



2014 YEAR IN REVIEW



The Kids' Conservation Organization

Message from the Executive Director

Life on earth is in crisis. In the last 40 years, wildlife populations have declined 50% and some freshwater species have plummeted as much as 76%.

At Earth Rangers, we know that children are not only passionate about the survival of wildlife but are also willing to take action to protect it. And we are excited to report that children across the country are taking up this challenge in greater numbers than ever before.

In 2014, we added a record 55,000 new members who collectively raised over \$500,000 to protect endangered species, signed up for 41,000 of our new conservation missions and earned over 130,000 Earth Rangers achievement badges for their efforts. We invite you to review this report to learn more about the incredible accomplishments of these young Earth Rangers.

We are inspired every day by the letters and photos we receive from our members, sharing both the pride in their accomplishments and the stories of how they have contributed to saving animals. It is the power and passion in these incredible stories and letters that gives us hope for the future.

None of this would be possible without the contributions of our 20,000 plus supporters, volunteers and board members. Thank you on behalf of all of us at Earth Rangers; your support is truly helping to inspire new generations of optimistic and passionate leaders.



Peter Kendall
Executive Director





Earth Rangers Brings an Unforgettable Experience to Students and Teachers across the Country

School Assembly Program

Using the power of live animals to connect students to the issues facing wildlife and their habitats, our School Assembly Program provides valuable environmental education, while inspiring students to take action and join the ever growing Earth Rangers community.

In 2014, **Earth Rangers visited 687 schools in communities from Fort Nelson to Fredericton and everywhere in between.** Through these compelling, interactive live shows we taught over 190,000 students about the importance of protecting biodiversity and how they can directly impact the survival of species in Canada.

Classroom Visit Program

Our Classroom Visit Program provides a hands-on learning experience that meets the environmental science curriculum requirements for students in Grades 3 to 5. In 2014, our Classroom Visit Program was expanded to new markets across the country including schools in Ontario, Nova Scotia and New Brunswick



Geographic Reach

In 2014, we expanded the geographic reach of our School Outreach Program to more than 10 new locations including Brandon, Manitoba; Medicine Hat, Alberta; and Victoria, British Columbia to name a few.



Animal Ambassadors

One of the most exciting parts of the School Outreach Program is the inclusion of live animals throughout the presentation. Providing students with the opportunity to experience animals up close creates a unique and impactful learning experience and inspires them to want to take action to help threatened species.

2014 saw the addition of a few new members to our Animal Ambassador team, making this year's presentation better than ever before!

Quillow
PREHENSILE-TAILED PORCUPINE



Millie
THREE BANDED ARMADILLO



Armani
HARRIS HAWK

Penny
AMERICAN KESTREL

Forrest & Finn
RED FOXES



**Earth Rangers Inspires
Young Canadians To Take Action**



In January 2014, Earth Rangers launched a new Missions program designed to keep our members actively engaged throughout the year. Missions are fun, short term assignments that encourage members to adopt environmentally responsible behaviours at home and in their communities. They demonstrate that no matter how small they may seem, our actions can have a significant environmental impact when we all work together.



130,000 batteries recycled



4,500 bird feeders made



5,000 green acts completed



9,000 people took the challenge



6,000 homemade holiday cards made

Throughout the year, members participated in Missions 41,000 times, addressing a variety of environmental issues including battery recycling, plastic waste reduction and protecting the boreal forest.

Battery Blitz Mission

Earth Ranger Gabriel:

"I started collecting old batteries at home, then my mom helped me make posters that I gave out to every class in my school. I asked my mom's friends & other family members to save their old batteries too. At the end I had SO MANY and of ALL KINDS! Me & my mom took them to be recycled and my class also kept some to use in science class."



For the Birds Mission

Earth Ranger Nathan:

"I had a lot of fun building the bird feeder with my dad. It was also exciting to watch the birds come to the feeder."



Water Taste Challenge

Earth Ranger Elliot:

"On Saturday, July 12th I set up a stand on my driveway under a canopy. I made a poster and invited all my friends to taste test the water. Some people thought it was a lemonade stand or that I was selling something. Even a policeman came by. I didn't really expect so many people to pick bottled water, but I was happy most people liked tap water best. I did research and told people why they should not buy bottled water."



Spring Green Up Challenge

Earth Ranger Heba:

"Hi, I planted the seeds that you sent... I always help my mom to recycling the empty boxes, bottles, and alot of things. We don't have a car so we always walk or ride the TTC. I try always to pick up garbages around my community. I'll try to do my own snacks when I get back to school."





To keep our members active and engaged, Earth Rangers provides an online community where kids can access a wide range of fun activities and educational information.

There are over 800 articles on the Wild Wire Blog, with new articles published every week, providing members with updates on the progress of their Bring Back the Wild projects and Missions. They can also find information on everything from protecting biodiversity and climate change, to fun facts about animals and inspiring stories from other Earth Rangers.

To increase engagement on the site, members also have the opportunity to ask questions or post comments about articles they enjoy on the Wild Wire message board.

In June, Earth Rangers also introduced a badge program, designed to reinforce positive action by giving members the chance to earn reward badges when they participate in various activities. Earned badges are proudly displayed on every member's very own Achievement Wall. Since June, members have earned over 130,000 badges for their efforts!



In 2014, we saw a record-breaking 300% increase in user comments, with over 15,000 notes posted on the site.

Top Ten Things You Didn't Know About Whales

Find out how to tell the age of a blue whale, which whale has the nicest smile and who is the best at deep dives in this top ten countdown!



Green Bean

That's really cool. I never really knew much thing about whales but now I do!!



Green Genius

I did not know that hippos are the closest living land mammals related to whales! I LOVE ALL OF THE WORLD'S ANIMALS!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!



New Bee

That is a lot I didn't know about whales. They are pretty awesome.

Blanding's Turtle Update: The Big Release

Last month the Toronto Zoo, Earth Rangers and Rouge National Urban Park staff put on rubber boots and waders to head out to a top secret spot to release young turtles into the wild.



Forest Friend

I raised \$250 for the Turtles! SO HAPPY SEE IT BEING USED!!



Animal Admiral

I am so happy the turtles have been released, now we have more turtles living in the wild.



themixiesisters

Awesome! Really nice to see the turtles being released. Good job!



**Earth Rangers Provides
Critical Funding for Conservation**

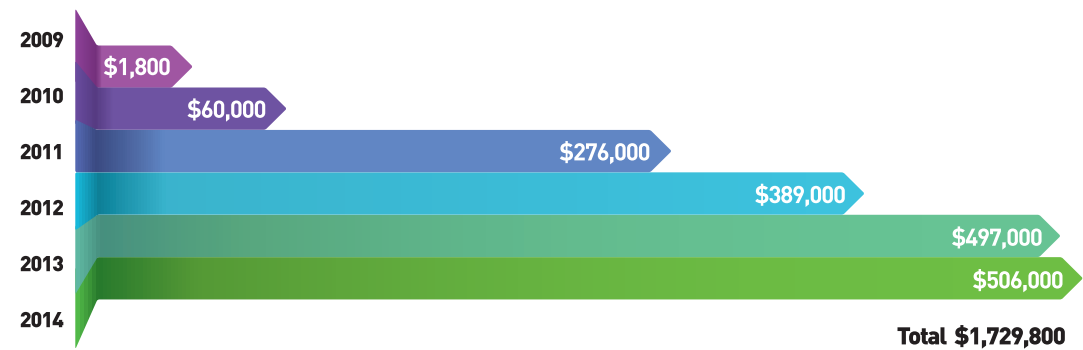


Bring Back the Wild provides a way for our members to learn about and protect endangered wildlife by fundraising for one of four conservation projects each school year.

This year, Earth Rangers across Canada raised more than \$500,000 through a variety of initiatives, from hosting bake sales and garage sales, to setting up lemonade stands and selling homemade art. They even hosted Bring Back the Wild birthday parties, giving up their presents in order to raise funds to help animals.

But these campaigns are about more than the dollars raised, they're about the pride our members feel from having accomplished something meaningful, and the feeling of empowerment from knowing they truly can make a difference.

Fundraising Growth



2013/2014 Projects

In August, our four existing animal conservation projects wrapped up, with a record number of members participating in a wide range of fundraising activities.

Beluga Whale

Earth Rangers provided \$50,000 to the University of Manitoba to purchase two hydrophones and conduct important research on the effects of noise pollution on belugas' ability to communicate. An additional \$10,000 was provided to the Churchill Northern Studies Centre for a special call for beluga whale research projects.

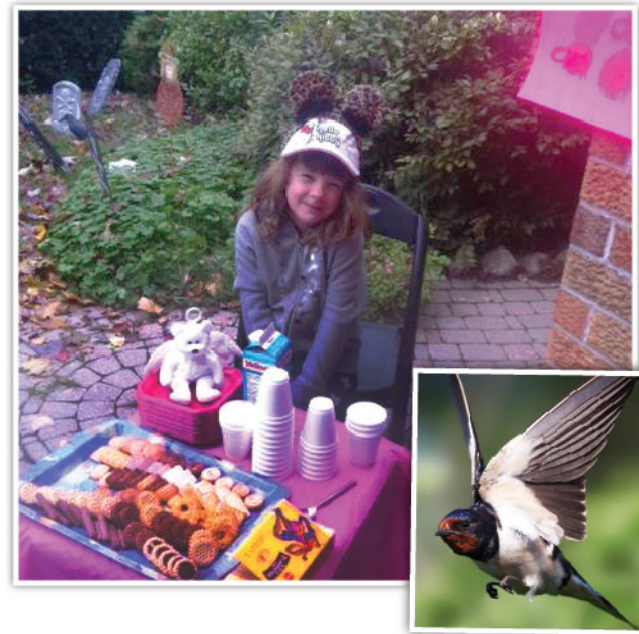
When Earth Ranger Rachel heard about the threats facing beluga whales she immediately set about researching the issues and presented her findings to her classmates. She raised an impressive \$370 for her campaign, and because of her amazing work, was invited to the Oceans on the Hill Conference to speak about why she is so passionate about protecting animals.



Barn Swallow

Earth Rangers committed \$50,000 to the Nature Conservancy of Canada to support habitat restoration and the protection of 450 acres of grassland habitat where barn swallows nest and live.

Earth Ranger Lilly was inspired to protect barn swallows and talked to her class about the threats facing these birds. She also held a bake sale to raise funds for her campaign. "I love birds and I think barn swallows are very cute! I wanted to help build homes for them and their families."



Blanding's Turtle

Earth Rangers provided the Toronto Zoo with \$50,000 to support their Blanding's Turtle head starting program. Researchers at the Zoo collected eggs from at risk nesting sites in order to incubate, hatch and raise young Blanding's turtles and ultimately return them to the wild. An additional \$10,000 was provided to the TRCA for the restoration of turtle habitat in the Rouge Valley.

Kendra chose to protect the Blanding's turtle and made bracelets and necklaces as an incentive for people to donate. "I think it's so important to help animals and the environment. We need to work together to save the planet and all the creatures on it. Always remember that you can make a difference."



Western Bumble Bee

Earth Rangers provided \$50,000 to the Royal Saskatchewan Museum to help Dr. Corey Sheffield conduct the largest western bumblebee population survey to date in order to help develop a Recovery Strategy for these pollinators.

Rosie started a Bring Back the Wild campaign to protect the western bumble bee. With help from her family she collected all of the toys, books and DVDs she no longer used and sold everything at a community bazaar to raise funds for her campaign. "After the bazaar we did the final tally, 185 dollars!! I smiled so hard my mouth hurt."



2014/2015 Projects

In September, four new Bring Back the Wild projects were launched, and thousands of kids across the country are already supporting them through their fundraising campaigns.

Eastern Wolf

Earth Rangers is supporting Dr. Brent Patterson of the Ministry of Natural Resources to purchase GPS satellite collars to be placed on eastern wolves in order to study their movement patterns and habitat use.

Joel is passionate about animals and the environment, and was inspired by Earth Rangers to get more involved. When his school heard about his eastern wolf project, they helped to create a video to raise awareness for his campaign. "I really like animals and I want to keep animals and the environment safe."

Western Screech Owl

Earth Rangers is providing the Nature Conservancy of Canada with funding to conduct nighttime population surveys to estimate the current population size of the western screech owl and daytime surveys to learn more about their habitat needs.

Earth Ranger Nicholas shoveled driveways in his community and is planning a Bring Back the Wild Birthday Party to support his campaign for the western screech owl. "We need to help protect all animals so people in the future will be able to enjoy them. I pick up garbage when I see it on the street or in a park. I recycle paper and plastic at home. I even made a bird feeder out of a plastic bottle that I recycled."

Swift Fox

Earth Rangers has committed funding to the Calgary Zoo to set up cameras to track swift fox summer habitat presence compared to winter, and to discover new habitat areas that these foxes may be using. This new data will help scientists to develop a strong conservation plan to maintain healthy population numbers for this species.

Earth Ranger Jasmine is turning 7 in January and in celebration, she had planned a Bring Back the Wild Birthday Party for the swift fox. However, January seemed too far away, so Jasmine kicked off her campaign in December by gathering donations over the holidays. So far Jasmine has raised \$75 for the swift fox!

Bobolink

Earth Rangers is supporting the Couchiching Conservancy with funds to restore breeding habitat by removing invading trees from open areas and planting native grasses. Earth Rangers is also providing funds to QuebecOiseaux to educate farmers about how to manage their land in ways that can help protect bobolinks.

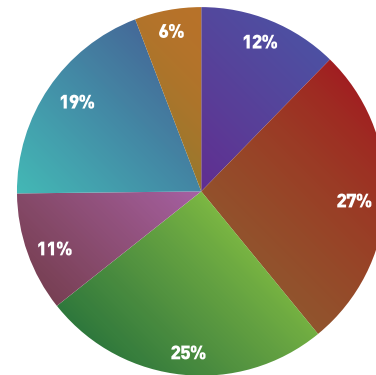
Six-year-old Kaylee set up a hot chocolate stand on her street during -14 winter weather and sold hot chocolate with marshmallows for two hours. "It's important to help animals because they don't have a voice and we need to protect their homes so they don't go extinct."



Financial Overview

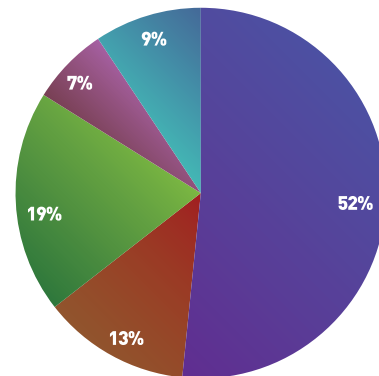
Revenue

Government	\$745,000
Corporations	1,622,000
Foundations	1,529,000
Individuals	635,000
Amortization	1,171,000
Other	353,000
	\$6,055,000



Expenses

Outreach and conservation programs	\$3,112,000
Earth Rangers Centre programs	776,000
Amortization	1,171,000
Fundraising	408,000
Administration	564,000
	\$6,031,000



Our Supporters

A special thank-you to our partners and to the thousands of individuals across the country who have contributed to our Mission. Because of your generous support, 2014 has been our most successful year to date.

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