



David
Suzuki
Foundation

A scenic landscape photograph showing a mountain range with a lake and forest. The mountains are rugged and rocky, with some snow patches. The lake is calm and reflects the surrounding scenery. The foreground is a rocky slope with a dense forest of evergreen trees.

Annual report 2013

Thank you!

You helped us get results for the environment in 2013, so I'd like to share a few of the year's achievements. These successes are your successes!

Together, we have:

- Launched the movement to legally recognize your right to a healthy environment
- Encouraged local action on climate change
- Inspired thousands of people to reap the benefits of getting outside
- Protected natural spaces and the numerous benefits they provide

I am very proud of what we achieved together last year. If you have questions or feedback about our work, please get in touch. Thanks again for your support!

Peter Robinson
CEO, David Suzuki Foundation





REAL ACTION ON CLIMATE CHANGE

In 2013, the David Suzuki Foundation continued to be a leading voice on climate science and the impacts of Canada's energy policies on our environment. We kept Canadians up to date on the work of the UN's Intergovernmental Panel on Climate Change (IPCC), including the latest confirmation that scientists are more certain than ever that human activity is a major contributor to climate change.

Whether it's massive flooding in Calgary, typhoons in the Philippines, droughts in the United States or extreme ice storms along the East Coast, the link between extreme weather events and climate change predicted by scientists has never been clearer. And thanks to comprehensive polling by DSF and the Environics Institute, we know that Canadians want climate action but are increasingly skeptical about our government's willingness to act.

That's why we also worked hard to give Canadians a way to raise their voices together. By helping our community respond to breaking events like the Lac Megantic rail disaster, the Enbridge Northern Gateway decision and Keystone XL, we are showing our government that Canadians want a new future for their planet. A future that shifts away from fossil fuel pollution and puts us on a path to a cleaner, low-carbon energy future.



CONNECTING PEOPLE WITH NATURE

At the David Suzuki Foundation we know that people who spend time in nature care more about protecting it.

That's why we spend a lot of time thinking about new and innovative ways to get people outside.

One great example of this innovative work is the Homegrown National Park project. By training a group of volunteer "park rangers," we've brought community members together to build a green corridor through a city using people's front yards, backyards and balconies. By knitting together a series of small changes, an entire community is being mobilized to think of Canada's urban space as an environmental treasure.

Connecting to nature doesn't have to be difficult. To prove it we held our 30×30 Nature Challenge in May, supporting more than 10,000 Canadians from over 250 workplaces as they committed to spending 30 minutes in nature every day for 30 consecutive days. Participants reported more vitality and job productivity while developing a stronger connection with nature.

DONATIONS

The Foundation's grassroots funding model allows us to be fully independent. Donations from a wide range of sources, including thousands of cut 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.



AMANDA LIPTON

HABITAT AND SPECIES PROTECTION

Our country has unbelievable natural beauty, vast landscapes and diverse wildlife. As Canadians, we are in love with all of it. But it's more than just love. It's a deep part of who we are; it is our identity.

Our work this past year reflects this. We have helped shine a light on Canada's shrinking grizzly bear population, including how governments allow too much hunting. Along with community stakeholders and First Nations, we are pressuring provincial and federal governments to increase protections for grizzly bears and the habitats on which they depend.

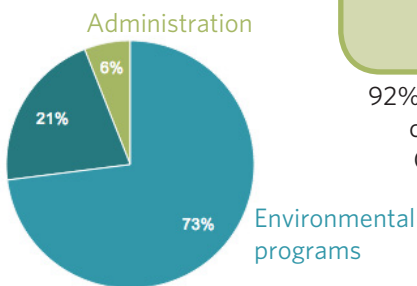
Meanwhile, in Quebec, DSF partnered with over 20 other organizations to launch the first St. Lawrence Week to get people outside, on and around the river, reminding them of all it provides, educating them about the threats to its health and mobilizing them to protect it. We are committed to making sure the places we love can be shared with the people we love, now and for generations to come.

RAY MORRIS



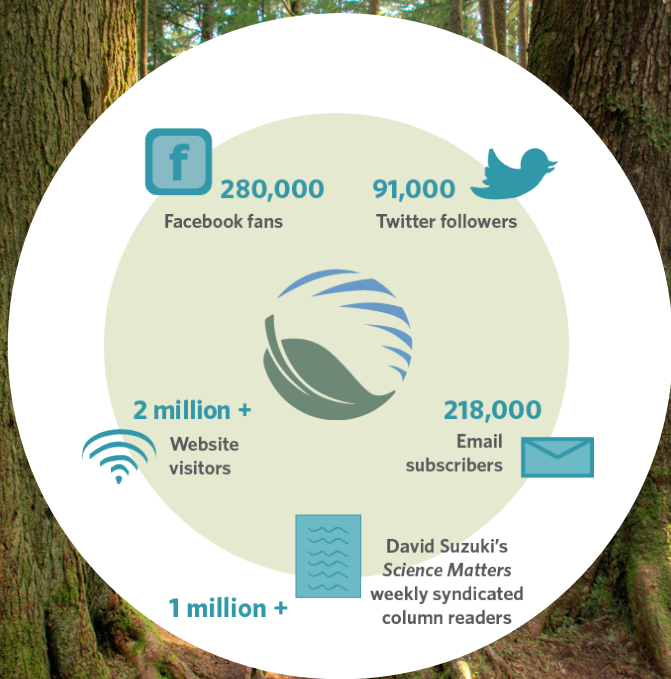
How we use donations:

Fundraising and donor stewardship



DID YOU KNOW?

92% of our funding comes from Canadians!



REACH

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 218,000 email subscribers, more than one-million *Science Matters* readers and two-million website visitors, people turn to us first for science, solutions and action. In fact, during this past year alone nearly 98,000 people collectively took over 139,000 actions to make our world a more sustainable place.

Meanwhile, on social media, our more than 280,000 Facebook fans and 91,000 Twitter followers reach a greater online audience of over one million. There's power in numbers.

FOSTERING THE NEXT GENERATION OF ENVIRONMENTAL LEADERS

Young Canadians tell us they are inspired by David Suzuki and his message and vision for the future. Now we have a golden opportunity to engage youth across the nation: In the fall, Dr. Suzuki and other Canadian icons will embark on a national tour, stopping in 25 communities to empower local individuals and organizations to stand up for Canadian values and build momentum to secure our legal rights to a healthy environment. Before, during and after the tour, we will provide hands-on leadership training to hundreds of individuals and will continue to support these environmental leaders over the coming years.

TAKING SERIOUS ACTION ON CLIMATE CHANGE

The coming years are critical in advancing public understanding and action on climate change—the world's greatest environmental and socioeconomic challenge. With your help, we will conduct clean energy and climate policy research to encourage national and provincial carbon prices to drive innovation and clean energy uptake; investment in sustainable transportation, transit and clean energy infrastructure; and adaptation solutions, green urban planning and sustainable transportation options for municipalities.

SEEKING THE LEGAL RIGHT TO A HEALTHY ENVIRONMENT

Canadians are proud to be known worldwide for our pristine landscapes, abundant fresh water and iconic animals like caribou, orcas and wolves. But, unlike the citizens of more than 100 other nations, we don't have legal rights to clean air, safe water and healthy food. With your support, the Foundation will work with Ecojustice and environmental lawyer David Boyd to embed the right to a healthy environment in Canada's Constitution.



“ 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 per cent 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.

All you need to do is mark a cheque VOID and
send it back to us along with the enclosed form.
We'll take care of the rest. One little change
means your donation will have even more impact.

