CPAWS
CANADIAN PARKS AND WILDERNESS SOCIETY

IMPACT REPORT

2023-2024

NATIONAL STAFF

Leadership Team

Sandra Schwartz, National Executive Director

Alexandra Barron, National Director, Ocean Program

Brad Clute, National Director, Operations

Laura Cui, National Director, Finance

Sabine Jessen, Senior Strategic Advisor, Ocean Program

Chris Rider, National Director, Conservation

Jennifer-Lee Thomas, National Director, Communications and Development

Alison Woodley, Senior Strategic Advisor

Conservation

Laurisa Dohm, Conservation Coordinator, Ocean Program

Tatyana Feiner, Conservation Coordinator, Land and Freshwater

Natalie Groulx, Program Manager, Ocean Program

Kirsten Scott, Program Manager, Land and Freshwater

Communications & Development

Jennifer Brown, National Associate Director, Communications

Amy Day, National Individual Giving Advisor

Vicki DiMillo, National Associate Director, Development

Lobban Erwin, National Institutional Giving Advisor

Vincent Poirier-Ruel, National Web Developer and Designer

Julianna Van Adrichem, National Communications Advisor

Finance

Nahiyan Ahmed, National Accounts Payable Administrator

Chadi Mroue, National Accounting Officer

Tina Singh, National Senior Accounting Officer

Operations

Celina Bernal, National Office and Operations Manager

Shaheen Butt, National Coordinator, Contracts and Grants

Ursula Dechnik, National Data Integrity Specialist

Muditha Galle Kankanange, National Manager, Data Integrity and Analytics

Oluwafunto Olonishuwa, National Data Entry Clerk

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Janet Sumner, Wildlands League

Ron Thiessen, Manitoba

CPAWS · SNAP

CANADIAN PARKS AND WILDERNESS SOCIETY

SOCIÉTÉ POUR LA NATURE ET LES PARCS DU CANADA

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Cover photo: Brittany/Adobe Stock; This spread: Janice McLean

National Executive Director

Dear CPAWS donors,

It is with great pride that I present CPAWS's 2024 Impact Report, showcasing the transformative work we have accomplished over the past year with your steadfast support.

I'm writing this letter in August, as we are experiencing another season of devastating wildfires, flooding, heat waves and other catastrophic weather events that are deeply impacting our loved ones, our friends and neighbours, and beloved wildlife and ecosystems across the country. In a time when the challenges facing our environment seem overwhelming, it's important to remember the power of coming together. We've proven that meaningful change is not only possible – it's happening. We can't stop now.

Our team at CPAWS has spent the past year rolling up our sleeves and getting to work; turning commitments made at COP 15 and IMPAC5 into strategies that will effectively safeguard nature. Your support enabled CPAWS to lead a group of 20 conservation organizations across the country that worked to strengthen the National Biodiversity Strategy, to provide feedback on the national strategy for environmental literacy, and to release a research paper on Protected Areas as a Nature-based Climate Solution, and we celebrated nature agreements signed between the federal government and British Columbia, the Yukon, and Nova Scotia. I was honoured to speak at the Senate on Bill S-14, which provides legislative protections and clarity, enabling the establishment, expansion and effective management of national parks, national urban parks and National Marine Conservation Areas. The Bill will also establish, in law, two remarkable new protected areas in partnership with Indigenous communities and formalize eight national park extensions.

We were delighted to enter into new corporate partnerships with businesses that have learned about CPAWS's leadership in the conservation space and want to bolster our efforts to protect nature. As our team continues to grow, we have launched new programs to connect to a wider audience and bring even more advocates for nature together to champion our cause.

All of this is possible through the generosity of our donors, our partners, and the tireless efforts of our staff. Your collective passion and dedication is what gives me immense hope for the future of our planet.

Our focus now is to do all we can to solidify the national and regional strategies and projects as they are implemented and future-proof the incredible progress that has been achieved. In the coming months, CPAWS will be advocating for adequate, long-term protected area funding, releasing a progress report, and launching a national campaign to support these objectives.

In the pages that follow, I hope you will enjoy learning more about and celebrating the remarkable work you've enabled CPAWS to achieve. Thank you for being an integral part of our organization's success.

With heartfelt appreciation,
Sandra Schwartz
National Executive Director

President, National Board of Trustees

Dear CPAWS supporters,

As I step down from my role as President of the National Board of Trustees, I find myself filled with both pride and gratitude for all that we have accomplished together. Over the past nine years, together we have made a meaningful impact on protecting nature for our children and grandchildren.

A swell of momentum in 2021 and 2022 saw historic conservation commitments made by decision makers across Canada; a testament to the power of collective action taken by organizations like CPAWS, our supporters and partners. 2023 was a year of turning those promises into real protection on land and water. From working to ensure Canada's national biodiversity strategy is robust and set up for success, to conducting nationwide research on Marine Protected Areas, to facilitating organization-wide learning on Indigenous history and law, and growing our team, we've been busy! And our work has never been more important. With the increase of devasting events like flooding, fires, and heatwaves communities are experiencing across the country, it is crucial that organizations like CPAWS continue their work to protect nature, halt and reverse biodiversity loss, and implement strategies to help us adapt to climate change. We hope you enjoy reading about this past year's organizational highlights further on in the report and know your unwavering support has played a key role in helping CPAWS accomplish all it has this past year.

As I pass the baton and welcome our incoming President, I am confident that CPAWS is in excellent hands. The future holds many challenges, but also immense conservation opportunities. I am excited to see how the organization will continue to grow, innovate, and continue to showcase our leadership in the conservation space.

Thank you for your trust, your passion, and your loyal partnership. Together, we have made a lasting impact for nature for years to come.

With deepest gratitude,
John Grandy
President, National Board of Trustees

Right, top to bottom: Markus Thompson/Thalassia Photos; Cynthia Eastwood; Ocean Networks Canada. Background: Elenathewise/iStockphoto.com

Turning the tide on ocean communications

How CPAWS will inspire new audiences to take action on ocean protection

YOU MAY HAVE ALREADY HEARD about the groundbreaking, cross-Canada Marine Protected Area research CPAWS conducted earlier this year. Led by CPAWS's National Ocean Program, the team surveyed 10,000 people across the country and held focus groups in ten coastal communities from British Columbia to Newfoundland and Labrador and from Hudson Bay to the Gulf of St Lawrence. The purpose of this grand-scale undertaking? To understand what fascinates and worries Canadians about the ocean, and their hopes and fears for the future.

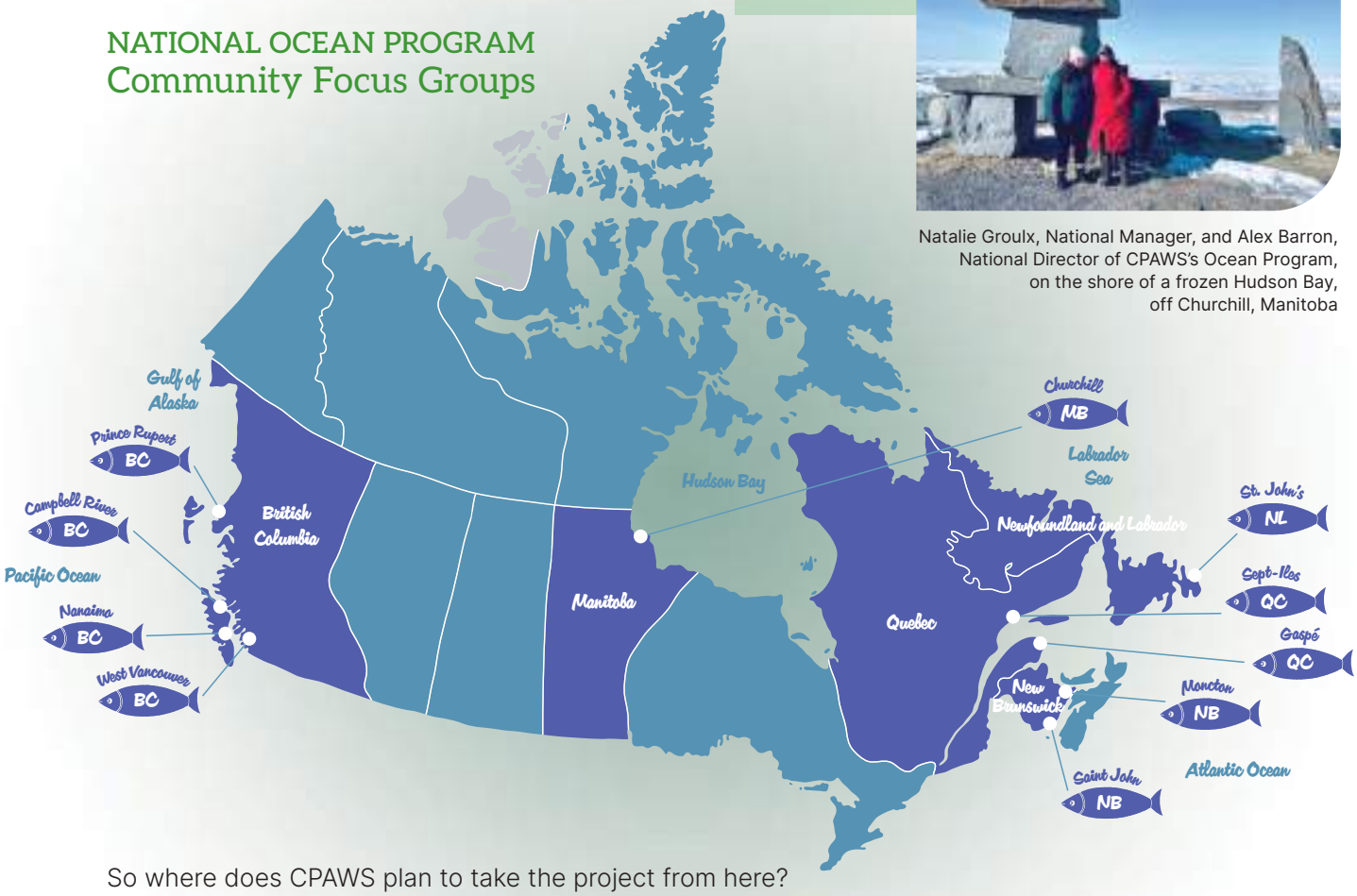
"When I first started dreaming of this project, I don't think I knew what I was really getting myself into" says Alex Barron, National Director of the program. "Spending almost two months on planes, trains, and automobiles – literally – to some rather remote coastal locations was quite the adventure! But I'm so pleased we pulled it off. Having the opportunity to deeply connect with people across the country on why the ocean matters to them has been the highlight of my career so far."

Working closely with McAllister Opinion Research, results from the national survey and focus groups are being analyzed, to glean important insights and identify target audience groups for engagement and activation. From a communications perspective, having access to this wealth of information is crucial to the development and successful outcome of campaigns in support of marine protected areas.

All photos: Markus Thompson/Thalassia Photos

NATIONAL OCEAN PROGRAM
Community Focus Groups

Natalie Groulx, National Manager, and Alex Barron, National Director of CPAWS's Ocean Program, on the shore of a frozen Hudson Bay, off Churchill, Manitoba



So where does CPAWS plan to take the project from here?

"This fall, we'll be sharing results with other environmental organizations, decision-makers, and funders, and undertaking message testing to create more engaging content and mobilize new audiences to take action for the ocean." said Barron. "We need more people to demand action from decision-makers if we're going to protect some of the amazing ocean ecosystems and marine life found along Canada's coast and stop the damage from industrial activities and overfishing that we're still seeing."

Excitingly, the team will also be presenting this work at the seventh International Marine Conservation Congress in South Africa in October. While the research is specific to Canada, Barron suspects the insights could have positive impact more broadly.

"What has inspired me the most about this project so far is the positive support for marine protection across Canada. As we were gearing up to conduct the focus groups, I was nervous we'd face some strong opposition towards ocean conservation efforts, generally. But that wasn't the case. Our research showed us that there is widespread concern about the current state of the ocean, and a great desire to ensure that marine wildlife and ecosystems and the communities and cultural traditions they support are kept safe and given the chance to recover. We're excited to take what we've learned to unite more people across the country in support of marine protection from coast to coast to coast."

Stay informed on this conservation research project and our other work by subscribing to CPAWS's monthly newsletter and visiting our national social media channels: LinkedIn, Facebook, X, Instagram, and YouTube.

Map base art: iStock.com; Photo: CPAWS Manitoba

Creating Your **Conservation Legacy**

HAVE YOU EVER thought about creating a legacy of conservation, but assumed it was something only for the wealthy or well-known? In reality, you can join hundreds of people across Canada who are committed to protecting nature for future generations. Building this legacy is both simple and profoundly impactful.

Many of us have experienced deep connections with nature during significant moments in our lives. Whether it's hiking a local trail or camping in another province, those moments remind us how vital our land, water, and wildlife are to us as Canadians. At CPAWS, we've seen a growing interest in people deepening their relationship with nature. We've spoken with Canadians like you, who are dedicated to ensuring our country's natural beauty is preserved and protected for the future.

Have you considered how you can make a lasting difference by taking action today? A legacy gift is a planned future gift that benefits generations to come. Through your generosity, values, and kindness, your impact will endure for years through a planned gift. Whether through a Will or other means such as life insurance or a gift of property, your legacy will leave a lasting mark.

By creating a conservation legacy with CPAWS, you help protect our natural landscapes from coast to coast to coast. Your support ensures that our advocacy work, expertise, and public education efforts can continue and expand. From safeguarding ecologically and culturally significant land, freshwater, and ocean, our work is far from over. As a dedicated supporter, you trust CPAWS to lead the way in protecting Canada's majestic wilderness. In the future, we'll need your support more than ever.

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.

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.

Photo: JP Danko/Stocksy/Adobe Stock

Financial Fitness

Despite inflation, rising interest rates, and concerns about a potential recession, CPAWS had a strong financial year and continues to maintain a healthy balance sheet. In 2024, total revenue increased to $16.96 million, up from $15.78 million in 2023. While individual and corporate contributions remained stable, providing the foundation of our financial strength, government funding saw a significant rise to $5.44 million, representing 32% of total revenue. Other income sources, including investment income and professional service fees, also grew, contributing 9% to overall revenue.

On the expenditure side, CPAWS spent $15.5 million in 2024, an increase from $14.74 million in 2023. Conservation programs remained the primary focus, accounting for 78% of total expenditures. Operational costs included a temporary $321K loss from a capital transaction by CPAWS's wholly owned subsidiary, which is expected to be recovered in the next fiscal year.

We are incredibly grateful to our donors, whose generosity enables us to continue our essential work to protect nature. Your support, combined with careful financial management, allows CPAWS to remain resilient and focused on achieving our conservation goals, despite the challenging economic climate. We are committed to using these resources effectively to protect Canada's blue and green natural spaces for our children and grandchildren.

— Laura Cui, National Director, Finance

Financial Fitness continued on page 10

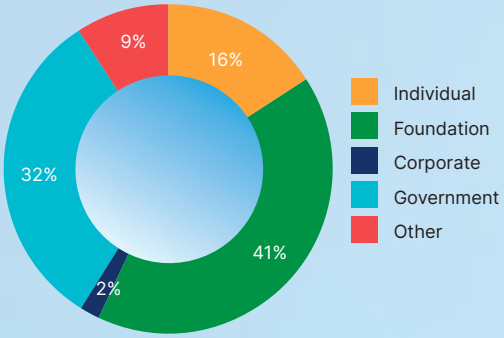
Photo: Pakhnyushchyy/Adobe Stock

Financial Fitness

HOW CPAWS IS FUNDED

FY 2023/2024

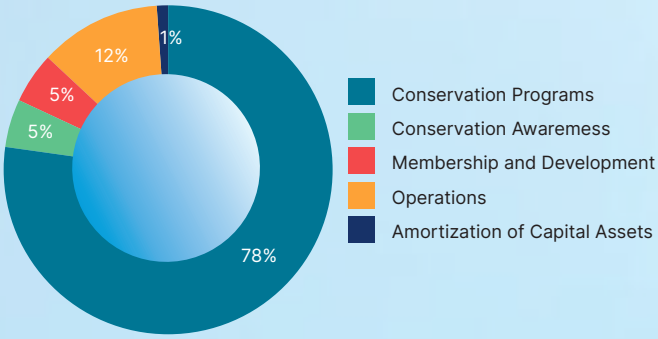
Income: $16,956,310



HOW YOUR DONATION IS USED

FY 2023/2024

Expenditures: $15,500,060



COMPOSITION OF CPAWS FUNDING

REVENUE		2024		2023
Individual	2,651,197	16%	2,549,719	16%
Foundation	6,893,017	41%	7,436,347	47%
Corporate	372,344	2%	257,160	2%
Government	5,443,289	32%	3,824,808	24%
Gain on Subsidiary	-	0%	1,266,222	8%
Other	1,596,463	9%	445,675	3%
	16,956,310	**100%**	**15,779,931**	**100%**

EXPENDITURES		2024		2023
Conservation Programs	12,064,432	78%	11,679,590	79%
Conservation Awareness	819,229	5%	948,655	6%
Membership and Development	749,626	5%	679,984	5%
Operations	1,795,264	12%	1,368,965	9%
Amortization of Capital Assets	71,509	1%	62,625	0%
	15,500,060	**100%**	**14,739,819**	**100%**
Surplus	**1,456,250**		**1,040,112**	

Financial Fitness

STATEMENT OF FINANCIAL POSITION

ASSETS

Current	2024	2023
Cash and Cash Equivalents	11,056,643	12,262,179
Guaranteed Investment Certificates	906,745	690,829
Accounts Receivable	2,105,146	1,328,645
Accounts Receivable from the Controlled Subsidiary	-	159,645
Accounts Receivable from the Controlled Foundation	46,936	61,259
Investments	4,331,506	2,067,886
Prepaid Suppliers, Expenses and Deposits	113,373	111,861
	18,560,349	**16,682,304**
Long-term Assets		
Investment in Subsidiary	212,395	2,033,799
Capital Assets	296,439	311,761
TOTAL	**19,069,183**	**19,027,864**

LIABILITIES AND NET ASSETS

Current		
Accounts Payable and Accrued Liabilities	464,743	931,769
Due to Regional Chapters	1,254,334	1,009,270
Due to the Foundation	50,000	-
Deferred Contributions	6,670,696	7,913,665
	8,439,773	**9,854,704**
Net Assets		
Unrestricted Net Assets	6,031,483	4,559,911
Invested in Capital Assets	296,439	311,761
Internally Restricted-Reserve Fund	801,488	801,488
Endowment—Now & Forever Wild Fund	3,500,000	3,500,000
	10,629,410	**9,173,160**
TOTAL	**19,069,183**	**19,027,864**

Photo: Pakhnyushchyy/Adobe Stock

A Year in Review

CPAWS CELEBRATED ITS 60TH ANNIVERSARY IN 2023, marking decades of tireless work on conservation across Canada by generations of staff. We took the opportunity to celebrate our achievements and of course, carried on with the critical work to ensure Canada's commitments made to protect land, freshwater, and ocean from coast-to-coast-to-coast were turned into robust strategies set up for success. We also spent time strengthening our staff, operations, and processes to enhance our nationwide impact as Canada's leading conservation charity.

Here's a glance at our most significant 2023 highlights!

SPRING

In the spirit of reconciliation, **CPAWS's prestigious conservation award** is relaunched to mark the organization's 60th Anniversary.

CPAWS releases a progress report indicating how Canada's governments are doing on their commitments to protect at least 30% of land, freshwater, and ocean by 2030.

CPAWS produces two video tributes to preserve the legacy of its deep involvement with **COP 15** and **IMPAC5**, a celebratory nod to a momentous winter for nature around the world.

Resulting from sustained efforts by CPAWS to bring governments together to act on nature, CPAWS welcomes an announcement confirming support by federal, provincial and territorial governments to collectively contribute to meeting the goal of protecting at least 30% of land and ocean in Canada by 2030, with a focus on Indigenous-led conservation.

CPAWS is awarded a **five-star charity rating by Charity Intelligence**, demonstrating its strong fiscal management, operational transparency, and highly effective use of your donor dollars!

CPAWS Executive Directors gather in Canmore to leverage our cross-Canada capacity to build a strategy for how Canada can achieve the **conservation targets of protecting 30% of land and ocean by 2030**. CPAWS then presents these recommendations to staff at Environment & Climate Change Canada, and other officials.

In strong partnership with the BC Chapter, CPAWS National undertakes critical government relations, polling and media-work with the goal of **addressing industry pushback against the BC Marine Protected Area network plan**, and to help us inoculate other regions against similar opposition.

SUMMER

CPAWS supporters rally to send over 3,600 letters to demand action by decision makers on Canada's commitment to protect at least 30% of land, freshwater and ocean by 2030, thanks to a collaborative campaign launched by CPAWS's network of regional and national offices.

National staff begin the **Home on Native Land** course. Over the course of 10 weeks, we come together to build our collective foundational knowledge on the history and lived experiences of Indigenous Peoples in Canada. Moving forward, all new staff that join CPAWS will complete the course as part of the onboarding process.

The government announces legal protection for the **Archibald Lake Wilderness Area**, a successful conclusion to a core conservation campaign led by CPAWS-Nova Scotia.

Another big announcement for nature! A feasibility assessment for a new **National Marine Conservation Area in the South Coast Fjords** will be completed in Newfoundland. CPAWS bolsters the good news by publishing an op-ed.

CPAWS works closely with its chapters in **New Brunswick** and **Newfoundland and Labrador** to develop strategies for positioning conservation with government/parties.

CPAWS launches a **Google Grants campaign** to increase our digital visibility, drive subscribers, increase online donations, and foster new corporate partnerships.

Season icons: MaksimYremenko/iStockphoto.com

Photo: Piotr Krzeslak/Adobe Stock

FALL

CPAWS's Senior Strategic Advisor, Alison Woodley, is invited to serve as one of two environmental NGO representatives on **Canada's National Steering Committee for the Pathway to 2030**.

Over 2,200 letters sent by supporters urge Canada to draft a strong, effective plan for nature, as part of a nation-wide joint campaign launched by CPAWS and its chapters. Concurrently, CPAWS engages with the federal government's consultations for the **National Biodiversity Strategy** and submits a briefing document to help inform the Strategy's development. To complement its organizational efforts and showcase leadership across the conservation sector, CPAWS convenes 20 conservation organizations from across Canada to develop and submit collective recommendations on the National Biodiversity Strategy.

CPAWS celebrates its **60th Anniversary**! Partners, funders, major donors, decisionmakers, and staff past and present come together to fete CPAWS's history of conservation achievements across the country. We present the rebranded **Conservation Award to Thomas R. Berger**.

CPAWS's National Executive Director, Sandra Schwartz, testifies to the **Senate Committee reviewing Bill S-14**. Bill S-14 provides legislative protections and clarity, enabling the establishment, expansion and effective management of national parks, national urban parks and National Marine Conservation Areas. The Bill will also establish, in law, two remarkable new protected areas, in partnership with Indigenous communities and formalize eight national park extensions.

CPAWS publishes **Protected Areas as a Nature-based Climate Solution**, a research paper and tool designed for decision makers by Dr. Risa B. Smith that demonstrates how protected areas on land and on water can help us adapt to climate change impacts.

The First Nations Leadership Council, and governments of BC and Canada sign a **historic tri-partite Nature Agreement** in November, setting a precedence for other provinces. The agreement comes with $1 billion in joint federal-provincial funding including $50 million from Ottawa to permanently protect 1.3 million hectares of "high priority" old-growth forests in B.C. The agreement also includes commitments to support Indigenous-led conservation initiatives, conserve enough old forest habitat to support the recovery of 250 spotted owls and restore 140,000 hectares of degraded habitat within the next two years.

Long-time CPAWS partner, **MEC, fundraises over $15,000 for CPAWS** through their annual Sock Week campaign!

With deep gratitude to long-time major donors, who provided a matching gift of $25,000, **CPAWS raises over $75,000 on Giving Tuesday**!

WINTER

CPAWS congratulates the Seal River Alliance, and the governments of Manitoba and Canada on securing interim protection for the **Seal River Watershed**, a key step towards permanently conserving the watershed as an Indigenous Protected Area. This is a momentous milestone in a long-term project that our Manitoba chapter has been supporting for many years.

CPAWS lauds the Omushkego, Muskegowuk Council, and Parks Canada on the successful completion of a feasibility study and **major step towards permanent protection for western James Bay and southwestern Hudson Bay**. This is a significant moment for Wildlands League who have been working as close partners on the project for many years.

CPAWS releases new hiring guidelines, with the goal of attracting more diverse talent, creating a more accessible, inclusive hiring process, and an equitable working environment.

To better understand community sentiments around Marine Protected Areas, the ocean team and supporting staff start their **Cross-Canada Coastal Conversations** trek across Canada in British Columbia.

CPAWS, longtime member of the Green Budget coalition, meets Deputy Prime Minister Chrystia Freeland to discuss crucial recommendations on funding needed to support Canada's commitments to nature. **CPAWS was pleased to see some of our key priorities reflected in budget 2024**.

Citizen Watch partners with CPAWS and donates over $5,000.

To strengthen our foundational mission and vision, and chart the course for future conservation work, the CPAWS leadership team begins a comprehensive **Theory of Change** exercise.

CPAWS enters into new partnership with the **Ocean Ball foundation**—an event that sees Toronto's leading entrepreneurs and thought leaders come together to raise funds for marine protection. CPAWS will be the 2024 beneficiary of the proceeds from the Ocean Ball event.

CPAWS is proud of all that we accomplished for nature over the past year, made possible by the steadfast generosity of you, our donors. And we're not slowing down now. Our latest projects continue to be ambitious and bold, including **securing long-term government funding to future-proof conservation projects**, the launch of **a national campaign informed by our cross-Canada research**, the publication of **a nationwide progress report and policy paper on Protected Areas as a Nature-based Climate Solution**, and **the revitalization of our organization's mission and strategic vision** for nature upon the completion of our Theory of Change process. Thank you for your continued support—we celebrate these victories for nature alongside you.

Photo: Piotr Krzeslak/Adobe Stock

HONOURING OUR DONORS

I like to think of my monthly donation as my **subscription to nature.**

I CHOSE TO SUPPORT CPAWS because I am deeply inspired by their core mission, focusing on the conservation of parks and public lands. As a city manager, I witness firsthand the importance of access to nature and the precarious nature of public funding. By supporting CPAWS, I feel I'm contributing to the broader public support needed for investments in nature.

One specific moment that stands out for me is when I spend time walking a trail, immersing myself in the wild places. These experiences move me to protect nature and to be part of CPAWS in some way. Watching and sometimes participating in the activities of the local CPAWS chapter in Manitoba, I see a passion that mirrors my own. My monthly contribution is a tribute to this work, a small way I can feel connected to it.

The aspect of CPAWS's mission that resonates most with me is their focus on public lands and their campaigns to expand protected areas through government action. There is immense pressure on governments to develop lands for economic opportunities, and there are too few voices defending the inherent value of these lands and waters. CPAWS's efforts to connect citizens with nature help them see its inherent value and engage them in the effort to protect it. Rational arguments and party politics alone are insufficient; building broad public support is essential. CPAWS makes conservation a politically viable choice.

I like to think of my monthly donation as my subscription to nature. It appears on my statement alongside subscriptions to a couple of streaming services, but I get so much more out of my time on a trail than sitting in front of my TV. It's an incredible deal and makes me feel good to invest in my values. For non-profits, monthly donations create financial stability and reduce the need for constant fundraising, allowing more focus on core work. A small monthly donation is more impactful than a one-time contribution, even if the net amount is the same.

Duane Nicol
CPAWS Monthly Donor

Top: Caddy Lake, Whiteshell, Manitoba. Photo: Terry Peters/iStockphoto.com

Honouring our Donors

Thank you to those individuals, foundations, corporate donors and businesses that demonstrated their leadership in our 2023-2024 fiscal year with contributions to CPAWS of $1000 or more.

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731607 Ontario Limited
ADSGO Trading Corp
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BCD Electronics Ltd
CanTalk Canada Inc
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MEC
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Penguin Random House Canada Limited
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Bodner Estate - Charitable Trust
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Estate of Bruce Dolphin
Estate of Marria Van Driel
Estate of Velma Hodgins
Estate of Beatrice Marilyn Leslie Kan
Estate of Karonne Lansel
Estate of Karoline Seniw
Estate of Nancy Jean Siefker
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Estate of Garfield Delbert Withers
Estate of Jim Wolford

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Benefaction
Beverly Gorman and Bill Reedy Fund
Calgary Foundation
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Canada Gives
Canadian Online Giving Foundation
Central Okanagan Foundation
Charitable Impact Foundation
Charities Aid Foundation Canada - CyberGrants LLC
CJ Foundation
Coleman Leggitt Trust
Community Foundation for Kingston & Area
Community Foundation of Medicine Hat & Southeastern Alberta
Consecon Foundation
Donner Canadian Foundation
Echo Foundation/ Fondation Écho
Edmonton Community Foundation
EMPEP Fund
Environment Funders Canada
Fall Line Initatives Fund
Fanwood Foundation
Fiera Capital Foundation
FirstLine Foundation
Fondation de la faune du Québec
Frank & Jean Weichman Cinders Fund
GiftFunds Canada Foundation
Gordon and Betty Moore Foundation
Great Divide Foundation
Green Sanderson Family Foundation
Horn Family Fund
Jack Mackenzie Charitable Foundation
Jack Spraak Legacy Fund
Jean DeBernardi Fund
Leacross Foundation
Link Charity Canada Inc.
MakeWay Foundation
My Tribute Gift Foundation
Oakville Community Foundation
Palmer Family Foundation
Panoram Foundation
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The Cardinal Foundation
The Conservation Alliance
The Fenna Family Fund
The Horace W. Goldsmith Foundation
The Lake Family's All One Fund
The Legacy Fund for the Environment
The McKay Foundation Fund
The Milbradt Science and Culture Fund
The Mireille and Murray Steinberg Family Foundation
The Rossy Foundation
The Schad Foundation
The Tera Legacy Fund
The United Church of Canada Foundation
The Waltons Trust
The Weppler Family Fund
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I OFTEN FEEL LIMITED in my ability to influence policymakers in how our taxes are redistributed. With climate change, I would have liked to see government priorities more strongly favor the environment. Water, being at the heart of our survival, is something I am increasingly concerned about, especially when this precious resource is often jeopardized. The forests, the lungs of the earth, are disappearing at a pace that deeply saddens me.

I decided to support an organization that shares my core values. An organization that brings together people who are moving in the same direction, in order to amplify the influence I could never achieve if I were fighting alone in my living room.

I have decided to do my part by making a monthly donation to the Canadian Parks and Wilderness Society (CPAWS). It is the only charity in Canada dedicated to protecting our public lands, our inland waters, and our oceans through a strong national and regional presence across the country.

A monthly donation is a way to ensure stability for any organization that wants to achieve its ambitions. If many contribute, we pool our impact. Together, we are the drops of water that form the ocean.

Johanne Rioux
CPAWS Monthly Donor

HONOURING OUR DONORS

Honouring our Donors

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I always donate on parks day. My fondest memories of the Gatineau Park were in the early 60's. My dad would take the eight of us on hikes especially in the Fall. The first thing he would say to us as we entered the forest was, stop and close your eyes, listen to the trees talking and singing in the wind, now open your eyes look at the leaves dancing to the ground to start seedlings again in the Spring. The park is a treasure for this area and needs legislation protection so families in past, present and future generations can enjoy it for generations to come.

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HONOURING OUR DONORS

The program really made me feel that I was a **valued contributor and volunteer.**

LIKE MANY CANADIANS, I worry about what kind of world we are leaving for our kids. I worry about how we keep destroying the natural world. Supporting CPAWS is a practical way for me to ensure the government lives up to its commitments to use nature-based solutions to address the climate and biodiversity crises. I love that CPAWS has a solid record of successful advocacy and partnership at both regional and national levels and that it collaborates with other organizations. That's so important—organizations can be stronger together and not duplicate work.

Almost ten years ago, I saw an email looking for Caribou champions with the Caribou Ambassadors Program so I signed up. I was really surprised by the level of personal contact and support from CPAWS—I hadn't encountered that before. CPAWS staff sent me a bunch of great stickers that I stuck on the outside of many, many letters. The program really made me feel that I was a valued contributor and volunteer.

Also, I really loved the successful campaign to recognize the Magpie River (Muteshekau-shipu) as a legal person. The campaign was a brilliant example of how CPAWS works at a regional level with other partners including Indigenous leaders and nations to create good law and policy.

What resonates with me about CPAWS is the vision statement to protect half of our wild areas, because it's ambitious and I love that CPAWS is aiming high. Also, the mission to respect the sovereignty and leadership of Indigenous nations. It's crucial that the environmental movement plays its part in reconciliation.

Supporting CPAWS is a way to actually do something, not just worry about the climate and biodiversity crises. Because CPAWS works on big national projects that affect all Canadians, as well as regional projects that affect your local area, you are bound to find campaigns that personally impact you. And by donating monthly, you can help provide a regular, reliable source of income to fund those campaigns. Canadians see themselves as living in a country full of vast tracts of wilderness but it's disappearing. Supporting CPAWS is a way to protect that wilderness.

Patti Kemp
CPAWS Monthly Donor

Photo, top: Ron Thiessen

Honouring our Donors

We regularly hike in our parks and local trails. We're so grateful for these big wild spaces where we can enjoy natural ecosystems like wetlands, forests, meadows, and where animals are safe and living their lives and we get to witness this and see the beauty of wilderness and life. We almost never go even a week between hikes and visits to parks

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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.

"Ocean Ball Foundation was honoured to partner with CPAWS for our annual charity gala event this year and support CPAWS's mission to protect 30% of land and ocean in Canada by 2030. We look forward to continuing our partnership, and seeing their mission move forward!"

—Tim Ray, Founder
Ocean Ball Foundation

"Our customers rely on organizations like CPAWS to safeguard the natural spaces they cherish. Conserving Canada's mountains, oceans, prairies, and coastlines is a monumental task, but together, Outdoor Research and CPAWS are committed to protecting these wild landscapes for today's adventurers and future generations."

—Dan Mayers, Brand Communication Manager
Outdoor Research

"We're proud to support CPAWS because we, like you, believe in preserving the wild spaces that not only inspire our coffee, but that define our country. CPAWS's outstanding work in protecting Canada's natural spaces — whether through conserving vital habitats or advocating for sustainable environmental policies — aligns perfectly with our values. Through the partnership, we're hoping to ensure that future generations will be able to experience the Canada that we feel so fortunate to enjoy."

—Jordan Neudorf, Marketing Director
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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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