



Annual Report

2022-2023



Jane Goodall Institute
Canada

Letter from Bella Lam, CEO

When we read headlines in the news, it can often be difficult to find hope. But looking at the progress our team and our partners have achieved over this past year, I am filled with hope. I got a glimpse of what our future could be like if we strive to live in harmony with nature, when the Jane Goodall Institute of Canada participated at the United Nations Biodiversity Conference (COP 15), with our youth delegates stepping up to make their voices heard. This is just one of the many hopeful stories compiled in this report that we are excited to share with you.

In 2022-2023, we deepened our commitment to our core mission through five major themes:

1. Chimpanzee and wildlife conservation
2. Supporting community-centred conservation work with a focus on climate justice and gender equity
3. Supporting Indigenous-led conservation and restoration
4. Enabling youth leadership in conservation to empower the next generation
5. Building a strong community of partners and supporters to advance Jane's vision.

These are things Dr. Goodall has been championing for over 60 years. In today's world, her voice, and our mission, is more important and relevant than ever.

This is hard, nuanced, complicated work, and I'd like to thank our incredible team, partners, supporters, donors, and global colleagues for rolling up their sleeves and getting it done every single day.

As we always say: Jane started this work. But the rest is up to us.



A stylized, handwritten signature in black ink, appearing to read 'Bella Lam'.

Bella Lam, CEO of Jane Goodall
Institute of Canada

Letter from Corinne Caldwell, Board Chair

Another busy year has come and gone. As the Board Chair, I am so proud of the work done by our JGIC team to move us towards our strategic objectives and thankful to our many supporters across the country who have made this important work possible.

In May this year, the Board of Directors had the privilege of meeting with Dr. Goodall as part of our 10x10 event. It was a magical moment where we each got to chat with our hero about our reasons for believing in JGIC and in hope for our future. Dr. Goodall has an innate ability to inspire all those around her. She reminds us that hope is non-negotiable and that our individual contributions are crucial. Laughing with her reminded me that we are in this together and with the help of our dedicated supporters, we will succeed.

The launch of the JANE series with J.J. Johnson of Sinking Ships Entertainment was an exciting venture and an important means to share our message with youth across Canada. As our Roots & Shoots program grows, new leaders in our communities show us reasons for renewed hope.

As our country and the world has faced many difficulties this year, we continue to adapt as a dynamic organization that embraces hope and a passion to make a difference. I encourage you to join with us in making small changes everyday to contribute to our joint future. Thank you to our supporters and I look forward to us working together to achieve great things in 2023/2024.



A stylized, handwritten signature in blue ink that reads "C. Caldwell".

Corinne Caldwell, Board Chair of
Jane Goodall Institute of Canada

Impact at a Glance

12

rescued chimps

safely transferred from Angola to JGI's
Tchimpounga sanctuary

975

women

received drought-resistant crops through
the BCR project in Senegal

745 & 647

women

men

took fire management and prevention
trainings and workshops

22,962

youth

took part in Roots & Shoots projects across
Canada

35

sites restored

through Jane's Green Hope

3,140

community members

impacted through Jane's Green Hope

31,534

community members

impacted through Roots & Shoots

2

sold -out lectures

with Dr. Jane Goodall

13.7 million
people

reached with Dr. Goodall's message of
hope and action

354 & 193

women

men

trained in gender equity through the BCR
project including imams, village chiefs,
youth representatives and women leaders



Photo of Januario by Fernando Turmo

Chimpanzee & Wildlife Conservation

Tchimpounga Sanctuary



ABOUT

For over 30 years, JGI's Tchimpounga Sanctuary in the Republic of Congo has been home to over 200 chimpanzees orphaned, malnourished, or injured by the illegal wildlife trade and deforestation. It is the largest chimpanzee sanctuary in Africa.

STORY OF HOPE

In Angola (Central Africa), the government has struggled to care for their growing number of chimpanzees confiscated from the illegal wildlife trade.

An agreement was reached between the Angolan and Congolese Governments with JGI Republic of Congo, allowing for the Angolan chimpanzees to be transferred to Tchimpounga until they can be properly cared for in their country of origin. Last year, a total of eight chimpanzees were transferred to Tchimpounga.

The new arrivals from Angola were integrated into various groups so they could live social, fulfilling, and safe lives. One of these chimpanzees was Januario. Januario is as resilient as they come. Trafficked as a baby, he was kept in a welded-shut cage at a construction depot and taunted daily for at least 11 years. When Dr. Rebeca Atencia

(Executive Director of JGI Republic of Congo) first met him, he had a broken arm and visible signs of trauma. But despite his horrific past, he's adapting to his new environment faster than anyone could have expected.

THANK YOU

Our colleagues at **JGI Republic of Congo** do this work every day. From all of us in Canada... Thank you!



Walter was taken from his mother as an infant and kept as a pet in Angola. Sometimes he shows signs of this trauma by grabbing his knees and rocking back and forth. During the transfer he warmed hearts by tapping through the cage asking for food. Photo: Fernando Turmo



Photo by Marie Meloche

Supporting Community-Centred Conservation

Building Community Resilience

Photo by Marie Meloche

ABOUT

Climate change is a harsh reality for the people of Senegal, and women are the ones working harder than ever to adapt to it. In its third year, the Building Community Resilience to Climate Change project supports communities, especially women, to adapt to the impacts of climate change and improve their livelihoods through climate-smart strategies.

This past year, husking machines were introduced to help women process fonio, a drought-resistant crop, 25 times faster. Gender equity workshops engaged men and boys in climate change adaptation, and women-led cooperatives gave women more access to resources and livelihoods that benefit the entire community.

STORY OF HOPE

Gender equality is critically important to conservation. When women have more decision-making power, they help their households and communities make more sustainable choices.

With the introduction of the BCR project, notions about gender equality are spreading at the household and community level. More boys and men are found at the forage and water spots, helping women to collect and transport water.

When boys and men help, it gives women more time for other activities. This means women can choose how to spend more of their time. Many of them report their desire for rest. Others prioritize educating their children and spending quality time with their husbands. Regardless, the choice is theirs.

In the commune of Fongolembi, the Deputy Mayor is a young woman, Mariama Diallo. She is the youngest and the only woman holding a key position in the commune-level political structure. When asked how she perceives the community members' role in ensuring sustainability, Mariana affirms that they are partners with JGI, and that JGI is partner with them. As they say in Senegal: "On est ensemble"!

THANK YOU

Thank you to our colleagues at **JGI Senegal** for doing this intense and important work.

And thank you to **Global Affairs Canada** for making this possible!



In partnership with
Canada

Launch of COSME

Photo by Marie Meloche



ABOUT

This past year, we were thrilled to be part of a global team launching the COSME project: Conservation and Sustainable Management of Coastal and Marine Ecosystems.

In the coastal regions of Kenya and Tanzania, climate change has intensified issues like erratic rainfall, floods, droughts, and soil erosion. This affects resources required for survival, and puts a heavier burden on women as resource-gatherers.

Over a three-year period, COSME will support more than 49,000 individuals, including 26,000 women and girls. The project will empower participants, particularly women, to lead the way in climate change adaptation at the local level, introduce nature-based solutions that enhance household and community resilience, and foster collective action among women, youth, and children in climate adaptation and resilience.

STORY OF HOPE

Youth leadership is a big part of the COSME project.

Our Roots & Shoots program will engage primary school students in Tanzania to help them understand climate change, learn how to

care for our planet, and grasp why adopting environmentally friendly practices can benefit the broader community.

Thousands of youth, particularly girls, will establish Roots & Shoots clubs that are trained in climate change, nature-based solutions, and conservation! In addition, we'll collaborate with some youth-led organization in Kenya to bring in the Roots & Shoots approach.

THANK YOU

The COSME project is led in partnership with **JGI Tanzania, PLAN International Canada, PLAN International Kenya, Cascadia Seaweed**, and is funded in collaboration with **Global Affairs Canada**. We, at the Jane Goodall Institute of Canada, are proud to be a part of this exciting new initiative.



In partnership with

Canada

CascadiaSeaweed
for a healthy planet



Photo by Tilai Ellis-Stairs

Supporting Indigenous-Led Conservation

Jane's Green Hope

Photo by Meagan Lortie

ABOUT

Thanks to a partnership with JGI USA, the Jane's Green Hope project financially supported three Indigenous partner organizations in stewarding their traditional and ancestral lands: PEPÁ E HÁUTW Foundation (W SÁNEĆ territory - Saanich, B.C.), Stewards of Sc'ianew Society (Sc'ianew territory - Sooke, B.C.), and Bagida'waad Alliance (Neyaashiinigmiing - Cape Croker, ON).

Youth implemented localized ecological restoration activities guided by community leaders, Elders, and Knowledge Keepers, including ecological monitoring, youth-led community gardening, and plant and land restoration.

3,140 community members benefited from the program, and 35 project sites were restored.

STORY OF HOPE

The Bagida'waad Alliance, led by Chippewas of Nawash Fishing Families, is a not-for-profit that focuses on climate research on the waters of Lake Huron and Georgian Bay. 'Bagida'waad' means "they set a net" in Anishinaabemowin. The Alliance encourages youth to hear stories from the Elders about the fish, and actively stewards the land and waters.

Their Jane's Green Hope project focused on revitalizing the Bruce Trail by replanting native species and encouraging keystone species such as bats to use the corridor for their natural activities as integral parts of the ecosystem. Bagida'waad Alliance, with support from JGIC, led the planting and revitalization of the area with ongoing ecological monitoring of bats (and other wildlife) in order to determine the effects of ongoing public access to the trail.

THANK YOU

Thanks to **JGI USA** for supporting this project. And thanks to our partners **PEPÁ E HÁUTW Foundation**, **Stewards of Sc'ianew Society**, and **Bagida'waad Alliance** for their inspiring commitment to their communities.



YAC learning day about local flora and fauna with Bagida'waad Alliance and Aki Tours on their ancestral lands and community of Neeyashiinigamig First Nation

Uncovering Common Ground

Photo taken at 2023 UCG Final Forum by Tilai Ellis-Stairs

ABOUT

After four incredible years, the Uncovering Common Ground (UCG) project wrapped in 2023.

This project supported local organizations to work with young people to address barriers to reconciliation and decolonization, and implement inclusive solutions for animals, people, and the environment.

The culmination of all the project activities were presented at the Final Forum in Tla-o-qui-aht territory, which is a Nuu-chah-nulth Nation, giving participants a chance to reflect on their monumental achievements.

STORY OF HOPE

Nuu-chah-nulth Youth Warriors have been deepening their relationship to all of their relations including the land, plants, water, and animals. Through Uncovering Common Ground, they took part in land-based programming that invited young men, boys, and male identifying folks to learn about living on the land from Elders, knowledge keepers and community leaders.

Youth came together to have meaningful access to cultural food systems, learn safety on the land, learn survival skills and food security, and

connect with Elders for emotional and spiritual support.

“We hope to keep consistent with the acquirement of knowledge within our collective nations as one Nuu-Chah-Nulth nation, and hope this brings us closer as a people...not only with NCN nations but all people who live on and around NCN traditional territories.”

This work was supported by the Uncovering Common Ground project.

THANK YOU

This project would not have been possible without support from **Employment and Social Development Canada**, and the **Canada Service Corps**, as well as the **Lawson Foundation**.

And of course thanks to our UCG 2022/2023 partners: **Assembly of Seven Generations (A7G)**, **G4 Health**, **Nuu-chah-nulth (nuučaan ul̓) Warriors**, **Kwanlin Dün Cultural Centre**, and **T’Sou-ke Nation**.

FUNDED BY
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CORPS** | **Canada**



Empowering Youth Leadership

Pictured from left to right: Chambrie Iron, Shianne David, Nikita Northwest, Alexa Kerr-Warner and Tyler Benoit, cohort 3 IAYI interns pictured at the JGI office in Entebbe, Uganda. Photo: JGI Uganda

Roots & Shoots

Photo credit: Royal Bay Secondary School, Na'tsa'maht Indigenous Education

ABOUT

A globally-recognized program, Jane Goodall's Roots & Shoots empowers young people to design projects in their communities that protect and support animals, people, and the environments they share.

In 2022/2023, our A.P.E. Fund provided financial support to 96 of these projects, engaging 22,962 youth and 31,534 community members.

Thanks to our generous partners and supporters, this was the first year we were able to fund all approved projects - from protecting the bat population in Stanstead, Quebec, to investing in beekeeping in St. John's, Newfoundland!

STORY OF HOPE

"We have embraced [Dr. Goodall's] 'Together we can, together we will, together we must' mantra and hung a poster in the classroom the same week our gardens went in. It was great timing as the kids really felt like they were making a difference to their backyards this week!! They are watching these native garden numbers increase on their maps and this is something that they want to continue annually!!

I love how simple the concept is - to explore your backyard, connect yourself to your community through mapping, find problems, and do your part to fix them. It's a foundational plan that always provides meaningful projects and connections.

Engaging the kids seasonally comes so naturally when you are outdoors surrounded by nature."

- Lindsay Currie, The Green Herons, St. Catharines, ON

THANK YOU

Toyota Motors Manufacturing Canada for supporting the Climate Leaders Day of Action!

The Winnipeg Foundation who supported our Winnipeg-based APE Fund projects.

And these wonderful supporters who contributed to Roots & Shoots in 2023:

**Copernicus
SKY Foundation
Sarah Haney
Nature's Path
Air Canada**

**Lawson Foundation
G Adventures
Acqueduct
David Charitable Trust**

The Youth Advisory Council

Photo credit JGI Canada, taken at the YAC retreat, 2022.

ABOUT

The Youth Advisory Council is an inspiring example of youth leadership in action. YAC members sit on a variety of committees, run their own self-directed initiatives, and provide input on everything from programs to communications. New members are selected every year and can serve up to two terms on the Council.

Last year, the Council was able to meet in person at a fall retreat in Neyaashiinigmiing to learn from community Knowledge Keepers and plan their year ahead.

All twelve members stayed on the Council for their entire term, and took part in events like COP15 and the Uncovering Common Ground Final Forum.

STORY OF HOPE

Last year, COP15, the UN conference on biodiversity, was held in Montreal. The Jane Goodall Institute of Canada was offered observer status, and several of our Youth Advisory Council members, as well as Uncovering Common Ground participants, were in attendance.

In advance of COP, they published an op-ed as a united voice, calling for youth to be included in decisions that affect the planet they will inherit. Read the op-ed [here](#).

THANK YOU

Thank you to our incredible 2022/2023 cohort!

Asalah Youssef
Cassandra Carlson
Chloë Chang
Corbin Bishop
Edrianne-Alexa Tumaneng
Hannah Anderson
Laura Apblett
Meghan Scott
Mei-Ling Patterson
Michael Lecchino
Rae Landriau
Rebecca Seward Langdon

Photo credit: Alexa Kerr-Warner, IAYI intern (pictured)

ABOUT

After 5 years of implementation, we wrapped the International Aboriginal Youth Internship (IAYI) project with support from Global Affairs Canada.

This offered Indigenous youth in Canada the opportunity to contribute to community-centered conservation initiatives supported by the Jane Goodall Institute in Uganda.

They worked on environmental education, gender equality and sustainability issues, and contributed to initiatives in Canada echoing the learning and experience gained through the internship.

STORY OF HOPE

“The overall experience I gained will be something I will cherish for a lifetime. It has given me a new appreciation for life and our Indigenous values and I have been blessed to see life in a new perspective, centred around building and uplifting youth and newcomers to Canada.

Since the trip I have volunteered for many great community initiatives and projects and I have set goals such as building a sustainable restaurant business and providing a service for all my friends and loved ones. I completed

SMART goals in order to complete the Duke of Edinburgh’s award, and I have also completed the SUCCESS youth program.

IAYI program has really inspired my interest in Indigenous Studies - I believe “Inspired” is the word I would use to describe the overall experience!”

- Daniel, cohort 2 intern, 3 years after participating in the program

THANK YOU

Thank you to our wonderful partners on this project:

Jane Goodall Institute Uganda
BC First Nations Forestry Council
Jack.org
Global Affairs Canada





Photo by Brittany Gawley

Building a Strong Community to Advance Jane's Vision

On the Road with Dr. Jane

Photo credit: Brittany Gawley



ABOUT

In spring of 2023, we were thrilled to have Dr. Goodall spend some time with us in Canada. Her itinerary included:

- An appearance at our 10x10 fundraising event
- A sold-out lecture in Montreal
- A sold-out lecture in Halifax
- The premiere of the new IMAX film *Jane Goodall: Reasons for Hope* in Sudbury

STORY OF HOPE

During her time in Halifax, Dr. Goodall sat down with CTV News and perfectly summed up her message of hope and action.

“I have this feeling of being here with a mission of giving people hope. It’s a big responsibility. You can’t look around the world and not feel depressed. It’s impossible. So that’s why it’s so important to be able to focus on what you can do, and not worry about what you can’t do. I see humanity at the mouth of a very, very long dark tunnel. And right at the end of that tunnel is a star. And that’s hope. But it’s no good sitting at the end of the tunnel and hoping that star

will come. No, we’ve got to roll up our sleeves, climb over, roll under and work around all the obstacles that lie between us and the star. Like climate change, loss of biodiversity, poverty where people destroy the environment to survive, overconsumption. We’ve got to work on all these things to reach the star. But good news: there’s people working on every single one of them.”

And many of those people work at the Jane Goodall Institute of Canada.

THANK YOU

Thanks to our event sponsors, **Air Canada** and **Bullfrog Power**.

And special thanks to our friends at **Science North** and **Cosmic Pictures** for creating such an uplifting film featuring Dr. Jane. Find *Jane Goodall: Reason for Hope* at an IMAX near you!



JANE on Apple TV+



ABOUT

In April of 2023, our friend JJ Johnson and Sinking Ship Entertainment launched *JANE*, a ground-breaking new series on Apple TV+. Inspired by the life of Dr. Jane Goodall, this 10-episode show follows Jane Garcia (Ava Louise Murchison), a 9-year-old budding environmentalist on a quest to save endangered animals.

STORY OF HOPE

On April 29 2023, in partnership with the Toronto Zoo, we held a full day of events to celebrate the launch of *JANE*. Kids and families enjoyed free screenings of the first episode and were invited to contribute to Jane's Wall of Hope by writing out an action they would take for the environment. In the evening, a very special panel discussion was held with JJ Johnson (creator of *JANE*), Jill Heinerth (Canadian explorer and filmmaker), Sunniva Sorby (Hearts in the Ice), and Kristyn Ing (former Youth Advisory Council member). They discussed the importance of individual action, youth empowerment, and their reasons for hope!

THANK YOU

Enormous thanks to **JJ Johnson and Sinking Ship Entertainment** for brilliantly engaging kids with Dr. Jane's message. Of course, thanks to **Apple TV+** for giving *JANE* a home. And always big thanks to our friends at the **Toronto Zoo** for being such wonderful collaborators!



10x10

Photo credit: Brittany Gawley

ABOUT

Originally envisioned by Alexandra Hutchison, and curated by Michelle Valberg and Afrim Pristine, 10x10 paired 10 of Toronto's top chefs with 10 world-renowned wildlife photographers to create dishes inspired by pictures of nature and wildlife. Canadian music icon Chantal Kreviazuk performed, and Dr. Goodall was a keynote speaker!

STORY OF HOPE

The event was a resounding success, raising \$200,000 in support for the Jane Goodall Institute of Canada. Thanks to our 30+ sponsors, and 250 guests, this event was a milestone fundraiser for JGI Canada, and we are excited to bring it back for 2025!

Beyond that, 10x10 was a perfect example of what we can accomplish when we work together as a community.

10x10 was spear-headed by our events committee: Afrim Pristine, Alexandra Hutchison, Michelle Valberg, and Angela Colterjohn.

And our inspiring chefs:

Afrim Pristine
Patrick Kriss & Nick Bentley (Alo)
Carl Heinrich (Richmond Station)
Amanda Ray (Drake Devonshire)
Nadège Nourian (Nadège)
Matthew Faust (brodflour bakery)
Aiko Uchigoshi (Aburi Hana)
Matthew Casola (Sul Tavolo)
Devan Rajkumar (Celebrity Chef)
Trevor Lui (The Highbell Group)
Alida Solomon (Tutti Matti)

Not to mention our **world-class photographers:**

Michelle Valberg	David duChemin
Paul Zizka	Sandy Sharkey
Deanne Fitzmaurice	Jacquie Matechuk
Steve Woods	Dr. Simon Jackson
Viktoria Haack	

THANK YOU

Trees for Life

Karlo Estates

Meldville Wines

**Parsons Brewing
Company**

**Valley of Mother of
God Gin**

Apperol

Cheese Boutique

Nikon

**WallSizzle by Miller
McConnell**

Air Canada

**Yeugenia & Allan
Macdonald**

Hearts in the Ice

Donor Trips

Photo by Pim Volkers on 2023 Tchimpounga donor trip

ABOUT

For the first time since COVID, we were once again able to offer trips to Africa to see the work we support in the field. A wonderful group of supporters (including Canadian icon Chantal Kreviazuk!) travelled to Uganda to visit JGI Uganda's work, while another group visited JGI's Tchimpounga Sanctuary in the Republic of Congo.

STORY OF HOPE

"It is difficult to put in words how extraordinary the donor trip to Tchimpounga is— life changing. Our small group was able to accompany the transport of four rescued chimps and see their release at the sanctuary. We spent a night on the sanctuary island where by early morning we were awoken to chimp calls and then able to accompany the crew who feed the chimps by boat every day, for their breakfast and lunch.

The knowledge and access to understanding the enormous undertaking by the team at Tchimpounga and the Jane Goodall Institute, who care for these great apes and other unique species at the sanctuary, will forever stay with you long after your visit."

- Sarah Wertkin, guest of the Tchimpounga trip

THANK YOU

Huge thanks to our partners on the ground for hosting us and taking time out of their busy schedules to show us their work: **JGI Uganda** and **JGI Republic of Congo**.

And thanks to our ambassador, **Chantal Kreviazuk**, for bringing her energy and heart to the Uganda trip.

Team Goodall



Photo credit: Brittany Gawley

ABOUT

Our monthly giving circle, Team Goodall, makes sure that funds are directed to the programs that need it most, when they need it most. They ensure we can act with urgency, and inspire hope each and every single day.

STORY OF HOPE

We welcomed 204 new members to Team Goodall in FY23, bringing our total to 830 monthly donors as of June 30, 2023!

THANK YOU

To each and every member of Team Goodall. You give us hope and make sure we can keep creating reasons for us all to be hopeful!



Special Thanks to...

OUR OUTGOING BOARD MEMBERS

Thank you, from the bottom of our hearts, to our outgoing Board members. You pushed us to be better, inspired us to think bigger, and supported us through thick and thin. Thank you for everything:

Chelsea Caldwell

Vivian Leung

Sherri Black

Paul Gibson

OUR NEW BOARD MEMBERS

Welcome to our newest Board members! In 2023 we were thrilled to welcome:

Giles LeVasseur

Chloë Chang (former Youth Advisory Council member)

Brent Cape

Nalini Bhargava



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