

**EX** | WILDLIFE  
CONSERVANCY  
**POSED**

# Impact Report

2024 - 2025





The background of the slide is a misty, golden-hour landscape. In the foreground, a small, dark rock sits in a body of water. The water is calm, reflecting the soft, golden light of the sky. The background is a hazy, misty expanse of land and sky, with the sun low on the horizon, creating a warm, atmospheric glow. The overall tone is serene and contemplative.

## Our Mission

To champion the rights of Canada's **apex predators** by exposing unethical wildlife management practices and regulations, educating the public, raising awareness, and advocating for a fair, science-based approach to wildlife governance.

## Our Vision

The **Exposed Wildlife Conservancy** will become a recognized leader in wildlife advocacy for apex predators in Western Canada. We want the public, government, business, and media to seek out and rely on EWC as a nonpartisan expert advisor on apex predators.



# Letter From Our Chair

As we look back on our last fiscal year for **Exposed Wildlife Conservancy**, it's clear that we have taken a giant step toward becoming one of Western Canada's most trusted environmental nonprofit organizations when it comes to the conservation of our **bears**, **wolves** and **cougars**.

One year ago we did not have a stable funding base, we did not have an Executive Director, and we did not have a clear, concise direction despite still having a considerable impact on apex predator coexistence and conservation with our videos, advocacy, and education work that reached millions on YouTube, Instagram, Facebook and in major media across Canada, including CBC, CTV and Global.



Today, we have a stable operating financial base of major donors and monthly donors that have allowed us to hire a full-time Executive Director, a part-time Outreach & Communications Director and a part-time Media Production & Project Support Director to grow our reach even further. This has allowed our Board to concentrate on creating a new Strategic Plan in May 2025 that is already in action.

Our previous work on our national **Trapped in the Past** campaign in collaboration with The Fur-Bearers will continue and will ramp up even further in the coming year. Similarly, our trophy hunting policy reform work in BC and Alberta, our ground-breaking trail camera coexistence project with the MD of Bighorn in Alberta, and our work to improve road and rail safety for large carnivores and other wildlife will all continue to grow in scale.

But perhaps most excitingly, we are thrilled that our future plans include new work educating the public and advocating for predator buffer zones around our national parks. These buffer zones would provide room to roam for our large carnivores like cougars, grizzly bears, wolves and wolverines without the threat of trapping and trophy hunting, acting as stable population refuges for these apex predators now that we know our national parks are not big enough to

do so on their own. This would not only protect the predators but would have an umbrella effect on the species below them in the food chain, **protecting the ecological integrity of these incredibly biodiverse ecosystems for future generations.**

In closing, **I would like to thank all of those who have made these big leaps in the past year possible – our donors, our supporters, our followers, our partners and our wonderful board and staff.** I look forward to seeing what 2025-26 brings to EWC as we continue to grow into a national eNGO powerhouse.

Sincerely,



**John E. Marriott**  
Chair, Exposed Wildlife Conservancy





# Letter From Our Executive Director

This past year marked both an ending and a beginning.

In April 2025, I had the immense honour of stepping into the role of Executive Director for Exposed Wildlife Conservancy. As we celebrate **a decade of impact**, I want to begin by acknowledging the incredible foundation built by those who came before me. What started as a bold vision, giving wildlife a voice, has grown into a movement rooted in **integrity, passion, and purpose**.

Over the last ten years, EWC has evolved from a grassroots nonprofit into a respected charity. This transition reflects more than an administrative milestone; it signals a renewed commitment to deepening our impact, broadening our reach, and solidifying our role as a leader in wildlife advocacy.

This year, we stood on the frontlines of critical conversations about how Canada treats its apex predators. We spoke out when a cougar was killed in Canmore, orphaning her two cubs. We mourned Nakoda, the beloved white grizzly bear, and demanded better infrastructure to prevent future tragedies. We launched Trapped in the Past, a hard-hitting documentary series exposing the brutal truths of neck snare trapping in Canada. And we equipped communities with the tools they need to live alongside apex predators through the launch of our Knowledge Base.

At the heart of all this work is a belief that wildlife deserves more than passive protection; it deserves active, informed, and ethical representation. It deserves science. It deserves compassion. It deserves all of us.

As we move forward, we do so with clarity, courage, and conviction. Our priorities are sharp: strengthen coexistence frameworks, advocate for data-driven policy, and ensure that the next generation inherits not just stories of loss, but stories of recovery, respect, and resilience.

**To our supporters, partners, and volunteers, thank you. Your belief in our work makes it possible to dream bigger, speak louder, and act bolder.**

The path ahead is challenging. But it is also full of possibilities. To me, that's where the inspiration lives. And I invite you to walk it with us.

Happy trails,

A handwritten signature in blue ink, appearing to read 'Maggie Spizzirri', with a long, sweeping flourish extending to the right.

**Maggie Spizzirri**

Executive Director, Exposed Wildlife Conservancy





# Cougar Conservation





## Redefining “Problem Wildlife”

In February 2025, Albertans were shocked to learn that a cougar mother with two kittens had been killed just outside Canmore by a trophy hunter, leaving the two kittens unable to survive on their own as they were too young. The official reasoning? Human error. But the truth was more complicated.

These kittens were victims of a system that continues to treat apex predators as threats, rather than critical contributors to ecosystem health.

The incident became a flashpoint in a broader issue: the **erosion of transparency and science in Alberta’s hunting regulations**. In 2024–2025, the Government of Alberta implemented sweeping changes to its cougar hunting policies. Female harvest quotas were more than doubled, with several new Cougar Management Areas opened, including some adjacent to and inside protected parks. Simultaneously, mandatory harvest reporting was removed, meaning that real-time population data would be harder to monitor, and decisions would be made with less accountability.



We responded swiftly and strategically. Our team released a detailed letter highlighting the dangers of removing science from wildlife policy. With data showing that Alberta’s cougar population estimates refer to outdated models (with some zones relying on data over five years old), we called for an immediate moratorium on expanded hunting zones and a third-party population assessment before any new quotas were approved.



## Trail Camera Project

This call to action was supported by our Trail Camera Project, which had just completed its first phase in the Village of Waiparous, northwest of Calgary in Alberta. There, and in our expanded program in other areas of the Municipal District of Big Horn, cameras captured rare footage of cougars and other predators silently coexisting right next to rural communities.

These images directly challenge the prevailing narrative that cougars pose a danger to the public. Instead, they show animals avoiding human contact, displaying strong familial bonds, and occupying ecological niches that keep prey populations and ecosystems in balance.

Thanks to early success in the MD of Big Horn, the project was extended for another full year.

The data we collect will support our advocacy, community engagement and citizen science efforts.



Our message is simple:  
when we see these  
animals clearly, we  
make better decisions.  
And the time for  
clarity is now.







# Grizzly Bear Conservation

## Honouring Nakoda, Building Change

In the summer of 2024, news broke that Nakoda, a rare white grizzly bear that was beloved and famous, passed away due to injuries sustained in a vehicle collision on the Trans-Canada Highway near the British Columbia-Alberta border in Yoho National Park. Her two young cubs were also struck and killed on the same highway. A day later, a male grizzly was killed in similar circumstances. For many, this wasn't just a tragedy; it was a wake-up call.

**Grizzly bears are a threatened species.** Yet, even with their designation, the momentum behind conservation efforts is slowing. In 2024, the Alberta government made changes to allow hunting of “problem” grizzly bears through the Wildlife Responder Network, raising ethical questions about conflicting interests in managing at-risk species.

What does it mean to protect a species on paper, but underfund the systems and infrastructure needed to ensure their survival in practice?

We believe protection must mean more than a listing status. Through our **Safe Passages and Road Safety campaign**, we've amplified calls for wildlife overpasses and underpasses, particularly in high-conflict zones along Highway 1 and Highway 3. These wildlife crossing structures are not speculative; they are proven. Data from Banff National Park shows a 90% reduction in wildlife-vehicle collisions where overpasses and fencing exist.

Nakoda's Letter gathered over 3,000 signatures and engaged communities, scientists, and policymakers in a conversation about connectivity, about making sure that landscapes remain linked, that mother bears can raise cubs without being funnelled into highways, and that development doesn't continue to outpace common sense.

The loss of Nakoda was preventable. But if we act now, future generations of grizzlies may roam more safely across these same valleys. Our work continues, pressing for policy, funding, and public support that sees grizzly bears not as roadside casualties, but as keystone species deserving of space, respect, and long-term survival.

# Wolf Conservation





## Leaving Trapping in the Past

In 2024, we launched our boldest campaign yet, **Trapped in the Past**, a documentary series and advocacy initiative that exposes the brutal realities of Canada's commercial trapping industry, particularly the use of neck snares that kill wolves and other animals.

Neck snares are among the most inhumane killing devices still legally used in Canada. Designed to tighten as the animal struggles, snares often do not kill instantly. Wolves can suffer for days before dying from strangulation, exposure, or injury. This is not wildlife management. This is cruelty.

Despite widespread ethical concerns, neck snares remain legal in Canada because, when signing the Agreement on International Humane Trapping Standards (AIHTS) in the late 1990s, Canada specifically negotiated to have them exempted from the agreement. This exemption means that neck snares are not subject to the AIHTS's humane trapping requirements at all. As a result, they continue to be used under an outdated policy framework that fails to reflect modern science, evolving ethics, or the values of the Canadian public.

We believe the AIHTS must be reviewed and reformed.

With the launch of our Trapped in the Past documentary series, we've begun **reshaping the narrative**. The series has already reached tens of thousands of viewers and mobilized public outcry. Together, we are building a coalition to push Canada out of the past and into **a future where compassion and science guide our relationship with wildlife**.

## Watch the Series

Scan the QR code or visit:  
[exposedwildlifeconservancy.org/  
knowledge-base/trapping](https://exposedwildlifeconservancy.org/knowledge-base/trapping)



# Coexistence



## Knowledge Is Power

The future of wildlife conservation depends not only on policy or protection, but on how we live alongside the animals that share our landscapes. That's why **coexistence is at the heart of everything we do** at Exposed Wildlife Conservancy.

Apex predators like cougars, grizzly bears, and wolves play a vital role in **healthy ecosystems**. They keep prey populations in check, influence animal behaviour across entire landscapes, and maintain the balance of biodiversity. But when humans move deeper into wild spaces, through development, recreation, or resource extraction, these predators are often the first to be labelled as a problem.

Research shows that education and proactive **coexistence strategies dramatically reduce the likelihood of negative encounters**. Public understanding can shift fear to respect, and fear-based management to science-based solutions. For example, studies across North America have shown that when communities are educated on attractant management, recreation practices, and wildlife behaviour, conflict drops and tolerance increases.

In 2024, we launched our **Knowledge Base**, an online library designed to provide the public, policymakers, educators, and outdoor enthusiasts with accessible, evidence-based tools for coexistence. And in 2025, we launched an updated website. **Our knowledge base started with four core areas:**

**Cougars**  
**Grizzly Bears**  
**Wolves**  
**Trapping**

Our goal is simple: When people know better, they do better. And when it comes to coexistence with apex predators, knowledge is the key to the future.

Visit our knowledge base to learn more. Scan the QR code or visit: [exposedwildlifeconservancy.org/knowledge-base/library](https://exposedwildlifeconservancy.org/knowledge-base/library)





# Advocacy In Action

## Why Advocacy Matters

76% of Alberta's cougar habitat overlaps with areas open to recreational hunting and trapping.

Over 80% of grizzly bear deaths in Alberta are caused by people, primarily through conflict removals, poaching, and vehicle collisions.

35.8% of the wolf population is lost each year to human causes, through culling, trapping, poisoning, and hunting.



## We Advocate For:

Science-based decision-making in wildlife management

Coexistence-first strategies over lethal control

Transparent, accountable policy shaped by public and Indigenous consultation

Biodiversity-forward legislation, including habitat protection and climate resilience

Reconciliation through conservation by supporting Indigenous-led stewardship

We believe wildlife deserves more than protection. It deserves representation.

## Our Reports, Briefings & Policy in Action:

Recovering Alberta's Grizzly Bears Report

Response to Bill C-5: Species at Risk Act Reform

Nakoda's Letter received over 3000 signatures

The call to rescind the harmful wildlife management decisions made by the Province of Alberta received almost 2000 signatures. This call to action was backed by biologist-reviewed scientific data.

Our recommendations were included in the Province of British Columbia's Budget 2026 Steering Committee Report, showing our growing influence beyond Alberta.

# Advocacy In Action





# Our 2025-2026 Advocacy Priorities:

**Limit trophy hunting and inhumane neck snare trapping** by advocating for buffer zones and protected wildlife corridors through research, data gathering and advocacy efforts.

**Advance the federal commitment** to review the agreement on International Humane Trapping Standards (AIHTS), as promised over 20 years ago.

**Reduce predator control programs** (e.g., wolf culls, grizzly “removals”) through the proven and effective use of coexistence education programs that highlight rural areas, by expanding our knowledge base, making it more accessible, and analyzing the data from our community trail camera program.

**Promote non-invasive research** and data transparency.

We know policy change doesn't happen overnight. But it does happen when people care to stand up for what matters. Whether you're a student, scientist, a landowner, or policymaker, there's a role for you in this movement.

Our voice is growing.  
So is our impact.

# Support What You Love



# Be Part of the Change

Whether through donations, becoming an Insider, or purchasing a hat, our supporters drive every win.

## Ways to be a Supporter:

- Become an Insider with a **monthly donation**
- Send an **e-transfer**
- Send an **electronic fund transfer** (EFT)
- Donate **stocks**
- Add Exposed Wildlife Conservancy to your **legacy giving plans**
- Mail a **cheque**
- Set up a **donor-advised fund** (DAF)

## Get In Touch

Please reach out to our Executive Director, Maggie, with any questions.

[maggie@exposedwc.org](mailto:maggie@exposedwc.org)

## Donate Today

Scan the QR code or visit:  
[exposedwildlifeconservancy.org/donate](https://exposedwildlifeconservancy.org/donate)





# Our Community of Supporters

From our volunteers  
checking trail cameras  
and the donors, to the  
educators sharing our  
stories—thank you.  
You are the movement.



# Thank You

Special thanks to **The Fur-Bearers** for the joint effort in launching the Trapped in the Past docuseries.

Also, to our **Exposed Insiders**, whose monthly donations provide a sustainable source of funding that we are grateful for.

## Sponsors:

Thank you to our sponsors, donors and supporters who made all of this work possible.

## Community Partners:

Summer Village of Waiparous  
The Back 40  
Municipal District of Big Horn

## Volunteers:

Sandra Barker  
Simon Barker  
Angie Birch  
Greg Cote  
Nancy Rourke  
Ashley Giovannini  
Tim Osborne  
Lynn Rousom-Lee  
Jacqueline Shaw  
Isobel Springett  
Don Surphlis

# Our Staff & Board



As we enter our second full year as a registered Canadian charity, we want to extend our deepest gratitude to **Kim Odland**, Co-Founder of Exposed Wildlife Conservancy. For over a decade, Kim has stood alongside fellow Co-Founder John E. Marriott, working tirelessly to bring our vision to life.

From shaping our earliest strategies to navigating the complex path toward charitable status, Kim's leadership has been instrumental. He served for years as our Board Chair and remains a vital force as Secretary and Treasurer. His unwavering commitment, in both time and generous financial support, has sustained our momentum through times of challenge and growth alike.

**EWC would not be where it is today without Kim's belief in this mission and his dedication to building something that will outlast us all.**

Thank you, Kim, for everything you've done and continue to do for wildlife.

## Our Staff:



Maggie Spizzirri  
**Executive Director**



Lance Andersen  
**Digital Production  
& Project Support Director**



Sam Foster  
**Communications  
& Outreach Director**

## Exposed Wildlife Conservancy

c/o 7316 101 Ave NW  
Edmonton, AB T6A 0J2

## Our Board:



John E. Marriott  
**Board Chair**



Colleen Gara  
**Vice Chair**



Kim Odland  
**Secretary  
& Treasurer**



Follow us on social:  
**@exposdwc**

Scan the QR code or visit:  
**[exposedwildlifeconservancy.org](http://exposedwildlifeconservancy.org)**



# EX | WILDLIFE POSED | CONSERVANCY

Giving wildlife a voice in the  
wild places they call home.

