



Annual  
review  
2010

GREENPEACE

[www.greenpeace.ca](http://www.greenpeace.ca)

## Greenpeace around the world:

Africa  
Argentina  
Australia  
Austria  
Belgium  
Brazil  
**Canada**  
Chile  
Czech Republic  
Denmark  
East Asia  
France  
Germany  
Greece  
Hungary  
India  
Italy  
Luxembourg  
Mexico  
Mediterranean  
Netherlands  
New Zealand

Nordic  
Pacific Islands  
Poland  
Romania  
Russia  
South Africa  
Slovakia  
Slovenia  
Spain  
Switzerland  
South East Asia  
United Kingdom  
United States



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

**40** Countries Greenpeace works in;  
Greenpeace International is located  
in Amsterdam, The Netherlands

**86,000** Supporters  
in Canada

**2.8 million** Supporters  
around the world

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

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.

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.

# 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.



The explosion of the Deepwater Horizon oil rig in the Gulf of Mexico in the spring of 2010 underlined the urgent need for clean, sustainable energy sources. As the disaster continued into the summer, Greenpeace was on the scene aiding scientific studies of the spill's impact on marine and shore ecosystems.

In Canada, Greenpeace released an updated version of the 'Energy [R]evolution', a comprehensive analysis of Canada's energy potential that shows that the

country can create tens of thousands of green jobs, while providing over 90 per cent of the country's electricity and heating needs from renewable sources by 2050.

At year's end, Greenpeace climate campaigners were in Cancun pushing to bring the United Nations FCCC process back on course after the disappointment of Copenhagen in 2009. While a fair, ambitious, binding global deal was not achieved this year, hopes were rekindled that such an agreement is still possible.

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*The melting of Arctic sea ice is one of the most visible effects of climate change on our planet. In 2010, leading independent ice scientists joined the Greenpeace ice breaker Arctic Sunrise to carry out crucial tests that will provide a greater understanding of how quickly it is disappearing.*

# 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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*In the heart of Canada's oil industry, activists hang a huge banner from the iconic Calgary Tower. The message highlights the need to sever the relationship between the tar sands industry and the federal and provincial governments.*

In 2010, Greenpeace highlighted the overly-cozy relationship between the oil industry and the Canadian and Alberta governments, exposing government efforts to undermine climate change policies in other countries in the interest of development in the tar sands.

Just in time for Valentine's Day, Greenpeace released "Polluter Harmony", a video featuring well-known Canadian actors. The satire was a viral hit, attracting coverage by media online and off, and became Greenpeace Canada's most successful video ever.

In British Columbia, Greenpeace joined with other environmental groups to oppose plans for a tar sands oil pipeline from Northern Alberta to the BC coast. Polls show three quarters of British Columbians oppose the project, and by year's end a federal bill had been tabled to ban oil tankers from BC's Northern coast.

Greenpeace continued to undermine legitimacy of the tar sands industry around the globe. Greenpeace lobbied investors in European companies operating in the tar sands, and pressured politicians to adopt tough fuel standards that could ban imports of Alberta's dirty oil.

# 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.



In February, Ontario confirmed plans to shut down aging reactors at the Pickering Nuclear Station. This victory, however, was short-lived. New challenges to a nuclear-free future quickly arose, namely the proposal of new reactors at the Darlington Nuclear Station in Ontario, and Gentilly in Quebec.

To respond to these new challenges, Greenpeace launched the Don't Nuke Green Energy campaign to show that a sustainable

and prosperous green energy future is possible in Ontario. That is, if the province doesn't reinvest in nuclear.

Greenpeace held public engagement events like the 'Ride for Renewables' and 'Green Energy Graveyard', as well as non-violent direct action at the Ontario Power Generation building in Toronto to highlight the notorious cost overruns typical of the nuclear industry in Canada.

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*A Greenpeace activist in front of Ontario Power Generation calls on Premier Dalton McGuinty and PC leader Tim Hudak to drop plans to build new reactors at Darlington in favour of clean, affordable renewable energy.*

# Oceans

Marine ecosystems have suffered unprecedented damage from decades of industrial fishing. As middlemen between the producers and consumers of seafood, supermarkets have the power to push for positive change and protection of the oceans.



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*A loggerhead turtle swims around a fish aggregation device (FAD). Around 10% of the catch generated by fisheries using purse seine with FADs is unwanted bycatch and can include baby tuna and other species like sharks and turtles.*

In 2010, the Oceans campaign continued to target major supermarket chains, urging them to fully implement their seafood procurement policies and stop selling species found on our 'Redlist'. A victory was declared in June when the grocery chain 'Metro' announced its intention to improve its policies, and followed up by removing a number of Redlist species from its shelves.

In Japan, despite a global outcry of support, a pair of Greenpeace activists dubbed 'the Tokyo Two' were found guilty of theft and trespass for exposing corruption in the country's whaling industry. Despite this, Greenpeace claimed victory when the Fisheries Agency of Japan announced measures would be taken against its officials for acts of embezzlement.

In October, Greenpeace announced an emergency oceans rescue plan for a global network of marine reserves that would cover 40% of the world's oceans – the kind of large-scale protection needed to allow ailing fisheries to rebound, protect marine biodiversity and help safeguard against changing ocean environments associated with climate change. The plan was launched in time for the Convention on Biological Diversity 10th Conference of parties held in Japan.

The year ended with a precedent-setting victory for at-risk species in Canada when a Federal Court Judge ruled that the federal government had failed to adequately protect the critical habitat of endangered and threatened British Columbia's resident killer whales.

# Forests

Canada's forests are invaluable to the planet as they help stabilize the climate by storing massive amounts of carbon, are home to a diverse range of flora and fauna found nowhere else and are the source of life and culture for many indigenous communities.



2010 saw two major successes for Greenpeace forest campaigns. The first targeted Nestlé, a major palm oil customer of the notorious Indonesian forest destroyer Sinar Mas. Our creative online campaign, now considered a seminal example of social media advocacy, went wildly viral after a number of online missteps by Nestlé. After six weeks, the corporate giant sought Greenpeace's cooperation to develop sustainable sourcing policies for their products.

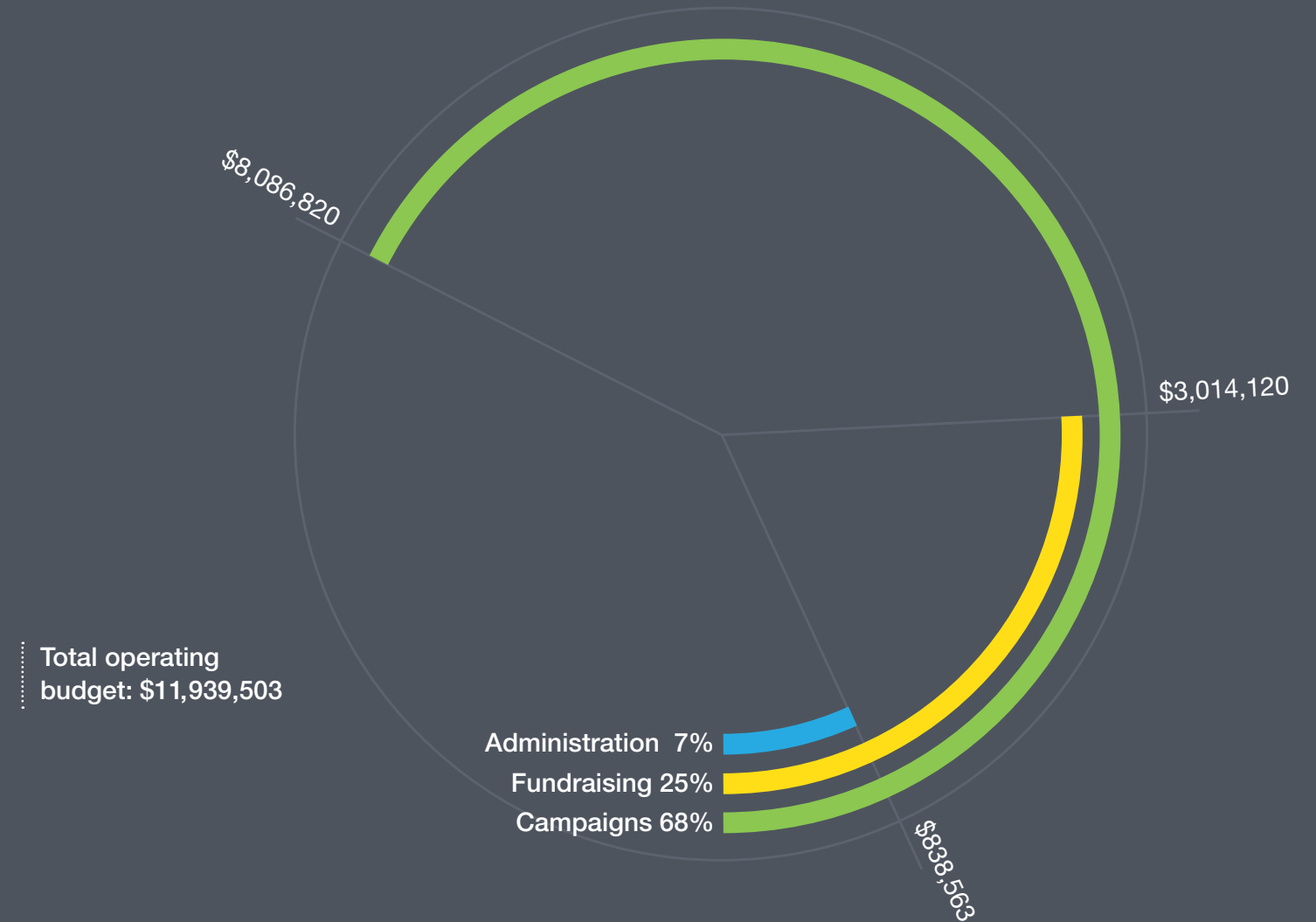
In Canada, Greenpeace signed the historic Canadian Boreal Forest Agreement joining with eight other environmental organizations and 22 logging companies. If successfully implemented, the conservation pact will eventually lead to tens of million of hectares of new protected areas, protection of threatened woodland caribou habitat and improved forestry practices. As conservation plans are developed they will be presented to First Nations and provincial governments for approval and regulation.

*The survival of orangutans in Indonesia has become extremely precarious due to the extensive logging, devastating fires and land clearance for palm oil plantations which clear-cut thousands of hectares of virgin rainforest every day.*

# Greenpeace Canada

Spending breakdown for the financial year 2010

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.



<b>ASSETS</b>	<b>2010</b>	<b>2009</b>
<b>Current assets</b>		
Cash and marketable securities	\$ 1,717,065	\$ 2,101,384
Accounts receivable	94,529	290,273
Loan receivable	-	-
Receivable from Stichting Greenpeace Council	-	40,240
Receivable from other Greenpeace organizations	14,631	31,905
Prepaid expenses & inventory	246,114	257,675
<b>Total current assets</b>	<b>2,072,339</b>	<b>2,721,477</b>
<b>Net capital assets</b>	<b>1,101,723</b>	<b>1,278,730</b>
<b>Total assets</b>	<b>\$ 3,174,062</b>	<b>\$ 4,900,207</b>
<b>LIABILITIES and NET ASSETS</b>	<b>2010</b>	<b>2009</b>
<b>Current liabilities</b>		
Accounts payable and accrued liabilities	\$ 446,098	\$ 425,098
Payable to Stichting Greenpeace Council	5,655	-
Payable to other Greenpeace organizations	5,790	17,956
Loan payable to Stichting Greenpeace Council	-	203,464
Unexpended program funds	240,571	313,465
<b>Total current liabilities</b>	<b>698,114</b>	<b>959,983</b>
<b>Total liabilities</b>	<b>698,114</b>	<b>959,983</b>
<b>Net assets</b>		
Invested in capital assets	1,101,723	1,278,730
Unrestricted net assets	1,374,225	1,761,494
<b>Total net assets</b>	<b>2,475,948</b>	<b>3,040,224</b>
<b>Total liabilities and net assets</b>	<b>\$ 3,174,062</b>	<b>\$ 4,000,207</b>

<b>REVENUE</b>	<b>2010</b>	<b>2009</b>
Donor contributions	\$ 9,560,864	\$ 9,338,984
Bequests	800,087	788,030
Contributions from Stichting Greenpeace Council	804,206	1,218,498
Campaign grants	456,628	680,928
Investment income	23,412	84,727
<b>Total revenue</b>	<b>\$ 11,645,197</b>	<b>\$ 12,111,167</b>
<b>EXPENSES</b>	<b>2010</b>	<b>2009</b>
Campaign expenses		
Direct campaigns & campaign support	\$ 3,717,040	\$ 4,040,694
Contributions to international campaigns	2,280,000	2,151,960
Support services to Stichting Greenpeace Council	595,251	636,292
Public outreach and education	1,494,529	1,669,107
<b>Total campaign expenses</b>	<b>8,086,820</b>	<b>8,498,053</b>
Finance and administration costs	838,563	829,765
Fundraising costs	3,014,120	3,210,967
<b>Total expenses</b>	<b>11,939,503</b>	<b>12,538,785</b>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>\$ (294,306)</b>	<b>\$ (427,618)</b>
Net assets, beginning of the year	3,040,224	3,476,053
Bequests received in year taken directly into net assets		
(bequest revenue taken directly out of net assets)	(269,970)	(8,211)
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 2,475,948</b>	<b>\$ 3,040,224</b>

Full audited financial statements are available on request.

## Greenpeace bequests: a lasting voice

We wish to honour the individuals who left bequests to Greenpeace Canada in 2010. We are moved by their vision and generosity. Their voices will continue to be heard through the power of their legacies.

James Martin Stewart Burns	Vicki Miranda
Saimi Chapman	Frederick Oliver Mitchell
Ida Daly	Rose Naumann
Carmen Adjoury Des Francs	Oscar Pitamic
Phyllis Edsell	Lucy May Robertson
William Edward Gronau	Marilyn Green Robson
William John Robert Johnstone	Eveline (Evelyn) Gerda Saley
Frances Janet Jordan	Ursula Schramm
Emylyn Katherine Kirwin	Kenneth Charles Sidney Sellens
Elaine Manoff	Erik Henry Sellers-St.Clare
Diane Tereasa McCarroll	Joan Elizabeth Shaner
Judith Lynn McIntosh	Geraldine Militza Shepherd
Elise Rosemary Meehan	James Gretton Swan

## Greenpeace Canada Board, 2010

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

# GREENPEACE

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### Greenpeace International

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