



2021 Annual Report

FORWARD MOMENTUM

Learning and growing through change





Tovah Barocas

A handwritten signature in black ink that reads "Tovah Barocas". The signature is fluid and cursive, matching the name of the person in the portrait above.

President of Earth Rangers

LETTER FROM THE PRESIDENT

This report is not about the COVID-19 pandemic, but it does exist within that context. The pandemic impacted everyone and in almost every aspect of our lives. We had very little control over what was happening, and no reliable roadmap for how to cope or respond. There are so many parallels we can draw to climate change and the fear, stress and anxiety that can result from it. The term eco-anxiety is becoming more common, because feelings of anxiety over climate change and the future of our planet are becoming more common. We've heard and seen it from our members, and have set out to better understand and address it.

As with most things, it's not simple. There are many different and valid responses to the threats facing our natural world and our individual impacts on it. But one thing that came through from our research is the importance of empowerment and action to help kids stay positive and find hope in the face of so much uncertainty. That's something that has always been integral to Earth Rangers and it's what this report is about. It's about how we move forward and work together to tackle the future for and with our children.

Thank you for being with us on this journey!

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Founder at Brushalot Inc.

TACKLING ECO-ANXIETY

Earth Rangers invested in research to proactively address the rise in eco-anxiety in children.



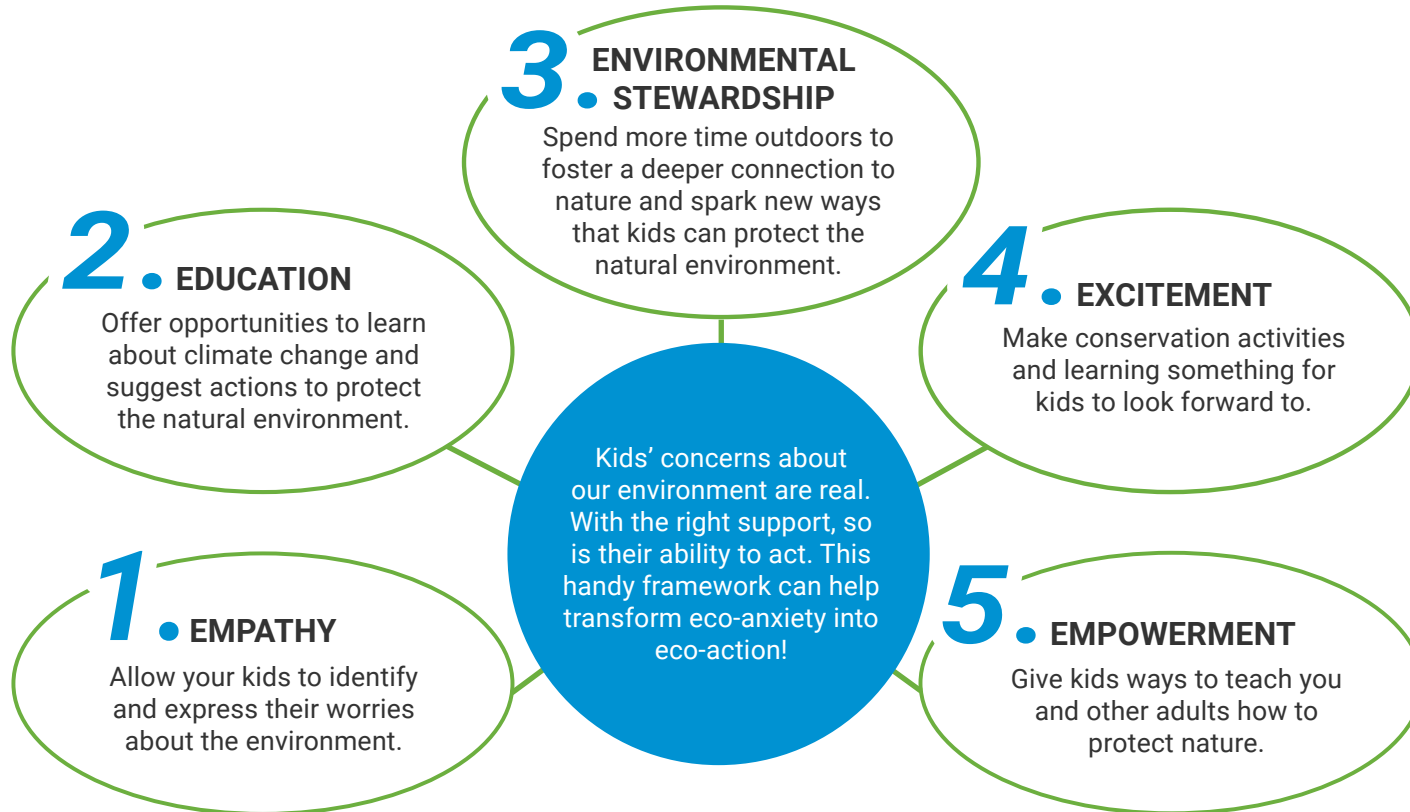
Our mission has always been to create a generation of conservationists. But there's another, more urgent issue on the rise: the concern children have about the future of the planet.

In partnership with Ipsos Canada and leading climate change and mental health experts, we conducted extensive research to capture attitudes and actions around environmental issues by children and their parents. Participants included Earth Rangers members and non-members. Comparing the groups' results, we found that **kids who participate in Earth Rangers are more concerned for the environment, but also more empowered to take action.** We also found that empowering kids results in engaging the whole family.

Download the white paper:

[Anxious for Action: Channeling Children's Environmental Concerns Into Empowerment](#)

The 5 E's to Drive Eco-Action



Thank you to our contributors:



Steve Levy
Ipsos Canada



Katie Hayes, PhD
Climate change and health researcher



Dr. Lise Van Susteren
Climate Psychiatry Alliance



Children's Environmental Health Clinic

MEMBERSHIP AND THE EARTH RANGERS APP

2021 saw more member sign-ups and more engagement than ever before.



42,705
new member
sign-ups – an
all-time record!



Member engagement
increased by

20%

from the previous year.



129,000

Missions were
completed by
members.



6,388
wildlife adoptions
resulted in over

\$200,000
contributed to
species conservation.



MEMBERSHIP AND THE EARTH RANGERS APP CONT.

COP26

Earth Rangers and the British High Commission collaborated on activities to engage children in climate action in the lead-up to COP26 in Glasgow, Scotland.



[Click to watch](#)

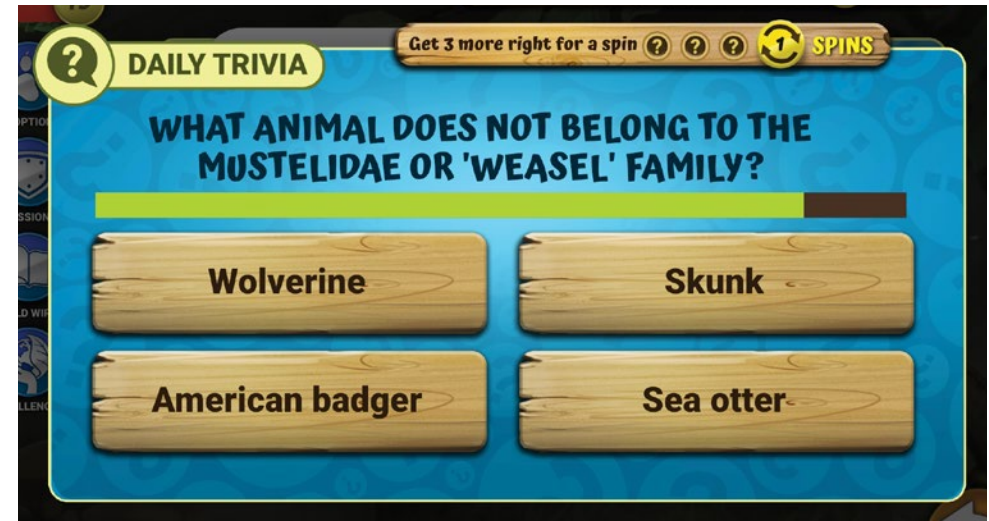


One of these activities was the H₂O Harvester Mission, which explains the concept of climate change adaptation and shows members how to build their own recycled rain barrel to conserve water.

Daily Trivia

We launched a new trivia feature that offers members 3 brain-busting environmental or animal-themed questions every day! Get them right and you earn a spin of the prize wheel, which unlocks rewards in the app!

Trivia is very popular, with 65% of members participating.



NEW MISSION: BACKYARD BIOLOGIST



Our Backyard Biologist Mission teaches kids about the important role of citizen science and encourages members to explore nature and document biodiversity in their own neighbourhoods.

6,192 members completed this Mission!

A photo contest added to the excitement, with categories for best land animal, best plant, and best aquatic animal. Meet the winners (who took home Canon Powershot cameras)!



Photo Contest



Best Land Animal: Earth Ranger Maverick

I love frogs and salamanders. We have a few favourite spots where we can see tadpoles every year and we love to come and watch their progression through the spring and summer. We think this one is a Pacific Tree Frog (or Pacific Chorus Frog). The big black line beside its eyes helps the identification of this frog.



Best Plant: Earth Ranger Jacqueline

The common yellow Russula mushroom and the water lily I found both on a camping trip in Nova Scotia so I took a photo. The Wood Bison was at a national park called Elk island. The island is famous for wood bison. The Lilly are easy to identify and the mushroom was hard. I had to look at several websites.



Best Aquatic Animal: Earth Ranger Emerson

We went on a road trip to Tofino and saw hundreds of starfish at Cox Bay during low tide! It was so amazing! These are ochre sea stars and come in shades of purple and orange. We used our wildlife identification card to find out what they were!

SNOWFLAKE CHALLENGE

Kids came together in record-breaking fashion, reminding us what we're capable of when we work together.



Earth Rangers asked children across Canada to create snowflakes out of recycled and scrap paper and write their messages of hope, concern and ideas for how to fight climate change. Each unique creation was then joined together in an attempt to break the official GUINNESS WORLD RECORDS® title for the longest chain of paper snowflakes.

We received thousands of snowflakes and didn't just break the record – we smashed it! Our chain extended over 403 metres, nearly doubling the previously held record. The chain was used to create an inspiring art installation at the Toronto Zoo's polar bear exhibit, highlighting the disproportionate impact of climate change on the Arctic.



RECORD **WORLD RECORDS** **HOLDER**

This incredible display was the perfect way to launch the new Earth Rangers program that's all about working together to accomplish big climate goals: Project 2050!

PROJECT 2050

Through a series of Challenges with ambitious goals, Project 2050 encourages individual climate action with a community mentality.

Earth Rangers presents:

PROJECT 2050

Climate-friendly habits
to change the world

Named after Canada's goal to reach net-zero emissions by 2050, Project 2050 demonstrates that our habits have a big impact, and that together, we can build a more climate-resilient future!

Challenge 1: Act Like An Animal

Kids love animals, and that simple fact guides everything we do at Earth Rangers! The Act Like an Animal Challenge encourages kids to learn climate-friendly habits from our friends in the animal kingdom, such as "handing it down like a hermit crab" (donating clothing, books, and toys for re-use) or "hoofing it like a caribou" (walking instead of driving).



In just 6 short weeks, we reached our goal of 25,000 habits logged by kids across Canada!



Do the beluga whale wash!



Plant seeds like a squirrel!



Hand it down like a hermit crab!

Thanks to our program partners for helping us ensure that Project 2050 is inclusive, accessible and relevant for all kids!



WILDLIFE ADOPTIONS

Supporting a range of organizations, conservation actions, and species gives kids insight into the many facets of Canada's conservation story, and the incredible organizations and people who are leading the way.

Wildlife Conservation Society

Working with the Yukon Government and the First Nation of Na-Cho Nyäk Dun to better understand the impacts of human disturbances on grizzly bears and other wildlife.



Matthew Gilbert

University of New Brunswick
Researching how Arctic char, a key food source for beluga whales, are affected by warming waters in Nunavut.



Jeanne Clermont

Université du Québec à Rimouski
Tracking the movements of Arctic foxes across Nunavut's Bylot Island to see how they respond to climate-induced changes in prey.



Nature Conservancy of Canada

Restoring open forest and grassland habitat in the Kootenay River Ranch Conservation Area.



Canadian Parks And Wilderness Society

Working with local First Nations to protect the Saskatchewan River Delta—one of the largest in North America and home to river otters.



Nature Conservancy of Canada

Transforming Saskatchewan's agricultural lands into pristine prairie habitat with floral resources, nesting spots and overwintering sites for the western bumblebee.

Larissa Thelin

University of Alberta
Studying how climate change impacts polar bear habitat in the Davis Strait, using telemetry data and statistical modeling.



Nature Conservancy of Canada

Restoring the Lathrop Nature Preserve in Southern Ontario through community consultation, water monitoring, and native vegetation.



VIRTUAL SCHOOL ASSEMBLY

Ongoing school closures and other restrictions didn't stop the Earth Rangers Assembly from wowing 120,000 students in 590 schools!

Our innovative [Virtual School Assembly Program](#) made the most of this new format! Students had the opportunity to vote on what animals they would learn about along the way, and participated in games and trivia to bring the engagement level way up.

In the 2021 Assembly:



Students were taken on a journey across Canada in search of the elusive lynx and learned about many fascinating habitats, species, and conservation heroes along the way.

We met Chief Rene Chaboyer of Cumberland House Cree Nation, who describes the traditional laws protecting the Saskatchewan River Delta and his community's way of life.



Students learned about sustainable actions they can take – from eating local produce to harvesting rainwater – that will have a collective impact on climate change.



Nov. 24, 2021
Earth Rangers
My favourite part
of the presentation
was the orinidles he
had har on his body



Nov. 24, 2021
Earth Rangers
My favourite part of the
presentation was wen the fox
left to catch the bird.

THE EARTH RANGERS PODCAST

With 1.48 million downloads in 2021, the Earth Rangers Podcast continues to captivate children and families across North America and the world.



Junior Wildlife Reporters

On Earth Day, 2021, we celebrated our 50th episode podiversary with the Junior Wildlife Reporters contest. We received 462 submissions from all over the world from aspiring podcasters, like Ranger Sena who reported all about eels, and Ranger Carly who hosted her own “spot the fake” segment!

Adelia Goodwin's Secret Journal

We also kicked off a brand new season of the Earth Rangers Podcast with an exciting new story arc. Host Earth Ranger Emma finds an old box in the attic of Earth Rangers HQ and in it is the secret journal of Adelia Goodwin, the famous conservationist who has mysteriously gone missing. Can Emma solve the mystery that will take her around the world? [You have to listen to find out!](#)

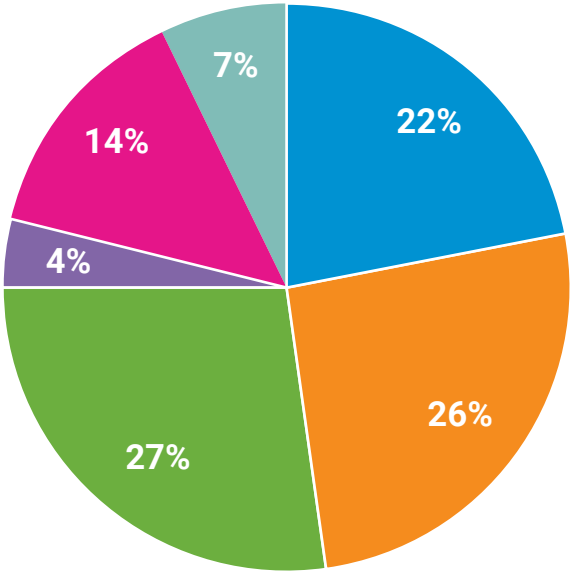


Podcast superfan Aliza Rae lives on a snow leopard conservatory in the Hindu Kush mountains in Pakistan. After hearing her submission for the Junior Wildlife Reporter contest, Emma invited her to share her experiences on the podcast.

FINANCIALS

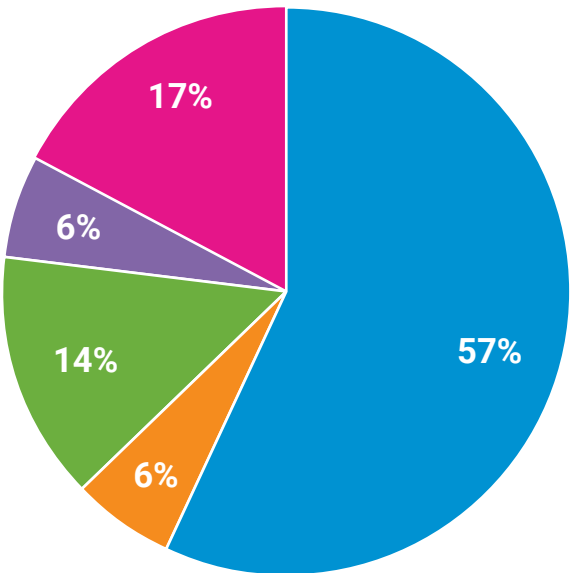
Revenue

Government	\$1,298,718
Corporations	\$1,598,293
Foundations	\$1,610,181
Individuals	\$261,465
Amortization of contributions to fund capital assets	\$872,802
Other	\$415,910
Total	\$6,057,369



Expenses

Outreach and conservation programs	\$3,428,799
ERC programming	\$347,801
Depreciation	\$872,802
Fundraising	\$356,163
Administration	\$1,011,733
Total	\$6,017,298



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The achievements in this report would not have been possible without our generous supporters!

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