



WILDLIFE HABITAT CANADA

2024-2025 ANNUAL REPORT



2024 Canadian Wildlife Habitat Conservation Stamp and Print image, "Proud Pair - Buffleheads" by DJ Cleland-Hura.

CONNECT. PROTECT. TOGETHER.

ABOUT WILDLIFE HABITAT CANADA

Wildlife Habitat Canada is a national grant administrator dedicated to advancing conservation efforts across Canada. Guided by a vision of diverse wildlife populations and habitats in Canada, we work in collaboration with conservation organizations, land trusts, and community groups to protect vital wildlife habitats and biodiversity from coast to coast. Our mission is to conserve wildlife habitat in Canada through partnerships and wise conservation investments. Through the strategic management of funding programs, we help leverage resources to grow conservation, while supporting initiatives that conserve, restore, and enhance habitat for wildlife. As a leader in the conservation community, we are committed to fostering collaboration and driving meaningful impact across the country.

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BOARD OF DIRECTORS

- Ian Barnett**, Board Chair
- Dean Smith**, Board Vice-Chair
- Christie-Lee Hazzard**, Chair, Nominating Committee
- Lyle Saigeon**, Chair, Finance and Audit Committee
- Blake Schmirler**, Director
- Brad Potter**, Director
- Fred Campbell**, Director
- Karla Guyn**, Director
- Marc Cattet**, Director
- Sarah Nathan**, Director

Special Thanks to Our
Other Service Providers:

Johanne Lemieux
Marie-Pier Laplante

STAFF

- Jessica Burns**, Executive Director
- Cameron Mack**, Strategic Consultant
- Yolaine Charette**, Director of Finance & Administration
- Neda Gholamali**, Accountant
- Kylie Graham**, Project Manager-Stamp & CCAP Program
- Sonia Blanchard**, Project Manager-LTCF
- Kim Cranfield**, Marketing & Communications Coordinator
- Jennifer Collard**, Grant Administrator-Stamp & CCAP Program
- Sarah Thompson**, Program Assistant-LTCF
- Jackie Mackenzie**, Office Administrative Assistant



Photo Credit: Corridor Appalochien, Briere, QC

MESSAGE FROM THE CHAIR



The past year has been one of meaningful transition and progress at Wildlife Habitat Canada. After nearly 12 years of dedicated leadership, Executive Director Cam Mack moved on from WHC near the end of the fiscal year. We are deeply grateful to Cam for his vision, tireless efforts, and the strong reputation he helped build for WHC among partners and funders across the country.

Following an extensive search, we were pleased to appoint Jessica Burns as Executive Director. With her deep understanding of WHC's mission and operations, along with the respect and confidence of our staff and board, Jessica has stepped into this role with thoughtful leadership and a clear strategic vision.

WHC continues to deliver national programs that advance wildlife habitat conservation across Canada. The Canadian Wildlife Habitat Conservation Stamp Program remains a cornerstone of our work. Since 1985, the program has invested more than \$64 million in protecting and enhancing 1.43 million acres of habitat nationwide. We are committed to growing the program's impact by enhancing its visibility and attracting greater investment in conservation.

The Community Conservation Action Program (CCAP) also marked a successful milestone, completing its fifth year with strong interest from conservation organizations. A highlight from the past year was Be the Change Earth Alliance's FLOW: Youth Collaborating on Freshwater Action project in British Columbia, which engaged over 3,300 youth in climate and conservation action. To ensure CCAP's long-term success, WHC continues to seek additional support from both public and private funding sources.

Another key initiative is the Natural Heritage Conservation Program – Land Trusts Conservation Fund (NHCP-LTCF), a flagship federal program supporting Canada's conservation commitments. Over the past six years, WHC has supported more than 200 conservation projects, protecting over 21,000 hectares of important wildlife habitat. Our expertise in grant administration and strong partnerships have been critical to this success, and we look forward to shaping the future of national conservation programming.

In the coming year, we will focus on the continued evolution of our business development and communications strategies, ensuring we continue to deliver high-impact, future-focused conservation programming. We are fortunate to be guided by a dedicated and experienced board and staff team, and we remain committed to working collaboratively with our extensive network of partners to make 2025-2026 a dynamic and productive year.

Thank you for your continued support of Wildlife Habitat Canada.

Ian Barnett,
Chair, Board of Directors
Wildlife Habitat Canada

Photo Credit: Delta Farmland and Trust, BC

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends, Partners and Supporters,

It is both an honour and a privilege to address you for the first time as the Executive Director of Wildlife Habitat Canada (WHC). I have stepped into this role with a deep respect for the legacy of those who came before me and immense gratitude for the dedicated community that makes our work possible.

Since our founding in 1984, WHC has remained steadfast in our mission to conserve wildlife habitat in Canada through partnerships and wise conservation investments. This past year, that mission has never felt more urgent, or more inspiring.

Thanks to your support, 2024-2025 has been a year of impact and investment in a sustainable future for all Canadians. From wetlands and grasslands to forests and coastal ecosystems, the projects supported through WHC-delivered grant programs have protected critical habitat, connected more people to nature and enabled important research for conservation across Canada.

Climate change, habitat fragmentation, and species decline present significant challenges, but also opportunities to work differently, more collaboratively, and more boldly. These challenges and opportunities inspire me to champion action, listen to and learn from the diverse conservation knowledge in our community, and strengthen our partnerships and pursue new collaborations for wildlife habitat conservation in Canada.

I want to extend my sincere thanks to our board of directors, staff, grant recipients, partners and community of supporters. Whether you purchased a Wildlife Habitat Conservation Stamp, submitted a grant proposal, or simply shared our vision, your commitment fuels our momentum. Every stamp purchased, every partnership formed, and every grant awarded contributes to something much larger than any single effort: a collective movement to protect the land, water and wildlife cherished by so many Canadians.

Together, we are making a difference for wildlife, habitat, and future generations.

With gratitude and determination,



Jessica Burns
Executive Director
Wildlife Habitat Canada





Photo Credit: Kawartha Land Trust, ON

A LEGACY OF CONSERVATION AND TRADITION: WATERFOWL HUNTING IN CANADA

Hunting and Canadian Heritage

A cornerstone of Canadian identity, hunting is deeply woven into the cultural and historic fabric of the country. From traditional and subsistence hunting to the fur trade and outdoor industry, responsible hunting plays an important role in our economy and heritage.

Responsible Hunting, Remarkable Art

Wildlife Habitat Canada's (WHC) mission—to conserve wildlife habitat across Canada—has been powered for decades by hunters through the Canadian Wildlife Habitat Conservation Stamp and Print Program.

Every waterfowl hunter in Canada must purchase a Migratory Game Bird Hunting (MGBH) Permit, which includes the Wildlife Habitat Conservation Stamp (the Stamp). The Stamp features unique art depicting migratory game birds and iconic Canadian landscapes painted by a Canadian artist. WHC uses the money generated from the Stamp to support conservation projects from coast to coast to coast.

Since inception in 1984, the Stamp has celebrated over 27 Canadian artists and generated over \$64 million, supporting more than 1,600 conservation projects to conserve and restore over 1.4 million acres of habitat. This direct link between hunting and conservation makes Canada unique: hunters are not only participating in a cultural tradition, they are also financing habitat protection for countless species.

Honouring a Legacy of Stewardship

Through the Stamp, waterfowl hunters recognize the importance of conservation and good stewardship. WHC ensures that funds raised are invested into projects with lasting ecological benefits—from wetland restoration and species at risk protection, to youth education and Indigenous-led conservation initiatives.

This model highlights the partnership between hunting heritage and conservation success, ensuring that future generations inherit thriving landscapes, sustainable wildlife populations, and opportunities to carry forward this Canadian legacy.

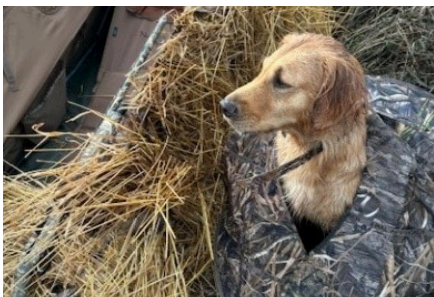


Photo Credit: AHEIA

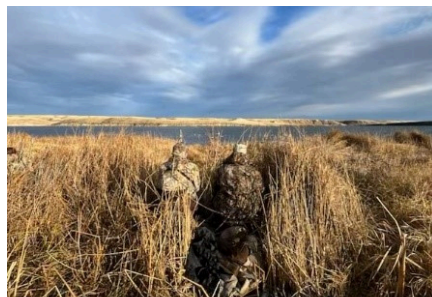


Photo Credit: AHEIA



Photo Credit: AHEIA



2024 Winning Painting By DJ Cleland-Hura

WILDLIFE HABITAT CONSERVATION STAMP

Since 1985, the Canadian Wildlife Habitat Conservation Stamp and Print (CWHs) program has been supporting wildlife art and important conservation projects all over Canada.

The program continues to enable vital wildlife habitat conservation, research, and education projects across Canada. This year 24 projects were made possible through CWHs sales.

In 2024...

24

PROJECTS FUNDED BY THE STAMP



22,247

ACRES OF HABITAT CONSERVED OR RESTORED



203,712

CANADIANS ENGAGED IN CONSERVATION AND STEWARDSHIP ACTIVITIES



✓ **\$986,238 in grant funding provided**

*Of which 97% of funds contributed directly to priorities under the North American Waterfowl Management Plan (NAWMP)

✓ **\$6.96 million in additional partner funds raised for conservation**



2024 Stamp By: DJ Cleland-Hura



DJ Cleland-Hura

"Buffleheads have always captured my attention and admiration. There are few wild creatures with more outright character and attitude than the bufflehead."

- DJ Cleland-Hura

Artist and teacher, DJ Cleland-Hura won the 2024 Wildlife Conservation Stamp Contest for his entry (featured on the cover) "Proud Pair- Buffleheads". Earning the distinct honour of being featured on the 2024 Wildlife Habitat Conservation Stamp.

Based out of Vancouver, BC, DJ and his wife Jericca have created a life in harmony with nature for their family. He has worked as an illustrator and portraitist, created political cartoons, and won numerous wildlife stamp competitions that raised funds for habitat conservation. DJ views art as his way to repay what nature has given him, a form of praise, homage and thanks.

To learn more about the Stamp, please visit whc.org/the-stamp

The 2025 CWHs Stamp
"Northward Bound - Greater Scaup"
by Ken Ferris is
ON SALE NOW!



This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada



Photo Credit: Be The Change Earth Alliance

COMMUNITY CONSERVATION ACTION PROGRAM

The Community Conservation Action Program (CCAP) was created by Wildlife Habitat Canada (WHC) to enable smaller organizations to deliver on-the-ground conservation education, nature connection and youth engagement programming in communities across Canada. WHC was able to invest \$50,272 in supporting local projects from 11 organizations to connect more than 8,451 people to nature.

2024-2025 DIANE GRIFFIN CONSERVATION AWARD WINNER

Be The Change Earth Alliance is the 2024-2025 recipient of the Diane Griffin Community Conservation Award for their outstanding FLOW: Youth Collaborating on Freshwater Action project in British Columbia. The initiative empowered youth aged 6-18 to take climate action and address eco-anxiety through workshops, outdoor education, and classroom resources.



Photo Credit: Be The Change Earth Alliance

Key accomplishments include:

Workshops: 364 students participated in 16 two-part workshops, pledging actions that led to the reduction of 1.55 million kg of CO₂, conservation of 1.32 million litres of water, and reduction of 1,523 kg of plastic waste.

Outdoor Education: 7 outdoor sessions engaged 188 youth, including habitat cleanups that removed 44 kg of waste from 4 hectares.

Learning Resources: 168 teachers received freshwater conservation education materials, reaching 3,360 students. Over 80 teachers participated in professional development through the project.



Photo Credit: Greenough and North Bruce Wilderness Alliance Inc. Simon Bay, ON

NATURAL HERITAGE CONSERVATION PROGRAM - LAND TRUSTS CONSERVATION FUND

The Natural Heritage Conservation Program (NHCP), established by Environment and Climate Change Canada, directly contributes to Canada’s ambitious goal of conserving 30 per cent of our lands and waters by 2030 by enabling its delivery partners to secure and steward natural areas, develop tools and research to accelerate progress on conservation targets and support Indigenous-led conservation initiatives.

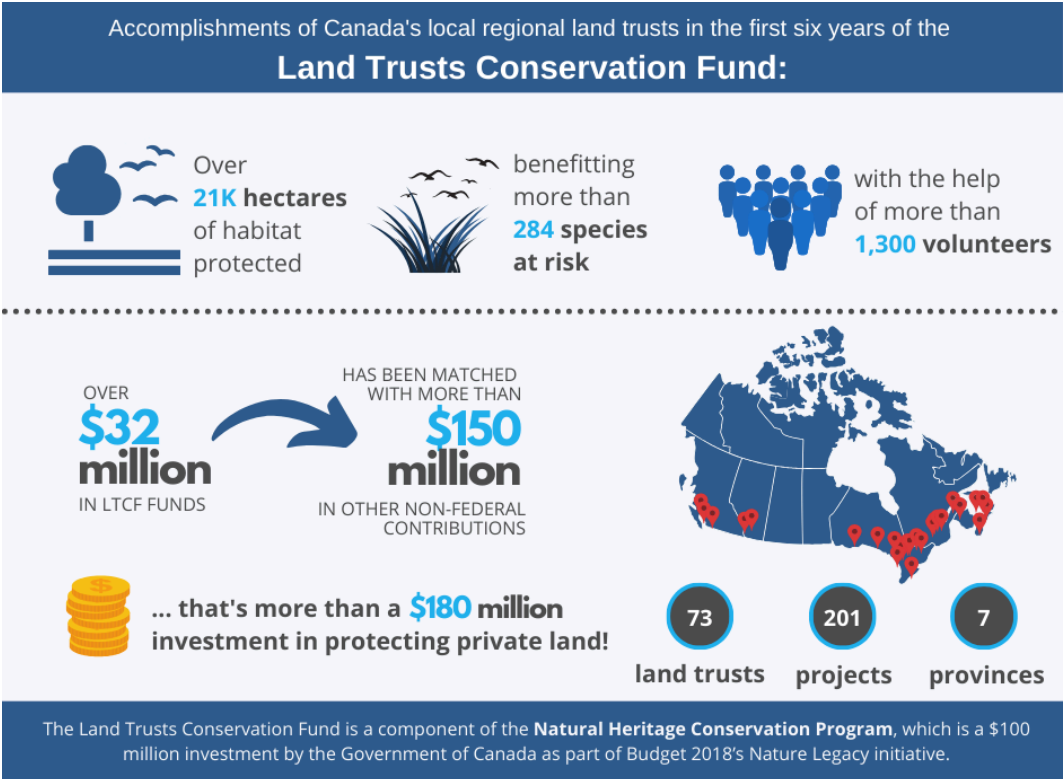
Through administering the Land Trusts Conservation Fund (LTCF) component of the NHCP, Wildlife Habitat Canada directly supports local and regional land trusts to protect Canada’s natural heritage through land securement and expand Canada’s ability to meet nature and people’s needs through capacity building.

In the 6th year of the program, 2,619.72 hectares were successfully conserved by local and regional land trusts. These lands provide crucial ecosystem services, connection to nature for local communities and provide habitat to countless species, including 41 unique Species at Risk.



PROJECT HIGHLIGHT: Blanche Peninsula - Nova Scotia Nature Trust

The Blanche Peninsula is one of the last highly biodiverse and intact coastal lands of its size in Nova Scotia. With funding from the NHCP-LTCF, local supporters and federal and provincial governments, this ecological treasure has been protected – forever. Located on the Atlantic Flyway, the property is part of one of the most important coastal peninsulas in Nova Scotia for bird conservation, an incredible 174 bird species have been identified there.



This project was undertaken with the financial support of:
Ce projet a été réalisé avec l'appui financier de :

 Environment and Climate Change Canada Environnement et Changement climatique Canada



Photo Credit: Kawartha Land Trust, ON

WILDLIFE HABITAT CANADA FINANCIAL SUMMARY

SUMMARY STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

FOR THE YEAR ENDED MARCH 31, 2025

2

	2025	2024
REVENUES		
Canadian Government Funding		
– Land Trust Conservation Fund	\$ 6,000,000	\$ 6,000,000
– Conservation Stamp Program	1,330,888	1,385,354
– Support National Habitat Conservation	65,000	125,000
Interest	91,336	43,364
Philatelic stamps	10,921	12,719
Stamp and Prints	10,313	14,387
Other	14,704	9,844
	7,523,162	7,595,668
EXPENSES		
Natural Heritage Conservation Program	5,080,000	5,116,760
Funds Habitat Conservation	986,238	1,087,854
Salaries and Benefits	832,185	734,252
General and administration	209,461	196,326
Natural Heritage Conservation Program – Contractors	200,000	200,000
Community Conservation Action Program	51,022	52,440
Rent	50,341	50,300
Hospitality, travel and board	47,561	38,830
Professional and contractual fees	51,917	127,681
	7,508,725	7,604,443
EXCESS (DEFINCENCY) OF REVENUES OVER EXPENSES BEFORE OTHER INCOME	14,437	(8,775)
OTHER INCOME		
Gain on investment in a joint venture	100,468	44,541
Unrealized loss on investments	7,431	16,341
	107,899	60,882
EXCESS OF REVENUES OVER EXPENSES	122,336	52,107
NET ASSETS, BEGINNING OF YEAR	1,600,969	1,548,862
NET ASSETS, END OF YEAR	\$ 1,723,305	\$ 1,600,969



Photo Credit: Kawartha Land Trust, ON

WILDLIFE HABITAT CANADA FINANCIAL SUMMARY

SUMMARY STATEMENT OF FINANCIAL POSITION

MARCH 31, 2025

3

	2025	2024
ASSETS		
CURRENT ASSETS		
Cash	\$ 1,284,302	\$ 1,403,038
Accounts receivable	297,342	332,574
Prepaid expenses	23,159	20,448
	1,604,803	1,756,060
RESTRICTED CASH	152,410	133,114
INVESTMENTS , in mutual funds	311,265	294,091
RESTRICTED INVESTMENTS - MEMORIAL FUND , in quoted shares	52,470	-
INVESTMENT IN A JOINT VENTURE	945,531	845,063
	1,461,676	1,272,268
	\$ 3,066,479	\$ 3,028,328
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable	\$ 1,164,874	\$ 1,269,355
Deferred contributions - Memorial Fund	25,890	24,890
	1,190,764	1,294,245
DUE TO EXTERNAL ORGANIZATIONS	152,410	133,114
	1,343,174	1,427,359
NET ASSETS		
Internal Restrictions		
Joint Venture Fund	945,531	845,063
Contingency Dissolution Fund	150,000	150,000
Memorial Fund	75,000	75,000
Community Conservation Action Program Fund	102,250	-
Maternity and Paternity Leave Fund	20,000	20,000
Unrestricted	430,524	510,906
	1,723,305	1,600,969
	\$ 3,066,479	\$ 3,028,328



Photo Credit: Comox Valley Land Trust, BC

2024-2025 GRANT AWARDEES

CCAP GRANT

- Be the Change Earth Alliance
- École Sainte-Hélène
- Green Calgary: Urban Nature Walks
- Hammond River Angling Association
- James Morden Public School, District School Board of Niagara
- Kingsmere Community Assoc. with Carleton University
- Nature Nova Scotia
- Peninsula Streams Society
- Saskatchewan Prairie Conservation Action Plan (SK PCAP)

NHCP-LTCF SMALL GRANT

- Connexion Nature
- Corridor Appalachien
- Couchiching Conservancy
- Fondation pour la Conservation et la Protection Environnementale
- Greenough and North Bruce Wilderness Alliance Inc
- Haliburton Highlands Land Trust
- Huronia Land Conservancy
- Island Nature Trust
- Land Conservancy for Kingston, Frontenac, Lennox and Addington
- Long Point Basin Land Trust
- Rainy Lake Conservancy
- Rare Charitable Research Reserve
- Société de conservation du mont Brome

NHCP-LTCF LARGE GRANT

- Comox Valley Land Trust
- Corridor Appalachien
- Island Nature Trust

- Kawartha Land Trust
- Memphrémagog Nature Foundation
- Mississippi Madawaska Land Trust
- Nova Scotia Nature Trust
- Ontario Nature
- Southern Alberta Land Trust Society
- Thunder Bay Field Naturalists Club

STAMP GRANT

- Acadia University
- Alberta Hunter Education Instructor's Assoc.
- ALUS Middlesex
- BC Wildlife Federation
- Birds Canada
- Canadian Wetlands Roundtable
- Delta Farmland and Trust
- Delta Waterfowl
- Ducks Unlimited Canada
- Friends of Salmonier Nature Park
- Intervale Associates Inc.
- Invasive Species Centre
- Lower Thames Valley Conservation Authority
- Manitoba Habitat Conservancy
- Manitoba Métis Federation
- Manitoba Wildlife Federation
- Nature Conservancy of Canada
- Okanagan Similkameen Stewardship Society
- Rural Lambton Stewardship Network
- South Nation Conservation
- Stewardship Association of Municipalities
- Stqeeye' Learning Society
- The Nature Trust of New Brunswick
- University of Alberta
- Watersheds Canada



Photo Credit: Island Nature Trust



Photo Credit: BC Wildlife Federation

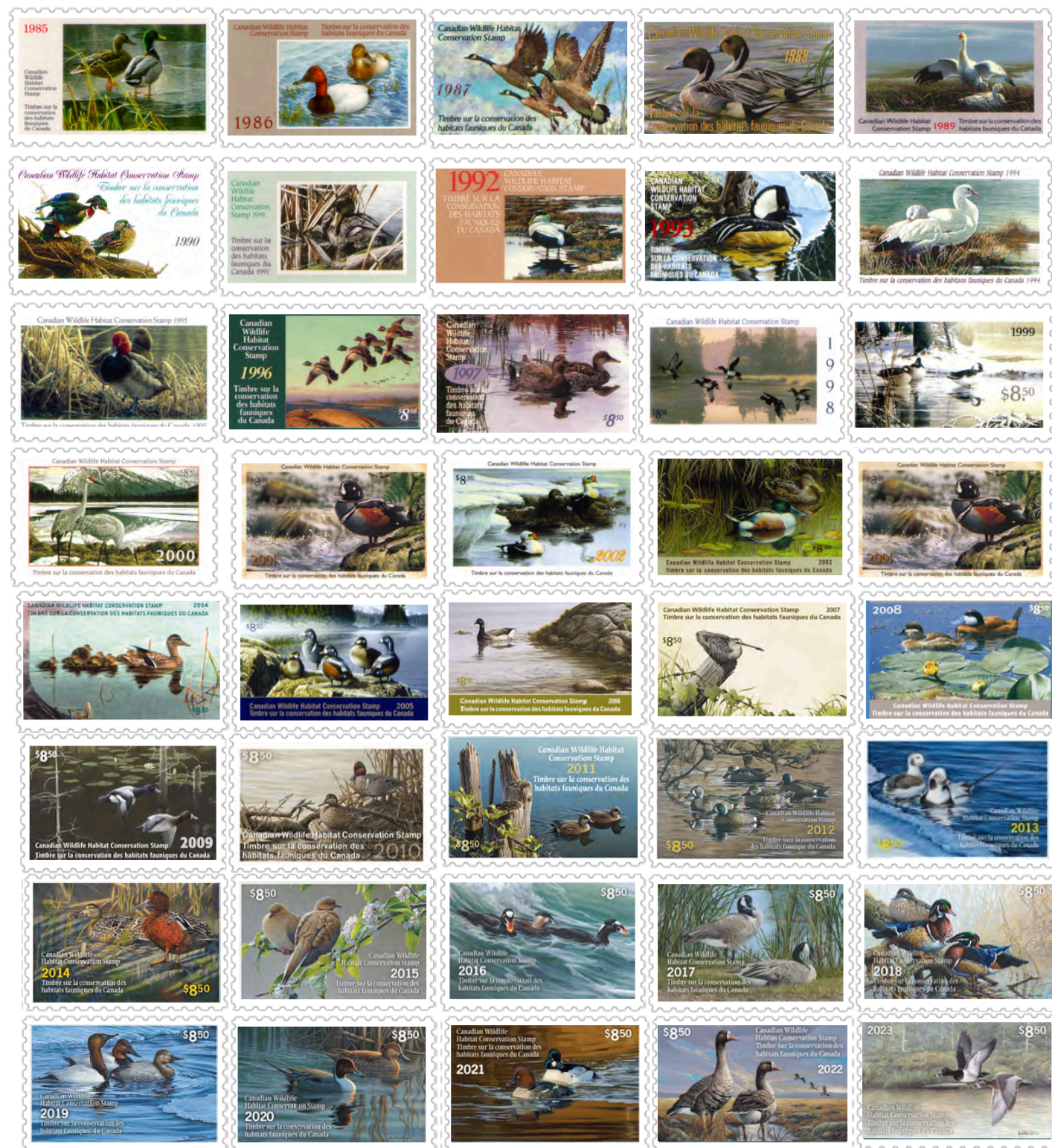


Photo Credit: Green Calgary Association



Photo Credit: Invasive Species Centre

Putting Our Stamp on Canadian Conservation Since 1985



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