

# Impact Report



GREENPEACE

2023





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### Get In Touch

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## VISION

A sustainable and biodiverse future.

## MISSION

Informing, equipping and empowering the Canadian public to work towards a just and thriving planet.

The Greenpeace Canada Education Fund (GCEF) is a registered charity focused on research, investigations and public education. We empower Canadians with information on climate change and biodiversity to influence public policy and offer solutions to address the climate crisis. Our work complements and supports that of Greenpeace Canada and other environmental partners.

### To deliver on our mission, we:

- **Enable research and investigations of environmental and climate issues.**
  - ▶ Conduct research on the sources of, and solutions to, biodiversity loss and the climate crisis.
  - ▶ Engage in partnerships and collaborations to support environmental organizations and communities.
  - ▶ Contribute to an intersectional and equitable approach to climate research.
  - ▶ Provide seed funding to enable new and emerging initiatives.
- **Disseminate credible, accessible environmental information to educate Canadians.**
  - ▶ Promote a shared pool of public knowledge that helps to situate policy discussions and solutions in context.
  - ▶ Invest in issue experts, strategists and spokespeople.
  - ▶ Meaningfully engage the public, politicians, and the media on the path toward climate justice.



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### Our main areas of research and awareness-building focus on:

#### 1. Investigations and whistleblowing



#### 2. Bridging the knowledge gap



#### 3. Spotighting solutions



#### 4. Promoting public engagement





### VALUES



1. **Guided by justice:** We prioritize the needs of marginalized communities and those most impacted by climate change.



2. **Operate with integrity:** We ground our research in science, traditional knowledge, rigorous analysis, and intellectual honesty.



3. **Work in collaboration:** We focus on relationship-building, knowledge-sharing, transparency, and trust in our partnerships.



4. **Empower human networks:** We believe that knowledge is power, and we equip individuals and communities with accessible information to enable effective outcomes.





# OUR RELATIONSHIP

## with Greenpeace Canada and the Global Greenpeace Network

Two Greenpeace organizations are operating in Canada.


Established in 2020, the Greenpeace Canada Education Fund is a registered charity focused on research, investigations, and public education. Our work complements and supports the work of Greenpeace Canada and other environmental partners.

Founded in 1971, Greenpeace is an independent non-profit organization that runs campaigns to protect the planet, expose global environmental issues, and develop solutions for a green and peaceful future. To advocate and mobilize effectively, including in ways that charities can't, Greenpeace Canada is a non-profit rather than a charity.

Both organizations are part of the well-known global Greenpeace network that includes 25 independent national/regional organizations in over 55 countries across Europe, the Americas, Africa, Asia and the Pacific, and a coordinating body, Greenpeace International.





An aerial photograph showing a large Greenpeace ship, the Arctic Sunrise, in the foreground. The ship is green with a rainbow stripe and the word 'GREENPEACE' in white. It has a yellow banner on its deck that reads 'DEFEND O MAR'. Several smaller boats, some with orange cranes, are scattered around the main ship. The water is a deep blue.

**With more than five decades of environmental campaigning experience, the Greenpeace Network has developed an array of unique and strategically effective capacities, such as:**

- maintaining general consultative status with the United Nations Economic and Social Council.
- overseeing the Greenpeace Research Laboratories based at the University of Exeter, UK, which provides scientific advice and analytical support to Greenpeace offices worldwide. The laboratories are equipped with hardware that can analyze heavy metal and organic contaminants in a range of environmental samples, and maintains an extensive scientific database.
- operating the Greenpeace Fleet of ships, including the Arctic Sunrise, Rainbow Warrior, and the Witness. The fleet conducts investigative research, such as documenting plastics in our oceans and studying the effects of climate change in the Arctic.



# MESSAGE FROM THE BOARD CHAIR

*It's with pleasure that I share the third annual Greenpeace Canada Education Fund (GCEF) Impact Report, highlighting the progress we made together in 2023.*

*I am so grateful for the effort that went into the milestones we achieved last year. With the help of our supporters, like you, our small but mighty team delivered some incredible results. In particular, we were able to fund research on the influence of fossil fuel companies, which has shone a light on who bankrolls these companies and their impact on academia, government lobbying, and greenwashing strategies. GCEF also developed its first-ever strategic plan, which helps set the course of our work through to 2027. Highlights from the strategic plan are included below.*

*I hope you enjoy reading this report and know that our impact could not have happened without you. Thank you so much.*

*I have been honoured to be GCEF's first board chair and lead the charity's early development. It has come time for me to step down from the chair position and hand over leadership to Tim Richardson, a standing board member, who brings strong governance and leadership experience in the social sector to this key role.*

*Thank you for investing in meaningful environmental research and education to advance our collective understanding of the climate crisis and effective methods to mitigate its impacts.*



*Yours truly,*

A handwritten signature in dark ink, appearing to read 'Sue Birge', written in a cursive style.

**Sue Birge**

Chair, Board of Directors  
Greenpeace Canada Education Fund



# 2023 PROGRAM ACHIEVEMENTS

Together with your help, we accomplished some incredible things. In particular:

- ➔ We made meaningful progress on our two-year investigative research project supporting Greenpeace Canada to explore the influence of fossil fuel companies in Canada, including the [So Sue Me report](#) which outlines the role of Canada's big five banks in driving climate change. We also submitted a complaint to the [Competition Bureau](#) against the Pathways Alliance (a consortium of the six largest companies working in the oil sands). Our complaint was accepted for investigation and we have already seen the impact, with Pathways [changing the claims](#) on their website several times. We also launched a webpage and a [fossil fuel lobbying counter](#) aimed at putting into perspective the undue influence of the oil and gas industry on government officials.
- ➔ We engaged an expert in the field of environmental education to review whether there are gaps in the Canadian curriculum related to environmental issues and to assess whether there are coinciding student or teacher needs derived from these gaps. The research found that there are sufficient gaps and needs in line with GCEF's mission and recommended the development of a new educational program for Canadian schools. Notably, the assessment found the concept of climate justice, which focuses on appreciating and responding to the unequal impacts of climate change on different communities, is generally absent from curricula in Canada. Other highlights were how increasing levels of eco-anxiety among youth mean there are also needs among students and teachers that are not being addressed by the educational system. Students need knowledge and skills to manage these emotions. Teachers need tools and knowledge to respond to student needs in the classroom.

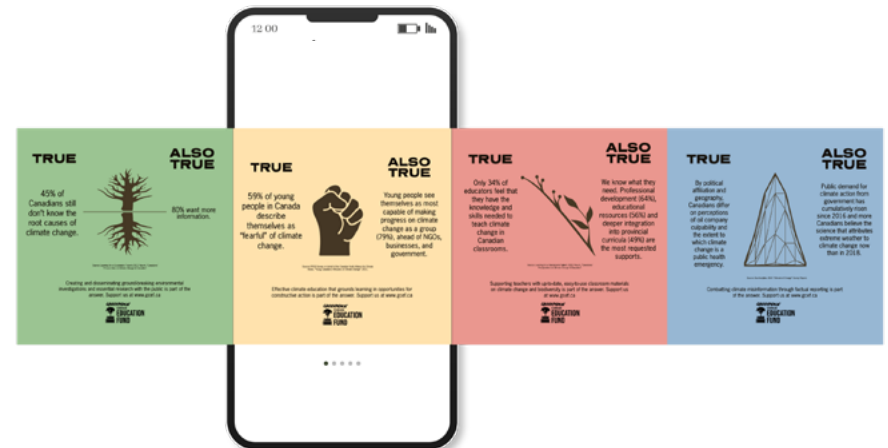




- ➔ We supported the development of [The Canadian Law Firm Climate Impact Report](#), produced by The University of Toronto Law Union and coordinated by the Law Students for Climate Accountability. This report demonstrated that Canadian law firms are complicit in the climate crisis. This report examines the energy-related litigation and transactions completed by Torys LLP; Fasken; McCarthy Tétrault LLP; Miller Thomson LLP; and Osler, Hoskin & Harcourt LLP from 2008 to March 2023. The energy transactions completed by the firms, combined, total over 618 billion.



- ➔ We researched the ways the fossil fuel industry funds academic research in order to gain legitimacy and control over the scope and focus of large amounts of energy and climate-related research conducted in Canada. The findings of this research were included in a [report](#) released in January 2024.
- ➔ We launched a new [climate awareness campaign](#) for the general public that highlights important facts about the state of climate education and research in Canada and how we at the GCEF are trying to address these issues.



- ➔ We implemented our first strategic planning process to refine the organization's mission, vision, and values and set a course for what we aim to achieve over the next three years. See the section below for highlights.



# HIGHLIGHTS

## from our Three-Year Strategic Plan

We have identified the following three-year priorities that will help us advance our mission:

**1. Strengthen our systems and foundation to deliver impactful contributions to the environmental movement.**

- a. Assess and build our internal capacity and systems, including the addition of dedicated staff to deliver on our mission and expand our impact.
- b. Establish annual work plans informed by the needs of our partners.
- c. Invest in meaningful and mutually beneficial partnerships.

**2. Develop a sustainable, compelling and needs-informed funding strategy.**

- a. Analyze research needs to inform our priority areas.
- b. Align our fundraising strategies with research needs.
- c. Build a sustainable and diversified stream of unrestricted and restricted funds.

**3. Build a donor engagement strategy that stewards supporters and helps raise our brand profile.**

- a. Increase awareness of GCEF and opportunities to contribute.
- b. Diversify and grow GCEF's donor base and prioritize major philanthropic and legacy gifts.
- c. Communicate the impact of our work and appreciation for donor contributions.



**An executive summary of the strategic plan can be found on our website.**

**CLICK HERE**

# YOUR IMPACT IN 2023

*I hope you feel good about the impact you achieved with GCEF in 2023; I certainly do! It was great to see the charity come into its own to produce and share concrete environmental research that raises awareness of the issues and solutions at hand.*

*Our investigative research projects explored the influence of fossil fuel companies in Canada and showcased the role banks play in driving climate change, highlighting the fossil fuel industry's greenwashing and the undue influence of the oil and gas lobby.*

*The environmental education gaps assessment we commissioned improved our understanding of student and teacher needs and how GCEF could help to address gaps in the future.*

*We also funded the first Canadian Law Firm Climate Impact Report, which grabbed the attention of law firms, clients, and students, demonstrating to them the ways in which the legal industry is contributing to the climate crisis and the opportunities for positive change.*

*We have a lot of work to do, and I'm so grateful to everyone who has been part of what we've accomplished thus far: our researchers, implementation partners, board members and our generous donors. Thank you for funding our work and promoting our activities, and for reaching out to share your insights into how we can have an even greater impact.*



*With hope and determination,*

A handwritten signature in blue ink, appearing to be 'JG' with a stylized flourish.

**Jackie Gallagher**  
Senior Fund Advisor



## FUNDING SOURCES

	2023	2023 (%)	2022	2022 (%)
Donor Contributions	99,038	44%	116,345	24%
Campaign Grants	120,000	53%	40,000	26%
Investment Income	5,650	3%	29	0%
<b>TOTAL INCOME</b>	<b>224,688</b>		<b>156,374</b>	

## HOW YOUR SUPPORT WAS SPENT

	2023	2023 (%)	2022	2022 (%)
Campaigns	141,300	79%	40,000	80%
Finance & Operations	14,648	8%	8,740	17%
Fundraising	21,940	12%	1,510	3%
<b>TOTAL EXPENSES</b>	<b>177,888</b>		<b>50,250</b>	

## Staying Connected and Ways to Support

Join us and participate in the work of Greenpeace Canada Education Fund, your support is appreciated and all are welcome.

### You can:

Ask a question at [info@gcef.ca](mailto:info@gcef.ca)

Receive updates on our work by signing up to our newsletter



Make a one-time donation



Set up a monthly donation to give regularly



Make a gift of securities



Leave a gift in your Will:

**Greenpeace Canada Education Fund**  
33 Cecil Street  
Toronto, ON M5T 1N1  
Charitable business #:  
717425516 RR 0001

# THANK YOU FOR SUPPORTING GCEF!



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*You are part of a community of supporters united by a common vision. Thank you for working with GCEF to deepen and advance our collective understanding of the environmental, climate, and energy issues affecting people living in Canada and around the world. We couldn't do it without you and we are honoured to have you with us on this journey as we grow and develop.*

*Thank you.*

Visit our website at  
[www.gcef.ca](http://www.gcef.ca) or scan:

