



Annual Report

2021-2022



Jane Goodall Institute
Canada

Letter from the CEO and Board Chair

In Toronto, where our headquarters are located, there's a sign over the Don River that reads: "The river I step in is not the river I stand in." In other words, change is constant.

A lot has certainly changed since our last Annual Report. The world has been changing. But so have we.

We're not a static organization, but a dynamic, present, and vital one. Over the past year, we've been implementing [our new strategic direction](#) in response to the world's many changes. It's laid out in this report [here](#).

There are three important things I want to highlight about this new strategy:

1. The Convergence of Three Crises. Dr. Goodall often talks about the tapestry of life; the complex interconnectedness of animals, people, and the environment. The past year has made this more apparent, as researchers have looked at the connection between humans, animals, and decaying environments in the emergence of zoonotic diseases. We know with certainty that you cannot protect one of these things without addressing all three. So we've committed ourselves to tackling the convergence of these three crises: climate change, biodiversity loss, and environmental inequity.

2. Community First. Inspired by Dr. Goodall, we've long practiced community-centred conservation, a method of conservation that addresses human needs first, so that efforts can be sustainable for many generations. But over the past year, as we've been able to gather communities in person again and support face-to-face programming, the true power of community has shone bright: it is a stabilizing, vigorous, brilliant tool in the fight

against the three crises. Our new strategic direction renews our commitment to community-centred conservation, with an increased focus on working with Indigenous communities and under-served youth - two groups that are disproportionately affected by the three crises, but uniquely positioned to address them.

3. Collaboration. I've always liked the quote: "To go fast you go alone, but to go far, you go together." However, to work within the small window of time we have before climate change is irreversible, we have to go far and fast. So we're focusing on strategic partnerships that can accelerate the pace of change, and prioritizing our incredible on-the-ground partners who are making a difference every single day.

Change is inevitable. But it doesn't have to be negative. Positive changes are happening all around us. I invite you to read about them in this report. Changes that give us hope. Hope that inspires us to act. And action that makes a difference. Thank you to the incredible team at JGI Canada - you are all my reasons for hope. To our amazing Board of Directors - you inspire me every day. And above all, thank you to our community of supporters - whether you can see it or not, you are sparking "good change" every day.



Bella Lam, CEO of Jane Goodall Institute of Canada



I am pleased to serve in my first year as the Chair of JGI Canada.

It has been a year of exciting change for our organization that brought about renewed hope. Under the leadership of our new CEO, we are operationalizing our strategic plan. Our focus on the congruence of these three key crises demonstrates our renewed hope in our ability to collaborate to effect positive change. We are proud of our involvement in protecting animals under human care through the significant progress on the acceptance of the Jane Goodall Act. This Act creates new hope for more than 800 species of animals and our connection to them. We have renewed our relationships with our partners and together, I am confident we will deliver on our important mission. Jane's return to Canada reminded us this mission is more important now than ever. I encourage you to embrace this hope and join with us to bring our collective passion to guide our strategy to reality. Think of the small changes each one of us can make to contribute to our joint future across Canada and the world.



Corinne Caldwell, Chair of the Board
Jane Goodall Institute of Canada

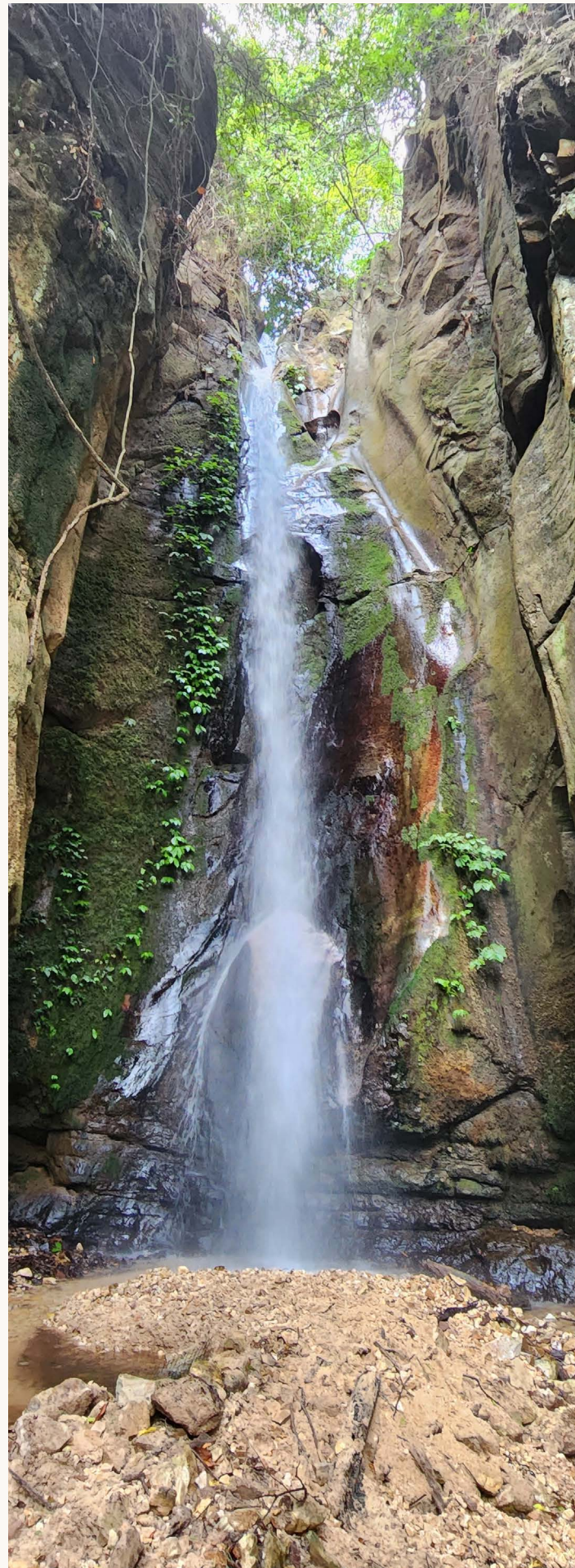


Photo credit: Lynn Jacobs

Our Strategic Direction

To honour Jane's legacy of hope through action, we support communities to address the convergence of 3 crises: climate change, biodiversity loss, and environmental inequity across Canada and in "Chimpscape regions" of Africa.



Organizational Goals

1. Center gender and climate justice in conservation programs

Because a decade of field experience has shown us that gender and climate justice sit right at the intersection of the three crises.

2. Expand engagement with community stakeholders, with a focus on underserved youth

Because these young people are disproportionately affected by the three crises, but uniquely positioned to fight against them.

3. Protect chimpanzees, other keystone species, and their vulnerable habitats

Because the health and wellness of keystone species (of which humans are one) is directly linked to the health and wellness of nearby ecosystems, climates, and populations.

4. Deepen measurable impact through strategic partnerships

Because we have a small window of time in which we can ensure the effects of the three crises are not irreversible, so we need to go further and faster together.

5. Ensure long-term financial sustainability of JGI Canada

Because without ongoing support, our impact gets smaller and smaller, while the three crises get bigger and bigger.

6. Build a "people-first" culture that attracts top-tier talent and ensures we bring compassion and empathy to all our collaborations and community relationships

Because as an organization working with vulnerable communities, the relationships we build are the greatest component of a program's success.

Africa Programs

SENEGAL

Building Community Resilience to Climate Change

The Kedougou Region of Senegal is intensely vulnerable to climate change. And over half the active farmers there are women.

These women experience the effects of climate change every day, and often struggle to feed their families due to droughts. But as farmers, mothers, and active community members, they're in a powerful position to address climate change. And they deserve a voice in the decisions that affect them.

That's the work this program supports.



975 women received 4,875kg of drought-resistant crops.

422 community members (73% women) took gender equity workshops.

JGI has now been invited to play a key role in reviewing the local government's gender strategy.



356 community members (70% women) learned how to make and market biocharcoal.

Biocharcoal is a sustainable alternative to firewood and helps reduce carbon and deforestation.

147 women learned about sustainable agricultural techniques, and led trainings in their own communities to share their learnings.

SENEGAL

“This year we finally got to fly to Senegal and meet the project team. It was completely life-changing and made me see how important gender equity in climate initiatives really is.”

- Marie Meloche, Senior Manager, Programs



Diba's Voice

Diba is a coordinator on the BCR project, and has lived in the region her whole life.

“I am Diba, a woman from the village, born and raised in the village. I would be very happy [to] help these brave women, so they can free themselves, so they can move forward and rest a little.

Now that some women are educated, they go into business and become more independent. It remains rare; other women stay in the same situation as their grandmothers and mothers. It is not the engagement that is lacking, it's the support. With support, it will change. Women are the ones who know the answers, but sometimes don't have the opportunity to speak.

Climate change affects the workload of women. If we give them the opportunity, it will change. We must give them the chance to rest a little.”



Photo credit: Marie Meloche



Support work like this

Africa Programs



Photo credit: JGI/Fernando Turmo

REPUBLIC OF THE CONGO

Tchimpounga Sanctuary

Tchimpounga has been giving orphaned and abused chimpanzees a second chance for over 30 years. The team gives world class care to rescued chimpanzees, recover additional chimpanzees who need our help, and implement exciting new wildlife programs in the Republic of Congo.



Sniffer Dog Detection Program

Sniffer-dogs at Tchimpounga are able to identify the odor, and signal the presence of, hidden wildlife and ammunition in vehicles and luggage. Thanks to the program, five live pangolins were confiscated from Dimonika Biosphere Reserve (where pangolin poaching is high), and the pangolins were released in a safe area.

Four new rescued puppies will be joining the Canine Unit later this year!

140 chimpanzees are currently in our care at Tchimpounga.

153,300 kilos of fresh food is consumed by Tchimpounga's residents each year.

108,160 hours of care is provided by JGI's staff at Tchimpounga every year.

Also: the ConserVet Project

The ConserVet project addresses a skills shortage gap by providing veterinarian training and field experience for interns from Africa focusing on wildlife and conservation.

This past year, the ConserVet program supported the placement of the first 2 interns from the Democratic Republic of Congo who carried out clinical work, including infectious diseases, for the great apes in Lwiro Sanctuary. They also studied wildlife conservation through a One Health perspective.

The project is a consortium of the Jane Goodall Institute of Canada, Docs4GreatApes & The Mountain Gorilla Conservation Society of Canada in collaboration with Lwiro Primate Rehabilitation Center (LPRC).

REPUBLIC OF THE CONGO

Meet the Newest Residents

In February 2022, staff discovered that a baby chimpanzee named John was being held captive at the zoo in Brazzaville. He was severely malnourished and in need of urgent care. Mobilizing quickly, the veterinary team rescued John and brought him to the Tchimpounga Sanctuary. A few weeks later, a one year old chimpanzee named Amyard was reported as being held as a pet in the remote village of Likokela. He too was rescued. After a period of quarantine, the two were introduced to each other and have become best friends.



Pictured: Amyard, photo by JGI/Fernando Turmo.



Canada Programs

COAST-TO-COAST-TO-COAST

Roots & Shoots

Roots & Shoots has been empowering young people to make a difference for over 30 years.

Young people are supported to design projects that addresses their community's most pressing environmental needs.

Hundreds of thousands of projects have led to meaningful, community-level change, and have helped to build a new generation of climate leaders.

"This year, we focused on supporting more underserved youth across Canada. We built new digital pathways to make the program more accessible for educators and adult allies. We were also thrilled to visit schools again, which hadn't happened for over two years."

- Lauren Saville, Roots & Shoots Manager



937 Indigenous youth were directly engaged in Roots & Shoots projects.

4,258 Indigenous youth were indirectly engaged.

4,071 youth were directly engaged in Roots & Shoots projects.

19,199 youth were indirectly engaged.

4,180 hours were spent on Roots & Shoots projects.

136,66 community members were indirectly engaged.

COAST-TO-COAST-TO-COAST

Must Read: The Khowhemun Community Garden

"This project was to help Qwiyahwultuhw, an Elder who has worked tirelessly with many schools around the Cowichan Valley.

As an act of reciprocity, some of the students he has worked with began to help him realize his dream of creating a community garden to serve approximately 30 people living in 11 houses in the Khowhemun area of the Cowichan Tribes Reserve. As part of caring for the whole Khowhemun / Georgetown area, students also built a sweat lodge where Qwiyahwultuhw now leads regular sweats with both Indigenous and non-Indigenous groups.

I heard from students and teachers that it was especially meaningful to have a service project that they can continue to revisit and watch grow; that a long-term relationship with community members and the land has been created. And it was meaningful for students to have an invitation to come onto the reserve (many had not been on the reserve) and to have an opportunity to be helpful while there. It broke a lot of barriers.

I recognize that environmental justice is hand in hand with social justice, and this priority of your program has really opened up wonderful possibilities of creating new relationships with Indigenous communities in the valley. It allows you to respect the teaching and time of Indigenous teachers by having funds to support them through your grants."

- Jasmine Oberste, project coordinator



Support work like this

See our new Roots & Shoots online guide

COAST-TO-COAST-TO-COAST

Uncovering Common Ground

“In the third year of UCG, we focused on making sure the relationships that began in 2020 were nourished and upheld.”



We made sure that the wonderful folks we got to know were able to carry out activities that made a positive impact in their communities. We also put a sizable amount of focus and care into improving the program to better support relationships with partners and to help make the initiative more accessible and meaningful for young Indigenous leaders.”

- Ty Styner, UCG Coordinator

This project supports local organizations to gather Indigenous and non-Indigenous youth from across Canada to address barriers to reconciliation and decolonization, and implement inclusive solutions for animals, people, and the environment.

We introduced a new role: Indigenous Relations Manager. This position is an important investment in making sure that all our work with Indigenous communities is respectful, sustainable, and effective.



758 people were directly impacted by UCG projects.

44 youth worked on 14 UCG projects.

Support work like this

COAST-TO-COAST-TO-COAST



“By taking time last year to build a solid relational foundation for our Indigenous partners, we are now in a position where we have an all Indigenous Cohort for UCG in 2022/23.

This is a huge win because Indigenous youth face so many barriers to volunteerism. Additionally, land-based learning is a crucial aspect of wellness, language revitalization, and trauma-informed work, which is why JGIC’s leadership in supporting Indigenous communities is so important.

The UCG Final Forum in March was a celebration in all facets of human emotion. Loss (Meagan [Indigenous Relations Manager currently on maternity leave] starting her leave shortly after), joy (learning about all the projects that had thrived despite COVID), connection (participants and partners meeting each other in-person for the first time), love (personally, I felt so welcomed by the team and the participants), and learning.

UCG has been a source of learning for the Institute, which is exactly what it should be doing. Indigenous youth directing and taking agency over how to address real issues in their communities, with JGI playing a supportive role. Working to uplift and centre these voices is the best way to transform how conservation is undertaken in Canada.”

- Alison Cuffley, Indigenous Relations Manager



Natasha of the Bagida’waad Alliance on their UCG project, *Lakes to Plates*

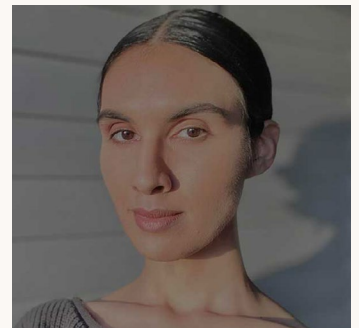
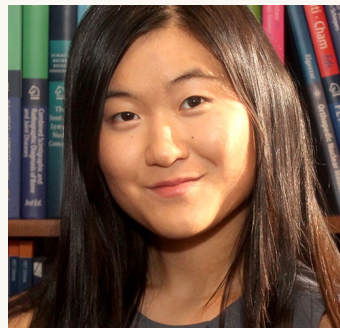
“This project successfully engaged, educated, and activated local community members in the Bruce Peninsula and Toronto areas regarding their local environment, the changes to that environment, and how it affects the way they live. We used citizen science during field activities to help community members understand their local areas, while also contributing to creating long-term data sets that can help the Bagida-Waad Alliance and scientists better understand the factors contributing to changes in whitefish and other local species populations. Participants learned about the importance of combating climate change and the loss of biodiversity in the Great Lakes. They also gained valuable knowledge and practices around how to monitor water levels and what the change in water levels mean for the fish in the lake and the impact on the community.”

Meet the Youth Advisory Council

The Youth Advisory Council puts youth leadership at the centre of the Institute. Members sit on a variety of committees, run their own self-directed initiatives, and provide input on everything from programs to communications.

Thank you to our incredible 2021-2022 YAC members (in order of pictured):

Asalah Youssef, Natalya Assance, Chloe Yang, Keerat Dhami, Jaya Scott, Marden Klepka, Kristyn Ing, Cogie Cogan, Laura Hernandez, Hannah Anderson, Melodie Ouellette



Community Updates

CALGARY AND VICTORIA

An Evening with Jane Goodall



After two years being grounded due to COVID-19, Dr. Goodall was back on the road in spring of 2022!



3,450 attendees raised over \$250,000 through ticket sales.

100% of this goes directly to the Jane Goodall Institute of Canada's programs, and works to advance Dr. Goodall's mission in both Canada and Africa.



Dr. Goodall's events were featured on the Canadian Press, the Calgary Herald, The Eyeopener on CBC Radio, and CTV.



"It's not true that nothing can be done."

-Dr. Jane Goodall in her interview with CTV Calgary

Sign up for our newsletters to hear about our upcoming events

Thank You

A very enthusiastic thank you to the partners and supporters who made these events possible, and are showing real leadership for animals, people, and the environment.



Air Canada is an industry leader when it comes to fighting the illegal wildlife trade. In 2020, Air Canada signed the Buckingham Palace Declaration and became the first airline in the Americas to hold the IATA Illegal Wildlife Trade certification, ensuring policies and procedures are in place to reduce the likelihood of transportation of illegal wildlife products.



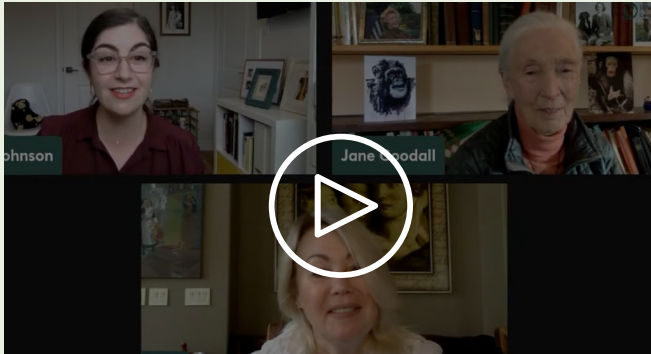
Delivering hospitality excellence while making as little environmental impact as possible is at the core of the Parkside Hotel & Spa. They operate with a carbon neutral status and continue to work as a team to better their practices and contribute to a healthier future. As a community resource, the Parkside has taken important steps to reconciliation with the Songhees Nation.



This JGI Canada event is bullfrogpowered with 100% green electricity. This means that Bullfrog Power's generators put 100% green power onto the grid to match the amount of conventional electricity the event uses, displacing energy from polluting sources. Across Canada, Bullfrog's green electricity comes from a blend of wind, solar, and low-impact hydro power sourced from new Canadian renewable energy facilities. For more information on Bullfrog's green energy, visit bullfrogpower.com

VIRTUAL

Jane's 88th Birthday Auction



We hosted a virtual auction in honour of Jane's 88th birthday. With items and experiences generously donated by over 30 partners and sponsors, we raised \$70,000. Thank you to our cross-Canada bidders and winners!



Featured Supporter **Alexandra Hutchinson**

The Creative Director of [Studio Marlowe](#) dedicated hours of her time connecting JGI staff with generous sponsors who wanted to support our mission and the auction itself.



Featured Supporter **Afrim Pristine**

The founder of [Cheese Boutique](#) and FoodNetwork TV Host for "Cheese, A Love Story" donated countless items, including a guided world tour for a party of 10 of the greatest cheeses on the planet, featuring a variety of plant-based cheeses who wanted to support our mission and the auction itself.



Featured Supporter **Michelle Valberg**

The award-winning and renowned Nikon Ambassador, Canadian Geographic Photographer-in-residence, and recipient of the Order of Canada donated a gorgeous polar bear print and an hour-long photography lesson.

Photo by [Michelle Valberg](#).

Thank you to our incredible Jane's Peak Society Members!



Photo credit: Brittany Gawley

JPS members give at least \$1,000 a year to our programs, and help us spark tons of “good change”! In return, they get access to exclusive benefits and events.

Become a Member Today

And thanks to Team Goodall, our wonderful monthly donors!



Photo credit: Brittany Gawley

This past year, we were proud to have 750 members on Team Goodall. Each one of these individuals helps ensure we are consistently able to fund our world-class programming and address the three crises with everything we have! Become a monthly donor for as little as \$5/month.

Join Team Goodall Today

More Exciting Changes Throughout the Year



Bella Lam was appointed our new CEO.



Our social community grew by more than 25,000 people.



The Jane Goodall Act was reintroduced to the Senate, and received wide public support.



Dr. Goodall was on the cover of TIME.

Dr. Goodall's new book, The Book of Hope, was published.

Our new monthly email series, the Hope Notes, is read by almost 50,000 people a month.

Sign up for the Hope Notes

Changes to Our Board of Directors

Thank you to all Board members, past and present!

Corinne Caldwell assumed the role of Chair.

Sincere thanks to Corinne. We're so excited for what's ahead!



Karen McCarthy, Kevin Dunbar, and Paul Gibson joined the Board.

Welcome to these wonderful new Board members, and thank you for everything you do!



A heartfelt thank you to Dr. Rohit Ramchandani, Sujeet Kini, and Sarah Wertkin whose terms ended this year.

You all brought so much life and wisdom to JGI Canada, we will forever be grateful!

Thank you to our incredible partners who make the world a better place.

Uncovering Common Ground Partners



**Co-Existing
with Carnivores
Alliance**

**Tightrope
Theatre**

**3 Crows
Production**



**Bagida'waad
Alliance**

**Barrie Native
Friendship
Centre**



**North Central
Family Centre**



**Thunderbird
House**

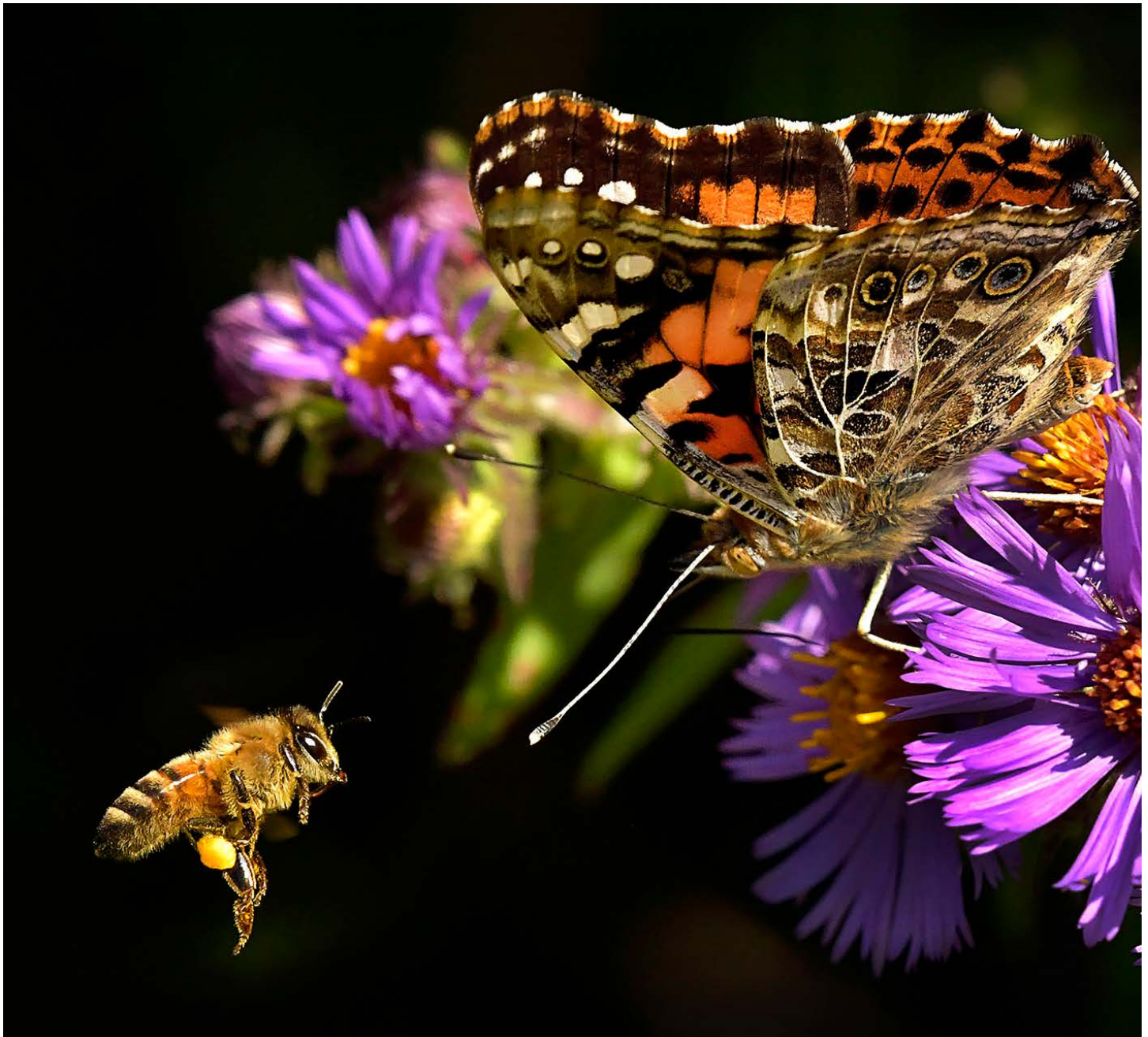
Roots & Shoots Partners



JGI Canada is proud to work with a global network of JGI Chapters to support communities, protect wildlife, and deliver world-class programming in Chimpscape regions of Africa. You can learn more about this global network [here](#).

We are able to do this important work because of the generosity and partnership of our incredible supporters.

For a full list of our supporters, please visit janegoodall.ca/supporters-2022



Painted Lady Butterfly and Bee by Michelle Valberg.

On behalf of all of us at JGI Canada, thank you to our incredible community for giving us hope - every single day.



Jane Goodall Institute
Canada

Address

University of Toronto Earth Sciences Building 5
Bancroft Avenue Suite 1046/1047A
Toronto, ON M5S 1C1
janegoodall.ca

Mailing Address

the Jane Goodall Institute of Canada
c/o University of Toronto

Mailroom

563 Spadina Crescent
Toronto ON M5S 2J7

Telephone

416.978.3711
Toll-Free
1.888.88.CHIMP (24467)

Email

info@janegoodall.ca rootsandshoots@janegoodall.ca

Social Media



@JaneGoodallCAN

Cover photo credit: Michelle Valberg