

Bruce Trail Conservancy top Canadian environmental charity

The Bruce Trail Conservancy (BTC) ranks among the leading Canadian conservation groups.

This is according to a comprehensive new study that examines the Canadian environmental charitable landscape and provides detailed comparisons of charities large and small. The study also sheds light on why these environmental charities are of critical importance.

“Canada as a whole lags behind other countries in key areas,” the report stated. “Only 12 per cent of Canada's land surface is protected, ranking 16th out of 30 OECD countries. In comparison, the United States protects 24 per cent of its land.”

The report reviewed the work of 32 charities across Canada, and named seven “Top Pick” organizations: BTC, Canadian Parks and Wilderness Society, Ecotrust Canada, Nature Canada, Nature Conservancy of Canada, Wildlife Conservation Society Canada and Wildlife Preservation Canada.

The report was intended to serve as a compass for donors.

“Canadians are inundated by charities asking for money,” said Charity Intelligence Managing Director Kate Bahen. “It's time consuming and often difficult to look beyond the heart-tugging photos and stories, to get the facts about what charities actually do. CI's environmental report provides an independent analysis on the state of Canada's most pressing environmental issues and identifies the charities that are working most effectively to make a difference. It challenges Canadians to look beyond the surface, get the facts about what charities do, how they spend donor money, and the results they achieve.”

BTC has been in existence for more than 50 years. Its mission is to create a conservation corridor along the Niagara Escarpment, a UNESCO World Biosphere Reserve.

“We strongly endorse the findings of Charity Intelligence's report and are pleased to be included alongside top national charities,” BTC Executive Director Beth Gilhespy said. “At the BTC, we are committed to preserving and conserving the Niagara Escarpment for this generation and the ones that follow. Our organization is lean and our accomplishments are a result of the continued commitment of our 1,300 volunteers, 8,800 members and thousands of donors. We are a success because each year our donors and supporters enable us to secure more land and collectively move our conservation mission forward.”

The full report, Environmental Charities in Canada, is available, free of charge, at www.charityintelligence.ca