



Citizens' Climate Lobby Canada

Second Quarter Report, 2025

Since 2010, we have empowered our volunteers to get involved in the political process by engaging their parliamentarians in conversation. Historically, this has meant helping citizen advocates to find their voices through letters to the editor, lobby meetings, and other opportunities to build political will. Now, empowering volunteers to get involved in the political process means coaching citizen advocates through a trade war with Donald Trump. This is not what we signed up for, but one of our strengths as an organization is our ability to adapt. We live in the world we have been given, not the world we want. Our commitment to creating the world we want is what keeps us going, and what has kept our volunteers doing some of their best work through what can only be described as a tumultuous six months. The real story is outreach and building relationships; compared to the first half of 2024, we have increased our metrics in the Chapter and Volunteer Development category, more than doubled our Grasstops Outreach, nearly tripled our Grassroots Outreach and far surpassed our fundraising goals. Here is a summary of our achievements through the first half of 2025, with an emphasis on the second quarter (April 1 – June 30).



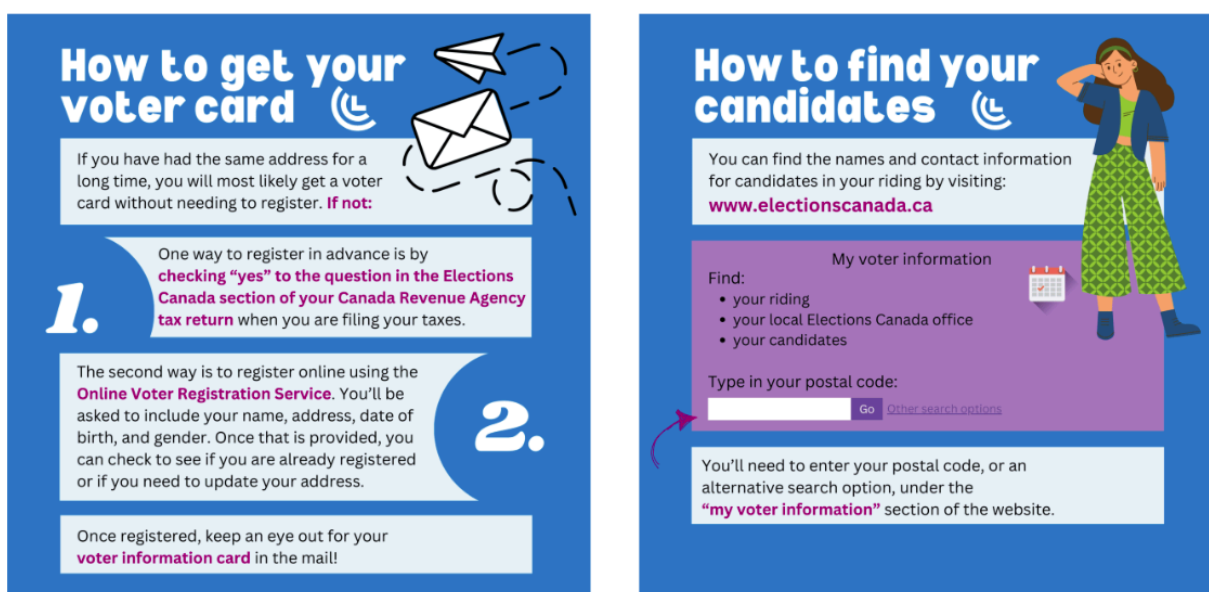
CCL Calgary members made artful signs and stood up for the climate as G7 leaders convened in Kananasis, Alberta.

Elections

Historically, CCL Canada has focused more on working between elections than during elections. We are and always have been ready to work with any political party who is willing to come to the table to talk about fair and effective policies to combat climate change, and we strive to advocate for policies that will transcend partisan divides. However, one of the major themes of the first half of 2025 has been that you play the cards you are given. Ontario (Canada's most populous province) held an election in February, and there was a federal election in April. As such, we seized the moment and used these elections as opportunities to build the political will for a liveable world in our communities.

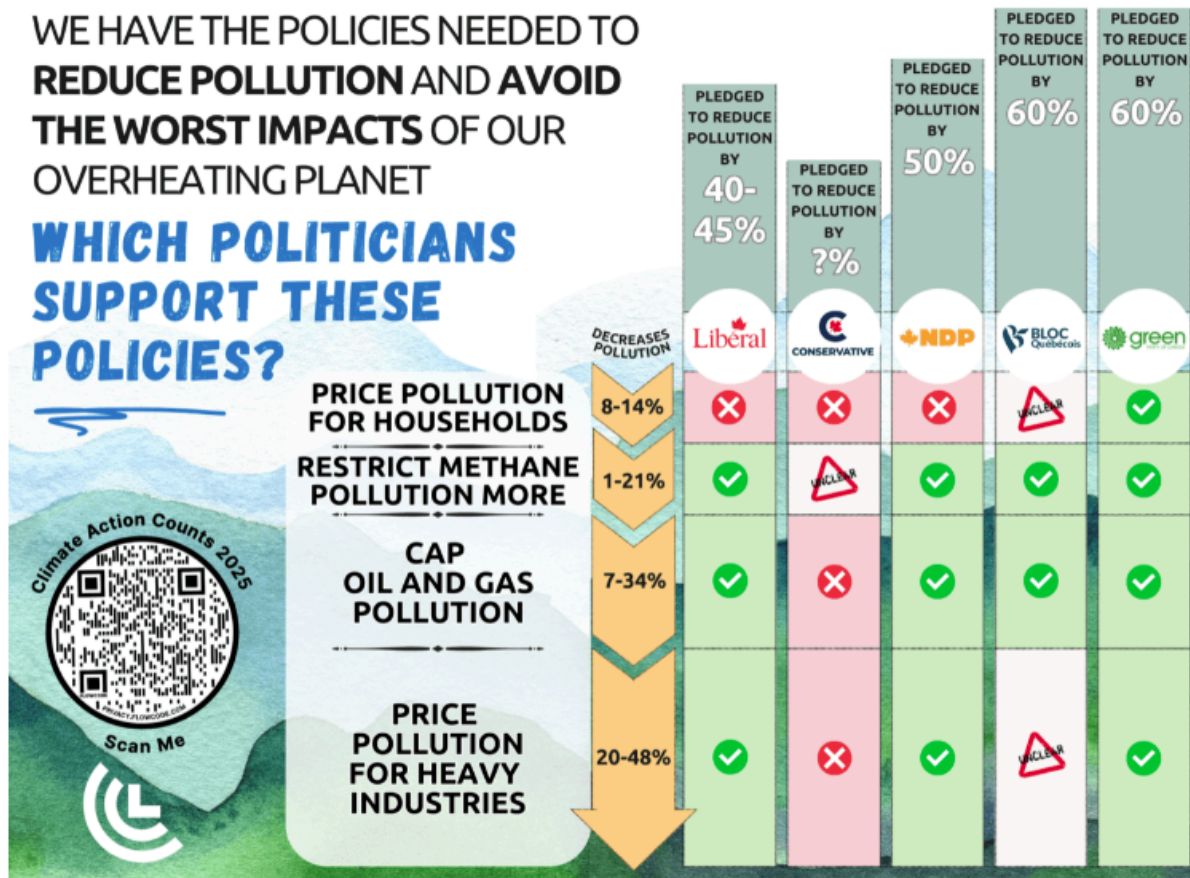
Informational Resources

Information is power. People are more likely to vote when they know how, so CCL Canada created [informational graphics](#) in [English](#) and [French](#) to clarify every step of the voting process. We shared these on our social media channels and made them available on our website.



CCL Canada produced informational graphics to make voting easy.

CCL Canada is a nonpartisan organization, and we do not endorse or denounce any one party. However, we do work to keep voters informed. In preparation for the federal election, following the leadership of CCL Montreal, CCL Canada members created [informational resources](#) detailing the different parties' positions on key climate policies and used these resources to help their friends and neighbours to make informed choices.



A graphic showing the stances of the five major parties on four key climate policies

Voter Outreach

It may sound obvious, but one of the best ways to have an impact during elections is by empowering people to vote. If you were a pro-climate voter in 2019, your vote had [the equivalent of taking 14 cars off the road](#) for an entire year! Changing beliefs is hard; changing behaviour does not need to be. Many people who might otherwise vote for a climate-friendly candidate simply don't vote, either because of disillusionment, other priorities, or because they just don't remember to. This is why many CCL volunteers took to the streets in their communities to encourage their neighbours to vote. This was evident in our metrics; we **almost tripled** our **grassroots outreach numbers** compared to the first half of 2024.



Roberta Tevlin of Toronto stood by a transit station on election day encouraging her fellow Torontonians to vote.

We Voted – Did You?

Sometimes all the inspiration you need to get out and vote is to know that somebody else is voting. To this end, CCL Canada volunteers made [video clips](#) saying why they were voting, when they were voting, or simply that they were voting. We shared these videos on our social media accounts in the lead-up to the federal election and on voting day. These videos covered all regions of Canada except for the territories, all people on the Medicine Wheel were represented, and all age groups appeared. On Instagram alone, **the 12 videos yielded almost 6000 views** without any paid promotion.



In [her video](#), CCL Calgary leader Cathy Page shared that she has voted in every election since she turned 18. This image is a screen capture of her video from our Facebook page.

The C7

On her own time and dime, national director Cathy Orlando attended the meeting of the CIVIL 7 (C7), a G7 engagement group that represents civil society interests and develops recommendations to be escalated into G7 Summit decisions.



National Director Cathy Orlando joined other civil society leaders at the Civil 7 Summit in Ottawa in April.

Connecting in Our Communities

In addition to all of the outreach work that CCL Canada members have done in connection with elections, several groups have partnered with other community organizations for exciting initiatives.

At the time of the G7 summit in Kananaskis, CCL Calgary members joined Calgary Climate Hub in holding the flag—literally—for the climate.



CCL Calgary members made artful signs and stood up for the climate as G7 leaders convened in Kananasis, Alberta.

Meanwhile in Metro Vancouver, under the leadership of Cathy Yan from Richmond, BC, CCL Canada was the project partner for the third cohort of CityHive's Urban ReVision program. CityHive is a non-profit, non-partisan organization whose objective is to provide youth with the knowledge and tools to engage in civic processes. Urban ReVision is a program for BIPOC youth 18 to 30 who are interested in topics related to urban planning and civic governance. Through this partnership, CCL Canada engaged 25 cohort participants in a Lobbying 101 workshop, presented a panel featuring four BIPOC CCL leaders from Vancouver to Halifax, and provided mentorship on participants' projects, which sought to impact policies related to sustainability, transportation, and housing. This initiative culminated in a public showcase, which attracted over 100 attendees across Metro Vancouver.

Communications and Informational Resources

Connecting on Social Media

CCL Canada continues to use our social media channels to connect with members and spread our evidence-based messaging. While our primary focus is on building relationships in our communities, social media remains a tool to curate our work.

We now have **6.3k followers** on Bluesky. This is up from **3.4k followers** at the end of last year. We are focusing our online presence on Bluesky because of the platforms we currently use, it is the most consistent with our values. We also signed up in May to be beta-testers for the first made-in-Canada social media site, [Gander](#).

[Threads](#) [Bluesky](#) [Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#)

Connecting Through Mainstream Media

This year's Earth Day was a difficult one; the final Canada Carbon Rebate payment was issued to eligible Canadians on that day. However, the theme of this year has been rising to the occasion, whatever that occasion may be, and Deputy Project Manager Mark Taylor did just that. He had an [OpEd published in the Calgary Herald](#) on April 22.

CCL members continue to meet every Wednesday to write letters to the editor together, and these sessions have produced some very fruitful results. In late June, Mark Taylor and Joey Maslen of CCL Calgary wrote [letters in response to an anti-carbon-pricing piece by Lorrie Goldstein in the Toronto Sun](#), and their letters were syndicated in the *Sun* papers. Excerpts from each of their letters are shown below.

Goldstein's column implies that carbon taxes or other carbon legislation would be a big cost to Canadians. Unfortunately, he doesn't understand that doing nothing about climate change is much more expensive than regulating our pollution.

Joey Maslen, Calgary

I'm being smothered by wildfire smoke, not carbon taxes. If opinion columnists spent half the time calculating the cost of climate damages as they did painstakingly following the thin thread of cost from climate legislation to taxpayers, we'd never hear another word against carbon pricing again.

Mark Taylor, Calgary

Speaking Out

In the first part of 2025, CCL Canada approached the challenge of election interference head-on. We put out an [open letter](#) to keep foreign interference out of Canadian elections, and it got **over 500 signatures**. We also hosted an [education call with Duff Conacher of Democracy Watch](#), focused on the current threats to our democracy and the actions we can take to protect it.

After the House of Commons passed Bill C-5, the Building Canada Act, CCL Canada sprung into action to ask the Senate to amend the bill. Within only a few days, an [open letter to the Senate](#) received over 60 signatures.

Fundraising

Our grassroots campaign from Mother's Day to Father's Day surpassed both of our goals. We set out to reach 15 monthly donors and \$500 per month and to surpass our 2024 donation total of \$11,501. Happily, we exceeded both goals. Thanks to your generosity, we now have **17 monthly donors collectively contributing \$591 every month** and have raised **\$15,185.60 so far in 2025**. From the bottom of our hearts, thank you to our donors for making our work possible.

Building on 2024

2025 has been a very different year from 2024. In the first half of 2024, we held a national conference and provincial lobbying events in Ontario and Manitoba. In the first half of 2025, there was an election in Ontario, there was a federal election, and Canada's largest trading partner initiated a trade war. As such, our activities in the first half of this year have been different from our activities in the first half of last year.

Nevertheless, **our metrics have increased in three key categories: Grassroots Outreach, Grasstops Outreach, and Chapter and Volunteer Development**. This is because our members have been hard at work in their communities encouraging their neighbours to vote, knocking on doors for climate champions, and holding the flag for climate at protests and rallies. Numbers are down in the categories of Lobby Meetings and Contact with Legislator, but this is to be expected because we held three in-person lobbying events in H1 2024 and none in H1 2025, and lobbying events tend to generate high numbers in these categories. We also have not done a significant digital campaign in 2025, and these tend to generate high numbers in the Contact with Legislator category.

We look forward to our conference on Parliament Hill in October being the biggest one yet. It is worth celebrating that **our metrics in the first half of 2025 exceed our metrics from the entire year of 2023 in all categories except for Lobby Meetings and Contact with Legislator**. This year's path has been different from last year's path, but the destination remains the same: a liveable world.

