



WCS Canada Year-over-Year Highlights

	2022	2021
Number of Policy Comments	27	19
Number of Publications and Reports	64	69
Number of Presentations	35	49
Number of Public Outreach Events	30	10
Number of Fellows Participating in our Weston Family Boreal Research Fellowship	13	3
Number of Youth Participating in our Learning from the Lake Sturgeon Program	13	8
Number of Mentions in News Articles	340	263
Advertising Value Equivalency of Media Mentions	\$9,500,000	\$4,100,000
The potential reach through news articles	1,830,000	888,052
Number of Twitter Followers	5,466	3,640
Twitter Impressions	341,163	148,562
Total Twitter Posts	1591	728
Number of LinkedIn Followers	2,024	985
LinkedIn Impressions	159,874	50,000
Number of Instagram Followers	2,415	1,860
Instagram Impressions	75,695	60,738
Total Instagram posts	141	190
Number of Facebook Followers	1,766	1,555
Number of Social Media Engagements across all platforms	42,469	35,811
Number of Newsletter Subscribers	4,680	4,001
Website Visitors	35,805	34,721
Number of Page Views	96,642	102,778
Number of Volunteers	800	650
Number of Donors	588	362

Weston Family Boreal Research Fellowship Statistics

	2022	2021	2020
Number of MSc or MA Candidates	9	1	3
Number of PhD Candidates	5	9	8
Total Number of Applicants Funded	14	10	11
Number of Ontario Northern Boreal Fellows	6	4	5
Number of Northern Boreal Mountain Fellows	8	6	6
Total Amount Granted	\$127,000	\$120,000	\$100,000
Number of Applicants	18	14	24

Funded Applications by Taxonomic Group

	2022	2021	2020
Mammals (not including Caribou)	4	2	2
Birds	1	0	0
Fish	1	1	5
Invertebrates	0	0	0
Plants	0	0	0
Reptiles	1	0	0
Amphibians	0	0	0
NA	4	4	4
Caribou	1	1	0