



**POLLINATOR
PARTNERSHIP**
C A N A D A

Pollinator Partnership Canada's
Annual Report
2024



A Year To Remember

A Message From The Executive Director

2024 was a year of growth, action, and solid progress toward our goal of protecting and promoting pollinators across Canada.

Project Wingspan ON continued to engage and train seed collectors focused on monarch butterfly nectar plants. The Pollinator Stewardship Certification program, now in its 4th year, has trained and Certified over 1,000 Stewards across North America! Bee City Canada grew by 15 members that now promote pollinator programming to 140,000 community members. In the spring we also expanded our arctic pollinator programs to Whitehorse, and over 1500 polar plant-pollinator interactions have been recorded. This increases our capacity to support these species.

We have been making steady progress on policy and pollinator protection standards, including developing new tools for farmers to protect pollinators from pesticides; working with municipalities to refine bylaws and write pollinator protection plans; and working with governments across North America to solidify pollinator protection.

2024 was an impressive year. Let's work together to make 2025 even more impressive. Your support is what makes our programs grow!



Vicki Wojcik
Executive Director
Pollinator Partnership Canada

Who We Are

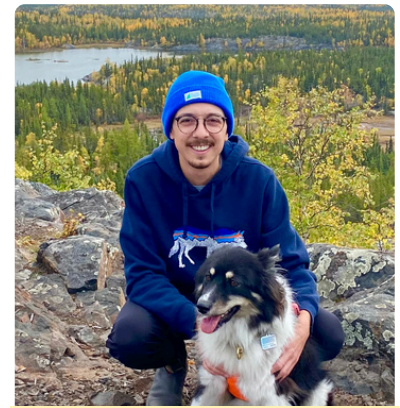
Meet The Team



Vicki Wojcik,
Executive Director



Jordan Phelps,
Bee City Canada
Coordinator



Anthony Colangelo,
Outreach &
Education Specialist



Adrienne Maranduik,
Grants & Program
Manager



Adèle Grenouilleau,
Partnership, Outreach
& Giving Manager



Samantha Medeiros,
Habitat & Conservation
Manager

Program Updates

An Overview of 2024



Pollinator Steward Certification

Across Canada and North America, over **1,000** participants have received training through the Pollinator Steward Certification program and have the know-how to make a real difference for pollinators, people, and the planet. Registration for the 2025 Pollinator Steward Certification Program is **NOW OPEN!**

[Learn More](#)

Bee City Canada

Bee City Canada had another successful year with **5 new municipalities** registering for the program. **Eight new schools** and **2 new campuses** joined the program! In 2024, the Bee City Canada Handbook for Bee Communities was released.

[Learn More](#)



Bee Friendly Gardening (BFG)

In 2024, over **700** members joined the Bee Friendly Gardening (BFG) program and more than **400** gardens were registered in North America. Through BFG, members have exclusive access to resources and a network of gardeners all across North America.

[Learn More](#)

**POLLINATOR
PARTNERSHIP**
C A N A D A

Program Feature

The Agricultural Guides

Bee Friendly Farming (BFF) programs recognize, engage, and support participants and pollinators everywhere.

In 2024, we've added two new "**Protecting Pollinators from Pesticides**" Agricultural guides for the specialty crops **Canola** and **Wild Blueberry**. These guides are designed to minimize the impacts of pesticides and other management measures on pollinators, and is written for all those involved in specialty crop production. Each guide covers 4 main practices: integrated pest management (IPM), clear communication between beekeepers and growers, habitat support, and careful pesticide use.



Each "**Protecting Pollinators From Pesticides**" guide has a supplemental document, which includes information on the pesticide regulatory process of the Pest Management Regulatory Agency (PMRA) in Canada, helping stakeholders make informed decisions. By becoming a Bee Friendly Farming member, you can help preserve and protect the pollinator populations by implementing positive, incremental changes on your property. BFF helps farmers incorporate affordable, simple, science-based guidelines, like offering nutrition and habitats for bees, and integrated pest and pollinator management strategies.

Join hundreds of other members by applying today.

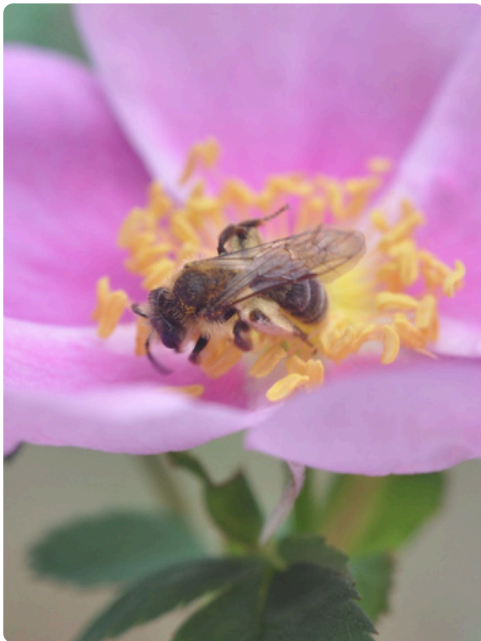
[Learn More](#)

**POLLINATOR
PARTNERSHIP**
C A N A D A

New Program

Whitehorse Plan Bee

Heath Bumble Bee by Maria Leung



Mining Bee by Maria Leung

Our ongoing work in the Canadian Territories started in Yellowknife in 2021 with federal grant funding from Environment and Climate Change Canada's Habitat Stewardship Program. This year we expanded our project into Whitehorse, Yukon!

The goal of our project is to learn more about the native flowers bumble bees and other native pollinators are using around Whitehorse through community science to better understand how we can protect them. Field work involves observing patches of wildflowers around town, recording all bee and pollinator occurrences on those patches of flowers, and then uploading each observation to iNaturalist for species identification and location data.

Every picture uploaded to our iNaturalist page helps improve our data all while helping us better understand specific plant-pollinator interactions and the diversity of bee species each type of native flower attracts. **We currently have 5,274 pollinator observations included in the project with 221 species identified!** Next steps for this project include hosting an in-person Pollinator Steward Training workshop, and creating a downloadable guide to common bumble bees and native plants found in Whitehorse.

Going forward we are planning to complete our northern work in all three Canadian Territories with an expansion of our Plan Bee project in Iqaluit, Nunavut!

[Learn More](#)



Yellow-Fronted Bumble Bee by Maria Leung

**POLLINATOR
PARTNERSHIP**
C A N A D A

Collaborative Events

A year of partnerships

In 2024, we participated in various events and collaborated with different partners across Canada to raise awareness for pollinator conservation. We celebrated World Bee Day with the staff of the **Fairmont Royal York Hotel** in Toronto and gave a talk on the importance of pollinators and pollinated food, next to their hives on their rooftop. As a part of the Project Wingspan Ontario program, we led two Seed Collection Workshops: in Puslinch, ON at the **Bee Sweet Nature Co. plant nursery**, and at the **Royal Botanical Garden** in Toronto. Through these workshops, attendees increased their awareness of monarch butterfly (*Danaus plexippus*) management in Canada, as well as how they can make a positive difference through seed collection.



Tableting at the Patagonia Toronto store



Presentation for the staff of the Fairmont Royal York Hotel

Together with **Skills for Change** and **Project Swallowtail** Block Ambassador, Douglas Counter, we led over 40 youth in the **Youth Climate Action Initiative** in exploring the importance of pollinators and native plants. Participants enjoyed hands-on activities like potting-up seedlings and collecting seeds, while learning about conservation's positive effects on mental health and well-being. Each attendee also received two native plant kits, totaling over 200 plants distributed!

This is just a small example of what we accomplished with other groups. We look forward to more collaborations in the new year!

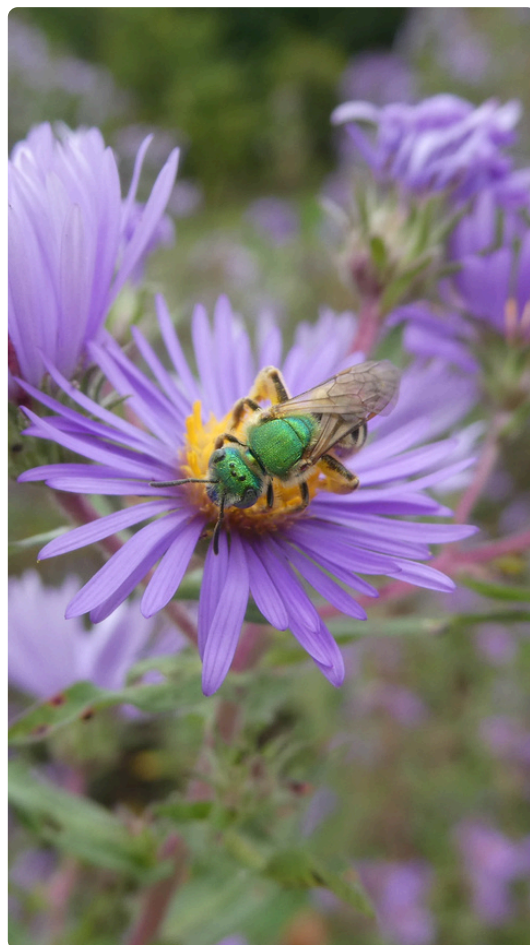
Our Campaigns

The Bee Blitz

For World Bee Day, we launched the first edition of the Bee Blitz campaign that **aims to raise awareness to the over 970 species of native bees in Canada.**

While we started with the objective of raising \$970 to match the number of native bee species in the country, we quickly exceeded our goal by raising **\$3,500 thanks to the generosity of the Fairmont Royal York Hotel that matched the donations.**

The Bee Blitz campaign was created to show the **diversity of native bees found in Canada.** Each of these species contribute to the regeneration and good health of ecosystems. However, more discreet than honey bees, these wild bees are often forgotten. Our mission is therefore to put them in the spotlight and show their importance. Thanks to the support of our donors, all the proceeds went to our bee-focus programs such as Bee City Canada or Yellowknife Plan Bee.



Campaign Spotlight: Wings of Hope

From September to November, we promoted the Wings of Hope campaign which is a call to come together and support pollinator populations. For the 2024 campaign, butterflies were in the spotlight, and we highlighted various native butterfly species in Canada that need our attention.



**POLLINATOR
PARTNERSHIP**
C A N A D A

Fundraise With Us For Pollinators

"Tricolour Bumblebee and Sunflowers"
by Chris MacLeod

Our donors are as unique and creative as we are in our approach to pollinator conservation. We graciously welcome donations fundraised from all types of events; from birthday parties and b'nai mitzvahs, bake sales and fundraisers, to celebrations of life in honour of a loved one. We celebrate our incredible and thoughtful donors year-round, and below are just a couple of outstanding examples from 2024:

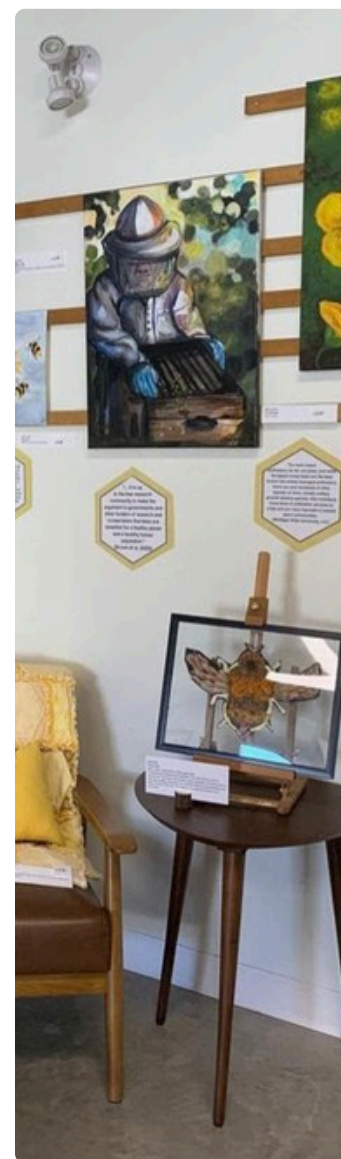
1) Art Auction and Flash Tattoo Fundraiser: University of Saskatchewan's student group, "To Bee Frank" organized a local art exhibit and fundraiser at Honey Bee Tattoo Collective, donating all proceeds to Pollinator Partnership Canada! We are so grateful for their support!

2) Giving Tuesday Artwork Fundraiser: Canadian artist, [Christopher MacLeod](#) collaborated with us to sell prints of "Tricolour Bumblebee and Sunflowers", with all proceeds benefiting Pollinator Partnership Canada and our mission. His love for wildlife conservation, and background in biology made this artist collaboration a great fit for donors to get a special gift while supporting pollinator conservation!

Your participation helps us create habitat, educate community members, and spread awareness about pollinators.

We appreciate each and every donor, whether you support us through fundraisers, a one-time donation, monthly support, or other creative initiatives. We couldn't do it without you.

Thank you!



Art Auction and Flash
Tattoo Fundraiser
University of Saskatchewan

**POLLINATOR
PARTNERSHIP**
C A N A D A

Shop

To Support Pollinators



Are you looking for a way to support pollinators and to do some shopping at the same time? These companies and organizations support our work in many ways and help us to share our message of pollinator conservation.

Check out these amazing brands and businesses, and learn more about their engagement towards pollinators and our programs! More information about our sponsors and retail partners are available [HERE](#).

We thank all of them for their support!

patagonia[®]

Fairmont
ROYAL YORK

drizzle[®]



H U N A

SAVE  BEES
WAYWARD
DISTILLERY

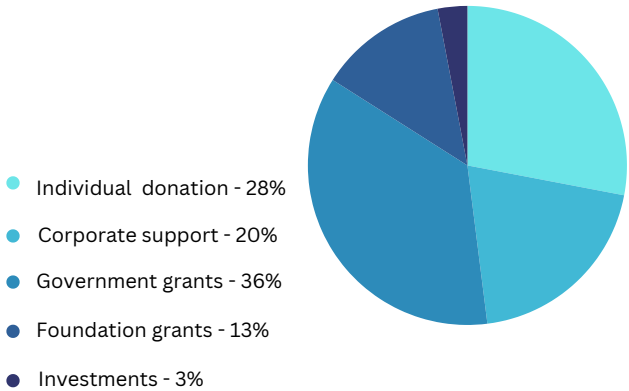



ZARBEE'S[®]
INSPIRED BY NATURE

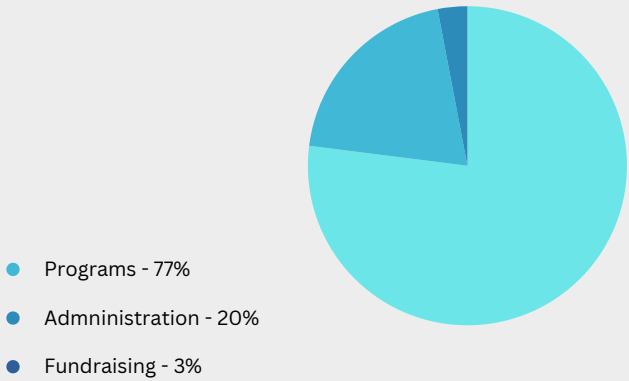
BLEU LAVANDE
wellessentials

**POLLINATOR
PARTNERSHIP**
C A N A D A

Financial report 2024



Thank you to all of our donors and supporters. In 2024, we brought in \$387,000, to support pollinators. Government grants have increased in 2024, adding to our individual donors' support.



We make sure we work hard for pollinators, putting them first. Your financial support goes directly into our pollinator conservation, habitat support, and outreach programs.

The 2024 financial figures presented are pending audit. In accordance with federal charitable registrations, Pollinator Partnership Canada undergoes an independent audit each year. We remain in good standing with the CRA. Our most recent T3010 Charitable Filing and our status can be found at the [CRA Charities Listing](#).



Thank you!
For Your Support

YOU can help us ensure a sustainable future for pollinators, people, and the planet. Please consider making a tax deductible donation today.

DONATE TODAY

Get social with us!



PO Box 73619
RPO Wychwood
Toronto, Ontario M6C 4A7
Charitable Registration #
84169 5174 RR0001
info@pollinatorpartnership.ca
pollinatorpartnership.ca



POLLINATOR
PARTNERSHIP
C A N A D A