



# Earth Rangers From Coast to Coast

2015 Annual Report



HELP BRING BACK THE WILD!  
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The Power of Dreams



## Letter from the Executive Director

Since my son was born in 2002, the global population has grown by over a billion people and shows no signs of slowing down. This growth is putting tremendous pressure on our natural world. Uncontrolled habitat loss, invasive species growth and climate change have put us in the midst of the sixth mass extinction event.

Despite these challenges, I cannot help but be optimistic when I see the passion and commitment children have today. Where adults can often become apathetic, children are inherently optimistic, willing and dedicated to taking action. We see their tenacity and perseverance every day. If we are going to solve these pressing social and environmental issues over the next decade and beyond, we have to harness, foster and support the enthusiasm of our children. Not only can children drive change today, but they will become our future entrepreneurs, political leaders and scientists.

Canada's spectacular landscapes, abundant natural resources and remarkable biodiversity captures the imagination of children across the country, and inspires them to defend it. At Earth Rangers our goal is to nurture children's optimism for the future, and fuel their confidence by ensuring they have the tools to take action and make a real difference for Canada's wildlife. We are helping to build a new generation of conservationists and we're doing it in every corner of the country.

Please take the time to review our report to understand how we are bringing this goal to life through our programs.

Finally, I would like to thank you. Whether you are a supporter, staff member, volunteer, partner or funder, we could not reach for this goal without your dedication and support.

Best regards,



**Peter Kendall**  
Executive Director



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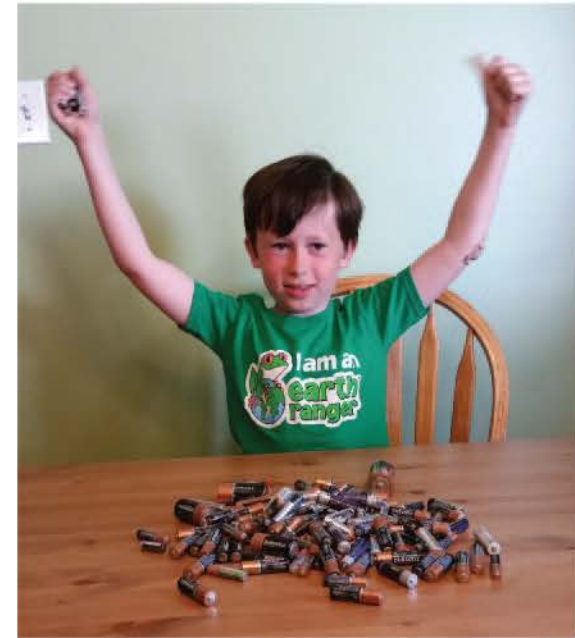
Professor, York University

**Regan Watts**

Corporate Affairs Executive

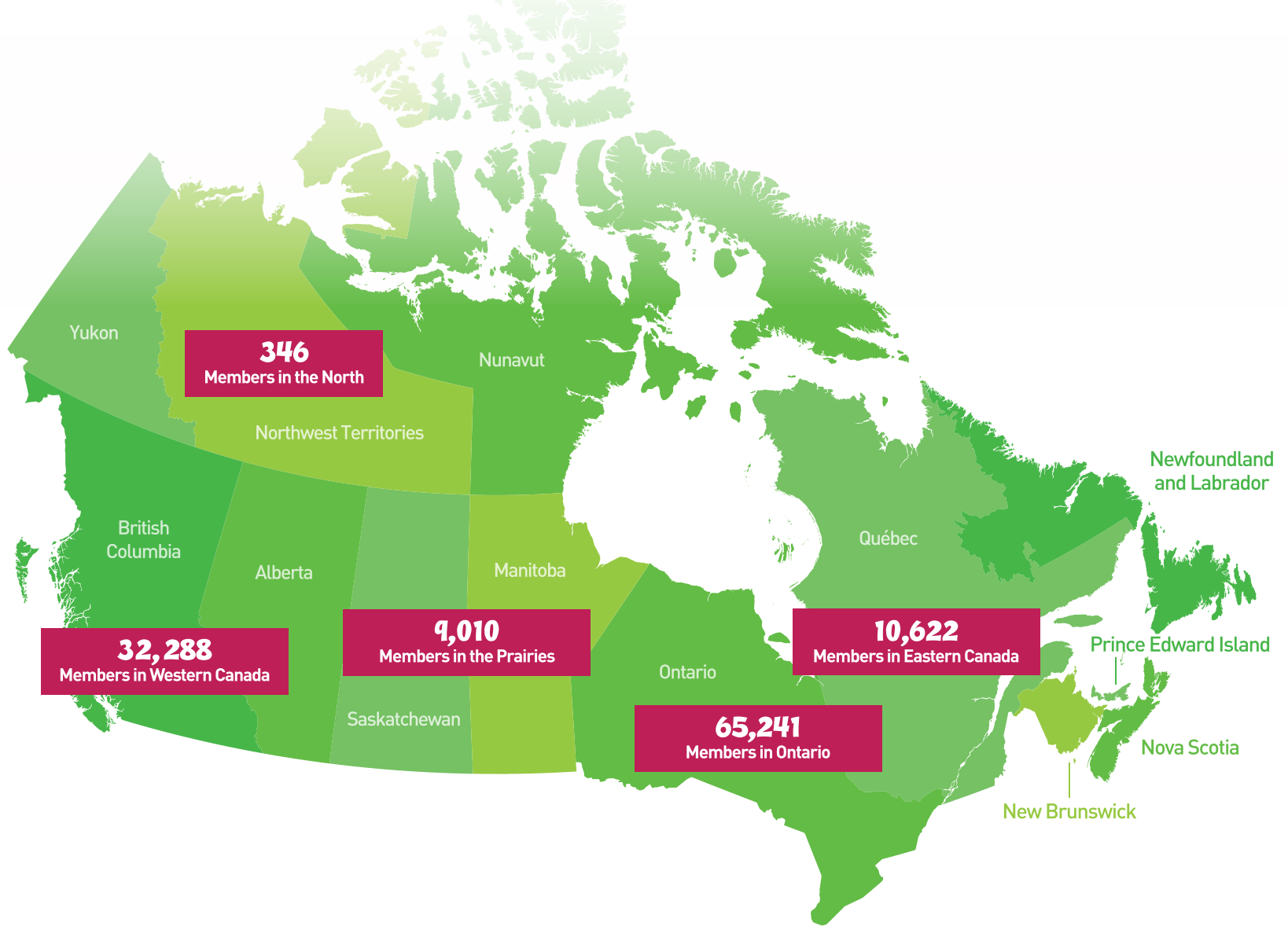
# Earth Rangers is the Kid's Conservation Organization, dedicated to educating children and their families about biodiversity, inspiring them to adopt sustainable behaviours and empowering them to become directly involved in protecting animals and their habitats.

In 2015, we set the ambitious goal of expanding our programs to every Province and into the Territories—and we did it. We delivered our School Outreach Program to more than 800 schools across the country. We strengthened our conservation partnerships, completing 4 ambitious projects and launching 4 more to help Canadian species at risk. We reached a record numbers of members, over 100,000 children who are more engaged than ever. Thank you for making it all possible.



# Earth Rangers from Coast to Coast

In 2015, Earth Rangers grew to **117,507 members** all across Canada!





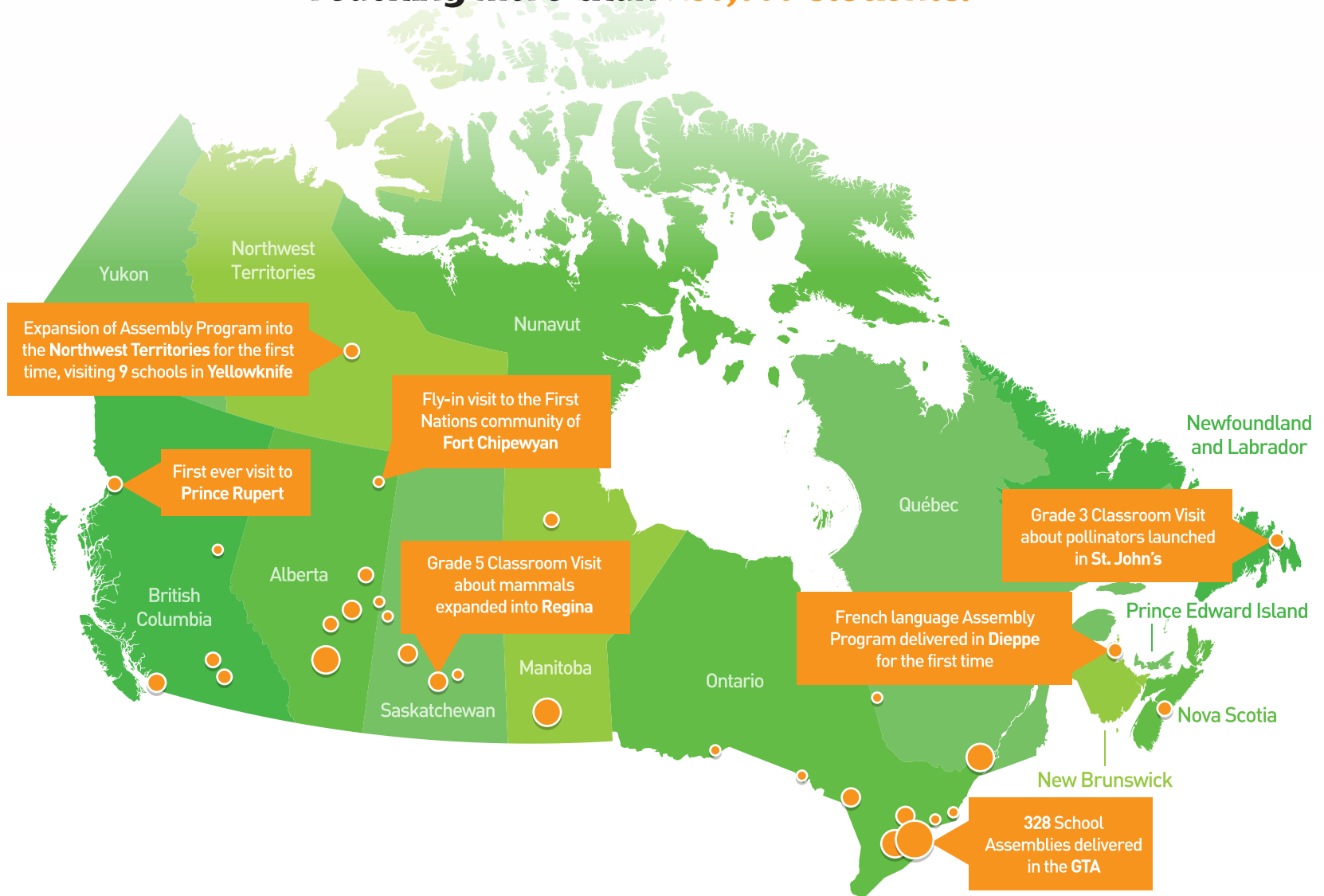
A falcon is shown in flight, with its wings spread wide, in a forest setting. The bird has brown and white feathers. In the background, a person in a blue shirt is visible, and the scene is brightly lit, suggesting an outdoor or well-lit indoor environment. The background is slightly blurred, focusing attention on the falcon.

## Education from Coast to Coast

Through an exciting School Assembly Program and engaging Classroom Visits, Earth Rangers uses the power of live animals and hands-on learning to connect students with the issues facing wildlife and their habitats, the importance of protecting biodiversity, and how they can directly impact the survival of species in Canada.

# School Assembly Program

In 2015, Earth Rangers delivered **1,125 school programs** across the country, reaching more than **230,000 students**.





# School Assembly Program



“We were absolutely thrilled with the performance. It was the first presentation of the year and with some kids still learning how to be “students” we were so proud of how they behaved. This means that the show was very engaging. Teachers have taken the show and turned it into classroom lessons. One of our grade two boys who is a reluctant writer wrote two pages about the reptile that “loses his tail”. Please come back again.”

**Mildred Hall School**  
Yellowknife, Northwest Territories

“Thank you for including us as one of the schools to visit. The teachers and students have been complimenting the show since your team was here. The teachers have said that it was one of the best run programs they have seen. The grade 3 teachers said the class sessions were extremely well done and tied in perfectly to the curriculum outcomes they were covering. It was a great experience.”

**MacDonald Drive Elementary School**  
St. John's, Newfoundland



“Your rangers are really professional and the animals are out of this world! The entire school loved it. It was wonderful to see our entire school swept up in the excitement! And for First Nations students the hawk doing its flight through the gym reached them at a very special level! I can't thank you enough!”

**Dr. Brass School**  
Yorkton, Saskatchewan



“We LOVED, LOVED, LOVED the presentation! The two gentlemen did a fantastic job and were great with all the students. During the remainder of the day, the students could be heard talking about “how cool the presentation was” “best day ever” etc. Thank you so much for the invite and coordinating the presentation with us. We would love to have the Earth Rangers return.”

**Timberlea School**  
Fort McMurray, Alberta



# School Assembly Program

My favorite part  
is when the cat jumped



Dear Earth Rangers,  
Thank you so much Earth Rangers for coming  
to St. John Bosco School everyone enjoyed the  
animals and the presentation. When I get  
home I am for sure signing up to  
be an earth ranger. Thank you so much for  
coming!

Dear Earth Rangers

I would like to thank  
you for what you do for  
our planet and also how  
you took time to visit my  
School and teach me all the  
beautiful things about the  
animals and how I actually  
got to see them close and  
personal. I got to see all the  
beautiful things about the  
animals and I am thankful  
for that. I even have a chance  
to become a earth ranger and  
help I am very thankful for  
that and I have you to thank.  
THANK YOU



● population of some animals

Dear earth rangers;

I'd like to thank you for taking time out of your  
day to come to my school and teach us about  
these amazing animals, and what we can do to  
help. I think your program is a really great thing-  
Kids being able to help animals who are in need  
of help, that would make me not only proud, but  
encourage me to tell more people about this and make  
a change for the world. I'd also like to thank you  
for nearly giving me a heart attack when I saw the  
bird stand, I was expecting a huge bird to fly around,  
but what ended up to be a small bird ☺ now it's the  
joke of the class, but once again a big thanks to  
you guys love! Morgan Grade: 8



## Conservation from Coast to Coast

Our Bring Back the Wild Projects focus on preserving at-risk species across the country through research and restoration efforts with local partners. In 2015, Earth Rangers successfully completed 4 projects and launched 4 more, each receiving a record amount of funding from Earth Ranger Members.

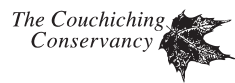


# Bring Back the Wild Projects

Members raised **\$517,695** for conservation projects across Canada.

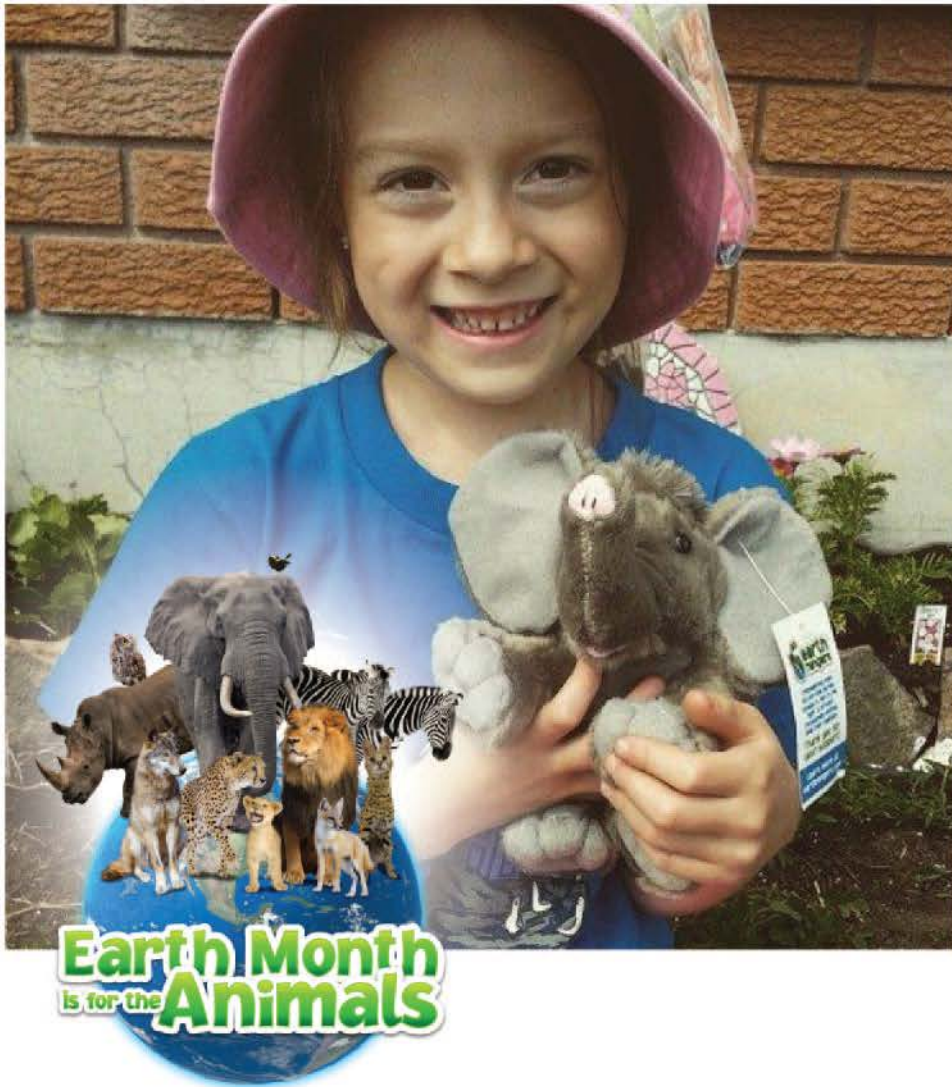


## Our Conservation Partners:



# Bring Back the Wild Promotions

To celebrate Earth Month we went international for the first time ever! For every dollar our members raised for Bring Back the Wild projects here at home, we provided a dollar to Lewa Wildlife Conservancy for conservation efforts in Kenya.



For our dedicated members, Halloween was about more than just collecting candy. They banded together to raise awareness and funds for the Little Brown Bat through creative costumes and collecting donations with our special bat donation boxes.



# Bring Back the Wild Super Rangers



**Earth Ranger Ella**

Earth Ranger Ella got outdoors to experience nature and help wildlife at the same time! By collecting pledges to climb Mount Benson, Nanaimo, BC's highest mountain, she raised \$1,000 for the Swift Fox.

“ We are so proud of her and I wanted to share it with you. This was all from her seeing your ad on a weekend morning on TV. I guess TV is good for something.”

Ella's Mom



**Earth Ranger Tegan**

Earth Ranger Tegan chose to protect the Peregrine Falcon by creating beautiful environmentally-inspired artwork, and selling it at the local market to raise funds for her campaign.



**Earth Rangers Katarina and Michel**

Katarina, her brother Michel, and their cousins collaborated to protect the Swift Fox through a combination of bake sales and selling homemade key chains. Together they raised over \$250!

“ I was very impressed with their dedication and their continued drive to help save the animals. Such a great organization to inspire our young generation!”

Mackenzie's Mom



**Earth Rangers Mackenzie and Megan**

Earth Rangers Mackenzie and Megan helped wolves by baking delicious cookies for their neighbours! They sold every single one, and donated 100% of the proceeds to the Eastern Wolf Project.





## Taking Action from Coast to Coast

Earth Rangers know that when everybody works together, we can make a big difference. By accepting fun and tangible missions like planting pollinator gardens, reducing energy use at home, and organizing shoreline clean-ups, Earth Rangers across Canada are taking action every day to protect animals and their habitats.



# Earth Rangers Missions

Members accepted **55,662** missions to help animals and the environment.



# Earth Rangers Missions



**Ranger Courtney**  
Pollinator Power

“I helped my mum plant the seeds as well as other plants to help the bees. My Mum has a big garden and the bees love the bee balm, we see them there all the time! If you look closely, you can see a bee on the bee balm, can you find it?”

“This awesome mission made my home so Eco-friendly! I already had the drafts fixed a couple months ago, so my home is Devious Draft free! To save paper, I drew the labels instead of printing them out. As soon as I found some culprits, I told my parents right away. I love this mission! Now my home is free of all the culprits!”



**Ranger Menka**  
Operation Conservation

“I am just sending an email saying thank you for putting my son's picture on the Wall of Fame, he was tickled pink that he was on there. He is even more determined to help animals and be a great Earth Ranger - thank you for inspiring a little boy and giving him a sense of belonging and appreciation. Thank you.”

“I was visiting my grandma and grandpa in Parksville BC. I thought it would be good to clean up a beach nearby and get my family to help. We had fun helping the environment. There was a lot of garbage- especially cigarette butts and plastic bottle caps. Yuck! Some people on the beach stopped me and said they thought it was nice that I was cleaning garbage up on the beach!”



**Ranger Matt**  
Battery Blitz Mission



**Ranger Samantha**  
Shoreline Saver



# Earth Rangers Missions



**Ranger Sophie**  
Happy HoliD.I.Y.

“So I thought I would not be able to do the pinecone snowy owl because I could not find any pinecones but I found one and did the steps but my cotton was not stretchy so I switched it to something else.”

“We had a really hot day and went along the credit river. We like to travel right along the river and managed to find enough garbage to fill one garbage bag. Mississauga is good about putting out lots of garbage and recycle bins everywhere. I felt good about cleaning up.”



**Ranger Joshua**  
Shoreline Saver



**Ranger Leela**  
Outdoor Explorer

“We started in Goderich by the huge river and did some trails there, then we headed up to Bruce Peninsula National Park. We went to Little Cove and the Grotto where we did even better trails and some climbing on rocks! We saw a Massasauga rattle snake sunning on a rock in the lake! I finally got to go swimming at the park in Cyprus Lake! What a great trip!”

“I put the soil and the seeds in the planter and water it. It was awesome! I can't wait to see it grow. Thank you earth rangers!”

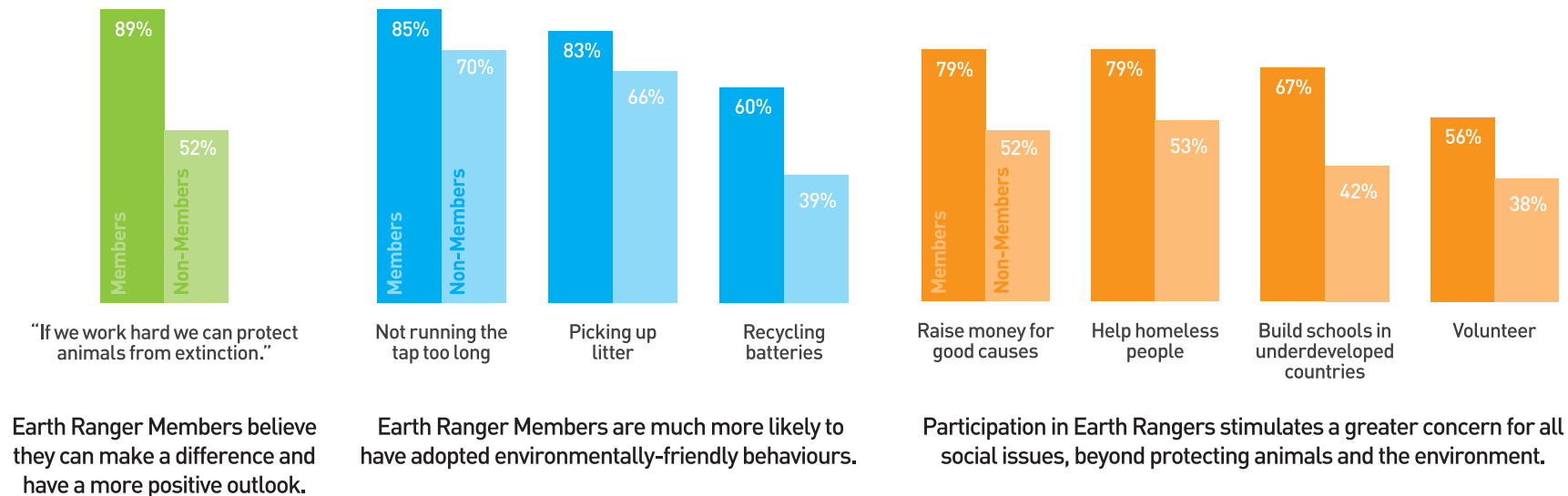


**Ranger Ryder**  
Pollinator Power

# Proven Impact

In 2015, Earth Rangers collaborated with Ipsos Reid Canada to develop a survey comparing the environmental attitudes, awareness and reported actions of 600 Earth Ranger Members and 600 non-members across the country.

The results amazed us. Earth Ranger Members are more optimistic for the future, more confident in their ability to affect change, and are more altruistic, showing a greater concern not just for the environment but for other social issues.





# A Look Ahead to 2016



## Québec Expansion

We have undertaken a major expansion initiative into Québec, including opening a satellite office in Montréal, significantly increasing the quality and scope of our French language programs and increasing our participation in Québec-based conservation projects.



## Membership Levels

2016 will see the launch of "Project Hub", a re-imagined online experience for our members aimed at significantly lengthening and deepening their engagement. This includes the introduction of 6 Earth Ranger Levels that children can work towards achieving.

# We Couldn't Do It Without You

**Everything we do is made possible by our generous, enthusiastic, and dedicated supporters and members.**

We received donations from over 17,000 individuals in 2015. We partnered with 58 companies, 13 foundations and all levels of government to bring Earth Rangers programming to children across Canada.

## **\$500,000 +**

The Schad Foundation  
Government of Canada

## **\$100,000 - \$499,999**

CRH Canada Group Inc.  
Honda Canada Foundation  
Province of Ontario  
TD Friends of the Environment Foundation  
The Krembil Foundation  
TransCanada PipeLines

## **\$50,000 - \$99,999**

BASF Canada Inc.  
CropScience Division of Bayer  
HSBC Bank of Canada  
Husky Energy Inc.  
Lafarge Canada Inc.  
Lehigh Hanson Canada Region  
Ontario Power Generation  
R. Howard Webster Foundation  
Schneider Electric Canada  
Shaw Communications Inc.  
Teck Resources Limited  
Torys LLP  
Vale Canada Limited

## **\$25,000 - \$49,999**

Call2Recycle  
Canada's Best Store Fixtures  
Davies Ward Phillips & Vineberg LLP  
Great West Life, London Life and Canada Life  
Greater Toronto Airport Authority (GTAA)  
Imperial Oil Foundation  
NOVA Chemicals  
RBC Foundation  
Sitka Foundation  
Syncrude  
The Rogers Foundation  
The Trottier Family Foundation  
The W. Garfield Weston Foundation  
The Youssef-Warren Foundation  
TNC Canada  
Zen Group of Companies

## **\$10,000 - \$24,999**

Cement Association of Canada  
City of Vaughan  
Deloitte.  
James and Barbara Stewart  
MCL Sustainable Solutions  
Menkes Property Management Services Ltd.  
New Gold Inc.  
Praxair Canada Inc.  
Prospera Credit Union  
S.C. Johnson  
Sustainable Forestry Initiative  
TELUS Greater Toronto Area Community Board  
The Barrett Family Foundation  
The John and Pat McCutcheon Charitable Foundation  
Weetabix

## **\$1,000 - \$9,999**

AstraZeneca Canada Inc.  
Bentall Kennedy  
Bombardier Inc.  
Canadian Museum of Nature  
David Palmer  
Firestone  
Gay Lea Foods  
GeoSource Energy Inc.  
Gordon D. Capern Professional Corp  
Lassonde Industries Inc.  
Michael "Pinball" Clemons Foundation  
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Ontario Environmental Industry Association (ONEIA)  
Paliare Roland Rosenberg Rothstein LLP  
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Portlands Energy Centre LP  
Pratt & Whitney Canada Inc.  
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Salivan Landscape Ltd.  
Symantec  
That's Italian Ristorante  
The McLean Foundation  
The Riley Family Foundation  
Toronto Hydro



# Revenue & Expenses

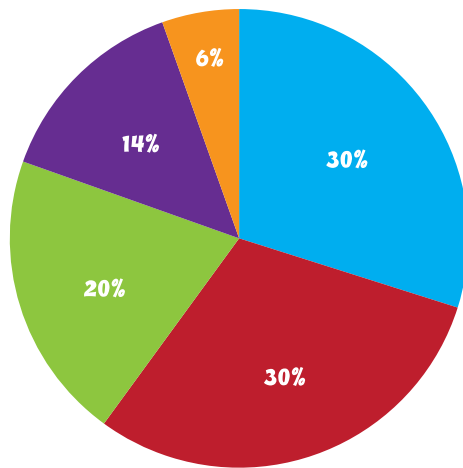
## Revenue

Government	1,407,036
Corporations	1,419,383
Foundations	960,689
Individuals	665,142
Other	255,982
	<b>4,708,232</b>

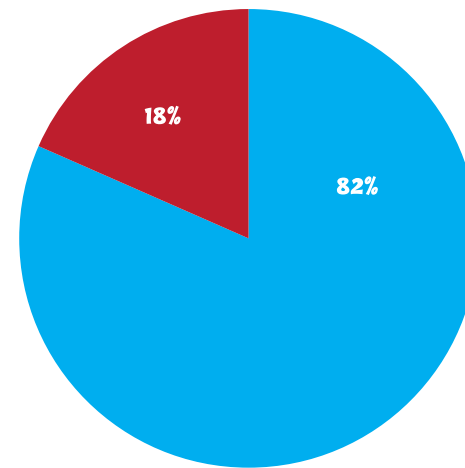
## Expenses

Programs	3,766,065
Fundraising & Administration	849,854
	<b>4,615,919</b>

### Where funding came from



### Where funding went





# earth<sup>TM</sup> | éco rangers | héros

[earthrangers.com](http://earthrangers.com) | [earthrangers.org](http://earthrangers.org)  
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