

Impact and Progress Highlights

Canadian Wildlife Federation Mission: “To conserve – and inspire the conservation – of Canada’s wildlife and habitats for the use and enjoyment of all.”

The Canadian Wildlife Federation has embarked on a new five-year strategic plan that will provide the guiding focus to help shape the future of conservation. Each key result area includes strategic goals and objectives that we will be working towards over the next five years. With your

support, we are confident that we will be able to achieve the lofty goals we have set for ourselves, to create a brighter future for our wildlife and the places they call home.

Here are highlights of the achievements we have accomplished in the strategic key results areas of: strengthen conservation ethic among Canadians, inspire conservation actions and conserve key species and their habitat during our 2023-2024 fiscal year.



Strengthen

Conservation Ethic Among Canadians

- CWF’s formal education programming provides training, interdisciplinary guides and webinars for educators and partners to deliver transformative environmental education nationwide. We also work to reduce the systemic barriers preventing teachers from including this type of education in their practice. In 2023-2024, 1,635 educators joined in CWF WILD Education workshops to be able to deliver meaningful conservation programming in their classroom.
- CWF partnered with Girl Guides of Canada for their National Service Project. More than 97,000 Girl Guides will engage with CWF’s educational materials, meet our staff, volunteers, and contractors, and will take meaningful action for conservation over the next two years.
- The Canadian Conservation Corps (CCC) offers young adults, ages 18 to 30, a three-stage experience including outdoor travel adventure, field placements across the country and the opportunity to conduct conservation projects in their hometowns. Through our collaboration with 227 organizations, the program has fostered significant community and environmental advancements, enabling participants to take their skills to the next level such as finding employment with organizations where they did their placements or changing their career paths to pursue new fields such as marine engineering and wildlife rehabilitation.
- CCC Flex is a volunteer-led program offering young adults the opportunity to join in amazing outdoor adventures and meaningful conservation service projects in their home community. The program which launched in June 2023 operates in six cities with 57 per cent of participants representing underserved or underrepresented demographic groups. Collectively, these participants have carried out nearly 2,000 volunteer service hours through projects such as tree planting, litter clean-ups and wildlife gardening.
- CWF’s WILD Outside program, for youth ages 15 to 18, provides hands-on experiential learning activities designed to foster a deeper connection with nature and conservation commitment. In 2023-2024, the WILD Outside team facilitated 914 events from whale watching to guided hikes. A wide range of in-person activities enabled participants to come together, share knowledge and contribute to their local environments.

The Canadian Conservation Corps (CCC), CCC Flex and Wild Outside programs are funded in part by the Government of Canada as part of the Canada Service Corps.



Inspire

Conservation Action

- CWF's Gardening for Wildlife program exists to encourage Canadians to transform their outdoor spaces into wildlife-friendly habitats that provide essential nesting, feeding and resting areas for wildlife. In 2023-2024, CWF certified 1,412 gardens as wildlife-friendly, bringing the total to 4,546 certified gardens in Canada.
- CWF leads iNaturalist Canada, part of a multi-national platform that allows everyone to upload pictures or record sounds of all nature on their computer

or mobile device.

Recognition software helps identify species and the information becomes part of an active database of biodiversity that scientists use to track species. Last year, over three million observations of more than 26,000 species



were made, bringing the Canadian total number of observations to an astounding 14.5 million. Our thanks to each of the over 200,000 people contributing to this knowledge bank of biodiversity in Canada.

- Canadian Conservation Corps participants reported over 8,248 service hours as part of their Stage 3 hometown community projects during 2023-2024, reaching more than 1.8 million people and benefiting over 26,713 youth nation-wide.
- Love Your Lake, a partnership program with CWF and Watersheds Canada, assesses the health of shorelines properties and provides shoreline property owners with personalized reports that contain voluntary actions they can take to improve the health of their shoreline and lake. During summer 2023, individual reports were prepared for 3,034 shorelines properties on 14 lakes in Ontario and Nova Scotia. Since 2013, over 4,000 km of shoreline have been assessed, about the same distance from Halifax, NS to Grand Rapids, MB.



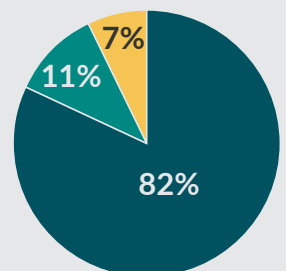
Your Donations at Work

CWF efficiency ratios were all well within guidelines of the Canada Revenue Agency.

Investments in charitable programs were \$30.9 million. This investment was used to strengthen programming for endangered species and/or those in serious decline, including whales, turtles, salmon, Monarch Butterflies and many others. This work is carried out in freshwater, marine and terrestrial environments. CWF takes a balanced approach to resolving conservation challenges, including research to better understand how to be most effective in our programs, direct conservation programming, education to maintain public support for and active participation in conservation, and advocacy to shape national policy to benefit wildlife.

Our education programs also help develop future conservation leaders by creating opportunities for youth to experience time outdoors, to learn about nature, and to do volunteer service to improve conditions for wildlife.

Percentage of expenses by category



- Charitable Programs
- Fundraising Expenses
- Administration Expenses



Conserve

Key Species and Their Habitat



Terrestrial

- CWF is working with Rights-of-Way managers to help restore wildlife habitat in areas such as hydro corridors and roadsides. In 2023-2024, the CWF Rights-of-Way team supported 13 partners with 29 native wildflower restoration projects to create and restore 602.96 hectares of habitat for Monarch Butterflies. Together with 407 ETR, we also established partnerships with seven regional organizations to conduct habitat restoration along the Monarch migratory route.
- Bat houses are often installed to provide habitat for bats. For nearly three years, CWF and partners collaborated on The Canadian Bat Box Project. This project aimed to find the ideal bat box design and placement. Our researchers engaged more than 1,500 participants to collect data on bat house use across the country. In early 2024, we released the results that helped establish the best design specs for bat house use across Canada. CWF is working to promote these findings to engage Canadians in helping us increase suitable habitat for bat populations.



Freshwater

- All eight species of freshwater turtles in Canada have been federally designated as at-risk. CWF is working to protect wetland habitat, reduce road mortality and excavate high risk nests, incubating eggs for release in late summer. Since the program began in 2017, over 4,000 km² of habitat has been protected, more than 2,700 turtles safely moved off roads, and 75,000 hatchlings have been incubated and released, 1,400 of them during summer of 2023.

- CWF and our partners are opening up waterways choked by human intervention, giving fish the best chance to find conditions suitable for their survival. Three barriers in our target watersheds were removed in 2023, along with two additional barriers in other parts of B.C. that were identified by our program partners as priorities. In the past five years, we have restored access to more than 3.3 million square metres of habitat (328 hectares) at 25 sites throughout British Columbia.

Funding for this program has been supported in part by British Columbia Salmon Restoration and Innovation Fund, the Canada Nature Fund for Aquatic Species at Risk, Pacific Salmon Commission, and ECCC Environmental Damages Fund.

Marine

- The CanFISH Gear Lending Program works with commercial fish harvesters to use and evaluate the suitability of new required and emerging whale entanglement reduction technology in order to encourage adoption of these new on-demand gear options. In 2022 and 2023, the program helped 14 fish harvesters catch more than 344,000 lbs of Snow Crab using on-demand gear. There are 200 fish harvesters signed up to use the program in 2024. The program began to offer gear maintenance service options to our partners who own their own on-demand gear in 2023. To date, two fisheries associations have used these services to maintain their on-demand gear and prepare it for the coming fishing season. We plan to make this a permanent service offered by CanFISH.
- CWF partnered with the University of New Brunswick to conduct vessel- and glider-based surveys of large whales and presence of prey aggregations. The data collected is being used in investigations of whale distribution and to support the ability to better predict where they will occur and their behaviour at these locations.