

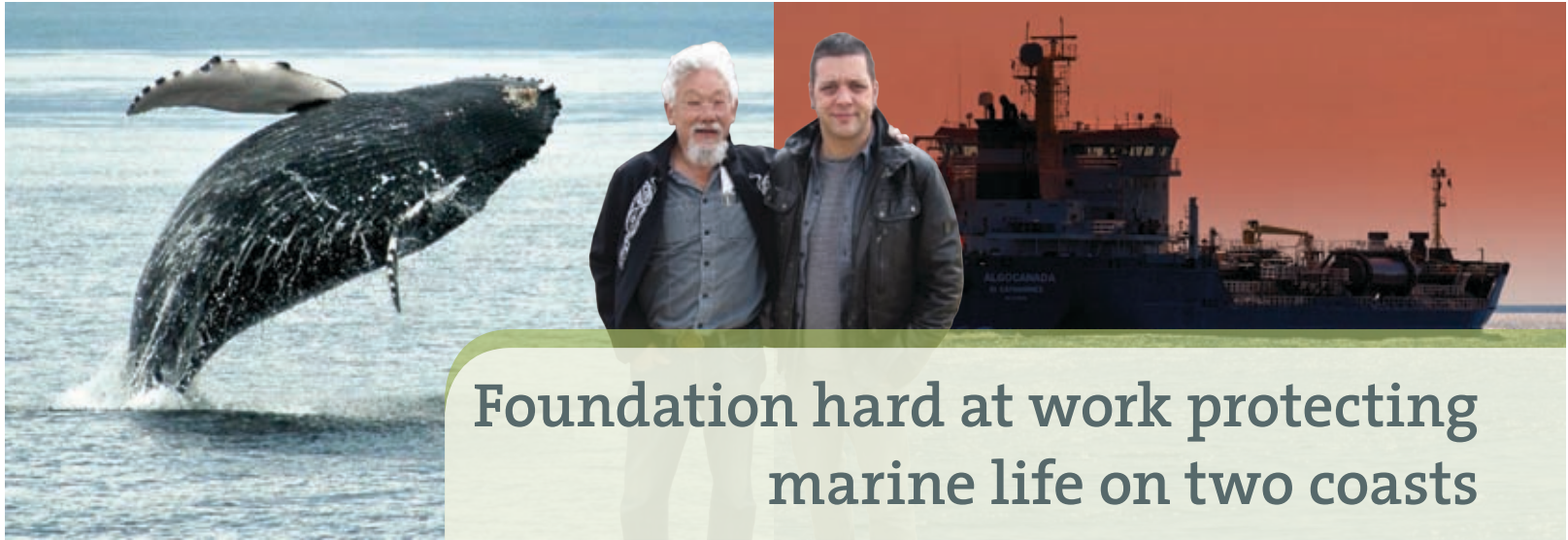
# finding SOLUTIONS



David Suzuki Foundation



summer 2011  
www.davidsuzuki.org



## Foundation hard at work protecting marine life on two coasts

LEFT PHOTO: JACKIE HILDERING WWW.THEMARINEDetective.CA RIGHT PHOTO: RAGINGWIRE

### Pacific North Coast

Imagine you're kayaking through fjords containing some of the most pristine marine habitats in the world. The ocean beneath you is home to kelp forests, glass sponge reefs, halibut the size of a car hood, and schools of sardines several kilometres wide. Welcome to Canada's Pacific North Coast, an area the Foundation is working hard to protect.

People have travelled and harvested fish in this area for centuries. And although some fish stocks have suffered, the environment is fairly healthy. But there are plans to increase oil tanker traffic, increase container shipping, and expand aquaculture and tourism activities. The question we face is how to allow economic activity without harming the environment, which local people who live and work on these waters depend on.

That's why we're participating in the Pacific North Coast Integrated Management Area (PNCIMA) marine use planning initiative. PNCIMA stretches from the north end of Vancouver Island to south-east Alaska. We're working with First Nations and provincial and federal governments on ways to manage and conserve this area.

To learn more about what's at stake on both coasts, check out our infographic on page 5.

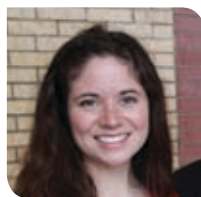
### Gulf of St. Lawrence

Now picture yourself whale-watching in the Gulf of St. Lawrence, one of the few places on Earth you can find up to 27,000 species of animals and plants of all shapes and sizes. The water you're on is actually biologically richer than the Caribbean. Besides whale-watching and other recreational activities, the St. Lawrence River system supports coastal communities of all five provinces surrounding it through fishing and tourism.

But the Gulf is also rich in oil and gas deposits, and exploiting them could harm marine life, tourism, and commercial fishing. The Quebec government currently does not allow oil and gas exploitation within its borders, but each province licenses its own waters. Newfoundland might grant its first prospecting licence in the near future.

In response, the Foundation and other partner organizations that make up the St. Lawrence Coalition launched a campaign to mobilize communities, scientists, and governments to protect the Gulf. On May 5, David Suzuki and CBC's George Stroumboulopoulos called for Gulf residents to unite as the Defenders of the Gulf, and on June 10, our Quebec office launched its first-ever St. Lawrence Action Day, holding community events across the province to teach people about the importance of the river.

Kealy Doyle



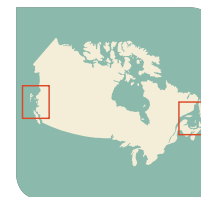
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## donor profile



Scott and Mary Wilton are new monthly donors.

## Couple turns monthly donation into special gift

Mary and Scott Wilton are new monthly donors from Halifax, Nova Scotia, who enjoy being active outdoors and travelling. Mary took some time to answer our questions.

**Your monthly donation was a special gift, and not just to the Foundation. Tell us a bit about it.**

A few weeks before our four-year wedding anniversary, my husband and I watched David Suzuki's 75th birthday episode of *The Nature of Things*. We both grew up watching him, and his program is responsible for my passion for the environment. My husband decided to surprise me with this monthly donation as my gift. I have been very blessed in my life, and receiving this donation in my name really meant a lot to me.

**What appeals to you about being a monthly donor?**

It means that we are able to directly support the Foundation's goal of environmental conservation, a cause that my husband

and I really believe in. We want to continue to support its efforts so that they can benefit future generations of environmentalists.

**What is Canada's biggest environmental challenge?**

Although climate change is a global issue, I believe it is also Canada's biggest environmental challenge. Melting Arctic ice, rising ocean temperatures, and increasingly severe weather patterns should be of great concern to all Canadians.

**What would you do if you were Prime Minister?**

I would direct more funding toward Canadian companies that focus on green energy initiatives. I would also implement a consistent and firm carbon tax policy on Canada's largest polluters and fund the provinces and territories to raise awareness of climate change. I would focus on leading the way on climate change and showing the world that Canada is committed to making a difference.

"My husband decided to surprise me with this monthly donation as my gift."

## Thank you and welcome to our newest legacy donors

Special thanks to the following people who recently named the Foundation in their will, helping us protect nature for years to come. Welcome to the Suzuki Society, which recognizes those who demonstrate enormous generosity and foresight by arranging these special gifts. To learn how you can set up a legacy gift, or if you are a legacy donor who wishes to remain anonymous, please contact Katie at [kloftus@davidsuzuki.org](mailto:kloftus@davidsuzuki.org) or 1-800-453-1533 ext 1288.

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JoAnne Bersohn  
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# Community leaders and staff share their stories

Kealy Doyle

We asked our volunteer Community Leaders and staff to tell us how they got involved in the environmental movement and how their lives have changed since. Here are some of their inspiring stories.

## Corrina Grace

VOLUNTEER COMMUNITY LEADER

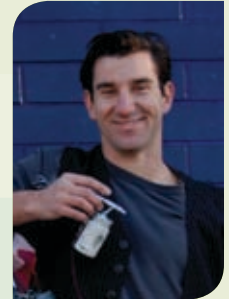
Corrina was working a lucrative job in investment banking in Australia when she decided she wanted to “give back.” She left her job, intending to volunteer in Guatemala for three months, but ended up staying for a year. In Guatemala, she was struck by the realization that climate change will have the greatest effects on the world’s most vulnerable citizens, who often don’t even know it exists. So in 2009, she founded Seres, a non-profit that educates and empowers communities with simple, low-cost ideas for sustainable living.



## Todd Polich

VOLUNTEER COMMUNITY LEADER

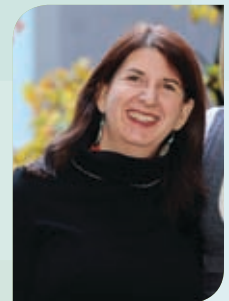
For 10 years, Todd worked his dream job as the art director of a video game company. But he felt there was something missing—the art he was making had little value beyond entertainment. So he left his job to bring environmental art into communities, first partnering with municipal governments in Vancouver to beautify vandalized walls with positive environmental murals. This blossomed into the Art of Empowerment Project, which teaches schoolchildren about the environment through workshops and mural-painting.



## Gail Mainster

STAFF WRITER

Gail grew up listening to David Suzuki on radio and tv, and first heard him describe himself as a “vulgarizer”—a person who makes complex language easier to understand—in a speech to the Canadian Medical Association in 1986, when she was doing exactly that for physicians and their patients. Raised to value future generations and speak out against injustice, she felt a strong connection with Suzuki and the Foundation. She started as a volunteer in 2003, and came on staff in 2007.



## Sherry Yano

DEVELOPMENT OFFICER

Having worked as an engineer and teacher, and for non-governmental organizations abroad, Sherry took up freelance writing while raising children. Recently, she was on the verge of accepting a promising new contract—until the clients unveiled the details. They wanted her to write copy endorsing a pipeline that would destroy an untouched rainforest, home to 134 aboriginal groups. She declined, returning home to search for work she believed in. The first posting she saw was for the position she now holds, raising funds that allow us to continue protecting nature.



## Jay Ritchlin

DIRECTOR OF MARINE AND FRESHWATER CONSERVATION

Jay’s lifelong interest in conservation biology began when he was a young boy growing up on the shores of Lake Erie. The lake was so polluted that dead ducks and fish would wash up on shore. His curiosity and concern propelled him to study microbiology and genetics in university, then work as a landscaper, fish-plant foreman, Greenpeace staffer, and finally with the Foundation. Today he believes he can really make a difference telling people about the science behind the natural world and environmentally sustainable practices.



## Gracen Johnson

VOLUNTEER COMMUNITY LEADER

Gracen loves finding solutions for big problems. So when she heard David Suzuki say that we should fill Parliament Hill with concerned citizens to get the federal government to take action on climate change, she wasted no time. Gracen organized Fill the Hill, drawing about 5,000 people to Ottawa in support of climate action. Recently, she was selected for Next 36, an entrepreneurial boot camp for the most promising Canadian undergraduates. She and her team are launching an online tool that brings people together to recycle and reuse belongings.



## The Dirty Dozen goes mobile

Ever wish you could have the Dirty Dozen Shopper's Guide at your fingertips, helping you find the safest, most eco-friendly products while you shop? Well, now you can, with our fancy new mobile site. It's live at [www.davidsuzuki.org/dirty12](http://www.davidsuzuki.org/dirty12). You can access it from any smartphone or tablet.

## Foundation launches Natural Capital Ambassadors program

The Foundation is excited to announce its new Natural Capital Ambassadors program. The program's keen volunteers work within local governments in B.C.'s Lower Mainland to protect and restore nature in their communities.

The ambassadors have been trained to effectively communicate the many economic and health benefits that nature provides (natural capital). For the next six months they will spread these messages throughout their communities.



PHOTO: CLAUDETTE CARRACEDO PHOTO



## Athlete rows to raise awareness

David Suzuki Ambassador Mylène Paquette is devoted to raising awareness of the St. Lawrence River. On June 25, the accomplished rower (the first Quebecer to row across an ocean), began rowing the entire St. Lawrence, from Montreal to the Magdalen Islands. Along the way, she is talking

with local communities about the importance of the river.

And this is just a warm-up! Paquette plans to become the first North American to row solo across the North Atlantic, in 2012.

## Foundation biologist testifies at Cohen Commission

The Foundation has been taking part in the Cohen Commission, Canada's inquiry into declining numbers of Fraser River sockeye salmon. The inquiry is a good opportunity to find out why the salmon are disappearing and to get the federal government to commit to a plan to rebuild their populations.

Biologist Jeffery Young recently testified on the government's wild salmon management policy, saying that the government has not done enough to apply the policy to management decisions.

For some information on the Cohen Commission, go to [www.davidsuzuki.org](http://www.davidsuzuki.org).



A natural gas well in Alberta.

## Report concludes natural gas is not a climate solution

Climate change and pollution, among other issues, are leading Canadians to ask questions about our energy supply and use.

We know that we have to reduce greenhouse gas emissions if we are to avoid the worst impacts of climate change. That means shifting away from polluting energy sources like oil and coal. Because burning natural gas produces fewer emissions than burning oil and coal, many people are eyeing Canada's natural gas resources to help get greenhouse gas emissions down—if only for the short term.

But is that realistic? A new report produced by the David Suzuki Foundation and the Pembina Institute explores the role of natural gas in Canada's fight against climate change. In the report, *Is Natural Gas a Climate Change Solution for Canada?* author and Pembina Institute research director Matthew Bramley looks at conventional and "unconventional" sources of natural gas, including shale gas and gas that is extracted through hydraulic fracturing, or fracking.

Many supporters of natural gas see it as a "bridging" fuel that will allow us to make small, short-term reductions in greenhouse gas emissions while we look for better energy options. But the report concludes that the environmental impacts of natural gas are too great, and that it is not worth it to delay advancements in renewable energy technology. Getting at some of the "unconventional" gas poses huge environmental risks, and natural gas still causes greenhouse gas emissions.

The report argues that we would be better off moving quickly to renewable sources of energy and encouraging conservation.

The report makes several recommendations for the federal and provincial governments, related to greenhouse gas emissions, water protection, taxes and subsidies, public consultation, and more. Foundation staff will present it to government officials, media, and other environmental groups. You can find it online, in English and French, at [www.davidsuzuki.org/natural-gas-report](http://www.davidsuzuki.org/natural-gas-report).

 Ian Hanington

# What's at stake on each coast?



The David Suzuki Foundation is hard at work protecting marine life on the West and East coasts (see article on page 1). Here's a run-down of the landscapes, inhabitants, and issues that drive us.

**Pacific North Coast**  
A whopping 88,000 km<sup>2</sup>, BC's Pacific North Coast Integrated Management Area (PNCIMA) stretches from northern Vancouver Island to the southern tip of Alaska.

**Gulf of St. Lawrence**  
Surrounded by 5 provinces, the Gulf of St. Lawrence is where North America's Great Lakes reach the Atlantic Ocean via the St. Lawrence River.

<b>Under the surface</b> Banks, troughs, and inlets create a range of ecological niches for many species.	<b>Coastal communities</b> Population: 34,504 Economy driven by tourism, commercial fishing, and marine transport.	<b>Threats</b> Container shipping Tanker traffic Fishing practices (bottom trawling)
<b>Species to spot</b> Sea urchin Pacific white-sided dolphin Kelp / seagrass Killer whale	<b>Fish in focus</b> Pacific salmon. This iconic fish is crucial to the health of other animals, coastal forests, and local economies.	<b>Did you know?</b> The 9,000-year-old glass sponge reefs in Hecate Strait cover 1,000 km <sup>2</sup> and can grow as tall as a five-storey building.

<b>Under the surface</b> This enclosed sea is very rich in nutrients. Its sedimentary basins contain oil and gas deposits.	<b>Coastal communities</b> Population: 1,092,640 Economy driven by marine transport, commercial fishing, and aquaculture.	<b>Threats</b> Oil and gas development Shipping Wastewater
<b>Species to spot</b> American lobster Beluga whale Leatherback turtle American oyster	<b>Fish in focus</b> Atlantic cod. Their populations crashed in the 90's, and the fishery crashed with them. Numbers still haven't rebounded.	<b>Did you know?</b> The Greenland shark is the 2nd largest carnivorous shark in the world.

DESIGNED & ILLUSTRATED BY SARAH TAYLOR

## Foundation demands cosmetic companies reveal their secrets

This spring, the Foundation and its supporters wrote to companies that manufacture lotions, creams, and other cosmetics, asking exactly what they mean when they list “parfum” or “fragrance” as an ingredient. Thanks to a loophole in Canada’s ingredient-labelling requirements, companies can label the chemicals they use to make their products smell nice with these generic terms.

But generic terms aren’t good enough—we need to know exactly what’s inside these ingredients. A single product can include a mixture of dozens or even hundreds of fragrance chemicals. Many of these unlisted ingredients are irritants and can trigger allergies, migraines, and asthma symptoms. Synthetic musks are of particular concern; Environment Canada has flagged some for further assessment because they may be toxic.

Of the 42 companies we contacted, not a single one would provide a complete list of their “parfum” ingredients. Some claimed

not to know which chemicals they use, while others refused to tell because of “proprietary rights.”

Among the most surprising responses were those from Henkel, Procter and Gamble, and Unilever. All three companies informed us that they would only discuss specific fragrance ingredients if contacted by a customer’s family doctor.

We don’t know about you, but we believe you shouldn’t need a doctor’s note to find out exactly what you’re putting on your body.

That’s why we’re asking Canadians to sign our petition, demanding that cosmetics manufacturers reveal their secret ingredients. You can sign the petition at <http://action.davidsuzuki.org/fragrance-petition>.

We compiled the responses we received and made recommendations in a report called *Failing the Sniff Test*. Find it at [www.davidsuzuki.org/failing-the-sniff-test](http://www.davidsuzuki.org/failing-the-sniff-test).

Lisa Gue and Rachelle Delaney



## Green cleaning ingredients explained

Rid your home of the petroleum-based ingredients and chemicals found in most cleaning products by making your own. Here are a few of the Queen of Green's favourite ingredients. They're versatile, affordable, and eco-friendly.

**BAKING SODA:** an excellent non-toxic and food-grade ingredient. Well-known for its deodorizing properties, it also tackles dirt and grease. Add half a cup to your wash and boost your whites!

**WHITE VINEGAR:** also known as acetic acid, it's a great disinfectant and deodorizer. Fill the rinse agent dispenser of your dishwasher with plain white vinegar. Works like magic.

**LEMON:** a mild acid, lemon juice is known for its bleaching, disinfectant, and antibacterial properties. Cut a lemon in half and rub it on a dirty cutting board, then wipe clean. Take the other half, place it in a bowl and microwave for one minute. Use this lemon to rub down the inside of your microwave. Let sit for a few minutes and wipe clean.

See the chart to the left for more ingredient properties. Download all nine green cleaning recipes at [www.queenofgreen.ca](http://www.queenofgreen.ca)

**Lindsay Coulter,**  
David Suzuki's Queen of Green

### Ingredients explained

	Baking soda	Borax	Essential oils	Lemon juice	Liquid castile soap	Salt	Soap granules	Olive oil	White vinegar	Washing soda
Cuts grease	●		●	●		●		●	●	
Deodorizes	●		●					●		
Disinfects		●	●					●		
Fights mould & mildew		●			●					
Lifts dirt	●			●		●	●			
Softens water									●	
Whitens	●	●		●						●

Essential oils are optional; avoid them if you are sensitive to scents. Lemon, lime, grapefruit, tea tree, lemongrass, lavender, and eucalyptus oils have antibacterial, antifungal and/or grease-cutting powers. More tips and recipes at [queenofgreen.ca](http://queenofgreen.ca)

GRAPHIC: ERIKA RATHJE

## funding solutions

### Giving back to nature with every sale

As David Suzuki is fond of pointing out, the economy is a human construct that depends on a healthy environment to thrive—and not the other way around.

Recognizing the need for businesses to protect nature to stay in business, Patagonia founder Yvon Chouinard and Craig Matthews, owner of Blue Ribbon Files—both passionate environmentalists—created 1% for the Planet in 2001. Ten years later, more than 1,400 member businesses worldwide annually donate one per cent of sales to more than 2,500 environmental non-profits, including the David Suzuki Foundation.

Ascenta, a Dartmouth, Nova Scotia-based manufacturer of health products, has supported the Foundation through 1% for the Planet since 2007.

“Our donation is one part of our



Ascenta participates in the annual Halifax Harbour Cleanup.

overall sustainability strategy,” said Marc St-Onge, Ascenta’s founder and CEO. “The health of humans and the environment is at the core of everything we do. From the use of 100 per cent clean, renewable energy for all our facilities, to energy conservation practices and recyclable packaging for our products, we believe everything is connected.”

The Foundation has received more than \$90,000 from 14 companies since becoming a 1% for the Planet beneficiary the year it was founded.

If you know of a business that would like to support the real bottom line—the planet that sustains us—send them to [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org).

**Gail Mainster**

## finding SOLUTIONS

A publication of the David Suzuki Foundation, a registered Canadian charity working to protect the diversity of nature and our quality of life, now and for the future.

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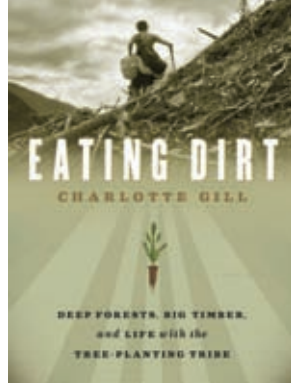
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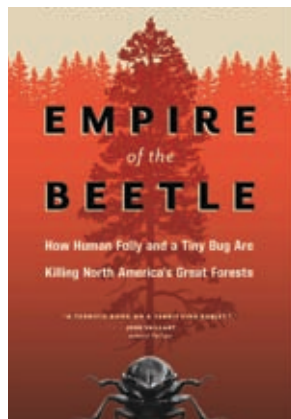
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### Eating Dirt

Charlotte Gill, Greystone Books / David Suzuki Foundation

If you've ever spent a season plugging seedlings into clearcuts, you'll feel right at home in Charlotte Gill's *Eating Dirt*—both a personal account of her 20 years as a tree planter and an exploration of forestry and tree-planting, past and present. If you haven't, you'll be granted a window into a fascinating, uniquely Canadian culture. A beautifully written and absorbing book.



### Empire of the Beetle

Andrew Nikiforuk, Greystone Books / David Suzuki Foundation

It's an astonishing feat of nature that a bug the size of a rice grain could wipe out billions of pine and spruce trees in North America. It's also a consequence of climate change, as winters are no longer cold enough to reduce populations of pine and spruce beetles. In this remarkable book, subtitled *How Human Folly and a Tiny Bug Are Killing North America's Great Forests*, Andrew Nikiforuk applies his usual skill and passion to a fascinating subject.



### The Good Garden: How One Family Went from Hunger to Having Enough

Katie Smith Milway, Ills. by Sylvie Daigneault, Kids Can Press

This beautiful picture book, perfect for eight-to-12-year-old readers, tells the story of Maria Luz, a young girl in rural Honduras. When her family's crops begin to fail and her father leaves to find work, Maria Luz takes charge, learning composting and seed-saving techniques from her forward-thinking teacher. Thanks to her, the entire community learns to become self-sustaining. The author even provides tips for kids wanting to help improve food security.



### The Clean Bin Project: a documentary movie

Directed by Grant Baldwin

Nothing like a little friendly competition for the sake of the planet. Vancouver couple Grant and Jen try to live one year consumer- and waste-free. That means no new razor blades for Grant, and Jen becomes a skilled grower of lettuce. They also interview renowned artist Chris Jordan and marine pollution expert Capt. Charles Moore. Combining a guilt-free message with just enough funny, the film will leave you wanting to be better, to do better. Visit [www.cleanbinmovie.com](http://www.cleanbinmovie.com) for more information!

## Independent funding means a credible voice

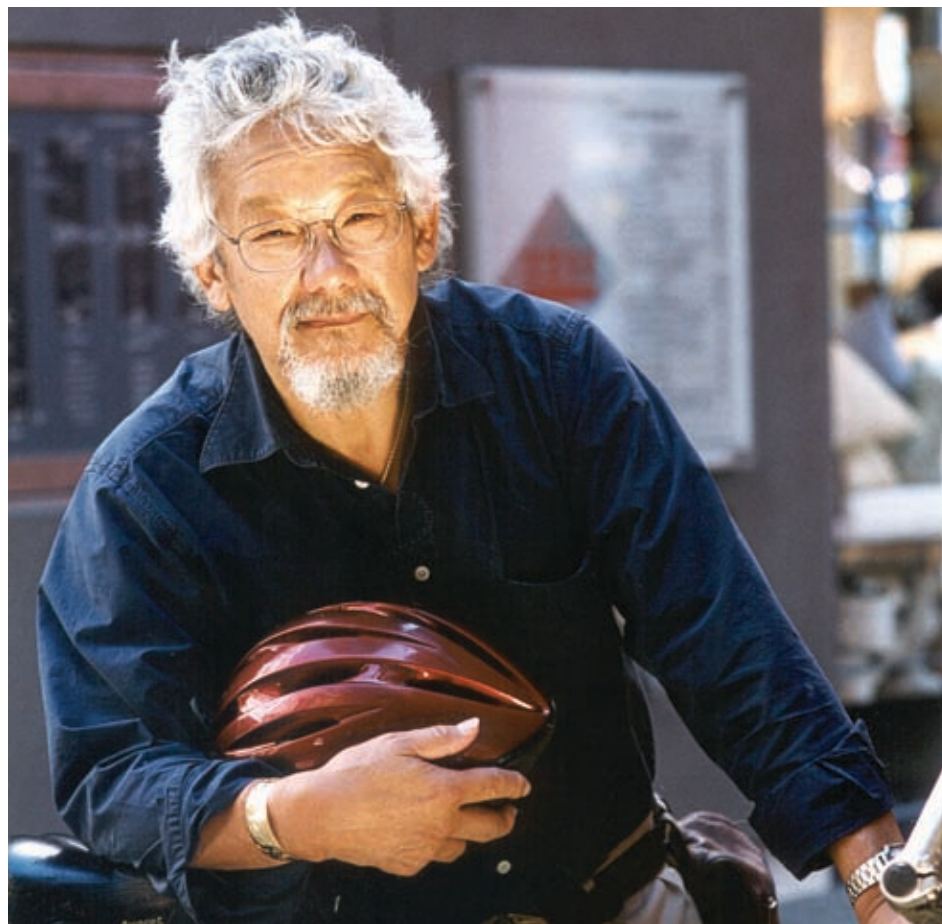
At the David Suzuki Foundation, we believe in basing environmental analysis and proposed solutions on sound science. But staying abreast of advances in scientific research means going to scientific meetings and staying in touch with and even funding top scientists, not to mention communicating that research to decision-makers and the public. That costs money.

When Tara and I founded this organization, we made a conscious decision not to accept government funding. We wanted to be able to speak out, maintain our independence, and never feel beholden.

Fortunately, people like you see the value in our work and help us by donating. Your support allows us to speak out without fear of shifting government funding priorities, reprisal, or loss of our grants. We are incredibly grateful to you for offering your time and money to help us do the crucial work necessary to protect Canada's land and water, plants and animals, and people from threats including climate change and pollution, species loss, and habitat destruction.

Most of the money we receive—about 55 per cent—comes from individual donors. More than 28,000 people donate annually (and an incredible 9,000 of those people give monthly donations). We absolutely couldn't do it without you.

We're also grateful to foundations that support our work. These philanthropic organizations provide close to 30 per cent of our funding. Businesses provide another 12



per cent. The money doesn't just come from Canadians, either. Funding from sources in the U.S. and other countries, including individuals and foundations, ranges from about six to 10 per cent of our budget per year. Just as we're happy that Canadians support important charitable work in other parts of the world, we're pleased that like-minded people and organizations outside of Canada support our work.

No matter the source, we only seek and accept money from donors that meet our

ethically based Gift Acceptance Policy. That policy ensures that our research and positions remain independent and credible.

All information about our funding and Gift Acceptance Policy is available on our website at [www.davidsuzuki.org](http://www.davidsuzuki.org). Just as we use sound peer-reviewed science to back our work, we also remain open and transparent about where we get our money and where we spend it.

Thank you all for your continuing support.

**It's finally here! *Force of Nature: the David Suzuki Movie* is now on DVD.**

Be sure to check the DVD extras for a short film about the Foundation, titled *It Takes a Family*. Watch for it in stores or go to <http://legacy.davidsuzuki.org> for more information.

## The mail is our lifeblood

This might surprise you, but 65 per cent of donations to the Foundation come by post. So the recent strike really hit us hard. Like most charities, we were cut off from our supporters, while the need for our work continued.

If you were waiting for a tax receipt during the strike, we thank you for your patience and for continuing to support us.

