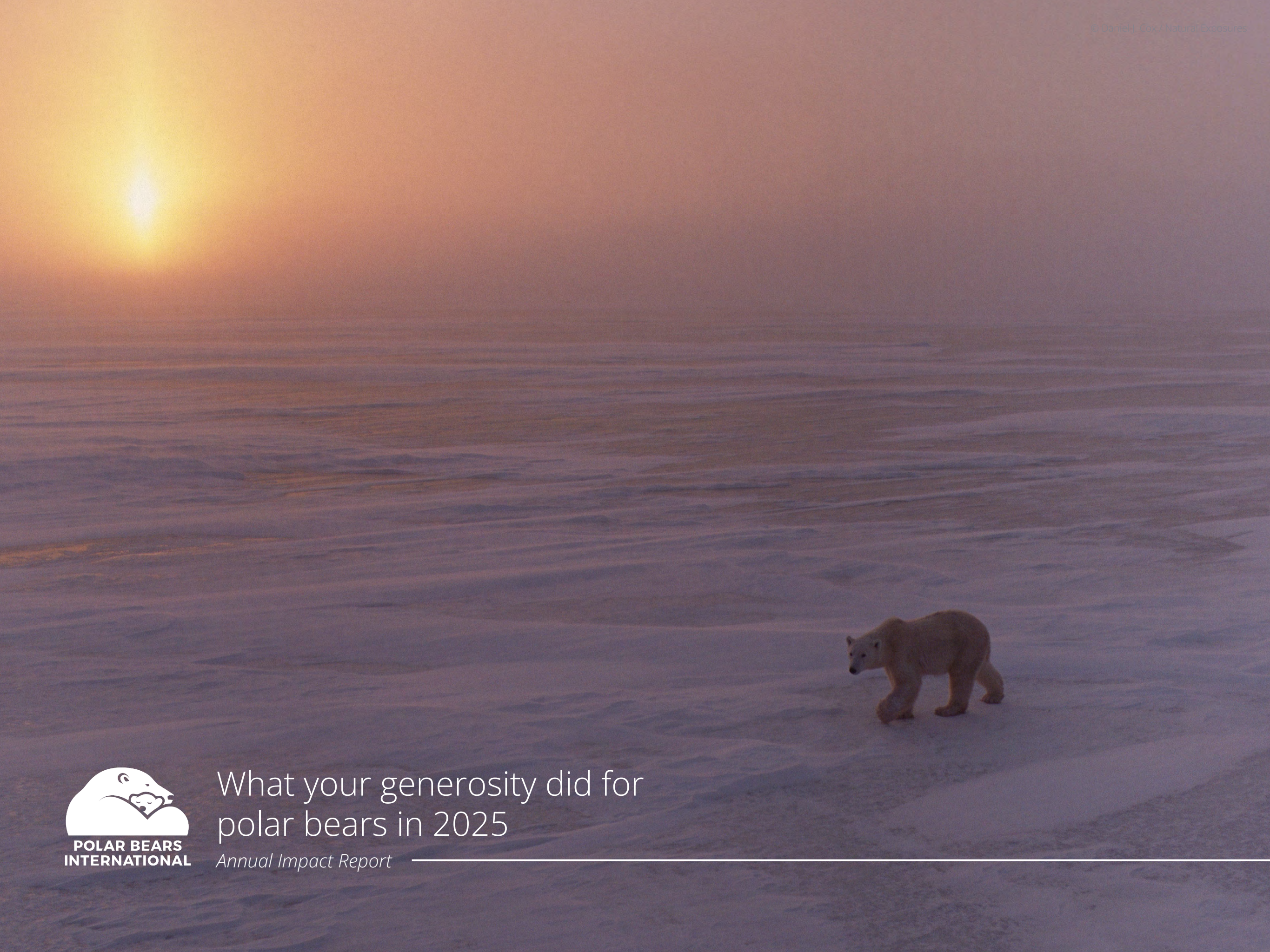




What your generosity did for polar bears in 2025

Annual Impact Report

Annual Impact Report

It's true. It's your financial support that enables us to gather professionals with expertise in science, research, coexistence, policy, and global education — all working to secure a future where polar bears can thrive on their sea ice home for generations to come.

In this report, you'll learn about some of our most meaningful progress in 2025 — though not nearly all of it — made possible by your passion and commitment to our purpose, our vision, and our mission.

Our Purpose

To protect the future of polar bears for generations to come.

Our Vision

A future where polar bears thrive on the Arctic sea ice they depend on.

Our Mission

We inspire action to protect polar bears and their Arctic sea ice home through research, education, advocacy, and international collaboration.

This report contains links! If you're curious, click where we have an underline. If you want more information, please contact us.

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Protect their future and our own.



Protecting Moms & Cubs

Less than 50% of polar bear cubs will reach adulthood.



Polar bear cubs are born blind, hairless, and completely dependent on their mothers for survival. The first few weeks of a cub's life are spent sheltered inside a den, cared for by their mother around the clock. The time spent inside the den is a vulnerable time for polar bears. As industrial activity in the Arctic continues to grow, ensuring that den sites remain quiet and undisturbed is critical to the polar bears' survival. Researching effective conservation strategies for maternal dens is notoriously difficult because polar bears typically build dens that are hidden beneath the snow in remote areas.

Thanks to your support, we wrapped up our nine-year study of polar bear dens in Svalbard, Norway. This research relied on a combination of satellite-tracking collars and remote camera traps to answer questions about the timing of den emergence and the behaviour of moms and cubs outside the den.

From these findings, we were able to publish a peer-reviewed study that uncovered new insights into the critical period when cubs first leave the den. We also helped fund a study that focused on the strain and pressures on polar bear moms and cubs in Western Hudson Bay, Canada. Both studies contribute significantly to our understanding of cub survival rates and the nature of dens, which, in turn, advances our overall knowledge of how best to protect polar bear families — and, in fact, the entire species.

You're helping to expand knowledge of how to safeguard moms and cubs during the vulnerable denning period. _____



In 2025 we...

wrapped up a **9 YEAR DENNING STUDY** in Svalbard, Norway, that refined our understanding of den-emergence dates and provided new insights on the behaviour of moms and cubs after emerging from the den.

gained knowledge and developed tools for the **SVALBARD DENNING RESEARCH** that will help guide a new den study in Western Hudson Bay.

published a paper highlighting **DECLINING PREGNANCY RATES** in Canada's Western Hudson Bay — and the reasons why — to inform polar bear conservation efforts.

provided **EXPERT COMMENTARY** for legal actions and public comment around the protection of core polar bear denning areas in the **ARCTIC NATIONAL WILDLIFE REFUGE**.



Fostering Human-Polar Bear Coexistence

Managing trash and other bear-safe measures.



————— Your generosity is helping people stay safe when living, working, or recreating in polar bear country.

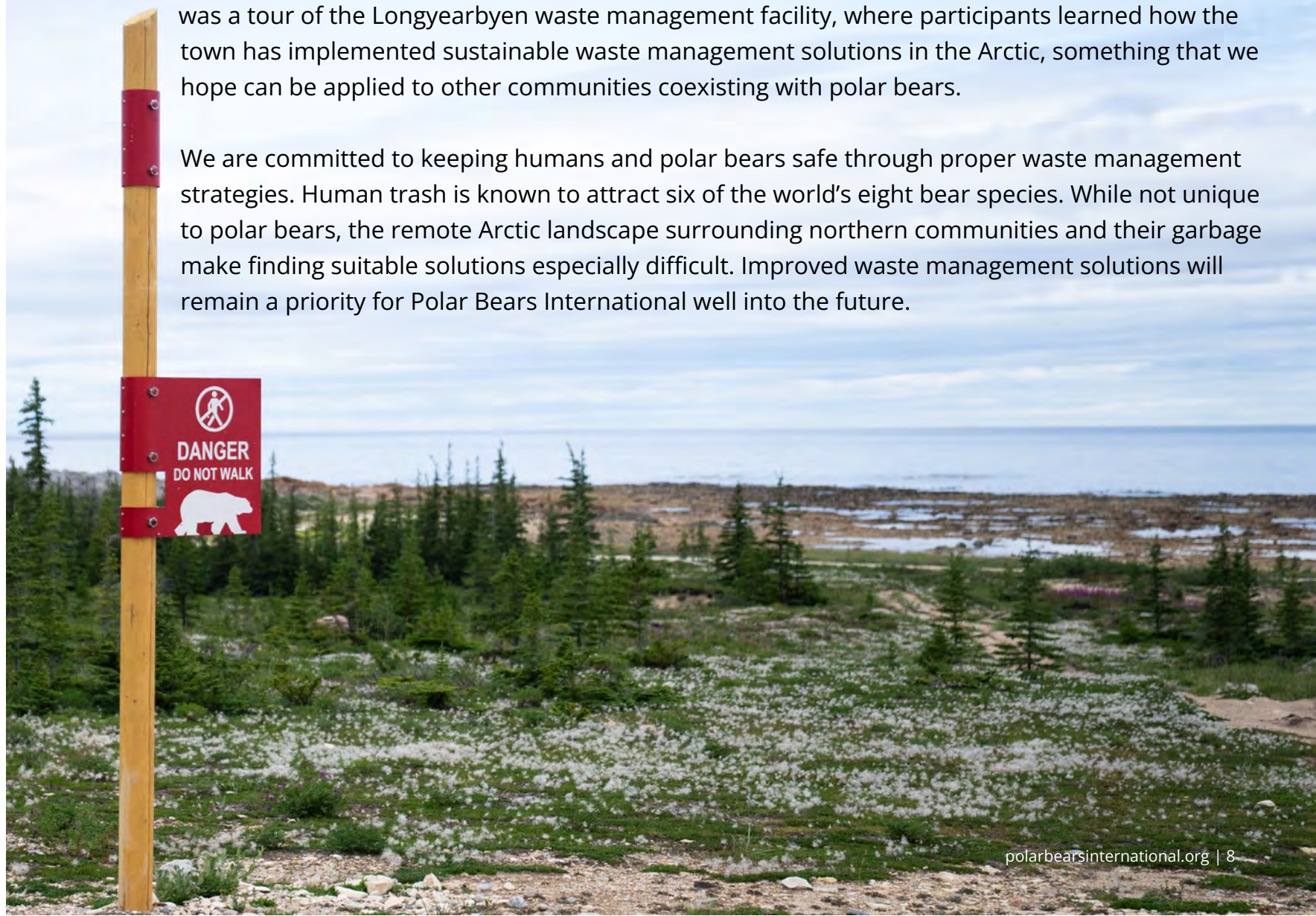


Garbage has long been a conservation concern in areas where humans and bears live together. Waste generated by people is all too enticing for a species whose nose can sniff out a seal from under three feet of ice. Community trash and garbage must be managed securely and frequently to keep polar bears and people safe. Like many northern communities, the town known worldwide for its polar bears — Churchill, Manitoba, Canada—faces the ongoing challenge of managing waste within a remote landscape. Adding to the problem, Churchill's trash storage facility burned to the ground in April of 2024, leaving residents with nowhere to store their garbage.

In 2025, your support brought great relief to Churchill's current dilemma. Thanks to you, Polar Bears International was able to purchase and install six large bear-proof waste bins around the community. We also partnered with the town to repair and enhance the aging electric fencing around Churchill's now-open landfill, preventing bears from accessing trash and keeping both the community and local wildlife safe.

We also hosted a community exchange of representatives from three regions — Manitoba and Ontario, Canada, and Svalbard, Norway — to share knowledge on polar bear coexistence. A highlight of the meeting was a tour of the Longyearbyen waste management facility, where participants learned how the town has implemented sustainable waste management solutions in the Arctic, something that we hope can be applied to other communities coexisting with polar bears.

We are committed to keeping humans and polar bears safe through proper waste management strategies. Human trash is known to attract six of the world's eight bear species. While not unique to polar bears, the remote Arctic landscape surrounding northern communities and their garbage make finding suitable solutions especially difficult. Improved waste management solutions will remain a priority for Polar Bears International well into the future.



In 2025 we...

helped organize the **INTERNATIONAL HUMAN-BEAR CONFLICTS WORKSHOP**, bringing together experts to share successes on human-bear coexistence and discuss common challenges.

provided culturally appropriate **“BEAR-SAFE” EDUCATION MATERIALS, DETERRENTS, AND TRAINING** to northern communities.

added **6 BEAR-PROOF WASTE BINS** in Churchill, Manitoba, Canada, and **REPAIRED AND ENHANCED ELECTRIC FENCING** to an open landfill there, along with other improvements.

hosted the second **“POLAR BEAR SAFE” COMMUNITY EXCHANGE** in Svalbard, Norway, inspiring community leaders to learn from one another.

funded a study on **INDIGENOUS KNOWLEDGE** of human-polar bear coexistence in Western Hudson Bay — with lessons learned to be applied to a new study with Cree communities along Southern Hudson Bay.



Groundbreaking Innovation for Polar Bears

Research that paves the path to protection.

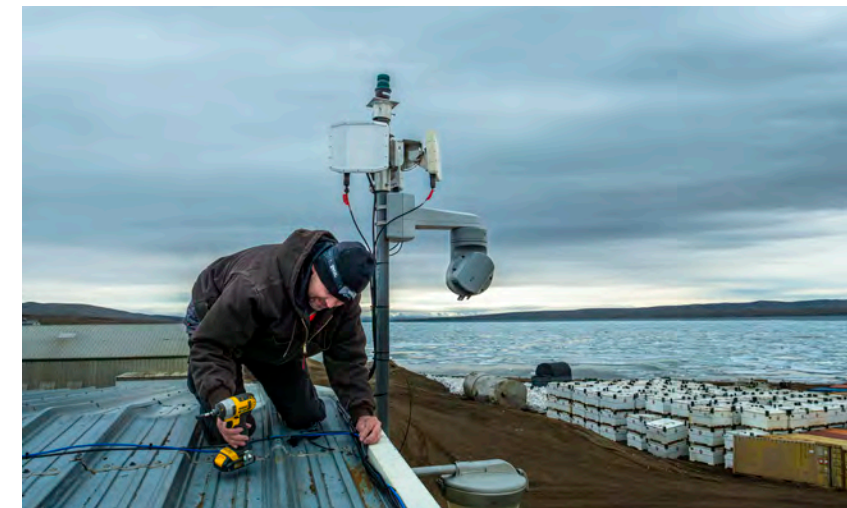
Any effort to conserve polar bears and their Arctic habitat begins with an in-depth understanding of their life history and biological needs. Conducting foundational research on the species can make the greatest impact on conserving polar bears. Because the Arctic is vast, remote, and rapidly changing, our scientists must adapt their methods and tools to fit the unforgiving northern environment. Polar Bears International recognizes the need for cutting-edge technology and innovative research to continue breaking new ground in polar bear science.

With your support in 2025, you made it possible for us to fund six research studies, including one that uncovered a troubling decline in pregnancy rates for the polar bears of Canada's Western Hudson Bay. Researchers identified the factors that most influenced pregnancy among free-ranging female polar bears in that area: specifically, food availability and body condition.

Your generosity also helped support three other innovative technology projects, including the real-world use of our "Bear-dar" radar system in the high Arctic. This unique tool can detect approaching bears and warn local communities in advance. As polar bears are forced to spend more time on land and closer to humans, this early warning system is changing the way that communities can safely coexist with polar bears.

PBI supported research that led to eight peer-reviewed papers in scientific journals that help guide polar bear conservation. From discovering the peak feeding time for polar bears on the spring sea ice to modelling how polar bears respond to longer periods on shore, these studies — made possible by your support — contribute to the broader body of scientific knowledge that helps advance conservation priorities.

As the only conservation organization dedicated solely to protecting wild polar bears, it is our responsibility to broaden our impact by collaborating with other leading experts, including government and industry partners, universities, and other nonprofits. With your continuing generosity, our ground-breaking research methods are gathering previously inaccessible data, providing critical insights that not only help safeguard polar bears, but offer valuable models for wildlife conservation worldwide.



With your help, we're expanding scientific understanding of the polar bears' needs and vulnerabilities. —

In 2025 we...

supported **CRITICAL LONG-TERM MONITORING AND INNOVATIVE RESEARCH** adding to our understanding and expanding our ability to conserve polar bears.

funded **3 INNOVATIVE TECHNOLOGY PROJECTS**, including research on the use of drones as a deterrence tool.

deployed our **“BEAR-DAR” EARLY-DETECTION SYSTEM** for real-world use in Nunavut, Canada.

wrapped up our **9-YEAR DEN MONITORING RESEARCH** in Norway with plans to shift efforts to Canada in 2027.

published **8 PEER-REVIEWED PAPERS**, making cutting-edge research available to the general public and policy makers to better inform conservation efforts globally.

© Handcraft



Advocating for Polar Bears

Policies that support a future.





— You're helping us
speak up for policies
that support polar
bear conservation on
a local, national, and
global scale.

It's tough to be a wild polar bear. Declining reproductive rates, melting sea ice, increasing commercial activity, and encroaching tourism are among the greatest conservation concerns. Fortunately for polar bears, they have you. And thanks to you, Polar Bears International is at the table, helping to ensure that key government decisions and policies are informed by science and shaped by compassion.

When we speak, we speak on your behalf, and we amplify your commitment to protecting these iconic animals.

Last year, for example, we asked the Canadian government to act on two potential protected areas in Manitoba, safeguarding healthy and intact ecosystems for polar bears and other wildlife. We also provided comments on Canada's Polar Bear Management Plan, and were honoured to host 14 senators and one member of Parliament at the Polar Bears International House in Churchill, Manitoba. There, they saw firsthand the importance of our work and what protecting this species ultimately means for our planet.

In the U.S., we stood up for science with our policy comments on the Endangered Species Act and the U.S. Department of Energy's review of climate impacts. We also spoke out about potential oil and gas expansion near critical polar bear denning habitat in Alaska. On the international stage, research by our director of policy is directly helping the Polar Bear Range States review their progress and make plans for continued cooperation. By advocating for polar bears from a local to a global scale, we both talk and walk our mission by enlightening policy-makers whose collaboration can greatly influence the condition of the remaining Arctic habitat.





In 2025 we...

represented polar bears at the **ARCTIC CIRCLE ASSEMBLY** in Reykjavik, Iceland.

participated as an invited speaker at the **POLAR BEAR RANGE STATES MEETING**, hosted by Greenland.

became a formal member of the **INTERNATIONAL UNION OF NATURE (IUCN)**, increasing PBI's ability to influence conservation policies related to polar bears.

supported Indigenous leaders' participation in the **ARCTIC YOUTH CONFERENCE**, helping to strengthen their role in Arctic conservation.

submitted **SCIENCE-BASED POLICY RECOMMENDATIONS** to Canadian and U.S. governments, bringing the latest polar bear science to policymakers.

Global Outreach

Connecting the world with the Arctic.

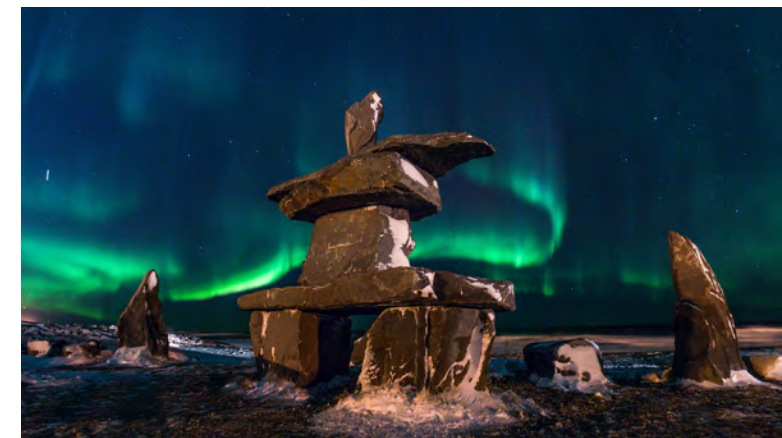


Polar bears are an iconic species that captivate millions around the world, but their remote Arctic home means that most people will never have a chance to see them firsthand. That's why we're so grateful to be able to bring polar bears to you with our new all-electric EV Tundra Buggy One.

Generous donors like you enabled us to build EV Tundra Buggy One, which serves as a fully-equipped nomadic research and broadcasting studio that brings polar bears to you, wherever you are, through live cams and educational webcasts. By sharing accurate information on polar bears and the threats they face with a global audience, we help combat misinformation and inspire people to learn more and care more.

In 2025 alone, our work was featured in over 4,000 articles across more than 1,500 unique media outlets, including [Smithsonian Magazine](#), [Discover](#), [BBC Earth](#), [ABC News](#), [The Weather Network](#), and [CBS News](#). Our expansive reach keeps polar bear conservation and the future of Arctic sea ice top of mind.

This is especially important because what happens in the Arctic will eventually impact us all, regardless of geography. If the sea ice disappears, the resulting effects on our ocean and the planet will be devastating. And it will be the end of polar bears. Your contributions to our outreach efforts allow us to educate audiences of all ages around the world — sharing how the polar bears' story is intertwined with our own.



You help us share accurate information about polar bears, while debunking misinformation and encouraging deeper engagement. _____

Left: © Daniel J. Cox / Natural Exposures, Top Right: © Handcraft, Bottom Right: © Madison Stevens

In 2025 we...

were featured in over **4,000 MEDIA ARTICLES**, bringing trusted polar bear science and conservation to a global audience.

hosted over **818,000 VISITORS** on the Polar Bears International website.

launched our **ARCTIC GUIDE NETWORK** equipping more than **600 FRONTLINE MESSENGERS** with accurate information on polar bears and climate stories.

grew our Arctic Ambassador Center network of zoos and aquariums to **47 FACILITIES** expanding our reach in North America and Europe.

logged over **2 MILLION+ VIEWS** on our Polar Bear, Beluga, and Northern Lights Cams.



2025 Financials

Program expenses.



Your generosity fuels everything we do — from advancing science and protecting polar bear families to amplifying climate action and empowering the next generation. Thanks to your support, we were able to meet urgent needs while investing in long-term solutions for polar bears and their sea ice home.

Together, we are creating a future where polar bears and the ecosystem they depend on can thrive.

Every dollar you give is used thoughtfully and strategically to maximize impact for polar bears, people, and our planet.

Total Revenue

\$7,360,526

Contributions – Unrestricted
\$5,098,808

Contributions – With donor restrictions
\$704,320

In-kind Contributions - non-financial assets
\$806,673

Grants - with donor restrictions
\$600,934

Net Investment Return
\$35,716

Program Registration Fees
\$29,750

Other Revenue
\$84,325

Total Expenses

\$7,047,509

Research & Programs
\$5,757,595

General & Administration
\$625,493

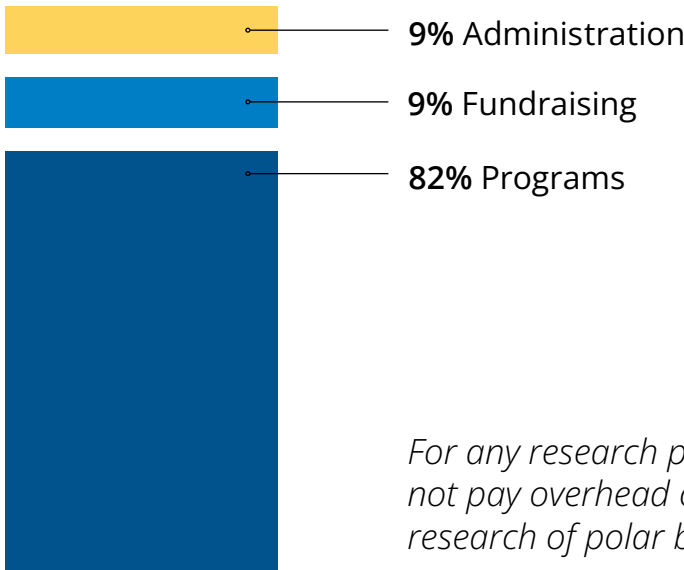
Fundraising
\$664,421

Other Income – foreign currency gain
\$20,935

Changes in net assets
\$333,952

Net assets at the end of the year
\$6,562,735

Breakdown



For any research projects that Polar Bears International helps fund, we do not pay overhead costs, a policy that ensures funding goes directly to the research of polar bear conservation.



2025 Board of Directors

Leading by example.



Emeritus Board of Directors

Richard P. Beck (In Memoriam)

Dani Reiss

Board of Directors

Patrick Keeley, Chair

Valerie Beck, Vice-Chair

Steven Dolman, Chief Financial Officer

Kristin Biniek, Secretary

Andrew Cyr

John Kelleher

Peggie Pelosi

Ruth Pitt

Stephanie Sluka

Sarah Street

Advisory Committee

Polar Bears International is grateful to our Advisory Committee members for their invaluable guidance and championing of conservation: Jennifer Bassett, Georgina Berg, Penny Brook, Daniel J. Cox, Catherine de Meulles, Frederica Gamble, John Gunter, Sylvia Palka Melo, and Gregory Thiemann.

Our Supporters

Honouring those who make our work possible.





Diamond —————
CANADA GOOSE®

Platinum —————

fabric  **fahlo**  


FRONTIERS NORTH
ADVENTURES

OPUS™

Silver —————

HANDCRAFT.
creative

Natural Exposures®
Daniel J. Cox

— Friends of the Bears

Cloversoft

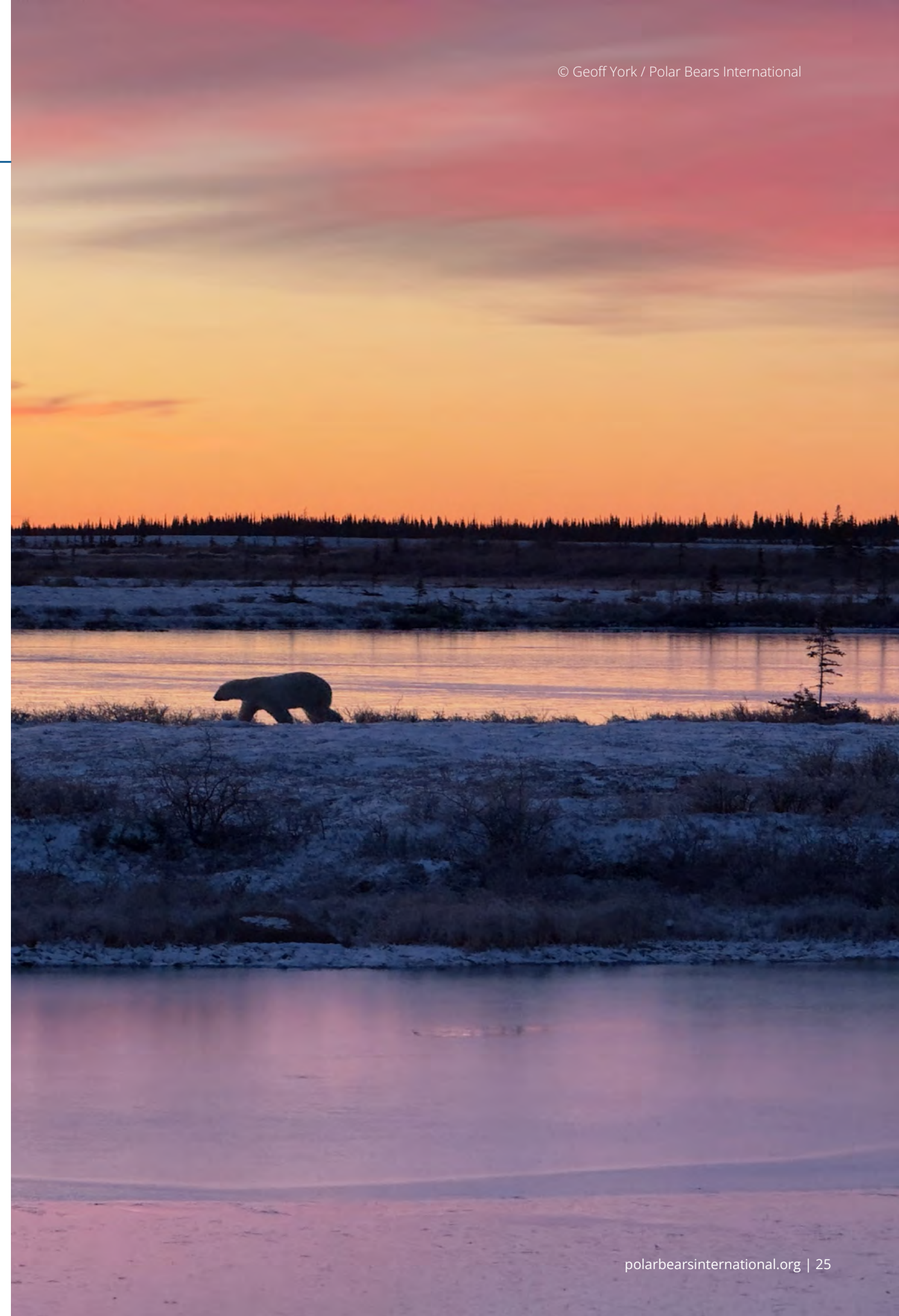
— Arctic Outreach Allies

Basecamp Explorer

Field Support

Assiniboine Park Zoo
Brigham Young University
Calm Air
Canada Goose Inc.
CHC Helicopter
Cincinnati Zoo and Botanical Garden
(Dr. Erin Curry)
Columbus Zoo and Aquarium
Connected North
Cornell University
(Dr. Flavio Lehner)
Courtyard Marriott
Discover Churchill Tours
Discovery Education
Environment and Climate Change
Canada explore.org
Frontiers North Adventures
Gaia Muses
Kansas City Zoo and Aquarium
(Kelsea Dougherty)
Manitoba Sustainable Development
Margo Supplies
(Jeff Marley)
McGill University
Mushkegowuk Council
(Vicki Sahanatien)
Nanuk Operations
National Network for
Ocean and Climate
Change Interpretation (NNOCCI)
Natural Exposures Inc.

Noble Northern
Norwegian Polar Institute
Old Dominion University
(Dr. John Whiteman)
Ontario Ministry of Natural
Resources and Forestry
Oregon Zoo
(Shervin Hess)
Wapusk National Park - Parks
Canada
Peppermint Narwhal
San Diego Zoo Wildlife Alliance
Sea North Tours
Spotter Global
SubjectToClimate
Svalbard Expeditions
(Hilde Fålnun Strøm)
Svalbard Museum
Toronto Zoo
(Lindsay Vasseur (Paats))
Town of Churchill
Travel Manitoba
Tundra Inn
The University Centre in Svalbard
University of Alberta
University of Manitoba
University of Toronto
Utah's Hogle Zoo
(Kimmy McIntyre)
York University



Meet Hope

She is a powerful symbol of resilience; Hope took in an orphaned cub alongside her own in 2025 — giving it a second chance at life. Stories like hers remind us that there are things we can all be doing to create a better future for polar bears.

Together, we hope to build a future where generations of polar bears can thrive in the sea ice habitat they depend on.



**POLAR BEARS
INTERNATIONAL**

polarbearsinternational.org

Protect their future and our own.

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**FOR THE
PLANET**

