



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

Pollinator Partnership Canada's Annual Report

2025

The North in Focus

A Message from the Executive Director

This past July I had the unique opportunity to visit Iqaluit with our team, and help with our on-going study of arctic pollinators. For those of us that are lucky enough to visit the arctic in our lifetime, the combined beauty and hardship of the tundra, and the resilience of the species that make it their home provides us with pause to reflect on our role in our ecosystems.

Arctic bumble bees are magical. They exist in a world of contradictions. Abundant resources that occupy only a moment in time. An endless summer sun met by the icy winds coming off of cold ocean. Although the season is short, the bumble bees of the arctic work their magic, visiting the arctic poppies, saxifrage, and campions that fill the landscape. They collect pollen and nectar to provision their nests, and in the process support countless plants, animals, and people.

Visiting the arctic puts into perspective the work that we do. It highlights how small things, small actions, aren't that small at all. They are foundational, like a tiny seed that grows to flower and fruit; to feed us all, both big and small. We're starting the year putting pollinators first with every small action. Thank you for helping us put them first.



Vicki Wojcik
Executive Director
Pollinator Partnership Canada

Who We Are

Meet The Team



Vicki Wojcik,
Executive Director



Jordan Phelps,
Community Conservation
& Bee City Canada Manager



Anthony Colangelo,
Education Manager



Gavin Hossack
Habitat & Outreach
Program Coordinator



Adèle Grenouilleau,
Partnership, Outreach
& Giving Manager



Samantha Medeiros,
Habitat & Conservation
Manager

Plan Bee Community Science

Observing Pollinators in Canada's North

The goal of our Plan Bee Community Science project is to learn more about the native flowers bumble bees, specifically at-risk species, and other native pollinators are using around all three northern Canadian Territories through community science. Our main objectives are to gain an understanding of 1) the critical food resources needed for survival by at-risk bumble bees including the gypsy cuckoo bumble bee and the yellow-banded bumble bee, 2) the current local occurrences of these bee species, 3) the stewardship capacity to protect these listed species and their ecosystem services, and 4) to increase community engagement and knowledge about bees and pollinators.



Gypsy cuckoo bumble bee



Yellow-banded bumble bee

Field work involves observing patches of wildflowers around target locations, recording all bee and pollinator occurrences on those patches of flowers, and then uploading each observation to iNaturalist for species identification and location data. The great thing about our community science approach to field work is that it makes it easy for anyone to participate. Every picture uploaded to our iNaturalist pages 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.

[Learn More](#)



Plan Bee Community Science

Iqaluit, Nunavut



Anthony Colangelo, Vicki Wojcik, and Kaia Paterson



Photos from Iqaluit, by Kaia Paterson



Vicki Wojcik presenting at Iqaluit workshop

In 2025 we expanded our Plan Bee Community Science project to include Iqaluit, Nunavut. Pollinators in northern areas are understudied and lacking plant-pollinator interaction data, especially the further north you travel. Thanks to our project work, we added 60 pollinator observations to iNaturalist found around Iqaluit. This included notable observations of the forest bumble bee, Johansen's bumble bee, and one rare observation of the polar bumble bee. Field work was accompanied by an in-person workshop that was attended by members of the community. This workshop helped raise awareness about the importance of northern pollinators and native plants, and encouraged participants to contribute to local community science projects. Seen in the pictures on this page are the Plan Bee team, as well as pictures of some of the bees and beautiful landscapes of Iqaluit.



Photo of Iqaluit, by Anthony Colangelo

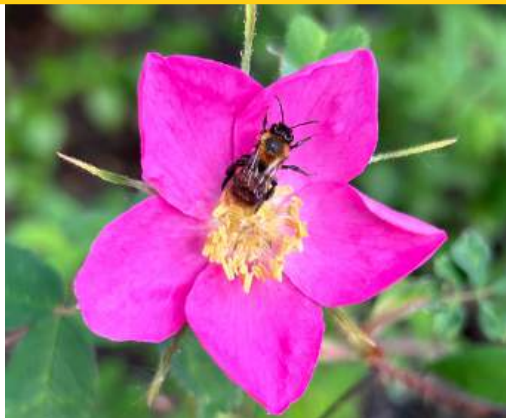
Plan Bee Community Science

Notable Updates

Heath Bumble Bee by Maria Leung



The Plan Bee Community Science project was active across all three Canadian Territories in 2025, including Yellowknife, Northwest Territories; Whitehorse, Yukon; and Iqaluit, Nunavut. Through this project, we have increased the number of bee and pollinator observations in each city with hundreds of pictures being uploaded to our iNaturalist project pages. By motivating more community scientists to participate in each city, there have been a number of notable observations made, and we have included a few of the photos here. Even more exciting is that some of these photos are the first observation made of that particular species uploaded to iNaturalist within the northern territories!



Photos: indiscriminate cuckoo bumble bee (top left), red-footed cuckoo leafcutter bee (top middle), long-lipped mining bee (top right), Milwaukee mining bee (bottom left), forest bumble bee (bottom middle), golden-belted bumble bee (bottom right). Photos by Anthony Colangelo

Program Updates

An Overview of 2025



Pollinator Steward Certification

Across Canada and North America, **2,000 +** 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 2026 Pollinator Steward Certification Program is **NOW OPEN!**

[Learn More](#)

Bee City Canada

Bee City Canada had another successful year with **7 new municipalities, 2 new campuses, and 4 new schools** registering for the program!

[Learn More](#)



Honey Bee Research Grant

We piloted the Building Honey Bee Colonies Through Community Grant with Storehouses Foundation in 2025. Thanks to this we have been able to distribute \$60K towards **3** new research projects focused on improving honey bee health and productivity.

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Program Feature

Project Wingspan Ontario



Monarch butterfly

Project Wingspan Ontario began in 2023 with federal grant funding from Environment and Climate Change Canada's Habitat Stewardship Program.

The goal of Project Wingspan Ontario is to train local volunteers to collect native, ecotypic seed to be cleaned, grown out, and shared to support habitat creation efforts to ultimately support monarchs and other pollinators.

Our first step in late 2023 was creating a target list of 15 native plants that support monarchs and other pollinators throughout the growing season.

Our target plant list was designed to include only beneficial plants that are relatively abundant, to ensure volunteers can locate them and collect seed without too much difficulty. We then developed plant profile booklets that include detailed information about each target plant, including notable plant features for identification, bloom and seed collection timing, larval hosts, and lookalike species that could be confused for target plants.

In 2024, we hosted in-person training events to onboard volunteers and share resources at the Toronto Botanical Garden and Bee Sweet Nature Company. In 2025, we hosted a second in-person training event in Toronto with support from the city.



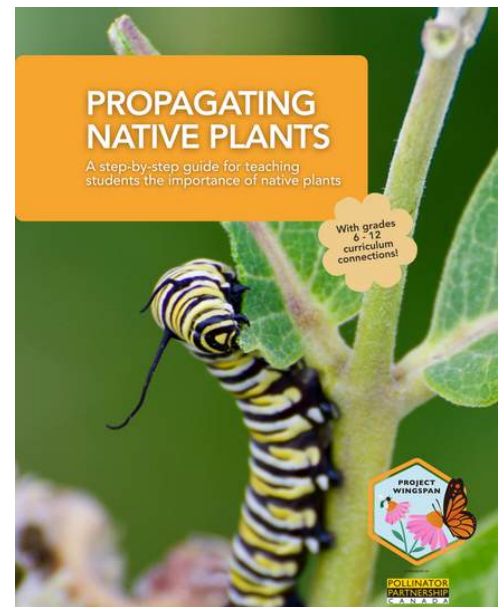
Project Wingspan Ontario training event in Toronto, 2025

Program Feature

Project Wingspan Ontario

In 2025, our main focus was developing online training resources to increase the reach of our programming and scale up volunteer participation. We developed a series of online training modules available on YouTube that introduce the program and teach volunteers the information needed to participate (e.g. target plant identification, seed collection 101). We also developed a pre-training quiz and a post-training quiz so that volunteers can compare their knowledge before and after taking the training, and we can evaluate the efficacy of our training modules.

In an effort to encourage classroom participation, we also developed a teacher's guide for educating students about native plant propagation, with curriculum connections.



Project Wingspan Ontario guide for teaching students how to propagate native plants



Project Wingspan Ontario Virtual Learning Module 3: Seed Collection 101

[Learn More](#)

In 2026, our main focus will be promoting these resources to grow our engaged network of volunteers, and capturing seed collected, plants grown, and plant material shared through our new reporting form! If you are interested in collecting seed and growing out plants to support monarchs, let us know!

Partnership Feature

Birks for Bees Seeding Program

In 2025 we launched a collaborative project with Birks, with generous funding from their Birks for Bees initiative, to distribute native plant seed across Canada in support of local pollinator habitat projects. People with planned habitat projects in Toronto, Ottawa, Calgary, Vancouver, Montréal, and Quebec City were encouraged to apply to receive seed in fall of 2025 or spring of 2026.

Two of the following species were offered to applicants, depending on their region: **Wild Bergamot** (*Monarda fistulosa*), **Butterfly Bush Milkweed** (*Asclepias tuberosa*), **Prairie Coneflower** (*Ratibida columnifera*), and **Western Yarrow** (*Achillea millefolium*).



Wild Bergamot by Junaid Khan



Black-tailed bumble bee by Thompson Hyggen

We distributed our first round of seed in September 2025 for fall planting. **In total, we distributed more than 75 grams of native seed to support 37 different pollinator habitat projects across Canada.**

The next round of seed distribution will occur in spring of 2026 and we are already receiving applications! If you live in an eligible city and are interested in receiving native seed for a habitat project, considering [applying here](#).

[Learn More](#)

Challenged Matched & Exceeded

\$10,000 + Raised by Donors!

This year's matching-donation campaign set out to raise \$10,000 for our programs, which would be doubled through a generous matching commitment. Thanks to the remarkable support of our donors, the campaign not only reached its goal but surpassed it. Together, our community contributed \$12,143, unlocking the full match and bringing the total raised to **\$22,143** in support of our work.

Our community of donors played a central role in this success. We gratefully acknowledge the contributions of Lorene Archdekin; Madeleine Ashcroft; Melissa Bettcher; Kelly Bills; Bernie Cardenas; Gordon Coleman (in honour of Ber the Ber); Andrew Crouse; Jeanne Currie; Jacqueline Day; Frumie Diamond; Mandy Douglas; Debra Foster; Harriet Hall; Gwen Harris; Mark Hearson; Tausif Hossain; Ken Hoyle; Enrico Iafolla (in memory of Tristan Iafolla); Jolanta Jason; Lisa Jayne; Pauline Karch (in honour of Jacquie Green); Clement Kent (in memory of Sheila Colla); Jen Knoch; Yvonne Lam Tang; Geoffrey Leslie; Sharon Lovett (in thanks for Project Swallowtail); Shari Marston (in honour of Danielle Dingleline-Henes); Natalie Martin; Kelsea McKenna (in honour of Gerry McKenna); Jeffrey Milgram; Heather Miller; Rebecca Morisson (in honour of Benjamin Morisson); Marjorie Murray; Peter Noteboom; Elizabeth Osuch; Donald & Laurie Paddock; Elena Quast; Lisa Reimann (in memory of John Cojocari, Beekeeper); Christopher Richards-Bentley; Heidi Carolyn Riegenbach; Michel Roy; Laura Schleifer; Claire Scott; Diane Segal; Roy Sequeira; Ratna Sharma; Sean Shelton; Bryan Smith; Clifford Sosnow; Josh Soref; Grant Thompson; Janath Vesna (in honour of Stacey Bellamy); Cyndi Weyler (in honour of JD & Ashley); Lorne Widmer; and Bob and Sue Wildfong.

Donors Plant the Seeds

We make sure it can grow

We'd like to recognize the generosity of 12 anonymous donors, including four who made gifts in honour of Nejra, Sr Dan Dornan, Eloise Ruth, and Tina Redmond. Their quiet contributions played an important role in helping the campaign exceed its goal.

Our appreciation extends to our corporate supporters, whose partnership strengthens our capacity to deliver meaningful impact. This year, we thank London Drugs, Dr. Bee, Sandbox Mutual Insurance, Huna Skin Inc., Market of Stars, and Bumble & Bee for their commitment to our mission.

Together, this community of supporters made it possible to surpass our campaign target and advance our work in a significant way.



Monthly donors keep us buzzing!

Their steady support helps us plant more native flowers, restore habitat, and give bees, butterflies, and other pollinators the resources they need to thrive. Month after month, these donors create a ripple of impact—proof that even small, consistent gifts can blossom into something powerful. Their ongoing commitment helps our work take flight, ensuring that our conservation efforts stay strong, sustainable, and full of life.

Thanks to our partners

When you shop, travel, and celebrate pollinators can benefit as well. Over the years we have worked with many partners that help us achieve our mission to protect pollinators.

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](#).

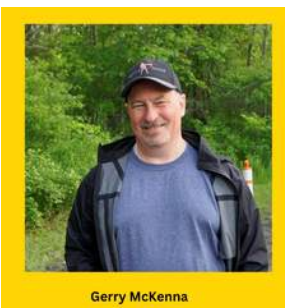
We thank all of them for their support!



Buzzing Board News

We are expanding

In 2025, our board continued to grow and strengthen, welcoming **4** new members—Carlotta James, Taylor Ball, Michelle Holland, and Megan Mackey—and bringing us to a full slate of eight directors by year's end. This expansion added a wider range of skills, perspectives, and community connections to our leadership table, better reflecting the diverse ecosystems and communities we aim to support. With this added capacity, the board established a finance committee and, through a formal voting process, appointed a new Chair and Treasurer to help keep our work humming along with steady, accountable leadership in the years ahead. As the board continues to flourish we know that we can expand our range and support even more pollinators along the way in the years to come.

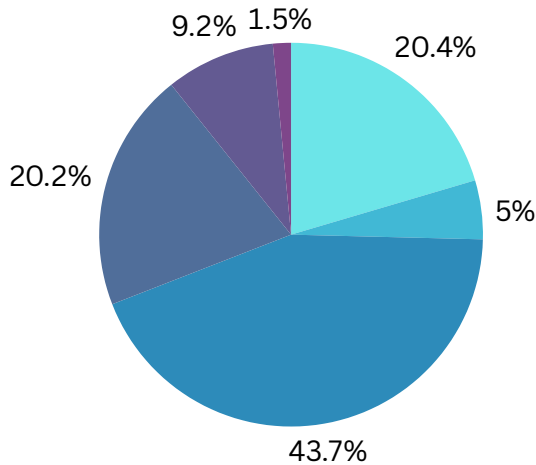


We also extend our heartfelt thanks to our outgoing members, Bob Wildfong and Gerry McKenna for their outstanding service to the P2C board for **10+** years. Their longstanding commitment, thoughtful guidance, and belief in our mission helped plant the seeds for the strong, values-driven board leading the organization today. As they step back from formal governance roles, we remain deeply grateful for the time, care, and energy they invested in helping this organization grow and flourish.

Learn More

Financial report

2025



A diversity of funders and partners underwrite the work we do. Funding from many sectors makes us more resilient and able to handle change. Canada's charitable sector has been impacted by uncertainty, with individuals, corporations, and governments reducing funding in 2025. We thank all of our supporters that have continued to put pollinators first.

Foundation Grants

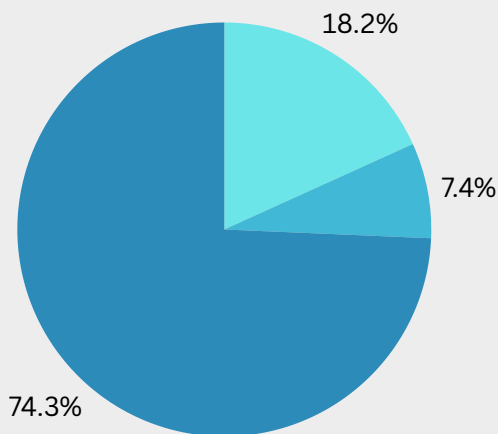
Government Grants

Contracts

Donations

Member Fees

Investment



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.

Administration

Fundraising

Programs

The 2025 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 Charity Listing Page](#).



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!



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