

IMPACT REPORT



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Get In Touch

33 Cecil Street
Toronto, Ontario
M5T 1N1

📞 905-828-0133

✉️ info@gcef.ca

🌐 gcef.ca

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 dedicated to bridging the knowledge gap on environmental, climate, and energy issues in Canada and beyond. Through research and education, we combat disinformation and empower the public with the information needed to push for meaningful climate action and a healthier planet.

To maintain our independence, we do not accept donations from governments or corporations.

WHAT WE DO

Our work complements and supports the efforts of Greenpeace Canada and other environmental partners. GCEF is part of the global Greenpeace campaigning network, which maintains general consultative status with the United Nations Economic and Social Council.

We deliver on our mission through four key pillars:



**Investigations
and
whistleblowing**



**Bridging the
knowledge
gap**



**Spotlighting
solutions**



**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.

By upholding these values, we remain steadfast in our commitment to a sustainable future and a more informed, engaged, and empowered public.



MESSAGE FROM THE BOARD CHAIR

It's an honour to share the Greenpeace Canada Education Fund (GCEF) 2024 Impact Report, a reflection of important work we've undertaken together over the past year.

In 2024, GCEF played a key role in the passage of Bill C-59, a groundbreaking piece of legislation strengthening Canada's anti-greenwashing laws. We also completed GCEF's first-ever investigative research project, exposing the far-reaching influence of Canada's fossil fuel industry and the financial institutions that continue to bankroll it.

But research is only powerful if it's accessible. That's why GCEF invested in closing the climate knowledge gap, creating a suite of free, easy-to-understand educational resources on [GCEF.ca](https://gcef.ca). These tools empower educators, students, and the public to navigate environmental issues and take action rooted in science and justice.

As we look ahead, we do so with clarity and urgency. Powerful forces are still working to delay and derail climate progress, and the need for credible, accessible environmental education has never been greater.

As incoming Chair of the Board, I want to thank you for your continued belief in this work. I'm proud to follow in the footsteps of our founding Chair, whose leadership helped build the foundation GCEF stands on today. Together with my fellow board members and our team, I look forward to deepening our impact in 2025 and beyond.



With gratitude,

A handwritten signature in black ink, appearing to read 'Tim Richardson'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Tim Richardson
Chair of the Board
Greenpeace Canada Education Fund

MESSAGE FROM THE DIRECTOR, GCEF

There's never a shortage of environmental issues to face. In 2024, we saw our fair share of challenges when it came to the health and welfare of our planet. And, if events so far this year aren't proof enough, chances are high that more threats to environmental protection are on their way.

But that's only one part of the story. There's also never a shortage of hope, creative solutions, and opportunities to connect and to protect what we cherish.

Our supporters gave us the courage to act for what truly matters last year, and we are so very grateful for it. Thank you for being here and helping GCEF grow. It's been my pleasure to get to know some of you better, to answer your questions, and to listen to your feedback and ideas.

In 2024, we wrapped up our largest and most impactful investigative research project on the influence of the fossil fuel industry in Canada, made possible by the generous support of the Trottier Family Foundation.

In 2025, we're expanding our research into the areas of nature protection and access, investigating the operations of Canada's largest forestry company, and exploring how Canada is not meeting its biodiversity commitments and the urgent need for legislative action. We are also expanding our educational outreach programs and continuing to equip Canadians with the knowledge they need to drive meaningful change.

I hope you'll continue with us on this journey. We have big plans and belong to a vibrant global Greenpeace network that all started here in Canada in 1971. If we've got you too, then the future is certainly looking bright to me.



With appreciation,

A handwritten signature in blue ink, consisting of stylized initials 'JG'.

Jackie Gallagher

Director, Greenpeace Canada Education Fund

OUR PROGRESS IN 2024

2024 was a landmark year for the Greenpeace Canada Education Fund (GCEF). We made significant strides in exposing the root causes of environmental harm, holding powerful industries accountable, and equipping the public with the knowledge to drive meaningful change.

At GCEF, we believe that knowledge is power and that power grows when we uncover how the fossil fuel and other extractive industries shape policies, influence finances, and manipulate public discourse. Through investigations, reports, and public education, we're laying the groundwork for lasting impact in the years ahead.

Fighting Greenwashing & Strengthening Regulations

Misinformation isn't just about climate science, it's also about corporate deception. In 2024, GCEF played a key role in strengthening Canada's anti-greenwashing laws, helping secure new legislation that forces companies to back up their environmental claims. Thanks to the efforts of GCEF and other environmental groups, the Canadian government passed Bill C-59, a landmark piece of legislation requiring companies to substantiate their sustainability claims. Thanks to the efforts of GCEF and our allies, Pathways Alliance (a consortium of six of Canada's largest oil sands producers) was forced to remove misleading claims from its website and social media. A national survey echoed public demand for integrity, with 93% of Canadians supporting penalties for false environmental claims.

This is a major step toward transparency and corporate accountability, but there is still work to be done to ensure these new laws are strictly enforced.



Holding Polluters Accountable

In 2024, we completed GCEF's largest two-year investigative research project, partnering with Greenpeace Canada to examine the influence of fossil fuel companies in Canada.

Key Highlights from the Investigation:

- ➔ Produced and released the “So Sue Me” report, exposing how Canada’s Big Five banks continue to fund climate destruction.
- ➔ Launched a fossil fuel lobbying counter, tracking and visualizing the undue influence of oil and gas companies on Canadian policymakers.
- ➔ Conducted national polling, revealing overwhelming public support for stronger anti-greenwashing legislation, findings that were amplified in the press and online.

By exposing the connection between fossil fuel companies, banks, and government policy, this research highlights why change is needed and equips both policymakers and the public with the evidence required to demand it.

Bridging the Climate Knowledge Gap

Canadians want to take action, but many don't know where to start. Recent studies have found that fewer than 1 in 5 Canadians feel well-informed about climate solutions, a critical barrier to meaningful engagement.

To address this, in 2024, GCEF laid the groundwork to launch a new climate education initiative to make science-backed, accessible learning resources widely available. In partnership with Greenpeace Canada, we developed free, easy-to-understand climate education materials for teachers, students, and anyone eager to understand environmental issues and how to address them.

These action-focused resources, now available on [GCEF.ca](https://www.gcef.ca), break down complex climate topics and provide practical steps for change. Whether you're a teacher looking for classroom resources or a concerned citizen wanting fact-based insights, these tools help turn knowledge into action.



LOOKING AHEAD

With powerful forces working to delay and derail climate action, the need for credible, accessible environmental education has never been greater. At GCEF, we are committed to closing the knowledge gap, ensuring that all Canadians have the information they need to take meaningful action for a sustainable future. Looking ahead, we will expand our research, develop new educational tools, and grow our outreach programs to ensure that climate knowledge is both widely available and deeply impactful.

GCEF will continue funding investigative research that exposes the influence of corporate polluters, helping Canadians identify climate misinformation and highlighting systemic barriers to climate progress. By shining a light on these challenges and arming the public with knowledge, we are helping build a future where informed, engaged citizens drive meaningful environmental change.

In 2025, GCEF will publish two critical reports. The first report will investigate Canada's largest logging company, highlighting its lobbying efforts and subsidies received. The second report will examine systemic barriers preventing equitable access to

nature. These reports will equip policymakers, advocates, and the public with vital information to drive environmental and social justice reforms.

Another key focus will be the growth of our Education Hub, which will continue to provide trusted, science-backed resources to help Canadians navigate pressing environmental challenges. As the project evolves, we will expand our digital library, providing teachers, students and the public with a wider range of clear, engaging, and practical learning materials.

We will also be partnering with Greenpeace Canada to strengthen and optimize the popular Greenspeakers program, building a sustainable and engaging environmental education initiative. By expanding this program in provinces across Canada, we will reach more young people with inspiring, credible climate education, empowering the next generation of changemakers.

Together, we can ensure that knowledge remains a powerful force for climate action!



OUR IMPACT STARTS WITH YOU

In 2024, our work to expose environmental harm, bridge the knowledge gap, and advance climate solutions was made possible by our dedicated supporters. From individual donors to foundation partners, every contribution fueled progress toward a more just and sustainable future.

This work would not be possible without the generosity of those who believe in the power of knowledge, action, and change. We extend our deepest gratitude to our donors and invite you to join us in making an even greater impact in the years ahead.

SUPPORTER RECOGNITION

Donors who made gifts totalling \$1,000 or greater in 2024

- Abundance Canada
- Alexander Youngs
- Anonymous Donors
- ECHO Foundation
- Elyse Rivest
- Estate of Mary Jean Riddell
- Estate of Wibke Scheid Mehl
- Francis Hogan
- Marilyn Wigglesworth
- Mary Mowbray
- Robert Stowe MD, FRCPC, Clinical Professor of Psychiatry and Neurology (Medicine), University of British Columbia
- R. Round
- Stan Houston, MD, DDTM&H, FRCPC, Professor Emeritus of Medicine & Public Health, University of Alberta
- Strategic Charitable Giving Foundation
- Vancouver Foundation

Ways to Support

Be part of the movement for environmental education and action. When you support the Greenpeace Canada Education Fund, you help protect our planet for generations to come.

You can:

Ask a question or share feedback



Make a one-time donation



Set up a monthly donation to give regularly



Make a gift of securities



Leave a gift in your Will



Receive updates on our work by signing up to our newsletter



Greenpeace Canada Education Fund

33 Cecil Street
Toronto, ON M5T 1N1

Charitable business #:
717425516 RR 0001

FUNDING SOURCES

	2024	2024 (%)	2023	2023 (%)
Donor Contributions	108,146	72%	99,038	44%
Campaign Grants	40,000	26%	120,000	53%
Investment Income	3,507	2%	5,650	3%
TOTAL INCOME	151,853		224,688	

HOW YOUR SUPPORT WAS SPENT

	2024	2024 (%)	2023	2023 (%)
Campaigns	80,750	79%	141,300	79%
Finance & Operations	8,793	9%	14,648	8%
Fundraising	13,247	12%	21,940	12%
TOTAL EXPENSES	102,790		177,888	



THANK YOU FOR SUPPORTING GCEF!



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You are part of a dedicated community committed to a healthier planet and a more sustainable future. Thanks to you, Greenpeace Canada Education Fund continues to deepen our collective understanding of the environmental, climate, and energy challenges affecting communities in Canada and beyond.

We couldn't do this work without you. Your commitment empowers us to grow, evolve, and drive meaningful change. We're honoured to have you with us on this journey.

Thank you.

Visit our website at
www.gcef.ca or scan:

