



David  
Suzuki  
Foundation

# Annual report 2014

# People power is at the heart of change.

The actions you've taken this year — to donate, volunteer, sign petitions, share messages on social media, engage in conversations with your friends, neighbours and family — made a difference!

By being part of the David Suzuki Foundation community you helped:

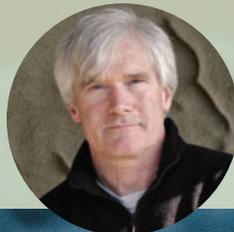
- Bring thousands of people together, in 21 communities, to start a national movement to give Canadians the constitutional right to live in a healthy environment
- Bring the monarch butterfly back from the brink
- Protect threatened beluga whales from industrial development
- Halt the use of bee-killing pesticides
- Connect Canadians with nature for the benefit of body, mind and spirit
- Produce evidence-based research on fracking
- Create a network of volunteer coaches to help families lower their impact on the planet

These are your achievements. We simply can't do what we do without you.

With thanks,



Peter Robinson  
CEO, David Suzuki Foundation



GRIFIN KELLER

## YOUR RIGHT TO A HEALTHY ENVIRONMENT

*"There will be no other thing as worth saving as this. Nothing more important, nothing as precious. This is home."*

— Shane Koyczan, from his poem *Shoulders* created for our Blue Dot Tour.

Unlike more than half the world's nations, Canada doesn't recognize its citizens' right to fresh air, clean water, toxic-free food and healthy, diverse ecosystems. But, that's beginning to change! Our Blue Dot Tour visited 21 cities this fall and now our community organizers are helping Canadians work with municipal leaders to pass local-level environmental rights declarations. More than 12,000 people have stepped forward to volunteer in their communities!

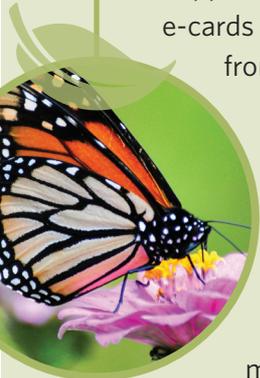
The Montreal borough of Rosemont-La Petite-Patrie was the first community to recognize its citizens' right to a healthy environment, followed by Richmond, The Pas, Vancouver, Montreal and Yellowknife. Next, with your help, we'll bring communities together to encourage provincial leaders to pass environmental bills of rights, and then bring provinces together to show the entire country that recognizing environmental rights is possible — and necessary — if we want future generations to have healthy, prosperous lives.



NELLY VOLKOVICH

## BUTTERFLIES #GOTMILKWEED

Support for our #GotMilkweed campaign and butterfly e-cards is helping to bring threatened monarchs back from the brink.



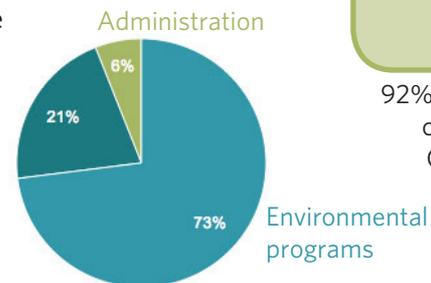
When we told you that monarch butterflies were appearing in Mexico in record low numbers, many of you stepped up to help make their astonishing 5,000-kilometre annual migration from Canada a whole lot easier. Those living in southern Ontario planted milkweed — where monarchs lay their eggs and their caterpillars' first food — in hundreds of yards, gardens, balconies, alleys and parks in and around Toronto as part of our #GotMilkweed campaign. Elsewhere in Canada, people helped plant milkweed and sent monarch butterfly e-cards. This fall, Canadians spotted monarchs in numbers that haven't been seen in years. Their migration masses were so large they alerted U.S. weather radar! Congratulations. Together, we made a big difference to a tiny creature.

## 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.

How we use donations:

Fundraising and donor stewardship



DID YOU KNOW?

92% of our funding comes from Canadians!

## SAVING THREATENED BELUGA WHALES

Thanks to people who care, the beluga whales living in Canada's St. Lawrence River are safe from industrial development... for now.

Beluga whales are featured in our 2014 holiday e-cards to celebrate a victory many of you helped make happen this summer. Oil and gas giant TransCanada wants to build an oil port for its Energy East pipeline in Cacouna, Quebec — right in the heart of the threatened whale's critical habitat. But thanks to the support of our partners and the thousands of you who signed our petition, the company agreed to halt their activities, at least for the time being. Fewer than 900 individual belugas remain in the St. Lawrence — and they are year-round residents. If you haven't already, please voice your objection to the proposed oil port — and ask your friends and family to do the same. The belugas' survival depends on it.



BRIAN GRATWICKE

## BANNING BEE-KILLING PESTICIDES

Thanks to a growing movement of citizens like you, Ontario is restricting neonic pesticides.

Neonicotinoid pesticides (also known as “neonics”) kill or damage many species we need to survive: bees, butterflies, earthworms and birds. They may also harm human nervous and endocrine systems (hormones) and our brains. No wonder many of these chemicals are banned in Europe! Neonics are in widespread use across Canada. But the Ontario government — thanks to vocal citizens like you — boldly stepped up to restrict them. This will prevent neonic-treated seeds from being planted in millions of acres of farmland. It’ll also help farmers choose safer ways to manage pests.



ALVIN SINGH

## FALLING IN LOVE WITH THE GREAT OUTDOORS

Numerous studies tell us spending time in nature makes people feel better — helping with depression, attention deficit disorder, memory, problem-solving, creativity, and physical health and well-being. Our 30x30 Nature Challenge, where people pledge to spend 30 minutes each day outside for 30 days, has become a wildly popular annual, national event. In 2014, our 30x30 messages reached more than a million people! People power also helped us build tailored tool kits for schools and workplaces, conduct research and encourage people to make nature part of their daily living year-round.



MAVUR GATA

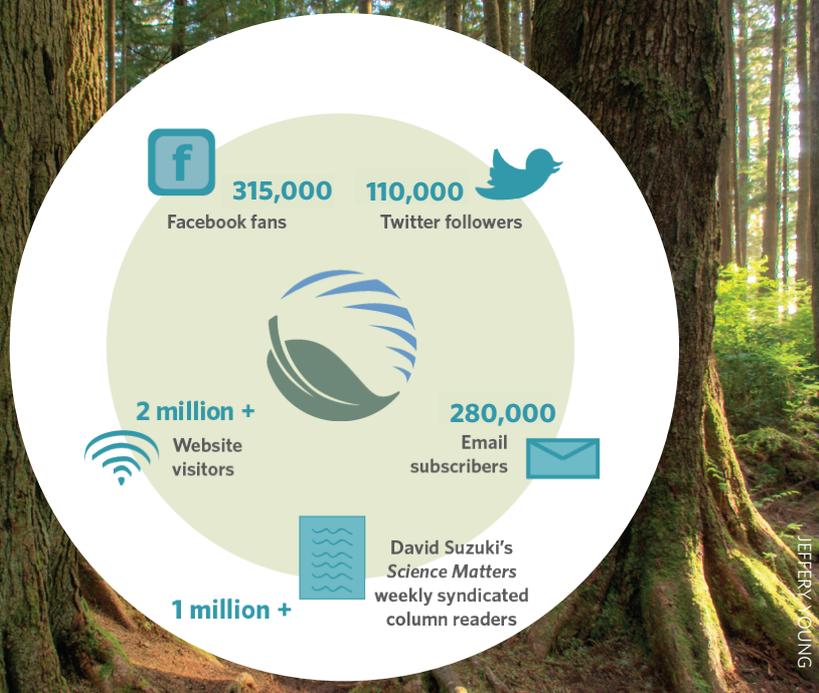
## FRACKING SCIENCE

Hydraulic fracturing (also known as “fracking”) is making headlines and garnering attention all over the world. But Canadians want to know what’s happening right here at home. So we’re collaborating with academics, industry and government and doing rigorous scientific research in northeastern B.C., where most Canadian shale gas fracking is concentrated. Our science team is exploring fugitive emissions (measuring escaping gases, primarily methane — which is potent when it comes to accelerating climate change) and well integrity (looking for evidence of leaks).

## GREENING THE GRASSROOTS

Thanks to our supporters, this fall 14 new volunteer Queen of Green coaches joined the more than 40 who came before them to help family, friends and neighbours reduce household waste, choose more sustainable foods, minimize toxic exposure and build community.

Coaches meet with their charges one-on-one over a twelve-week period to share ideas, research resources and brainstorm about the everyday struggles and triumphs of greener living. The result: people empowered to help themselves and others live more gently on the Earth — and many of our coaches come back to participate again and again!



“ 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*

SORIN ALB

## 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 280,000 email subscribers, more than one million *Science Matters* readers and two million website visitors, people turn to us first for science, solutions and action.

Meanwhile, on social media, our more than 315,000 Facebook fans and 110,000 Twitter followers reach a greater online audience of over one million.

There's power in numbers.

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.

