



Annual Report

July 1st, 2023 – June 30th, 2024



Jane Goodall Institute
Canada



Photo by Katherine Holland

Letter from Bella Lam, CEO

We entered the 2024 fiscal year knowing it would be momentous. Our founder, Dr. Jane Goodall, would celebrate her 90th birthday – a milestone that invited both reflection and renewed commitment to action. As I review this Annual Report covering July 2023 through June 2024, I'm struck not just by the volume of work our partners have accomplished, but by the profound impact they've had on animals, people, and our shared environment.

Milestone birthdays naturally prompt us to look back. With Dr. Jane's extraordinary legacy – from her groundbreaking observations at Gombe to her decades of research, conservation, and advocacy – there's certainly much to reflect upon. Yet her story continues to unfold, and what lies ahead fills me with hope.

Every day, we witness this hope in action: Thousands of young leaders launching Roots & Shoots projects, Indigenous peoples leading vital conservation efforts, and our partners across Africa achieving tangible results in community-centered conservation. When you see this work firsthand and envision what's possible, optimism becomes inevitable.

This Annual Report showcases how hope, paired with action, creates lasting change. You'll find updates from our partners and stories from the field that offer a powerful antidote to the daily news cycle. As you read on, remember: we're only getting started. The critical work with our partners continues to evolve, guided by our unwavering commitment to community-centered conservation.

To our team members, partners, sponsors, supporters, donors, Board members, volunteers, global colleagues, and all the young people (and those young at heart) Dr. Jane has ever inspired to take action: Your dedication makes this work possible. Together, we're creating positive change for all living things.

Let's keep getting the job done together.



Bella Lam, CEO
Jane Goodall Institute of Canada

Letter from Corinne Caldwell, Board Chair

The fiscal year ending June 2024 demonstrated once again the remarkable momentum of the Jane Goodall Institute of Canada. From expanding our Roots & Shoots program to launching “Femmes en Action” to hosting events nationwide, our team’s achievements reflect an organization that’s accelerating, not slowing down.

This energy mirrors Dr. Goodall herself. Her boundless enthusiasm and tenacity continue to inspire everyone she meets - something I’ve witnessed firsthand. Whether she’s discussing our projects or connecting with supporters, her passionate optimism is a powerful force.

To everyone moved by Dr. Goodall’s vision: Join us in advancing her mission. Each of us plays a vital role in creating a more just and sustainable planet. When we combine our efforts, the impact is extraordinary.

The Board of Directors is grateful to our CEO and staff team for their dedication to our mission and all their hard work during the year.



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

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



Impact by the Numbers

Roots & Shoots A.P.E. Fund



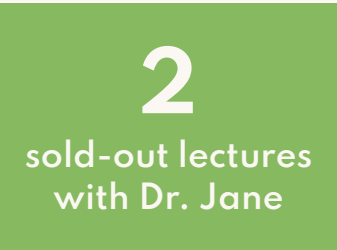
Indigenous-Led Initiatives



Community-Centred Conservation Across Africa



Public Outreach



Protecting Chimpanzees and Conserving Wildlife: Tchimpounga Update

For three decades, the Jane Goodall Institute's Tchimpounga Sanctuary – Africa's largest chimpanzee sanctuary – has provided refuge to over 200 chimpanzees affected by illegal wildlife trade and deforestation. In 2023-2024, as the illegal wildlife trade continues, the number of chimpanzees at Tchimpounga grew.

In September 2023, someone walking through their neighbourhood in the Republic of Congo heard crying and contacted regional authorities. The authorities later found Kevin, a young chimpanzee, being kept inside someone's home.

Kevin was scared, confused, and anxious when authorities rescued him. He was transferred to Tchimpounga and received the specialized care he needed. He quickly bonded with the nursery group, showing off his sociable and playful nature.

In January 2024, a female chimpanzee named Patricia was found without a mother – likely due to poaching – and rescued from harrowing circumstances. She was fragile when she arrived at Tchimpounga, but with help from the sanctuary's professional caregivers, she was able to overcome her initial shyness and bond with other rescued chimpanzees.

The transformation that both Kevin and Patricia have made, from isolation and trauma to community and joy, underscores the resilience of these remarkable creatures – and the dedication of JGI's team at Tchimpounga, who ensure we can maintain our promise to never turn away a chimpanzee in need.



Photo by Fernando Turmo

June 2024 marked a significant milestone at Tchimpounga.

Through an extraordinary multinational effort, we rescued an infant female Western lowland gorilla from illegal wildlife trafficking. This complex operation united the governments of Mozambique, the Republic of the Congo, and Angola, working with CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora), the Pan African Sanctuary Alliance, and the Jane Goodall Institute.

The young gorilla, named Mozambique, arrived showing signs of psychological trauma but has since transformed at Tchimpounga.

Now thriving among our sanctuary's 150+ current residents, she displays remarkable energy and playfulness. She'll receive specialized care here for two years before joining other gorillas at a partner facility.



Photos by Fernando Turmo

Supporting Community-Centered Conservation: Africa Programs Update

Femmes en Action

Climate change disproportionately affects women, yet they consistently prove to be powerful agents of environmental change.

This reality is especially evident in the Democratic Republic of the Congo's North and South Kivu provinces, where climate impacts threaten agriculture, forestry, health, and fragile ecosystems.

Femmes en Action supports 4,500 women through agricultural training, literacy programs, and leadership development. The project aims to conserve or restore 4,000 hectares of natural spaces while improving food security and sustainable livelihoods.

This initiative is funded by Global Affairs Canada and operates in partnership with Fondation Paul Gérin-Lajoie and our Congolese partners: Institut Jane Goodall République Démocratique du Congo, Plate-forme Diobass au Kivu, Pilier aux Femmes Vulnérables Actives, Caritas Développement Goma, and Coalition des Femmes Leaders pour l'Environnement et le Développement Durable.

2023-2024 Highlights:

- 152 farming cooperatives involved in sustainable agriculture, reaching 16,600+ members
- 163 community savings and credit groups, benefitting 5,000+ members
- 7 community-managed forest concessions protecting biodiversity



Photo by Caritas Goma

“Because so many women are on the front line of the climate change fight, they’re uniquely situated to be agents of change.”

- Dr. Jane Goodall

COSME: Coastal Conservation in Action

The Conservation and Sustainable Management of Coastal and Marine Ecosystems (COSME) project, launched in 2023, tackles climate change impacts along the coastal regions of Kenya and Tanzania. Supporting over 49,000 people – including 26,000 women and girls – this three-year initiative empowers local climate adaptation leadership.

2023-2024 Highlights in Tanzania:

- Established village tree nurseries producing 60,000 seedlings
- Expanded Roots & Shoots to 44 schools
- Developed gender-focused environmental training materials
- Identified and began training 30 youth environmental leaders

This work continues through collaboration with Jane Goodall Institute Tanzania, Plan International Canada, Plan International Kenya, and Cascadia Seaweed Corporation, with funding from Global Affairs Canada.



Building Community Resilience to Climate Change in Senegal

In Senegal's Kedougou region, where 70% of residents face food insecurity during increasingly longer "lean seasons," women farmers are leading innovative solutions. Take Adama, for example: she's part of a movement revolutionizing fonio production – a drought-resistant indigenous crop that's becoming crucial for food security.

Through our partnership with Jane Goodall Institute Senegal, we've provided climate-smart agricultural technology, including fonio husking machines that transform a week-long manual process into a 20-minute task. For Adama, this means more than efficiency – it means less physical strain, more income-generating opportunities, and precious time with family.

Women like Adama are working with the Jane Goodall Institute to care for this fragile environment, which is home to critically-endangered western chimpanzees.



Photos by Marie Meloche

Supporting Indigenous-Led Conservation: Canada Programs Update

Indigenous Micro-Grants Program

Indigenous peoples, while disproportionately affected by climate change and environmental inequity, are leading innovative solutions to these challenges. The Jane Goodall Institute of Canada proudly collaborated with 13 Indigenous partners across Canada during 2023-2024 to support youth-led environmental initiatives.

Spotlight: At the Living with Lakes Centre at Laurentian University, situated on the traditional territory of the Atikameksheng Anishnawbek people within the Robinson-Huron Treaty lands, a transformative project brought Anishinaabemowin to campus life. The initiative created multilingual signage identifying native plants in English, French, Latin, and Anishinaabemowin along campus trails.

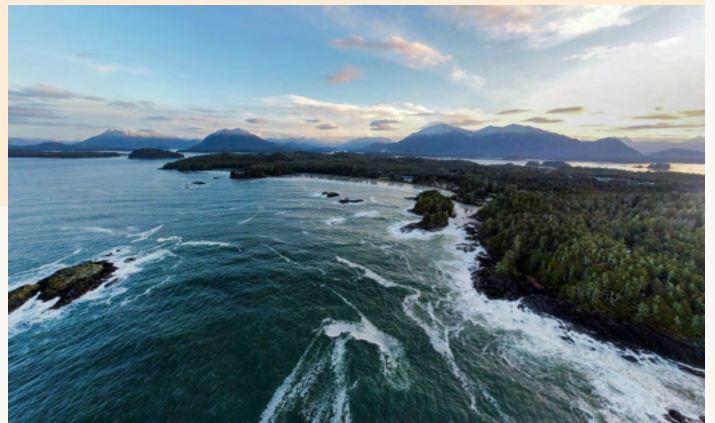
The project culminated in a community gathering that united local knowledge keepers with the broader Laurentian community. Seventy participants, including 38 youth, celebrated the trail's unveiling.

Over the next four years, an estimated 8,850 community members and students will experience this cultural and ecological learning space.

“Learning Anishinaabemowin is an integral part of connecting back to our culture. And if they’re not Indigenous, then it’s just a place to connect to nature and hopefully learn Anishinaabemowin and the importance of learning it.”

– T.N., Project Participant

The Indigenous Micro-Grants Program operates with support from the Government of Canada under the Canada Service Corps, Vancity Community Foundation, and the Shellard Family Foundation.



Empowering Young People: Youth Leadership Programs

Youth Advisory Council

Living Dr. Jane's belief in youth potential, our Youth Advisory Council – representing diverse geographies, experiences and identities from all over Canada – consisted of 13 young leaders in 2023-2024. Council members serve on committees, lead initiatives, and shape our programs and communications – ensuring young voices remain central to JGIC's work.

2023-2024 Highlights:

- Launched social media campaign promoting Indigenous Protected and Conserved Areas, reaching 20,000 people
- Created and led online BioBlitz Bash, documenting 402 observations of 209 species
- Acted as JGIC's ambassadors in diverse networking and engagement spaces across Canada, both in-person and virtually



Photo by Jane Goodall Institute of Canada

Roots & Shoots

From its humble beginnings in Tanzania in 1991, Roots & Shoots has grown into a global movement spanning 70+ countries. In Canada alone, 12,000 young people actively lead projects benefiting over 80,000 community members.

Success Stories:

- At St. Francis Junior High School (Lethbridge, Alberta), students developed hydroponic systems, growing fresh produce for food-insecure classmates while learning sustainable agriculture
- Students across Canada launched recycling initiatives, native plant gardens, and pollinator habitats

“One of the most exciting parts of the [project] were the comments I overheard... A student who struggled to focus in science class was overheard saying ‘this is really fun’ and ‘I was a farmer for the day.’ It is moments like these that I see the impact of experiential learning.”

– Rochelle, Educator (Ontario)

A.P.E. Fund Impact

The Animals, People, and Environment (A.P.E.) Fund, established by JGIC in 2017, supported more than 115 Roots & Shoots projects across 92 organizations in 2023-2024. Notable achievements include:

- Manitoba students diverted 600+ kilograms of food waste into nutrient-rich compost
- Ontario students completed 30 home energy retrofits, reducing emissions while properly disposing of old materials



“We have not inherited this planet from our parents, we have borrowed it from our children.”

– Dr. Jane Goodall

Making Our Community Stronger

Dr. Jane in Canada

Dr. Jane's 90th year brought her to Canada twice, inspiring thousands with her message of hope and action. In October 2023, she captivated over 3,000 people at Toronto's Meridian Hall, while also engaging audiences at the Royal Botanical Gardens and the University of Toronto.

In April 2024, fresh from her 90th birthday celebrations, Dr. Jane returned for an intimate fundraising event that raised over \$150,000 for JGIC's conservation efforts. She then moved audiences at Vancouver's Queen Elizabeth Theatre, where 2,700 attendees enjoyed a special appearance by guest host Jann Arden. In Ottawa, she addressed Global Affairs Canada and met with the Minister of International Development, the Honourable Ahmed Hussen. She also engaged in dialogue with the Minister of Environment and Climate Change, the Honourable Steven Guilbeault, Senator Marty Klyne, and other lawmakers to advocate for animals under human care.

Media Impact

Dr. Jane's Canadian visits generated significant media coverage, including interviews with CBC News' John Paul Tasker and The Current's Matt Galloway, reaching audiences through The National and various outlets including The Hamilton Spectator, Burlington Today, The Varsity, Global News, and CHCH.



"I feel that I was put on this planet with a mission. First to spread awareness about what we're doing to the planet. Then to reach out to children. And now to spread hope. Because if we lose hope, we're finished."

– Dr. Jane Goodall

Top: Photo of Jane Goodall by Daniela and Catalin Mitrache
Bottom: Photo of Matt Galloway and Jane Goodall by Ousama Farag



Thank You to Our Generous Donors

Jane's Peak Society

Our Jane's Peak Society members, who contribute \$1,000 or more annually, form the backbone of our sustainable funding. This past year, we welcomed 30 new members to this vital group. Their support enables us to maintain excellence in programming and direct resources where they're needed most.

Team Goodall

In 2023-2024, our monthly donor program reached a milestone: 1,000 members! These dedicated supporters provide stable funding that sustains our work – from caring for orphaned chimpanzees to nurturing the next generation of conservation leaders.

Partners in Conservation

We extend our gratitude to our sponsors and partners including Air Canada, Anne Brown, Annex Hotel, Appetite, Asymmetric By Design, BarChef, Blue Steel Design Rugs, Bullfrog Power, Chateau des Charmes, Cheese Boutique, the Chelsea Hotel, Daina Liepa, Echo Verde, Elmwood Fantasy Art, Fairmont Jasper Park Lodge, Frank and Oak, FREED, G Adventures, Gladstone Lodge, Grape Witches, Haida Bolton, hot for food, Jacquie Matechuk, Jann Arden, Joe Chowanec, Karlo Estates, Knix, Lane Four, Lava Linens, Louise Zimanyi, Michelle Valberg, Miller McConnell, Nikon, Obakki, Ondine Yoga, The Outdoor Learning Store, Parkside Hotel and Spa, Paul Zizka, Rick Quinn, Robert Johnson, Ruru Baked, Sangita Iyer, Sarah and David Macdonald, Steamwhistle Brewery, Steve Woods, Toronto Zoo, TruEarth, Vegan Supply, Vessi, Viktoria Haack, and Wild Women Expeditions. Your support has enabled us to reach more people and deliver better results over the past year, and we are so appreciative.

Photo by Katherine Holland

Thank You to Our Community

Events Committee

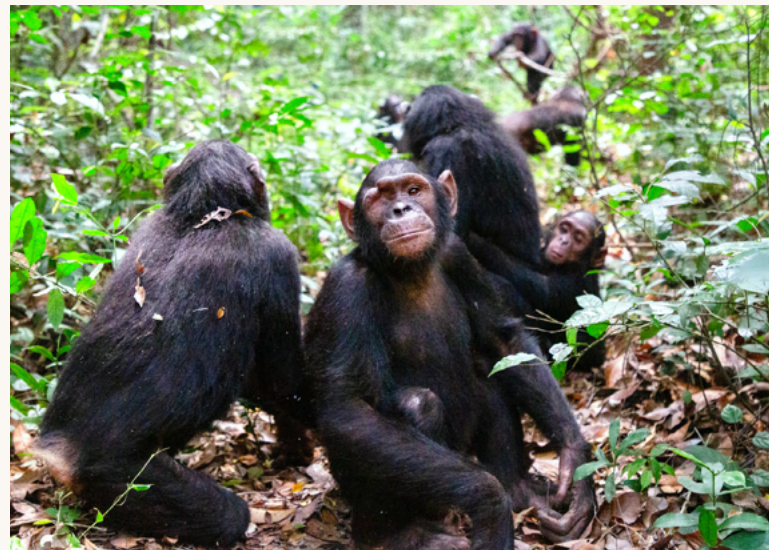
Special thanks to Angela Colterjohn, Alexandra Hutchison, Afrim Pristine, and Michelle Valberg for their leadership and support for our 2023-2024 events and fundraisers. Their dedication helps connect our community to JGIC's mission and Dr. Jane's legacy.

Board of Directors

Our deep appreciation goes out to the dedicated 2023-2024 Board of Directors. Individually and collectively, they have made a significant impact to our organization.

- Corinne Caldwell (Chair)
- Bill Pratt (Vice-Chair)
- Kevin Dunbar (Secretary)
- Brent Cape (Treasurer)
- Karen McCarthy
- Gilles LeVasseur
- Nalini Bhargava
- Chloe Chang

In November 2023, we bid farewell to our outgoing Directors, Rick Quinn and Laura Couvrette, who served on our Board for 7 and 6 years, respectively. We are grateful for their strategic guidance and support to the team. Their wisdom and passion have left an indelible mark on our work.

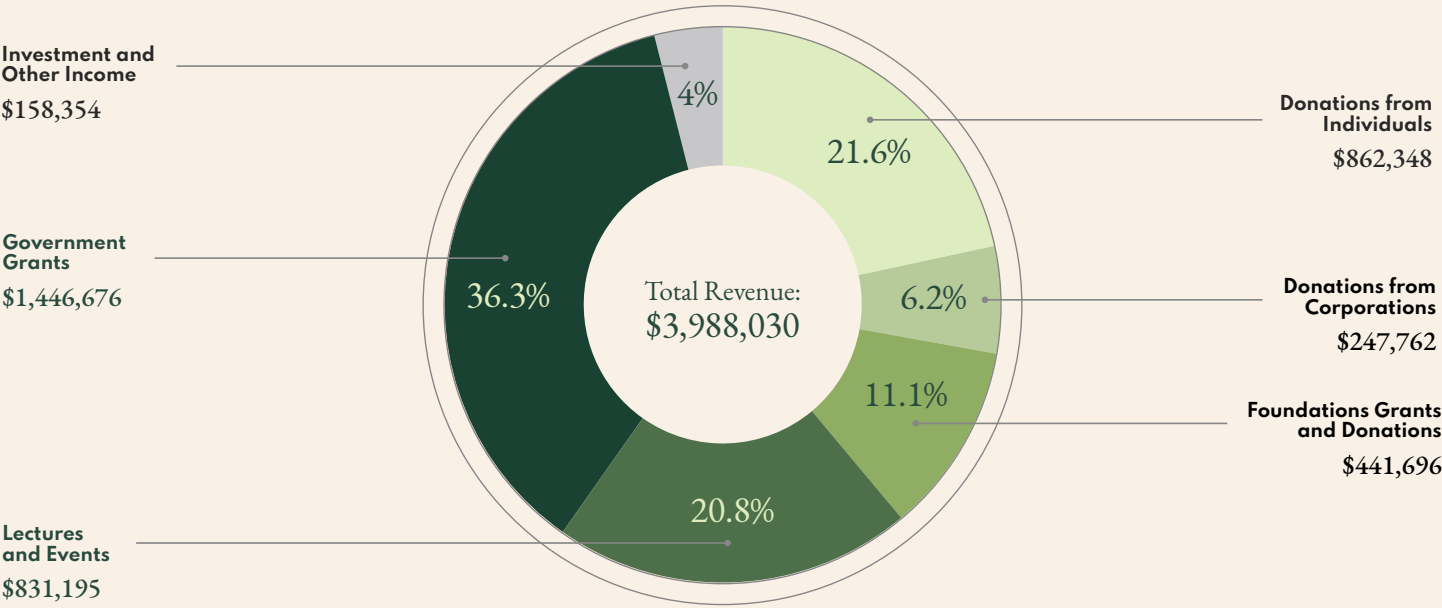


Top: Photo of Jane Goodall by Katherine Holland
Bottom: Photo of chimpanzees at Tchimpounga by Fernando Turmo

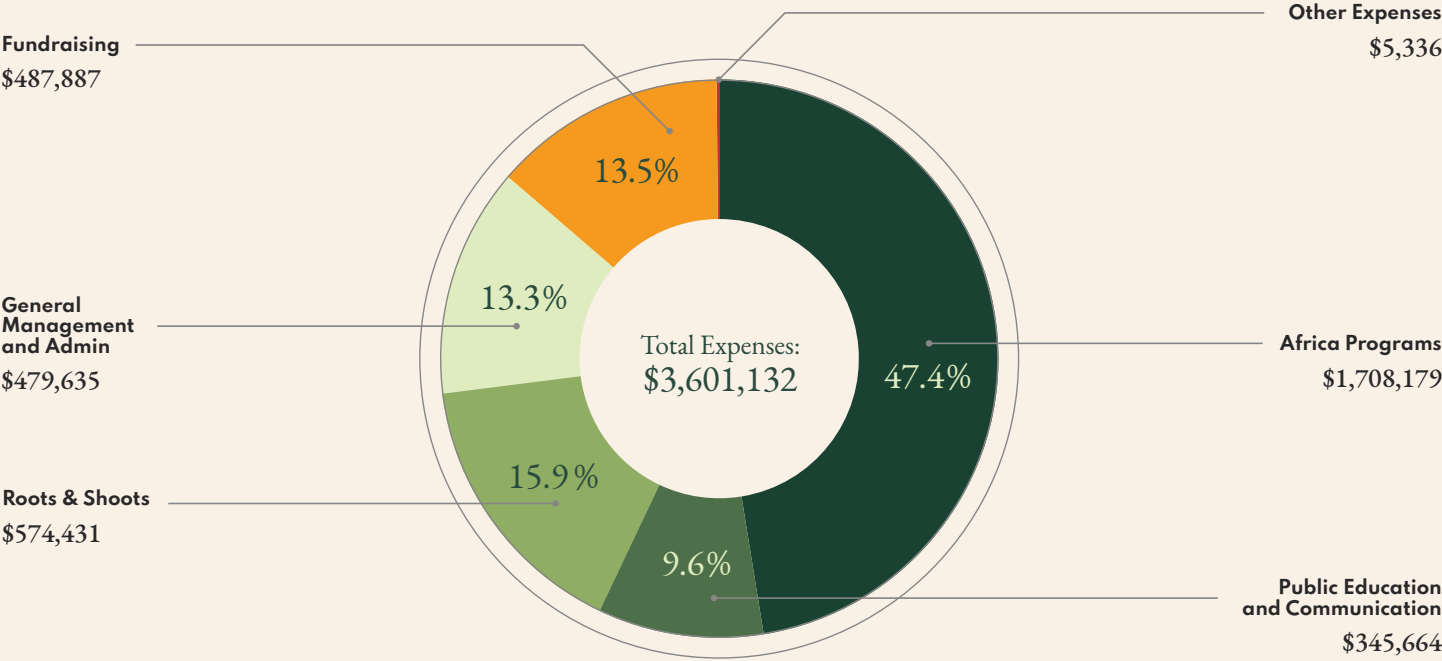
Audited Financials

[Click here to view our financials.](#)

Revenue Sources



Expense Categories



Financial Summary Note: The revenue in this report is categorized by source (e.g., individual donations, corporate donations, grants, and events) to provide a clearer view of our funding streams. Expenses are categorized by function (programs, administration, and fundraising) to show how funds are allocated toward our mission.

These figures align with our audited financial statements, where revenue may be grouped differently for compliance and reporting purposes. The total revenue and total expenses remain consistent across both formats. For more details, please refer to our full audited financial statements on our website.

Supporters

\$500,000+

Global Affairs Canada (GAC)

\$100,000+

The Estate of Dorothy Joplin

G Adventures

The Youssef-Warren
Foundation

\$50,000+

Air Canada

The Elpis Foundation

Employment and Social
Development Canada (ESDC)

Peter Gilgan Foundation

Telus Friendly Future
Foundation

\$25,000-\$49,999

JGI USA

Docs 4 Great Apes

The Estate of Jillian Heather
McQueston

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Toyota Motor Manufacturing
Canada Inc

\$10,000-\$24,999

Copernicus Educational

Donner Canadian Foundation

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Jim Bertram and Bonnie Foster

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The Estate of Lucie Chauvette

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Puchniak Family Fund

Stevenson Developments Ltd.

Ms. Victoria Russell

Wendy Southall

\$1,000-\$4,999

Amy Leininger Family

Dr. Angus Taylor Family

Ms. Anita Nador Family

Anna Di Rezze and Peter
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Balig Stein Family

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Bernadette LaForest Family

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Family

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Caroline Desautels Family

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Lynn Seward Family

Mackenzie Regan Family

Maggie and Ian Dale Family

MakeWay Foundation

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Manuel Mah Family

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Open Strum

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Mona Malone Family

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Nalini Bhargava Family

Nancy Pope Family

Olga Geraskina Family

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Ms. Patricia Stewart Family

Patrick E Fuller Foundation

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\$599-\$999

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Biljana Jakotic Family
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Edna Blomqvist Family
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Wendy Smith Family



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