.

Please visit cpaws.org/donate

Making It Impossible to Ignore the Environment

ENSURING NATURE IS FACTORED IN TO THE DECISION-MAKING PROCESS FOR CANADA'S LEADERS

"We have a conservation economy that we can build on, that gives local jobs, that helps honour our Indigenous reconciliation commitments. It's an opportunity for the country to invest strategically in our future, while also delivering on a global commitment that our country made."

— Sandra Schwartz,
National Executive Director, in *The Narwhal*

Decisions about Canada's future are made every day in legislatures, boardrooms, newsrooms, and communities across the country. This year, CPAWS made sure nature had a place in those conversations through evidence-based advocacy, strategic communications, and public engagement, and inspired Canadians to take action.

INFLUENCING DECISION-MAKERS

With increased funding, CPAWS enhanced its government relations activities, working proactively with elected officials and decision-makers to ensure nature conservation remained a national priority. We also partnered with a media relations firm to strengthen our position as a trusted thought leader on nature conservation. Through more than 75 meetings with government, we engaged decision-makers with evidence demonstrating that protecting nature is essential to Canada's economic future, helping shape the conversation around renewed investment in conservation.

Research also played a critical role in influencing policy discussions. CPAWS' *Widely Enjoyed but Inadequately Valued* report on the socio-economic benefits of protected areas demonstrated that investing in nature also strengthens Canada's future. The report's language and key messages were reflected in the federal government's A Force of Nature strategy and the Prime Minister's announcement, and continued to inform discussions across multiple federal departments.

Together with coalition partners, CPAWS amplified this message through coordinated advocacy efforts, including an open letter to Prime Minister Mark Carney calling for continued federal leadership and investment in nature. As an active member of the 21-organization Green Budget Coalition, CPAWS advanced recommendations to renew the Enhanced Nature Legacy and Marine Conservation Targets funding programs, ensuring nature remained a national priority during a pivotal year for federal decision-making.



TURNING AWARENESS INTO ACTION

Throughout the year, CPAWS transformed public awareness into meaningful action by giving Canadians opportunities to speak up for nature.

Our communications and marketing strategies were informed by extensive audience research, including studies involving more than 14,000 Canadians, helping us better understand what motivates people to support conservation. These insights guided more targeted messaging and stronger campaigns across the country.

The increase in public campaigns and the launch of CPAWS' new national website created a more engaging digital experience for supporters and made it easier for Canadians to learn, take action, and support conservation.



Our Holiday Satire ("Ugly Sweater") campaign challenged the idea that economic development must come at nature's expense. The campaign generated more than 3 million impressions, while a one-day digital takeover on *The Globe and Mail* website added another 1.6 million views. More than 36,000 people visited the campaign page, and over 2,000 letters were sent to decision-makers urging stronger action for nature.

Later in the year, CPAWS launched the Clock is Ticking campaign, calling on the federal government to renew critical conservation funding before it expired on March 31. A targeted digital campaign reached government employees on Parliament Hill more than 632,000 times in a single day. Over the course of the campaign, Canadians generated 2,500 letters to federal decision-makers, while digital advertising delivered 2.9 million impressions. During the same period, online donations increased by 48%, with an average gift of \$128, demonstrating that Canadians were ready not only to speak up for nature but also to invest in its future.

By combining credible research, strategic advocacy and compelling storytelling, CPAWS helped make it impossible for decision-makers—and Canadians—to ignore nature.

MANITOBA

Protecting Western Hudson Bay

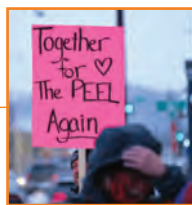
Following years of advocacy to protect the ecologically and culturally significant area, CPAWS Manitoba helped advance a balanced approach that recognizes conservation and economic priorities. The province committed \$250,000 to assess the area's potential designation as a National Marine Conservation Area, supporting research into wildlife and cultural values while boosting economic activity tied to the Port of Churchill through tourism, shipping, and fishing under clear rules.



YUKON

Progressing Protections for the Peel River Watershed

After years of advocacy and collaboration with local First Nations and community groups, CPAWS Yukon celebrated the designation of Chasàn Chù as a territorial park. Now, another feasibility is confirmed for a National Park Reserve in the Yukon's Teet'it Gwinjik (Peel River) Watershed region. It would guarantee protection for ecosystems, biodiversity, species at risk recovery, cultural practices, create land-based economies and more.



QUÉBEC

Bill 97 Backs Down: SNAP Québec's Rallying Cry

The province withdrew Bill 97, thanks to SNAP Québec's "Forêt, je te soutiens" campaign (I support you, forest). The initiative allowed citizens to show their support for the forest with lawn signs and posters across their communities. It also called for Québec to achieve its target of 30% protection for the territory by 2030, and for a just transition to diversified and sustainable regional economies in forest-dependent communities.



NOVA SCOTIA

Golf Course, Denied! Saving West Mabou Beach

This is the third time groups like CPAWS NS and the community have banded together to protect West Mabou Beach Provincial Park from development projects that don't recognize its immense value. Thanks to local-organizing and campaigning, the golf course was denied, saving critical habitats and species at risk. Amid this big win, the fight continues to improve legislation for promised protected areas.



SHAPING CANADA'S CONVERSATION ABOUT NATURE

Working with public relations partners and CPAWS experts from across the country, we more than doubled the number of blogs published, providing timely, science-based perspectives on Canada's most pressing conservation challenges.

Our communications helped reshape conversations about the value of nature and reached millions of Canadians.

BY THE NUMBERS

**350 million media impressions
and 14 national interviews**

on CPAWS' socio-economic report and open letter
to the Prime Minister.

**118 million media impressions
and 30 radio interviews**

generated through our national parks campaign.

A digital advertorial in the *National Post*
increased traffic to cpaws.org by

175%.

CONNECTING WITH CANADIANS

Website traffic increased **106%** compared with 2023–24.

12,500+ new supporters joined the CPAWS community.

Social media engagement grew by **12%**.

Promotion of our socio-economic report increased website visits by
117% and click-throughs by **167%** year over year.

90,521 Marine Protected Areas campaign:
webpage views, dramatically increasing engagement
with our ocean conservation work.



Rewriting the Value of Nature in Canada

PROTECTING THE ENVIRONMENT, A PUBLIC ASSET, COULD BE ONE OF THE COUNTRY'S STRONGEST LONG-TERM INVESTMENTS.

Nature is central to Canada's identity, yet it remains largely absent from economic decision-making. In a time of market uncertainty and growing pressure to advance nation-building projects, CPAWS worked to keep nature from being treated as an afterthought and recognized as a foundation of long-term prosperity.

This past April, the federal government's A Force of Nature strategy committed to establishing a Natural Capital Accounting Taskforce to better integrate the value of nature into fiscal planning and investment decisions.

James K. Stewart, economist, long-time CPAWS donor, and advisor on our latest research on the socioeconomic benefits of nature, shares why accounting for nature matters—and where CPAWS can help move Canada forward.

I have been a donor to CPAWS for over a decade now, and strongly believe its work is even more important today and in the future. As wildfires, severe floods, extreme heat and other weather disasters become more frequent and intense, my support has broadened to include research in recent years.

Together with two leading experts, I have partnered with CPAWS on a series of articles that explore how Canada has failed to account for nature's provision of clean air and water, climate regulation and other essential intangible benefits.

Nature supports and underpins all economic activity. Yet Canadian accounting and budgeting practices still do not adequately reflect that reality. Inadequate visibility of these intangible services has resulted in a lack of understanding of nature's foundational economic role and too little recognition of its financial and fiscal significance by most provinces and, too often, Ottawa. Flawed budgets, weak economic policy, inadequate investment in natural capital and insufficient protection are inevitable results of Canada's current approach.

I am, however, encouraged by Ottawa's establishment of an expert taskforce on natural asset accounting and nature financing. It is a vital step that could help address some key weaknesses in Canada's support for and valuation of nature. Yet, despite its merits, the taskforce is just one of host of much-needed initiatives to sustain and boost investment in Canadian natural assets.

CPAWS' 2026 study, *Widely Enjoyed but Inadequately Valued*, is a milestone in boosting the public understanding of the significant jobs, income and other direct economic benefits of protected areas as well as their huge intangible economic services. The report's holistic approach also highlights the massive cultural, environmental, health, and recreation benefits of protected and conserved areas.





CPAWS' work remains vital given the federal push to expedite large-scale investments in defence, energy, housing, infrastructure, and major project approvals. The need to streamline project reviews is clear. But streamlining does not mean gutting. Environmental reviews will continue to be flawed if they do not account for and reflect the impact on nature, and the full costs of development.

CPAWS' support for existing protected spaces and to help create new parks and preserve wilderness is essential in my view. Its work with Indigenous partners also stands out for me. Indigenous knowledge and practices are indispensable to preserving and sustaining nature in Canada. The partnership with CPAWS is a cornerstone of facilitating their adoption at the national and provincial levels.

— James Stewart, Economist

CANADA'S PROTECTED AND CONSERVED AREAS (PCAs)

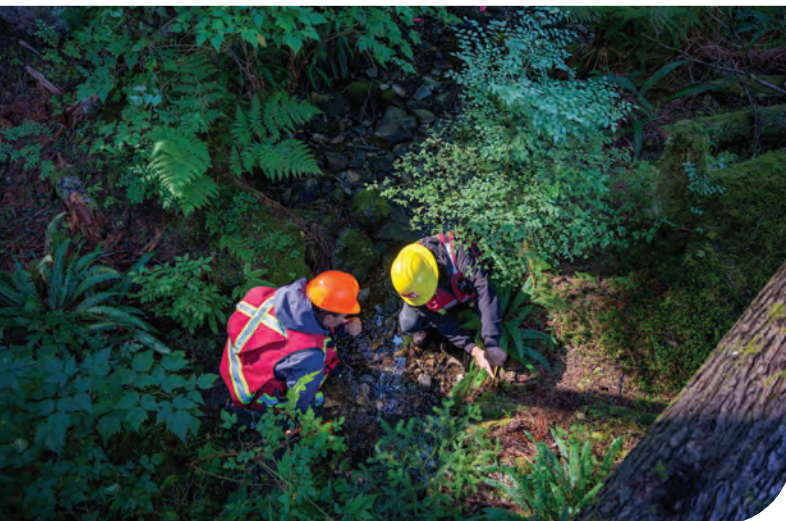
CPAWS report demonstrates PCAs are essential to Canada's economy, climate, wildlife, and well-being.

**PCAs contributed
\$10.9 billion
to Canada's GDP.**

**PCAs store carbon, equal
to keeping the emissions of
57.8 billion cars
out of the atmosphere!**

**84% of Canadians
say PCAs improve health
and well-being.**

**Women often consider
these spaces to be
critical
for healthy children.
and family development.**





CPAWS' EFFORTS TO TIE NATURE INTO THE FEDERAL ECONOMIC MINDSET

For Jason Wong, CPAWS' Economic Analyst, working on the report was a profound opportunity to explore the connections between nature, the economy, and human well-being: "It has been humbling to experience the vast array of ways that people view and interact with nature."

While economic valuation work has been done before, the *Widely Enjoyed but Inadequately Valued* report brought together economic, environmental, and health perspectives to show how protected areas support communities across Canada—from strengthening local economies to improving health and quality of life. The research also highlighted how different people experience nature's benefits in different ways, including the



greater health benefits reported by children and those who care for children.

Understanding nature's full value requires communities, researchers, and decision-makers to work together. For Jason, some of the most powerful

insights came from seeing these connections play out in real communities, from micro-renewable energy projects in British Columbia to protected areas that help hold communities together in Newfoundland and Labrador. The research reinforced a central message: nature is foundational for economic growth.

ONTARIO Nation-building Projects Can't Be Nature-breaking

Ontario's Bill 5, the Protect Ontario by Unleashing our Economy Act, became a defining moment the relationship between economic growth and nature protection. To accelerate development, it aimed to weaken environmental safeguards, reduce public oversight and create new exemptions from provincial laws.

The Wildlands League chapter ensured nature remained part of the conversation, challenging the idea that environmental protections stand in the way of economic progress. Through a coordinated advocacy campaign, Wildlands League generated 2,957 letters to decision-makers, published three blogs and three press releases, and secured significant media attention, including coverage from CBC, Global News and *The Toronto Star*.



While Bill 5 ultimately passed, the campaign demonstrated the growing public demand for a different approach—one where nation-building and economic development recognize that healthy ecosystems are essential to long-term prosperity. The work continues to reinforce CPAWS' message that nature is not something to sacrifice for progress; it is part of the foundation that makes communities and economies resilient.

GETTING NATURE ON THE BALANCE SHEET Reform Subsidies to Stop Funding the Problem

A CPAWS commissioned report identified 76 federal subsidies that could be reformed to support conservation finance.

**This could unlock
\$5.7 billion
annually
to invest in a better future.**

Financial Fitness

As Canada works toward ambitious biodiversity and nature conservation goals, CPAWS continues to play a critical role in protecting the country's land, freshwater, and ocean ecosystems. Despite ongoing economic uncertainty, inflationary pressures, shifting government priorities, and evolving conservation policy landscapes, CPAWS remained financially strong and strategically positioned to advance conservation efforts across the country.



In fiscal year 2025-2026, CPAWS generated \$21.4 million in revenue, supported by a diversified funding base that strengthens our resilience:

- ◆ 47% from foundations
- ◆ 28% from government grants
- ◆ 16% from individual donors
- ◆ 2% from corporate supporters
- ◆ 7% from other sources

CPAWS invested \$19.9 million in delivering our mission, including \$15.5 million directly in conservation programs. These investments supported the protection of Canada's most important natural areas, conservation advocacy, public engagement, and the organizational capacity required to achieve lasting conservation outcomes.

Our strong financial position continued to grow, with total net assets reaching \$16.5 million and our reserve fund increasing to \$3.3 million. These resources provide stability, allow us to respond to emerging conservation opportunities, and ensure we can sustain long-term efforts to protect nature for future generations.

Most importantly, this work is made possible through the generosity and commitment of our donors, funders, partners, and supporters. Every conservation success is built on your belief that nature matters. Thank you for helping CPAWS remain a trusted and effective voice for conservation. Together, we are protecting Canada's natural heritage today and ensuring a healthier future for generations to come.

— Laura Cui, CPA, CGA, National Director, Finance

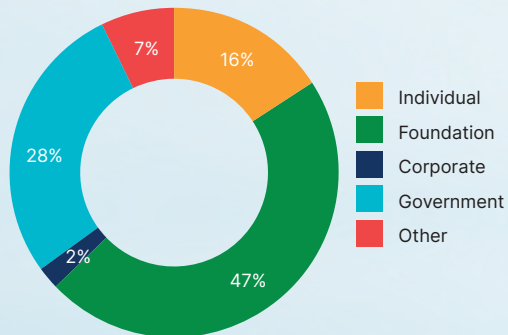
Financial Fitness continued on page 20

Financial Fitness

HOW CPAWS IS FUNDED

Financial Year 2025/2026

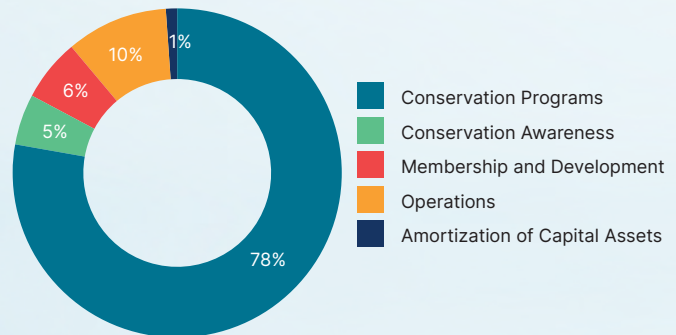
Income: \$21,362,809



HOW YOUR DONATION IS USED

Financial Year 2025/2026

Expenditures: \$19,854,228



COMPOSITION OF CPAWS FUNDING

REVENUE		2026		2025	
Individual	3,450,931	16%	5,745,602	25%	
Foundation	10,147,146	47%	8,545,809	37%	
Corporate	453,250	2%	424,953	2%	
Government	5,899,459	28%	7,147,060	30%	
Other	1,412,023	7%	1,511,128	6%	
	21,362,809	100%	23,374,552	100%	

EXPENDITURES		2026		2025	
Conservation Programs	1,545,623	78%	15,177,732	80%	
Conservation Awareness	1,111,138	5%	988,608	5%	
Membership and Development	1,149,441	6%	823,981	4%	
Operations	2,027,484	10%	1,957,963	10%	
Amortization of Capital Assets	109,542	1%	91,819	1%	
	19,854,228	100%	19,040,103	100%	
Surplus	1,508,581		4,334,449		

Financial Fitness

STATEMENT OF FINANCIAL POSITION

ASSETS		
Current	2026	2025
Cash and Cash Equivalents	15,739,262	18,257,596
Guaranteed Investment Certificates	1,712,899	1,261,170
Accounts Receivable	2,242,040	2,528,312
Due from Foundation	47,455	88,849
Investments	6,277,808	4,796,684
Prepaid Expenses	263,482	135,271
	26,282,946	27,067,882
Long-term Assets		
Capital Assets	326,050	303,952
TOTAL	26,608,996	27,371,834
LIABILITIES		
Current		
Accounts Payable and Accrued Liabilities	1,492,738	1,737,793
Due to Regional Chapters	1,107,198	1,631,911
Due to the Foundation	50,000	50,000
Deferred Contributions	7,486,620	8,988,271
	10,136,556	12,407,975
Net Assets		
Unrestricted Net Assets	9,363,347	8,391,864
Invested in Capital Assets	326,050	303,952
Internally Restricted-Reserve Fund	3,283,043	2,768,043
Endowment—Now & Forever Wild Fund	3,500,000	3,500,000
	16,472,440	14,963,859
TOTAL	26,608,996	27,371,834



Thank you to those individuals, foundations, corporate donors and businesses that demonstrated their leadership in our 2025-2026 fiscal year with contributions to CPAWS of \$1,000 or more.

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YASMIN MUGGAH

At 12 years old, Yasmin Muggah has already developed a deep relationship with nature. Her decision to support CPAWS reflects her convictions and a family commitment to protecting Canadian wilderness for future generations. As a Brazilian-Canadian, Yasmin has spent considerable time in landscapes including Brazil's Amazon and Atlantic Forests, the Pantanal and Caatinga, the boreal

forests of Ontario and Quebec, the forests of Western Canada, and the coastal environments of Nova Scotia. These experiences have shaped her passion for climate, biodiversity, and the connection between people and nature.

From an early age, Yasmin has accompanied her parents to COPs and climate and nature conferences. She has been invited to join a children's council for the Alana Foundation in Brazil, which advocates for climate action and sustainable development. At home, she is supporting her

parents' work to establish a 200,000-hectare ecological corridor in the Atlantic Forest's cloud forests, in partnership with international and local partners, combining conservation, restoration, and regenerative practices.

While she may change course, Yasmin says she hopes to become a marine biologist and has begun studying marine protected areas. She has learned to sail, met explorers—including young people who have crossed the Atlantic and Arctic oceans—and become inspired to bring others into the conservation movement. She also hopes to organize a Children's Climate and Nature Summit in Rio in 2028 together with Global Citizen and Rewild.

In our family, conservation is a value, a practice, and an aspiration. We (all) work on global policy, but we also try to live these principles in our backyard. Some of our extended families in Brazil and Canada also support nature causes in place of birthday and Christmas gifts, a tradition we hope will continue. Though Yasmin lives in Brazil and visits Canada regularly, we hope her example will inspire others to support Canada's 30-by-30 pledge and take small and ambitious actions to strengthen the bond between people and nature.

— Robert Muggah (Father)



A HEARTFELT THANK YOU TO OUR CORPORATE PARTNERS

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.

NATURE LEADERS



"For 55 years, MEC's purpose has been to equip people for a lifetime outdoors. But that lifetime depends on something we can't manufacture: our precious Canadian trails and wilderness. Our partnership with CPAWS is ultimately connected to that purpose: ensuring these places are preserved so they can be enjoyed for our lifetime, and endure for everyone who comes after us."

—Michele Guimond, VP of Marketing, Mountain Equipment Company

NATURE PROTECTORS



"Communities across Canada are feeling the impacts of climate change in real and tangible ways. That's why we're deepening our focus on partnerships that strengthen community resilience. Our collaboration with CPAWS helps advance meaningful action where it's needed most."

—Cari Watson, Executive Vice President, Client Experience and Digital, Westland Insurance

NATURE ALLIES



"Canada's wild places have shaped our brand from the very beginning. They're the inspiration behind not just our coffee, but also our commitment to sustainability. That's why we're proud to support CPAWS in protecting the landscapes and wildlife that make Canada, Canada."

—Jordan Neudorf, Marketing Director, Muskoka Roastery Coffee Co.

CPAWS • SNAP

CANADIAN PARKS AND
WILDERNESS SOCIETY

SOCIÉTÉ POUR LA NATURE
ET LES PARCS DU CANADA

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 over 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.



CPAWS National Office

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info@cpaws.org • www.cpaws.org

CPAWS British Columbia

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www.cpawsbc.org

CPAWS Northern Alberta

780-328-3780
https://cpawsnab.org

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CPAWS Wildlands League (Ontario)

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www.wildlandsleague.org

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A SPECIAL THANKS Thank you to all the amazing, dedicated people who helped bring this report to life. We are deeply grateful to our CPAWS staff and chapter colleagues, donors, partners, translators, designers, Board members, and everyone who contributed their time, expertise, stories, and support.

Our sincere appreciation to: Noémie Ipou, Janice McLean, Vicki DiMillo, Philippe Leduc, Paula Cardona, Jennifer-Lee Thomas, Anissa Stambouli, Sandra Schwartz, Chris Rider, Jennifer Smith, James K. Stewart, David Lang, Sally Lang, Christina Barker, Anike Morrison, Rich Sobel, Dana Fedorchuk, Danielle Shaw, Melanie Bancroft, Amy Frost-Wicks, Tanya Edwards, Roberta Clowater, Mary Taslimi, Adil Darvesh, Ingrid Cornec, Laura Cui, Jason Wong, Yasmin Muggah, Robert Muggah, Lobban Erwin, Michele Guimond, Cari Watson, Jordan Neudorf, Ursula Dechnik, Muditha Galle Kankanange, Vincent Poirier-Ruel, Amy Day, and Lisa Baum.



when nature
thrives,
so do we.

