



Annual Report 2023-2024

CELEBRATE. CONSERVE. PROTECT.

Letter from the Executive Director

Dear Nature NB Supporters,

This past year has been one of growth, collaboration, and meaningful impact for Nature NB. Across the province, we saw communities come together to celebrate, conserve, and protect the natural world in ways that continue to strengthen both our ecosystems and our collective responsibility to care for them. From classrooms and coastlines to farms, beaches, and protected natural areas, our work in 2023–2024 reflects the power of community-driven conservation and the deep commitment of people who believe that nature matters.

Our programs reached thousands of youth, families, volunteers, and community members, building ecological knowledge, fostering stewardship, and supporting the next generation of environmental leaders. At the same time, our conservation initiatives delivered tangible results—restoring habitats, protecting species at risk, strengthening coastal resilience, and advancing science-based decision-making. These outcomes were made possible through strong partnerships, Indigenous collaboration, community leadership, and the dedication of our staff and volunteers, who bring both expertise and heart to this work every day.

As we look ahead, Nature NB remains committed to bold, collaborative action that protects biodiversity while strengthening communities. The challenges facing nature are complex, but the solutions are rooted in connection, cooperation, and care. Together with our partners, supporters, and communities, we will continue to build a future where New Brunswick's natural heritage is not only protected, but thriving for generations to come.



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 government decision makers when their policies and practices threaten our natural world. With an appreciation and respect for nature, we can take better action for a more sustainable future.

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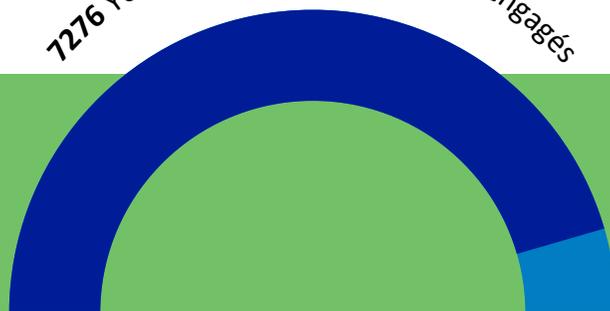
Project Highlights

EDUCATION



During 2023–2024, Nature NB delivered 134 education programs through school programming, NatureKids NB, and Coastal Connections, engaging over 7,200 youth across the province. More than 600 students and teachers were reached during New Brunswick Science Week, and a new coastal-focused education program was developed in partnership with the Healthy Coasts collaborative and launched in September. NatureKids NB continued to grow with 23 activities delivered by 12 active groups, strengthening youth engagement in nature education and conservation across communities.

134 education programs delivered / 134 programmes livrés
7276 Youth engaged / 7276 Jeunes engagés



Project Highlights

COMMUNITY SCIENCE

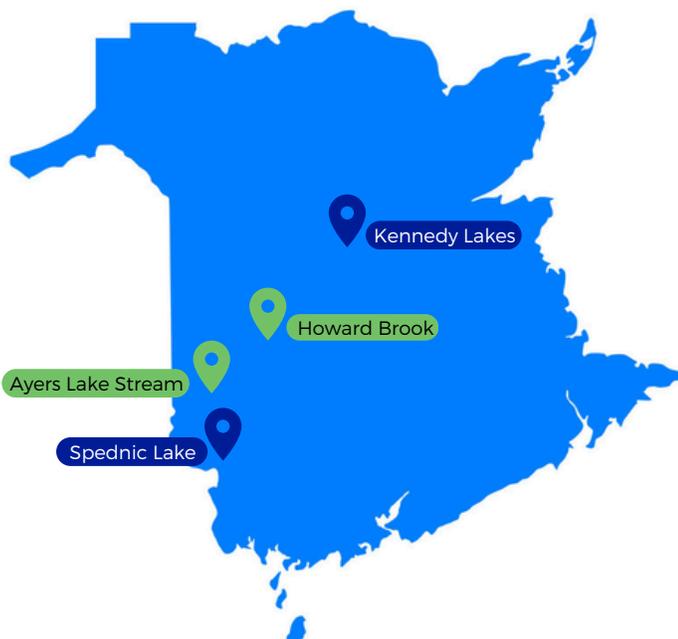
Nature NB expanded its community science initiatives through projects including the Port of Saint John Waterbird Project, City Nature Challenge, and Northern New Brunswick Seabird Surveys. Three new volunteers were recruited for surveying, and 23,107 birds were counted through the Baie de Chaleurs Bird Survey. The Port of Belledune Survey was implemented across 14 sites, while hundreds of wildlife observations were recorded across multiple counties, strengthening data collection efforts that inform conservation planning and environmental protection across the province.



Project Highlights

PROTECTED NATURAL AREAS

Surveys were conducted across multiple Protected Natural Areas, including Ayers Lake Stream, Kennedy Lakes, Spednic Lake, and Howard Brook. These efforts supported long-term stewardship, monitoring, and conservation planning, helping to protect ecologically significant landscapes and strengthen Nature NB's role in safeguarding priority natural habitats throughout New Brunswick.



Project Highlights

MONARCHS

Nature NB advanced monarch conservation through community science, habitat improvement, and public engagement. A total of 10,048 milkweed plants were surveyed by 106 volunteers, and staff documented 19 monarch staging sites across the province between August and September. Six municipalities were encouraged to pledge support for monarch conservation, while 1,340 milkweed seed packets and 250 native nectar seed packets were distributed. Public awareness was further amplified through four media stories across radio, television, and print platforms.



Project Highlights

SPECIES AT RISK

Significant progress was made in species-at-risk conservation through coordinated beach clean-ups and targeted protection efforts. Over 1,000 pounds of trash were removed from 21 beaches, with more than 15 kilometres of shoreline cleaned. Thirty-six pairs of Piping Plovers successfully nested on 22 beaches, and approximately 100 lobster traps were removed during the Ghost Gear Blitz, contributing directly to habitat protection and wildlife safety.



Project Highlights



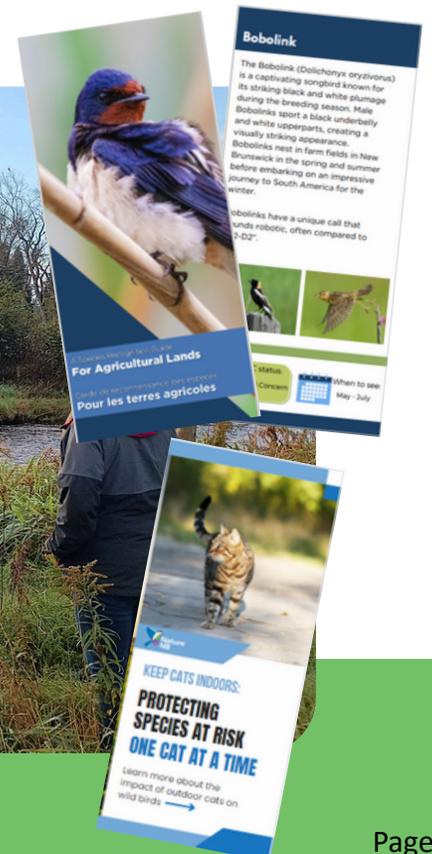
Through the Healthy Coasts initiative, Nature NB provided over \$75,000 in direct funding to local groups in eight priority communities. More than 4,000 m² of coastal habitat was restored for dune stabilization and erosion control while maintaining critical habitat for coastal species. Four trilingual “Care for Your Coastline” signs were installed, and an Indigenous Knowledge Study was supported for Indian Island First Nation, reflecting a commitment to Two-Eyed Seeing and collaborative coastal stewardship.

Project Highlights

AGROECOSYSTEMS

In 2024-2025, Nature NB strengthened partnerships with farmers and watershed organizations to protect species at risk while supporting sustainable agricultural practices. In collaboration with the Kennebecasis Watershed Restoration Committee, Nature NB supported the restoration of 16 hectares of riparian habitat on working farms.

Farmers were engaged through one-on-one farm visits, newsletters, social media, and surveys, ensuring conservation actions were practical and locally informed. Nature NB also supported efforts to protect Bobolink populations by promoting delayed haying programs that balance agricultural needs with species protection.



Project Highlights

ENGAGEMENT

Nature NB continued to strengthen engagement across the province by connecting and supporting Nature Clubs. Staff helped clubs share knowledge, grow their membership, and advance local projects. A new Nature Club Initiation Guide was developed and made available online to support new and emerging clubs.

Advocacy remained a critical component of Nature NB's work. Throughout the year, Nature NB worked with the Province of New Brunswick toward the goal of protecting 15% of New Brunswick's natural areas. Collaboration with the provincial government also advanced the development of a Living Shorelines Program, while Nature NB participated in more than 10 working groups to ensure conservation perspectives were included in decision-making.



Committees and Working Groups

Nature NB is active in the environmental movement across the province and plays a role in provincial working groups, board of directors, etc. Some groups we have been involved with in 2022 include:

- Atlantic Canada Bank Swallow Working Group
- NB Biodiversity Collaborative
- Sustainability Education Alliance
- Great Minds Think Outside
- Inner Bay of Fundy Conservation Planning Initiative
- Aster Group Environmental Services Cooperative Board of Directors
- New Brunswick Environmental Network Steering Committee
- ClimAtlantic Advisory Committee
- New Brunswick Climate Change Adaptation Collaborative
- Chignecto Climate Change Collaborative
- NB Monarch Working Group
- Nature Canada provincial affiliates working group
- Naturehood Community of Practice



Financial Update:

		2023-2024	2022-2023
Revenues	Revenus		
Federal Government	Gouvernement fédéral	\$ 778,493.67	\$ 667,798.71
Provincial Government	Gouvernement provincial	\$ 189,570.24	\$ 259,689.75
Private	Privé	\$ 230,377.82	\$ 203,682.17
Sales, memberships & other	Ventes, adhésions et autres	\$ 16,907.07	\$ 46,166.64
Donations	Dons	\$ 19,356.85	\$ 21,744.72
		\$ 1,234,705.65	\$ 1,199,081.99
Expenses	Dépenses		
Salaries & benefits	Salaires et avantages sociaux	\$ 695,313.68	\$ 686,196.98
Conservation projects & programs	Projets et programmes de conservation	\$ 352,880.38	\$ 344,692.42
General Administrative expenses	Frais administratifs généraux	\$ 158,986.63	\$ 178,712.35
		\$ 1,207,180.69	\$ 1,209,601.75
Excess of Revenue over expenses	Excédent des revenus sur les dépenses	\$ 27,524.96	-\$ 10,519.76
Cash	Trésorerie	\$ 124,170.61	\$ 200,201.39
Receivables & other assests	Créances et autres actifs	\$ 366,400.89	\$ 231,543.09
Fixed Assests	Actifs fixes	\$ 11,853.18	\$ 11,853.18
Total Assests	Total des actifs	\$ 502,424.68	\$ 443,597.66
Payables	Créances créditrices	\$ 151,479.17	\$ 42,829.54
Deferred Revenue	Revenus reportés	\$ 29,890.46	\$ 42,587.78
CEBA Loan Program	Programme de prêts du CUEC	\$ -	\$ 60,000.00
Long Term loan	Prêt à long terme	\$ 17,410.46	\$ 20,485.40
Total Liabilities	Total des passifs	\$ 209,691.34	\$ 178,389.28
Net Assests	Actifs nets	\$ 292,733.34	\$ 265,208.38

Thank you to our Sponsors and Partners

- Association francophone des municipalités du Nouveau-Brunswick
- Birds Canada | Oiseaux Canada
- Brasseux d'la côte
- Canadian Parks and Wilderness Society – NB | Société pour la nature et les parcs du Canada – N.-B.
- Clean Foundation
- Conservation Council of New Brunswick | Conseil de conservation du Nouveau-Brunswick
- NB Department of Post-Secondary Education, Training and Labour | Département d'Éducation postsecondaire, Formation et Travail
- NB Department of Tourism, Heritage and Culture | Département de Tourisme, Patrimoine et Culture
- NB Department of Transportation and Infrastructure | Département de Transports et Infrastructure
- NB Department of Energy and Resource Development
- Environment and Climate Change Canada | Environnement et Changement climatique Canada
- Eco Canada
- Fisheries and Oceans Canada | Pêches et Océans Canada
- Gestion H2O
- Maritime Fishermen's Union | Union des pêcheurs des maritimes
- Natural Sciences and Engineering Research Council | Conseil de recherches en sciences naturelles et en génie du Canada
- Nature Canada
- Nature Conservancy of Canada | Conservation de la Nature Canada
- Nature Trust of New Brunswick | Fondation pour la protection des sites naturels du Nouveau-Brunswick
- Environmental Trust Fund | Fonds en fiducie pour l'environnement
- Wildlife Trust Fund | Le fonds en fiducie pour la faune du Nouveau-Brunswick
- New Brunswick Environmental Network | Réseau environnemental du Nouveau-Brunswick
- Private donors | Les donateurs et donatrices privé.e.s

Thank you to our Sponsors and Partners

- Canada Summer Jobs
- Saint John Naturalist Club
- Anqotum Resource Management
- Ghost Gear Disappear
- Tabusintac Watershed Association
- Esenoôpetitj Watershed Association
- Miramichi River Environmental Assessment Committee
- Richibucto River Association
- GDDPC
- EOS Eco-Energy
- Shediac Bay Watershed Association
- RegenMedia
- Chaleur Bay Watershed Association
- Parks Canada
- Daly Point Nature Reserve
- Port of Belledune
- Aster Group Environmental Service Co-op
- Verts rivages
- Vision H2O
- Nashwaak Watershed Association
- NB Power
- TD Friends of the Environment Foundation
- Community Foundations of Canada



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