



Photo: Pamela Creighton Ketch

BTC named as a top Canadian Environmental Charity

A comprehensive new study examines the Canadian environmental charitable landscape and provides detailed comparisons of charities large and small. It also sheds light on why these environmental charities are of critical importance. The report reveals that, “Canada as a whole lags behind other countries in key areas. Only 12% of Canada’s land surface is protected, ranking 16th out of 30 OECD countries. In comparison, the United States protects 24% of its land.”

The report reviews the work of 32 charities across Canada, and names seven “Top Pick” organizations: Bruce Trail Conservancy, Canadian Parks and Wilderness Society, Ecotrust Canada, Nature Canada, Nature Conservancy of Canada, Wildlife Conservation Society Canada and Wildlife Preservation Canada.

The report hopes to serve as a compass for donors. “Canadians are inundated by charities asking for money. It’s time consuming and often difficult to look beyond the heart-tugging photos and stories, to get the facts about what charities actually do,” said Kate Bahen, Managing Director, Charity Intelligence. “CI’s environmental report provides an independent analysis on the state of Canada’s most pressing environmental issues and identifies the charities that are working most effectively to make a difference. It challenges Canadians to look beyond the surface, get the facts about what charities do, how they spend donor money, and the results they achieve.”

The Bruce Trail Conservancy (BTC) has been in existence for over 50 years. Its mission is to create a conservation corridor along the Niagara Escarpment, a UNESCO World Biosphere Reserve. BTC Executive Director Beth Gilhespy

adds, “We strongly endorse the findings of Charity Intelligence’s report and are pleased to be included alongside top national charities. At the BTC we are committed to preserving and conserving the Niagara Escarpment for this generation and the ones that follow. Our organization is lean and our accomplishments are a result of the continued commitment of our 1,300 volunteers, 8,800 members and thousands of donors. We are a success because each year our donors and supporters enable us to secure more land and collectively move our conservation mission forward.” •

BRUCE TRAIL CONSERVANCY SUCCESSES	
Number of members	~8,800
Number of volunteers	~1,300
Number of visits to the Trail	~400,000 visits/year by foot, cross-country ski & snowshoe
Amount of Bruce Trail secure and safe from development	50.7%
Area of land protected and stewarded by the BTC	8,416 acres (3,406 ha)