



Nature NB

ANNUAL REPORT

2017



***“ One touch of nature makes
the whole world kin ”***
- William Shakespeare

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Welcome

Introduction from the Executive Director

Dear Members and Supporters,

On behalf of Nature NB, I would like to personally thank you for your continued support of Nature NB's programs. This year was another busy year for us as we set out to find out how you, New Brunswick nature lovers, connect with nature.

Thanks to Canada 150 funding, Nature NB was able to identify and visit five amazing natural places and showcase their unique biodiversity. We hope you continue sharing the places you love with us. We look forward to discovering more natural hidden gems. Our nature and conservation programs continue to grow and our outreach efforts allowed us to connect with over 5000 individuals. We also saw the birth of three new nature clubs in Hampton, Salisbury and Jacquet River.



Vanessa Roy-McDougall
Executive Director

In 2017, we continued telling our story through traditional and social media and renewed our commitment to better connect with our current and past supporters and local clubs.

We hope you enjoy reading about the important work that our dedicated staff and board members are doing and are confident in our commitment to being a fresh voice for nature in New Brunswick.

"I am very impressed with the programs that involve "ordinary citizens" like us to help in protecting, preserving and maintaining our wild places in NB, and in conserving our wildlife as well. Kudos on you, Nature NB!"
-Raymonde Savoie



About Nature NB

We are a non-profit, charitable organization whose mission is to celebrate, conserve and protect New Brunswick's natural heritage, through education, networking and collaboration. Founded in 1972 as the New Brunswick Federation of Naturalists, the organization is presently comprised of a dozen naturalist clubs and hundreds of members across the province.

In addition to encouraging a better understanding of the natural environment and awakening concern for our province's natural heritage, Nature NB recognizes the importance of actions to preserve and maintain that natural heritage. We achieve both through various programs for youth and adults, and through the development of educational materials.

Our Mission

Nature NB is a non-profit, charitable organization whose mission is to celebrate, conserve and protect New Brunswick's natural heritage through education, networking and collaboration.

2017 Highlights



Nature NB

We started working with other like-minded organizations to encourage the provincial government to increase the number of Protected Natural Areas in New Brunswick.

We welcomed a new Communications Coordinator, Paige, and an Executive Assistant, Breanna, allowing us to increase our visibility and efficiency.



You helped us celebrate nature by nominating your favourite nature spaces in our #MyNatureNB contest. We hosted special events at Pabineau Falls, Lepreau Falls, Cormier Village Ecopark, Eel River Bar, and Grand Lake, to showcase these special natural places to all New Brunswickers.

Over 220 nature lovers joined us at the Festival of Nature for a weekend exploring Kouchibouguac National Park and beyond!



We were happy to expand our nature club network to include clubs in Hampton, Salisbury, and Jacquet River.



Families, naturalists, and scientists joined together to discover the diversity of species during bioblitzes in the Daly Point Nature Reserve and the Shippee Nature Reserve.



Our NatureKids clubs across the province enjoyed "A Day in the Life of a Scientist". Kids worked alongside conservation scientists, who brought their scientific tools for kids to learn about and try!



We published a special edition of our NB Naturalist on climate change. It included articles and research from leading scientists in the field.



Nature NB worked with our partners to establish the Maritime Natural Infrastructure Collaborative. The MNIC is a collective group of various organizations exploring how natural areas can help our communities remain safe and healthy in the face of a changing climate, with a focus on reducing flood risks.



We continued to monitor beaches in the Acadian Peninsula where Piping Plovers build their nests, and we educated the community about conserving plovers and other species at risk.



Board of Directors



↑
2017 Board of Directors
(L-R) Roger LeBlanc, Janet Doucet, Mike Lushington, Paul Mansz, Joel Butler, Paula Noel, Nicolas Lecomte, Don MacPhail, Sabine Dietz, Tony Diamond, and Holly Frazer.

Staff

↓ (L-R) Vanessa Roy-McDougall, Lewnanny Richardson, Melissa Fulton, Emma McIntyre, Adam Cheeseman, and Paige LeClair.

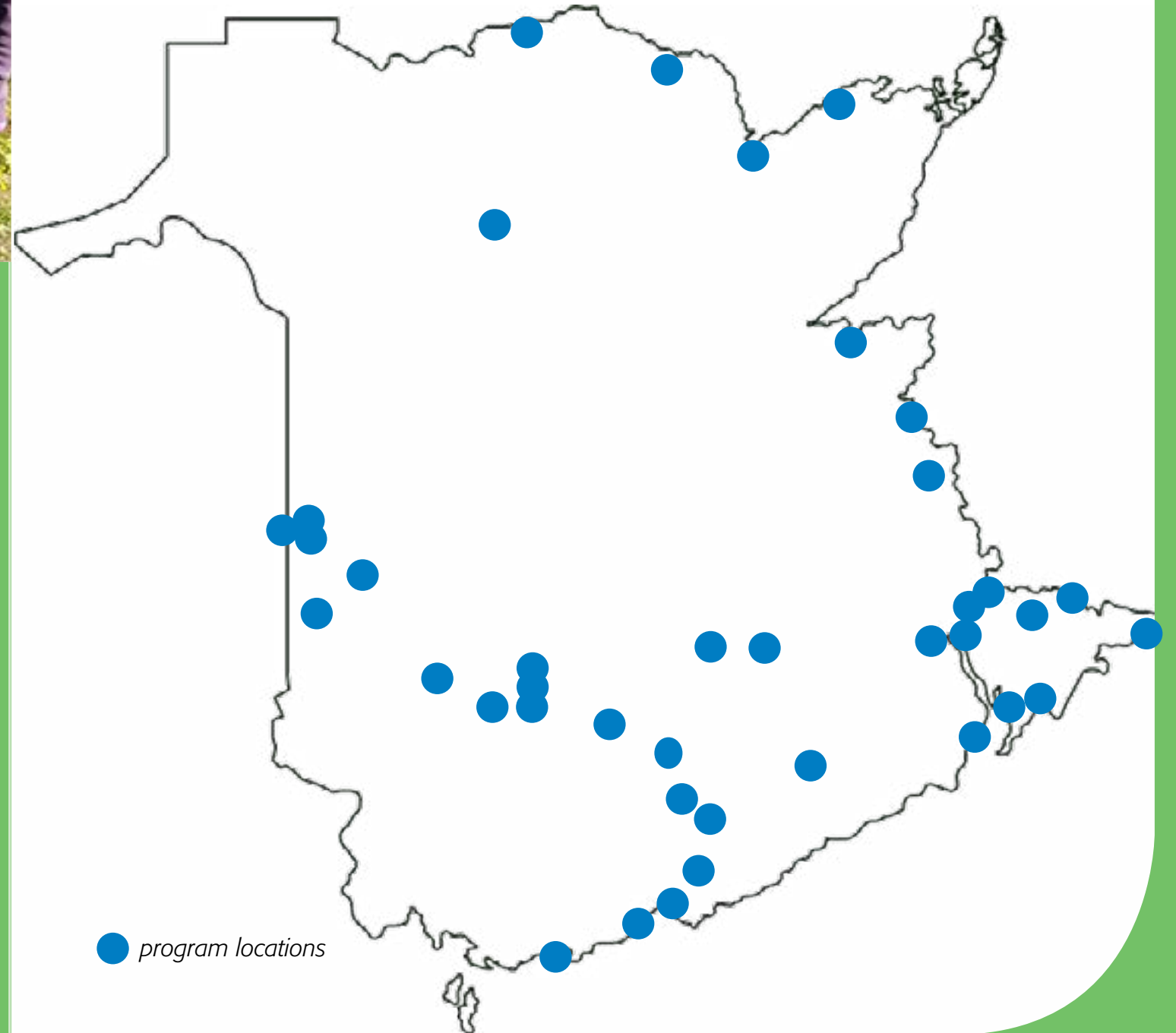


Program Outreach

222 programs

41 locations

174 English
31 French
48 Bilingual



Educate

- Citizen Science -

We guided children in schoolyard bird counts across the province, engaging children directly in the study of bird populations. Citizen science initiatives are important not only for data collection, but for offering children the opportunity to become involved in tangible conservation efforts and to learn about local biodiversity first-hand. When we teach children about nature, we raise a new generation of stewards who will protect our flora and fauna and share what they've learned with others.



1830
students
engaged

83
programs
to schools

- Bringing Kids to Unique Habitats -

We brought students from urban schools on special field trips to Cape Jourimain, a National Wildlife Area. Students were excited to leave their schoolyards and learn about nature in the field. Children observed birds through binoculars, discovered marine life with a seine net, and explored the marsh, forest, and coastal habitats. The more we bring children out in nature, the more they can connect with it and care about its conservation and protection.



- NatureKids Clubs -

Our NatureKids clubs across the province explored nature in all four seasons. Among other activities, children made birdfeeders, listened to flowing tree sap with stethoscopes, went on an insect safari, and learned about river legends from a Mi'gmaq elder.



8
nature kids
clubs

36
nature kids
adventures

- Nature Guides for Kids -

We expanded our series of nature guides for kids to help children learn about the plants and animals living in their own backyards. Our series started with birds and frogs and now includes butterflies and trees. Collect all four!



2790
community
members
engaged

103
community
programs



- Protecting Migratory Birds -

In collaboration with our friends at the Saint John Naturalists' Club, we've been educating New Brunswickers about migratory birds, their importance, and how we can help conserve them. An important migration fly-way passes through New Brunswick and it is our responsibility to ensure our migratory birds are protected.

- Conservation Workshops -

New Brunswickers learned how to provide healthy habitat for our threatened bees and birds. Nature lovers built bird nesting boxes and bee houses and pledged to create wildlife-friendly spaces in their own backyards. Offering these sanctuaries to wildlife is important in our increasingly urban landscape.



Conserve

- Species at Risk -

The Nature NB species at risk program has once again had a successful year of coastal habitat and species at risk protection. In 2017 we continued our protection program in the Acadian Peninsula, with 42 pairs of Piping Plovers present on 16 beaches, from Neguac to Miscou.

We have monitored 53 banded plovers. They were followed throughout the season as part of a banding study.



- Staff and volunteers -

We hired four coastal protectors who are stewards of more than 30 beaches in the Acadian Peninsula. Their task was to protect the endangered Piping Plover, survey the habitat regularly through the breeding seasons, participate in the Piping Plover banding study, help with hands-on workshops and remove garbage from the coastal habitat.

Our volunteers also help a lot in our program and thanks to them for their support.



- Trash on the coastal habitat -

We removed 1,132 pounds of trash representing 65 big commercial garbage bags. Fifteen beaches, covering 22 kilometres, benefitted from that activity.



- Climate Change Adaptation -

The climate in the Maritime region is changing. We are experiencing more intense, severe weather events, changes in temperature and precipitation patterns, and other impacts that are affecting our health and well-being. As a result, new and innovative solutions are needed to help our communities remain healthy and resilient. Since 2016, Nature NB and our many partners have been exploring how natural areas can help reduce these impacts, with a particular focus on flooding. Natural areas like wetlands and forests can help reduce flood risks by storing and slowing down water during major storm events.

In 2017, Nature NB and our partners launched the Maritime Natural Infrastructure Collaborative, a diverse group of organizations from across the Maritime provinces. Our goal is to ensure that nature's benefits can be incorporated into decisions about how our land is used and managed. Specifically, we are developing tools, providing education, and building capacity to ensure our communities can work with nature to reduce the growing financial, human health, and environmental burden of flooding and climate change in our region.



- Important Bird Areas -

IBAs are scientifically designated areas that are of critical importance to bird species. These areas, such as the Quoddy Region pictured here, provide habitat as well as breeding and feeding grounds for various migratory and non-migratory bird species. There are roughly 600 IBAs in Canada, and over 20 in New Brunswick. Nature NB relies on volunteers, known as Caretakers, to help us monitor and report on the status of these important sites.

Throughout 2017, Nature NB has been working to strengthen our Caretaker Network within IBAs along the Bay of Fundy coast. With support from our conservation partners, Nature NB has been successful in developing new volunteer engagement strategies, recruiting Caretakers, and identifying solutions to local threats in these key areas. Nature NB looks forward to continuing the development of our Caretaker program to ensure we are active in each IBA around the province.

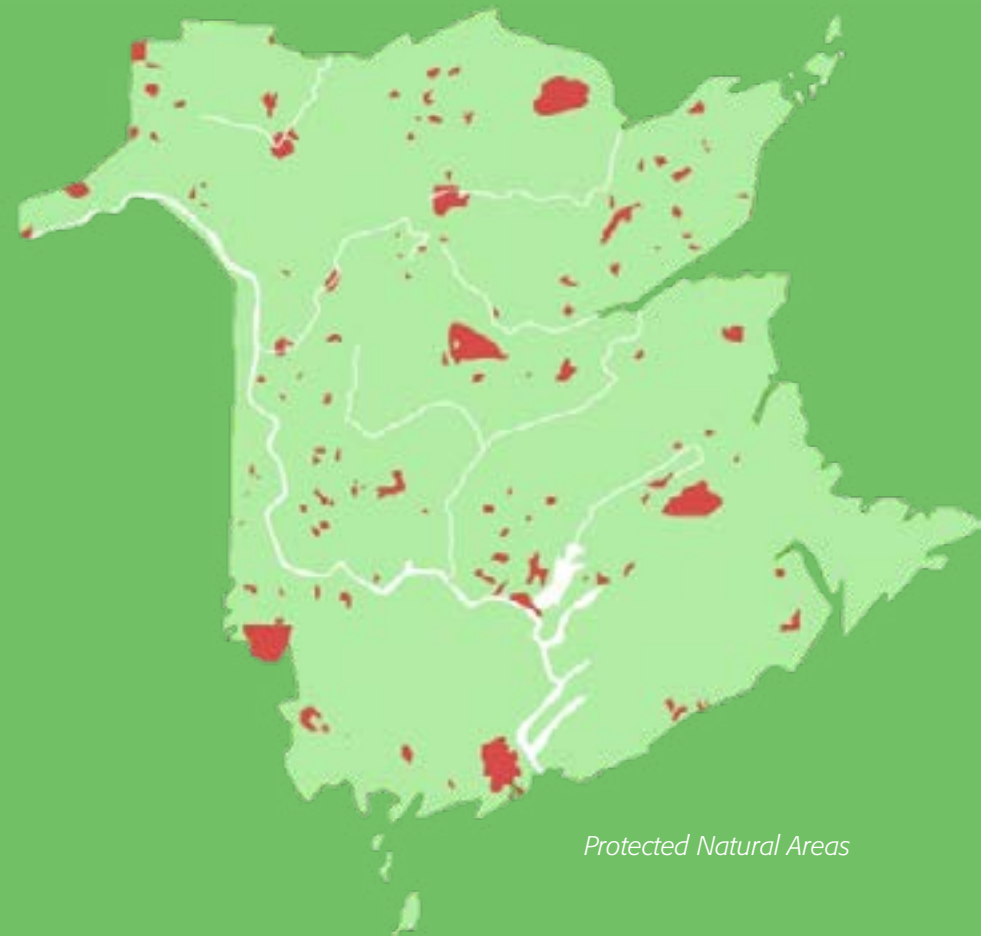


Protect

Nature NB's mandate focuses heavily on education. While our commitment to education is largely through our nature clubs, programs and outreach, we also educate by working closely with government, industry and other like-minded organizations. In 2017, our Executive Director and Board have taken an active role in advocating for increasing terrestrial and marine protected natural areas, continuing to ask the provincial government to review and update our outdated Crown Lands and Forests Act, participating in the Climate Change Secretariat's development of a Climate Change action plan, acting as an intervenor in National Energy Board's public hearing process for the Energy East and Eastern Mainline Pipeline Projects and working toward increasing protection of migratory birds.

We also advocate for nature through our long-running publication The NB Naturalist. Our special climate change edition drew on our extensive network of scientists and naturalists who contributed articles on the effects of climate change on biodiversity. We distributed this publication to New Brunswickers across the province as well as to government and industry officials in an effort to make this type of research more readily available to decision makers and the public.

In 2018 we intend to make nature advocacy a regular part of our narrative so that our members and supporters can join us in being a voice for nature in New Brunswick.

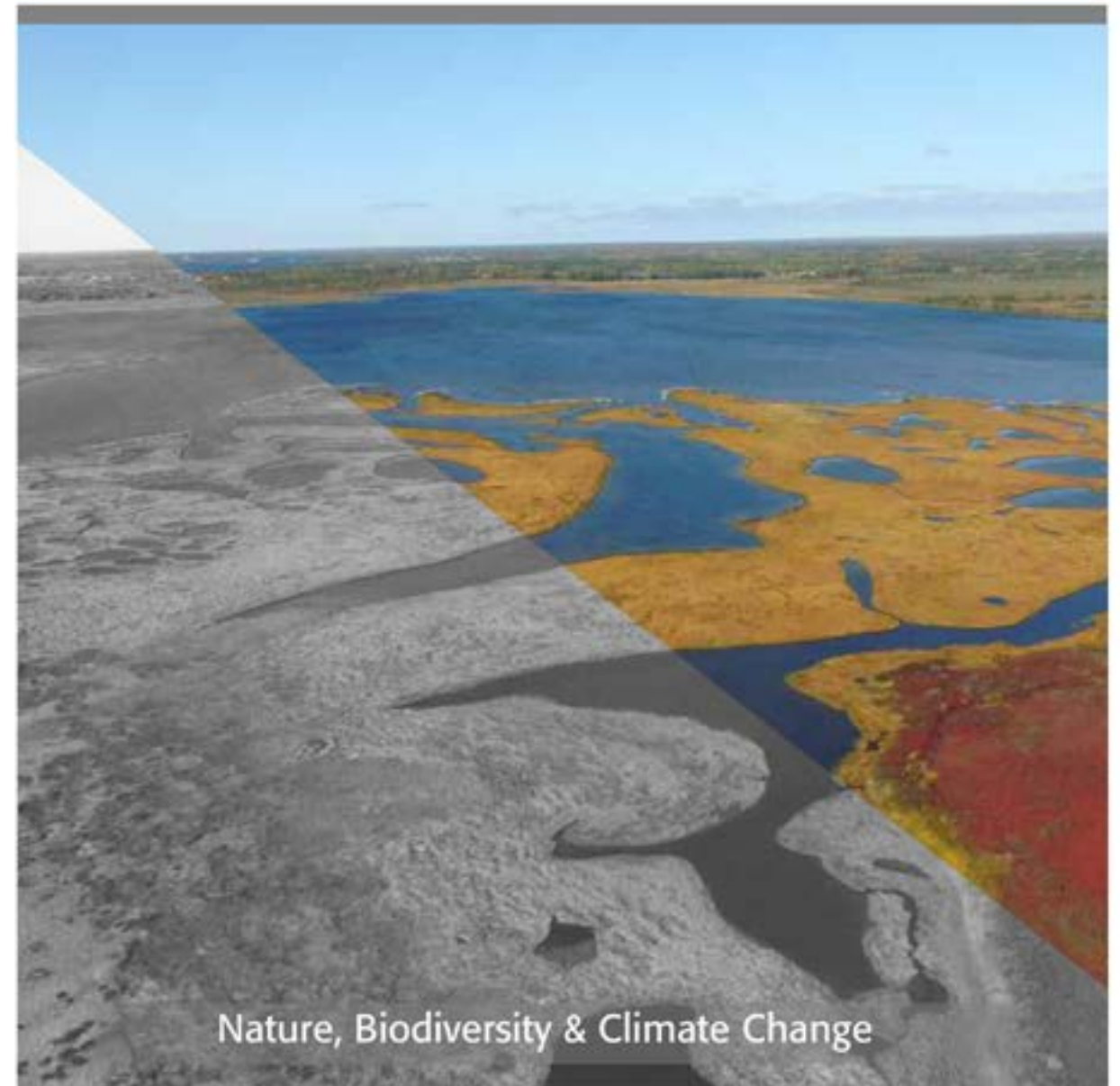


Protected Natural Areas



Naturaliste du **NB** Naturalist

Vol. 44 No.3 2017



Nature, Biodiversity & Climate Change

Birds in a Warming World • Fish in Hot Water • Think Globally, Conserve Locally
Une version française est aussi disponible (www.naturenb.ca)

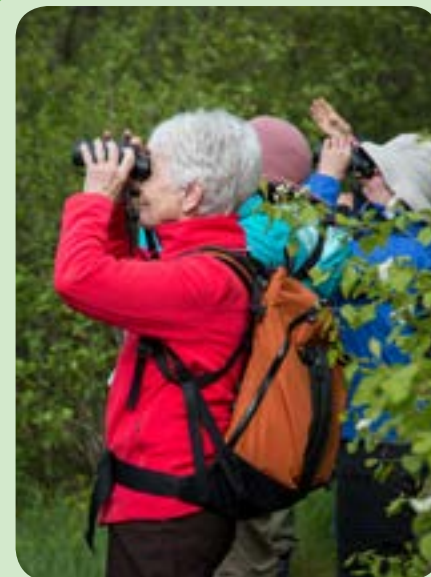
#MyNatureNB Photo and Storytelling Contest

Our mission through the #MyNatureNB Photo and Storytelling contest was to encourage New Brunswickers to explore the outdoors and submit a location where they connect with nature the most. It didn't have to be a well-known location, but rather a special place in someone's heart. The contest ran from June 1st to June 30th 2017. We received over 300 entries from all over the province, and the hashtag is still going strong with over 700 posts on social media.

It was a hard choice, but from our great selection committee (Jim Wilson and Selma Zaiane), we were able to narrow down our finalists from each region of New Brunswick.

In September we started our public visits to the location of each of the finalists, offering outings, presentations, a BBQ and other fun activities for all ages. It was an opportunity to encourage community involvement and learn something new about the locations.

The public voted for their favourite entry, and after a tight race, the winning entry was Eel River Bar, nominated by Anne Legacy!



In 2017, we celebrated New Brunswick's natural heritage in Kouchibougauc National Park during the annual Festival of Nature. We spent the weekend exploring this part of the province with over 200 participants! With over 40 unique fieldtrips, workshops and presentations, it was a wonderful opportunity to showcase our beautiful province to experienced and beginner naturalists and nature lovers.

Jim Wilson led a great full-day birding excursion, exploring the trails of Kouchibougauc National Park. Park staff led a voyager canoe trip sharing their knowledge about Acadian and Mi'gmaq cultures and the Royal Astronomical Society of Canada held a night sky observation in the park campground.

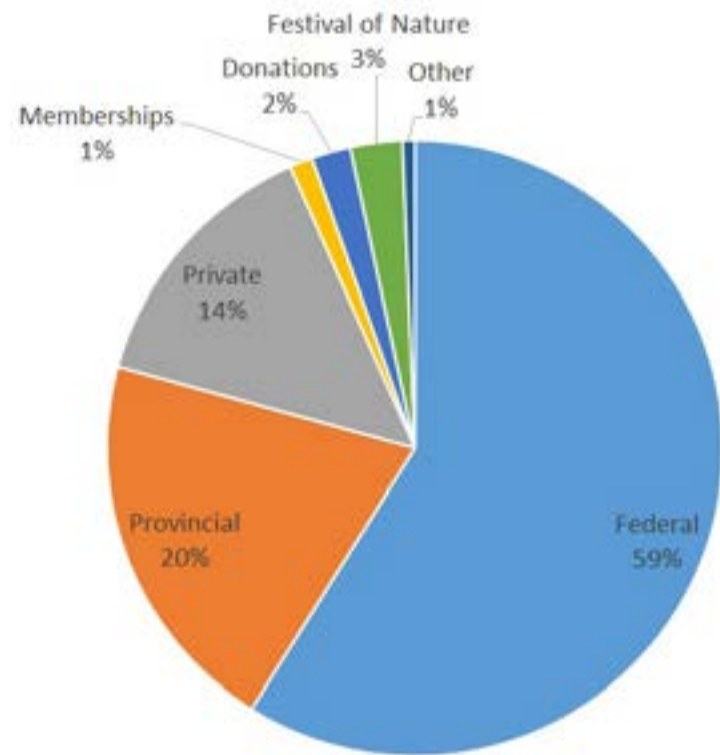
Because of the efforts of all volunteers, staff and collaboration with NB Parks, the Festival of Nature raised \$5,000 for Nature NB programming.

We are excited for our 2018 Festival of Nature in Bathurst, NB June 1-3, 2018.



Financials

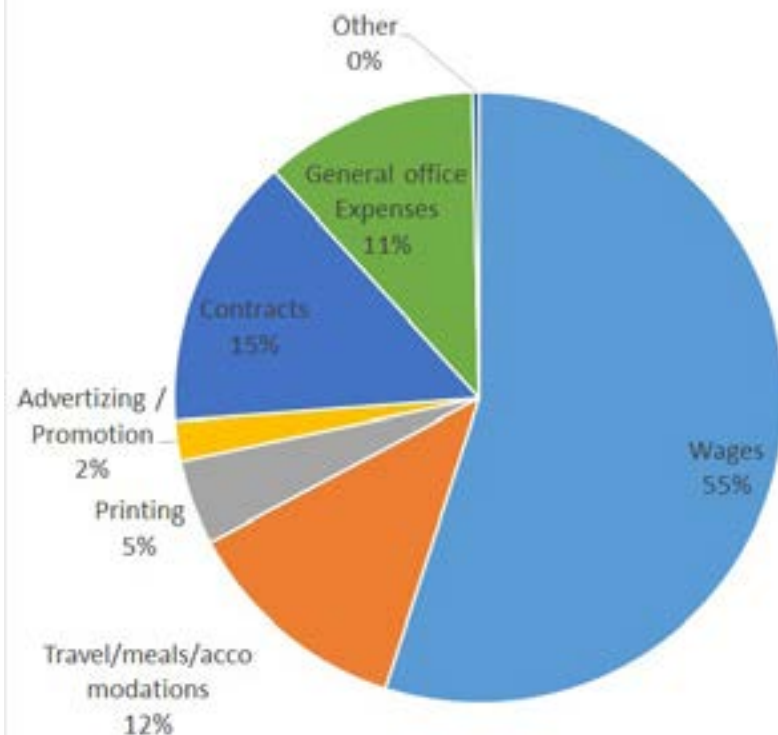
Sources of Revenue



Highlights

- Donations doubled
- Federal Grants increased (e.g. Canada 150)
- Payroll increased with 2 new positions: communications coordinator and executive assistant
- Printing costs increased with 2 special NB Naturalist issues: Canada 150 and Climate Change
- Advertising costs increased (promotion of our #MyNatureNB campaign)

Expenses



Staffing is our largest investment, because our people are the heart of our programs. Our knowledgeable staff is the reason we've been able to increase our reach throughout the province and continue to grow and nurture the organization as a leader in nature education and conservation.

2017 Balance Sheet

ASSET

Current Assets

York Credit Union Shares Non Profit	5.00
York Credit Union (Reserve)	55,495.09
York Credit Union (Operations)	-6,800.36
Omista Savings	5,972.76
tepay clearing	0.00
Investment Bond Beater	74,302.05
GIC One Year	<u>24,356.91</u>
Total Cash	153,411.45
Accounts Receivable	70,962.67
HST 50% Rebate Receivable	<u>14,216.54</u>
Total Receivable	85,179.21
Prepaid Expenses	1,906.01
Computers and Office Equipment	3,071.51
Computers & Office Equip-acc amort	<u>-844.66</u>
Total Computers and office Equip	2,226.85
Total Current Assets	<u>242,803.52</u>

TOTAL ASSET

242,803.52

LIABILITY

Current Liabilities

Accounts Payable	29,282.28
Salaries Payable	0.00
EI Payable	0.00
CPP Payable	0.00
Federal Income Tax Payable	<u>0.00</u>
Total Receiver General	0.00
WCB Payable	4.79
HST Paid on Purchases	0.00
Prepaid membership	0.00
Deferred Revenue	<u>52,693.81</u>
Total Current liabilities	<u>81,980.88</u>

TOTAL LIABILITY

81,980.88

EQUITY

Retained Earnings

Retained Earnings - Previous Year	172,476.29
Current Earnings	<u>-11,653.65</u>
Total Retained Earnings	<u>160,822.64</u>

TOTAL EQUITY

160,822.64

LIABILITIES AND EQUITY

242,803.52

Thank you to our funding partners:

Bird Studies Canada
Canadian Heritage / Canada 150
Canada Summer Jobs
Canadian Wildlife Federation
Environment Canada
Gosling Foundation
Mountain Equipment Coop
National Energy Board
Natural Sciences and Engineering Research Council
Nature Canada
NB Environmental Trust Fund
NB Post-Secondary Education, Training and Labour
NB Tourism, Heritage & Culture
NB Wildlife Trust Fund
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Young Canada Works



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