

# IMPACT REPORT

2022



Green Guardians

**GREENPEACE**



## Our Vision

We believe optimism is a form of courage. To that end, we invite people out of their comfort zones to take action with us. Because this fragile Earth deserves a voice. It needs solutions. It needs change. It needs action.

And 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, who share our commitment to a better world.

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 oceans, land, air, and fresh water

End all nuclear threats

Promote peace, global disarmament, and non-violence

## Get In Touch

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Toronto, Ontario M5T 1N1

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Montréal, Québec H2J 1E7

☎ 1-800-320-7183

✉ [supporter.ca@greenpeace.org](mailto:supporter.ca@greenpeace.org)

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

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## Connect

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## Message from the Board Chair

I grew up in culturally rich First Nations coastal communities in British Columbia—the Nisga'a village of Gitlakdamix and the Kwakwaka'wakw We Wai Kai community. My father was a successful fisherman, and our lives were spent on the ocean, fishing for our traditional foods—salmon, halibut, sea lion, oolichans, harvesting herring eggs, or participating in the commercial fishery. Then we lost our fishing economy in a boom-and-bust fashion. Lately, harvesting our traditional kinds of seafood has been harder because of environmental degradation.

Losing our salmon, oolichan, and other seafood is a constant concern that didn't exist 10 years ago. There is a growing acceptance that we are in a climate emergency that is drastically impacting our way of life, thanks in large part to the work of Greenpeace.

Our goal throughout Greenpeace is to ensure we leave a healthy planet for future generations, and there have been many examples of how Greenpeace Canada worked to achieve that this past year. We shifted public narratives on how Canadian banks are financing fossil fuels. We painted murals and mobilized in marches to land a historic agreement to protect biodiversity. We raised awareness of climate justice and highlighted how decisions at home in Canada negatively impact marginalized communities and ecosystems elsewhere. And after years of campaigning, we saw the government implement the first ban on six single-use plastic items.

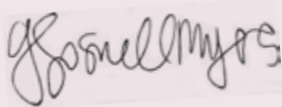
None of this has been easy work. It takes a toll on those fighting for the health of our lands and waters. This is why we must come together as a community, supporting and caring for each other while doing our best for future generations. It's something Indigenous Peoples know well, having always had to fight for our inherent rights for our land back.

As the first Indigenous Board Chair for Greenpeace Canada, it's this sense of an empowered community that I want to foster. Because, as an organization, Greenpeace is people-powered. As a movement, we are only as good as our people and our connection to one another.

As we've dealt with a global pandemic and economic uncertainty these past few years, we've seen more than ever how reliant we are on our community connections. Despite these hardships, we've seen that our supporters still contributed what they could. As you read this report, I hope that, in reciprocity, we can continue to give you reasons to be hopeful. Our collective voice on the urgency of climate action is being heard all over. We are not only demanding actions for a different future—we're capable of making it happen. And it's thanks to the support of people like you.

I hold my hands up in gratitude to have you with us on this journey, and to Anna Crawford, who preceded me as Board Chair, for her leadership over the past few years. I am honoured for the opportunity to steer this work now. I look forward to all that we will accomplish together this year.

T'ooyak̓siy̓ ḡiin (thank you),



Ginger Gosnell-Myers  
Chair, Board of Directors, Greenpeace Canada





# PROGRAM IMPACTS

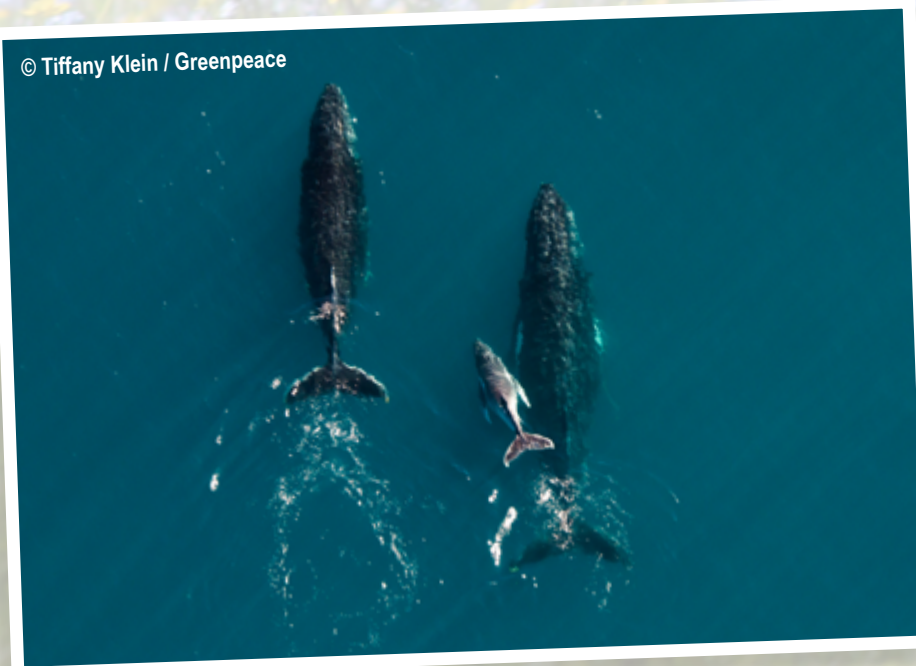
Responding to the climate crisis continued to be our top priority in 2022. As such, our Climate team worked to draw attention to how fossil fuel companies—and their supporters—are hindering proactive climate action. Last year, we expanded our team and put Canada's banks on the defensive for their role in the crisis.

In 2022, our Food & Nature team continued to expose the corporations who are a driving force behind biodiversity loss and climate change in Canada and around the world. When it was unexpectedly announced that the Convention on Biological Diversity (CBD) would be held in Montréal, we seized the opportunity to advance nature protection. Through a number of actions and initiatives, the team successfully drew attention to the nature crisis, supported our allies, and mobilized our supporters to call on world leaders to commit to nature protection.

Last year, our Plastics & Oceans team continued to push for domestic laws and international treaties to ban single-use plastics and protect the world's oceans.

Greenpeace has always known we're most successful when we're part of a movement. That's why a key part of our approach is supporting and empowering our supporters and allies to take action. We held our first Basic Action Training in over four years for Greenpeace volunteers and activists in Toronto. Twenty-five activists were trained in a range of skills, ranging from talking to the media to planning and undertaking an effective non-violent direct action. Equipped with these skills, many of the activists have since participated in both Greenpeace actions and actions organized by allies to draw attention to climate change and nature loss.

© Tiffany Klein / Greenpeace



Humpback whales are just one example of sea life that would benefit from a Global Oceans Treaty.



## 2022 Highlights

Over 100,000 people joined our call for Canada to secure a Global Oceans Treaty and protect at least 30% of the world's oceans by 2030. In February, we delivered the petition to the Minister of Fisheries and Oceans ahead of a key meeting of world leaders. In total, more than four million Greenpeace supporters worldwide signed this petition calling for stronger ocean protection.



Greenpeace activists threw a 190th birthday celebration for Scotiabank in Toronto, ON.

In April, Greenpeace activists disrupted Scotiabank's 190th annual general meeting with a satiric birthday party, calling out the bank's continued funding of fossil fuels. In May, Scotiabank revealed that it had not renewed its membership in the Canadian Association of Petroleum Producers, a major industry lobby group.

After years of Greenpeace campaigning, the federal government announced it would ban six single-use plastic items, including bags, straws, cutlery, and stir sticks. The ban came into effect in mid-December. Negotiations for a global plastics treaty are scheduled to take place in Canada in 2024. In anticipation, we launched a new campaign, calling for Canada to champion a strong treaty. By the end of the year, the petition had amassed 20,000 signatures.



In July 2018 we sent a message to leaders to ban single-use plastics ahead of the G7 Summit in Ottawa, ON.

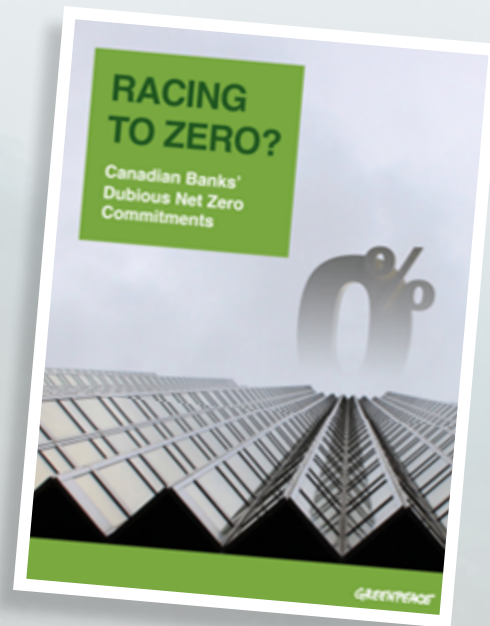


## OUR CAMPAIGNS



Activists create murals asking for strong nature protection legislation in Montréal, QC.

In August, the Climate team published *Racing to Zero? Canadian Banks' Dubious Net Zero Commitments*. The report showed that banks weren't living up to their climate pledges, and set the tone for how the media reported on the issue.



Cover of Greenpeace report *Racing to Zero? Canadian Banks' Dubious Net Zero Commitments*



Greenpeace activist stands in front of a 46-foot banner as the UN Conference on Biodiversity (COP15) begins in Montréal, QC.

In December, the UN Conference on Biodiversity (COP15) took place in Montréal. Greenpeace, alongside many allies, worked tirelessly to secure lasting protection of nature. On the last day of the conference, and after long negotiations, over 190 countries signed a landmark deal to halt and reverse global biodiversity loss by 2030.



## Looking Ahead

Along with allies, partners, and communities, we will continue to expose the role Canadian banks play in the climate crisis. Our aim is to have banks change their policies and the federal government to regulate them.

We are also working with other Greenpeace offices on a global campaign: *Stop Drilling and Start Paying!*, to hold fossil fuels companies accountable and demand they pay for the harm they've caused to communities (most often in the Global South). A new team at Greenpeace Canada is contributing by investigating and exposing how companies greenwash their behaviour and hinder action on climate change.

At COP15, Minister Guilbeault announced that he intends to pass new legislation to protect nature. We will now work to ensure that the federal government follows through and entrenches the commitment Canada made at the summit to protect 30% of land from industrial development by 2030. These measures must also advance decolonization. To that end, we will advocate for a rights-based approach to nature conservation, and continue to work with Indigenous communities to showcase just and viable solutions for forests, people, and the climate. To protect nature, we must also challenge Canadian trade deals that accelerate deforestation. We will work with Greenpeace offices in Brazil, Indonesia and Europe to do so, and expose the role Canadian companies play in forest destruction. Similarly, we will work to show how corporate agriculture companies are driving deforestation and climate change.

Following the government's ban on six single-use plastics, we have launched a campaign to expand the ban to include more



A coyote in the Canadian boreal forest.

single-use plastics. We will also be gearing up for the negotiation of an international framework to regulate plastics in 2024, which Canada will host. Toward that objective, we will be doing more research and public mobilization throughout 2023.

With the International Seabed Authority expected to finalize and adopt regulations for commercial mining by July 2023, Greenpeace offices are working together to stop this industry before it starts. Scientists warn that deep-sea mining could cause irreversible damage to the world's oceans and marine life by opening up the seabeds to corporate profits.

After delays in 2022 and many years of negotiating and campaigning, a Global Oceans Treaty came into effect in March 2023 to protect 30% of the world's oceans. Now the hard work of ratification and protecting the oceans begins. We must build on this momentum to prevent new threats like deep sea mining and focus on putting effective and equitable protections in place.

## Why Your Support Matters

As a Greenpeace supporter, you are the author of a new narrative. The hero in a story about hope. A composer reimagining the harmony of the kind of world that we want to live in.

Greenpeace does not accept money from governments or corporations—it's with your contributions, your conviction, and your creativity that we chart a course for change.

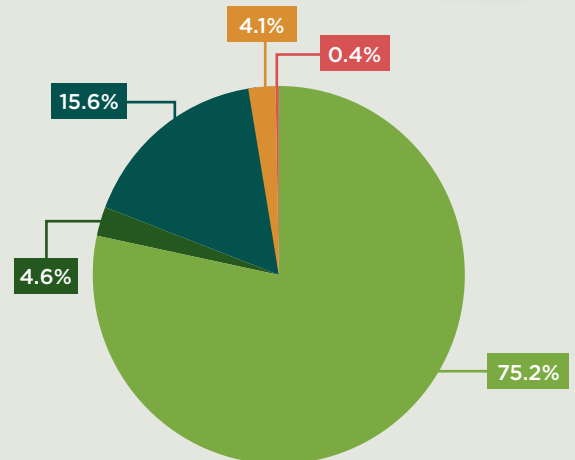
Thank you for joining us on this journey towards a more peaceful future.



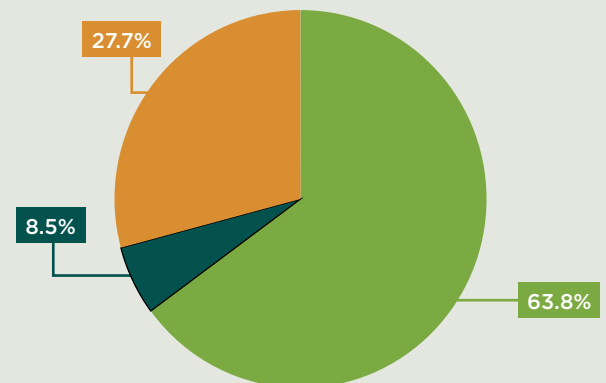
Lagi Toribau  
Interim Executive Director, Greenpeace Canada



FUNDING SOURCES	2022	2021
Donor Contributions	\$8,185,645	\$8,646,427
Bequests	\$496,799	\$772,450
Restricted Grants from Stichting Greenpeace Council	\$1,702,385	\$1,960,610
Campaign Grants	\$448,036	\$166,349
Investment Income	\$48,502	\$8,564
<b>Total income</b>	<b>\$ 10,881,367</b>	<b>\$11,554,400</b>



HOW THE MONEY WAS SPENT	2022	2021
Campaigns	\$7,254,101	\$6,378,613
Finance & Operations	\$963,502	\$816,457
Fundraising	\$3,148,057	\$3,800,519
<b>Total Expenses</b>	<b>\$11,365,660</b>	<b>\$10,995,589</b>





# JUSTICE, ALWAYS:

## Greenpeace Canada's Three-Year Plan Goals (2021-2023)

Greenpeace Canada's three-year strategic plan, *Justice, Always*, draws on our organizational values to guide our vision through to the end of 2023. Centered around environmental justice and equity, the plan seeks to build on our work to achieve systems change in our campaigns, sets ambitious growth targets, and also recognizes the need to look after our staff so we can remain resilient as we tackle the many intersecting challenges before us. Below you will find the progress we made on our goals in 2022.



Salomé Sané, Climate campaigner at Greenpeace Canada

### GOAL 1

#### Define our place in the intersectional movement for justice

In December, the United Nations Biodiversity Conference took place in Montréal. Our team supported the participation of Indigenous representatives from Turtle Island (Lac Simon First Nation and the Muskrat Collective) and Indigenous delegates from Brazil, Papua, and the Congo Basin in activities around the conference. The final deal, known as the Kunming-Montréal Agreement, recognized that Indigenous peoples should be centred in nature protection.

### GOAL 2

#### Mobilize for the love of nature, justice and a livable climate

For the first time since the pandemic's start, our Actions and Offline Mobilization team delivered Basic Action Training in person. The training was delivered to a multi-generational group of activists seeking to learn more about non-violent direct action. Non-violent direct action is one of Greenpeace's unique organizational abilities, and we feel privileged to share our skills and experiences with others. Additional training is being planned now that we can be together in person again.



## THREE-YEAR PLAN



Marie-Christine Fiset (left) & Laura Bergamo (right), leaders in Greenpeace Canada's Communications team



Nia, artist/activist (left) & Claude Beauséjour, Actions Coordinator at Greenpeace Canada (right)

### GOAL 3

#### Be authentic and values-driven

Beginning in January 2022, staff at Greenpeace Canada enrolled in Indigenous Cultural Safety training to gain a deeper understanding of colonialism and harm reduction as it relates to our work on environmental justice. This training will be offered to all new staff who join our organization to ensure that we are planning our work and building relationships with the utmost respect as a settler organization.

### GOAL 5

#### Care for staff wellbeing

We continue to be responsive to employee needs and do our best to support our invaluable staff. In 2022, we undertook an external review of our human resources (HR) department to gain insights and recommendations for improving work practices and HR systems.

### GOAL 4

#### Achieve a strong financial recovery, powered by people

Over 7,000 individuals made their first gift to Greenpeace Canada in 2022 in response to a fundraising appeal. In total, more than 50,000 people donated to Greenpeace Canada, close to 80% with a regular monthly gift.

### GOAL 6

#### Boost transparency, efficiency, and tech-savvy

Making our channels and tools more accessible to staff continued this year as the Digital team provided training to 55 staff members on the use of key social media channels, our new email platform Hubspot, blog writing, and dashboards. Our data and analytics experts in Digital and Fundraising continued to build greater collaboration, and we began discussions on building CIVIS dashboards to improve access to data across our departments, which will continue in 2023. The Program Department launched a shared drive for key decision-making and guidance documents to be accessible to all staff.



# GOVERNANCE



**JOSÉE BERTRAND**  
TREASURER

Josée enthusiastically joined the Greenpeace Canada board in 2022. She brings 35+ years of experience in finance and operations management spanning a variety of industry sectors. She is currently a Principal with The Osborne Group where she has had the privilege of consulting and serving in interim or part-time positions for organizations like Crossroads International, Fred Victor Centre, Tennis Canada, the Rideau Hall Foundation, St. Joseph's Hospital Centre Foundation, Madison Community, and The Aga Khan Museum.



**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. He is currently the Chief Impact & Communications Officer at Animikii, an Indigenous technology company. 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). He graduated from the University of Guelph's Horticulture program in summer 2023.



**ANNA CRAWFORD**  
BOARD MEMBER

Anna is a glaciologist and lecturer based at the University of Stirling. Her work focuses on the break-up of glaciers and ice shelves, as well as the icebergs generated by these events. She previously held a Leverhulme Early Career fellowship at the University of Edinburgh and a postdoctoral research position at the University of St Andrews. Anna began volunteering with Greenpeace in 2009 and joined the Board in 2015 after leading volunteer campaigns and local groups in Thunder Bay and Ottawa-Gatineau. Anna served as Greenpeace Canada's Board Co-Chair from 2017 to 2020 and as Chair from 2020 to 2023.



**DIEGO CREIMER**  
BOARD MEMBER  
AND GREENPEACE  
INTERNATIONAL TRUSTEE

Diego Creimer studied physics, film, fine arts, journalism and public relations. He worked in film production in his native Argentina before moving to Quebec in 1999, where he worked for six years as a journalist for CBC / Radio-Canada International. Passionate about the environment and social struggles, he has held various positions since 2012 as an employee, manager and board member in Canadian and Quebec environmental NGOs, including Greenpeace and the David Suzuki Foundation. Since 2021, he has led three major projects at the Société pour la nature et les parcs (SNAP Québec): A pilot program for the implementation of nature climate solutions in municipal settings, a project to research local biodiversity indicators for Quebec institutional investors in collaboration with Fondation, the *Caisse de dépôt et placement du Québec* and the University of Sherbrooke, and an eco-taxation project applied to nature climate solutions with the *École nationale d'administration publique*, the *Centre québécois du droit de l'environnement* and the cities of Varennes and Victoriaville. Diego is also interested in sustainable forestry, creative writing and sailing.

# BOARD OF DIRECTORS



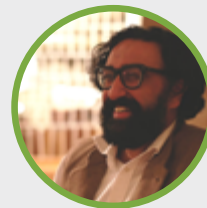
**GINGER GOSNELL-MYERS**  
BOARD CHAIR

Ginger Gosnell-Myers is Nisga'a and Kwakwaka'wakw, whose 20+ year career challenging colonial systems is creating new pathways for radical change. She is the first Indigenous Fellow with the Simon Fraser University Morris J. Wosk Centre for Dialogue, where she focuses on Decolonization and Urban Indigenous Policy and Planning. She played an integral role in making Vancouver the world's first official City of Reconciliation, which was an outgrowth of her work on the landmark Environics Urban Indigenous Peoples Study, the first comprehensive research of its kind in Canada. Ginger's goal is to re-define government policies and industry processes, creating new standards that meet commitments to UNDRIP and the TRC 94 Calls to Action. She has a chapter in *Sacred Civics* (2022) titled "Co-creating the cities we deserve through Indigenous knowledge", and has delivered a TedX Talk - 'Canadian Shame: A History of Residential Schools'. Ginger became Chair of the Board in February 2023.



**TAREK LOUBANI**  
BOARD MEMBER

Tarek Loubani is an emergency physician at the London Health Sciences Centre (Canada), an Associate Scientist at Lawson Health Research Institute and an Associate Professor at Western University. His research and work focus on health equity and global health, especially in low resource settings such as rural Canada and low- and middle-income countries. Tarek's passion for environmental justice has long been intertwined in his human rights and health equity work. This passion brought him to Greenpeace Canada with the goal of working on combating the climate emergency.



**AM JOHAL**  
BOARD MEMBER

Am Johal is Director of SFU's Vancity Office of Community Engagement and Co-Director of SFU's Community Engaged Research Initiative. He is author of *Ecological Metapolitics: Badiou and the Anthropocene* and co-author with Matt Hern and Joe Sacco of *Global Warming and the Sweetness of Life: A Tar Sands Tale*. He has taught courses in Graduate Liberal Studies, Contemporary Arts and the Semester in Dialogue at SFU. He is host of the *Below the Radar* podcast.



**JILL RAJEWICZ**  
BOARD MEMBER

Jill Rajewicz (she/her) is a geographer, scientist and federal public servant. Throughout her professional life, she has worked in various capacities designing, implementing, and evaluating science and conservation projects, programs and policies in collaboration with Indigenous, community, academic, and government partners in both the public service and ENGO spaces. She holds a Master of Science in Geography from Carleton University, Ottawa, with a focus on Arctic systems and environmental change in the Canadian High Arctic. Jill has served on a variety of non-profit boards and is dedicated to helping advance Greenpeace's science-based and solutions-oriented work. Originally from Calgary, and having spent time living in Ottawa and Iqaluit, Jill is currently based in Thunder Bay, on the traditional territory of the Fort William First Nation.



## 2022 Legacies

Each year, we are deeply honoured to receive gifts from supporters who have remembered Greenpeace in their Will. Through these generous and compassionate gifts, individuals have found a way to extend what they value most into the future. This year, we would like to pay tribute to the following legacy donors:



**Helen Izola Bassett**  
**Myrtle Collyne Blair**  
**Bonita Elizabeth Louise Buchanan**  
**Robert Leslie Cahn**  
**Dorothy Flaherty**  
**Margaret Gingerich**  
**Hazel Griese**  
**David Gordon Hardy**  
**Winsome Henning**  
**Emily Johnston**  
**Mary Margaret Lauzon**  
**David James Livingstone**  
**Mary Lou MacDonald-Wright**  
**Constance Donalda MacLeod**

**Gail Patricia Overend**  
**Florence Ruth Paterson**  
**Marjorie Jean Philip**  
**Ursula Poepel**  
**Penelope J. Potter (Living Legacy)**  
**Michael Roy Simmons**  
**Miriam Smith**  
**Patricia Madeline Smyth**  
**Gloria Louise Sven**  
**Majorie Eleanor Trim**  
**James Bruce Tunstall**  
**Marjorie Elizabeth White**  
**Garfield (Gary) Delbert Withers**  
**William Yuk Shing Ho**



With less than a decade to prevent irreversible damage from climate change, this is a pivotal moment for our planet. While there is an ever-growing consensus that climate change is real, there remains a need to counter disinformation that's being used to stymie meaningful climate action and a need to improve our collective understanding of the issues and solutions to the crisis.

Launched in 2020, the Greenpeace Canada Education Fund is a registered charity focused on research, investigations and education related to the health of our planet and the threats to it. The Fund supports research and investigations on climate change, environmental protection, ecological conservation and preservation, environmental science, and renewable energy. The Fund supports educational and outreach programs that disseminate these scientifically-grounded findings.

Around the world, Greenpeace's campaigning approach is based on the IDEAL framework: Investigating, Documenting, Exposing, Acting, and Lobbying. The Greenpeace Canada Education Fund will work alongside Greenpeace Canada to boost the first part of this approach by focusing on work related to investigating, documenting and educating people about environmental threats and solutions. And this work will, in turn, help Greenpeace Canada and its allies create more persuasive, credible and effective actions and engagement with the public, politicians and the media.

Charitable donations made to the Greenpeace Canada Education Fund (charitable tax # 71742 5516 RR0001) by eligible donors will be issued a tax receipt. To maintain independence, the Greenpeace Canada Education Fund only accepts donations from individuals, foundations and not-for-profit organizations—the Fund does not accept any money from corporations or governments.

For more information, please visit [gcef.ca](https://gcef.ca) or email the Fund at: [gcef.ca@greenpeace.ca](mailto:gcef.ca@greenpeace.ca)





THANK YOU



Greenpeace is a truly independent environmental organization. This extends to our funding—we refuse donations and money from corporations and governments so we can hold them accountable when they harm the environment. Instead, we are powered by people like you, who share our commitment to a better future.

Everything we do is made possible by our supporters. And for that, we can't thank you enough.



Green Guardians

Green Guardians are a group of Greenpeace's most loyal supporters—a global community of people who have gone above and beyond to protect the planet. This includes supporters who make an annual gift of \$1,000 or greater, have remembered Greenpeace in their Will, or have been long-term volunteers.


Thank you, Green Guardians, for working with Greenpeace to protect our planet for future generations—we couldn't do it without you.







# GREENPEACE

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