



David  
Suzuki  
Foundation

# Annual report 2015



# You power positive change.

However you've shown support in 2015 — by donating, signing a petition, sharing messages on social media, volunteering, or talking to your friends, neighbours and co-workers about issues you care about — you're part of a community of positive change.

Here are just some of your many amazing accomplishments.:

- Passing environmental rights declarations in more than 100 communities, representing more than 10 million Canadians!
- Encouraging Canadians to get informed and get out and vote in October's federal election.
- Creating climate solutions.
- Defending baby belugas.
- Helping protect the future of Greater Vancouver's Howe Sound ecosystems.
- Bringing back bees and butterflies.

Thank you for standing with us for the planet.

With thanks,



Peter Robinson  
*CEO, David Suzuki Foundation*





## PROTECTING THE PEOPLE AND PLACES YOU LOVE

*"There is no environment 'out there' separate from us. The environment is embedded in us. We are as much a part of our surroundings as the trees and birds and fish, the sky, water and rocks."*

— David Suzuki.

Last fall's cross-country Blue Dot Tour sowed the seeds of a singular idea: that all Canadians deserve clean air, safe water and food, a stable climate, diverse ecosystems and a say in decisions that affect their health and well-being.

One especially significant tour stop: Shoal Lake 40, a First Nations reserve on the Manitoba-Ontario border that's suffered one of the longest boil-water advisories in our country's history. Your support meant we could stand with that community and help wake Canada up to the fact that not everyone has access to clean water.

In just one short year, the tide of history turned: Supported by people like you, including 20,000 grassroots volunteers, 100 communities — representing more than 10 million Canadians! — passed environmental rights declarations.

The citizen-led Blue Dot movement will continue empowering Canadians in their communities, provinces and territories and, with your help, we'll keep working to enshrine your right to a healthy environment in Canada's Charter of Rights and Freedoms.

TERRY LAWSON





## BRINGING BACK BEES AND BUTTERFLIES



This last year, you helped convince Ontario to become the first jurisdiction in North America to issue groundbreaking regulatory restrictions on neonicotinoid pesticides (“neonics”) that poison soil and water, and harm bees, birds, butterflies, earthworms and other creatures. Quebec has since announced that it will follow suit, supported by David Suzuki Scientists Circle’s Dr. François Reeve, who affirmed the link between certain pesticides and diseases such as Parkinson’s and cancer.

Thousands of milkweed plants were also distributed to Greater Toronto area residents eager to get them into their gardens, schoolyards, parks and fields to welcome threatened monarch butterflies in the spring, potentially helping to double or even quadruple the number returning to Mexico this fall.

And dozens of volunteer Homegrown Park Rangers helped transform the heart of Canada’s biggest city, Toronto, into a pollinator-friendly, green corridor.

### DONATIONS

The Foundation’s grassroots funding model allows us to be fully independent. Donations from a wide range of sources, including thousands of individual donors, let us set an independent course. This form of fundraising and donor stewardship is more costly, but we believe it provides us with the independence needed for effective environmental leadership.

## CREATING CLIMATE SOLUTIONS

On November 30, more than 190 countries gathered in Paris to achieve a binding, international agreement to confront humanity's greatest environmental threat: climate change. Thanks to your support, delegates from the Foundation — director of science and policy Ian Bruce and climate change and clean energy communications and research specialist Steve Kux — were there, too, pushing our leaders for real climate action.

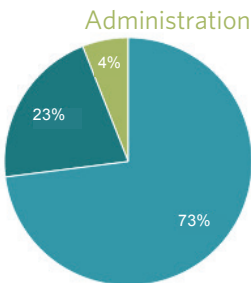
You also helped us provide leaders at all levels of government with research, policy analysis and creative ideas to make the strong climate commitments Canada wants and needs. Cities and provinces are already leading the way: we worked with the Alberta government on groundbreaking climate policy that includes a price on carbon, phasing out coal-powered electricity, ramping up renewable energy development and putting a cap on oilsands emissions.

SCUTTER



### How we use donations:

Fundraising and donor stewardship



Environmental programs

### DID YOU KNOW?

91% of our funding comes from Canadians!

## EXERCISING YOUR VOTE

Your support helped encourage Canadians to get informed and get out and vote in October's federal election. As a charity, the David Suzuki Foundation can't tell people how to vote, but, thanks to you, we created a suite of pre-election tools that made it easier for Canadians to make well-informed choices, including:

- A "cheat sheet" comparing the parties' environmental platforms at a glance.
- An online tool to write a pointed letter to an editor of a local paper.
- Questions to ask candidates, in person or at town halls and debates.
- Live tweeting of the Globe Debate that, among many important points, connected the dots between human health and a healthy environment, and between climate change and the current refugee crisis.
- Regular emails and social media, including election rules, to encourage people to register to vote and ensure they had what they need in hand at polling stations.

You and I can't take direct credit for the droves of people who showed up at the polls in record numbers, but you can celebrate these numbers: Foundation party platforms were viewed more than 77,000 times, election blogs were visited by 85,000 people and Facebook posts were seen by six million people!



## DEFENDING BABY BELUGAS

You helped force petro giant TransCanada to abandon its plan to build an oil port in Cacouna, Quebec — right in the middle of beluga whale breeding grounds. The Foundation partnered with the Quebec chapter of the Canadian Parks and Wilderness Society and others to battle the company in court — and won — in part thanks to some 23,000 people who wrote letters to the fisheries minister through our website.

The fewer than 900 belugas that remain in the St. Lawrence River are now listed as endangered. The next step to safeguard them: Establishing a marine protected area that will guarantee their critical habitat is off limits to industrial exploration, oil transportation and other threats.



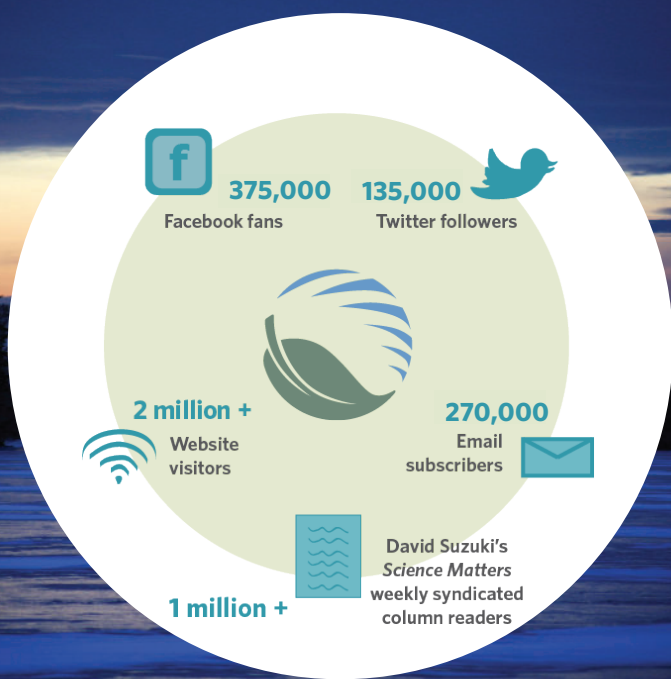
MAYUR GALA

## CHARTING A FUTURE FOR HOWE SOUND

You're helping bring diverse groups of people together to speak in one voice on behalf of Howe Sound, one of Canada's most spectacular ecosystems, located near Vancouver.

Howe Sound's watersheds provide an estimated \$800 million to \$4.7 billion in natural services such as storm protection, waste treatment, water supply, habitat, climate stabilization and recreational opportunities each year.

In August, 50 young adults attended Camp Suzuki: Howe Sound to learn environmental leadership from both a "western", science-based perspective and traditional First Nations knowledge, and committed to 40 hours of volunteering for a conservation organization in the Sound.



## REACH

Because of donors like you, our reach as an environmental organization has grown further than anyone could have predicted at our start. In fact, Canadians consistently name the Foundation as the most credible and reliable source of science-based environmental information in Canada.

This trust is reflected in the numbers. With over 270,000 email subscribers, millions of *Science Matters* readers and two million website visitors, people turn to us first for science, solutions and action.

Meanwhile, on social media, our more than 375,000 Facebook fans and 135,000 Twitter followers reach a greater online audience of over one million.

There's power in numbers.





**“ We are the earth, through the plants and animals  
that nourish us.  
We are the rains and the oceans that flow  
through our veins.  
We are the breath of the forests of the land, and the  
plants of the sea. ”**

— David Suzuki Foundation's *Declaration of Interdependence*

There is still so much more work to be done. Please consider this special way to make your gift go further.

Each month your gift goes a long way. But every time your credit card is charged, up to 6% is lost to processing fees. You can help us save that money—and boost your donations without any extra cost to you—by making one, simple change: Switch to direct debit donations. Unlike with credit cards, we don't pay processing fees for gifts processed through bank accounts.

And it's easier for you. Instead of your credit card being charged each month, your donation is quickly made through your bank account.

Get in touch to find out how you can make the switch. One little change means your donation will have even more impact.

