IMPACT REPORT



GREENPEACE

GREENPEACE

Green Guardians

2024

Our Vision

We believe optimism is a form of courage. To that end, we invite people out of their comfort zones to take courageous 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, sciencebased, 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.

Greenpeace seeks to:

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



Promote peace, global disarmament and non-violence

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Message from the Board Chair

In these difficult times, Greenpeace Canada's commitment to environmental protection

We continue to raise awareness of the environmental destruction happening around us while we also ensure a decolonial lens guides our work. This path is far from easy, but it serves a powerful purpose: we must build a greener, healthier, and more acceptable world

As hatred and misinformation become increasingly normalized, Greenpeace Canada will lead differently, and more boldly. Addressing the climate crisis requires us not only to create space for meaningful action, but also to step into that space with courage and intention.

For many years, we've been working to do just that. We've acted in solidarity with, and amplified, the powerful work of environmental and Indigenous organizations across the country. In 2024, we deepened that commitment by increasing our visibility, reconnecting with our core strengths, leading non-violent direct actions, and moving forward with

Our actions this past year reflect this renewed momentum — demonstrating outside renewed energy. Conservative Party leader Pierre Poilievre's official residence, holding a sit-in at former Finance Minister Chrystia Freeland's downtown Toronto office, and pushing for a Global Ocean Treaty, on the world stage at UN negations.

During the recent federal election, the United States threats to and about Canada dominated our national consciousness. Canadians found themselves in a divided, polarized, two-party race that left little room for democratic dialogue. And yet, something powerful emerged: an unexpected groundswell of public reaction. Canadians and Greenpeace supporters are moved and taking steps to protect their values, beliefs, and communities. This spark gives me hope.

Now, let's channel this readiness and momentum into our future steps. Environmental disasters are no longer distant possibilities — they're happening here and now. We see it in our own communities, and it is destroying lives and communities across the country. And we all know that solutions exist. In the face of government inaction, let's

increase pressure and help to drive change.

2024 was a year of rebuilding for Greenpeace Canada. We've laid the foundation for 2025. We're prepared — and we'll be calling on you. Together, we can turn hope into action and make environmental protection a shared national priority.

T'ooyaksiy niin (thank you),

Hosnellmyos

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



OUR PROGRAM IMPACTS

In 2024, the climate crisis hit home for Canadians like never before. Scorching heat waves swept across British Columbia, Alberta, and Ontario. The wildfire season in the Western provinces grew even more severe. Québec and Ontario faced intense flooding. And in the Atlantic provinces, winter storms struck with unexpected force. No matter where they live, people across the country felt the devastating impacts of a warming planet.

With so much at stake, you helped Greenpeace Canada rise to the challenge, powering our efforts to hold the industries most responsible for the crisis to account — especially Big Oil.

We joined forces with other environmental organizations to demand that Canada's major banks take responsibility for their role in financing fossil fuels. We called on them to divest from oil and gas and redirect investments into renewable energy. At the same time, we urged the federal government to regulate the financial sector to align with climate goals. During the 2024 federal budget process, we advocated for policies that address both affordability and the climate emergency.



© Bridget Ferguson / Greenpeace. Amber Bourke, Australia's deepest female freediver, joined Greenpeace Australia Pacific to raise awareness of marine life — including these bottlenose dolphins — who are at risk, but would benefit from a Global Ocean Treaty, off the coast of Lord Howe Island in 2024.

While we welcomed the introduction of a green retrofit program, we made it clear: much more is needed. The government must cap pollution from fossil fuel companies and hold major polluters financially accountable. That's why we launched our campaign for a Climate Recovery Fund — a bold initiative designed to make fossil fuel giants pay for the damage caused by climate-related disasters such as wildfires and floods, which their operations have helped fuel.

Beyond climate accountability, we pushed hard for the federal government to honor its commitments to biodiversity protection. We advocated for the swift passage and strengthening of the Nature Accountability Act (Bill C-73) and continued our efforts to rally global support for the Global Oceans Treaty. We also championed the creation of a legally binding Global Plastic Treaty aimed at dramatically reducing plastic production worldwide.

All of this work took place with one eye on the horizon: the 2025 federal election. Every action we took was informed by a larger goal — to elevate climate issues in public discourse, hold elected officials accountable for their environmental positions, and solidify Greenpeace as a trusted, bold voice for meaningful climate action.

We worked to ensure that Canadians know which leaders truly prioritize people and the planet over corporate interests.

In 2024, Greenpeace Canada made major strides in climate advocacy, financial justice, biodiversity protection, and public awareness. None of this would have been possible without the ongoing commitment of our incredible community of supporters.

Thank you for helping to make all of this happen.

CLIMATE & ENERGY



Fossil fuel companies are among the biggest drivers of the climate crisis. Yet, they continue to benefit from political allies who protect their interests and block meaningful climate action. With a federal election on the horizon, Greenpeace Canada made it a priority to hold those in power accountable in 2024. We worked to keep the climate crisis front and centre in public discourse — and reminded Canadians which politicians have actively stood in the way of progress.

Our campaign work focused on acting as a leading voice for bold climate policies ahead of the 2025 election. Here's some of what we achieved:

 We took direct action outside Conservative Party leader Pierre Poilievre's official residence.

The action generated widespread media coverage and positioned Greenpeace Canada as a leading voice challenging Poilievre's proposed roll-back of Canada's climate plan and his regressive social agenda. We didn't hold back — we called out his anti-climate agenda with bold, unapologetic messaging.

• We built stronger ties with the media. In anticipation of the 2025 federal election, we strengthened relationships with Ottawabased journalists and national media outlets to ensure Greenpeace Canada's message was part of the public discourse.

© **Greenpeace**. Greenpeace activists locked themselves to a replica oil pumpjack, with a sign reading "Protecting polluters, betraying people", outside Conservative Party Leader Pierre Poilievre's official residence in Ottawa.

We celebrated a major victory on greenwashing.

After years of pressure from Greenpeace and other advocates, the federal government passed strong anti-greenwashing legislation — a big step forward in holding polluters accountable for misleading climate claims.



• We exposed one of the biggest greenwashing scandals in Canada.

Greenpeace Canada published a new investigative report, *Selling Hot Air*, revealing that Shell's flagship carbon capture project made over \$200 million (CAD) by selling emissions credits for reductions that never actually happened. The report made national headlines and added fuel to the demand for stricter regulation of carbon markets and climate claims.



Greenpeace Canada investigative report, Selling Hot Air

 We took our message straight to the top. Greenpeace activists entered then-Finance Minister Chrystia Freeland's Toronto office to demand that the Liberal government uphold its climate promises. We called for strong regulations that would align bank financing with our national climate goals as part of the 2024 budget. The peaceful sit-in included banners, signs, and a livestream to draw national attention. Two activists were arrested and fined for trespassing — but the message was delivered loud and clear.

 We connected with the public during a Montréal heat wave.

Greenpeace staff and volunteers handed out free vegan ice creams with names like "Dirty Diesel Drip" and "Big Oily Melt" to spark conversations about the fossil fuel industry's role in driving rising temperatures. We used the moment to raise awareness about the link between fossil fuels and extreme heat waves, and to call for fossil fuel companies to be held accountable for climate damages.



© Martha / Greenpeace. Greenpeace activists in Montréal offered free vegan ice cream to the public to spark conversations about the fossil fuel industry's role in driving extreme heat waves.

What's next?

We'll be holding Prime Minister Mark Carney to his commitments. He must lead — with courage and urgency — on climate, nature, and justice. That means standing up to Trump's anti-climate agenda, investing in green, affordable housing, protecting biodiversity, and building a pan-Canadian energy grid powered by renewables to support homes, workplaces, and transportation across the country.

NATURE & BIODIVERSITY



For too long, Canada has treated nature as a resource to be exploited, rather than a living ecosystem that needs to be respected. This extractive mindset has devastated salmon populations, clear-cut old-growth forests, and accelerated carbon emissions. Driving the problem is a belief that nature is something separate from us — something to pillage for profit without consequence.

Here in Canada, we have a responsibility to do better. We must hold the federal government accountable to its commitments — starting with its pledge under the Convention on Biological Diversity to protect 17% of Canada's lands and freshwaters.

To help ensure this happens, Greenpeace Canada has been pushing the federal government to pass the Nature Accountability Bill (C-73) — and to strengthen it with key amendments that respect Indigenous rights and more effectively protect biodiversity.

Here's what that work looked like in 2024:

We brought a 20-foot owl to the Prime Minister's doorstep.

Greenpeace activists inflated a giant northern spotted owl outside then-Prime Minister Trudeau's official residence near Rideau Hall in Ottawa. The northern spotted owl — now critically endangered due to habitat loss — served as a powerful symbol of Canada's growing nature crisis and the urgent need for strong legislative action.

© Toma Iczkovits / Greenpeace. Greenpeace Canada activists gather around a 20-foot-tall northern spotted owl that they inflated in front of then-Prime Minister Trudeau's official residence in Ottawa, calling on the government to pass a strong nature protection law.





© Greenpeace. Rays of sun filter through the Broadback Forest in Northern Québec, one of the last remaining intact Boreal forests in the province.

We called out political inaction with bold, visual advocacy.

Ahead of COP16, activists launched an ad-busting campaign — replacing misleading corporate adverts in public spaces with parody adverts — in then-Prime Minister Justin Trudeau's riding. The campaign, which promoted our updated petition, was a public reminder of the urgency to pass a strong nature law.

We made biodiversity a national conversation.

We published op-eds in The Hill Times and Le Devoir, and earned national coverage in The Narwhal, La Presse, and other outlets. Our message was clear: the biodiversity and climate crises are interconnected, and Canada must act boldly on both.

We investigated threats to Canadian forests — and followed the money.

Our research confirmed that Domtar (formerly Paper Excellence) — which manages 22 million hectares of Canadian forests — and Asia Pulp and Paper (APP) share the same owner. We sounded the alarm on APP's long history of deforestation, Indigenous rights violations, and habitat destruction. The story was picked up by The Globe and Mail, CBC, and Glacier Media, sparking concern and conversations across the country.

We mobilized the public to take action at home.

We launched digital content encouraging local biodiversity efforts, including campaigns like "No Mow May" and "Leave the Leaves." These simple, accessible actions support pollinators and wildlife especially during critical times of the year. Our community responded enthusiastically, sparking positive conversations and engagement online.

• We exposed the industry's latest greenwashing tactics.

In our new investigative report, *Lobbying Against Nature*, we revealed a coordinated industry campaign to push for weak offset policies that let polluters "pay to pollute." Instead of genuine emissions reductions and strong nature protections, extractive mining, forestry and oil corporations are lobbying for loopholes that would worsen the crisis.

What's next?

While we continue to demand stronger climate action and environmental protections from our government, we'll also continue offering bold, practical solutions. We're committed to maintaining the pressure for a strong Nature Accountability Act and staying vigilant in exposing corporate threats to Canada's forests.

OCEANS & PLASTICS









The oceans are vital to life on Earth, regulating the climate, supporting billions of people in coastal communities, and sheltering diverse marine life. But they face growing threats from overfishing, plastic pollution, deep sea mining, and weak regulation. Greenpeace is driving global efforts to protect oceans, urging governments to ratify the Global Ocean Treaty to facilitate the creation of vast marine sanctuaries.

Protecting oceans also means tackling one of the most visible and pervasive threats they face: plastic pollution. In 2024, as UN delegates gathered in Ottawa for the fourth round of negotiations on a Global Plastics Treaty, Greenpeace seized the moment and campaigned urgently to dramatically reduce plastic production and stop plastic pollution at its source.

Here's what some of that work looked like in 2024:

We made sure our message was heard at the INC4 talks.

In April, during the fourth round of UN Global Plastics Treaty (INC4) negotiations in Ottawa, we greeted delegates with giant signs as they arrived at the airport and each morning of the conference. We ran ads across the city for the duration of the conference and hung a giant banner visible from inside the Shaw Centre where talks took place, urging governments to choose people over polluters by cutting plastic production.

• We set up a "Global Plastics Factory" on the INC4's doorstep.

Greenpeace Canada activists set up a massive, 20-foot "Global Plastics Factory" installation on the doorstep of the Shaw Centre. The installation sent a clear message to delegates: "Cut plastic production now."



© **Greenpeace.** Greenpeace Canada activists set up a 20-foot "Global Plastics Factory" with messages that read "Cut plastic pollution now!" and "The world is watching you!" to encourage delegates at the INC4 negotiations to reduce global production of plastic, in Ottawa.



© Jung-geun Augustine Park / Greenpeace. Greenpeace staff from around the world gathered outside the INC5 negotiations urging leaders to secure a strong agreement, in Busan, South Korea.

One Greenpeace activist was arrested and our installation was eventually removed by police, but not before negotiators had a chance to see it and share photos on social media!

• We kept the Plastics Treaty in the public eye. Coverage of our work appeared in Canadian Press, National Observer, Le Devoir, CBC The National, The Globe and Mail, and more. We collaborated with activist and drag queen Pattie Gonia, actor and activist Q'orianka Kilcher, eco-influencers PlasticFreeTO and Sustainably Kat, and social media climate commentator Hazel Thayer to spread the word about the importance of the Global Plastics Treaty negotiations.

We took the message global.

In November, over 20 international Greenpeace campaigners — including Greenpeace Canada's Senior Strategist, Sarah King attended the fifth round of the UN Global Plastic Treaty (INC5), in Busan, South Korea, as official observers. They held press conferences, met with delegates, and pushed hard for binding commitments to cut plastic production.

We delivered our message to Canadian decision-makers.

Greenpeace Canada delivered a "zerowaste suitcase" — which included a stainless steel straw, a cloth bag, snacks in glass jars, and our demands for a plastic free future — to then-Environment Minister Steven Guilbeault's office in Montréal. Guilbeault later signaled support for strong treaty measures heading into the 2025 negotiations, and the Canadian government joined over 100 other governments in supporting creating a global target to reduce plastic production.

• We defended progress in the courtroom.

In response to a legal challenge from Big Plastic and Big Oil against Canada's proposed ban on single-use plastics, Greenpeace Canada joined Ecojustice and other allies as interveners in the case. A decision is expected in 2025.

What's next?

Greenpeace Canada will continue to push for the ratification of a Global Ocean Treaty to protect 30% of the oceans by 2030, a strong Global Plastics Treaty that cuts plastics production and upholds justice and Indigenous rights, and for global governments to secure a deep-sea mining moratorium.

Why Your Support Matters

Greenpeace Canada is an independent, non-profit environmental organization that doesn't accept any funding from governments or corporations. This freedom allows us to speak truth to power, take bold action, and stay accountable to people like you.

Whether you donate, sign petitions, send advocacy emails, or join demonstrations, your support is vital — and deeply appreciated. Because of you, we can campaign for climate justice, protect biodiversity, hold polluters accountable, and conduct independent investigations that expose wrongdoing.

This is a critical moment, and it's vital that we work together to build a better, more just world for all. Thank you for all you do!

FUNDING SOURCES	2024 (\$)	2024 (%)	2023 (\$)	2023 (%)
Donor Contributions	\$7,178,667	57.9%	\$8,658,029	67.5%
Bequests	\$874,525	7.0%	\$496,799	7.1%
Restricted Grants from Stichting Green- peace Council (Greenpeace International)	\$3,532,591	25.5%	\$2,282,713	20.1%
Campaign Grants	\$732,981	5.9%	\$460,397	4.0%
Investment Income & Other	\$87,319	0.7%	\$132,315	1.2%
Total income	\$12,406,083	100%	\$11,343,165	100%

HOW FUNDING WAS USED	2024 (\$)	2024 (%)	2023 (\$)	2023 (%)
International Campaigns	\$2,037,000	16.8%	\$2,216,000	18.2%
Climate & Energy Campaign	\$2,356,740	19.5%	\$2,161,157	17.6%
Nature & Biodiversity Campaign	\$947,939	7.8%	\$1,569,319	13%
Oceans & Plastics Campaign	\$555,463	4.6%	\$607,628	5%
Stichting Greenpeace Council (Greenpeace International)	\$1,373,273	11.4%	\$1,075,675	8.8%
Public Education	\$150,319	1.2%	\$137,379	1.1%
Finance & Operations	\$997,736	8.3%	\$1,070,151	8.8%
Fundraising & Engagement	\$3,679,041	30.5%	\$3,335,474	27.5%
Total Expenses	\$12,097,511	100%	\$12,172,783	100%

404,774 fans
 102,158 followers
 63,626 followers
 4,370 subscribers

234,739

Total Petition Sign-Ups **43,336** Financial Supporters

Greenpeace Canada's Three-Year Plan (2025–2027)



Amid record-breaking climate devastation, biodiversity collapse, and the rise of global authoritarianism, Greenpeace Canada has developed a bold three-year strategic plan to meet these interconnected challenges. Our approach prioritizes impactful leadership while ensuring long-term organizational sustainability.

At the heart of our plan are three core principles: sustainability, community, and inspiration. Guided by these values, we've built a cohesive strategy that balances urgent action with inclusive progress — strengthening our collective impact and resilience.

As always, Greenpeace Canada remains fully independent. We accept donations only from individuals — not from corporations, governments, or political parties. But like many, we've felt the financial strain in the

wake of COVID-19, rising inflation, and the looming threat of recession. These economic challenges have led to a decline in donations over the past couple of years, prompting us to seek temporary support through external grants and additional funding from Greenpeace International.

However, this is not a long-term solution. Building financial resilience is now a cornerstone of our strategy. We'll achieve this through strategic donor growth, diversifying our funding streams, and staying agile to emerging opportunities — all while staying true to our values.

Just as important is investing in the people behind our mission. We will continue to prioritize staff wellbeing, foster job satisfaction, and implement justice-centered policies. Initiatives like our fourday workweek and targeted training programs will help staff close knowledge gaps, reach career milestones, and power our shared goals.

Community is at the core of everything we do. Over the next three years, we'll deepen our relationships with you — our donors, supporters, volunteers, and activists — through engagement-first campaigns designed to inspire meaningful action and increased support.

Throughout it all, we will continue to embrace what makes Greenpeace unique: bold, non-violent direct action and creative communications that shine a light on injustice while spotlighting solutions. By leaning into this disruptive identity, we will launch inspiring, hope-driven campaigns designed to combat climate anxiety and connect with diverse audiences in inclusive, relatable ways.

With this new three-year plan, we recommit to building a stronger movement — reaffirming our financial independence, growing our community, and amplifying people power. Together, we can create a greener, more just world for everyone.

We're excited to have you with us on this journey. As our movement grows, our shared strength will help drive the transformative change our planet needs.

Sincerely,

Christy Ferguson Executive Director, Greenpeace Canada

GOVERNANCE



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To see the full biographies of Greenpeace Canada's Board members, visit greenpeace.org/canada/en/about-us/our-board/.



Each year, we are deeply honoured by those who choose to remember Greenpeace in their Will.

These generous legacy gifts are a powerful expression of hope and commitment — allowing individuals to carry their values into the future and help protect our planet for generations to come.

This year, we pay tribute to the following legacy donors:

- Estate of Werner Rudolph Bertow
- Estate of Bonita Elizabeth Louise Buchanan
- Estate of Mary Louise Denson
- Estate of Goldie Jeune Hagerman
- Estate of Penelope Jane Harris
- Estate of Michel Hébert
- Estate of Bruce Innes
- Estate of Mary Lou MacDonald-Wright
- Estate of Frederick Manson
- Estate of Thomas Carter McEvoy

- Estate of Norman Charles Opperman
- Estate of Virginia Dunn Ormond
- Estate of Nancy Alison Powis
- Estate of Jean Christina Thomson
- Estate of Rolande Trudeau
- Estate of Hillegonda Quirina Jakoba Lipman Van Dyk

GCEF's 2024 Impact and Bold Path Forward

2024 was a milestone year for our charitable partner, Greenpeace Canada Education Fund (GCEF). From landmark investigations to expanded climate education resources, GCEF continued its mission to inform Canadians on the causes of the climate crisis and the ways to take meaningful action for a just and green future for all.

Strengthening Canada's Greenwashing Legislation through Research and Public Polling

In 2024, in partnership with Greenpeace Canada, GCEF concluded a two year research project investigating the influence of the fossil fuel industry in Canadian society and politics.

Highlights of this work include:

- Researching and filing a formal complaint with the Competition Bureau against Canada's
 most powerful oil industry lobby group, Pathways Alliance, which ran a multi-million dollar
 greenwashing ad campaign. This contributed to new anti-greenwashing legislation and prompted
 Pathways Alliance to remove its deceptive ads from its website and social media.
- Conducting national polling with Angus Reid, which revealed that 93% of Canadians support stronger anti-greenwashing laws. GCEF shared these findings in a public awareness campaign.

Closing the Climate Knowledge Gap

With research showing that fewer than 1 in 5 Canadians feel informed about climate solutions, GCEF invested in building accessible, science-based learning tools to help teachers, students, and community members understand complex issues and take action. These are available on <u>gcef.ca</u> and <u>greenpeace.ca</u>.

What's Next: Increased Programs and Impact for 2025

Powerful industries continue to lobby against progress, disinformation continues to spread, and vulnerable communities continue to bear the brunt of climate inaction. As a result, GCEF is scaling up their education outreach and investigative research efforts.

This includes building partnerships and collaborating with educators, frontline communities, and youth networks; launching an investigative report on the activities of Canada's largest forestry company; and exposing the systematic barriers which limit many Canadians from exploring the outdoors and participating in environmental protection.

For more information about the Greenpeace Canada Education Fund's work and how you can make a charitable donation to support it, please contact **Jackie Gallagher, GCEF Director**, at **jackie.gallagher@gcef.ca** or call **(438) 316-5394**.



THANK YOU For being A green Guardian



We're deeply grateful for your commitment, compassion, and generosity. As the pressures on our planet intensify, your support makes a powerful difference.

Because of you, we can hold corporations and decision-makers accountable for their role in the climate crisis — and speak out boldly for the planet, even when powerful industries would rather we stay silent.

Thank you for standing with us. You are at the heart of everything we do, and we can't wait to achieve even more environmental victories together.



Green Guardians are a group of Greenpeace's most loyal supporters — a global community of people who have gone above and beyond to protect this 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.

