

CWF Impact Report

2024-2025

Mission:

*To conserve
and inspire the
conservation of
Canada's wildlife
for the use and
enjoyment of all.*

Throughout our 2024-2025 fiscal year, the Canadian Wildlife Federation continued our steadfast work to advance our five-year strategic plan. Thanks to our generous supporters, we were able to engage educators across the country, providing them with the training and resources they need to bring wildlife into the classroom. Our programs built intergenerational bonds that flourished to create more much-needed habitat through wildlife-friendly gardens. Our conservation science team tackled some of the significant threats facing wildlife like restoring meadow habitat for pollinators, removing barriers to freshwater fish migration and reducing the risk of fishing gear entanglement for large marine animals. All of these accomplishments would not have been possible without our loyal donors who, together with CWF, are creating a brighter future for Canada's wildlife.



REX FERGUSON-BAIRD

Here are some highlights of our accomplishments and progress in the key strategic results areas of Strengthening the Conservation Ethic Among Canadians, Inspiring Conservation Action, and Conserving Key Species and Their Habitat.

Strengthening the Conservation Ethic Among Canadians

WILD Education empowers educators with hands-on tools and resources to inspire environmental awareness and stewardship. In 2024-2025, 927 educators received professional development training across Canada including Project WILD and Below Zero workshops. Post-workshop evaluations showed a high impact: educators reported an average confidence level of 88 per cent and rated their experience 4.9 out of 5 stars.

Wild Webinars and Distance Education engages students across Canada through interactive learning. CWF hosted seven school webinars, engaging 5,239 students, and reached an additional 1,469 students through the National Wildlife Week webinar series. The Mission Biodiversity campaign continued into 2025, providing monthly bilingual resources that

supported educators in addressing biodiversity threats. To date, 51,715 educational resources have been downloaded from CWF's Online Learning Library.

Environment and Climate Change Canada contracted CWF to develop a new online Canadian biodiversity course for the Canadian School of Public Service, featuring three 45-minute interactive modules: Module 1: Foundations of Biodiversity (What?), Module 2: Importance of Biodiversity (So What?), Module 3: Action for Biodiversity (Now What?). The completed course materials, in both official languages, are now with government platform developers for future deployment.

Since 1963, the iconic Hinterland Who's Who program has been introducing Canadians to the wonders of our natural world through engaging wildlife video vignettes and educational resources. By highlighting key species found across Canada, emphasizing their ecological importance and the need for conservation, HWW continues to inspire generations to connect with nature and take action to conserve habitats. Thanks to the generous donation of airtime from broadcasters across the country, HWW public service announcements aired over 54,000 times for a broadcast value of almost \$5 million.

Inspiring Conservation Action

Gardening for Wildlife encourages individuals and schools to create spaces that support local wildlife through sustainable gardening practices. As part of this initiative, in the 2024-2025 fiscal year, 1,085 gardens and 23 schools were newly certified, showcasing efforts to nurture wildlife-friendly environments. Since the garden certification program started in 2002, CWF has certified 7,689 gardens including 431 school gardens.

The WILD Spaces program engages students and communities in hands-on biodiversity education by distributing native plants and fostering connections through sustainable initiatives. In our 2024-2025 fiscal year, the program engaged 10,502 students across 135 schools, distributing 5,600 native plants. The program partnered with 49 school boards and community groups, including 33 seniors' organizations, to create intergenerational learning opportunities. Participating schools spanned five provinces: Alberta, British Columbia, Manitoba, Ontario and Quebec.

The WILD Generations program is a unique initiative aimed at fostering intergenerational connections while promoting environmental stewardship. Launched in 2024, the program

partners with senior-serving organizations like Bruyère Village, The Olde Forge, Metcalfe Association, and Rural Ottawa South Support Services to implement community-based environmental projects that bring together youth and seniors to collaborate on gardening, biodiversity education, and habitat enhancement efforts at local schools and residential facilities.

In partnership with Girl Guides of Canada, CWF continues to support the "Act for Nature" National Service Project, which engages youth in conservation action through initiatives such as tree planting, shoreline cleanups and wildlife habitat creation. As of May 27, 2025, the program has been completed by 2,376 girl members, 527 adult members, and 253 non-members, reflecting strong engagement across the Guiding community and beyond. A total of 8,691 Year 1 crests and 5,937 Year 2 crests have been purchased to date, with participation recorded in every province and territory.

CWF leads iNaturalist Canada, part of a global network, which encourages personal engagement in documenting biodiversity through citizen science. Using the iNaturalist platforms, participants upload observations of plants, animals, and other organisms, contributing to a global database that aids scientific research and conservation efforts. Thanks to citizen scientists, over 18 million observations have been recorded on iNaturalist.ca.



DWAYNE BROWN STUDIO





Conserving Key Species and Their Habitat

Freshwater

Partnerships with First Nations in British Columbia and Atlantic Canada continue to present opportunities for achieving CWF's strategic objective to restore fish passage at 30 watercourse crossings across Canada by 2028. We are developing or implementing 15 watershed connectivity restoration plans, with seven led by First Nations. Barriers will be prioritized through these plans by CWF and partners or by their owners directly.

CWF is developing strategies for improving fish passage at the R.H. Saunders Generating Station on the St. Lawrence River, and the Mactaquac Generating Station in New Brunswick, and is working to engage with conservation partners in both locations. Success on these projects would set an important precedent for bringing hydropower into compliance with the Fisheries Act and contribute to CWF's strategic objective of restoring fish passage for priority species at five dams by 2028.



Terrestrial

To date, CWF's Rights-of-Way as Habitat program has successfully restored over 1,795 hectares of native meadow habitat for pollinators with more than 40 partners. We continue to strengthen our program's impact by addressing sector-wide knowledge gaps through new training opportunities and provision of learning resources. This year, CWF released a suite of communications templates to help partners overcome one of the most cited barriers to effective restoration. We also expanded our network into Quebec, launching our first project in the province and piloting organic site preparation methods with broader applicability.

The grasslands program continues with its multi-pronged approach, including the multi-taxa research partnership of the Living Lab program, the grassland awareness project, and the Pronghorn project. The multi-taxa project, with all data collected, is now being analyzed with vegetation and bird data in collaboration with SODCAP and Birds Canada. CWF is leading a Grasslands Coalition in the development of a Grassland Awareness campaign, a dynamic initiative aimed at fostering understanding and appreciation for Canada's grassland ecosystems.

The National Native Seed Strategy is in its second year of implementation, which includes support for the Southern Ontario Seed Strategy, Indigenous community involvement, assessing the seed production capacity across Canada, and refining recommendations for the national strategy.

Marine

The CWF marine program continues to establish itself as a national and global leader in eliminating the danger to large whales from fishing entanglements and vessel strikes. This past year, we responded to several large fisheries closures supporting and training dozens of fish harvesters in the safe and effective use of on-demand gear. We also continue to test new gear innovations and to produce scientific evaluations of the effectiveness of current and proposed fisheries and vessel management measures to ensure these continue to be effective.

As a part of our community engagement, we hosted and facilitated four multi-day community workshops this past year, both in-person on both

the east and west coasts as well as through virtual participation. The topics for each focused on reducing the harmful effects of fisheries and vessel strikes on large whales. More than 250 participants from Indigenous communities, commercial and recreational fish harvesters and their associations, academic scientists, regional and national NGOs, and federal government agencies joined in.

Canada's ocean activities continue to kill and severely injure many whales every year. There is so much more we need to do, but we can show progress. We're encouraged by this and by the participation of all members of this community. We are eager to engage and to support Canada's new federal government as their focus on Canada's prosperity and the protection of our identity both require continued efforts in conservation.



Your Donations at Work

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

Investments in charitable programs were \$24.7 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.

■ Charitable Programs 77%

■ Fundraising Expenses 13%

■ Administration Expenses 10%

