

Giving Monthly Makes a World of Difference

Guardians of Nature monthly giving members help to ensure Nature Canada has reliable, continuous funding to carry out important on-the-ground conservation work, educate tomorrow's environmental stewards and connect Canadians of all ages to our natural world. It is the most **cost effective** and **environmentally friendly** way to help protect nature in Canada year round.



If you haven't joined our Guardian of Nature program yet, it's easy to **sign up by going online** or calling our toll-free line at **1-800-267-4088**.

And for as little as \$15 a month, you will receive this special canvas hiker's pouch with our Guardian of Nature logo.

More Ways You Can Make a Difference

Go Paperless. Sign up for Emerald Membership Today

Emerald Members choose to receive news and information, donate and receive receipts all online and paper-free. It is the best and most environmentally responsible way to support Nature Canada and our conservation work. Not only will you help us to reduce the cost of paper purchases, printing and mailing, but you will also reduce your carbon footprint and help preserve global forests like the Boreal.

Stay Involved, Stay Connected. Join the Nature Nation – Nature Canada's Online Community

Receive news and announcements about our conservation projects by becoming a member of the Nature Nation – an online community of Canadians from around the country who share the passion and concern for our natural world. As a member, you will receive monthly e-news about nature in Canada, timely alerts about our action campaigns, special invitations to nature-themed events and much more.

It's the best and fastest way to stay up-to-date on how your donations are making a difference for nature in Canada while helping to save paper and resources.

To sign up today visit www.naturecanada.ca/member_login.asp



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WE ARE ACCOUNTABLE TO YOU

Nature Canada values the generosity and goodwill of our supporters. We are committed to exercising careful stewardship over the funds entrusted to us. We promise to keep our donors informed about the impact their dollars are making on nature and wildlife. As one of Canada's oldest and most respected nature organizations, we continue to work diligently to uphold our mission to protect and conserve wildlife and habitats in Canada by engaging people and advocating on behalf of nature.

For more information, see our Annual Report at www.naturecanada.ca/about_annual_report.asp



Nature Canada protects and conserves wildlife and habitats in Canada by engaging people and advocating on behalf of nature. With strategies based on sound science and passion for nature, Nature Canada effects change on issues of national significance, including bird conservation, wilderness protection, species at risk and national parks.

OUR MISSION is to protect and conserve wildlife and habitats in Canada by engaging people and advocating on behalf of nature.

OUR VISION is to establish Canada as a Nature Nation, where threatened species and ecosystems are protected, common species and ecosystems are conserved, ecological integrity is maintained and people embrace a culture of conservation in their everyday lives.



CELEBRATE, EDUCATE, PROTECT

our country's natural heritage

Welcome to Nature Canada

Thank you for joining us in building our Nature Nation!

By choosing to make a gift to Nature Canada, you have done something truly special. You have joined a group of passionate, caring and concerned fellow nature enthusiasts who believe that by working together and uniting our voices, we can make a powerful and lasting impact on the future of our country's nature and wildlife.

Your Gifts In Action

Thanks to thousands of passionate and caring supporters from around the country, together we are making an incredible difference for our nature and wildlife.

Here are *just a few* successes donor support has helped to make possible:

Establishment of Canada's Newest National Park

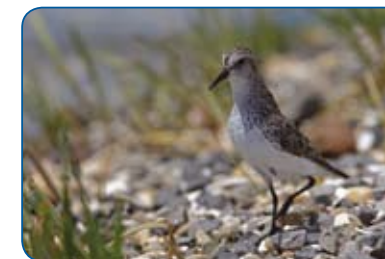
Over 13,000 square kilometres of Boreal habitat and the species that thrive in it will receive permanent protection with the creation of the Mealy Mountains National Park Reserve, the largest national park in eastern Canada.



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Nationwide Stewardship of Birds and their Habitat

The launch of the *Canadian Important Bird Area Caretakers Network* will help to create a network of volunteers who will act as the eyes, ears and hands on the ground at more than 500 Important Bird Areas from coast to coast, ensuring local conservation ideas are being put into action.



Legal Victory for the Endangered Sage Grouse

The chances of survival for the Greater Sage Grouse, a prairie bird whose population has plummeted over 90% in the last two decades, are greatly improved thanks to Nature Canada's scientific review that helped to bring about a ruling that forces the federal government to identify the species' critical habitat.



TOGETHER, *We are Building the Nature Nation*

Conserving Birds and their Habitat



Birds do so much for us. They brighten up our days with their cheerful songs, alert us to the arrival of spring and keep our ecosystems running smoothly

by controlling rodents and insect pests. And as one of the best-known groups of living things and one of the most studied, birds serve as valuable indicators of environmental change. Through our partnership with BirdLife International, Nature Canada works both on a national and global level to provide strong stewardship of bird populations and their critical habitat. With your support, we are actively monitoring and conserving a network of more than 500 Important Bird Areas across the country, empowering Canadians to become stewards who make a difference for our birds and collaborating with BirdLife partners worldwide to protect migratory bird populations beyond our borders.

Fighting on Behalf of Endangered Species

Every year, more of our country's treasured animals, birds and plants are threatened with extinction. Habitat loss and degradation, our changing climate and Canada's weak wildlife protections laws are contributing to the growing list of species whose survival is in jeopardy. Backed by your support, Nature Canada works to reverse this trend by pushing for effective endangered species laws, educating the public about the plight of Canada's species at risk and supporting on-the-ground efforts to protect endangered species and their critical habitat.



SPECIES SPOTLIGHT:



Woodland Caribou

The woodland caribou is just one of the hundreds of Canadian species whose future is uncertain. Once found in abundance throughout Canada's forests, these majestic creatures are shrinking in numbers. Logging, mining and other industrial development throughout the Boreal forest are fragmenting and destroying the habitat critical to this forest-dwelling species.



Preserving Wildlife Places

From vast prairie lands and stunning cobble beaches to rugged mountain ranges and abundant forests, Canada boasts some of the most incredible and unspoiled natural beauty in the world. Unfortunately, unrestricted industrial development, human activity and changes in climate are threatening to cause tremendous harm to our country's magnificent natural spaces and the wildlife that thrive in these habitats. To preserve Canada's natural heritage, Nature Canada keeps a constant watch on government plans to establish protected areas like National Parks, National Wildlife Areas and Migratory Bird Sanctuaries from coast to coast to coast. We also undertake efforts to identify, monitor and protect Important Bird Areas – sites that are essential to healthy bird populations. By working with government, scientists and local communities, we are leading the way in safeguarding our country's wild spaces.

Connecting Canadians to the Natural World

Canadians live in a land rich in natural beauty, yet fewer of us than ever have a personal connection to the natural wonders that surround us. Even more alarmingly, today's children and young people are spending more time indoors, far removed from parks, wild places and natural areas. Nature Canada recognizes there is an urgent need to reconnect Canadians with nature and instill love, appreciation and respect for our natural heritage in children and adults alike. Through community engagement programs, outreach materials and volunteer initiatives, we are working to raise awareness and educate Canadians about nature and the role we can all play in protecting it for future generations.

QUICK FACTS

Since 1989, Nature Canada has led the efforts to protect more than 63 million acres of precious wildlife habitat.

As the Canadian co-partner in BirdLife International, we helped to develop conservation plans for 136 Important Bird Areas (IBAs) across Canada, supported more than 150 grassroots bird conservation projects and invested close to \$450,000 in on-the-ground projects involving IBAs.

Since the Parks and People program was created, more than 60,000 children have had the opportunity to explore our magnificent natural heritage through guided hikes, overnight camping trips and outdoor activities.