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From our director

Our work in Canada has a long history, but it was 10 years ago that we began to grow roots here. I joined as the first Executive Director in Canada; we opened our first office in Toronto and welcomed donors from around the world, whose vision and trust have nurtured our past decade of growth. Reflecting on this milestone, I am struck by three lessons:

First, we must drive impact at multiple scales. Our place-based work is vital for advancing our mission, and it has also taught us how to confront systemic barriers to large-scale conservation.

Two, conserving nature is not just about wildlife and ecosystems; it also drives economic growth and resilience. We're building the business case for Natural Climate Solutions, which can cut costs and boost profits for industry and rural communities.

And three, our approach to working in partnership remains essential in a rapidly changing world.

Thanks to your support and partnership we're ready and equipped to make a greater impact in the coming decade.

Hadley Archer
Executive Director



Ensuring that Guardians have the resources to monitor ecological changes over time is a critical part of the Great Bear Sea PFP.
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Celebrating the Great Bear Sea PFP

On June 25, 2024, 17 First Nations and the governments of Canada and British Columbia launched a Project Finance for Permanence (PFP) to support long-lasting protection for the Great Bear Sea and sustainable economic development across its communities. The historic initiative secures long-term funding to protect 3 million hectares and improve the management of 10 million hectares (25 million acres) of marine habitats—an area comparable in size to Lake Huron, Lake Erie and Lake Ontario combined.

As impressive as the numbers are on paper, what makes the Great Bear Sea PFP such a significant step towards realizing the visions of First Nations is its commitment to follow through on the water. Creating a network of marine protected areas is no small feat. Ensuring there's money to actively carry out this marine protection is an important step in stewarding the region's ecosystems and abundant marine life for present and future generations.

The Great Bear Sea PFP is not just about conservation; it's about creating sustainable marine-based economies and enhancing the well-being of coastal communities. One year later, the PFP has created new opportunities for community-led economic development, diversification and long-term funding for Indigenous Guardian programs—tangible changes that will lead to sustainable success.

What are PFPs?

Globally, PFPs are powerful tools to protect nature at the scale of entire ecosystems. They create the conditions for long-term success by finalizing multiple agreements in a single-close moment. The Great Bear Sea is among a global network of PFPs that aims to drive large-scale conservation and community well-being across 600 million hectares (1.5 billion acres) worldwide, through a partnership called Enduring Earth. Learn more about this partnership and PFPs here: enduringearth.org/about/



A Guardian from the Tlowitsis Nation takes measurements of a kelp forest, just one example of the critical role of Guardians in managing the first marine-protected-area network in Canada, in the Great Bear Sea. © Josh Neufeld

Sequoias of the sea

Stretching along the North Pacific Coast, kelp species create towering aquatic forests and lush green canopies. In addition to providing habitat to countless marine life, including sea otters and juvenile salmon, kelp provides food, improves marine nutrients and provides a foundation for livelihoods and cultural connections in coastal communities.

When First Nations noticed that the abundance of kelp in their traditional territories was declining, new questions surfaced around how best to conserve and manage these foundational species. Partnerships to manage marine ecosystems, including the Great Bear Sea PFP and the Marine Plan Partnership, are using community-based local and Indigenous knowledge to develop large-scale and standardized regional kelp monitoring across the Great Bear Sea. This long-term effort supports a deeper understanding of kelp forest dynamics and helps to inform current and future management recommendations for protected areas, kelp harvest and other marine uses.

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Your support makes a difference

Are you looking to make a tax-deductible donation? A gift to the Canada Program is an investment in both local and global innovation. You can be part of a powerful movement for change that brings Canadian leadership and expertise to the biggest challenges facing our planet.

"Like any good investor, we thought about the talent we were giving our money to. We were so impressed by the team, and we trusted that the Canada Program would put it to the best possible use."

—Arlin Hackman and Judith Wright
Legacy Club Members

Our history in Canada

Over the past 40 years, the Canada Program has helped set the stage for remarkable conservation gains across Canada—including the landmark Great Bear Rainforest agreement which protected and sustainably managed 19 million acres and the establishment of the 6.5-million-acre Thaidene Nëné Indigenous Protected Area. Along with Nature United, our Canadian affiliate, we work in partnership with Indigenous and local communities, governments and businesses to create change. We are part of an ambitious global effort to change the trajectory of our future by 2030.