

—  
**OCEANA CANADA  
ANNUAL REPORT  
2023-2024**



---

Cover picture caption: A child holding capelin on Middle Cove Beach during the capelin roll in the summer of 2023.



“The greatest threat to our planet is the belief that someone else will save it.” – Robert Swan

---

The ocean, from the shoreline to the deepest seafloor, is full of life. It hosts countless species, from microscopic algae to the massive blue whale. For millennia, humans have depended on the ocean for food, trade, and exploration. Even today, we travel its vast waters and rely on its bounty.



# Oceana Canada Annual Report 2023-2024\*

Oceana Canada was established as an independent charity in 2015 and is part of the largest international advocacy group dedicated solely to ocean conservation. Canada has the longest coastline in the world, with an ocean surface of 7.1 million square kilometres, or 70% of its landmass. We believe that Canada has a national and global obligation to manage oceans responsibly and help ensure a sustainable source of protein for the world's growing population.

Oceana Canada has successfully campaigned to ban unnecessary single-use plastics, end the shark fin trade, make rebuilding depleted fish populations the law, improve the way fisheries are managed, and protect marine habitats. We work with ocean advocates, academics, fishers, Indigenous Peoples and the federal government to return Canada's formerly vibrant oceans to health and abundance. By restoring Canada's oceans, we can strengthen coastal communities, reap greater economic and nutritional benefits, and protect our future.

**Join the cause at [oceana.ca](https://oceana.ca).**

*\* This report features campaign updates from July 2023 to June 2024 and financial information for the calendar year 2023.*

Letter from the Executive Director	4
Oceana Canada's Approach	6
How We Work	7
Rebuild Ocean Abundance	8
Restore Capelin Abundance	10
Protect North Atlantic Right Whales	12
Stop Plastic Pollution	14
Protect Marine Habitat	16
Policy Successes	18
Support Oceana Canada	22
Donors	24
Financial Summary	25
Board of Directors	25
Staff	25

Oceana Canada operates in many regions across Canada. From coast to coast to coast, we acknowledge the ancestral and unceded territory of all the Inuit, Métis, and First Nations communities that call this land home, and we strive for our work to be done in a spirit of collaboration and reconciliation.



# Letter From The Executive Director



**We have reached a critical juncture.** Despite its vastness and seeming invulnerability, the ocean has not been spared from the relentless impacts of human activity. Overfishing, plastic pollution, habitat loss, and the decline of species like the North Atlantic right whales are just a few of the significant challenges our oceans face. Today, Canada's ocean economy supports at least 300,000 jobs and contributes more than \$32 billion annually to our GDP. Yet, our actions continue to disrupt the delicate balance of this vital ecosystem. With over seven million Canadians living in coastal communities, the health of our oceans is indispensable — not just for food and jobs, but for cultural traditions, climate resilience, recreation, and more.

Less than 30% of Canada's fisheries are considered healthy, a stark reminder of the urgency needed in our efforts. Oceana Canada has been leading the charge for science-based fisheries management, and our recent analysis shows that with effective measures in place, 80% of Canada's wild fisheries could be restored to healthy levels within a decade. This progress would not only benefit marine ecosystems but also revitalize coastal communities that have long depended on wild fish.

Capelin, a small yet critical species in the Northwest Atlantic, plays a foundational role in marine food webs, supporting species from cod to puffins and whales. However, capelin populations have been overfished for over 30 years. Throughout the past year, Oceana Canada has advocated for the closure of the commercial capelin fishery until effective management measures are implemented. Our efforts have sparked significant public discourse and increased government attention to this vital issue.

The protection of critically endangered North Atlantic right whales has remained a top priority. With only about 356 individuals remaining, each entanglement in fishing gear or vessel strike is a

devastating blow to the species' survival. Oceana Canada has advocated for stronger protections, including the implementation of mandatory speed restrictions and the rapid development of a Whale Safe Gear Strategy. Our work continues to ensure these whales have a fighting chance at recovery.

Plastic pollution continues to pose one of the greatest threats to our oceans, with only 8% of Canada's plastic waste being recycled. This year, Oceana Canada has been at the forefront of legal efforts to ensure that single-use plastic packaging is regulated as a toxic substance, contributing to the broader international fight against plastic pollution. Our *Breaking the Plastic Cycle* report laid out a policy roadmap to eliminate one-third of Canada's plastic packaging waste by 2040, providing a critical guide for policymakers and industry alike.

**In the face of these challenges, there are also reasons to celebrate.** This year, Canada designated over 133,000 km<sup>2</sup> of underwater mountains off the West Coast of Vancouver Island as its largest Marine Protected Area (MPA). Oceana Canada partnered on an expedition to the seamounts in 2018 and has campaigned for its protection. This landmark achievement

protects 93% of Canada's known seamounts and represents a significant step toward our national commitment to protect 30% of our oceans by 2030.

Another significant victory this year was Amazon's decision to eliminate 95% of single-use plastic air pillows from its delivery packaging in Canada, Mexico, and the U.S., following years of persistent campaigning by Oceana. This move, impacting markets that account for over 70% of Amazon's sales, is expected to eliminate nearly 15 billion plastic air pillows annually — a major step forward in reducing plastic pollution in our oceans.

**The fight is far from over.** We are grateful for the generous support of donors, including the Nikita Foundation, Gordon and Betty Moore Foundation, the Wyss Foundation, Power Corporation of Canada, Donner Canadian Foundation, The Echo Foundation, and Acuitas Therapeutics, whose commitments are critical in driving our mission forward. Their contributions allow us to continue this essential work.

I would also like to extend my deepest thanks to our dedicated board, whose leadership and guidance have been invaluable in steering

Oceana Canada toward these accomplishments. And to our incredible staff, whose passion for ocean conservation is at the heart of everything we do — thank you for your unwavering commitment.

**Together, we can turn the tide.** Your continued support fuels our policy successes, ensuring that our oceans remain abundant and vibrant for future generations.

Thank you for standing with us.

Sincerely,



Josh Laughren  
*Senior Vice President, Oceana and Executive Director, Oceana Canada*



Daniel Pauly, fisheries scientist and Oceana Board member; Josh Laughren, Oceana Canada Executive Director; Diana Thomson, Oceana Board chair, and Peter Thomson, who are both major Oceana supporters; Rashid Sumaila, fisheries economist and Oceana board member; and Sam Waterston, award-winning actor and former Chair of Oceana's Board of Directors. Global ocean experts, advocates, and philanthropists joined Oceana in Toronto on April 16, 2024, to celebrate progress in ocean protection and learn about Oceana's ambitious plans. These include rebuilding Canada's wild fisheries, safeguarding marine habitat, preventing the extinction of right whales, and combating plastic pollution.

# Oceana Canada's Approach

Oceana Canada campaigns to win policy successes that restore abundance and biodiversity in the world's oceans, which cover two-thirds of our planet and play a key role in mitigating climate change.

Healthy marine ecosystems that are full of wildlife support fisheries that can feed more than a billion people a healthy seafood meal every day, forever. We can preserve the oceans for future generations while protecting a critical food source – wild seafood – that requires no fresh water or arable land to produce, yields minimal greenhouse gas emissions, and provides affordable, healthy protein to people who depend on it around the world.

Just 29 countries and the European Union are responsible for nearly 90% of the global fish catch. We can – on a country-by-country basis – win policy successes that will help protect and restore oceans worldwide.

Canada is among the world's top fishing nations and can play a leading role in helping to save the oceans and feed the world. We know this is possible. Evidence from fisheries around the world shows that when the right measures are put in place, fish populations bounce back.

Oceana Canada advocates for policies that are based in science, and we rely on five proven strategies that help restore healthy oceans.



Rebuild  
Ocean  
Abundance



Restore  
Capelin  
Abundance



Protect North  
Atlantic Right  
Whales



Stop Plastic  
Pollution



Protect Marine  
Habitat





## How We Work

The good news is that we can restore the oceans to their former abundance. For more than 20 years, Oceana and our allies around the world have won more than 300 policy victories, and we have the tools to continue winning on behalf of our oceans. We are:

### ✔ Campaign Driven

We strategically create campaigns that make measurable progress toward our mission of protecting and restoring the oceans to former levels of abundance. Our campaigns are specific, targeted, and designed to be won in a three- to five-year time frame.

### ✔ Fact Based

Our advocacy relies on scientific research to help us understand the ocean's problems and identify practical, effective solutions. We conduct research on a variety of issues that affect marine environments, from illegal and destructive fishing to plastic pollution.

### ✔ Expedition Powered

We recognize that getting on the water — alongside scientists, divers, photographers, campaigners, and fishers — helps us bring these important marine places to life and make a stronger case for their protection. Oceana's expeditions have powered our campaigns and resulted in victories across the globe.

### ✔ Multidisciplinary

Oceana's scientists work closely with our economists, lawyers, advocates, communicators, and grassroots organizers to achieve tangible results for the oceans.

### ✔ Supported by Citizens and Allies

The global Oceana network has a base of more than 8.2 million supporters, including more than 1.5 million Wavemakers. In Canada, we work with ocean advocates, academics, fishers, Indigenous Peoples and the federal government to return Canada's oceans to health and abundance.





# Rebuild Ocean Abundance

Today, less than 30% of Canada's nearly 200 commercial fish stocks are considered healthy, while nearly 40% of fisheries lack the critical data needed to assign a health status for effective management. Decades of overfishing, mismanagement, and neglect have resulted in significant lost social and economic opportunities, threatening a crucial source of protein for a growing global population.

However, Oceana Canada's research shows that with improved fisheries management, up to 80% of Canada's wild fisheries could be restored to health within a decade, revitalizing coastal communities and generating up to \$2 billion in economic benefits. We are advocating for a modern, science-based approach to fisheries management that ensures the long-term health of wild fish, the ocean, and the communities that depend on them. Learn more at [oceana.ca/RebuildAbundance](https://oceana.ca/RebuildAbundance).

## STRATEGIC COMMUNICATIONS

**The Globe and Mail:** Northern cod numbers may have moved out of critical zone, says federal scientist



**Toronto Star:** Marine conservation group urges caution in reopening of Atlantic redfish fishery



**Hill Times:** Reel returns: the economic mandate for rebuilding fisheries



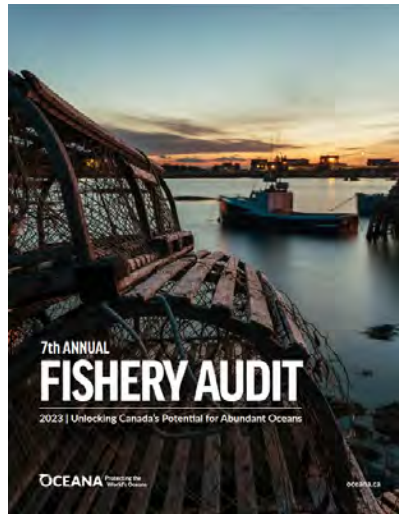
**Saltwire:** Not good enough: Canada's environment commissioner slams DFO's fisheries monitoring



“Knowing how many fish are caught in a fishery is crucial for making good management decisions. Without this information, it is easier to overfish and prevent rebuilding. Over the years, inadequate monitoring has led to overfishing and income insecurity for fishers through job loss, restricted market access and increased operational costs, jeopardizing the economic stability of fishing communities.”

— Rebecca Schijns, Fishery Scientist, Oceana Canada.

## SCIENCE & POLICY REPORTS



### Fishery Audit 2023: Unlocking Canada's Potential for Abundant Oceans

Oceana's annual *Fishery Audit* assesses the current state and management of Canada's wild fisheries, monitors progress, and offers recommendations to fulfill federal policy commitments. For the seventh year in a row, the *Fishery Audit* reveals that Canada's fisheries are continuing to decline. Despite law, policy, and science supporting abundant oceans, there is persistent government mismanagement, overfishing, and a failure to rebuild depleted populations.

Oceana Canada published two reports as part of the *Fishery Audit*:

- The Inclusion of Indigenous Knowledge Systems in Collaborative Fisheries Management Can Improve Fisheries Sustainability and Strengthen Ecosystem Resilience
- Projection for Fishery Recovery in Canada

### Other Reports

- Oceana Canada's Recommendations for 2J3KL Northern Cod Management Plan 2024-2025
- Oceana Canada's Recommendations for 2024 Unit 1+2 Redfish Management Plan
- Oceana Canada's Recommendations for the 2024 Atlantic Mackerel Management Plan
- Oceana Canada's Recommendations for 4T Spring and Fall Spawning Herring



## GRASSROOTS AND ADVOCACY

In November 2023, Oceana Canada scientists Dr. Robert Rangeley and Rebecca Schijns engaged with Indigenous communities in the Central Coast of British Columbia, listening and learning to lay the groundwork for a partnership with a Pacific coastal First Nation. This partnership aims to promote collaborative fisheries management and shared rebuilding priorities, including pairing Indigenous Knowledge Systems and Western science to strengthen fisheries management and rebuild wild fish populations.

Also in November, Oceana Canada scientists conducted a series of briefings with senior government officials across six major fishing regions, from Vancouver, British Columbia, to St. John's, Newfoundland and Labrador. These briefings addressed our key recommendations, including the legal obligation to publish fisheries rebuilding plans, addressing the impacts of climate change, adopting ecosystem-based approaches, pairing Indigenous knowledge systems and Western science, and advancing fisheries monitoring.

Oceana Canada scientists, Rebecca Schijns, Dr. Robert Rangeley, Isabelle Jubinville and Jack Daly, in St. John's, Newfoundland and Labrador, in October 2023, meeting with government officials to discuss the findings of the 2023 *Fishery Audit*.



# Restore Capelin Abundance

Capelin populations have remained collapsed for over 30 years, largely due to mismanagement and overfishing. As a critical forage fish, capelin plays a vital role in the Northwest Atlantic Ocean ecosystem, transferring energy through the food web and supporting species like humpback whales, cod, and puffins. Beyond their ecological significance, capelin also contributes to local economies through tourism and cultural practices, particularly in coastal communities. Oceana Canada is advocating for the closure of the commercial capelin fishery until effective measures are implemented to restore their abundance. Learn more at [oceana.ca/ProtectCapelin](https://oceana.ca/ProtectCapelin).

## STRATEGIC COMMUNICATIONS

**Saltwire:** Status quota: Amid opposing calls for increases and cuts, DFO leaves Newfoundland and Labrador capelin quota unchanged



**CBC The Broadcast:** Environmentalists' presence at a capelin advisory meeting causes some participants to walk out



**VOCM:** Oceana Canada concerned with DFO's decision to keep commercial capelin fishery open



**Saltwire:** Minister Lebouhillier must close the commercial capelin fishery - N.L. tourism and coastal economies depend on a healthy ocean



“ This decision shows that the Government of Canada is satisfied with the status quo of fisheries mismanagement, benefitting only a few at a cost to everyone. Forage fish, like capelin, provide an essential connection to the ocean for Newfoundlanders and Labradorians, a connection that continues to be threatened by shortsighted decision-making.”

— Jack Daly, Marine Scientist, Oceana Canada

## SCIENCE & POLICY REPORTS

- Oceana Canada's Recommendations for 2024 Northeast Newfoundland Capelin Management Plan
- Oceana Canada's Recommendations for 2024 Gulf (4RST) Capelin Management Plan



A Middle Cove Beach resident catches cod during the annual capelin roll.

## GRASSROOTS AND ADVOCACY

As a newly recognized stakeholder on the 2J3KL Capelin Advisory Committee, Oceana Canada has advocated for the closure of the commercial capelin fishery until modern management measures, including harvest control rules and an upper stock reference point, are established. Despite strong opposition from industry stakeholders, we secured a seat on the committee, amplifying the voices of Indigenous communities, environmental groups, and local allies to push for sustainable management.

This year, Oceana Canada led a grassroots campaign, releasing a video series and securing widespread media coverage to highlight the ecological, economic, and cultural importance of capelin. Our efforts culminated in significant progress toward establishing critical reference points for rebuilding capelin stocks, ensuring that these measures remain a priority in government decision-making. Although the fishery opened in 2024, our advocacy prevented a widely expected quota increase and laid the groundwork for stronger future management.

Additionally, Oceana Canada participated in key discussions with First Nations and Indigenous groups at the Atlantic Policy Congress of First Nations Chiefs Secretariat's Fishery Monitoring Policy workshop, advocating for the integration of traditional knowledge into modern fisheries management practices.



Jack Daly, Oceana Canada Marine Scientist, spoke at Too Big To Ignore's Marine Conservation Workshop in Newfoundland and Labrador to share Oceana's work to protect the tiny but mighty capelin on November 22, 2023.



Jovana Kornicer, former Canada Research Assistant, and current staff member with the Atlantic Policy Congress of First Nations Chiefs Secretariat with Jack Daly, Marine Scientist, Oceana Canada. Oceana Canada attended and presented at the Atlantic Policy Congress of First Nations Chiefs Secretariat's Fishery Monitoring Policy workshop held in Moncton, New Brunswick in April 2024.



# Protect North Atlantic Right Whales

With only about 356 critically endangered North Atlantic right whales remaining, each whale that is killed from an entanglement or vessel strike significantly impacts this fragile population. Currently, mandatory and voluntary annual measures on fishing closures and speed restrictions are in place. Oceana Canada is calling for the government to implement ropeless gear as soon as possible in the fishing areas where whales are most at risk of entanglement. We are also calling for all slowdowns to be mandatory and for the government to put in place a structure that makes them permanent. Learn more at [oceana.ca/RightWhaletoSave](https://oceana.ca/RightWhaletoSave).

## STRATEGIC COMMUNICATIONS

**CBC News:** Calls grow for Ottawa to implement whale-safe gear strategy



**Canadian Press:** Endangered North Atlantic right whales lose three of 19 calves this season



**Global News:** After years of decline endangered right whale population could be levelling off



**The Globe and Mail:** Entangled right whale spotted in Gulf of St. Lawrence with fishing gear stuck in its mouth



“ [Fisheries and Oceans Canada] must accelerate the transition to ropeless gear. This innovative technology can allow a thriving fishing industry to continue without putting critically endangered whales at risk of entanglement. Each entanglement significantly impacts this already fragile population.”

— Kim Elmslie, Campaign Director, Oceana Canada.

## GRASSROOTS AND ADVOCACY

Year after year, Oceana Canada has been pushing for long-term and permanent measures to protect North Atlantic right whales. Between January and June 2024, at least nine right whales were killed and more have been seriously injured due to entanglements or vessel strikes in Canadian and U.S. waters, bringing this species even closer to extinction.

Our team regularly participates in government-led technical and advisory committee meetings with broad representation from all stakeholders (fishers, academics, shipping industry, and non-governmental organizations), where we urge government officials to continue strengthening measures based on the best available science to save this critically endangered species.



© New England Aquarium/Woods Hole Oceanographic Institution. Taken under NMFS permit #27066

The first right whale seen this summer in Canadian waters was a female named Shelagh who was entangled in fishing gear. This was Shelagh's fifth entanglement, but luckily was spotted gear-free mid-June.



© Clearwater Marine Aquarium Research Institute, taken under NOAA permit #26919. Funding provided by Georgia DNR and NOAA Fisheries

(Above picture): North Atlantic right whale mother #1950, who gave birth to her sixth calf over the winter, was tragically found dead in March of 2024, her body spotted off the coast of Virginia. Her death is particularly devastating to the population because she was of reproductive age and so had many years ahead of her to calve.



# Stop Plastic Pollution

Plastic pollution is the second biggest threat to the planet after climate change, and the two are deeply interconnected. Canada produces over four million tonnes of plastic waste annually, with only 8% being recycled — the rest ends up in landfill, the environment, or is incinerated. This pervasive pollution affects our ecosystems, food, air, and even our bodies. The problem is too big for consumers to solve alone. Oceana Canada is calling on governments and industries to take decisive action by reducing single-use plastic production and implementing real solutions to address this growing crisis. Learn more at [Oceana.ca/Plastics](https://Oceana.ca/Plastics).

## STRATEGIC COMMUNICATIONS

**CBC News:** Court erred in ruling against Ottawa's decision to list plastics as toxic, lawyer argues



**VOCM:** International meetings to develop agreement to end plastic pollution



**Journal de Montreal:** Zéro déchet plastique »: le Canada pourrait réduire ses déchets d'un tiers par an



**Yahoo Finance:** New Oceana Canada poll shows support for ban on single-use plastics



“ Canadians from coast to coast to coast have adapted to the ban on single-use plastics and seen the benefits. Canadians expect serious and practical action from the government to reduce waste and ensure products and systems are truly circular, safe, and of good quality.”

— Anthony Merante, Senior Plastics Campaigner at Oceana Canada.



## SCIENCE & POLICY REPORTS



### Breaking the Plastic Cycle: A Policy Roadmap to Eliminate One-Third of Canada's Plastic Packaging Waste

*Breaking the Plastic Cycle* is Oceana Canada's policy roadmap for the Canadian government, offering an evidence-based strategy to eliminate one-third of Canada's plastic packaging waste. By adopting our recommended solutions, Canada can prevent nearly nine million tonnes of single-use plastic from being generated by 2040, safeguarding the ocean, marine wildlife, and human health from the escalating plastic crisis.

### Other Reports

- Comments on Improving the Federal Plastics Registry

## GRASSROOTS AND ADVOCACY

Oceana Canada and allies, represented by the environmental law firm EcoJustice, went to court in early 2023 to support the federal government's decision to list "plastic manufactured items" as toxic and regulate them under the *Canadian Environmental Protection Act*. This decision was challenged in court by the plastic industry and its allies. Unfortunately, the Federal Court overturned the Government of Canada's designation. Oceana Canada is now collaborating with the federal government and a coalition of environment and human health advocacy organizations to appeal this ruling.



© The Canadian Press Images PHOTO/Oceana Canada and EARTHDAY.ORG



The Oceana Canada team at the United Nations Intergovernmental Negotiating Committee (INC-4) for a global plastic treaty in Ottawa, Canada. From left to right: Anthony Merante, Senior Plastics Campaigner; Rachelle Naddaf, Communications, and Engagement Manager; Josh Laughren, Executive Director; Kim Elmslie, Campaign Director and Vaishali Dassani, Communications and Media Manager.



# Protect Marine Habitat

To safeguard the Atlantic, Arctic, and Pacific Oceans from climate change, pollution, oil and gas exploration, and destructive fishing practices, it is vital to protect key ecosystems such as seamounts and submarine canyons. These natural formations are enduring features of the ocean landscape, providing essential habitats that have supported marine life for thousands of years and continue to do so today. Protecting these habitats is crucial for the health of the ocean and the survival of species like whales, fish, sharks, and sea turtles. Oceana Canada, through research expeditions, ongoing advocacy, and community engagement, is dedicated to learning more about these vital areas and ensuring their protection. Learn more at [oceana.ca/ProtectHabitat](https://oceana.ca/ProtectHabitat).

## STRATEGIC COMMUNICATIONS

**La Presse:** Avec quatre Premières Nations, Ottawa crée la plus grande aire marine protégée du Canada



**CBC Radio:** Why coral is turning white – and what it means for our oceans



**Western Standard:** Advocacy group celebrates BC underwater mountains receiving permanent protection



“Oceana Canada has been advocating for the protection of these vital underwater ecosystems since 2018,” said Oceana Canada Science Director Robert Rangeley. “Marine Protected Areas are a proven conservation tool that can reverse the degradation of our oceans and safeguard ecosystems vital to the cultural and socioeconomic well-being of coastal communities.” Rangeley called this designation “a significant milestone in our efforts to protect marine biodiversity and enhance the abundance of life in the oceans.”

# On The Water

Around the world, Oceana expeditions bring to life essential underwater areas that we seek to protect. In Canada, we partner with Indigenous Peoples and the federal government to deepen our understanding of unique habitats. Oceana Canada uses visual storytelling, community engagement, and scientific data to advocate for these special places.

Since 2017, Oceana Canada has launched five expeditions, documenting seafloor life in the Atlantic and the Pacific Ocean as well as in Arctic waters. These expeditions foster meaningful partnerships with coastal communities, Indigenous Peoples, the government, and academics. This past year, Oceana Canada continued consultations with First Nations in British Columbia to support creating an MPA encompassing almost all known seamounts in Canadian waters.

In July, Oceana Canada, alongside allies and supporters, celebrated the protection of 133,017km<sup>2</sup> of underwater mountains off the West Coast of Vancouver Island, British Columbia. Named Tang. ɠwan · ɥačx<sup>w</sup>iqak · Tsigis (TɥT), it is Canada's newest and largest MPA. Co-managed by Haida, Nuuchah-nulth, Pacheedaht and Quatsino First Nations, TɥT will safeguard marine life and ecosystems from harmful fishing practices and other industrial activities. The MPA will help rebuild abundant wild populations of fish and provide essential habitat for whales, seabirds, and sharks. This protection contributes to Canada's commitment to protect 30% of its land and ocean by 2030, covering 2.31% of Canada's marine area and increasing protection from less than 1% in 2015 to more than 15.54% today.



● Oceana Canada offices

○ Oceana Canada Expeditions  
 Circle size corresponds to approximate expedition distance.

2023-2024

# POLICY SUCCESSES

---

Oceana leverages law, science, grassroots activism, advocacy, and strategic communications to win policy change around the world. With the help of allies, Oceana Canada is winning policy successes that restore ocean abundance. Here's what we accomplished from July 2023 to June 2024.





## Amazon Cuts 95% of Single-Use Plastic Air Pillows Across North America

Amazon has announced the elimination of 95% of single-use plastic air pillows from its delivery packaging in Canada, Mexico, and the U.S., with plans to fully remove them by year's end. This decision, impacting markets that account for over 70% of Amazon's sales, is expected to eliminate nearly 15 billion plastic air pillows annually.

In Canada, where Amazon's plastic footprint has historically been significant — producing an estimated 21,300 tonnes of plastic waste in 2019 — this announcement is a significant step forward. It follows years of persistent campaigning by Oceana to address the company's massive plastic waste problem.

Reducing plastic pollution is critical, as plastics have been found in the deepest part of the oceans, choking sea turtles and killing seabirds. As Canada's dominant e-commerce company, Amazon's actions are a welcome contribution to ocean conservation. Oceana Canada's 2023 report, *Breaking the Plastic Cycle*, highlights that over 60,000 tonnes of plastic waste are generated by the e-commerce sector every year; a figure that could be reduced to zero. With the e-commerce sector projected to grow by more than 70%<sup>1</sup> by 2025, taking early action to phase out single-use plastics is essential to preventing a corresponding increase in plastic waste.

<sup>1</sup> Statista. (2023, May 5). *Retail ecommerce revenue in Canada 2017-2027*. <https://www.statista.com/statistics/289741/canada-retail-e-commerce-sales/>

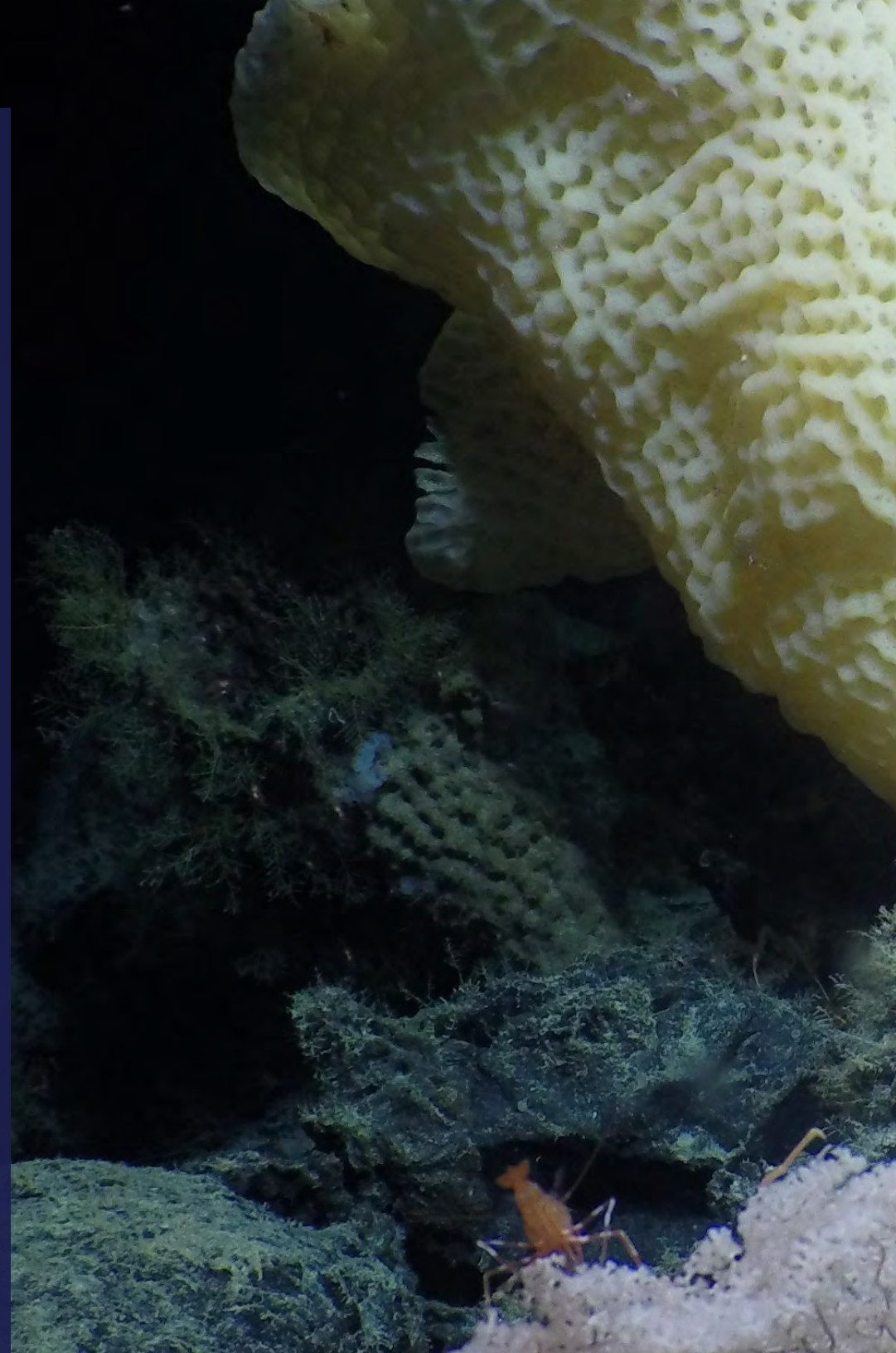


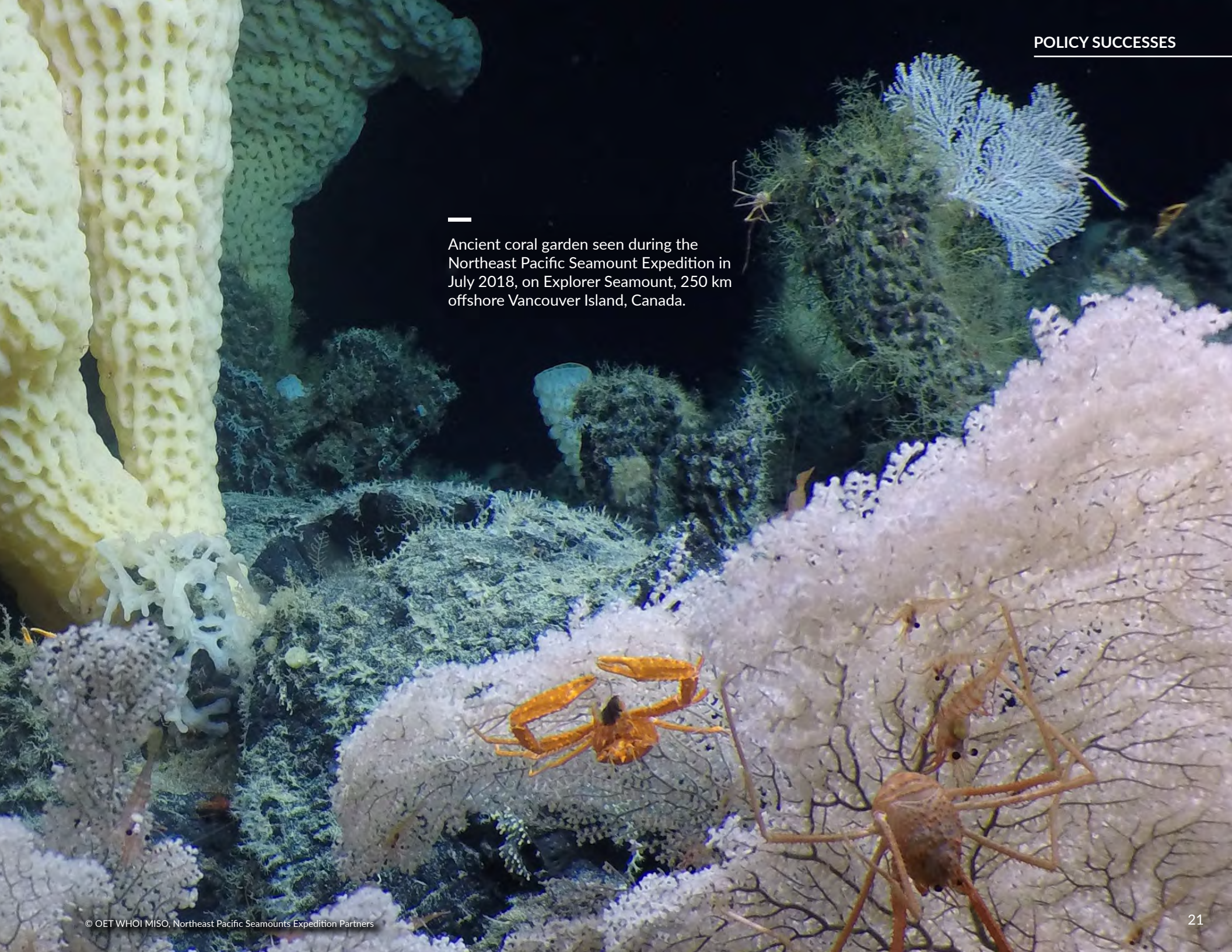
## Canada Protects 93% of Underwater Mountains off British Columbia with Support from First Nations

Canada has designated 133,017km<sup>2</sup> of underwater mountains — known as seamounts — off the West Coast of Vancouver Island as its newest and largest Marine Protected Area (MPA). Named Tang, cwan · ɥačɥ'iqak · Tsigis, this MPA will protect marine life by prohibiting bottom-contact fishing, dumping, and oil and gas exploration, preventing irreparable damage to these fragile ecosystems.

Co-managed by Haida, Nuu-chah-nulth, Pacheedaht and Quatsino First Nations, this new MPA is a significant contribution to Canada's commitment to protect 30% of its oceans by 2030. Oceana Canada has advocated for this protection since 2018, when we partnered with the Haida Nation, Fisheries and Oceans Canada, and Ocean Networks Canada on a deep-sea expedition to the area.

The expedition uncovered centuries-old forests of red tree corals and glass sponges, which are crucial habitats for a diverse array of marine species including sea lilies, basket stars, octopuses, and long-lived rockfish. By permanently safeguarding these ecologically vital seamounts, Canada is promoting ocean health and helping to rebuild abundant, healthy wild fisheries that coastal communities, our economy, and the planet rely on.



A deep-sea coral garden featuring large yellow sponges on the left, a central blue jellyfish, and a dense field of pinkish-white corals on the right. Several orange crabs are visible among the coral.

—  
Ancient coral garden seen during the  
Northeast Pacific Seamount Expedition in  
July 2018, on Explorer Seamount, 250 km  
offshore Vancouver Island, Canada.

# Support Oceana Canada

---

## Donate to Oceana Canada

You have the power to help save the oceans and feed the world. Your support enables Oceana Canada to run targeted campaigns that rebuild ocean abundance, protect habitat, stop plastic pollution, and safeguard North Atlantic right whales. By donating, you become part of a growing community of ocean advocates committed to restoring ocean health and biodiversity for future generations.

For more information, visit [oceana.ca/Donate](https://oceana.ca/Donate).

## Giving via Phone or Mail

### Oceana Canada

Attn: Operations Department  
18 King Street East, Suite 505  
Toronto, ON M5C 1C4  
Phone: 1.416.583.2350  
Toll-free: 1.844.362.3262  
Email: [info@oceana.ca](mailto:info@oceana.ca)

## Planned Giving

Leave a legacy by designating Oceana Canada as a beneficiary in your estate plan. Your gift ensures we can continue our science-based campaigns to protect the ocean's splendor for generations. Contact Lauren Abecassis-Kandravy at [labecassiskandravy@oceana.ca](mailto:labecassiskandravy@oceana.ca) for more details.

---

## Donations of Stock

Maximize your impact with a gift of stock. You'll receive a tax receipt for the full market value of the securities on the date of transfer. For more information, contact Lauren Abecassis-Kandravy at [labecassiskandravy@oceana.ca](mailto:labecassiskandravy@oceana.ca).

## Tax Deduction for Donations

All donations to Oceana Canada will receive a charitable tax receipt. Oceana Canada Charitable Registration Number: 82161 8139 RR0001.



# By the Numbers:

Facebook followers:

**89,617**

Twitter followers:

**13,096**

Instagram followers:

**17,109**

Wavemakers:

**68,547**

Canadian Supporter actions:

**122,510**

## Stay Connected

Follow Oceana Canada on social media for the latest news and insights into research and campaigns.



Oceana Canada



OceanaCAN



oceana\_canada



Oceana Canada

## Take Action

Join Oceana Canada's Wavemaker community and unite with supporters across the country committed to saving our oceans from destruction. As a Wavemaker, you'll take a stand against threats to endangered marine life and the critical state of our fisheries. Your involvement empowers Oceana Canada to combat these and other threats.

Take action today and help protect our oceans by visiting [oceana.ca/Support](https://oceana.ca/Support).

# DONORS, FINANCIAL SUMMARY, BOARD OF DIRECTORS AND STAFF



© Daniel Bruce Lacy

## Donors

### 2023 DONOR LIST

#### \$1 million +

The Nikita Foundation

#### \$250,000 - 999,999

Gordon and Betty Moore Foundation  
The Wyss Foundation\*

#### \$100,000 - 249,999

Donner Canadian Foundation

#### \$50,000 - 99,999

Echo Foundation  
FedEx

#### \$10,000 - 49,999

Airlie Foundation

#### \$1,000 - 9,999

Anonymous (3)  
Donald Beattie  
Beekay Foundation  
Anais Belanger  
Phyllis Burger  
Ulf Von Dehn  
Michael and Honor de Pencier  
Jason Drysdale

Escapes.ca

Farley Temple Family Fund at Calgary Foundation

Alan and Sandra Faiers

Dr. A Fine Medical Corp.

Mary Garthshore and Peter Carson

Langar Foundation

Mark Marfaglia

Karen McCarthy

John David Osborne

Prasad Family Foundation

Steven Price

Martha Richardson

The Rossy Foundation

Robert and Jennifer Sadée Fund at Calgary Foundation

Sensor Technology Ltd.

Smeaton Family Charitable Trust

Stuart Smith

Jack Spraak Legacy Fund

Laura Stone

Ziqi Xu

Mirjam Vanderweff

GCW Consulting, Inc.

Clearpoint Elementary School

Ecole Secondaire Neelin High School

Botanical PaperWorks Inc.

\*Contribution was made to Oceana, Inc.

## Financial Summary

Oceana Canada benefits from significant multi-year grant commitments. In 2023, total revenue was \$3,706,306 and total expenses were \$3,522,497.

Oceana Canada used these funds to advance its efforts to preserve and rebuild ocean life, protect marine habitat, stop plastic pollution, and protect North Atlantic right whales.

Financial data was derived from audited financial statements, copies of which are available at [oceana.ca/Financials](http://oceana.ca/Financials) or by contacting [info@oceana.ca](mailto:info@oceana.ca).

## Oceana Canada Board of Directors

### Valarie Van Cleave, Chair

Valarie's business career encompasses work in mergers and acquisitions, sales and marketing, and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

### David Delagran

David is a senior partner at Beard Winter LLP in Toronto. With more than 25 years as a litigator, he has appeared and argued cases on behalf of his clients before all levels of court in Ontario and has extensive trial and appellate court experience. David's practice encompasses a full range of commercial litigation matters, as well as estates, trusts, and capacity litigation.

### Steven Price

Steven has a life-long fascination with the outdoors and natural history. He recently retired from a 40-year career in conservation, first with World Wildlife Fund Canada and later with Birds Canada, where he served as President and continues as President Emeritus. Among other campaigns, Steven advised Canada's leading grocer on the adoption and implementation of sustainable seafood procurement, which set precedents across the sector in North America.

## Staff

### Toronto

Josh Laughren, Executive Director  
Lauren Abecassis-Kandravy, Development and Partnerships Senior Manager  
Sarah Cameron, Communications and Digital Marketing Manager  
Vaishali Dassani, Communications and Media Relations Manager  
Melinda Hung, Senior Finance and Administration Analyst  
Alex Ivankine, Director of Finance and Administration  
Anthony Merante, Senior Plastics Campaigner  
Uzezi Odharo, Social Media Specialist  
Carolyn Seabrook, Executive Assistant  
Jennifer Whyte, Director of Digital and Campaign Communications  
Lesley Wilmot, Senior Director of Communications and Development

### Halifax

Jack Daly, Marine Scientist  
Isabelle Jubinville, Marine Scientist  
Lauren McLennan, Fisheries Analyst  
Rachelle Naddaf, Communications and Engagement Manager  
Robert Rangeley, Director of Science

### Ottawa

Kim Elmslie, Campaign Director

### Vancouver

Daniel Skerritt, Senior Analyst, Science and Strategy  
Rebecca Schijns, Fishery Scientist



**Oceana Canada**

18 King Street East, Suite 505

Toronto, ON M5C 1C4

Phone: 1.416.583. 2350

Toll-free: 1.844.362.3262

Email: [info@oceana.ca](mailto:info@oceana.ca)