



OUR SILVER LINING



2019 ANNUAL REPORT

LETTER FROM THE PRESIDENT



Tovah Barocas

A handwritten signature in black ink that reads "Tovah Barocas". The signature is fluid and cursive.

President, Earth Rangers Foundation

In 2019, we saw more day-to-day evidence of a changing climate than ever before. For many, it finally became impossible to ignore; and for those who never ignored it, it became time to make their voices heard. The worldwide movement of youth climate advocacy is not only inspiring—it is desperately needed.

But this greater societal attention to climate change and other critical environmental issues—like plastic pollution and species extinction—has also brought with it the increasing prevalence of a newly-recognized phenomenon: eco-anxiety. Eco-anxiety is a catch-all term for fears and anxieties related to the future of the planet. Its prevalence is increasing among people, but in particular among children who don't have the coping skills to deal with these feelings.

Earth Rangers has always taken a positive approach to educating and engaging kids about the environment. We don't ignore or downplay the pressing environmental issues of today, but we spend an equal amount of time talking about solutions and providing tangible ways for kids to take action. Taking action is proven to alleviate feelings of anxiety, providing a greater sense of hope, optimism and control.

This report reflects the impact of our approach, and it's one I am incredibly proud of. The kids featured here represent a tiny sampling of the tens of the thousands across Canada working tirelessly to build a better future. Even on my darkest days, when news of forest fires, melting permafrost, and species declines dominate the headlines, these kids give me hope. They are my silver lining.

Thank you for your support!

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ORDER OF CANADA

Earth Rangers is proud to announce that our co-founder and former President, Peter Kendall, is among the 120 newest appointments to the Order of Canada. The appointment was made by the Governor General of Canada on December 28, 2019 in recognition of Peter's "steadfast commitment to conserving and protecting Canada's biodiversity for future generations."



ROYAL PATRONAGE

In 2019, His Royal Highness The Prince of Wales renewed his patronage of Earth Rangers for an additional five years.

“What makes Earth Rangers so special in my mind is that it is made up of hundreds of thousands of children who care deeply about the natural world.”



EARTH RANGERS BY THE NUMBERS



Our School Assembly Program was delivered in **739 SCHOOLS**, reaching over **193,000 STUDENTS**.

We gained **24,166 NEW MEMBERS**, bringing the total Earth Rangers community to **227,340**.



Our members participated in **76,146 ENVIRONMENTAL MISSIONS**.

Our **PODCAST WAS DOWNLOADED 665,016 TIMES** in Canada and all over the world.



Our PSAs delivered over **10,000,000 IMPRESSIONS** on a dozen television networks.

SCHOOL PROGRAMMING

In the face of melting ice caps, flooding cities, and burning forests, it's easy for children to feel powerless against the bleak future that is painted for us. That's why our school programming focuses on delivering a positive message: that it's not too late to make a difference if we all work together.

SCHOOL ASSEMBLY

The 2019 School Assemblies tackled important issues like climate change, food waste, and plastic pollution, laying down a foundation of understanding for these complex topics and offering real-world solutions.



Indigenous community member Caitlyn Baikie talked to students about the role of Indigenous Traditional Knowledge in mitigating climate change, and how transitioning to renewable resources—like solar power—can make a big difference.



Students learned how making small changes to everyday activities, like carpooling to school instead of taking separate vehicles, can help reduce their personal carbon footprints.



Our presenters talked about the impacts of plastic waste on marine life. Students learned how reducing their use of single-use plastics, like bags and straws, can keep these hazardous items out of our oceans.



Students learned that almost half of the food produced in Canada is thrown away, and that wasting food also wastes resources. They then heard from the Wahnapiatae First Nation, who are reducing organic waste through a vermicomposting program.

CLUBS

Following an extensive study and surveys with school administrators and teachers, we piloted and launched our brand new **Earth Rangers Clubs Program!**



The program launched in September 2019 and in just 4 months we saw the creation of **178 CLUBS IN 10 PROVINCES AND TERRITORIES!**

Teachers can now lead an Earth Rangers Club at their school, with a free and comprehensive program of eco-friendly group activities like a battery recycling blitz, a water taste challenge to reduce plastic consumption, and a nature scavenger hunt. Clubs are provided with step-by-step instructions, curriculum-linked background information, and a toolkit full of posters, templates, tracking sheets, sample announcements, and more. But more importantly, the program inspires students to work together to tackle important environmental issues, offering opportunities for collaboration, group learning, and leadership.



MISSIONS

Kids who participate in Earth Rangers are more confident, more conscientious, and more optimistic that they can affect change. A big part of the experience is taking meaningful actions that help address some of our planet's most pressing problems through our Missions Program.



More Plastic, More Problems educates kids about the importance of reducing their reliance on single-use plastics (SUPs). Kids learn how many of the things we use regularly are made from plastic, as it is a cheap substitute for wood and metal. But cheaper doesn't always mean better, and SUPs are a serious pollutant and climate change contributor.

7,425 MEMBERS accepted this Mission in 2019!



“ We completely cut out sandwich baggies. We stopped buying them a couple of months ago. We now use reusable Tupperware. We also cut back the use of straws now and use washable/reusable straws when necessary. ”

Ranger Grayson
Cold Lake, AB



“ We used re-usable containers for my school lunches and to store leftovers, we used re-usable bags for grocery shopping, and we got either no straws or paper straws in restaurants. We saw on the news that the governments of Ontario and Canada are thinking of banning some SUPs, and I hope they do. ”

Ranger Abigail
Carleton Place, ON



Through the R.A.W.R. (Respect Animals While Recycling) Mission, kids learn about how actions like proper waste sorting, composting, and rinsing out containers can mitigate harm to urban wildlife, helping to foster a sense of responsibility for the things we throw away.

6,036 MEMBERS accepted this R.A.W.R. Mission in 2019!



“ This was my first mission. Made sure recycling is clean and not in reach of animals. I had lots of fun decorating my recycling box. ”

Ranger Brandon
Winnipeg, MB



“ I chose this mission when I learned that animals can get hurt while I'm recycling... I wanted to help the earth and it's animals so I put a reminder on the fridge and showed it to my family. I had so much fun! ”

Ranger Isabelle
Milton, ON



Urban development has changed and eliminated habitat for the wild animals in our neighbourhoods. The Habitat Hero Mission encourages kids to create places for animals to sleep, feed, and nest in their own backyards through activities like digging a toad house and making a bird bath.

6,071 MEMBERS accepted this Mission in 2019!



“ I made a butterfly snack bar by reusing a milk carton. ”

Ranger Aadhvan
Calgary, AB



“ My brother and I made this toad house because we went to a Conservation Area and learned about frogs and toads so we wanted to make a toad house to protect the toads. ”

Ranger Aniela
Mississauga, ON



Fantastic Crafts and When to Make Them highlights the many ecological benefits of forests, and encourages kids to make every special occasion more forest-friendly by using reclaimed, recycled, or other materials found in nature to make creative crafts and decorations.

4,997 MEMBERS accepted this Mission in 2019!



“ I picked this mission because I love nature and art. I walked around Gillies lake, I picked up leaves and twigs. I also picked up some garbage along the way. I had a lot of fun making my picture. ”

Ranger Avery
Timmins, ON



“ I picked this mission because my moms birthday was in a few days and i figured I could make one of these crafts for her as a present. I really enjoyed making these awesome crafts and knowing that as well as making them I was also being an animal saving hero! ”

Ranger Zahra
Richmond Hill, ON

SPECIES CONSERVATION

2019 was the 10-year anniversary of our Bring Back the Wild Program. Over that time, our members have raised **\$3,201,260** for species conservation projects across Canada through lemonade stands, bake sales, or simply saving their allowance. They've also educated tens of thousands of people about the importance of supporting conservation, and solicited what was often those individuals' first donation to an environmental cause.

In 2019 we wrapped up 5 conservation projects that helped protect species at risk through breeding programs, climate modelling, and habitat restoration.

SOCKEYE SALMON

Sockeye salmon are the most iconic salmon species in British Columbia. Sadly, in BC's Coquitlam River, the sockeye salmon that once passed through in the thousands have not been seen for some 105 years. In partnership with the Kwikwetlem First Nation and the Watershed Watch Salmon Society, a hatchery program has seen thousands of smolts released into the river, and returning adults will be captured to have their eggs fertilized, reared, and released to bolster the population and help us to better understand the species' lifecycle.



RINGED SEAL

The integrity of sea ice is crucially important to the ringed seals' survival, but is under threat due to climate change. With the aid of animal telemetry, scientists at the University of Manitoba compiled tracking data from the past 30 years to map the distribution of ringed seals and other marine mammals. This allowed them to identify important biodiversity hotspots, learn what environmental factors ringed seal habitats have in common, and use climate model projections to predict where these habitats will be in the future—aiding the creation of a plan to protect them.

MONARCH BUTTERFLY

Monarch butterflies have been in steep decline since the 1990s, with the eastern population dropping from almost a billion to only 200 million individuals in just two decades. Earth Rangers worked with Nature Conservancy Canada (NCC) to help restore important breeding, feeding, and stopover habitats for monarchs across Canada. Two restoration projects—one in Mono Mills, ON and one on Bouchard Island, QC—improved and protected a collective 147 acres through planting native wildflowers, removing invasive species, and engaging the community in citizen science initiatives.





PIPING PLOVER

Piping plovers make their homes on rocky beaches, nesting in sandy dunes and feeding on bugs and small marine crustaceans. Once as many as 100 breeding pairs could be found along Ontario's Great Lakes, but by the late 1970s the plovers had all but disappeared, as beaches were increasingly developed and subject to human disturbance. Thanks to a small number of dedicated stewards and biologists making a concerted effort to maintain the plover's habitat, numbers are slowly increasing. Earth Rangers teamed up with Bird Studies Canada to maintain this positive trajectory by increasing on-the-ground action and community engagement across the province.

STAND UP FOR THE LITTLE GUY!

In honour of Earth Month, Earth Rangers launched a campaign to help protect some of the more diminutive creatures found across Canada's prairie grasslands—one of the most endangered habitat types in North America. In partnership with Nature Saskatchewan, Nature Conservancy Canada, and the South of the Divide Conservation Action Program, prairie lands across Saskatchewan and Southern Alberta were improved and restored, providing crucial habitat for species like burrowing owls, loggerhead shrikes, swift foxes, Ord's kangaroo rats, and black-tailed prairie dogs.



Nature
SASKATCHEWAN

SOUTH of the DIVIDE
Conservation Action Program Inc.

NATURE
CONSERVANCY
CANADA



MAKE ROOM FOR NATURE

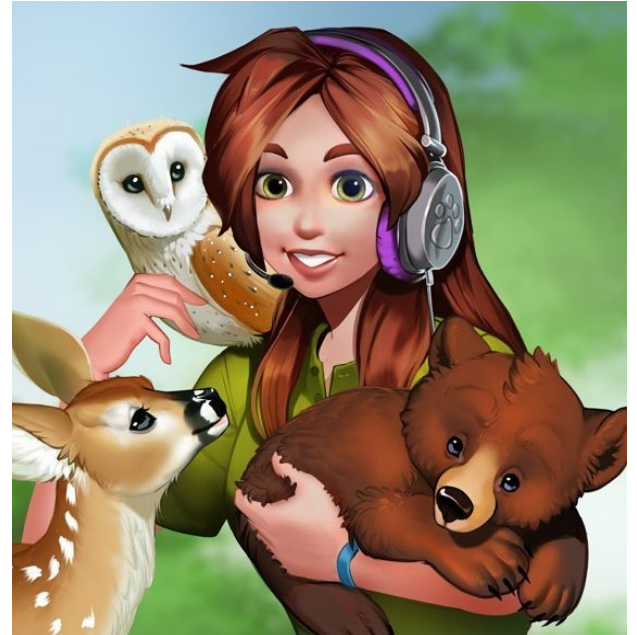
In 2015, Canada's Federal Government committed to protect 17% of terrestrial areas by 2020. With efforts in recent years, Canada has managed to protect 12%, which is a good start—but more can be done. Earth Rangers has joined conservation organizations across the country to increase awareness and support for protected areas through the #MakeRoomforNature campaign.

As the only national group focused on engaging kids and families in conservation, we felt it was important that Earth Rangers to ensure those perspectives are represented. Our children will bear the burden of inaction on the environment, so it's critical we support the protection of our treasured natural resources now!

THE EARTH RANGERS PODCAST

The Earth Rangers Podcast combines exciting animal facts and inspiring conservation stories, as well as candid conversations with scientists and researchers to create a fun and educational listening experience!

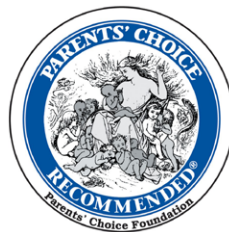
2019 saw the wrap-up of Season 2, with 16 episodes tackling topics like city critters, marvelous marsupials, and amazing animal superpowers.



EACH EPISODE WAS DOWNLOADED AN AVERAGE OF 30,000 TIMES, FOR A TOTAL OF 665,016 DOWNLOADS IN 2019!

YOU REALLY LIKE US!

The Earth Rangers Podcast won a number of awards in 2019, including:



The podcast was also featured in WIRED magazine as one of the best podcasts for kids in North America!

WIRED

A REIMAGINED EXPERIENCE: THE EARTH RANGERS APP!

With the end of 2019, we have also said goodbye to our web-based membership platform. After an extensive research study, we found widespread support from kids and parents alike to create a more mobile friendly experience, a safe and enclosed environment, and exciting new ways for kids to help animals. The new Earth Rangers App provides an enriching and immersive digital experience, and is the first app to utilize gamification to encourage real world environmental action!

New app features include:

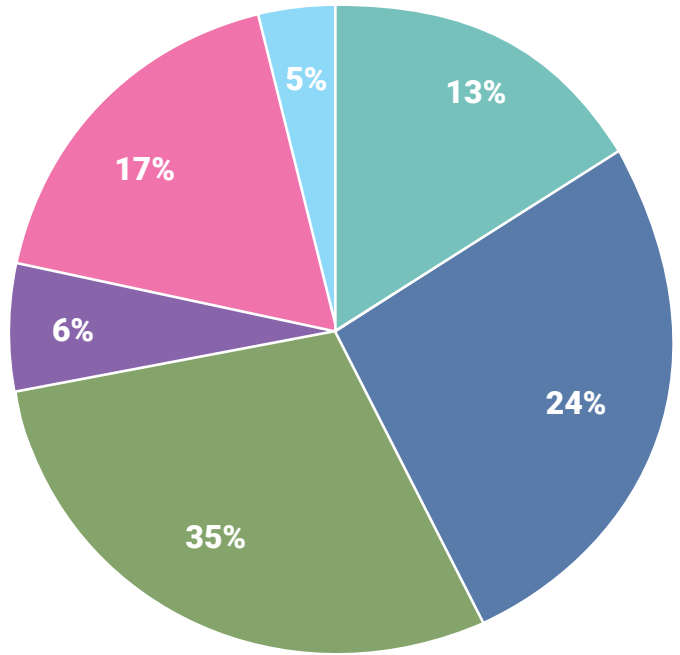
- **LOCALIZATION:** the ability to promote local events, customized Missions, and other regional content to members in different parts of the country.
- **ANIMAL ADOPTIONS:** a program allowing members to symbolically “adopt” a wide range of Canadian species, with funds going towards conservation projects and adoptions earning points and other in-app rewards.
- **MOBILE-SPECIFIC FEATURES:** the ability to participate offline, and to communicate directly with members via push notifications and direct messaging.
- **GAMIFICATION ELEMENTS:** points-based leveling system, virtual badges, leaderboards, streaks, and codes.



FINANCES

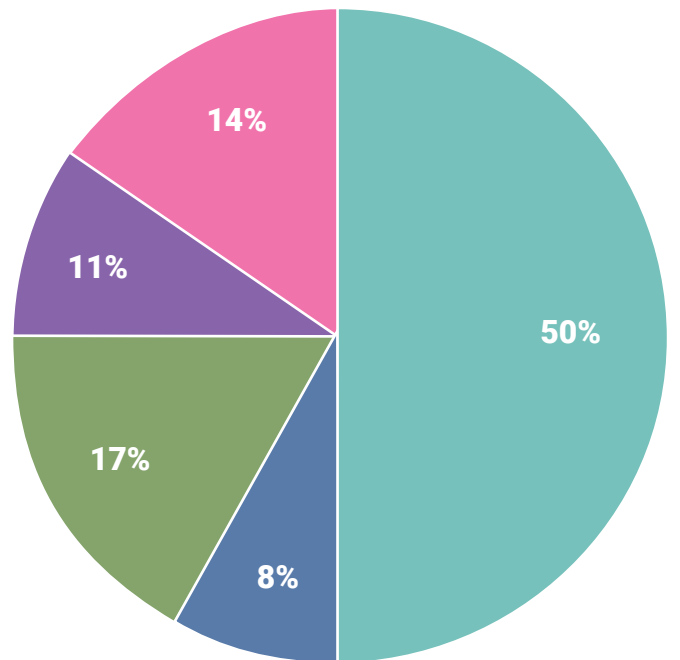
REVENUE

Government	\$681,264
Corporations	\$1,324,944
Foundations	\$1,888,629
Individuals	\$306,389
Amortization of contributions to fund capital assets	\$896,204
Other	\$273,368
Total	\$5,370,798



EXPENSES

Outreach and conservation programs	\$2,665,066
ERC program	\$399,749
Depreciation	\$896,204
Fundraising	\$576,168
Administration	\$771,228
Total	\$5,308,415



SPONSORS

\$500,000+

Environment and Climate Change Canada

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