



Annual Report 2024-2025

CELEBRATE. CONSERVE. PROTECT.

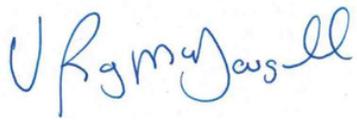
Letter from the Executive Director

Dear Members and Supporters

2024-2025 was a year of growth, collaboration, and measurable conservation impact for Nature NB. Across the province, our team worked with communities, Indigenous partners, volunteers, municipalities, farmers, and governments to protect species at risk, restore habitats, and inspire thousands of New Brunswickers to care for nature.

This report highlights the collective effort behind our work—from classrooms and farms to beaches, wetlands, and protected natural areas. The results outlined here are only possible because of the dedication of our staff, volunteers, members, partners, and supporters. Together, we are building a healthier, more resilient natural environment for generations to come.

Yours in conservation,



Vanessa Roy-McDougall



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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Farewell to
Alysha Stone
Lauren Stead

Project Highlights

EDUCATION



School Programming

Nature NB's education programs reached thousands of young people and educators in 2024-2025, fostering curiosity, stewardship, and connection to the natural world.

- 183 education programs delivered, reaching 5,000+ students and teachers during New Brunswick Science Week
- Programming included school programs, NatureKids NB, and Stewards in Nature
- New Youth Stewardship Program developed to highlight Protected Natural Areas (PNAs) and encourage lifelong stewardship

Project Highlights

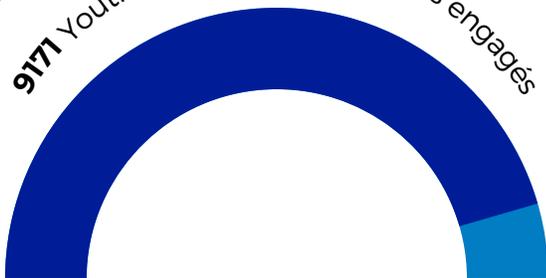
EDUCATION

NatureKids NB

In an effort to connect more intentionally with our NatureKids participants, Nature NB launched a new program in September. This program aims to provide monthly themed nature kits to enrolled clubs. These clubs are led by volunteer educators and we are able to receive direct feedback each month. A total 52 NatureKids activities completed by 12 active groups, with 1,300+ participants enrolled



183 education programs delivered / 183 programmes livrés
9171 Youth engaged / 9171 Jeunes engagés



Project Highlights

COMMUNITY SCIENCE



Community science continues to be a cornerstone of Nature NB's work, empowering volunteers to contribute directly to conservation knowledge. We aim to give naturalists the opportunity to use their skills and collect important information for both regional and national projects. This year Nature NB connected with our counterparts at Nature Newfoundland and Labrador to share protocols and knowledge. Additionally we continued to support our new and seasoned volunteers in collecting shorebird surveys in the Saint John, Belldune and Baie des Chaleur regions. This year's City Nature Challenge was also a success with over 1300 observations in York and Westmorland counties

Project Highlights

PROTECTED NATURAL AREAS

Nature NB supported stewardship and monitoring efforts across several Protected Natural Areas in 2025, including Ayers Lake Stream, Kennedy Lakes, Caledonia Gorge, Grand Lakes, and Tabusintac. These surveys help build a stronger understanding of ecological conditions while supporting long-term conservation planning.

In addition to monitoring, Nature NB delivered hands-on outreach and training opportunities. Staff led outings with the Oromocto High Outdoor Pursuit program at Grand Lakes and hosted a field trip to the Tabusintac PNA. Workshops were also delivered in partnership with Université de Moncton (Mur Vert), EOS Eco-Energy (iNaturalist training), and Nature Moncton (tracks, scat, and skulls), strengthening community capacity for stewardship.



Project Highlights

MONARCHS



Nature NB advanced monarch butterfly conservation in 2025 through a combination of community science, habitat improvement, and public engagement. Volunteers surveyed 10,048 milkweed plants across the province, with 106 community scientists contributing to this effort. In addition, Nature NB staff surveyed 21 monarch staging sites between August and September to document and protect these key areas.



Public awareness and municipal engagement were also priorities. Six municipalities were encouraged to pledge their commitment to monarch conservation, while 1,583 milkweed seed packets and 350 seed packets from 24 native plant species were distributed to support habitat creation in partnership with the Saint John Naturalists Club. Nature NB's monarch work received significant media attention, with three stories featured across radio, television, and print outlets.



Project Highlights

SPECIES AT RISK

Protecting species at risk and maintaining healthy coastal habitats remained a major focus for Nature NB in 2025. Through beach stewardship and clean-up efforts, more than 1,300 pounds of trash were removed from 25 beaches across the province, helping to reduce threats to wildlife and sensitive habitats. Ghost Gear Blitz activities further supported this work by removing abandoned fishing gear from vulnerable shorelines.

Piping Plover conservation efforts continued across New Brunswick, with 30 pairs nesting on 19 beaches. Ongoing monitoring and stewardship activities supported successful nesting outcomes and helped reduce disturbances during the breeding season.



Project Highlights



Wele'k Pemjajika'q Siknikt
Côtes en santé N.-B. 🍷 Healthy Coasts NB



Nature NB worked closely with communities and Indigenous partners in 2025 to restore coastal ecosystems and advance inclusive conservation approaches rooted in Two-Eyed Seeing. Over \$357,000 in direct funding was provided to local groups in seven priority communities, enabling on-the-ground conservation action.

These efforts resulted in the restoration of more than 10,000 square metres of coastal habitat for dune stabilization and erosion control. In addition, more than 100 kilometres of shoreline were cleaned, removing over 3,500 kilograms of trash from beaches.

Nature NB also deepened Indigenous partnerships by hosting a Blanket Exercise in October 2024 and supporting the development of the Indian Island First Nation Conservation Plan.

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: Income Statement

2024-2025 REVENUE	
Total Federal Government	799,840.14
Total Provincial Gov't.	227,816.68
Total Private - Non-Gov't.	245,074.70
Total Private - Business	79,336.41
Total Sales	7,770.00
Total Memberships	5,937.50
Total Donations	21,645.71
Total Other Income	24,458.87
TOTAL REVENUE	1,411,880.01

Net Income: -6,529.52

EXPENSE	
Total Payroll Expense	741,812.23
General Expenses	
Contract Expenses Total	480,636.72
Seminars and Support Total	8,770.37
Travel Expenses Total	63,268.88
Office Expenses Total	33,740.34
Overhead Expense Total	67,742.33
Equipment	1,373.03
Equipment Maintenance	957.19
Currency Exchange	100.77
Other	6,547.75
FON Expense	10,970.75
Amortization Expense	2,489.17
Total General Expense	676,597.30
TOTAL EXPENSE	1,418,409.53

Financial Update: Balance Sheet

Assets		
York Credit Union Shares Non Profit	5	
York Credit Union (Reserve)	80,258.53	
York Credit Union (Operations)	23,706.05	
Omista Savings	5,980.15	
Investment Bond Beater	87,800.28	
Total Cash		197,750.01
Accounts Receivable	125,960.89	
Receivable from Stripe	7,652.59	
HST 50% Rebate Receivable	11,076.52	
Total Receivable		144,690.00
Prepaid Expenses		5,550.19
Total Current Assets		347,990.20
Non-Current Assets		
TOTAL Boat		5,808.06
Total Non-Current Assets		5,808.06
TOTAL ASSET		353,798.26

Financial Update: Balance Sheet

LIABILITY		
Current Liabilities		
Total Current Liabilities		67,085.39
Long Term Liability		
Total Long Term Liability		15,480.45
TOTAL LIABILITY		82,565.84
EQUITY		
Total Retained Earnings		271,232.42
TOTAL EQUITY		271,232.42
LIABILITIES AND EQUITY		353,798.26
TOTAL ASSET		353,798.26
LIABILITY		

Thank you to our Sponsors and Partners

- Association francophone des municipalités du Nouveau-Brunswick
- Birds Canada | Oiseaux Canada
- Brasseurs 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
- Esgenoôpetitj 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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