

Annual Review 2009

GREENPEACE

TAR SANDS

CLIMATE CRIME

GREENPEACE

www.greenpeace.ca

Greenpeace takes action to defend the natural world and promote peace.

United by this common mission, we are researchers, activists, communicators, sailors, scientists, lawyers and accountants. But Greenpeace is more than all that.

Our effectiveness lies in our unique independence from government and corporate funding. This is only possible through the generous and incredibly appreciated support of individuals like you. You guarantee our independence, and this publication is just one step towards our accountability to you.

We are here to make your commitment to the environment concrete. Our work is only possible because you are courageous enough to ask for a better future. Greenpeace can only exist because of the support of millions of people around the world like you. Collectively and individually, you are Greenpeace.

Our mission:

Greenpeace is an independent, campaigning organization that uses non-violent, creative confrontation to expose global environmental problems, and to force the solutions which are essential to a green and peaceful future.

Greenpeace's goal is to ensure the ability of the earth to nurture life in all its diversity. Therefore Greenpeace seeks to:



End all nuclear threats;



Protect biodiversity in all its forms;



Prevent pollution and abuse of the earth's ocean, land, air and fresh water;



Promote peace, global disarmament and non-violence.

Greenpeace around the world:

Australia
Austria
Belgium
Argentina
Brazil
Canada
Chile
China
Czech Republic
Denmark
Fiji
Finland
France
Germany
Greece
Hong Kong
Hungary
India
Indonesia
Israel
Italy
Japan
Lebanon
Luxembourg
Mexico
Netherlands
New Zealand

Norway
Papua New Guinea
Phillippines
Poland
Portugal
Romania
Russia
Solomon Islands
South Africa
Slovakia
Slovenia
Spain
Switzerland
Thailand
Turkey
United Kingdom
United States



5 Offices in Canada
Edmonton, Montreal, Quebec City,
Toronto, Vancouver

44 Countries with Greenpeace offices
Greenpeace International is located
in Amsterdam, the Netherlands

90,000 Supporters
in Canada

2.9 million Supporters
around the world.

Climate Change

Climate change is a reality, and it's caused by human activity. Greenpeace is asking Canadians to become part of the solution by supporting energy conservation and renewable energy initiatives.



Leading up to the UN climate negotiations in December 2009, Greenpeace engaged Canadians and pressured the government to support a fair and binding agreement.

Throughout the year Greenpeace worked with our 110 KYOTOplus coalition partners to gather and deliver more than 100,000 individual signatures to Canada's delegates at the UN Climate Change Conference.

We also worked to expose the Canadian government's inaction on climate change ahead of the Copenhagen summit, challenging Canada's failure to deliver on its Kyoto commitment. In an August poll by Harris/Decima, 67 per cent of Canadians said that the environment was just as important as the economy, and 74 per cent said that government was not doing enough.

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Police officers and firemen stand below the French and English "climate inaction" banners on the West Block of the Parliament Buildings.

Tar Sands

Buried below the Boreal Forest of Northern Alberta is the world's second largest oil reserve: the tar sands. In producing one of the world's most carbon-intensive fuels, the tar sands could tip the scales towards uncontrollable climate change.



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The Boreal Forest in Northern Alberta has undergone great devastation in order to access the oil-rich tar sands that lie beneath.

In September, Greenpeace had people around the world talking about the tar sands. Our action at Suncor's operations in Northern Alberta established the tar sands as a powerful symbol of the principle causes of our climate problems: irresponsible development, political inaction, and the relentless pursuit of profit by short-sighted corporations.

Greenpeace also took the campaign overseas, meeting with Canadian and international shareholders in oil companies to discuss the investment risks associated with the tar sands. The tar sands even became one of the main issues in Norway's

national elections, with all but two parties taking a stance against tar sand investment.

Continued networking throughout the year strengthened Greenpeace's campaign against the tar sands locally as well. A green jobs study co-sponsored by Greenpeace, the Sierra Club Prairie Chapter and the Alberta Federation of Labour, found that more than 200,000 jobs could easily be created in Alberta if the government made renewable energy a priority. The resulting report outlined how the province could begin the transition from dirty, dwindling tar sands oil toward the clean energy economy of the future.

Marine Fish

Marine ecosystems have suffered a terrible toll from decades of industrial fishing. As middlemen between oceans and consumers, supermarkets play a pivotal role in this destruction — and present opportunities for protection.



Greenpeace continued to challenge Canadian seafood retailers in 2009, taking direct action to convince supermarkets to stop selling Redlist fish and improve seafood labelling, while working with receptive retailers to help them create more sustainable seafood procurement policies.

In 2009, two major chains released seafood policies and four others committed to working on their own. Three major chains also discontinued sales of a variety of Redlist species. To track the progress being made by retailers, Greenpeace produced an updated ranking of Canada's supermarkets, exposing the worst offenders to the public.

Bluefin tuna swim inside a transport cage, being fattened tuna in order to maximize profits.

Nuclear Power

Nuclear power poses a threat to the earth and undermines the development of clean energy. We want an efficient energy system to fight climate change and improve our economy: the Energy [R]evolution.



.....
A Greenpeace activist lights an orange smoke flare as part of the protest against the McGuinty government's plan to refit nuclear reactors at the Pickering plant.

Nuclear energy significantly undermines the development of a clean energy future. Every dollar spent on nuclear is a dollar not spent on green energy and conservation. In 2009, Greenpeace continued to reveal the true costs and the threats of nuclear power to the public.

We saw success in June, when the Ontario government suspended its procurement of new reactors saying the cost of the AECL's Advanced CANDU Reactor (ACR) was "billions" of dollars too high. Several weeks later Bruce Power cancelled the environmental

assessment on its proposals for new reactors at the Bruce site and Nanticoke.

In the lead-up to the Copenhagen climate talks, Greenpeace united with other environmental organizations in the Climate Action Network Canada against framing nuclear power as a viable climate change solution. This position was confirmed in the network's co-release of the Energy [R]evolution report: a practical blueprint for the world's renewable energy future, developed in conjunction with scientists and engineers from around the world.

Boreal Forest

In addition to being Canada's largest ecosystem, the Boreal Forest helps stabilize the climate by storing massive amounts of carbon, and is the source of life and culture for many indigenous communities.



After almost five years of pressuring Kimberly-Clark to stop destroying ancient forests, in 2009 we won the Kleercut campaign. Seeking to engage Kimberly-Clark's consumer-base, the campaign had included protests around the globe, scientific and exposé reports, media mobilization and shareholder engagement.

In August, Kimberley-Clark released a new "Fibre Procurement Policy" which included acceptable commitments to increased recycled content, FSC-certified pulp sourcing and limits on pulp from intact forests. As one of the strongest paper policies in the world, it has shaken up the North American forest products industry.

We also made measurable progress in getting other forest product companies to engage in intact forest protection through changes in policy and operations. These market players were shown that we can use carrots as much as sticks by nominating Rona for the Ontario Conservation Award, which they went on to win.

We continued to be involved in discussions with the Forest Products Association of Canada and member companies about a Canadian Boreal Forest Agreement, which includes short-term deferrals, science-based protected areas and a commitment to protecting the woodland caribou.

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Logging and industrial development have been destroying the woodland caribou's habitat in the Boreal Forest for decades.

Great Bear Rainforest

Stretching along the coast from Vancouver to Alaska, the Great Bear Rainforest is the largest tract of intact coastal temperate rainforest in the world.



A grizzly bear waits on a river ledge in the Great Bear Rainforest in British Columbia.

In 2009, Greenpeace proudly joined with First Nations, environmental partners, the B.C. government and logging companies to celebrate the realization of the provincial government's 2006 promise to protect the Great Bear Rainforest and support the communities that live there.

The Great Bear Rainforest Agreement preserves 2.8 million hectares of pristine rainforest: an area larger than Prince Edward Island, and roughly 50 per cent of the total area of the forest. The B.C. government has

committed to increasing this area to a total of 70 per cent of the rainforest from logging by 2014, and Greenpeace will be watching closely to make sure this happens.

The agreement also provides \$120 million to First Nations communities to kick-start a new conservation economy as an alternative to industrial logging throughout the rainforest. More importantly, the agreement also marks a beginning to First Nations and the B.C. government working together as decision-makers on matters related to the rainforest.

Greenpeace Canada

Statement of financial position as at December 31, 2009

ASSETS	2009	2008
Current assets		
Cash and marketable securities	\$ 2,101,384	\$ 2,981,552
Accounts receivable	290,273	366,652
Loan Receivable	-	190,460
Receivable from Stichting Greenpeace Council	40,240	-
Receivable from other Greenpeace organizations	31,905	6,337
Prepaid expenses & inventory	257,675	171,392
Total current assets	2,721,477	3,716,393
Net capital assets	1,278,730	1,236,644
Total assets	\$ 4,000,207	\$ 4,953,037
LIABILITIES and NET ASSETS	2009	2008
Current liabilities		
Accounts payable and accrued liabilities	\$ 425,098	\$ 753,930
Payable to Stichting Greenpeace Council	-	13,320
Payable to other Greenpeace organizations	17,956	8,957
Loan payable to Stichting Greenpeace Council (short-term)	203,464	215,429
Unexpended program funds	313,465	283,569
Total current liabilities	959,983	1,275,205
Loan payable to Stichting Greenpeace Council	-	201,779
Total liabilities	959,983	1,476,984
Net assets		
Invested in capital assets	1,278,730	1,236,644
Unrestricted net assets	1,761,494	2,239,409
Total net assets	3,040,224	3,476,053
Total liabilities and net assets	\$ 4,000,207	\$ 4,953,037

Statement of operations and changes in net assets for the year ended December 31, 2009

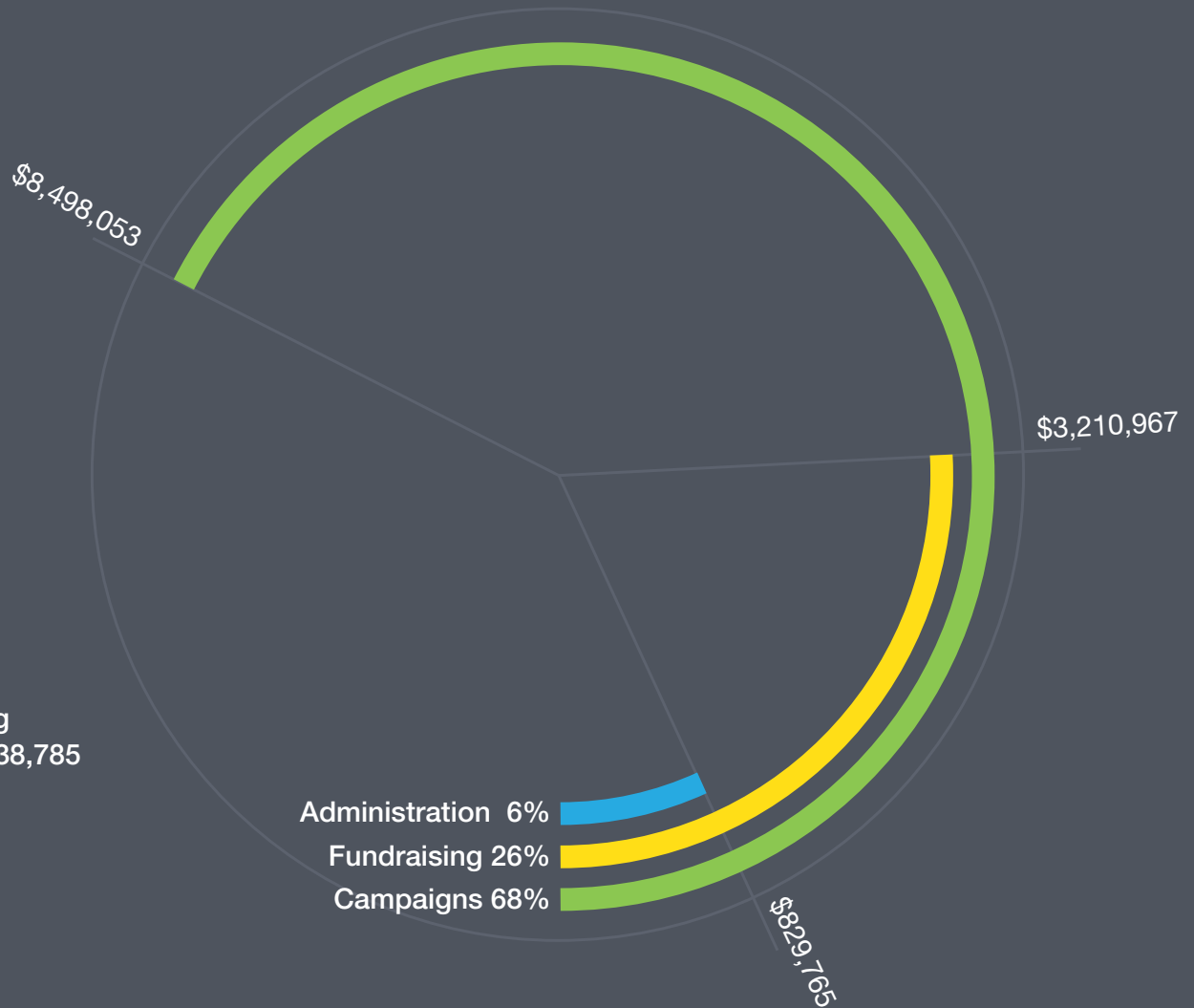
REVENUE	2009	2008
Donor contributions	\$ 9,338,984	\$ 9,274,295
Bequests	788,030	926,824
Contributions from Stichting Greenpeace Council	1,218,498	877,090
Campaign grants	680,928	712,154
Investment Income	84,727	144,205
Total revenue	\$ 12,111,167	\$ 11,934,568
EXPENSES	2009	2008
Campaign expenses		
Direct campaigns & campaign support	\$ 4,040,694	\$ 3,350,203
Contributions to international campaigns	2,151,960	1,771,740
Support services to Stichting Greenpeace Council	636,292	582,239
Public outreach and education	1,669,107	1,577,469
Total campaign expenses	8,498,053	7,281,651
Finance and administration costs	829,765	864,448
Fundraising costs	3,210,967	3,018,155
Total expenses	12,538,785	11,164,254
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	\$ (427,618)	\$ 770,314
Net assets, beginning of the year	3,476,053	2,829,689
Bequests received in year taken directly into net assets		
(bequest revenue taken directly out of net assets)	(8,211)	(123,950)
NET ASSETS, END OF YEAR	\$ 3,040,224	\$ 3,476,053

Full audited financial statements are available on request.

Greenpeace Canada

Spending breakdown for the financial year 2009

In order to remain independent, Greenpeace does not solicit government or corporate funding. We depend on individual supporters like you to give us the support we need to protect the planet from environmental degradation.



Total operating budget: \$12,538,785

Administration 6%
Fundraising 26%
Campaigns 68%

Greenpeace bequests: a lasting voice

We wish to honour the individuals who left bequests to Greenpeace Canada in 2009. We are moved by their vision and generosity. Their voices will continue to be heard through the power of their legacies.

Peter Brian Archer	Elaine Manoff
Helen Izola Bassett	Helen Marie McAninch
Catherine Bensley	Diane Teresa McCarrroll
Armelda Anne Buchanan	Marjorie Clara McDowall
Barbara M. Fancie	Harry Kjell Melander
Betty Calder Gibson	Lucille Francis Milligan
Arthur B. Green	Federick Oliver Mitchell
Barrett Douglas Halderman	Sarah May Murchison
Ruth Hodge	Lucy May Robertson
Mary Louise Holm	Mary Anne Schneider
Gertrude Kay	Dora Simpson
Emylyn Katherine Kirwin	Barbara Anne Stewart
Lawrence Nicholas Krain	Catherine Isobel White
Sophie Kulscar	Karl Wurm
Victor John Macklin	

Greenpeace Canada Board, 2009

Sue Birge
Peter Bleyer, Chair
Samantha Preshner
Ann Rowan, Vice Chair
Brigid Rowan, Treasurer
James Sullivan
Beverley Thorpe

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Greenpeace International

is headquartered in Amsterdam,
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CANADA

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