

annual report 2003

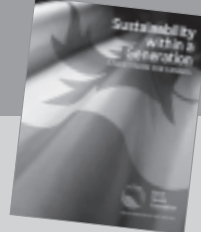


David
Suzuki
Foundation

SOLUTIONS ARE IN OUR NATURE



→ Many of the factoids in this report have been taken from *Sustainability Within a Generation: A New Vision for Canada*. Download your free copy at www.davidsuzuki.org.



About Us

The David Suzuki Foundation works through science and education to protect the balance of nature and our quality of life, now and for future generations.

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Board of Directors

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→ A 1912 Ford model T could get up to 35 miles per gallon, which exceeds all but one model in the company's 2003 vehicle line-up.



Message from the Chair

When my wife, Tara Cullis, and I started the David Suzuki Foundation in 1990, our first office was a small mouse-infested space above a car repair shop. At the time we had handful of paid staff.

How things change! With the persistence and passion of our volunteers, members, and funders, we've evolved into an organization with more than 40 staff members in program areas devoted to climate change, forests, marine conservation, and sustainable living. Although we have grown, our goal remains the same – to find practical solutions to the environmental problems Canada faces.

I'm proud of the Foundation's efforts over the past year. Our staff, members, and volunteers

(including Tara and I), are dedicated to finding ways to live in harmony with nature and improve our quality of life. Canadians are intelligent progressive people, and there's no reason why we can't devise ways to protect nature, our health, and the economy.

It's gratifying to see how far we've come from the office above the garage. The Foundation now has over 47,000 members and more join us each week. To those who support us, please accept my sincerest thanks. Your gifts and encouragement have made all of our work possible.

A handwritten signature in black ink that reads "David Suzuki". The signature is fluid and cursive, with a long, sweeping underline.

DR. DAVID T. SUZUKI



Message from the President and Executive Director

Sometimes Canada's environmental problems seem overwhelming. It's hard not to get depressed when you hear about another species going extinct or another smog alert warning. But things don't have to remain this way. Canada's environmental challenges might be too big to be solved overnight, but by working together we are making a difference.

As you'll read in this year's annual report, the Foundation continues to inform Canadians and influence discussion about our most pressing environmental issues. And we've done it by working with individuals, other environmental groups, policy-makers, governments, and industry.

This year over **100,000 Canadians** made personal commitments to conservation by taking **David Suzuki's Nature Challenge**. In addition to engaging individuals, we're assembling the best science on climate change, forests, marine ecosystems, and sustainable living, and

articulating ways to solve the enormous threats to our health and environment.

This year we were fortunate to have two exceptional business leaders join our Board of Directors. **Ray Anderson** is the founder and CEO of Atlanta-based Interface, the world's largest carpet manufacturer. Interface is well-known for its commitment to reducing its environmental footprint. Investment banker **John Bankes**, Managing Director of Toronto's Artemis Management Group, also brings his vast experience to the Foundation.

We thank you for being part of the Foundation. Your ongoing support inspires our accomplishments and the work that we do each day. We're putting conservation at the top of everyone's agenda.

TARA E. CULLIS
PRESIDENT

JIM FULTON
EXECUTIVE DIRECTOR

Web of Life & Sustainable Living



The most frequently asked question we receive from the public is a deceptively simple one: "What can I do?". To answer this question, we researched the activities of average Canadian households to learn which actions cause the most damage to the environment.

Based on this research, we developed a list of simple changes to our daily lives that would help protect nature. We've invited all Canadians to read

the list of actions, and take the Nature Challenge by signing up online at www.davidsuzuki.org.

Our Web of Life team uses the Nature Challenge to show how the decisions we make every day affect nature and our future. This message has touched Canadians across the country. Response to the Challenge has been excellent – over 100,000 people signed up in the project's first year.

HIGHLIGHTS FROM THE WEB OF LIFE IN 2003

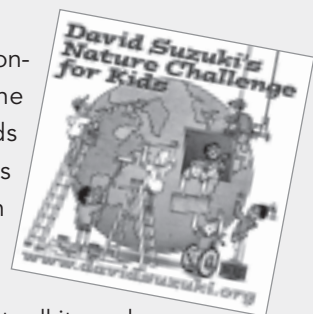
Spreading the conservation message across Canada

The Nature Challenge provides individuals and families with practical ways to conserve nature. In order to raise awareness of the project in French-speaking Canada, we worked with the Montreal-based environmental organization **Équiterre** to develop a similar campaign. This partnership is just one of the many relationships being forged under the Nature Challenge banner, and it allows us to spread this important message to even more Canadians.



Launching the Nature Challenge for Kids (NC4K)

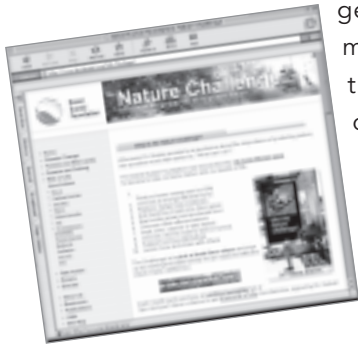
To educate children about conservation, we launched the Nature Challenge for Kids (NC4K). This program was designed to help children understand that protecting nature begins at home. We produced classroom-ready toolkits and a kid-friendly website at www.davidsuzuki.org/kids. We also worked with the World Wildlife Fund to distribute material to over 7,000 school teachers across the country, and produced NC4K public service ads for television, the Internet and print.



→ Because energy-efficiency standards were strengthened, many of today's refrigerators use one-quarter of the energy of fridges made 20 years ago.

Educating Canadians online

To provide Canadians with practical ways to meet their Nature Challenge commitment, we sent monthly web-based newsletters to everyone who signed up. Each newsletter offered tips and suggestions on how to make more environmentally sustainable decisions. Our online presence is a welcoming introduction to interested Canadians who want to become part of the solution.



Challenging our civic leaders

Over 80 per cent of Canadians live in cities, and the daily decisions of millions of urban-dwellers has huge environmental consequences. That's why we developed the coast-to-coast Mayors and Civic Leaders' Challenge. Mayors are important role models in their communities and they can influence thousands. We invited several community leaders to promote the Nature Challenge among their constituencies. Mayors of cities such as Vancouver, Whistler, Squamish, Halifax, St. John's, London, and Brockville have taken the Challenge, and more sign on each month. We also received commitments from civic leaders in areas such as Winnipeg, Windsor-Essex County, Fort Erie, Peterborough, Thunder Bay, Samia, and Richmond.

Taking sustainability beyond the household

Changes are needed among all sectors of society if we're to create a more sustainable nation. The Web of Life team started developing a report, set for release in 2004, outlining how Canada could move onto the path of environmental protection. This began with a roundtable discussion involving top sustainability experts from across the country. Leading environmental thinker David R. Boyd was selected to write the report based on his book, *Unnatural Law: Rethinking Canadian Environmental Law and Policy*. To promote awareness of Mr. Boyd's analysis we organized a national public education tour at bookstores, universities, and conferences in several Canadian cities. He showed how Canada lags behind other industrialized nations in environmental protection, and outlined how the country can become a world leader in sustainability.



Climate Change & Clean Energy

Climate change is one of the greatest threats facing humanity. The burning of fossil fuels creates greenhouse gas emissions which blanket the planet and trap heat in our atmosphere. The result is a warmer planet, where natural systems that have been in place for thousands of years are disrupted, leading to global threats such as extreme weather events, increased air pollution and the extinction of plants and animals.

To combat this threat, our Climate Change team educates Canadians and commissions research to provide practical solutions. We have earned a reputation for our credible science-based analysis.

We regularly participate in international climate conferences to share policy recommendations with governments, and work with other environmental organizations around the world. Our Climate Change team plays a key role in keeping this issue at the forefront of the Canadian public, mass media, governments, and industry.

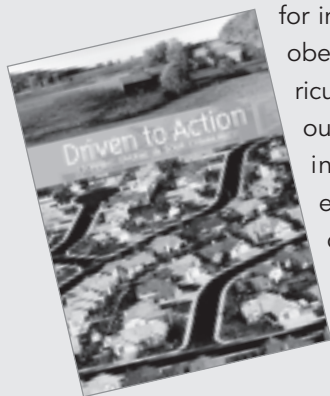
Our research and strategy is paying off. When the Canadian government adopted the Kyoto Protocol in December 2002 – the international agreement between member countries to reduce greenhouse gas emissions – the Foundation was singled out by then-Prime Minister Jean Chrétien for our contribution and recommendations.

HIGHLIGHTS FROM CLIMATE CHANGE & CLEAN ENERGY IN 2003

Helping Canadians prevent urban sprawl

Urban sprawl in Canadian cities is responsible for increased air pollution, rising obesity rates and the loss of agricultural land. Sprawl increases our dependence on cars, which increases greenhouse gas emissions that cause climate change. To combat this urban crisis, the Foundation

released *Driven to Action: Stopping Sprawl in your Community*. The report explained the hidden financial and health problems caused by sprawl and included a user-friendly toolkit outlining how communities could prevent further suburban expansion. The report was one of our most successful to date, and received 145 mentions in Canadian and U.S. media. It continues to be one of the most popular downloaded documents from our website.



→ It's estimated that between 5,000 and 16,000 Canadians die prematurely each year because of air pollution.

Informing Canadians about the effects of climate change

Climate change will alter the Great Lakes region by causing more floods and droughts, lower lake levels, less lake ice cover and more extreme weather events, according to a report we released in conjunction with the U.S.-based Union of Concerned Scientists and the Ecological Society of America. The landmark two-year study, *Confronting Climate Change in the Great Lakes Region*, was



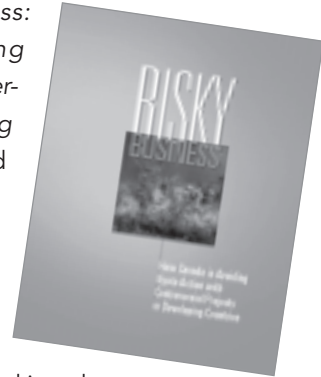
simultaneously launched in several U.S. and Canadian cities and contains the most reliable projections of future climate change in North America's Great Lakes region.

Monitoring international conferences

Two members of the Foundation's Climate Change team officially monitored Canada's performance at the United Nations climate summit in Milan, Italy. The two-week conference focused on finalizing the rules for forestry projects in developing countries under the Kyoto Protocol. Our representatives kept Canadian journalists informed of the conference's progress, ensuring Canada's commitment to the agreement was in the public eye.

Publishing recommendations to slow climate change

Although Canada signed the Kyoto Protocol in 2002, various loopholes still exist for member countries to exploit. To bring attention to these loopholes, the Foundation prepared two reports that discussed Canada's role in the international agreement. *Risky Business: How Canada is Avoiding Kyoto Action With Controversial Projects in Developing Countries*, critically analyzed a Brazilian forestry project funded by Canadians through the World Bank. The second publication, *Giving Credit Where Credit is Due* was developed in collaboration with the WWF and Greenpeace International. It examined the range of current clean development mechanism projects in developing countries. The release of these two reports was accompanied by a series of meetings with senior bureaucrats, MPs, ministerial staff and senior climate negotiators.



→ Only 1% of Canada's electricity currently comes from low-impact renewable energy sources.

Preventing increased air pollution

When B.C. Hydro proposed a new pipeline to Vancouver Island that would transport natural gas to three natural gas-fired power plants, citizens in the province were concerned. The project would have increased greenhouse gas emissions and air pollution in the region. The David Suzuki Foundation was an active participant in the project's review process, and provided written affidavit evidence on the greenhouse gas emissions that would be produced by power plants serviced by this pipeline. Six weeks after it received preliminary approval, the British Columbia Utilities Commission denied B.C. Hydro's application.

Outlining alternatives for Ontario's electricity demand

Just after a major summer power outage in Toronto, we released *Bright Future*, which outlined how conservation and efficiency could reduce Ontario's electricity demand. By following the report's recommendations, Ontario could cut its total demand for electric power by 20 per cent by 2010, close all of the province's five coal plants, improve the reliability of the electricity system and save money. The report garnered tremendous media attention and expanded the debate in Canada's largest city about ways to conserve energy and avoid future blackouts.

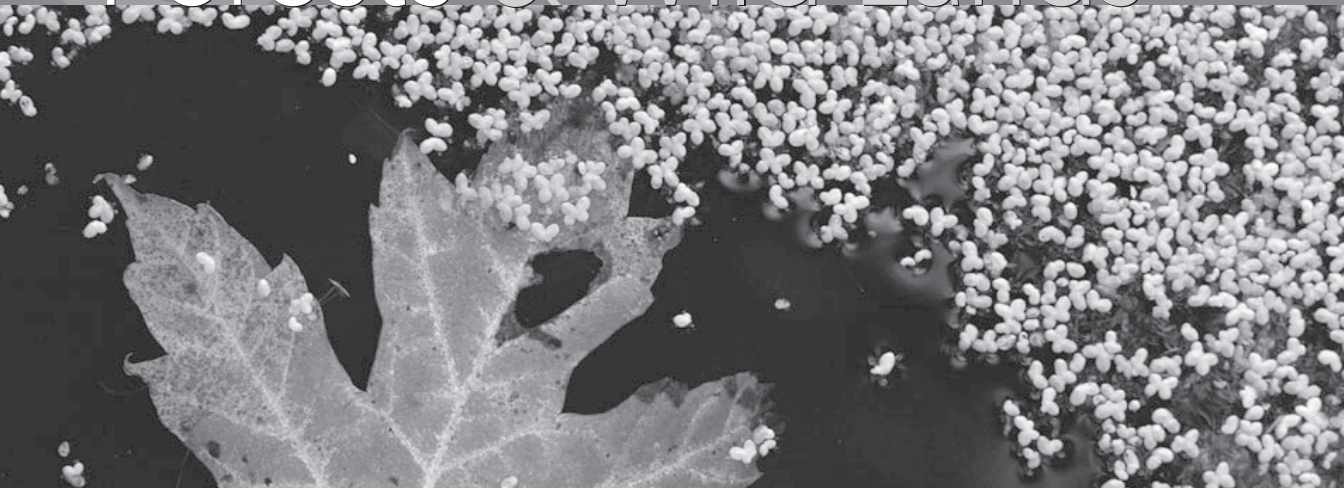


Raising awareness among outdoor enthusiasts

Outdoor enthusiasts stand to lose their favorite recreational pursuits because of climate change. To raise awareness of the effects of climate change among this growing group, we distributed 30,000 brochures to over 30 organizations across Canada. The brochure outlined the impacts of climate change on water resources, wildlife, recreation and tourism in Canada's alpine regions. We have also given several public presentations to organizations in Alberta and British Columbia, and were invited to explain the Melting Mountains program concept at the United Nations' Ecological and Earth Sciences in Mountainous Areas conference.



Forests & Wild Lands



Canada's forests are internationally renowned. Our boreal forest is one of the largest intact forests left on the planet, and is the breeding ground for over 60 per cent of Canada's bird population. One-quarter of Earth's remaining coastal temperate rainforests are found on Canada's west coast. This majestic ecosystem supports an astonishing array of flora and wildlife including rare white Kermode bears. But our forests are threatened by logging and other industrial activities.

The Foundation's Forests and Lands team works to conserve the cultural and biological diversity of Canada's forests and wildlands for the future. The team raises public awareness and conducts research about forestry issues. It is also actively involved in working with communities, First Nations groups, environmental and labour organizations to promote ecologically sustainable practices that will ensure our children and grandchildren can enjoy the forests.

HIGHLIGHTS FROM FORESTS & WILD LANDS IN 2003

Raising awareness of Canada's boreal forest

The David Suzuki Foundation launched a public education campaign to celebrate Canada's boreal forests in partnership with the Canadian Parks and Wilderness Society (CPAWS), Canadian Boreal Initiative, and Mountain Equipment Co-op. The

Boreal Rendezvous enlisted more than 25 prominent Canadians in a series of canoe river expeditions. Participants included

comics Rick Mercer and Cathy Jones; Justin Trudeau; Dr. David Suzuki; athletes Ken Dryden and Veronica Tennant; musicians Tom Cochrane and Sarah Harmer; and scientist Dr. David Schindler.

The month-long campaign started with a launch in Toronto featuring Dr. Suzuki and culminated with a celebration in Ottawa with performer Gord Downie. The Boreal Rendezvous generated enormous regional and national media coverage, including a lengthy series of articles in the *National Post* and a CBC-TV *Nature of Things* special.



David Suzuki paddles with hockey legend Ken Dryden on Alberta's Athabasca River during the Boreal Rendezvous.

→ Since 1800, 103 species of birds have gone extinct.

Alerting Canadians to devastating clearcut logging in our rainforests

Despite agreements to adopt more environmentally responsible logging practices, destructive clearcut logging continues in Canada's "Great Bear Rainforest." This was the finding of a report called *Clearcutting Canada's Rainforests*, which was issued by the David Suzuki Foundation and two other environmental groups. The online interactive report, located at www.canadianrainforests.org, found that substantial amounts of clearcut logging were taking place on B.C.'s central and north coast and Haida Gwaii (Queen Charlotte Islands). The report also revealed that logging to the banks of small fish-bearing streams – important habitat for Pacific salmon – continues. We launched the report at the World Forest Congress in Quebec City, and it has been a valuable resource for governments, industry, and other environmental groups.

Adding to the body of scientific literature

The David Suzuki Foundation is one of the few environmental organizations whose staff is regularly contacted by scientific researchers. For example, on behalf of Global Forest Watch, the Foundation reviewed a map illustrating the Canadian boreal forest to ensure its ecological integrity and scientific validity. The Foundation also wrote a section for the *Science Compendium*, produced by the Coast Information Team, a prestigious science panel which determines how to best implement ecosystem-based management of Canada's coastal rainforests.

Correcting misinformation about the state of our forests

In 2003, the logging industry's Forest Products Association of Canada (FPAC) created an advertising campaign that made statements contrary to credible forestry research. We felt that Canadians deserved to know the facts. Working with the Sierra Legal Defense Fund, and two other environmental groups, the Foundation filed a complaint with the Competition Bureau. Based on United Nations' research, we refuted the ad's claims and showed that Canada lags far behind other countries in protecting its forests. The complaint is currently under review.

Reporting on the government's environmental record

The Foundation worked with a broad coalition of organizations to issue an online report card rating the B.C. government's record of environmental stewardship. It received a failing grade. The website www.BCfacts.org, details the government's poor environmental performance, lists the few positive actions it has taken, and provides links to information sources from conservation groups and the government. The report card revealed some surprising facts. For example, B.C. is the only province to roll back drinking water standards since the Walkerton tragedy in May 2000. The website has become an essential resource for the public and conservation groups to keep track of B.C. environmental legislation.



Oceans & Sustainable Fishing

Canada is blessed with the longest coastline in the world – an incredible 243,000 kilometers. But our oceans and marine life are under constant threat from habitat loss, invasive species, overfishing, pollution and potential oil and gas exploration.

Our Oceans and Sustainable Fishing team actively works with communities, environmental organizations, and governments in order to conserve these prized habitats for the future. The team

also commissions groundbreaking research into marine and freshwater issues.

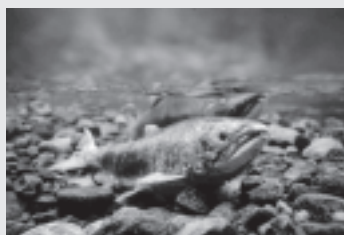
Our multi-disciplinary approach is working. Because of our outreach efforts we have become an important source for the public and media. We have actively challenged the open net-cage aquaculture and oil and gas exploration that threatens our marine environment. Our work has helped raise awareness of these issues throughout North America.

HIGHLIGHTS FROM OCEANS & SUSTAINABLE FISHING IN 2003

Researching the effects of government actions on salmon

In 2002, the B.C. government lifted a seven-year ban on new salmon farms. Many people feared new aquaculture sites would expand into the pristine northern coast of the province, which is currently free of open net-cage aquaculture. The Foundation released a study to explore one effect of this lifting of the ban, *Salmon Farms and Sea Lice*. It is the first comprehensive report in B.C.

to collect information on sea lice conditions in pristine or near-pristine habitat before the arrival of salmon farms. The study found that areas without salmon farms were virtually free of sea lice.



→ It's estimated that at least two species go extinct every hour.

Protecting B.C.'s coast from oil and gas exploration

For over 30 years a federal moratorium has prohibited oil and gas exploration off British Columbia's coast. But the B.C. government, supportive of oil and gas exploration, wants the federal government to lift its ban. Oil and gas exploration presents tremendous risks to the delicate ecosystem of Canada's west coast. Every phase of petroleum extraction is environmentally destructive: seismic exploration operations damage marine life, exploratory drilling pollutes the sea bed, and oil production creates air pollution and greenhouse gases. The Foundation has become an outspoken critic of the potentially damaging consequences of coastal oil and gas exploration. We've raised public awareness of this important issue by submitting independent research findings to the science panel review and promoting alternatives that don't jeopardize existing coastal economies and Canada's natural heritage.

Making recommendations to the federal government

Our Oceans and Sustainable Fishing team was invited to present a submission to the House of Commons finance committee, which included recommendations on ways the government could address freshwater marine habitat, sustainable fishing, and aquaculture issues. The committee examined the recommendations to determine spending priorities for the next federal budget.

Raising awareness of marine and freshwater issues

Our team is frequently invited to give public presentations to diverse groups about marine and freshwater issues, including sustainable fishing as well as salmon and shellfish aquaculture. We have given presentations at numerous public events, industry gatherings, academic workshops, and First Nations conferences. Our expertise has been called upon to review current research on environmental issues, and we are part of several key decision-making groups convened by the federal government.

Commissioning groundbreaking research

In 2001, the Foundation was the first to report that potentially dangerous levels of toxic chemicals are contained in the flesh of farmed salmon. This year, a large-scale scientific study on the toxicity of farmed salmon was published in the prestigious journal *Science*. The researchers' conclusions confirmed the results of our pioneering study indicating that contaminants are significantly higher in farmed salmon than wild salmon.



Coastal First Nations: Turning Point Initiative

Since 1999, the David Suzuki Foundation has assisted with the development of the Turning Point Initiative, comprised of eight First Nations communities on B.C.'s central and north coast. To promote environmentally sound economic opportunities in this region, the Foundation has sponsored cutting-edge research and partnered in numerous projects. In 2003, Turning Point became its own independent organization. We are proud of our role as catalyst for a new group that represents a strong voice for conservation-based forestry and fisheries policies in B.C.

Staff & Volunteers

The David Suzuki Foundation has become a trusted voice on Canadian environmental issues thanks to the knowledge, dedication, and skills of our staff and volunteers.

With more than 40 people, our staff is divided into four program areas, and supported by staff members in other departments: administration, member services, volunteer services, communications, and development. We also have a large pool

of short-term contract researchers, analysts, and scientists.

In addition to our paid staff, we are fortunate to attract talented volunteers from all walks of life. They bring a wealth of experience and expertise to our activities. In 2003, our volunteers donated over 16,000 hours of support. Out of our current staff, 15 members were volunteers at one time.

HIGHLIGHTS FROM STAFF & VOLUNTEERS IN 2003

Representing the Foundation

Volunteers represented the Foundation at numerous exhibitions, trade shows, and events during the year. They answered questions from the public, distributed brochures, and sold books and t-shirts.

Volunteer committees

Volunteers sit on various Foundation committees. Our Executive Committee, Board of Directors, and Council of Elders are all comprised of volunteers. These volunteer committees enable the Foundation to draw upon the expertise and wisdom of experienced individuals who are dedicated to helping us find solutions.

Publishing books

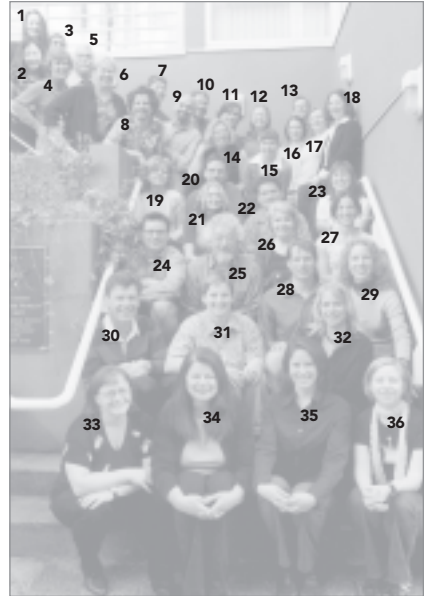
Comprised of volunteer publishing industry professionals, the Foundation has published 16 books which have spread the message of sustainability around the world. The imprint has added to our credibility and reputation as leading scientific thinkers on environmental issues and is an excellent resource for nature lovers, scientists, and the general public. Our catalogue crosses genres and includes science, art, literary non-fiction, and children's books.

Virtual Volunteer Center

We launched the Virtual Volunteer Center for the exclusive use of the more than 40 volunteers who donate their time to the Foundation. The secure online area makes it easy to share information about news, upcoming events, lectures, volunteer opportunities, and job postings.



→ Canada ranks 28th out of 29 Organisation for Economic Co-operation and Development (OECD) nations in environmental performance.



- 1 Carol Armour 2 Kim Lai 3 Dominic Ali
 4 Margo Metcalfe 5 Jim Fulton 6 Eloise Yaxley
 7 Justin Calof 8 Panos Grames 9 Faisal Moola
 10 Jay Ritchlin 11 Jose Etcheverry
 12 Siân Messinger 13 Bill Wareham
 14 Ann Rowan 15 Linda Yurechko
 16 Dorothy Bartoszewski 17 Morag Carter
 18 Kim Vickers 19 Cathy St. Germain
 20 Derek Martin 21 Cheri Burda 22 Paul Lingl
 23 Sari Sikstrom 24 Dale Marshall
 25 David Suzuki 26 Inna Stolarova
 27 Delacey Tedesco 28 Alex Boston
 29 Wendy Dallian 30 David Hocking
 31 Christine Essex 32 Teresa Laturnus
 33 Heather Deal 34 Tara Cullis
 35 Sarah Marchildon 36 Tamara Nowakowsky

Missing: Deanna Bayne, Ian Bruce, Theresa Bullock, Sarah Freel, Krista Garrah, Otto Langer, Jean Kavanagh, Shawna Korosi, Gerald Richardson, Kelly Ross, Suzanne Tank, David Taylor, Victor Vesely

Thank You!

The generosity and encouragement of our 47,000 members inspires us to find practical solutions to conserve Canada's natural legacy for the future. Our research, policy analysis, and outreach activities would not be possible without

the generous donations of individuals, companies, and partner foundations. To maintain our independence and credibility, the David Suzuki Foundation doesn't accept government money of any kind.

THE FOUNDATION HAS SEVERAL LEVELS OF INDIVIDUAL DONORS:

Annual Fund

This includes individual contributions up to \$499.

Edward O. Wilson Circle

Pulitzer-winning biologist Edward O. Wilson endorsed the Foundation's work by offering his name and support to members whose gifts exceed \$500 in a calendar year. More than 950 donors belong to the E. O. Wilson Circle, and many are also monthly donors.

Friends of the Foundation

We have over 6,200 monthly donors whose gifts range from \$10/month to \$500/month. Monthly contributions may be deducted from chequing accounts or charged to credit cards. Many members find this the most convenient way to make a gift to the Foundation.

Patrons Circle

These dedicated individuals have made gifts of \$5,000 or more.

Legacy Circle

Many individuals are currently supporting our work, but some also wish to leave a legacy of support for future generations by remembering us in their wills or through gifts of insurance.

Founders Circle

More than 526 members of the Foundation have been with us for a decade or more.

Foundation Partners

We receive funding from more than 50 foundation partners throughout North America.

Fiscal Year 2003 Financial Statements¹

	2003	2002
REVENUE		
Foundations	\$1,900,074	\$3,194,824
Donations ²	2,692,138	2,087,681
Interest & Other	387,372	89,372
Total	<u>4,979,584</u>	<u>5,371,877</u>
EXPENSES		
Administration	401,453	398,441
Amortization	43,639	40,547
Biodiversity (Web of Life)	677,745	370,855
Climate Change		
Education & Communication	243,443	388,277
Projects & Research	282,198	355,512
Communications	367,537	366,504
Consulting & professional fees	97,810	87,974
Forests & Lands		
Education & Communication	140,001	43,010
Projects & Research	559,711	212,565
Fundraising	233,558	264,201
Oceans and Sustainable Fishing		
Education & Communication	71,422	62,430
Projects & Research	633,490	538,220
Office	204,771	105,704
Pacific Salmon Forests Project		
Education & Communication	0	96,633
Projects & Research	0	1,281,975
Rent	147,783	149,832
Telephone/Fax	15,073	39,889
Turning Point		
Education & Communication	78,747	25,335
Projects & Research	566,155	266,112
Total	<u>4,764,535</u>	<u>5,094,016</u>
Revenue over expenditures ³	215,049	277,861

¹ This statement incorporates figures from the David Suzuki Foundation's independently audited financial statements. Complete financial statements are available upon request, which are reported on by our auditors without qualification.

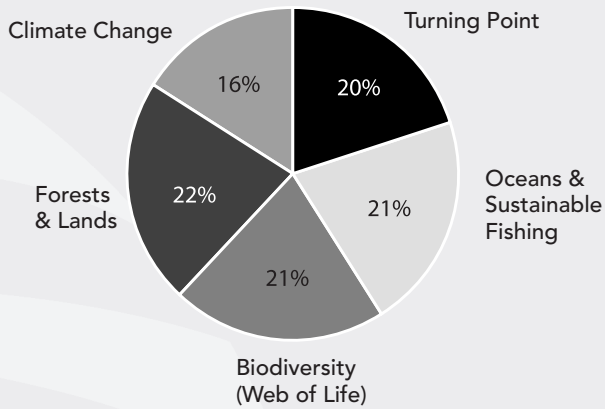
² Donations net printing and mailing costs.

³ Excess of revenue over expenditures is available for project expenditures in 2004.

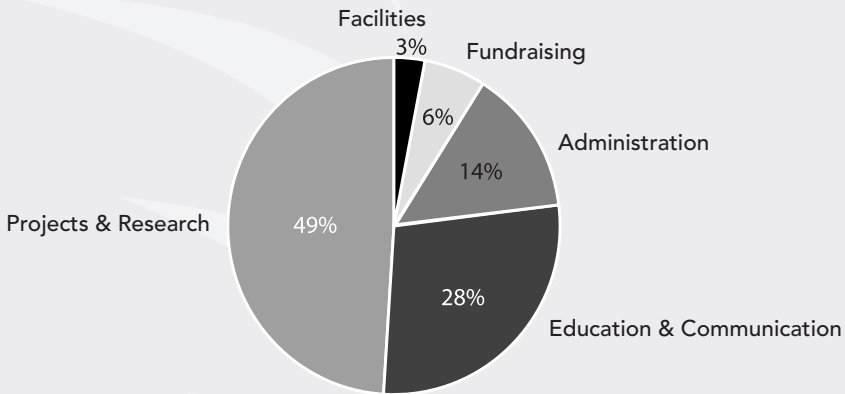
⁴ These statements are for fiscal year September 1, 2002 to August 31, 2003.

2003 Financial Statements continued

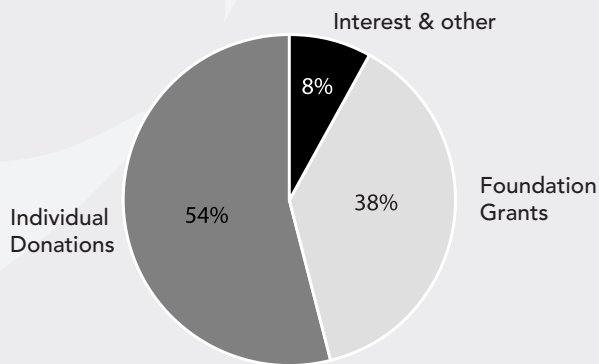
PROJECTS & CAMPAIGNS including projects & research, education & communication



EXPENDITURES as a percentage of revenue



SOURCES OF SUPPORT





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Photographs

Al Harvey/Slide Farm
David Dodge/CPAWS Boreal Rendezvous

Design

Arifin Graham, Alaris Design

Printing

Western Printers & Lithographers

Eco-audit environmental benefits statement

The cover of this annual report is printed on New Leaf Reincarnation Matte, made with 100% recycled fibres, 50% post-consumer waste, processed chlorine free. By using these environmentally friendly papers, the following resources have been saved:

trees	water	solid waste	greenhouse gases	miles travelled	hazardous effluent
1 fully grown	167 gallons	37 Btu (000)	62 pounds	54 average car	1 pound

The inside pages are printed on Save-A-Tree, made with 100% post-consumer recycled waste, processed chlorine free. By using these environmentally friendly papers, the following resources have been saved:

trees	wood	water	landfill	greenhouse gases	energy
1.3 fully grown	1.3 pounds	751.60 gallons	1105.12 pounds	117.19 pounds	227.33 Btu (000)

Calculations based on research done by the Environmental Defense and other members of the Paper Task Force.



David
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Foundation

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