

IMPACT REPORT

2019



Green Guardians

GREENPEACE

Our Vision

We believe optimism is a form of courage. We believe that a billion acts of courage can spark a brighter tomorrow. To that end we model courage, we champion courage, we share stories of courageous acts by our supporters and allies, we invite people out of their comfort zones to take courageous action with us, individually in their daily lives, and in community with others who share our commitment to a better world.

A green and peaceful future is our quest. The heroes of our story are all of us who believe that a better world is not only within reach, but being built today.

Greenpeace exists because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action. It needs you.

Greenpeace is a people-powered, science-based, and action-oriented organization that does not take money from corporations or governments. This means we rely on individual donations from generous people like you to carry out our work to protect the planet and promote peace.

Greenpeace is present in more than 55 countries across the Americas, Europe, Asia, Africa and the Pacific. Globally, we seek to:

Protect biodiversity in all its forms

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

End all nuclear threats

Promote peace, global disarmament, and non-violence

Get In Touch

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For more information about this report or how you can become more involved in Greenpeace Canada's work, please contact:



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Global Solidarity and Renewed Resolve

We write this during a deeply unsettling and uncertain time. In March 2020, COVID-19 was declared a global pandemic, mere days after the Australian wildfires were brought under control. These crises got underway in 2019, a year filled with disheartening environmental news: the Intergovernmental Panel on Climate Change warned that we have only ten years to avert a climate catastrophe, and a landmark United Nations report on biodiversity documented the unprecedented decline in nature coupled with an acceleration in species extinction. Threats are intensifying and multiplying on many fronts. Eco-anxiety is now widespread, and it's easy to slip into despair.

But despair is not an option. And inaction is not the answer.

Our volunteer commitment with Greenpeace Canada is the antidote to our own personal climate grief. While much of the recent news has been bleak, Greenpeace Canada's hard work in 2019 resulted in impressive environmental victories and substantial progress in protecting our planet.

You have played a key role in these victories, several of which you'll find highlighted in our 2019 Impact Report. It is your generous support that made them possible.

There are many sources of inspiration and hope. In 2019, young people galvanized millions worldwide to take to the streets to demand climate action. Greenpeace is an important player in this empowered movement and thanks to our collective efforts, politicians and investors are now taking notice. In Canada, Greenpeace and our allies sounded the public alarm on the imminent federal approval of Teck Frontier, one of the largest tar sands mines ever proposed. This work paid off in early 2020 with Teck's withdrawal of the project due in part to public opposition. In the following pages you can also read about success on other fronts, including making a single-use plastics ban a federal election issue and Greenpeace's global response to the Amazon fires.

But as the crises continue to intensify, we have no time to waste - our work must continue with renewed resolve. The global pandemic, the climate emergency and the biodiversity crisis all highlight our fragility and our interdependence. In the face of these threats, we must act in global solidarity. We are deeply grateful for supporters like you, who stand with Greenpeace and provide us with the critical financial support to continue to be a strong, effective and independent voice for the planet. Thank you for all you do.

Yours in solidarity and resolve,

Brigid Rowan & Anna Crawford

Co-Chairs, Greenpeace Canada



GPCA BOARD OF DIRECTORS



ANNA CRAWFORD
CO-CHAIR

Anna is a glaciologist who completed her PhD at Carleton University in 2018. She is now a postdoctoral research fellow at the University of St Andrews, Scotland where she is investigating the retreat of Antarctic glacier systems that will have significant implications for future sea level rise. Anna joined the board in 2015 after leading volunteer campaigns and local groups in Thunder Bay and Ottawa-Gatineau.



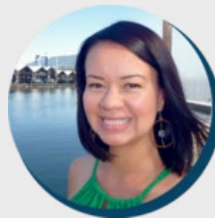
BRIGID ROWAN
CO-CHAIR

Brigid Rowan is an energy economist with over 20 years of experience in the areas of energy and regulatory economics. She has co-authored reports and expert testimony on the most controversial oil projects in North America, including an influential and widely publicized study on the employment impacts of the Keystone XL pipeline.



FRANS BLOM
TREASURER

Frans joined the Greenpeace Canada board in 2014 with 35 years of experience in public accounting and finance, as well as a wealth of experience in non-profit boards and audit committees. Formally retired from the financial sector, Frans remains a firm believer that Greenpeace's points of view must be heard far and wide.



GINGER GOSNELL-MYERS
BOARD MEMBER

Ginger, of Nisga'a and Kwakwaka'wakw heritage, has been exploring and working in urban Indigenous communities for over 20 years. She is currently the SFU Morris J Wosk Centre for Dialogue's Indigenous Fellow with a focus on Decolonization and urban Indigenous Planning, where she will explore the opportunities for Indigenous self-determination through urban planning projects. Ginger was the City of Vancouver's first Indigenous Relations Manager where she was central to advancing Vancouver as the world's first City of Reconciliation, and ensured that Indigenous recognition and meaningful inclusion was reflected throughout all City departments and plans. Ginger was a lead on the Environics Urban Aboriginal Peoples Study, Canada's largest research study on Indigenous people's living in urban centers. She has delivered a Tedx Talk - 'Canadian Shame: A history of Residential Schools', and a Walrus Talk - 'Who do you think we are'.



KEVIN FREEDMAN
BOARD MEMBER

An instructor in the Faculty of Business and Economics at the University of Winnipeg, Kevin has long been active in the environmental movement. His passion for governance has led him to sitting on numerous volunteer and corporate boards locally and nationally.



KIMBERLY YETMAN-DAWSON
BOARD MEMBER

Kimberly brings 25 years of experience in marketing and communications to the Greenpeace Canada board. She also has 15 years of non-profit management experience, recently as the Executive Director of the Newfoundland and Labrador Housing and Homelessness Network and currently as Executive Director of Empower, The Disability Resource Centre in St. John's, Newfoundland and Labrador.



IAN CAPSTICK
BOARD MEMBER

Ian Capstick is a social entrepreneur, political strategist and storyteller. His early career in politics allowed him to travel the country extensively, learning to listen to folks and work step by step to solve problems. After founding his first company, he spent eight seasons as a contributor to CBC's flagship political program Power & Politics. Outside of politics, he has managed communications for top Canadian corporations, major unions and well known Canadians, and media-figures. After graduating from the University of Pennsylvania's Centre for Social Impact Strategy (2017), Ian returned to the program as a Teaching Fellow (2018-2020).



DIEGO CREIMER
BOARD MEMBER

Diego Creimer is in charge of Public Affairs and Communications at the David Suzuki Foundation in Québec. Diego has worked in the field of communications for more than 20 years in a range of specialities including script writing, film production, journalism and media relations. As a journalist for CBC / Radio Canada International, he worked in science popularization related to climate change, biodiversity loss, systemic pesticides and divestment. His published works in Canada include five anthologies of short stories and a collection of essays on the ecological transition, *Demain le Québec*, published in 2018 by La Presse. Diego lives with his family in Montréal.



MERIKO KUBOTA
BOARD MEMBER

Meriko Kubota is Principal of Social Purpose Strategies and provides consulting support to organizations in defining social purpose, change management, community engagement, corporate social responsibility, measuring social impacts, and addressing diversity, equity and inclusion. Meriko has held leadership positions in community investment at MEC (Mountain Equipment Co-op), TELUS, and the Vancouver Foundation. She is passionate about supporting organizations to engage with their team members, stakeholders, and communities to create positive social and environmental change.

CLIMATE ACTION

In 2019, the Climate team worked tirelessly to speed the transition away from fossil fuels, towards a greener and more sustainable future. The team also worked hard to reduce the collusion between corporate power and governments while holding big polluters accountable and liable. We focused on supporting and creating mass mobilization for climate action in Canada by prioritizing the promotion of a Green New Deal – a platform to push for alternatives to our oil-reliant economy – while also supporting student climate strikers.

Late in the year, and with the engagement of Canadians across the country, we called on the new federal government to deny a permit for the Teck Frontier oil sands mine, which would have contradicted Canada's commitment to zero-out greenhouse gas emissions by 2050, and irreversibly damage old-growth boreal forest and wetland habitat for endangered species. To the delight of concerned citizens across North America, this application was withdrawn by the company itself at the beginning of 2020, proof again that people power works.



Climate Activist Greta Thunberg joins Global Climate March led by Indigenous youth in Montreal (Sept. 2019)

Highlights from 2019

- We launched the [Pact for a Green New Deal](#), which resulted in thousands of Canadians attending self-organized town halls in their local communities.
- We held major polluters – primarily in the oil and fossil fuel industry – accountable for their role in emitting greenhouse gases and damaging the environment.
- We provided organizational and material support to the student strike movement, which mushroomed in growth and presence, culminating in over 750,000 people across Canada and more than 7.6 million people across the planet in 170 countries participating in 6,383 events.
- We brought together hundreds of people to paint giant murals in Burnaby and [Montreal](#), as well as smaller murals at the September 27th students strikes across the country.
- We installed a [public art exhibit](#) in Montreal to highlight the impacts of the climate crisis and the accountability of oil companies.
- After the federal election, we enlisted the help of supporters to take to social media to ensure Prime Minister Trudeau knew Canadians would hold him to his promise to put the climate first. This [online activity](#) generated mass engagement and [media coverage](#).
- We framed the debate in the [media](#) around the Teck mine as an “[early litmus test](#)” for the government’s climate commitments. Using media relations, outreach to decision-makers and supporter engagement, we aimed to ensure the decision on the tar sands mine’s application was in line with the new minority government’s commitment to treat the climate emergency as an emergency.

FOOD & NATURE

The Food & Nature team has been working hard to fix the broken food system and protect critical ecosystems, challenging the corporations and complicit governments that are destroying habitats and driving climate change through industrial meat production and putting profit before human and planetary health.

We want a future where locally-sourced, plant-based choices are widely available to all, and where healthy ecological farming is supported. We, along with a growing movement of community groups, Indigenous leaders and small farmers know a better, healthier food future is possible.

It is also essential that we embrace nature-based solutions to protect and restore our forests and oceans, which store vast amounts of carbon and can combat both climate change and species extinction.



We launched a series of videos in collaboration with the Lac Simon First Nation including Adrienne Jérôme, Chief of the Anishnabe community in Val-d'Or, in northern Quebec (Jan. 2019).

Highlights from 2019

- We responded swiftly to the devastating Amazon fires by supporting frontline campaigners, organizations, and communities, as well as mobilizing thousands of people across Canada and millions of people around the world to speak out and hold [major food industries](#) accountable for their role in these fires.
- In collaboration with Lac Simon First Nation, we produced a powerful series of videos describing their community's struggle to protect the forests that have nourished them since time immemorial. Their determination to maintain food sovereignty and protect the endangered caribou against the odds gives us all hope.
- We launched a #GoodFoodChallenge to encourage Canadians to commit to reducing their meat consumption and food waste as part of a 2020 resolution. This challenge is part of Greenpeace's international goal to build a more resilient and equitable food system, cutting global meat and dairy production and consumption by 50% by 2050.
- We built new relationships with local food justice activists, chefs and others in both Toronto and Montreal, to help guide and support our work to fix broken food systems.
- We put pressure on Ontario Premier Doug Ford to retract plans to extend industry exemptions on wildlife laws and protection for [endangered species](#).



OCEANS & PLASTICS

Last year the Oceans & Plastics team helped shape the public narrative around single-use plastics. We highlighted the recycling myth, demonstrated the wider toll of Canada's waste production on the Global South, and busted the notion that it's all up to consumers to solve the plastics crisis.

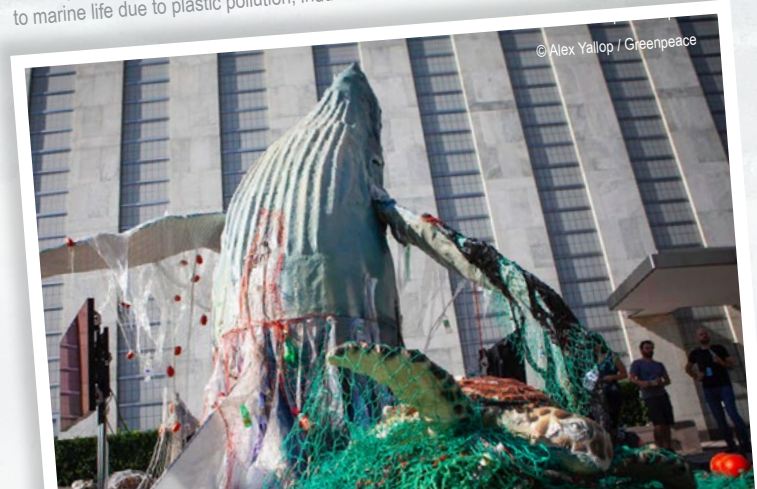
We continue to call on companies and governments to transition away from single-use plastics, and are focused on securing a strong federal single-use plastics ban, while also pressuring major corporations to ditch their throwaway business models and launch reuse models, like reusable cup-share programs.

We are also working with international Greenpeace offices on the Protect the Oceans campaign, which includes a nearly year-long Greenpeace ship tour that aims to protect at least 30% of our global oceans by 2030 in a network of ocean sanctuaries – a target that scientists say is critical to safeguard wildlife and to help mitigate the impacts of climate change.

Highlights from 2019

- We were optimistic when the federal Liberal Party promised to [ban single-use plastics](#) during the 2019 elections, and are making sure that they follow through with this promise.
- We launched a [petition](#) calling on supermarkets to ditch throwaway plastic packing, which gained over 200,000 signatures in record time.
- We collaborated with CBC's Marketplace to create an [episode](#) that exposed the federal government's shameful plastic export habit.
- Greenpeace Local Volunteer Groups created and led their own creative public engagement activities across Canada, which included calling major coffee companies to ditch single-use cups and supermarkets to ditch unnecessary single-use packaging.
- We promoted a "[Reuse Revolution](#)", helping supporters conduct in-store activities to highlight wasteful packaging and prompting [supermarkets to respond](#).
- Our Canadian staff member, Coralie Barbier, joined the Greenpeace Pole to Pole ship tour and shared her experience with Elle magazine.
- We launched the [Protect the Oceans Campaign Toolkit](#) in advance of the UN negotiations for a Global Oceans Treaty, which aims to protect at least 30% of our oceans by 2030.

19 ft high sculpture by Greenpeace outside United Nations in New York depicting threats to marine life due to plastic pollution, industrial fishing and oil drilling (Aug. 2019)



Why Your Support Matters

As a Greenpeace supporter, you are at the centre of our work for a green and peaceful future. We simply couldn't succeed without you. Your voice, your actions, and your support are all critical. Greenpeace doesn't accept money from corporations, government or political parties: we're 100% independent and rely on individual donations from generous people like you to carry out our work. Thank you for standing with us as we work to protect our shared planet. I can't wait to keep working with you to shape a future filled with compassion, kindness and abundance.

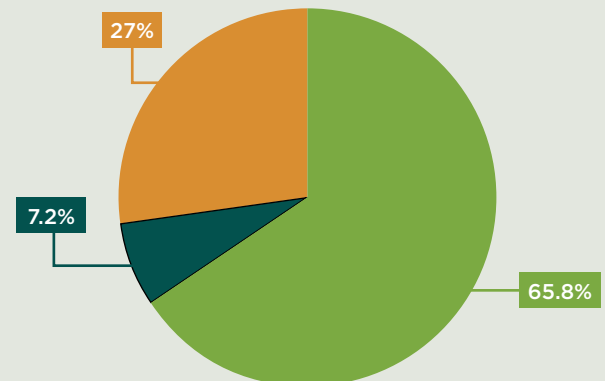
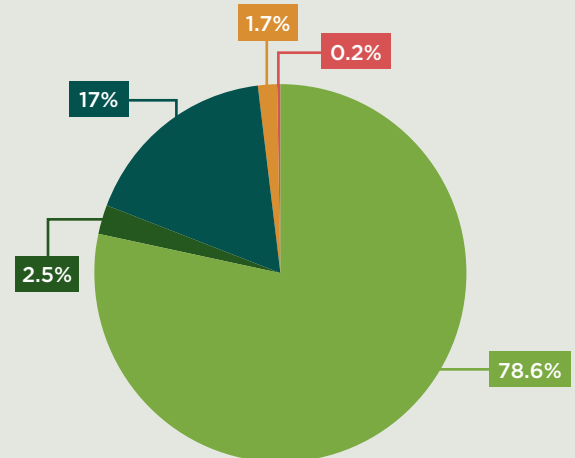
Christy Ferguson

Executive Director, Greenpeace Canada



FUNDING SOURCES	2019	2018
Donor Contributions	\$8,549,631	\$8,361,461
Bequests	\$270,114	\$820,089
Restricted Grants from Greenpeace Stichting Council	\$1,855,481	\$1,354,833
Unrestricted Grants from Greenpeace Stichting Council	\$0	\$868,000
Campaign Grants	\$187,428	\$834,392
Investment Income	\$21,167	\$31,502
Total income	\$10,883,821	\$12,270,277

HOW WE SPENT YOUR FUNDING	2019	2018
Campaigns	\$7,230,100	\$9,258,106
Finance & Operations	\$788,526	\$596,547
Fundraising	\$2,974,357	\$2,776,806
Total Expenses	\$10,992,983	\$12,631,459



359,491 fans



54,683 followers



50,595 followers

57,643

people supported
Greenpeace
financially

293,071

people signed
Greenpeace
petitions

THANK YOU

2019 LEGACIES

Every year we are honoured to receive gifts from those supporters who have kindly undertaken the generous and compassionate act of including Greenpeace in their Will. For 2019 we would like to pay particular tribute to the following legacy donors:

Helen Izola Bassett
Charles William Brayne
Raymond Alfred Carter
Philip Julian Cook
Jean Daly
Dorothy Dilworth
Radim Faltynek
James Fitzgerald
Gerarda Grietje Magdalena Hayhurst-France
Ada Grace Johnston
Beverley Lois Lewis
Joan Mary Millward
Brigitte Mathilde Margarete Norman
Elisea Pizzolato
Joan Mary Robinson
Linda Fay Shattuck
Jo-Anne Thornthwaite
Hannah Tiemann
Barbara Doris Vengshoel

If you are considering leaving a gift in your Will to Greenpeace, or have questions about how to do so, Tristan Woodford would be happy to assist you.



TRISTAN WOODFORD

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SUPPORTER SPOTLIGHT

Greenpeace is an independent environmental organization that is funded by people, like yourself, who are deeply concerned about the health of the planet and the future of generations to come. By refusing donations and funding from corporations and governments, Greenpeace can remain independent and able to speak up and hold corporations and government accountable when they harm the environment.

We'd like you to meet two of our incredible donors, Mary Zimmerman and John Harrison, who are making it possible for Greenpeace to protect endangered species, save ancient forests and keep the climate stable for all.

Meet Mary Zimmerman

Mary Zimmerman's passion for the environment dates back to over 40 years. She began supporting Greenpeace when she was 18 years old, while attending university. She has always loved nature and feels that it's crucial for everyone to do their part to take care of the planet. Today, she lives and works on a solar-powered farm just north of Toronto, where she boards horses.

Mary believes we need more people to be concerned about environmental protection because we all depend on it. She wishes people would wake up to the realities of climate change.

She regrets that humanity has wiped out ecosystems and feels we should all care more about life on Earth. She hopes people will come to understand that we must reduce our consumption and lower our carbon emissions globally.

In the past, Mary has supported various environmental organizations, but she has recently decided to direct her main support to Greenpeace because of our policy to not accept corporate or government funding to avoid outside influences and speak truth to power.

Meet John Harrison

John Harrison became a champion of Greenpeace when it formed in Vancouver, where he grew up. This was a transformative time, as Greenpeace was helping to create an awareness of serious environmental challenges, and people were beginning to realize that our planet had finite resources and vulnerable ecosystems that could not sustain endless growth and environmental degradation.

As he was growing up, John's parents taught him to appreciate the beauty and recreational opportunities of nature. He was impressed that Greenpeace was calling out huge industries and human behaviour that polluted our environment

and compromised our quality of life. John developed a deep concern for our planet. While he was still young, his father died and John learned the importance of having a Will. When it came to writing his own Will, John wanted to include a generous gift to Greenpeace to support efforts to protect the environment and provide hope for a healthy planet for today's youth.

"I can think of no better way to do this than to give generously to Greenpeace. It will always be at the forefront of serious efforts to protect our planet while holding people and corporations to account when the environment is under threat."

THANK YOU FOR BEING A GREEN GUARDIAN


Supporters who make an annual gift of \$1,000 or greater, who have remembered Greenpeace in their Will or who have been a long-term volunteer or activist are automatically members of our Green Guardians community. This special group was created by Greenpeace to recognize our most committed supporters from around the world for going above and beyond to protect the planet. We couldn't do it without you.




Green Guardians

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