

OUR FUTURE IS IN QUESTION. WE ARE THE ANSWER.

TOMORROW NEEDS US TODAY.

Together, we can create a sustainable future.



THE TIME TO ACT IS NOW.

Help us protect our precious fresh water.

The world's freshwater supplies are under serious threat from pollution, climate change, growing populations, and competition over resources. Researchers at IISD Experimental Lakes Area (IISD-ELA) are currently studying the effects of oil spills, prescription drugs, cannabis, and plastics on our lakes and rivers.

Your critical support will allow us to expand our research to keep tackling emerging threats to one of the most essential elements we need to survive: fresh water.

THE IISD EXPERIMENTAL LAKES AREA ENDOWMENT FUND

HELP US RAISE \$10 MILLION FOR THE FUTURE OF FRESH WATER.

The IISD-ELA Endowment Fund will ensure our financial stability through whatever political and financial uncertainties may come. Your long-term support guarantees the world's freshwater laboratory will be there to protect our water supplies for the next 50 years and for generations to come.

Your gift will be professionally managed and invested by the Winnipeg Foundation. Every year, the earnings from those investments will be used to nurture the freshwater guardians of tomorrow, support scientists, and fund research into new and emerging threats.

TRIPLE YOUR IMPACT

Thanks to the generosity of Michael Paterson and the Gail Asper Family Foundation and an anonymous donor, for a limited time,

**EVERY \$1
DONATED
BECOMES \$3**

VISIT [IISD.ORG/DONATE](https://iisd.org/donate)
and make a difference today.





BY HUMANS. FOR HUMANITY.

The International Institute for Sustainable Development
is a global think tank working to create a sustainable
future in our changing climate.

With a focus on helping people and the planet make
progress, we work because the world needs our action.

JOIN US.

You can help
make an impact for
generations to come.



HELP US DEFEND OUR FRESH WATER.

IISD Experimental Lakes Area is the world's freshwater laboratory and a Canadian icon – a natural laboratory made up of 58 lakes in northwestern Ontario on Treaty 3 traditional territory.

Since 1968, we have undertaken experiments on real lakes—the only place in the world where this is done—to determine how human activity impacts freshwater ecosystems and what we need to do to protect them.

Findings from these real-world experiments are often much more accurate and comprehensive than those from research

in laboratories. Those experiments have taught us what causes algal blooms, what effect pharmaceuticals have on ecosystems, and what happens when a pipeline spills oil into fresh water. This allows governments to determine what needs to be done to protect fresh water from those threats.

There is no other place like it on Earth.

[DONATE TO IISD](#) and continue the critical research at IISD Experimental Lakes Area.

WE NEED YOUR SUPPORT.

We have been protecting fresh water around the world for over 50 years.
Your support will make sure our legacy flourishes into the future.

Our track record says it all:

1968

IISD Experimental Lakes Area first opens its doors,

setting the scene for over half a century of ground-breaking freshwater science.

1970s

The world switches to phosphate-free detergents, soaps and lawn fertilizers

after our research identifies phosphorous as the cause of harmful algal blooms on lakes.

1980s

Our research reveals the impact of acid rain on freshwater lakes and fish.

International legislation to curtail industrial emissions soon follows.

1990s

Hydroelectric companies and governments discover how creating dams and reservoirs affects the natural environment

after our whole-ecosystem experiment recreates the process.

2000s

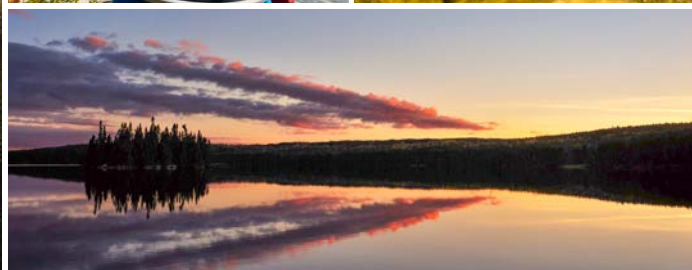
We identify what happens to freshwater fish when mercury enters lakes through the air,

which then influences global legislation to protect wildlife, humans, and our environment, including the United Nations' Minamata Convention on Mercury.

2010s+

Under new management, we open our doors to the world with new educational and communications programs.

Our new research program tackles emerging threats, including oil spills, plastics, prescription drugs, cannabis, and more.





SOLUTIONS FOR THE FUTURE.

Help us reach our fundraising goal of
\$10 MILLION.



Your support will help us build Canada's first Centre for Climate & Lake Learning to welcome local communities, educate and nurture the next generation of freshwater scientists, and inspire the world.

Think of it as a place where children can get their hands dirty learning science first-hand, where our researchers and First Nations partners share knowledge, where scientists can discuss the future of fresh water, and where research needs to go next.

With your help, we will improve our campus by expanding our lodging facilities, renovating our power supply with clean and innovative technology, and dedicating a new Centre

to house our ever-expanding research and educational programs. Your donation will not only help construct the space but also maintain and improve living conditions for researchers and visitors in this remote area.

Join our community today.

Your voice and actions will inspire generations to come.

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Sustainable Development