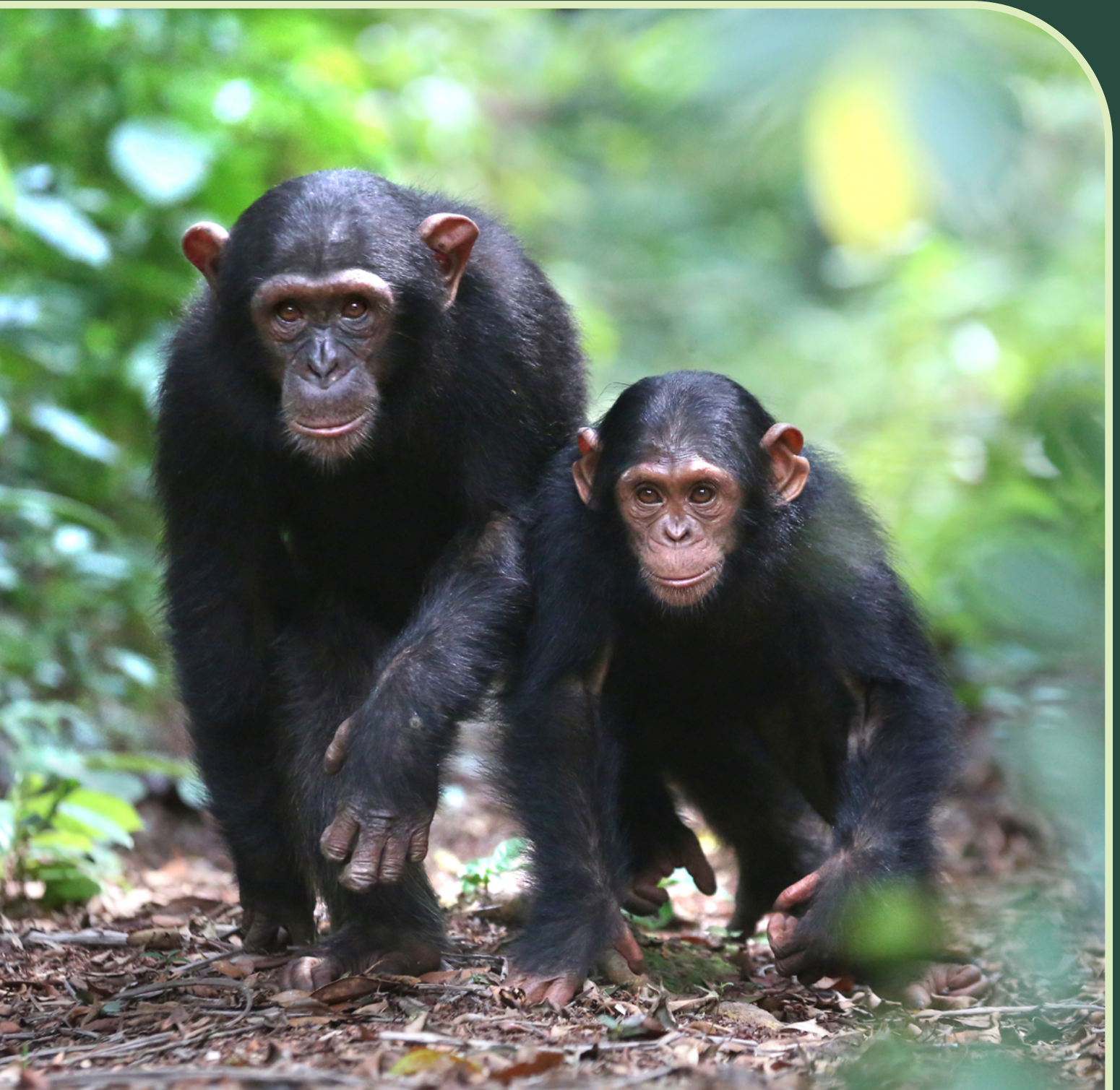




Jane Goodall Institute
Canada

Annual Report

July 1st, 2024 to
June 30th, 2025



Letter from the CEO

As I reflect on this past year, I return to one word that has quietly shaped everything we do at the Jane Goodall Institute of Canada. That word is *relationship*.

This year, the Institute continued to deepen the relationships that are – and that have always been – at the heart of our work. We expanded in more provinces and territories than ever before with the A.P.E. Fund, our microgranting program for underserved Roots & Shoots projects led by youth. We strengthened our collaboration with Indigenous partners and young leaders across the country. We advanced an approach to conservation that is genuinely reciprocal – where trust is built over time and shared goals guide the way forward. These are not transactional relationships. They are the foundation for real and lasting change.

As our programs have grown, both in scope and ambition, we've held onto the relationships-first approach that defines our organization. I couldn't be prouder of this team for the way they show up for our partners in Canada and across Africa, the way they communicate honestly and openly about our impact, and the way they work thoughtfully and intentionally.

While this report covers a time period when Dr. Jane was still with us, I'm writing this letter after we've lost our inimitable founder. Her passing has been felt deeply across our organization, our community of supporters, and our global network.

Countless Canadians and people around the world were touched by her mission, courage, and unfailing belief in the goodness of humanity.

At the Jane Goodall Institute of Canada, we continue to be guided by her example and her vision. Dr. Jane's passing reminded us that her life's work was never meant to rest with her alone – it was always intended to be carried forward by all of us. Her community. Our team. Board members. Supporters. Young people. Sponsors. Volunteers. Partner organizations. Global colleagues. Everyone who understands that hope is an active choice we make every single day.

To each and every one of you: Thank you for being part of this work, and for choosing hope. We are proud to share with you tangible results and real stories of impact for animals, people, and the environment. The breadth of what we've been able to accomplish as a community, with each of us doing our part, gives me enormous confidence in what lies ahead.

Just like Dr. Jane did, we're building something that will last. And we're building it together.

With gratitude,



A handwritten signature in blue ink, appearing to read 'Bella'.

Bella Lam
Chief Executive Officer
Jane Goodall Institute of Canada

Letter from the Chair of the Board

In so many ways, the fiscal year that ended last June was an extraordinary year for the Jane Goodall Institute of Canada. The team expanded programs, deepened partnerships, and continued to share Jane's message with communities across the country. They did so with creativity and conviction. Reading through this report, I am filled with awe and admiration for what the Institute and its supporters accomplished together.

I write this letter, however, in the shadow of Jane's passing. Her loss caused many of us to pause, reflect, and feel the weight of the legacy we are entrusted to carry forward. Her optimism, and her belief that each and every one of us can make a difference, is simple and yet profoundly powerful. Jane's legacy was earned, she was deliberate in her choices, and she truly lived them – every single day. That choice now belongs to all of us.

To our supporters and donors, we are grateful for your continued generosity and your kind words during these difficult times. I hope you find solace in the knowledge that our important work endures. I also hope that you will choose to continue on this path with us – a path grounded in hope, action, and lasting impact.

One of the Board's priorities this past fiscal year was working with our leadership to create Hope in Action, a strategic plan for 2025-2028 that future-proofs the organization. The strategic plan ensures that the values Jane embodied are not just honoured, but are embedded in how the Institute operates, grows, and makes decisions long-term. This includes a sustained commitment to listening and learning from our Indigenous and community partners, our dedicated supporters, and our young leaders in Roots & Shoots. We truly appreciate the unique perspectives they each hold.

This work is only possible with an exceptional team. On behalf of the Board, I want to express my gratitude to our staff for their dedication, their heart, and their tireless efforts. They are the daily expression of this mission, and they have more than risen to the moment. I also want to extend my heartfelt thanks to my fellow Board Directors for so generously volunteering their time, expertise, and care to help the organization achieve its goals and continue delivering meaningful impact.

Sincerely,



Corinne Caldwell
Chair of the Board
Jane Goodall Institute of Canada

The Problem – and the Solution

Our planet is in trouble. Climate change, biodiversity loss, and environmental inequity continue to impact people across the country and around the world. Critical habitats are disappearing. Species are vanishing. Livelihoods are facing unprecedented threats.

When ecosystems are threatened, when habitats are destroyed, and when livelihoods are affected, the effects ripple outward. And the consequences of inaction are not abstract. Food systems are disrupted, communities are displaced, and the very forces driving climate change are accelerated.

Amidst these issues, the communities living closest to nature are too often the last to be heard. These communities are often least responsible for the problems but bear the brunt of their costs, and their knowledge and leadership go underrecognized. And without that knowledge, without the wisdom of those who are most deeply connected to the land, even the best-intentioned conservation initiatives fail.

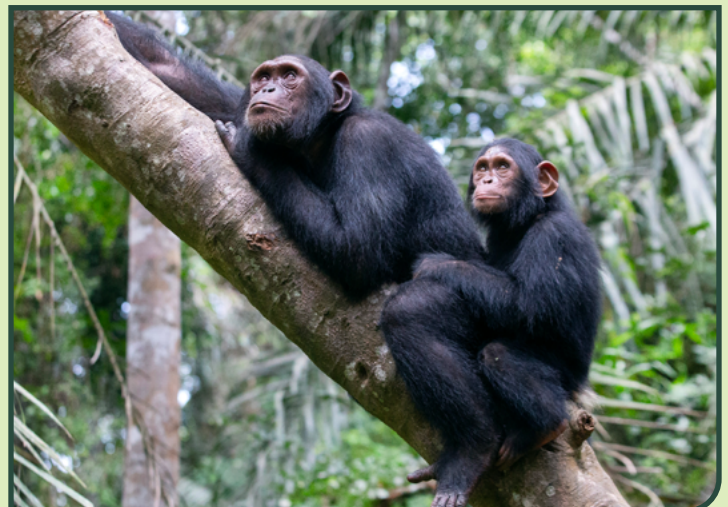
The solution is not in imposing conservation from the outside, but building from within – by listening before acting, partnering instead of prescribing, and trusting that the people with the deepest connection to endangered ecosystems are best placed to protect them. **This is the powerful truth at the heart of Tacare, the Jane Goodall Institute's proven community-led approach to conservation.**

Through Tacare, the Jane Goodall Institute of Canada partners with communities to develop

sustainable and lasting solutions that benefit animals, people, and the environment. Bringing together Indigenous knowledge, scientific data, and innovative technologies with locally-owned decision-making, this approach ensures solutions are holistic and community-led.

Because Tacare is offered and not imposed, communities can choose how and whether to engage – and their voices, perspectives, and decisions are centred throughout the process. When relationships are built on trust, and when partners are working together towards the same goal, lasting change is possible.

This approach – prioritizing reciprocal relationships, community knowledge, and local leadership – is the thread that runs through every program, every partnership, and every milestone in our 2024-2025 Annual Report. **An interconnected approach is what allows us to protect what matters.** Continue reading to discover what this philosophy can look like in practice, whether in villages across Africa or in communities and classrooms across Canada.



Impact Numbers

Results for Animals, People,
and the Environment

Protecting and Conserving Wildlife

4	injured or orphaned chimpanzees were rescued and arrived at Tchimpounga Sanctuary to get the care they need and the second chance they deserve.
150+	rescued chimpanzees received individualized and specialized care from veterinarians and professional caregivers at Tchimpounga Sanctuary.
16	other animals were rescued from the illegal wildlife trade including: 7 parrots, 5 monkeys, 2 palm vultures, 1 Bosman potto, and 1 civet.
743	snare traps were discovered within Tchimpounga Nature Reserve and dismantled by park rangers, ensuring the safety of animals and safeguarding the ecosystem.

Sharing Knowledge and Spreading Hope

4	inspiring events hosted with Dr. Jane – 1 in Kitchener, 1 in Vancouver, and 2 in Calgary – drew more than 7,500 attendees, who left feeling hopeful and energized.
1,818	people pledged to participate in advocacy campaigns online.
19.25M	people were reached through social media channels.

Advancing Community-Led Conservation

42,939	seedlings were transplanted by community members for reforestation in Kenya and Tanzania.
107	community members received smartphones and relevant training to enhance data collection during forest patrols in Kenya and Tanzania.
1,660	hectares of natural spaces and forest ecosystems were restored or conserved in Democratic Republic of Congo.
2,755	women participated in training programs focused on improving literacy and financial literacy in the Democratic Republic of Congo.

Supporting Youth Leadership

12,843	youth participated in Roots & Shoots, A.P.E. Fund, and LIVGREEN projects and activities.
221,750	community members benefitted from Roots & Shoots, A.P.E. Fund, and LIVGREEN projects and activities. Learn more about these programs on pages 16, 18, and 20, respectively.
800	youth enhanced local green spaces relevant to environmental learning.
100	youth engaged in cross-cultural exchanges to promote knowledge sharing.
120,000+	people were reached through social media advocacy campaigns developed by Youth Advisory Council members.

Africa Programs



Building Community Resilience to Climate Change in Senegal

In 2025, our Building Community Resilience to Climate Change in Senegal project successfully concluded – which means this is an opportunity to look back on all that was accomplished.

Between February 2020 and February 2025, more than 4,500 women and more than 2,000 men took part in project activities. Over these five years, the Jane Goodall Institute of Canada worked with them – in partnership with the Jane Goodall Institute in Senegal – to improve the resilience of communities to climate change.

Participants implemented measures that will help them adapt to the changing climate. These actions will also allow them to use resources sustainably – both to support their needs and to protect the ecosystems on which animals and humans depend.



Activities included:

- Producing and processing of indigenous crops, which can survive drought conditions and have high nutritional value
- Ensuring women have the training and resources to produce and sell biocharcoal as an alternative energy source to charcoal, while reducing the need to cut down trees
- Increasing the adoption of sustainable forest protection practices to make sure forests can absorb more carbon

Over the past five years, since the Building Community Resilience project launched:

- 882 women received training on improved planting techniques through 33 training sessions
- 975 women in 14 villages received fonio seeds, an indigenous drought-resistant crop that can help communities last through the lean season
- 77 workshops on gender equality were conducted, working with community leaders, women, men, and young people

Thank you to the Government of Canada for providing financial support, through Global Affairs Canada, for the Building Community Resilience to Climate Change in Senegal project.

Hawa's Story

Hawa lives in the Kédougou region in Senegal – a rural area where the Jane Goodall Institute of Canada works with local communities on the Building Community Resilience to Climate Change project.

Here, forests sustain both growing communities and wildlife, including the critically-endangered western chimpanzee. But increasing demand for land and resources has driven deforestation and agricultural expansion.

Climate change is reducing soil fertility and crop yields, and pushing communities toward slash-and-burn farming, which often leads to uncontrolled fires. Combined with erratic rainfall, drought, and rising temperatures, these pressures are intensifying impacts on animals, people, and the environment.

Multiple community-led nurseries were established in the region to strengthen biodiversity in the wildlife corridor surrounding the communities of Dimboli, Dakately, Dindefelo, and Fongolembi, while increasing food security and income-generating prospects for community members.

The nurseries were intended for fruit and indigenous trees for planting but, when community members shared that they needed more room for vegetables, the project team listened and expanded the nursery perimeter to include other garden plots.



For Hawa Niakhasso, one of the community members participating in the project, that decision was life-changing. Actively engaged in the nursery, she has started growing lettuce, peppers, onions, and tomatoes in her own garden plot – the first garden plot she has ever had.

“I decide which species we grow,” she said, adding that she and her husband “work together to prepare the soil, plant the seeds, and water the shoots.”

In addition to gardening, Hawa worked with the Jane Goodall Institute’s agroforestry team to learn about climate-smart techniques – like composting to increase soil fertility. She also learned how to use eco-friendly methods to get rid of pests.

Now, Hawa has the knowledge and resources to protect local forests and build an enriching, sustainable livelihood for her family.

This is good news for Hawa and her loved ones, but also for the surrounding forest ecosystems, and for the chimpanzees who have made these areas home. By building community resilience to climate change, advancing community-led conservation, and supporting sustainable livelihoods for community members, we can build a better future for all.

Conservation and Sustainable Management of Coastal and Marine Ecosystems

In coastal regions of Kenya and Tanzania, community members are working together to protect and conserve coastal and marine ecosystems with long-term, sustainable solutions.

They have been focused on implementing nature-based solutions – actions that help protect and restore ecosystems while providing benefits to animals and people alike. Community members have also been maintaining the health of coastal regions, advancing sustainable livelihoods, and adapting to the impacts of climate change.

Through the Conservation and Sustainable Management of Coastal and Marine Ecosystems (COSME) project, we're supporting this work – and ensuring gender equity and youth empowerment are central to the project.

In 2024-2025, community members achieved meaningful results, including:

- Selecting and enrolling another cohort of 14 community members in training at Pasiansi Wildlife Training Institute to help them become Forest Monitors, bringing the number of people who have completed trainings and graduated as Forest Monitors to 90
- Identifying 31 Village Forest Reserve areas through community resource mapping with involvement from livestock keepers, entrepreneurs, farmers, elders, women, young people, and persons with disabilities
- Working in collaboration with village leaders, Forest Monitors, and community members to transplant 42,939 seedlings that had been raised in village tree nurseries
- Extending technical support to 35 newly-formed Community Conservation Banks – community-managed financial groups that help community members launch environmentally-friendly businesses, reducing pressure on natural resources and strengthening local economies
- Providing smartphones to 107 Forest Monitors to support and enhance data collection during patrols, and ensuring Forest Monitors received relevant training
- Roots & Shoots members identifying existing environmental challenges within their school premises and deciding on projects that address them
- Two youth groups raising 22,500 seedlings, which are expected to help with both conservation initiatives and income-generating activities

This project is implemented in collaboration with Jane Goodall Institute Tanzania, Plan International Canada, Plan International Kenya, and Cascadia Seaweed Corporation, with funding from the Government of Canada through Global Affairs Canada.

Faraja's Story

"My dream is to grow more, to secure my children's future, and to help other women see that they too can succeed if they are given an opportunity."

– Faraja

Faraja has long been determined to build something for herself, her husband, and her two children – even though, where she lives, opportunities for women to participate in inclusive income-generating activities are limited.

Through community-led efforts, and with support from our Conservation and Sustainable Management of Coastal and Marine Ecosystems project, Faraja received practical training on savings, entrepreneurship, and alternative livelihoods. She learned how she could access credit, manage her finances, and build her own business.

With her first loans, she started trading hot peppers. Over time, she has been able to expand her business and increase her household income and financial independence.

She was also introduced to environmentally-friendly alternatives to traditional charcoal through the project. Faraja learned to produce charcoal from post-harvest waste, which helps prevent trees from being cut down and contributes to the conservation of forests.



Faraja, along with other community members, began producing charcoal from wood waste – and the production has been very successful, showing how eco-friendly solutions can also generate income.

"I never imagined myself producing biocharcoal, let alone in a way that helps the environment. When people bought my charcoal and encouraged me, I felt proud and motivated," she said.

Faraja currently manages both her hot pepper business and her alternative charcoal production – contributing significantly to her family's income, and demonstrating that women-led enterprises can generate economic benefits while also promoting environmental conservation.

"My dream is to grow more, to secure my children's future, and to help other women see that they too can succeed if they are given an opportunity," said Faraja.

Her journey highlights the powerful connection between economic empowerment and environmental conservation – and the importance of supporting sustainable livelihoods and advancing community-led conservation.



Femmes en Action

Climate change is inescapable, and its impacts disproportionately affect women. But women are committed, capable, and powerful – and they are taking action.

Together, through our Femmes en Action project in the Democratic Republic of Congo, we're ensuring women and community members have the resources they need to become more resilient to climate change and its impacts. We're supporting women and young girls in contributing to forest conservation and implementing nature-based solutions. And we're improving food security, livelihoods, and living conditions for women.

In 2024-2025, some areas where this project takes place faced an unstable and volatile security situation, causing persistent uncertainty for community members and creating serious consequences.

Massive numbers of people faced displacement, public services were inaccessible, gender-based violence and human rights violations increased, and natural resources encountered additional pressures.

For the safety of the team and partners, some activities had to be temporarily suspended. Digital tools were introduced to make sure monitoring and training activities could continue. Activities were reorganized and rescheduled to accommodate the evolving security situation, and coordination with local authorities and early warning mechanisms was strengthened.

Our experience with Femmes en Action has demonstrated the importance of taking a community-led approach to conservation. We recognize the unique environment of working in the Democratic Republic of Congo, and we are constantly adapting to the local situations as they arise to ensure we provide the appropriate support to communities and our partners on the ground.

With these steps taken, community members made real progress over the past year despite the setbacks and insecurity that they faced:

- 1,660 hectares of natural spaces and forest ecosystems were restored or conserved by community members
- 1,353 women and 525 young girls participated in the implementation of nature-based solutions and climate change adaptation strategies
- 1,291 women received training that enabled them to improve agricultural productivity by more than 78%
- 2,755 women participated in training programs focused on improving literacy and financial literacy
- 128 women received support to better control productive resources – such as land and agricultural resources – and more than 89% reported that they feel they have better control over both their productive resources and their income
- 1,278 people were reached through environmental awareness campaigns, including 832 young people
- 690 students in 18 school groups learned about climate change and its impacts through Roots & Shoots
- 83 people received training to monitor environmental conditions and lead this work in their communities, including 46 Forest Monitors and 31 Ecoguards – trained community members who patrol, record illegal activities, and protect critical habitat for wildlife



Thank you to the Government of Canada for providing financial support for the Femmes en Action project through Global Affairs Canada. Thank you to 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.



Tchimpounga Chimpanzee Rehabilitation Centre

Located within the Tchimpounga Nature Reserve in the Republic of Congo, the Jane Goodall Institute's Tchimpounga Chimpanzee Rehabilitation Centre is Africa's largest sanctuary for rescued chimpanzees. Since 1992, the sanctuary – and its team of caregivers, veterinarians, and wildlife professionals – has provided more than 200 chimpanzees with specialized and individualized care.

For chimpanzees who have endured unimaginable hardship, who have been exploited and discarded, and who have suffered from neglect and trauma, Tchimpounga offers something remarkable: a second chance.

That continued to be true this past year. As wildlife trafficking, deforestation, and human activity wreak havoc on ecosystems across Africa, Tchimpounga took in more animals in 2024-2025. The team helped rescue a number of injured and orphaned chimpanzees – including Aco, Djambala, Kala, and Mouyondzi.

In addition to providing rescued chimpanzees with the care they need, Tchimpounga also supports mandrills, parrots, and monkeys, among others. As with chimpanzees, the team works hard to give these animals the second chance they deserve – and aims to reintroduce them, whenever possible, back into the wild where they belong.

This past year, following behavioural observation and socialization, three moustached guenons were ready for release. Because this monkey species is found within the forests of Tchimpounga, they were good candidates for reintroduction in this area.

When they were released, the monkeys explored the surrounding forest, but remained near the site and returned regularly for supplementary feeding. With time, they started to forage in the wild, and the reliance they had on caregiver-provided food diminished. All three of these monkeys – Lucky, Dolisie, and Tala – ultimately acclimated to the wild.

Mouyondzi's Story

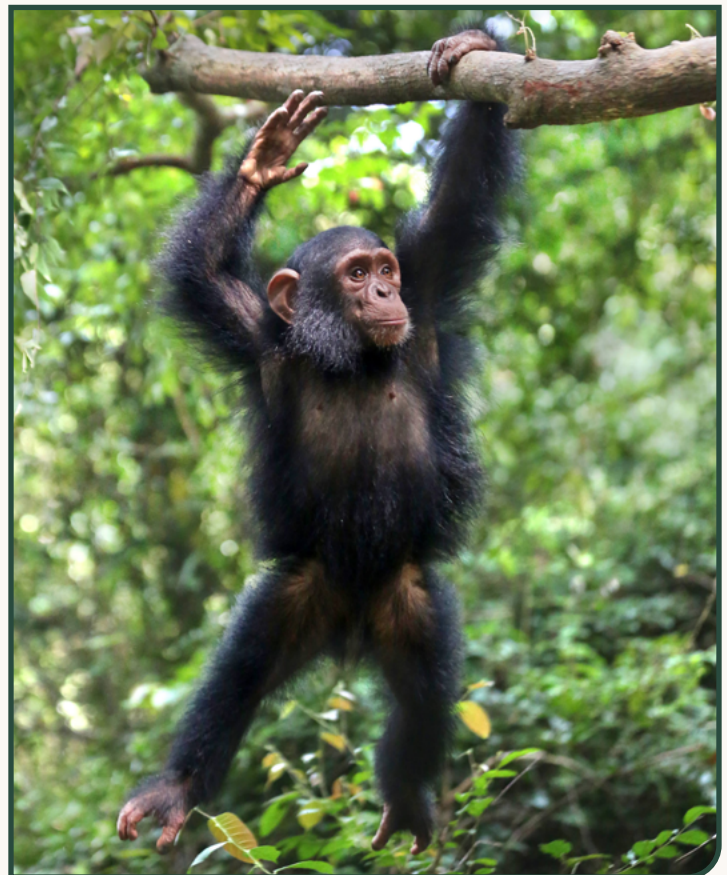
In November 2024, the Congolese government informed the Jane Goodall Institute that a baby chimpanzee had been rescued from wildlife traffickers. She was unwell – and her body was weakened by parasites and illnesses. She had suffered from severe digestive issues, conjunctivitis, and significant hair loss.

When the baby chimpanzee was transferred to Tchimpounga Sanctuary, the veterinary team went to work immediately, hoping to restore her health. With dedicated treatment, her transformation began. Her swollen stomach returned to normal, her fur started growing, and her energy returned.

The chimpanzee – named Mouyondzi – quickly showed her caregiver how courageous she was. Unlike some infants who stay near the caregiving team, Mouyondzi was always on the go and excited to explore.

Once she was introduced to other young chimpanzees at Tchimpounga, Mouyondzi started spending her days playing with them. A natural leader, she encourages her companions and closest friends – Ada and Djambala – to go faster and explore further.

Once weak and unsteady, Mouyondzi is thriving at Tchimpounga. Her journey has proven that, with professional care and true resilience, hope is always possible for our closest living relatives.



Canada Programs



Jane Goodall's Roots & Shoots

In 1991, Dr. Jane sat down with students in Tanzania and heard about how they felt overwhelmed by environmental and societal issues. To address the problem, they created Roots & Shoots.

Through this program, youth channel their passion for animals, people, and the environment into meaningful action – learning to develop and implement service projects that transform environmental anxiety into sustainable and positive change.

Now, more than 1.2 million young people – and people young at heart – in more than 75 countries are actively involved in Roots & Shoots projects. In 2024-2025, 12,843 Roots & Shoots members were located in Canada. In kindergarten, in university, and at every stage in between, these conservation leaders are leading the way forward.

This past year, project activities included: building gardens on school grounds, adding natural grasses and restoring indigenous plants, completing energy-efficient retrofits in student housing, monitoring and improving the health of local ecosystems, organizing community workshops with Indigenous Elders and Knowledge Holders, and much more.

“I didn’t know that soil could be healthy or sick. Now I understand how it affects plants, animals and even us. I feel like I can help the Earth now.”

– Roots & Shoots project participant, David Leeder
Middle School



Global Indigenous Group Cross-Cultural Gathering

Indigenous Peoples are disproportionately affected by the impacts of climate change and often bear the brunt of environmental inequity and biodiversity loss. But they are also stepping forward with solutions that meet this moment and address these challenges.

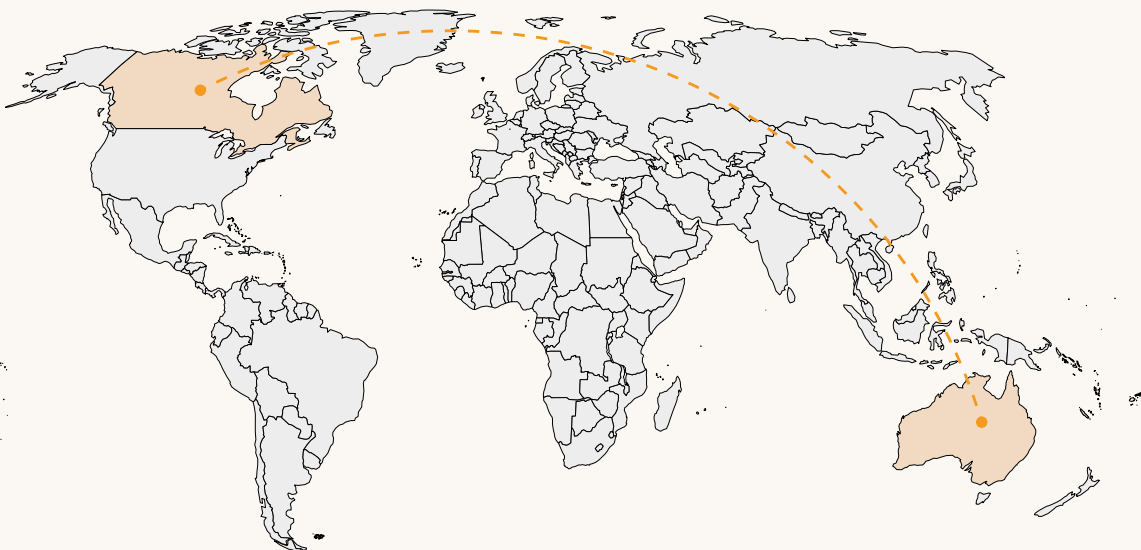
For years, the Jane Goodall Institute of Canada has been partnering with Indigenous Peoples across the country to advance solutions and support these efforts. In October 2024, through the inaugural Global Roots & Shoots Indigenous Group Cross-Cultural Gathering, youth and Elders from Sc'ianew First Nation connected virtually with Indigenous youth and mentors from communities across Australia.

The gathering opened with ceremony, as each cohort shared an opening prayer and song that reflected their intention. Participants spoke about their Roots & Shoots projects, shared ideas and goals for the future, and discussed their roles as environmental stewards.

Then, given the time zones, the Canadian participants sat down for lunch and their Australian counterparts enjoyed breakfast. This shared meal allowed for informal conversations and networking opportunities.

This gathering affirms the strength and resilience of Indigenous youth and communities working together across oceans, cultures, and generations. Bringing together Indigenous voices from across the world, and hosting cross-cultural gatherings like this one, is central to how the Jane Goodall Institute of Canada believes lasting environmental solutions are created – through shared wisdom, mutual respect, and collective action.

The connections that emerged here are constantly growing stronger. Plans are already underway for a second Global Roots & Shoots Indigenous Group Cross-Cultural Gathering, which will take place in 2026.



A.P.E. Fund

In 2017, the Jane Goodall Institute of Canada launched the A.P.E. (Animals, People, and the Environment) Fund. This program provides microgrants of up to \$1,000 to Roots & Shoots projects that benefit animals, people, and the environment.

This past year, the Institute continued focusing on long-term sustainability by building on previous A.P.E. Fund initiatives and supporting projects that run more than one year. In 2024-2025, financial support was awarded to 128 projects across Canada through the A.P.E. Fund – more than any previous year.

Project themes were also diversified – youth addressed environmental inequities and advanced more inclusive, community-driven climate solutions in addition to projects focused on pollinator gardens, native plant restoration sites, and composting workshops. Projects emphasized planting traditional species, greening spaces in collaboration with communities, integrating Indigenous stewardship practices, and supporting intergenerational knowledge-sharing informed by Indigenous worldviews.

Teachers and project leads noted that these experiences offered practical learning opportunities and helped youth connect with peers, communities, and the environment.



“Deep conversations around our responsibility to share our playground with non-human life by providing habitat and food sources were had. We also were able to talk about how long it took for trees to grow, so that students could become tree protectors at recess and remind others to not harm our new shade-making friends.”

– A.P.E. Fund project leader from Winnipeg, Manitoba

“Before this experience, I never thought about where my food came from. Growing it myself made me appreciate nature and understand why sustainable farming matters.”

– A.P.E. Fund project participant from Ontario

Pollinator Pathway to Success

In classrooms and community organizations across Ontario, something remarkable is happening – children are learning to see the natural world not as something to fear, but as something to protect.

Take the Pollinator Pathway to Success project. With this project, 250 elementary students attended engaging and interactive presentations about pollinators, and received kits that would help them take part in hands-on habitat restoration.

The kits were packed with native wildflower species, allowing students to restore critical pollinator habitats in their local communities – providing bees, butterflies, and other insects with essential food sources and shelter.

Students were also able to learn more about environmental stewardship and see how pollinators contribute to food security, biodiversity, and climate resilience.

One of the students involved said that they used to be “terrified of bees” but that this project helped him overcome that fear. One day, the student told his class that he saw a bee on the weekend – and instead of running away from the insect, he curiously watched the bee pollinate a flower.

This moment sparked an important classroom discussion on how fear can turn into wonder when we learn more about something.

One of the educators involved with this project said that a transformation that replaces fear with curiosity, like what happened here, is an inspiring reminder “of the impact environmental education can have on young minds.”



LIVGREEN Environmental Education

Across Canada, more young people are stepping up as environmental leaders – and more educators are becoming interested in integrating environmental education into the work they do. To help with this, the Jane Goodall Institute of Canada launched LIVGREEN – **L**earning through **I**ndigenous **V**isions of **G**reening Roots, **E**ducation, and **E**Nvironment.

This program intends to provide young people with the knowledge they need to address climate change, biodiversity loss, pollution, and environmental inequity – ensuring they can continue to lead in their communities when the project ends.

LIVGREEN also places an emphasis on cross-cultural exchanges among youth, with the goal of creating an inspiring network of environmentally-conscious individuals who collaborate and share their knowledge.



In addition to this work with young leaders, LIVGREEN also provides resources to strengthen the integration of environmental education in teachers' training. The curriculum empowers educators to incorporate sustainability principles into their teaching, and ensures future generations of students can benefit from an education that emphasizes environmental awareness and climate action.

An important element of LIVGREEN is professional development. Throughout 2024-2025, preparations were underway to develop a professional development program that supports educators in bringing environmental education into the classroom in practical, accessible, and locally-relevant ways. It focuses on helping educators increase their confidence in teaching environmental literacy and build momentum for youth-led environmental action within schools and local contexts.

LIVGREEN is an ambitious program, which continues until September 2028: 1,000 educators are expected to take part in professional development, 800 youth are expected to be involved in restoring or enhancing local green spaces, and 100 youth are expected to participate in cross-cultural exchanges.

This work is meant to stand the test of time. Empowered youth and educators, and strengthened community knowledge, are intended to contribute to an environmentally-conscious, sustainable Canadian society for generations.

This project was undertaken with the financial support of Environment and Climate Change Canada. Thank you to the Government of Canada for providing this financial support.



Youth Advisory Council

Dr. Jane always said her greatest reason for hope was young people, and we share her belief that youth need to be at the centre of decision-making. To help make sure Dr. Jane's hope turns into action, the Jane Goodall Institute of Canada's Youth Advisory Council is heavily involved in the organization and its mission.

Over the past year, members served on committees, led self-directed projects, provided essential feedback on the Institute's programs and communications, and much more – ensuring the voices of young people remain central to the Institute's mission.

In 2024-2025, the Youth Advisory Council consisted of 12 engaged young leaders: Cameron Armstrong, Divya Dey, Elaina Cox, Ethan Lyric, Finn Pawlick-Potts, Kyla Horsting-Minnabarriet, Lauren Hill, Maggie MacDonald, Meral Jamal, Peter Huseynzade, Sara Perry, and Zaynab Karimjee. Members represented diverse geographies, experiences, and identities from across the country,

Building on previous momentum, the Council launched two social media campaigns. They continued the advocacy campaign for Indigenous Protected and Conserved Areas, publishing content across the Institute's social media accounts each week.

They also organized a BioBlitz, encouraging Canadians to go outside and observe and identify as many species as possible. By the end of the BioBlitz, 135 participants had made 161 observations and identified 67 species – an incredible testament to the extraordinary biodiversity that exists across Canada and to the Council's ability to mobilize communities around conservation.

Combined, these social media campaigns reached more than 120,000 people.

Outside of digital campaigns, Council members served as ambassadors for the Institute in networking and engagement spaces across Canada – including an International Development Week conference that several members organized in Toronto. The event featured three youth panelists – including Youth Advisory Council alumni – and consisted of interactive workshops, insightful discussions, and networking opportunities.

Every young leader on the Youth Advisory Council has brought something distinct and invaluable to the Institute. They are not just advisors. They are leaders and advocates. They are proof that young people have the power to shape the future and change the world.

Elaina's Story

Kwe' hello! My name is Elaina Cox, and I am a Fellow and previous Co-Chair of the Youth Advisory Council with Jane Goodall Institute of Canada. I started collaborating with the Institute over three years ago, and have since completed two Council terms. I have now stayed on as a Fellow to continue taking advantage of the opportunities that the Institute provides, and to maintain pursuit of my passion of encouraging youth to act in activism, research, and community development. During this time, I have had ample opportunities to advance personal and career goals at both the local level and the global level.

As a Youth Advisory Council member, I was provided with the opportunity to lead and participate in a project that utilized Jane Goodall's wide social media presence to uplift Indigenous voices in community-led conservation by showcasing Indigenous Protected and Conserved Areas across Canada. As Council members, we have also been considered in the development of numerous projects to advance Jane Goodall's mission to support animals, people, and the environment, such as reviewing applications for the A.P.E. Fund; providing feedback on ongoing campaigns and projects, such as Vote for Nature; and creating testimony in regard to our views towards environmentally and culturally harmful bills, like Bill 15 in Ontario and Bill 5 from the federal government.

I am grateful that I have been asked to speak at numerous events as a Council member and now Fellow, including for Jane Goodall Taiwan, for the Humane Society, and at the She is Wise Conference



for Indigenous Women. Roots & Shoots has entrusted me to represent the name and organization that Jane created and, as a youth, I am able to lead the entire process from development to implementation. I have also had many opportunities to participate in cross-cultural exchanges with a large variety of other Jane Goodall chapters, including the United States, Australia, United Arab Emirates, Malaysia, and India.

It is refreshing that the staff at the Jane Goodall Institute of Canada, especially Meagan Lortie and Alison Cuffley, are so supportive of advancing youth advocacy, and see us as active agents of change rather than a checklist item or representative token. As someone who has been involved in numerous councils and projects surrounding the advancement of youth and equity-deserving groups in decision-making practices, I stay with the Jane Goodall Institute of Canada because they genuinely show care and compassion, and are pursuant of positive change.

Growing Our Community



Dr. Jane in Canada

Dr. Jane came to Canada three times in 2024-2025, in what we now know were some of her last visits with us. She shared her hopeful and inspiring message with more than 7,500 people across four events.

In September 2024, Dr. Jane accepted the Lifetime Achievement Award from Artists for Peace and Justice in Toronto. The award was presented in celebration of Dr. Jane's remarkable dedication to conservation and humanitarian causes, her relentless advocacy and activism, and her unwavering commitment to nature.

In October 2024, Dr. Jane delivered one of her classic lectures in Kitchener. She also sat down with acclaimed Canadian actor Amanda Brugel. With more than 2,400 supporters in attendance, the two spoke about Dr. Jane's career and legacy – and what each person can do to support animals, people, and the environment.

In April 2025, Dr. Jane returned to Vancouver for another inspiring lecture and engaging fireside chat with renowned Canadian musician Jann Arden. The 2,765 people present enjoyed an intimate performance from Jann, and left the lecture feeling hopeful and energized.

That same week, Dr. Jane travelled to Calgary – where she spoke about Roots & Shoots with more than 1,000 students during an afternoon appearance, and shared her uplifting message with more than 1,700 people during an evening lecture.

At every event, the audiences reflected the breadth and depth of Dr. Jane's impact – an inspiring



testament to how her message transcends age, background, and experience. Children sat with parents and grandparents, united by an interest in nature, concern for the future of our planet, and passion for taking action. This intergenerational community is proof of what Dr. Jane often said, that protecting the environment is not the work of any one generation – but a collective responsibility that connects all of us.

Dr. Jane enjoyed visiting Roots & Shoots projects when she came to Canada. Before her events this year, she had the opportunity to tour and meet with our partners at the Willow River Centre in Kitchener and the Gathering Place Community Centre in Vancouver. These two centres have received support from the Jane Goodall Institute of Canada to expand their gardens and increase their capacity to create positive change for animals, people, and the environment – exactly the kind of grassroots impact we are proud to champion.

Dr. Jane in the Media

Dr. Jane garnered significant media attention throughout her Canadian tours, with appearances spanning some of the country's most prominent outlets – including Breakfast Television, eTalk, and The Globe and Mail. She was also featured on blogTO, CBC News Kitchener, and CTV News Kitchener.

For Earth Month, she also sat down with Virgin Radio and was able to reach even more Canadians through their various platforms. Segments from the interview aired on Virgin Radio stations across Canada throughout the day on Earth Day, and the interview was made available through the Earth Day Party podcast. Content from the interview was also shared across Virgin Radio Canada accounts on social media.

Every media appearance extended the reach of Dr. Jane's message far beyond those who could attend her events in person, introducing new audiences to her work and encouraging more Canadians to get involved with the Jane Goodall Institute of Canada. Reaching people through trusted outlets ensures our messages of environmental stewardship and hope through action can resonate with diverse audiences – from lifelong conservationists to people who are just starting to engage with environmental issues.



Dr. Jane Goodall's Online Birthday Auction

In 2024-2025, Dr. Jane Goodall's Online Birthday Auction came back bigger and better than ever before. The auction included autographed memorabilia, nature retreats and cottage weekends, an original painting by one of the chimpanzees at Tchimpounga, and much more.

We extend our sincere thanks to all of the corporate and individual sponsors who made this auction possible. We are also very grateful for all of the supporters who helped make this our most successful birthday auction yet – with more than \$63,000 raised in support of the Jane Goodall Institute of Canada.



Social Media and Community Outreach

On social media, the Institute saw unprecedented growth across its online communities. By the end of June 2025, the Institute had more than 240,000 followers across all channels – an increase of more than 150% from June 2024. Instagram saw the largest increase in followers, with more than 64,800 new supporters following the Institute.

In January 2025, the Jane Goodall Institute of Canada launched two community outreach campaigns: Jane's Green Hope and The Forest is Calling. With Jane's Green Hope, Canadians were encouraged to restore and protect green spaces and were provided with an exclusive Regreening Guide. With The Forest is Calling, pledgers were invited to recycle mobile devices in an effort to reduce illegal mining in protected rainforests. More than 1,800 people took part in the two campaigns.



Donor Spotlight: Bunny Horne

“I have loved animals since I can remember – not unlike Jane.”

– Bunny Horne



For Bunny Horne, those words are the thread running through a lifetime of compassion – and a profoundly personal relationship with the Jane Goodall Institute of Canada.

A quarter of a century ago, when she went to one of Dr. Jane’s lectures in Vancouver, Bunny was moved. “She touched my heart and soul deeply,” she said. “This was the first time I saw her in person. It was not my last.”

That unwavering dedication is reflected in the remarkable breadth of Bunny’s support for the Institute that bears Dr. Jane’s name:

- Bunny is part of Team Goodall as a monthly donor – providing the Institute with the reliable financial foundation needed to plan ahead, respond to needs, and keep our mission moving forward every month
- If you have ever participated in Dr. Jane Goodall’s Online Birthday Auction, you would likely have seen Bunny’s original creations. Year after year, Bunny has used her crafting skills to create memorable items and help raise funds for our projects and programs
- In addition to her monthly donations and in-kind support, Bunny has chosen to include the Institute

in her estate plans, joining our Legacy Troop. This kind of heartfelt, forward-thinking generosity ensures that the work the Institute does – with partners, with community members, and with supporters – can continue for generations

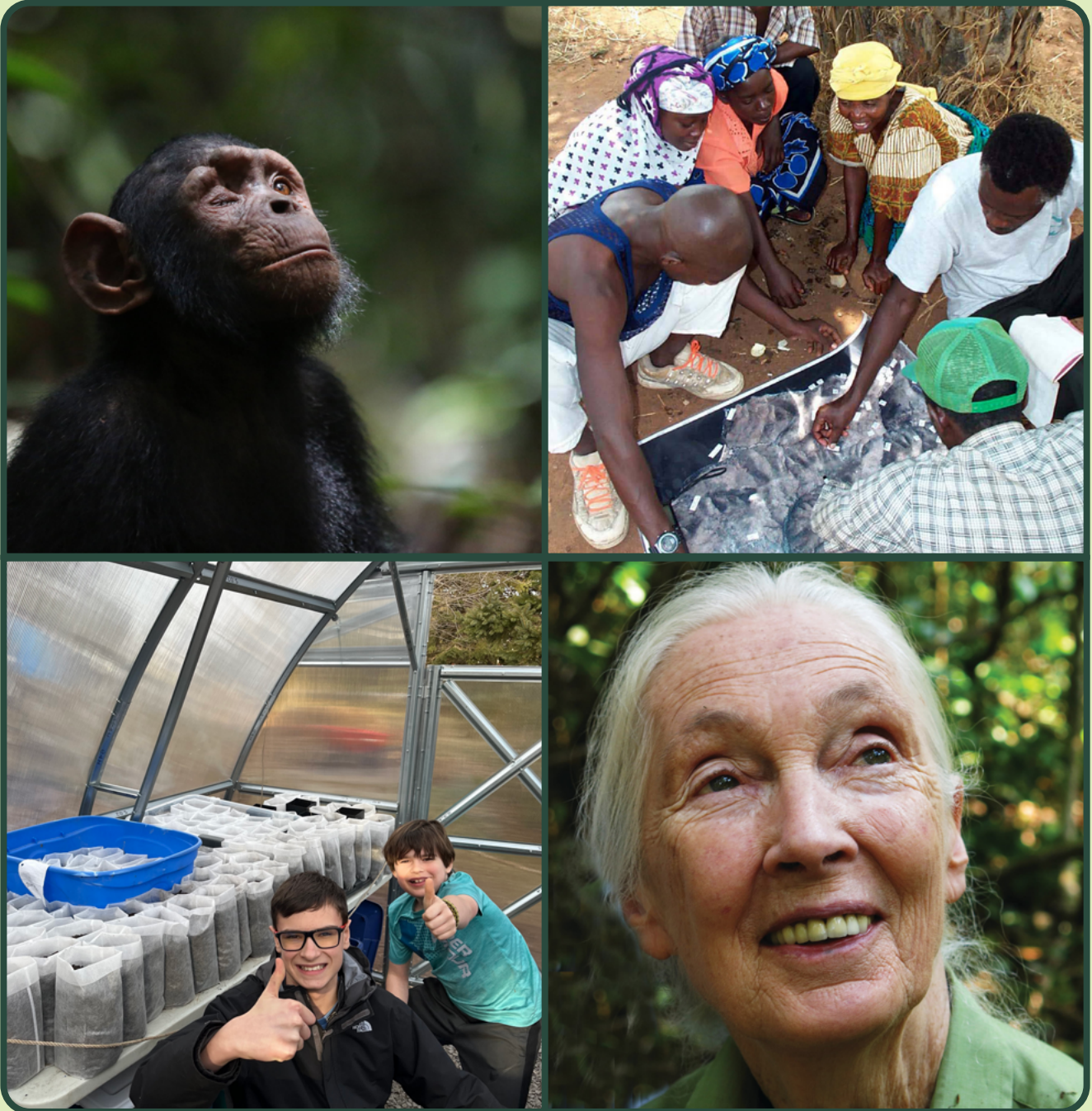
“I can’t financially support the Jane Goodall Institute of Canada as I had in the past, since I am now retired on a fixed income, but I do have assets,” Bunny told our team. “It is the very least I can do.”

Bunny’s commitment has extended into her everyday life, too. In 2024, the month after she saw Dr. Jane deliver another one of her uplifting lectures in Vancouver, Bunny was inspired. She prepared the community gardens at her local seniors’ kitchen for planting – and she used the Institute’s plantable holiday greeting card for her own garden.

And when Dr. Jane passed, Bunny had the iconic figure’s autograph tattooed onto her wrist. “I look at it multiple times a day,” she told our team. “It is a reminder for me to make a difference in this world, and I start each day planning to make a positive difference.”

Every year, every month, and every day, Bunny proves – just like Dr. Jane did – that one person’s love for animals and the planet can indeed change the world. Thank you, Bunny, for your tremendous generosity.

Looking Ahead



Making a Difference Together – in 2026 and Beyond

The stories, milestones, and voices reflected in this annual report are more than an overview of the past year – they are the foundation on which we are building our future.

In 2024-2025, the Jane Goodall Institute of Canada team started working on our Strategic Plan for the next three years. This essential roadmap for the future is shaped by what we have learned together: community members who are advancing conservation are dedicated, young people who are taking action are passionate, and the hopeful message Dr. Jane always shared continues to resonate.



When she founded the Jane Goodall Institute in 1977, Dr. Jane knew the organization needed to outlast her. She planned for this moment, to make sure the work she cared about could – and would – continue.

In the year and years ahead, we'll keep:

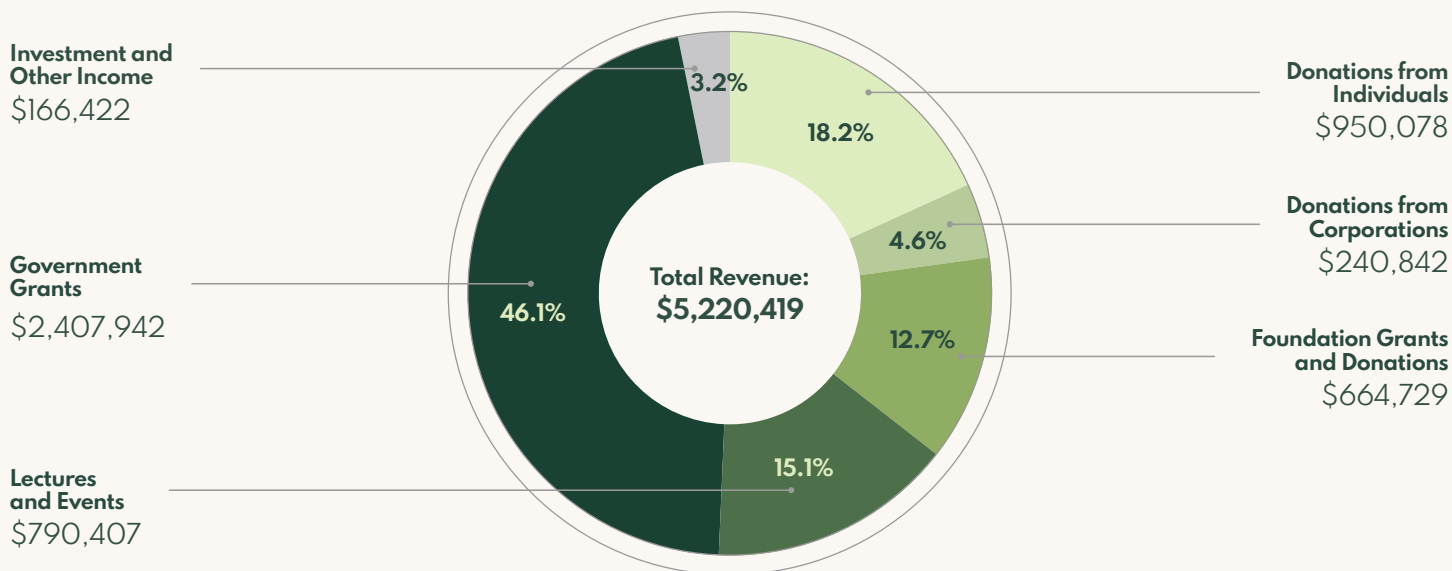
- Growing community-led conservation – trusting the people closest to the land, and working with them as they lead the way forward
- Empowering youth environmental leadership – cultivating the next generation of conservation leaders and environmental changemakers
- Advancing Jane's legacy and mission – not as some monument to the past, but as an ongoing movement that is actively growing and having an impact

The progress you have seen in these pages has only been possible because of the dedication of our partners, our donors, our staff, our volunteers, and community members across the country and around the world.

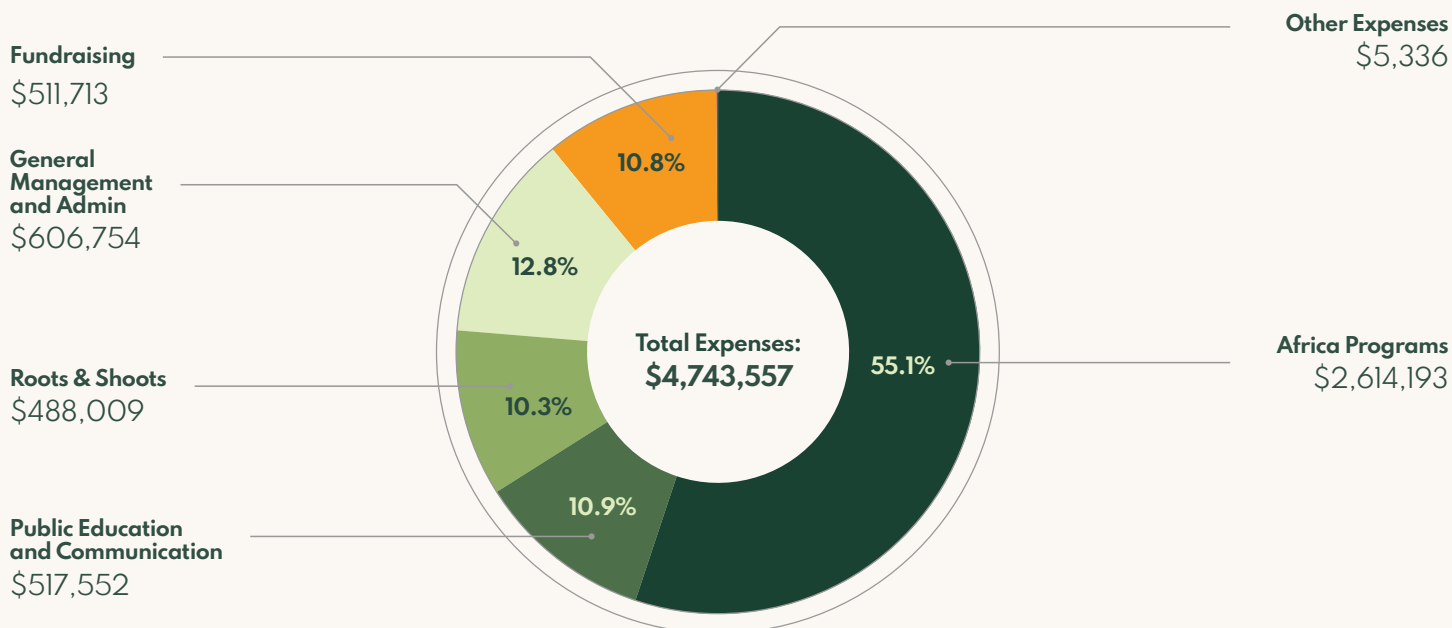
Together, day in and day out, this collection of exceptional individuals proves what Dr. Jane always said: "If we all get together, we can truly make a difference."

Audited Financials

Revenue Sources



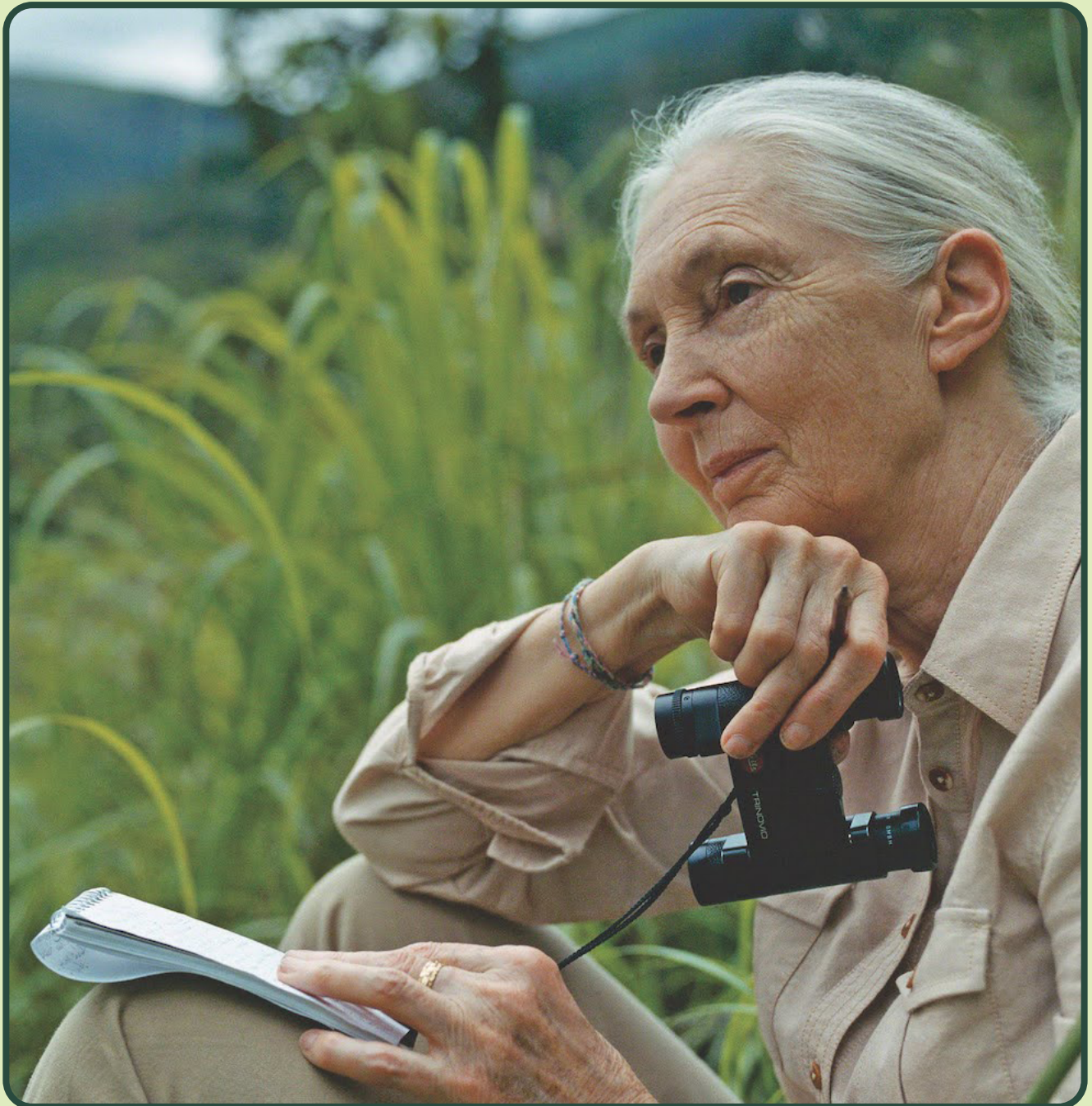
Expense Categories



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.

Thank You



Thank You to Our Generous Donors

Jane's Peak Society

We're proud to celebrate the leadership of our Jane's Peak Society – those who give \$1,000 or more annually. Jane's Peak Society members are essential partners in advancing Dr. Jane's legacy and the vital conservation work of the Jane Goodall Institute of Canada. This past year, we welcomed 28 new members into this distinguished community – each one helping us reach further, serve better, and plan with confidence for the future.

Team Goodall

There's something incredibly powerful about the community that's always there for you. Our monthly giving program, Team Goodall, grew to more than 1,150 members in 2024-2025. Month after month, their contributions are the foundation at the core of our mission: protecting chimpanzees, advancing community-led conservation, and inspiring and equipping the next generation of changemakers.

Legacy Troop

Legacy gifts are an extremely personal way to express what you care about most, and an incredibly powerful way to ensure that the natural world you love is protected for generations to come. We are grateful to everyone who has joined our Legacy Troop – with bequests, gifts of life insurance, gifts of residual interest, registered retirement funds, and other gifts. Your commitment is an inspiring and profound act of hope. As Dr. Jane once said: "What you leave behind determines what lies ahead."

Sponsors and Partners

We extend our deepest gratitude to our generous sponsors and dedicated partners, including: University of Toronto, Artists for Peace and Justice, Natasha Koifman, Eric Hendrikx, Amanda Brugel, Jann Arden, Environment and Climate Change Canada, Global Affairs Canada, G Adventures, Toyota Motor Manufacturing Canada, Air Canada, To Live For Bakery & Cafe, Erin Ireland, National Geographic Society, Arts Commons, Wild Women Expeditions, Miller McConnell Signs, Allan and Yeugenia Macdonald, Andrew Sinclair, Jacquie Matechuk, Focus Photo Tours, Michelle Valberg, Bodega Ridge, Gladstone Lodge, Chateau des Charmes, the Parkside Hotel & Spa, Lomi, Joe Chowaniec, Dennis Jackson, CharcuTOURie™, Toronto Zoo, Toronto Zoo Wildlife Conservancy, Grape Witches, Odd Bunch, Fernwood Coffee Company, Toronto Symphony Orchestra, Tru Earth, Asymmetric by Design, Bunny Perno-Horne, Frank and Oak, Treetop Trekking Hamilton, Famous People Players, Float Toronto, Live Organic Food, Katherine Holland, Irene Matys, Rick Quinn, Vessi, Vegan Supply, and Louise Zimanyi. Your generous support helped extend our reach and strengthen our impact over the past year. For that, we'll forever be thankful.

Our Supporters

We are sincerely grateful for the generosity of every individual, family, and organization who has supported our mission over the past year. We encourage you to take some time to recognize the community of dedicated people who are taking action for animals, people, and the environment.

Thank You to Our Community

Events Committee and Support

Our events and fundraisers this past year were possible because of the exceptional dedication and leadership of Michelle Valberg, Angela Colterjohn, and Alexandra Hutchison. The passion they have for this work inspires all of us – and strengthens the important connection between our community and our mission.

Special thanks to Daniela and Catalin Mitrache, as well as Katherine Holland, for volunteering their time, photographing our events across the country, and capturing meaningful memories.



Board of Directors

We extend our heartfelt gratitude to the exceptional 2024-2025 Board of Directors. Their commitment, their insights, and their leadership continue to shape the direction – and power the success – of our organization.

- Corinne Caldwell, Chair
- Bill Pratt, Vice-Chair
- Brent Cape, Treasurer
- Kevin Dunbar, Secretary
- Chloë Chang
- Erinn Piller
- Gilles LeVasseur
- Jennifer Franks
- Karen McCarthy
- Nalini Bhargava
- Phoebe Glasfurd

In March 2025, we said a fond farewell to outgoing director Bill Pratt. His thoughtful contributions and unwavering dedication to the team have been invaluable, and we are grateful for all of his hard work.

Recognition Preference

Should you have any questions about your gift, are interested in updating your recognition preferences, or want to learn more about the impact that your gift makes, you can reach out to us at donor@janegoodall.ca.

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\$500,000+

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Global Affairs Canada

\$100,000+

Artists for Peace and Justice

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\$1,000-\$4,999 (continued)

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\$599-\$999

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\$599-\$999 (continued)

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