



Annual Report 2019

CELEBRATE • CONSERVE • PROTECT

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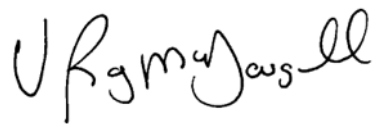
Letter from the Executive Director

Dear Nature Lovers,

2019 was year of growth and action for Nature NB and our community. In a time when we often feel powerless to all the challenges that our natural heritage faces on a daily basis, we can find strength and pride in the knowledge that our efforts to increase protected areas in New Brunswick have been successful in 2019. Thanks to our collective voices, the province of New Brunswick announced its commitment to increasing protected natural areas to at least 10% (up from 4.9%). Nature NB will continue to advocate for more permanent protection as we work with all stakeholders and rights holders toward the national goal of 17% of protected areas. While this process takes time, I am confident that the Nature NB community will continue keeping us and our conservation partners accountable by participating in our stewardship activities, citizen science initiatives and being our eyes and ears on the ground.

As a community we are stronger than ever, and I thank each one of you for lending your voice to help protect the nature we love.

Sincerely,



Vanessa Roy-McDougall
Executive Director



About Nature NB

Our province has a rich natural heritage and we want to share that with all New Brunswickers. We engage and teach people of all ages, from all corners of the province, in both official languages.

When people feel a connection to nature, they work to protect it for themselves and for future generations to discover and enjoy.

Through education, networking, and collaboration, we advocate in favour of biodiversity, ecologically sustainable development, conservation, and protection, and a general awareness of the natural world around us. We consult with industry and governmental decision makers when their policies and practices threaten our natural heritage. With an appreciation and respect for nature, we can take better actions for a more sustainable future. ♦

Our Board of Directors

Roland Chiasson

Co-President

Paul Mansz

Co-President

Mike Lushington

Past President

Joel Butler

Secretary

Matt Killick

Treasurer

Janet Doucet

Irène Doucet

Holly Frazer

Donald MacPhail

Directors

Our Staff

Vanessa Roy-McDougall

Executive Director

Melissa Fulton

Director of Operations

Lewnanny Richardson

Species at Risk Program Director

Emma McIntyre

Director of Engagement

Adam Cheeseman

Director of Conservation

Kaely Scott

Executive Assistant

Alysha McGrattan

Education Coordinator

Becca Sharp

Conservation Assistant

Jenna Knorr

Engagement Assistant



Department Highlights

Engagement

100 Debates on the Environment

We hosted an all-candidates debate in Fredericton ahead of the 2019 Federal Election, with support from UNB Sustainability, UNB Faculty of Arts, UNB Forestry and Environmental Management, and the Conservation Council of New Brunswick. Nature NB's members and supporters shared their questions with us, which we asked of the candidates during the debate. Over 200 people attended, and the event was livestreamed on our Facebook page.

BONCOP

We joined the Better Organizations for Nature Community of Practice (BONCOP). This collaborative group brings together environmental organizations across Canada who are working to enhance their effectiveness by building stronger relationships with their supporters.

Make Room for Nature

We joined a national coalition of environmental organizations petitioning the federal government to Make Room for Nature and take action to protect 25% of Canada's natural areas by 2025.

Species at Risk

Engaging with the Commercial Fishing Community

In 2019, we met with fishermen in Pigeon Hill to hear their concerns and also to initiate a conversation about Nature NB and how we can assist them in adopting more sustainable practices. The talks went well, and some fisherman even expressed that they wished that we had reached out to them sooner! This has started great conversations about how we can work

together across sectors to protect our coastline, and already, the industry has been participating in lobster trap clean-up initiatives.

Piping Plover Conservation

Joined by his summer students, Lewnanny surveyed 200km of coastline on the Acadian Peninsula where he identified over 40 nesting pairs of Piping Plovers. Lewnanny also participated in North Atlantic Right Whale necropsies in the area to ensure that whale burials would not affect nesting areas.

Administration and Operations

Welcome to New Staff

In 2019, Nature NB welcomed many new staff across the province. In Sackville we welcomed Becca Sharp (Conservation Assistant). In Fredericton, we welcomed three new staff members: Kaely Scott (Executive Assistant), Alysha McGrattan

(Education Coordinator), and Jenna Knorr (Engagement Assistant).

New Fredericton Office

With the expansion of our staff in 2019, our previous office on Brunswick Street in Fredericton was no longer suitable. In December, our Fredericton staff moved to a new office at 61 Carleton Street. This new space has created a much more comfortable environment for staff.

Education

Schoolyard Bird Count

We led the Schoolyard Bird Count with every class at New Maryland Elementary School. We taught students how to identify common New Brunswick birds and why citizen science is important. The students were excited that their data was submitted to Birds Canada.

Science Literacy Week

For Science Literacy Week (a national initiative organised by NSERC), we learned about oceans and coastlines with kids and

their families. We hiked the Black Beach Nature Reserve, explored the marshes at Irving Nature Park, and even shared stories around the campfire at New River Beach.

Reaching Our Community

In 2019, Nature NB's education staff hosted 220 nature education programs, reaching over 4,500 people across the province! We also supported many citizen science initiatives, including: distributing over 800 packs of Swamp Milkweed seeds, setting up a "Celebrate Species!" booth at the Fredericton Boyce Farmers' Market, and hosting Christmas Bird Counts for Kids across the province.

Conservation

Important Bird and Biodiversity Areas

We supported the Saint John Naturalists' Club in setting up a shorebird stewardship program for Saint's Rest Beach. Naturalists interacted with beach goers to teach them about shorebirds and how to limit disturbance to the resting birds during their annual fall migration.

We co-hosted a beach cleanup at the Nature Conservancy of Canada's Johnson Mill's Shorebird Reserve in July 2019, which attracted over 70 volunteers who cleaned 600+ lbs of waste!

What is the IBBA program?

The IBBA program -- Important Bird and Biodiversity Areas -- is a science-based initiative that helps to identify and protect areas around the world that are crucial for conserving biodiversity and bird populations. Nature NB is the official Regional Caretaker for New Brunswick's IBBA's, and our staff and volunteers form a provincial network that works to survey these sites.

Learn more at www.ibacanada.com.

Partnerships to support species at risk in agricultural and coastal landscapes

With support from Environment and Climate Change Canada and the NB Wildlife Trust Fund, Nature NB helped initiate two collaborative projects aimed at helping species at-risk and other important species thrive in New Brunswick's agricultural and coastal areas.

DFO Baseline Program

With support from Fisheries and Oceans Canada, Nature NB began a baseline shorebird and seabird monitoring program in the Port of Saint John which will help inform future development projects in the region as well as emergency response

Building Regional Adaptation Capacity and Expertise (BRACE) & Climate Change

In partnership with the New Brunswick Environmental Network, Nature NB helped launch a new website dedicated to advancing nature-based climate action in New Brunswick. Visit the site at www.naturalinfrastructurenb.ca. ♦



Preserving Land in New Brunswick (and Across Canada)

Since the inception of Nature NB in 1972, the preservation of land in New Brunswick has been a high priority among members and directors. After all, with no natural land preserved, what is left to appreciate?

This work was at the forefront in 2019. Staff participated in a variety of projects to not only ensure that land would be preserved in New Brunswick, but also across Canada.

New Brunswick

In October 2019, it was announced that the Government of New Brunswick was committed to protecting 10% of land in New Brunswick by the end of 2020, more than doubling the 4.6% of land that had been preserved at the time. The province received \$9.3 million from the Canada Nature Fund to achieve this goal.

This announcement came as the result of advocacy work led by a team of organizations, including Nature NB and others, such as the Canadian Parks and Wilderness Society – New Brunswick chapter, the provincial government, private sector organizations, landowners, and Indigenous peoples.



Vanessa attended a day of advocacy in Ottawa called Nature On The Hill. She and other nature organization directors met with MPs such as Catherine McKenna, Minister of Environment and Climate Change (pictured in photo at right, fourth from the left).



Left: Candidates from four political parties (L to R : Jenica Atwin, Green Party of Canada; Matt Decourcey, Liberal Party of Canada; Brandon Kirby, Libertarian Party of Canada; and Jacob Patterson, Communist Party of Canada) participated in 100 Debates on the Environment - Fredericton.

Below: A crowd of over 200 people attended the debate which was held at UNB Fredericton leading up to the Federal Election in October.



Canada

Across Canada, there have also been federal goals set which have been supported by both national and local organizations, including Nature NB. Building on the existing commitment to preserve 17% of land and water by 2020, the Government of Canada announced in September 2019 that they had committed to protecting 25% by 2025 and 30% by 2030.

Nature NB supported this work in a variety of ways, including attending Nature on the Hill day in Ottawa to meet with MPs, as well as participating in the Make Room for Nature project, a national initiative organized by Nature Canada and designed to connect citizens with their representatives through an online letter

writing campaign and through social media. Nature NB also co-hosted the Fredericton installment of 100 Debates on the Environment, to give citizens an opportunity to learn about each party's views on environmental issues ahead of the 2019 federal election.

Looking Ahead

Through all of this work and more, Nature NB has continued to uphold its values pertaining to the preservation of natural areas in the province. As we now work toward holding the government accountable to the commitments that have been made, we can take pride in the fact that we helped to get the province and the country where we are today. ♦

Monarch Butterfly Conservation



The Monarch Butterfly is a species in decline, not just in New Brunswick, but all along its epic migration route to Mexico. Thanks to funding from the NB Environmental Trust Fund, NB Wildlife Trust Fund, and Environment and Climate Change Canada, Nature NB – supported by the Saint John Naturalists' Club and the Southern New Brunswick Monarch Waters – has been able to increase Monarch education for kids and adults alike.

Milkweed Seed Distribution

In 2019, the Saint John Naturalists' Club prepared over 800 packs of Swamp Milkweed seeds for Nature NB. In turn, we distributed the seeds in the fall of 2019 through a campaign which saw seeds mailed out across New Brunswick and even to a few households in Quebec, Ontario, Nova Scotia, and beyond.

This campaign helped us to increase our supporter base. Many people who were not part of our supporter network before the campaign have since taken further action with us, from signing up for our newsletter to donating to our 2019 end-of-year campaign. As more supporters come on board and show that they are willing to take on more to support the organization, this can help contribute to our capacity to do volunteer work in the future.

Monarch Conservation Awareness

In addition to seed distribution, many other pieces were coordinated to increase awareness among New Brunswickers. Nature NB staff participated in a presentation by the Southern New Brunswick Monarch Watchers to learn more about Monarch Butterfly biology and migration. A story about the Monarch Butterfly was also shared on the Nature NB blog and was distributed on our social media accounts to positive reception.

In schools, our staff offered Monarch Butterfly-themed programming for kids. Preschool and elementary school-

aged children participated in a Monarch migration-themed game and made Milkweed Seed bombs, while high school-aged students received a presentation about Milkweed and how to identify it in the wild.

Looking Ahead

For 2020, Nature NB once again applied for funding to support our work in Monarch Butterfly Conservation. This funding will enable us to continue to purchase supplies for our workshops and will help support the Saint John Naturalists' Club who have prepared another 1,500 packs of Swamp Milkweed seeds to be distributed in 2020. ♦



Protected Natural Area Stewardship

New Brunswick is home to over 200 Protected Natural Areas (PNAs), legally-protected areas where the province's natural heritage can be preserved. The areas may be habitats for vulnerable or rare species and their protection promotes biodiversity by limiting human impact.

When PNAs were first designated in 2003, many of them had government-mandated stewardship groups who were responsible for monitoring these areas. However, after the stewardship program was cut, Nature NB saw an opportunity to take over that work by leveraging the support of our provincial network of naturalist groups. In 2019, Nature NB focused on the Caledonia Gorge PNA located near Hillsborough, NB. On October 19, 2019, Director of Conservation Adam Cheeseman along with Conservation Assistant Becca Sharp attended a field trip to the PNA facilitated by Nature Moncton. Out of this event, Nature NB recruited a group of new volunteers who are interested in becoming volunteer PNA stewards. A blog post about the trip was shared on the Nature NB website and social media channels.

Members of Nature Moncton and Adam Cheeseman, Director of Conservation (far right) visit the Caledonia Gorge Protected Natural Area on a club outing.





Looking Ahead

Since the story was posted, we've been contacted by two people who read the story and are interested in starting their own stewardship groups: one in Ayers Lake (near Woodstock) and one in Salmon River (along the Fundy Coast). They are now both moving forward with recruiting members and are starting things up for the 2020-2021 season. We are so excited about this progress!

Over the past two years, we were able to develop three stewardship groups by connecting with our existing nature clubs to gauge their interest. Thanks to the article, we now have two additional groups that were started in only three months! This is a major success and really shows what we can accomplish when our stories are told well and we offer people a way to get involved in our work. ♦



Making Connections on the Acadian Peninsula

Nature NB's work on the Acadian Peninsula is led by our Species at Risk Program Director Lewnanny Richardson. Lewnanny works with a variety of species on the peninsula, all of which face significant challenges to their survival. He participates in surveys and monitoring projects to report on the success of seabirds such as the Piping Plover (pictured below) and the Arctic Tern, among others.

In addition to work with seabirds and other wildlife, Lewnanny has also established some strong partnerships and connections with other organizations and groups in the area. Some highlights of partnerships from 2019 include:

Beach Clean-ups

Every time that Lewnanny and his summer students visit a beach to conduct field work, they take trash bags with them to collect litter. They also host special beach clean-up events in which community members can participate. In 2019, Richardson, his team, and 67 volunteers cleaned up 22 km of coastline for a total of 39,368 lbs of trash.



Brasseux d'la côte

After reading a Nature NB pamphlet about Marram grass, staff at the Brasseux d'la côte brewery decided to name their new witbier Barram to raise funds and awareness about dune ecology. For each can sold, Nature NB receives 10¢ that goes toward Lewnanny's work along the coast. To announce the partnership, all of the trash that was collected during the summer's beach clean-ups was put on display front of the brewery to serve as an important reminder of the impact of littering and illegal dumping on our beaches.

North Atlantic Right Whale Necropsies

In 2019, Lewnanny's role in North Atlantic Right Whale necropsies on the Acadian Peninsula was expanded. For the first time in 2019, Fisheries and Oceans Canada included Lewnanny in the process to seek his guidance when burying the whales after the necropsies were completed. Previously, those conducting the necropsies would simply bury the whale and move on, but now Lewnanny advises the teams on where Piping Plovers are nesting and makes recommendations on areas where the whales can be buried to have the least impact.

Looking Ahead

Despite restrictions with physical distancing under COVID-19, Lewnanny will be able to conduct his field work in 2020 (with a few unique challenges, of course!). By continuing to monitor the same areas and species year after year, Lewnanny has become an essential part of conservation research on the Acadian Peninsula and in New Brunswick. ♦



Top to Bottom:

1. Lewnanny and student Josué Chiasson work on the Nature NB boat.
2. Nature NB's beer, Barram, on the Marram grass dune outside Brasseux d'la côte.
3. Lewnanny and volunteers at a beach clean-up.

Festival of Nature

We celebrated nature in beautiful St. Andrews and we definitely made the most of our time there. From our AGM at the Huntsman Marine Science Centre, our banquet at Kingsbrae Gardens, and almost 50 different trips throughout the weekend, our schedule was packed!

We couldn't have done it without the support of our volunteer trip leaders, silent auction donors, nature clubs, and partners. We also set an attendance record this year, welcoming over 265 participants to the Festival!

Some of the trip highlights included getting out onto the Bay of Fundy to explore islands and watch for whales and seabirds; banding birds at the Huntsman Marine Science Centre; and discovering the birding and botany treasures of nature preserves with our friends at the Nature Trust of New Brunswick

We were fortunate to be able to host our banquet in the beautiful Kingsbrae Gardens. Many of our nature clubs presented during the banquet about the outings and projects they were proudest of in the past year, and it was a great opportunity to celebrate each other's passion for nature. We were also glad to welcome to the fold the newly established St. Andrews Nature Club!



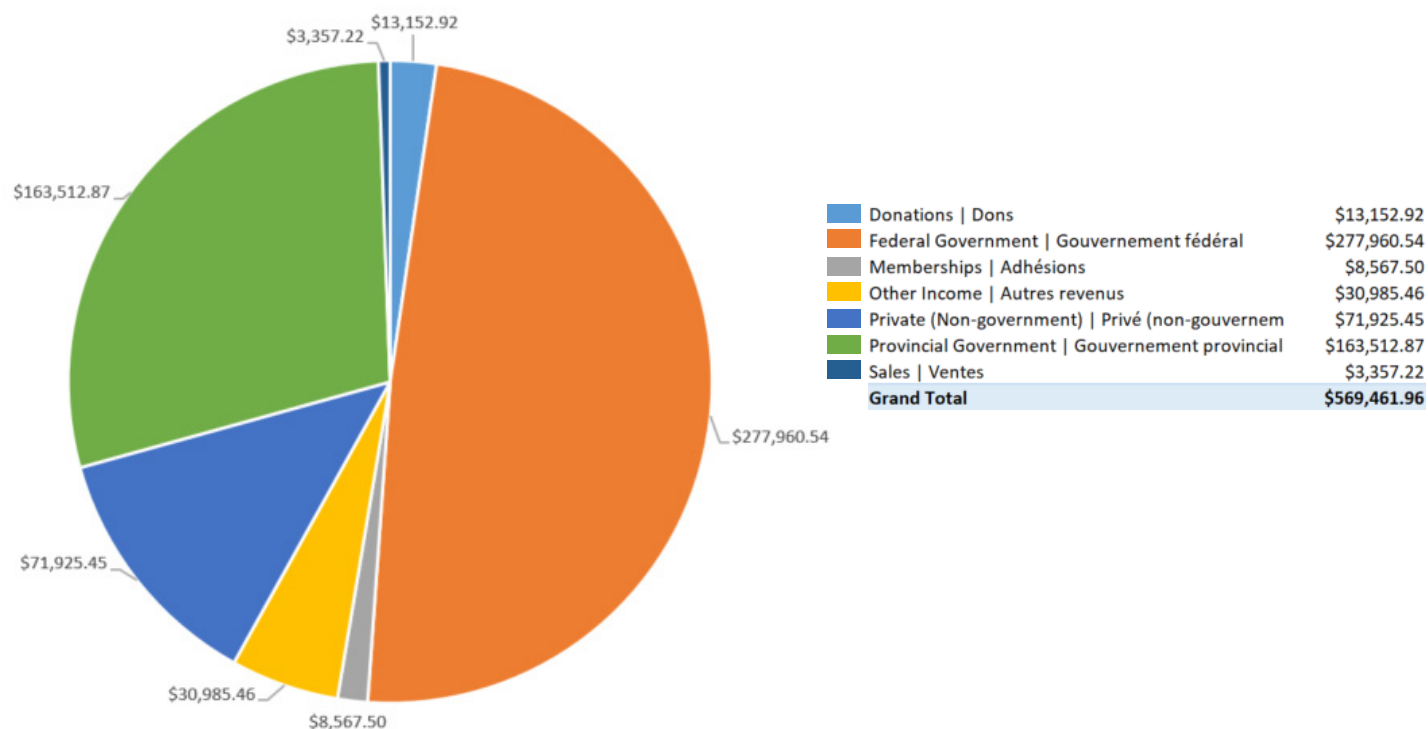


Finally, we were proud to give our Naturalist of the Year award to Mr. Arthur William Landry, one of the founding members of the Club de naturalistes de la péninsule acadienne! The Naturalist of the Year Award honours a member or members of the Nature NB community who have made outstanding contributions toward celebrating, conserving, and protecting our natural heritage in New Brunswick. Mr. Landry has made a significant impact in his community on the Acadian Peninsula, and it was a pleasure to have him and his family as our guests at the banquet! ♦

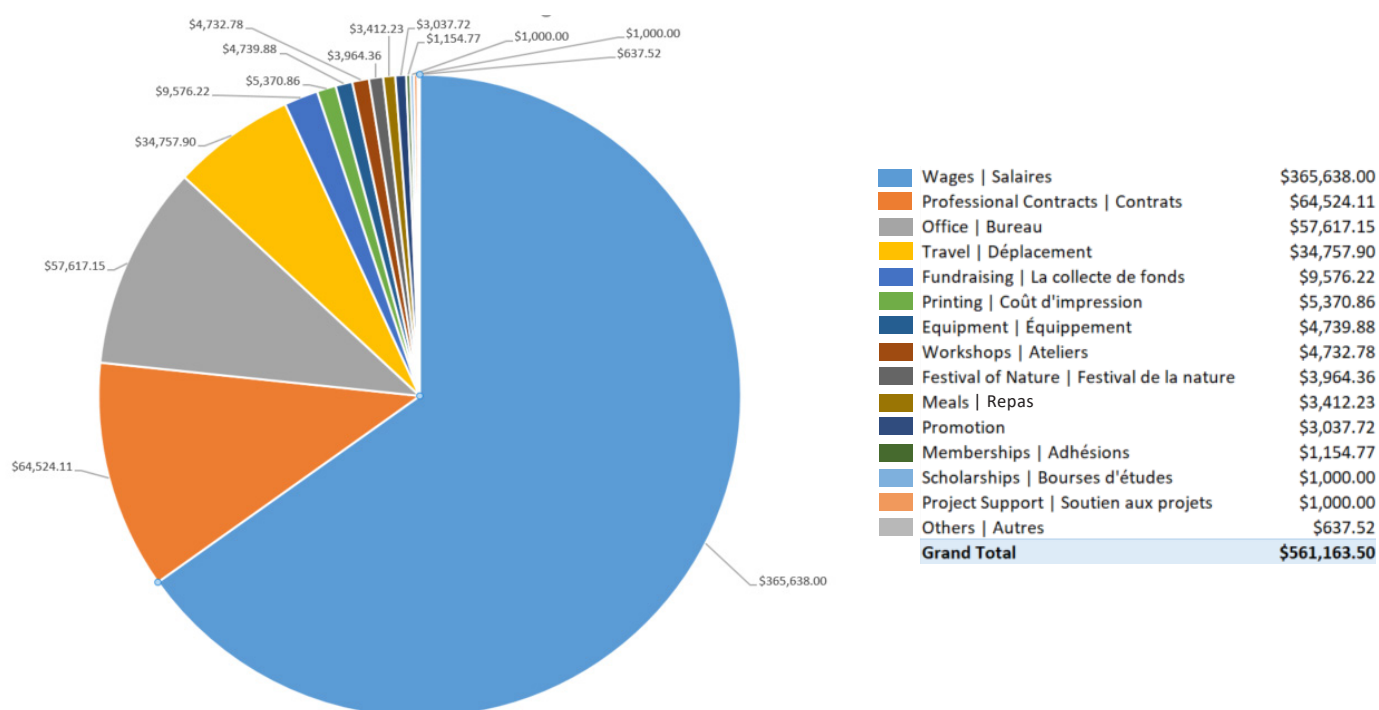


Financial Statement

Sources of Revenue



Expenses



2019 Balance Sheet

Nature NB (NBFN FNNB) Balance Sheet As at 31/12/2019

ASSET

Current Assets

York Credit Union Shares Non Profit	5.00	
York Credit Union (Reserve)	80,258.53	
York Credit Union (Operations)	120,139.95	
Omista Savings	5,974.71	
telpay clearing	0.00	
Investment Bond Beater	76,850.74	
Total Cash		283,228.93
Accounts Receivable	82,153.19	
HST 50% Rebate Receivable	8,248.63	
Total Receivable		90,401.82
Prepaid Expenses		0.00
Total Computers and office Equip		2,226.85
Total Current Assets		375,857.60

TOTAL ASSET 375,857.60

LIABILITY

Current Liabilities

Accounts Payable	18,458.58	
Salaries Payable	0.00	
EI Payable	0.00	
CPP Payable	0.00	
Federal Income Tax Payable	0.00	
Total Receiver General		0.00
WCB Payable		-1,178.70
HST Paid on Purchases		0.00
Prepaid membership		0.00
Deferred Revenue		180,111.44
Total Current liabilities		197,391.32

TOTAL LIABILITY 197,391.32

EQUITY

Retained Earnings

Retained Earnings - Previous Year	170,167.82	
Current Earnings	8,298.46	
Total Retained Earnings		178,466.28

TOTAL EQUITY 178,466.28

LIABILITIES AND EQUITY 375,857.60

2019 Highlights

- We are fortunate to have several multi-year funding agreements with environmental funds, including the Nature Fund!
- We saw a 25% increase in memberships
- We had a record year for Festival of Nature Attendance
- 15% increase in payroll as we added two new members to our team!
- We are working with many partners to deliver our programs and are able to help support their work as part of our funding agreements



THANK YOU TO OUR SPONSORS AND PARTNERS

- Association francophone des municipalités du Nouveau-Brunswick
- Birds Canada
- Brasseux d'la côte
- Canadian Parks and Wilderness Society – NB
- Clean Foundation
- Club de naturalistes de la Péninsule acadienne
- Conservation Council of New Brunswick
- Department of Post-Secondary Education, Training and Labour
- Department of Tourism, Heritage and Culture
- Department of Transportation and Infrastructure
- Environment and Climate Change Canada
- Fisheries and Oceans Canada
- Gestion H2O
- Homarus Eco-Centre
- Lush Fresh Handmade Cosmetics
- Maritime Fishermen's Union
- Mount Allison Student Union
- Natural Sciences and Engineering Research Council
- Nature Canada
- Nature Conservancy of Canada
- Nature Trust of New Brunswick
- Environmental Trust Fund
- Wildlife Trust Fund
- New Brunswick Environmental Network
- Private donors
- Public Services and Procurement Canada
- Service Canada
- Sir James Dunn Foundation
- Venture for Canada
- Verts rivages
- Vision H2O
- WWF-Canada



Nature NB

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