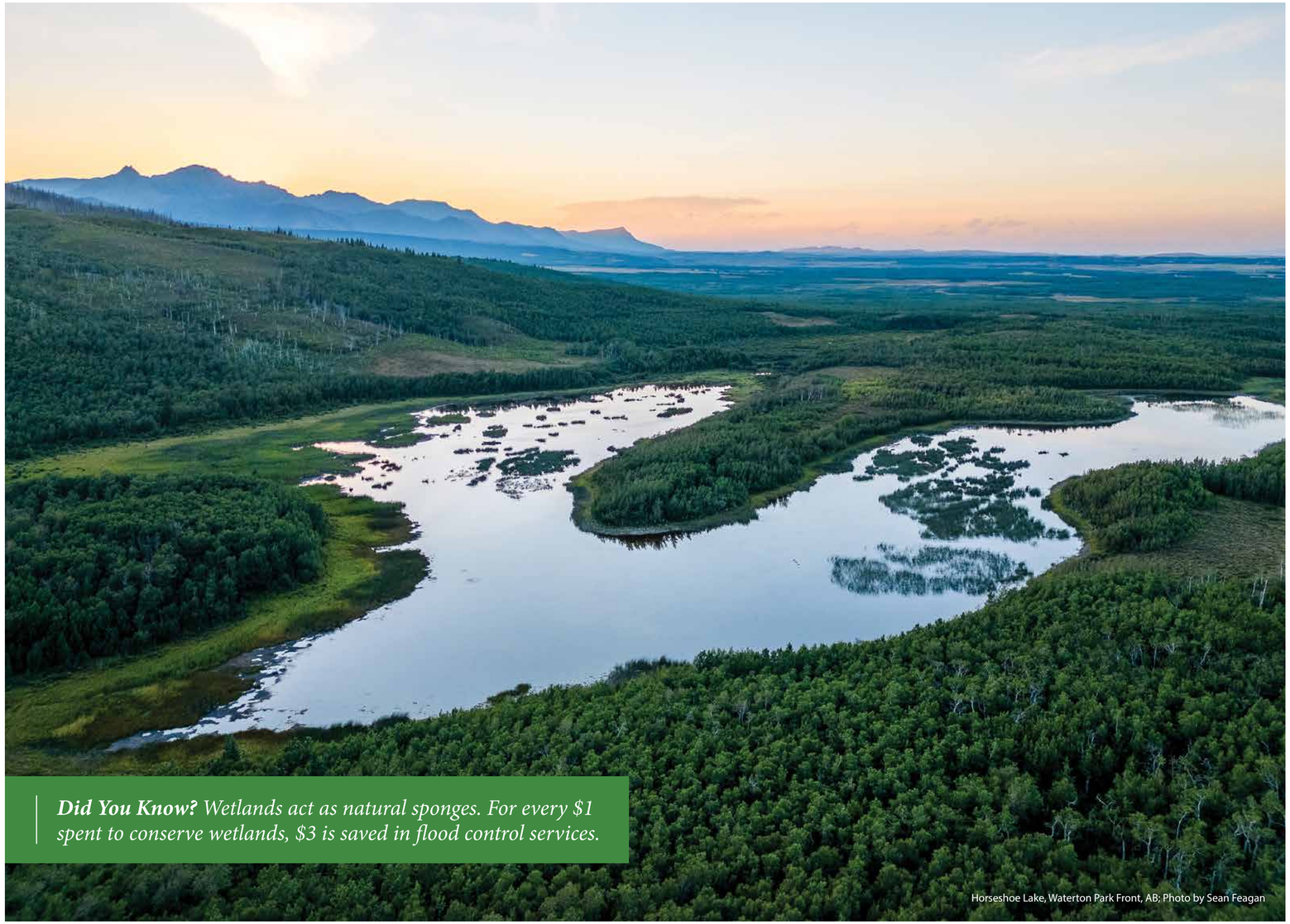


is life.

PROTECT LAND. PROTECT WATER.
YOU CAN MAKE IT POSSIBLE.

NATURE CONSERVANCY CANADA



Did You Know? *Wetlands act as natural sponges. For every $1 spent to conserve wetlands, $3 is saved in flood control services.*

Horseshoe Lake, Waterton Park Front, AB; Photo by Sean Feagan

Water is life

And it begins with land

Water is life. It's the pulsing, pumping heart of all ecosystems, and all life on Earth. It flows through every community, every ecosystem, every living being. **But what most don't see is where that begins: on the land.**

From mountain forests to coastal wetlands, the landscapes we conserve are more than scenic — they are natural water systems. These lands absorb rainfall, filter pollutants, maintain groundwater levels and shield rivers and lakes from erosion and runoff. Water is central to the life cycle of the species you love…from enchanting monarch butterflies to majestic grizzly bears. **And water is essential for your survival, too.**

Canada is among the top three nations with the largest share of accessible, renewable freshwater. We have a global responsibility to protect water, for the benefit of all life on Earth.

Together with our donors and partners, the Nature Conservancy of Canada (NCC) has helped conserve almost 20 million hectares of natural landscapes, benefiting the wetlands, lakes, rivers and coastal shorelines that hold and purify our nation's most precious resource: water. At the Nature Conservancy of Canada, our legacy is land. But our impact flows far beyond it.

Now is the time to accelerate our efforts to protect Canada's lands — and waters.

Join us in conserving more than 1 million hectares of additional nature — including wetlands, lakes, rivers and shorelines — by 2030.

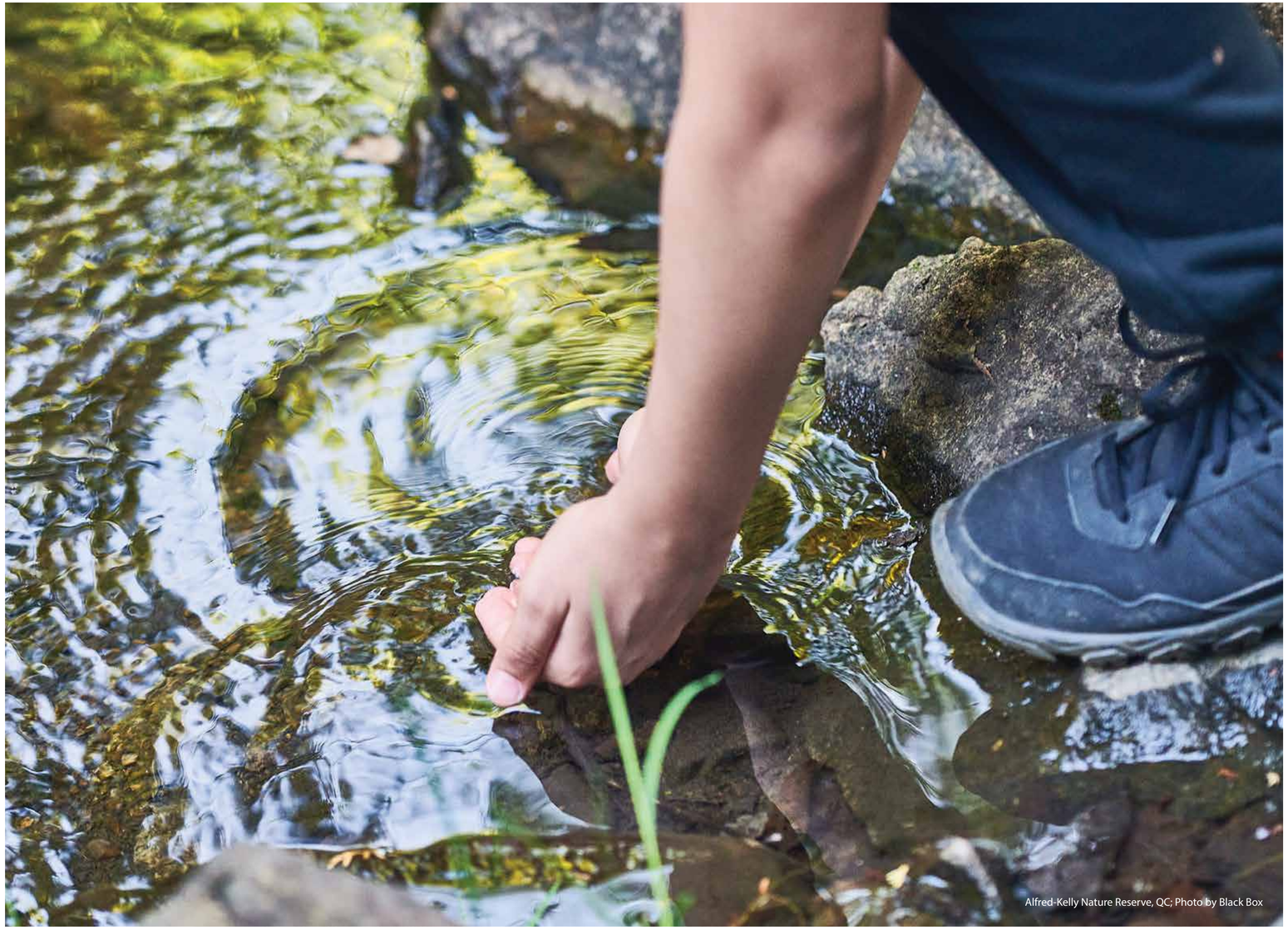
Water and you

Your life, your survival

Water is part of every moment of every day: from our most intimate to our most public. **You are water — most of your body is made of it**. You drink it, bathe in it, play in and around it. Water nourishes you. Think for a moment about your favourite river, lake or coastline: can you feel joyful memories rushing back? Feel the cool, quiet calm that spreads through your body.

When you turn on the tap at your kitchen sink, you count on it to flow. You know your local water: the taste, the smell, the feel in your mouth and on your skin. When you live and play by water, you observe and share how it ebbs and flows with your neighbours, **"water level's low this year, eh?"**

> *"I've always felt a connection to water: our national treasure. I have a new baby great-grandson, and when he is 19 I don't want him saying, 'Where was my grandfather when something could have been done to protect water?' I challenge you to approach your connection to water with curiosity. Ask yourself: where does my water come from? How does it get to me? What kinds of local wetlands are near me and what's being done to protect them? Water sovereignty is a global threat and a national responsibility."*
>
> – John McCutcheon, NCC donor



Alfred-Kelly Nature Reserve, QC; Photo by Black Box



Piping plover on beach, NS; Photo by Steve McGrath

Why water, why now?

Protecting Canada's precious resource

In your community and across Canada, the ecosystems that store and filter water are under threat. When we lose or damage natural landscapes, nature's ability to retain, regulate and filter water is weakened. This destabilizes nature's resilience, putting wildlife, communities and economies at risk.

What's at stake if we don't take action right now:

- **Species we cherish** face extinction.
- Close to 90 per cent of **Canada's drinking water** is drawn from a river or lake.
- Communities face **water quality** issues.
- One in three homes rely on **groundwater sources** for water.
- **Lives are disrupted** by damaging, dangerous and costly flooding and drought.
- **Indigenous ways of life are impacted**. Water is central to many Indigenous Peoples' identity, language and relationships. Working together to protect water and land is part of our reconciliation journey.
- Livelihoods are at risk. From agriculture to manufacturing, water is essential for **industry in Canada** to operate.

Why land?

Protect and restore the land and water will flow

Conserving land results in healthy, intact watersheds, shorelines, wetlands and all life-giving water sources. NCC cares for these lands in perpetuity and restores damaged or disturbed areas back to their natural state through actions such as restoring shorelines, controlling invasive species and planting native species.

Your support will help achieve:

- The **direct conservation** of lands at risk of alteration, at the scale and pace needed to make a difference.
- **Restoration** of shorelines, uplands and waterways, improving habitat for species, preventing erosion and runoff.
- Reducing storm damage and extreme weather through the protection of lands providing **natural flood and drought mitigation**.
- **Evolving land stewardship** to include Indigenous practices and traditional ways of protecting water, including supporting Indigenous-led conservation and relationship with the land.
- **Safeguarding Canada's drinking water** and groundwater sources, protecting our water sovereignty.



Conserving land results in healthy, intact watersheds, shorelines, wetlands and all life-giving water sources.

Clayoquot Sound, BC; Photo by Jocelyn Wood

Your investment at work

Together, we will protect, restore and care for lakes, rivers, wetlands and shorelines at the scale needed to create resilient landscapes. **NCC has hundreds of active and prospective conservation projects at any given time.** Your investment will protect 1 million hectares of additional nature across Canada by 2030.



Fraser River salmon, BC; Photo by Fernando Lessa

Freshwater: Critical protection for rivers, lakes and watersheds

Canada boasts more than 60 per cent of the world's freshwater lakes and seven per cent of the planet's renewable freshwater resources. Our fresh water is under constant threat from altered and damaged landscapes, climate change, extreme weather, pollution and invasive species.

Carey Island, British Columbia: Calm and crucial spawning and rearing habitat

More than 90 per cent of the lower Fraser River has been modified, leaving very little spawning and rearing habitat for aquatic species like salmon. **NCC is enhancing the Carey Island's fish-friendly shorelines and channels in collaboration with the Pelólxw Tribe**, which helps to amplify collective conservation initiatives throughout this crucial area.



Did You Know? *Canada is home to one third of the world's coastlines.*

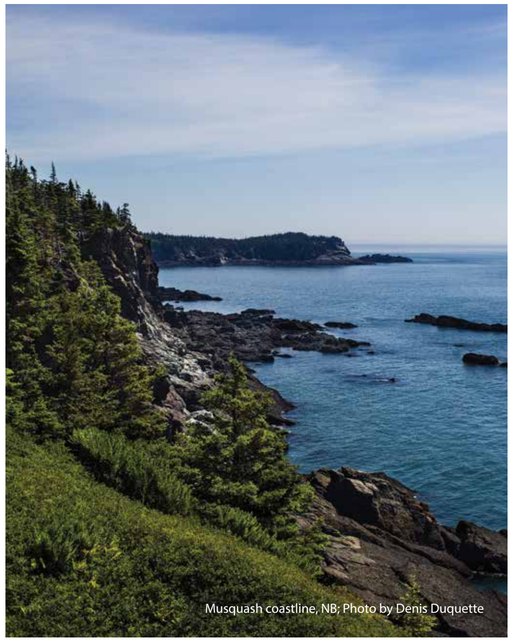
Spring paddle, Minesing Wetlands, ON; Photo by NCC

Wetlands: Safeguarding nature's filters

One quarter of the world's total wetlands are right here in Canada, covering 1.5 million square kilometres. 70 per cent of wetlands in southern Canada have been lost. Wetlands hold hidden power, serving as sponges and filters, vital for water storage and flood control.

Minesing Wetlands, Ontario: One of the largest and least disturbed wetlands in southern Ontario

A meeting place of many watercourses that flow out into Georgian Bay, the species-rich Minesing Wetlands provide flood control, water filtration, fish habitat and recreational opportunities. **NCC and our partners have protected more than 5,400 hectares — more than 83 per cent of the globally significant Minesing Wetlands**. This is the only known home in Canada of the beautiful, elusive and endangered Hine's emerald dragonfly.



Musquash coastline, NB; Photo by Denis Duquette

Coastal shoreline: Where land meets ocean

Canada is home to one third of the world's coastlines. Our coastal shorelines are under intense threat from erosion, habitat destruction, pollution and climate change. Conserving intact and healthy coastal shorelines, salt marshes, estuaries and dunes protects properties from erosion, storm surge and flooding, protects vital fish nursery habitat and ensures carbon storage.

Musquash Estuary, New Brunswick: Mudflats, salt marshes, freshwater bogs…and bobcats

At NCC's 2,300-hectare Musquash Estuary Nature Reserve, a magnificent river winds through forest and vast marshes to meet the world's highest tides. Its mud flats, salt marshes, freshwater bogs and forests all support unique plants, animals and marine life, from bobcats and harbour seals to peregrine falcons and semipalmated sandpipers. **NCC is working with partners to conserve more of the surrounding land**, for wildlife and to help keep clean the water flowing into the estuary.

Take action today

Protect land and water

Water, when protected by passionate nature champions like you, provides sustenance and abundance. **We invite you to draw inspiration from water in your philanthropy: give as generously to water as water gives to you.**

> *"Water is an essential, nourishing, flowing ingredient for all life. It may seem that Canada has an abundance of water. While that's true in many cases, it is not equitably abundant, clean or protected across the country — a situation made worse by climate change, wildfire and extreme weather events. Protecting land and water buffers our communities from extreme events. I believe that NCC — and all Canadians — have a responsibility to protect water. The people at NCC are passionate, smart, and responsible with funds. NCC is a trusted partner that does good work."*
>
> – Carolynn Beaty, Sitka Foundation, NCC donor

Your investment will help protect, restore and care for lakes, rivers, wetlands and shorelines at the scale needed to create resilient landscapes.



Harry's River, NL; Photo by Mark Tomalty



Covey Hill, QC. Photo by Mark Tomalty

Canada's conservation leader

Nature Conservancy of Canada (NCC)

Together with the caring and generous support of nature champions like you, **NCC has directly contributed to the conservation of almost 20 million hectares of nature across Canada**, including:

- 166,000 hectares of wetlands — double the size of Calgary and three times bigger than Toronto!
- 6,500 kilometres of fresh and saltwater shoreline — nearly the total length of the Trans-Canada highway!
- 61,600 kilometres of rivers and streams — longer than circling the equator!

Help protect more than 1 million hectares of additional nature — including wetlands, lakes, rivers and shorelines — by 2030.



NATURE CONSERVANCY CANADA

natureconservancy.ca/water

Charitable Registration Number: 11924 6544 RR0001