

# IMPACT REPORT



## ABOUT GCEF



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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 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.

## 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**



**Promoting public engagement**



**Spotlighting solutions**

## 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

*In this time of surging misinformation, the mission of Greenpeace Canada Education Fund (GCEF) has never been more critical.*

*For years, GCEF has worked to close knowledge gaps. We do this through science-based research and education that helps people understand environmental challenges and their solutions. **That work remains essential.** But today's complicated information environment demands more.*

*Bad actors in Canada and around the world are spreading false narratives to confuse people about environmental issues, delay climate action, and push agendas that harm people and the planet.*

*In 2025, we decided to respond directly to this challenge, making it **a milestone year for GCEF.***

*Even as we continued to support investigative research and educational programming, we launched a new project — *Inoculating Against Misinformation in Canadian Climate Politics*. Rather than debunking falsehoods after they've spread and the damage is done, an expert team, funded by GCEF and our generous supporters, will soon be teaching the Canadian public how to recognize misinformation before it can take root.*

*We are evolving and growing to meet the challenges of this moment, while still guided by the same commitment to justice, integrity, and public empowerment. Right now, these values are more important than ever.*

*Thank you for making our progress this year possible. It's an honour to share with you everything we accomplished by releasing our 2025 Impact Report. Together with my fellow board members and our team, I look forward to deepening our impact in 2026 and beyond.*



*With gratitude,*

A handwritten signature in black ink, appearing to read "Tim Richardson".

**Tim Richardson**

# MESSAGE FROM THE DIRECTOR, GCEF

*In 2025, I had the joy of running with GCEF's first-ever team in the Toronto Waterfront Marathon. Running alongside others was a powerful reminder of how progress is made — by people joining together, united in their belief that a more just and sustainable future is worth working toward.*

*I know our supporters share this belief, and for that, we are so thankful. Because of your support and the determination of our community partners, we had **our most impactful year yet**.*

***Together, we launched two major new initiatives.** Greenspeakers Grow will expand our climate justice education into even more schools and communities across Canada. Inoculating Against Misinformation will help people recognize and resist climate-related misinformation. We are deeply grateful to the Trottier Family Foundation for partnering with us on this innovative project to disarm false narratives designed to obstruct or delay meaningful action on climate issues.*

***We also completed two groundbreaking investigative reports,** thanks to generous support from the Echo Foundation. One report spotlights the lack of accountability and transparency in Canadian forestry practices. The other uncovers the systemic barriers that prevent people from enjoying equitable access to nature.*

*Behind these accomplishments were people like you. Whether through financial contributions, collaboration, feedback, or simply following our work, you were essential to an exciting year of growth for GCEF. Your support didn't only sustain vital work. It also laid the groundwork for new research and education initiatives that will impact people in Canada for years to come.*



*With appreciation,*

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

**Jackie Gallagher**

# OUR PROGRESS IN 2025

The past year was marked by innovation, growth, and the laying of strong foundations for even greater impact in the future. We're excited to share the highlights with you.

## Program Launch: Greenspeakers Grow

A 2023 Environmental Education Needs Assessment, commissioned by GCEF, found that students in Canada lack access to credible and justice-oriented education about climate change. They are not learning about a defining issue of their time in a way that empowers them to act on it.

That's why, in 2025, we launched Greenspeakers Grow. This three-year plan will bring climate justice education into more schools and communities by strengthening and scaling Greenpeace Canada's existing Greenspeakers program.

Volunteer Greenspeakers presenters have already reached over 32,000 students in Canada's classrooms since 2016. In 2025, we created a detailed roadmap to expand the program and successfully hired an Education Programs Manager to implement the plan and lead that growth.

Our roadmap includes standardizing the program's methods, establishing strategic relationships with more school boards and educators, building community partnerships, and building a Greenspeakers team. We will also develop bilingual educational resources, aligned to provincial curricula. These resources will help students understand complex climate issues, process emotional impact, and explore ways to take action, individually and collectively. Some may also be tailored for teachers, so they have the resources they need to support their students effectively.



“

*After students participated in the Greenspeakers Ocean Presentation Program, I observed a noticeable increase in engagement, understanding, and overall enthusiasm toward environmental issues. Many students became more curious and motivated to take action, which was reflected in a growing interest in joining the school's Eco Club.*

*They were especially engaged during the presentation itself, asking thoughtful questions and making connections to their own daily habits. One particularly meaningful moment was when students eagerly gathered around to look at the seafood guide, showing genuine interest in making more sustainable choices and discussing which options were better for the environment. This hands-on element made the learning feel practical and relevant to their lives....*

*Programs like this are especially important in today's world because they help students build awareness of real environmental challenges while also empowering them with the knowledge and confidence to be part of the solution.*

”

### **Kristine Wolf**

Physical Education Teacher  
Lawfield Elementary School, Hamilton, Ontario

## **Project Launch: Inoculating Against Misinformation in Climate Politics in Canada**

**In 2025, we designed and secured funding for a major new project that will confront one of the biggest barriers to climate action in Canada – misinformation.**

False and misleading narratives, especially those spread by fossil fuel interests, are delaying climate action. The Inoculating Against Misinformation project responds in an innovative way. Rather than correcting false claims after they spread, the team implementing the project at Greenpeace Canada will use research-based “prebunking” strategies to help people recognize manipulative tactics before misinformation can take hold. Over the next two years, the inoculation team will...

- ➔ investigate misinformation strategies targeting the Canadian public and policymakers
- ➔ create engaging online content to anticipate and preempt these narratives
- ➔ monitor emerging misinformation online and in the media to respond rapidly
- ➔ raise awareness of the issue to Canadians
- ➔ expand social media presence to reach new audiences

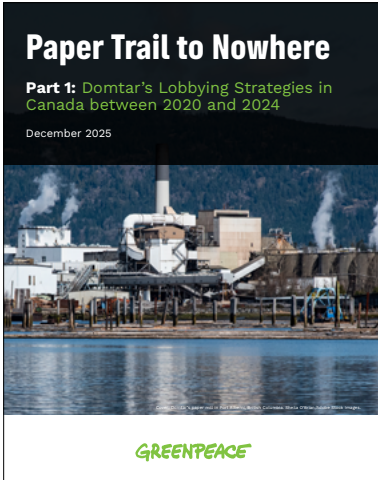


We are deeply grateful to the Trottier Family Foundation for partnering with us on this project.



## New Research: *Paper Trail to Nowhere*

**What happens when Canada's largest pulp and paper company receives substantial public funding with little public transparency?** In 2025, we set out to answer that question with *Paper Trail to Nowhere*, a two-part investigative report.



Domtar, which controls more than a fifth of Canada's pulp and paper production and 22 million hectares of Canadian woodlands, has an outsized influence over Canada's forests. It receives significant taxpayer support, yet how it uses that public money remains unclear. This investigation traces the company's lobbying strategies between 2020 and 2024 and provides a detailed financial breakdown of the public funds it

has received.

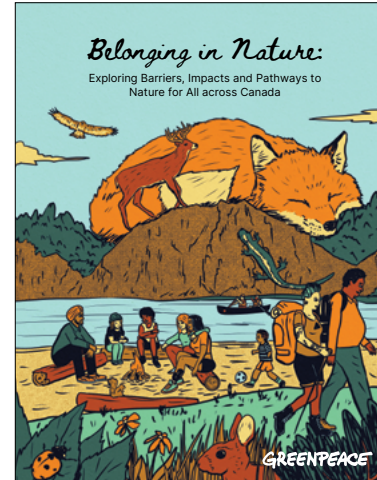
The findings raise urgent questions about the future of forests in Canada and whether current funding systems are truly serving the public interest. **The report offers specific recommendations** to federal and provincial governments about how to better protect ecosystems through stronger accountability mechanisms and biodiversity legislation.



We are grateful for the support we received from the Echo Foundation to develop these reports.

## New Research: *Belonging in Nature*

**Who gets to feel welcome in nature and who is left out?** *Belonging in Nature* is a landmark report examining the systemic barriers that prevent many people in Canada from accessing and feeling safe in natural spaces.



The report, one of the most comprehensive on this topic, highlights how exclusion from nature is shaped by longstanding systems that have excluded Indigenous Peoples; Black, racialized, and newcomer communities; disabled people; and low-income communities.

It also reveals how unequal access to nature carries real consequences — from poorer health and social disconnection to increased exposure to climate and environmental risks.

*Belonging in Nature* ends with a call for governments to centre Land Back and Indigenous governance, implement the Nature Accountability Act (Bill C-73), support community-led initiatives driven by the communities most impacted by nature inequity, and close critical data gaps that prevent equitable policymaking.

# COMMUNITY ACTION

## Running for the Planet

On October 18, our first-ever marathon team participated in the Toronto Waterfront Marathon. Four intrepid runners, calling themselves “Running for the Planet,” took on the challenge to raise funds for environmental education while bringing new visibility to our mission.

The team raised almost \$3,500 in support of GCEF’s work to educate, engage, and empower people to act for the planet. We look forward to expanding this team in 2026.

## 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



Make a gift of securities



Leave a gift in your Will



Book a Greenspeaker to present at your school or community event



Become a Greenspeaker



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



# LOOKING AHEAD

**In 2026, GCEF will build on the momentum of 2025 by reaching more communities and classrooms, sharing our research with policymakers, and embarking on a journey to deepen strategic partnerships and advance groundbreaking research and education projects in Canada and internationally.**

Miranda Baksh, who joined us as Education Programs Manager in February 2026, will lead the Greenspeakers Grow project. She brings a unique and impressive blend of experience in climate education, communications, and environmental advocacy, including co-founding a non-profit that promotes climate literacy and civic action. Miranda will deepen relationships with school boards, educators, and community partners; develop educational resources; manage and support a dedicated team of volunteer presenters; and organize public events.

The Inoculating Against Misinformation project will also broaden its reach with the addition of two new team members: an Investigative Strategist and an Investigative Researcher. With the full team in place, and with Greenpeace Canada as our implementing partner, we can equip even more people in Canada to recognize misleading information, understand the climate crisis and real climate solutions, and embrace the values of collective care and solidarity rather than division.

We look forward to partners using the findings of our two investigative nature reports in their engagement with policymakers, including Members of Parliament and ministerial staff.

*Paper Trail to Nowhere* and *Belonging in Nature*, released in January 2026, outline specific recommendations for federal and provincial governments. We will also collaborate with

Greenpeace Canada on events that raise awareness on the *Belonging in Nature* report findings, highlighting how greater equity in nature is linked to a higher likelihood for Canada to meet and sustain its environmental targets and ensure healthier, happier communities.

Finally, we will be hiring a Strategic Partnerships Lead to join our team to deepen existing relationships with community partners and connect with new collaborators ready to invest in our work here in Canada and around the globe.

Together, we can ensure that knowledge remains a powerful force for climate action and lasting change.



# OUR IMPACT STARTS WITH YOU

The progress reflected in this report was made possible by generous supporters who believe in the power of education, research, and public engagement to create lasting environmental change.

From individual donors to foundation partners, every supporter moved us closer to a more just and sustainable future.

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 2025

- Abundance Canada
- Alexander Youngs
- Anonymous donors
- CAED Fund—Place2Give Foundation
- Diane Mausser
- Estate of Deborah Lee Smith
- Estate of Debra Gay Cook
- Estate of Dey Jane Brownlee
- Estate of Roger Malcolm Marinett
- Estate of Sandra Elisabeth Brittany
- Gwendolyn Mcgrenerere
- J&W Lake Fund
- Jeanne Moffat
- Larry and Linda Charitable Account—Strategic Charitable Giving Foundation
- LES Foundation Fund—Foundation of Greater Montréal Foundation
- Maralie Martin
- Mary Mowbray
- Peterborough K. M. Hunter Charitable Foundation
- Trottier Family Foundation
- Vancouver Foundation



## INCOME

	2025	(%)	2024	(%)
Donor Contributions	464,404	94.3%	108,146	72%
Campaign Grants	25,500	5.2%	40,000	26%
Investment Income	2,328	0.5%	3,507	2%
<b>TOTAL INCOME</b>	<b>492,232</b>	<b>100%</b>	<b>151,653</b>	<b>100%</b>

## EXPENSES

	2025	(%)	2024	(%)
Campaigns	45,806	34.5%	83,186	80.9%
Finance & Operations	69,519	52.4%	19,604	19.1%
Fundraising	17,308	13%	0	0%
<b>TOTAL EXPENSES</b>	<b>132,633</b>	<b>100%</b>	<b>102,790</b>	<b>100%</b>





# THANK YOU FOR SUPPORTING GCEF!

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*A sustainable future begins with an informed and empowered public.*

*Every student reached, every investigation published, and every piece of misinformation challenged helps create a society better able to protect people and the planet.*

*Thank you for joining with us to make that future possible.*

Learn more at  
[www.gcef.ca](http://www.gcef.ca) or scan:

