



# 2017 ANNUAL REPORT

M A D E I N C A N A D A

## LETTER FROM THE PRESIDENT

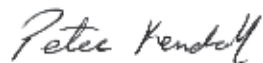
Throughout 2017, a strong sense of national pride could be felt across the country as we celebrated Canada's 150<sup>th</sup> birthday. Many Canadians marked the occasion by experiencing nature, with over 27 million people visiting a national park or national historic site and millions more taking time to appreciate the green spaces that are woven throughout our cities and towns.

But behind these celebrations, serious concerns remain about the future health of our most prized natural assets. Climate change, pollution, and species decline continue to plague both our nation and the world, and must be addressed. These issues can often cause feelings of distress or hopelessness, but they can also inspire action. In 2017, we saw Canada's protected areas increase, with the creation of the country's largest marine protected area in Lancaster Sound in Nunavut and the designation of the new Castle Provincial Park and Castle Wildland Provincial Park in southwest Alberta.

I am also filled with optimism from what I see every day at Earth Rangers. This past year, tens of thousands of children—from all corners of the country and all different backgrounds—took individual action on environmental challenges without hesitation. They are ready for the next 150 years and committed to ensuring their children and grandchildren can experience the same pride and wonder in this beautiful country as we do.

I encourage you to take a few minutes to read this report and be inspired by Canada's future leaders. Thank you for your support.

Peter Kendall



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## CANADA 150 - HOW WE CELEBRATED



### **CELEBRATING 150 YEARS OF CANADA**

As Canadians, we have a lot to celebrate. Our country is home to vast forests filled with wildlife, countless pristine rivers and lakes, and oceans that stretch across all 3 coasts. This incredible natural heritage is a gift that needs to be protected and celebrated, and kids across Canada agreed.

### **FINDING SOLUTIONS FOR AT-RISK MOOSE POPULATIONS**

#### *Bring Back the Wild Moose Project*

What's more Canadian than a moose? In our opinion, nothing! But did you know that moose populations are declining in several different places across Canada? Scientists aren't sure why, but it's likely a combination of climate change, disease, habitat fragmentation, and hunting pressure that's impacting moose populations along the southern edge of their range—Québec, New Brunswick, Ontario, and Manitoba in particular. To do our part to solve this mystery, our members raised funds to support research at Trent University into wildlife management practices. During the campaign's June 12-August 31 run, close to 4,500 children across the country signed up to be Earth Rangers, with many organizing creative fundraising campaigns for moose.

## YOUR MISSION: PARR-TAAY ALL YEAR LONG!



*"I think the best thing about Canada is the different ecosystems."* - Earth Ranger Ayden

The **I ♥ Canada Mission** encouraged kids to get outside and party with a purpose! The Mission contained everything Earth Rangers members needed to throw Canada an eco-friendly birthday party and celebrate this country's rich natural heritage. With over 8,150 members from across the country participating, it was one of our most successful Missions of 2017. The many testimonials and photographs we received showed us how committed Earth Rangers are to protecting Canada's environment, and celebrating everything it has to offer.

## CANADA 150 EVENTS

*Toronto & Edmonton*

Earth Rangers hosted I ♥ Canada events in Toronto and Edmonton for local members and their families, bringing the community together for games and nature-themed activities that celebrated all things Canadian.

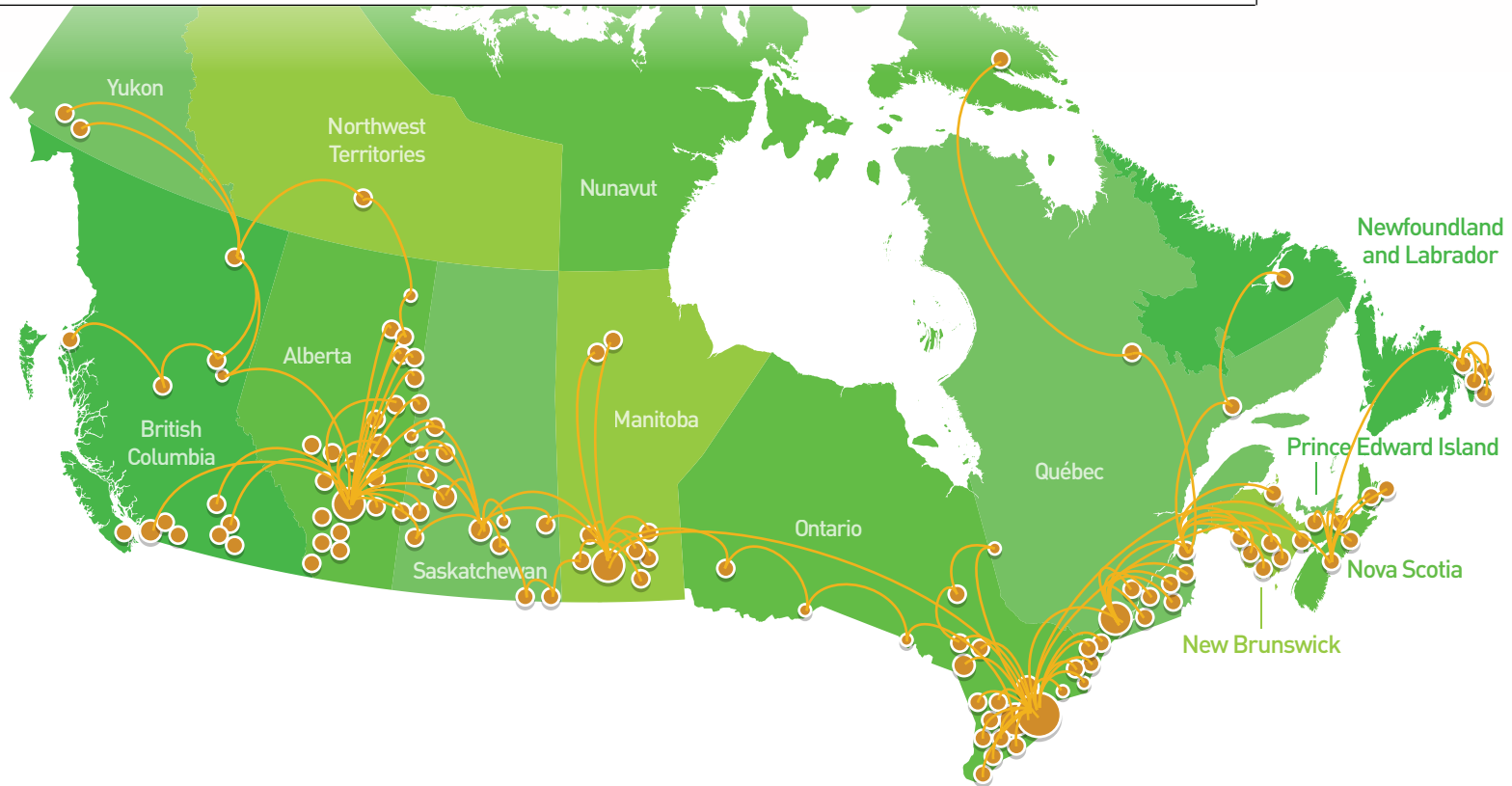
The events featured animal face painting, flower pot decorating, a selfie station, a maple tree planting, and of course exciting meet n' greets with our famous Animal Ambassadors!



Our country is home to vast forests filled with wildlife, countless pristine rivers and lakes, and oceans that stretch across all 3 coasts. This incredible natural heritage is a gift that needs to be protected and celebrated.



## CONSERVATION: A CONVERSATION FOR ALL CANADIANS



Earth Rangers is proud of the diversity of our members and see it as one of our greatest strengths. City-dwellers, rural communities, new Canadians, Francophones, Indigenous families, and thousands of other Canadians made profound commitments to protecting animals and the environment throughout the year. Whether this participation was sparked by our School Assembly Program, Missions, or Bring Back the Wild projects, we were inspired by how deeply kids across the country care about Canada's natural heritage.

- We reached **252,277 students** in **873 schools** across Canada with our School Assembly Program.
- Our members passionately discussed environmental issues, **posting 43,202 comments on earthrangers.com.**
- **61,171 environmental Missions** were accepted, engaging members in fun, tangible activities that help protect animals.
- Our members raised **\$356,074 for conservation projects** supporting at-risk species.
- We gained **26,000 new members**, boosting our total to over 175,000.

## SCHOOL ASSEMBLY PROGRAM

Our School Assembly Program and Classroom Visits use live animals and hands-on learning to connect kids with the issues facing wildlife and their habitats. We visited more places than ever before in 2017, including schools in Happy Valley-Goose Bay in Labrador as well as Campbell's Bay and Kazabazua in Québec. Our French-language programs also reached 107 schools; the most to date. Another major milestone this year was the 27 Indigenous schools we visited, and the special appearance we made at the Timmins Native Friendship Centre.



School Assembly team member Carine Nolet and Animal Ambassador Silva, a kookaburra, address an eager audience during a French-language presentation at École Valmont sur Parc in Repentigny, Québec.

## MEMBER SPOTLIGHT

Whether raising funds for Bring Back the Wild campaigns to protect at-risk animals, participating in Earth Rangers Missions, or just making sure the world is cleaner and greener, it's our members' actions that speak the loudest. Again and again, kids across the country showed how much they care about the environment with efforts that were truly inspiring.

### Earth Ranger James: The Recycling Guy



In Yellowknife, "The Recycling Guy" (aka Earth Ranger James) started a recycling business after noticing cans scattered in the forest. With no curbside recycling in the city, James took it upon himself to set up a service that collects, sorts, and transports items to community recycling stations. Ranger James donates 10% of profits to Earth Rangers Bring Back the Wild campaigns. Image © Riley Veldhuizen-Dunphy

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### Earth Ranger Joel: Buzzing “Condo” Developer



Inspired by the Earth Rangers Pollinator Power Mission to protect bees, this amazing Ranger started Joel's Bee Factory, a company that specializes in making shelters for members of the genus *Apis* to rest and lay eggs. Since starting out, he has sold over 50 bee condos in his native Newfoundland, spoken publicly on the importance of bees and pollinators, and has even been noticed by Dragon's Den! Clearly on a mission, Ranger Joel says: *"It's important to protect bees. If we don't protect them we will mess up the whole food chain."*

### Earth Ranger Cameron: Painting for the Planet



Cameron is a 10-year-old artist from Wikwemikong, Ontario, a First Nations community on Manitoulin Island. Inspired by his mom and the landscape that surrounds him, he made a generous donation to Earth Rangers after selling some of his paintings. He says *"I love painting landscapes and sketching animals. My classmates are interested in my art at school and they love what I do. So I decided to paint and sell my paintings to fundraise to support and protect the bee's. We live off the land. Whatever we take from Mother Earth we must give back. So we must help the animals and the environment so that it can be there for future generations to enjoy."*



## SPREADING THE WORD

Over the course of 2017, our mission to protect animals and their habitats was highlighted prominently by media and at special events. Our Public Service Announcements appeared on a dozen different networks, reaching millions of viewers. But that was only the beginning!

### Broadcast



Earth Rangers appeared on TVO for a kid-friendly conversation about how bald eagle populations are soaring back after decades of decline. This hopeful story is one of Canada's many environmental successes, and shows that at-risk species can recover when we work together to find solutions.

### Print & Online

In British Columbia, we worked with our partner CPAWS to raise awareness about the urgent need for Marine Protected Areas (MPAs) to help protect an endangered population of killer whales.



#### Opinion: B.C.'s marine heritage must be protected

“In working to secure these marine protected areas, the Canadian Parks and Wilderness Society (CPAWS) has recently partnered with an inspiring conservation group for kids—Earth Rangers—to help engage their 160,000 young members to make effective conservation in B.C. a reality.”

— Sabine Jessen, CPAWS

<http://vancouver.sun.com/opinion/op-ed/opinion-b-c-s-marine-heritage-must-be-protected>  
(Opinion: B.C.'s marine heritage must be protected)

### On the Hill

Earth Ranger Juliana addressed decision-makers on the importance of protecting Canada's natural heritage and secured a promise for future generations. You are never too young to make a difference! Juliana says: “I joined Earth Rangers because I care about animals and know they're facing so many threats. If we don't act now, in a generation it will be too late. I did my part by raising \$1,000 for cold water coral research and now I'm proud that our government is doing their part by investing over a billion dollars in protecting the habitats of so many species.”



From left: Earth Ranger Juliana, Honourable Jane Philpott, Minister of Indigenous Services, and Honourable Catherine McKenna, Minister of Environment & Climate Change.

## WHEN IT COMES TO ANIMALS, CANADA HAS IT ALL!

### 2017 BRING BACK THE WILD

Kids across Canada identify protecting animals from extinction as their top environmental concern. That's why we partner with experts across the country to work on innovative conservation projects that help ensure threatened species and their habitats stay healthy. From the buzzy, fuzzy, and slimy to the hard-shelled, majestic, and aquatic, our members showed the positive impact they can have on conservation issues by supporting these Bring Back the Wild projects.

### SALAMANDERS: PROTECTING A BIODIVERSITY HOTSPOT IN QUÉBEC



Of the 21 species of salamander that are native to Canada, 10 of them can be found in Covey Hill, Québec. We teamed up with the Nature Conservancy of Canada to protect 148 acres of the unique Covey Hill habitat, including a 15,000-year-old peat bog full of mossy soil and underground springs that salamanders need to survive. The project also aims to increase the amount of habitat protected in this biodiversity hotspot to over 1,000 acres.

Earth Rangers contributed **\$37,500** to protect Covey Hill.

**PINE MARTENS:** CONSERVING OLD GROWTH FOREST IN MANITOBA



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Habitat loss in the boreal forest is putting pressure on many species, including pine martens. That's why we worked with TNC Canada to identify and protect important old growth forest habitat in Manitoba. Thanks to the support of our members, TNC Canada was able to work on the ground with the Nisichawayasihk Cree Nation (NCN) to map old forests across over 2 million hectares of their traditional territory, much of which is also used by the pine marten. The mapping will help NCN and others understand which areas are the most important for this incredible animal so they can better protect it.

Earth Rangers contributed **\$50,000** to protect boreal habitat.



## WOODLAND CARIBOU: LAND-USE PLANNING IN ALBERTA



Due to threats like habitat loss in the boreal forest, the majestic woodland caribou are facing a very serious battle for survival. With only about 3,000 remaining in Alberta, Earth Rangers stepped in to support the Pembina Institute's work with First Nations communities to identify priority conservation areas. This important work supports the Government of Alberta's goal to protect almost 20 percent of the province's land and freshwater habitats, which will bring big benefits to caribou.

Earth Rangers contributed **\$25,000** in support of better habitat protections for caribou.

**KILLER WHALES:** MARINE PROTECTED AREAS FOR HEALTHY OCEANS IN BRITISH COLUMBIA



To commemorate Earth Month, Earth Rangers banded together with the Canadian Parks and Wilderness Society (CPAWS) to help protect the enormous diversity of life found in B.C.'s Scott Islands and the Southern Strait of Georgia. While each area is different, both share similar threats from industrial fishing, vessel traffic, and pollution including oil spills. That's why we advocated for the creation of Marine Protected Areas (MPAs) in both areas. For the Scott Islands, this means over two million breeding sea birds and their chicks would have better protections. In the Strait, an MPA would benefit struggling southern resident killer whales—Canada's most endangered orca population.

**\$25,000** was contributed to MPAs in the Scott Islands and Southern Strait of Georgia.



## THE NEXT GENERATION OF CLIMATE LEADERS

### TAKING ACTION ON CLIMATE CHANGE

We know that children can play a huge role in addressing all environmental challenges—even big, global issues like climate change. That's why we develop programs that motivate families to work together to reduce their impact on the planet by adopting sustainable habits at home. From energy-efficient light bulbs to understanding how our diets impact the world around us, our members demonstrated that age is no barrier when it comes to fighting climate change!



Did you know that an LED light bulb uses 70-90 percent less energy than a standard bulb? Flip the Switch got our members plugged into the benefits of switching from traditional to energy-efficient lighting to help lower electricity consumption and minimize the impacts of climate change. This illuminating Mission, which will continue in 2018, saw thousands of contributions from some of Canada's brightest hopes for the future.



#### Earth Ranger Logan:

*"I chose to do this Mission to save energy and help save the environment. We changed all our CFLs to LEDs and the light is so much brighter. Me and my family really like the LEDs. Glad we made the change. We will not need to buy any more LEDs for many years. My parents really like that cost savings."*





**A single LED light bulb lasts up to 25,000 hours.** You would need 3 CFL light bulbs, or a whopping 25 incandescent light bulbs to match that same lifespan!



**Earth Ranger Eunice:**

*"I choose this mission because I want to help our world be a better place and also to save electricity and bills."*



**Earth Ranger Bokken:**

*"I love the environment and I want to help the animals. In my house we replaced all the light bulbs to LED. I am asking all my friends and family to do the same!"*

From energy-efficient light bulbs to understanding how our diets impact the world around us, our members demonstrated that age is no barrier when it comes to fighting climate change!



The What's at Steak Mission challenged our members to go meat-free once a week, showing them the big impact our diets have on the health of our planet. In Canada, raising cows, pigs, chickens, and other animals for people to eat accounts for about 62 percent of the agricultural sector's greenhouse gas emissions, a number that can be reduced with even a small change in diet. With a pinch of encouragement from celebrity guest judge Chef Michael Smith, our members created a variety of delicious, planet-friendly recipes that they served to their friends and families.



## Teriyaki Tofu on Rice & Green Beans

by Ranger Sienna

### Main ingredients:

- Tofu sauce (soy sauce, brown sugar, honey, ginger, garlic)
- Rice
- Green beans

### How did you make it?

*"I fried the tofu until it was crispy and then added my homemade sauce. It was my first time eating tofu. I would definitely cook with tofu instead of meat again."*

### Sienna's verdict:

*"Pretty delicious."*



## Two Cheese Quesadilla with Fresh Salsa and Guacamole

by Ranger Miya

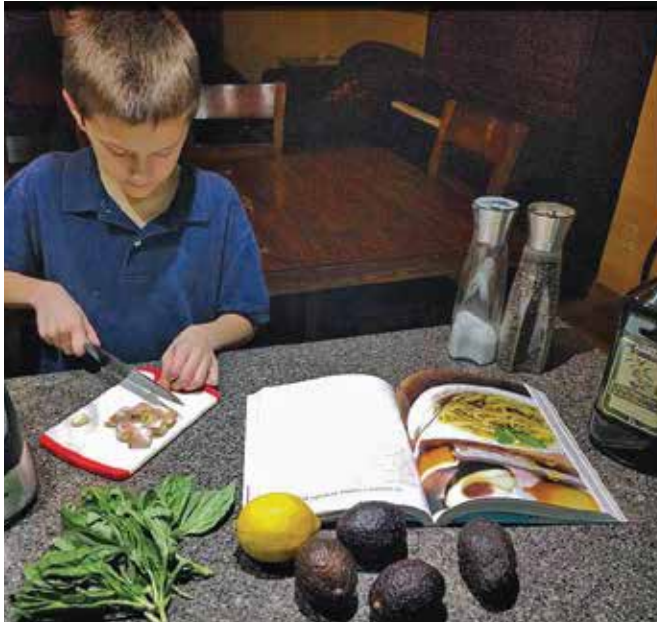
### Main ingredients:

- Marble cheese
- Havarti cheese
- Chives and white onions, chopped
- Tortillas
- Tomatoes
- Cilantro
- Avocados
- Lemon or lime
- Salt and pepper

### Miya's verdict:

*"It was very tasty and delicious."*





## Creamy Avocado Pasta

by Ranger Oliver

### Main ingredients:

- Spaghetti
- Garlic
- Avocados
- Lemons
- Basil
- Olive oil

### Oliver's verdict:

*"It was thick and creamy, delicious and had a bit of kick from the lemon and garlic."*



## HERE'S WHAT SPECIAL GUEST JUDGE CHEF MICHAEL SMITH HAD TO SAY ABOUT ALL THE SUBMISSIONS:

“ I'm thrilled by the massive engagement with this project. As young people it's so important to understand the role that food plays in our lives, where it comes from, what it does for us, what nutrition is. We have to be well informed so we can make our own decisions and not fall prey to all the hype and misinformation that often characterizes food in the media. I'm proud of everyone who took the time to engage with this project. The results speak for themselves! ”





## 2017 SUPPORTERS

### \$500,000 +

Environment and Climate Change Canada  
The Schad Foundation

### \$100,000 - \$499,999

CRH Canada Group Inc.  
Government of Alberta  
Honda Canada Foundation  
Province of Ontario  
TD Friends of the Environment Foundation

### \$50,000 - \$99,999

AltaLink  
Call2Recycle  
CropScience Division of Bayer  
HSBC Bank Canada  
Lehigh Hanson Canada Region  
Ontario Power Generation  
R. Howard Webster Foundation  
Schneider Electric Canada  
Shaw Communications Inc.  
The Trotter Family Foundation  
The W. Garfield Weston Foundation  
TransCanada PipeLines  
Vale Canada Limited

### DONOR SPOTLIGHT

The Honda Canada Foundation is Earth Rangers' oldest and largest corporate supporter. By donating vehicles and leases, they helped us to expand our School Outreach Program nationally in 2011. Since 2014, they have directly supported the School Assembly Program in over 300 schools, reaching 80,000 students. Their employees have also donated countless volunteer hours towards our programs and facilities.

### \$25,000 - \$49,999

BASF Canada Inc.  
Echo Foundation  
Forest Products Association of Canada  
Government of Canada  
Great West Life, London Life and Canada Life  
Imperial Oil Foundation  
Natural Sciences and Engineering Research Council of Canada (NSERC)  
NOVA Chemicals  
The Rogers Foundation  
Torys LLP  
The Youssef-Warren Foundation

### \$10,000 - \$24,999

The Barrett Family Foundation  
BlackRock  
Canfor Corporation  
Cement Association of Canada  
Edmonton Community Foundation  
Federated Co-operatives Limited  
Firestone Building Products  
Goldcorp Inc.  
Government of New Brunswick (Environmental Trust Fund)  
Husky Energy Inc.  
The John and Pat McCutcheon Charitable Foundation  
MCL Sustainable Solutions  
Menkes Property Management Services Ltd.  
The Miller Group  
Molok North America Ltd.  
New Gold Inc.  
Peter Gilgan Foundation  
Praxair Canada Inc.  
Prospera Credit Union  
Sitka Foundation  
Sustainable Forestry Initiative Inc.  
Syncrude Canada Ltd.  
Teck Resources Limited  
Toronto Pearson International Airport

### \$1,000 - \$9,999

AltaGas Ltd.  
ArcelorMittal Exploitation minière Canada  
ArcelorMittal Produits longs Canada  
Bereskin & Parr LLP  
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#### In Memoriam: Earth Ranger Angela

One of our most active Earth Rangers members, Angela Silva, was well-known in her community for her passionate dedication to protecting animals and the environment. She hosted fundraising campaigns for 7 different species including the pine marten, eastern wolf, little brown bat, and peregrine falcon, raising hundreds of dollars in donations. In 2015, she was diagnosed with a lethal and

incurable brain tumor. Despite this, she remained a dedicated Earth Ranger and did everything she could to protect animals—even while she fought for her own life.

Tragically, she passed away in early March 2017, peacefully in her sleep.

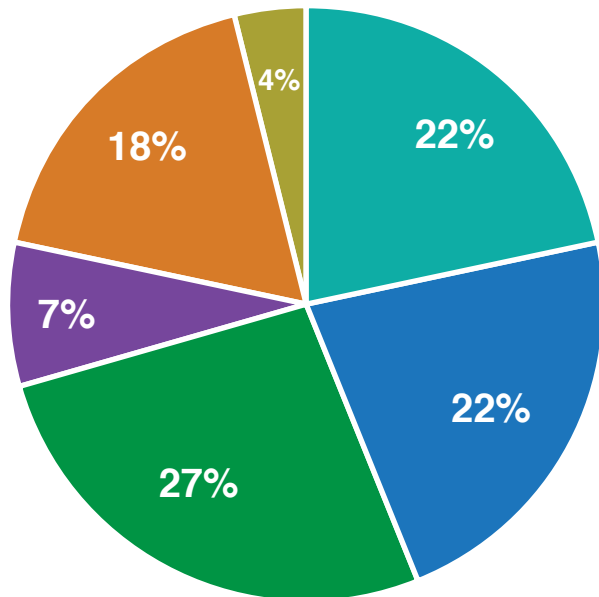
In August 2017, Earth Rangers acquired a laughing kookaburra as new Animal Ambassador. To honour Angela's memory, we named our laughing kookaburra Silva—her last name.



## REVENUE & EXPENSES

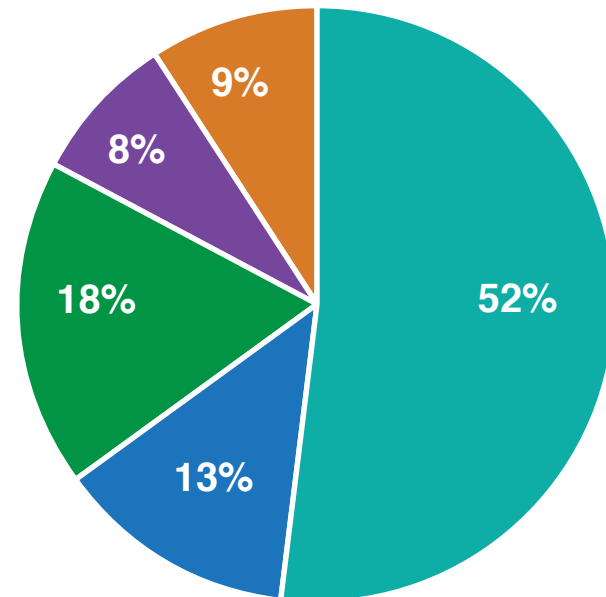
### REVENUE

Government	\$1,291,352.00
Corporations	\$1,310,249.00
Foundations	\$1,581,466.00
Individuals	\$448,368.00
Amortization of contributions to fund capital assets	\$1,058,898.00
Other	\$221,290.00
<b>Total</b>	<b>\$5,911,623.00</b>



### EXPENSES

Outreach and conservation programs	\$3,051,600.00
ERC program	\$759,744.00
Depreciation	\$1,058,898.00
Fundraising	\$483,279.00
Administration	\$493,580.00
<b>Total</b>	<b>\$5,847,101.00</b>





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