

The background of the entire page is a photograph of a polar bear and its cub walking across a vast, cracked expanse of blue ice. The ice is a deep, vibrant blue, and the cracks create a winding path across the surface. The polar bear is in the foreground, walking towards the right, and its cub is further back, also walking towards the right. The scene is set in a high-latitude environment, likely the Arctic or Antarctic.

A BETTER FUTURE FOR EVERYONE

Protect the planet with a gift in your Will

THERE IS NO CRYSTAL BALL FOR CONSERVATION

Thirty years ago we couldn't have known that by 2020 the once abundant barren-ground caribou, an iconic Canadian species, would need our protection in the face of massive herd declines. Or that so many communities would need help developing climate resiliency plans, to cope with an increasingly warm climate.

In the world of conservation we need to focus on solutions that will have the greatest impacts. It's hard to predict with certainty so far down the road which ones will need the most resources.

That's where legacy giving comes in.

A legacy gift is one that you can make by including a charitable donation in your Will or estate plan. It's designed to carry on a lifetime of activism and advocacy, even after your time on Earth is done. Legacy gifts provide WWF-Canada the flexibility and capacity to adapt to new threats.

Conservation has evolved dramatically in the past 20 years, and we expect it to transform again in the next 20, and the 20 after that. You can make sure we're always ready to join the fight by remembering WWF-Canada in your Will.



© Cameron Dueck / WWF

SAFEGUARDING CANADA’S FRESHWATER

Thanks to Mr. Hogarth’s exceptional generosity, we now know what we’d long suspected—our watersheds face significant threats. Climate change, pollution, and invasive species are degrading freshwater health from coast to coast to coast.



© Nicole Richards / WWF-Canada

From jumping into a crisp, sparkling lake first thing in the morning, to watching an osprey dive for fish on a late summer’s afternoon, Canadians enjoy vast and unique freshwater resources.

Eight years ago, we didn’t have a thorough understanding of the challenges facing our freshwater. It took a legacy gift from Edward Robert Hogarth to spark one of WWF-Canada’s most ambitious undertakings: a science-based national assessment of Canada’s 25 major watersheds.

The future looks challenging, but more importantly, it looks clearer. We can work towards much-needed transformations with open data, citizen science and our Watershed Reports.

By choosing to recognize WWF-Canada in his Will, Mr. Hogarth’s legacy has fuelled a plan for the future that is transforming how we advocate for water. A legacy gift has the power to effect change at a systemic level and quite literally change the landscape of our nation for the better.



© Andrew S. Wright / WWF-Canada

THIS IS WHAT YOU LEAVE BEHIND

My relationship with WWF-Canada goes back over two decades and is founded on two equally important ideas: hope and reason.

Science and escalating environmental disasters warn us of the havoc we are wreaking on our environment. But I have hope because I know there are talented, intelligent people at WWF-Canada with the capacity to reverse this damage if we give them the resources they need.

That’s where reason comes in. I need to be confident that the people I leave my money to are

focused and fiscally responsible. I trust WWF-Canada to be the steward of my legacy, which is why I’ve told them of the gift I will be leaving in my Will.

Giving through my Will ensures that my values and gratitude can extend beyond my own lifetime.

I’ve had the good fortune to hike, cycle and canoe through some of the most awe-inspiring areas of our country, all of which WWF-Canada is dedicated to protecting for generations to come.

- Darlene Varaleau, member of WWF-Canada’s Legacy Circle



PHOTO OF DARLENE TAKEN IN NAHANNI NATIONAL PARK RESERVE, NWT

THE BIGGEST THING FOR ME IS GRATITUDE

Growing up in a small farming community, I was always surrounded by wildlife. I remember deer, other woodland animals, and migratory geese and ducks that thrived near our family home. It's where I first felt connected to nature.

As a rural nurse working primarily in Indigenous communities, I've carried that connection with me everywhere I go. I feel the same privilege in knowing the land around me as I do in bearing witness to some of the most pivotal moments of life — births and deaths and everything in between.

I was given the gift of a good upbringing and have the privilege of good health. As I look toward the future, it's important to me that I give back in some way. It gives me peace to include WWF-Canada in my Will.

- Priscilla Lockwood, member of WWF-Canada's Legacy Circle



PHOTO OF PRISCILLA TAKEN AT WESTWOOD LAKE TRAIL, NANAIMO, B.C.

A TRANSFORMATIVE LEGACY IN THE ARCTIC



VICTORIA TAGORNAK, MANAGER, POLAR BEAR PATROL PROGRAM
IN WHALE COVE, NUNAVUT

Jennifer Headley’s life was tragically cut short in a helicopter crash while the young Canadian conservationist was working abroad in Nepal. Today, her passion for wildlife conservation and education lives on through the Apprenticeship Program for Polar Bear Management in Nunavut.

Choosing to honour their daughter’s memory by raising funds from family and friends to add to a gift in her Will, Jennifer’s parents established the Polar Bear Apprenticeship Program with WWF-Canada.

As the changing climate reduces sea ice and forces more bears to remain on land to find food, they are frequently drawn into human-inhabited northern communities. The Apprenticeship Program for Polar Bear Management gives young people the chance to provide administrative and research support to the Polar Bear Patrol program, which helps prevent potentially dangerous interactions so that both polar bears and humans remain safe. The patrol program was such a success in one community that it has since been taken over by the territorial government.

Jennifer’s memorial funds are now being used to support a young staffer in developing her environmental reporting abilities. In this way, legacy gifts leave room for growth and adaptability as context and circumstances change.

Jennifer Headley’s memory will live on through the young people her funding continues to support and engage. While her life ended far too soon, her legacy will endure for generations to come through WWF-Canada.



COLLECTIVE ACTION MAKES A DIFFERENCE

I grew up spending my summers at the camp my father founded. He insisted we learn about our environment — the trees, insects, and other animals that surrounded us. Those were my foundational years, and they left a strong impression on me.

It’s sad to go back to camp now in some ways. The whip-poor-wills are gone. Spotted turtles are endangered. Pike have disappeared. These changes are really quite sobering. Supporting WWF-Canada makes me feel like I’m doing everything I can to help.

We raised our kids in the country with lots of space to explore, and in many ways, I feel that leaving a legacy gift for WWF-Canada is a chance to pass my tradition of philanthropy on to them. I hope my children and grandchildren will be inspired by the family connection to nature that started with my own father. And, I hope WWF-Canada will continue to thrive beyond my years.

- Ross Hodgetts, member of
WWF-Canada’s Legacy Circle

BUILDING A FUTURE WHERE PEOPLE AND NATURE THRIVE

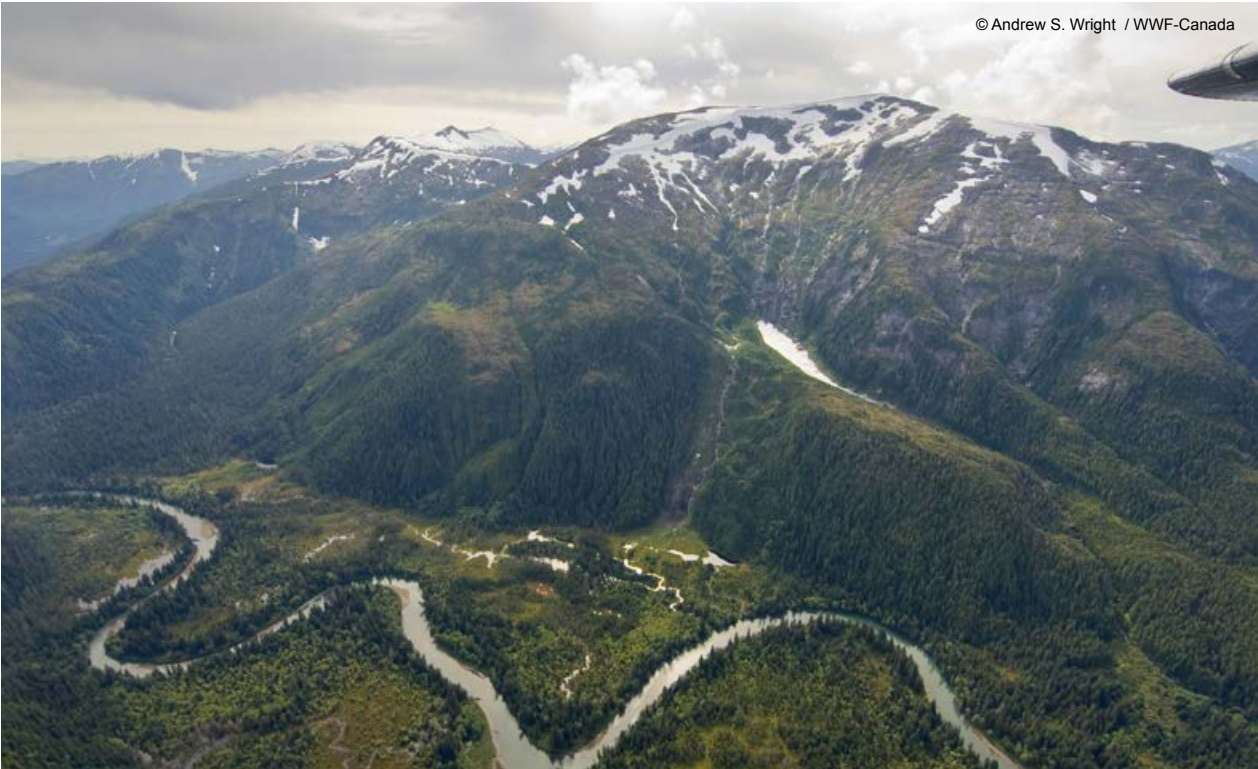


As the grateful steward of your legacy, WWF-Canada will honour your dedication to wildlife and your wishes for how your gifts are used.

Your Will is an opportunity to write your story, and the story of our natural world, long past your time on Earth. It’s a testimony to your values, your passions, and your vision. If you believe in the importance of keeping the wonder of nature alive for generations to come, a gift in your Will to WWF-Canada could be the right choice for you.

Anyone can make a Will. No matter your age or income, it’s important to document your wishes for the future. Whether it’s giving a percentage of your estate or a fixed amount for charity, or choosing WWF-Canada as a beneficiary of your life insurance policy, RRSP, RRIF, or TFSA, there are many surprisingly easy opportunities to create a legacy of transformation that will resonate far beyond your lifetime.

After providing for your loved ones, you may be amazed by just how much of a difference you can make through your estate. It will likely be the most significant gift you will ever make. You can speak with your legal or financial advisor, or contact us directly to learn more about including WWF-Canada in your plans for the future.



WHAT NEXT?

If you have already chosen to include WWF-Canada in your estate plans, please accept our sincere thanks. We would love to hear from you and welcome you as a member of our Legacy Circle — a special group of heroes who have made their commitment to wildlife part of their life story.

CONNECT WITH US

Meet Maya Ahmad, who calls nature “her happy place.” She first connected with WWF-Canada as a child, curled up beside her mother to read the WWF-Canada newsletter.

As WWF-Canada’s go-to person for legacy giving, Maya would be honoured to speak with you further about your giving plans for the future. A donor herself, she has chosen to remember WWF-Canada through a gift of life insurance. Maya is happy to answer your questions and share her own story. You can reach her at 416-484-7737, or toll-free at 1-800-267-2632 or by email at mahmad@wwfcanada.org



PHOTO OF MAYA AHMAD IN COLD CREEK CONSERVATION AREA, NOBLETON, ON

**“TAKE A MOMENT AND REFLECT ON THE
PIVOTAL EXPERIENCES IN YOUR OWN LIFE THAT
LED YOU TO SUPPORT THE CONSERVATION OF
OUR NATURAL HERITAGE.**

**WHATEVER MOMENTS YOU FIND IN YOUR HEART,
I HOPE YOU WILL CONSIDER JOINING ME IN
HONOURING AND PROTECTING WILDLIFE IN CANADA
BY USING YOUR WILL AS A TOOL TO ENSURE THAT
NATURE EVERYWHERE REMAINS INTACT.”**

**-MONTE HUMMEL, O.C.
PRESIDENT EMERITUS AND CHAIR, LEGACY GIVING**



**Working to sustain the natural
world for the benefit of people
and wildlife.**

legacy.wwf.ca

This information is not intended as a substitute for legal, accounting or other professional advice. We recommend you seek independent professional advice from your lawyer or financial advisor as you consider your charitable giving plans.

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