



THE WORLD  
NEEDS MORE  
**EARTH  
RANGERS**

2022 Annual Report





# LETTER FROM THE PRESIDENT



Tovah Barocas

A handwritten signature of Tovah Barocas in blue ink, written in a cursive style.

President of Earth Rangers

The young cashier at the Real Canadian Superstore I frequent noticed my branded jacket, and used to be an Earth Ranger!" She showed me the water bottle she brings to work everyday so I need to use a plastic one. She's encouraged many of her colleagues to do it, too.

The repair man who came to my house to fix the air conditioner saw a pile of frog plushies on my table and asked me what I did for a living. When I told him, he said his son talks about climate change and it sometimes keeps him up at night.

The woman I walked by while hiking last summer saw my Earth Rangers hat and told me her son is now 15—still has her membership card in her bedside table drawer, and insists on meatless Mondays and Tuesdays at their house.

Kids are concerned about their future, and rightfully so. But they also have so much passion, and so much hope. If these experiences told me one thing, it's that our members are Earth Rangers. The experience of our program, as well as the positive behaviours they learn, stay with them all the way to adulthood. If we continue to educate and empower our children, solving the twin crises we face—climate change and biodiversity loss—is within reach.

I believe **the world needs more Earth Rangers** and after reading this report, I think you will too.

Thank you for your support.

## Board of Directors

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# 2022 BY THE NUMBERS

32,000

New member sign-ups



92,700

Eco-Missions completed



722

School assemblies delivered



1.4 million

Podcast downloads



4,200

Symbolic Wildlife  
Adoptions made

381,400

Climate-friendly  
habits logged

17,600

Creative Corner  
activities completed



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**LEARNING**





# SCHOOL ASSEMBLY PROGRAM

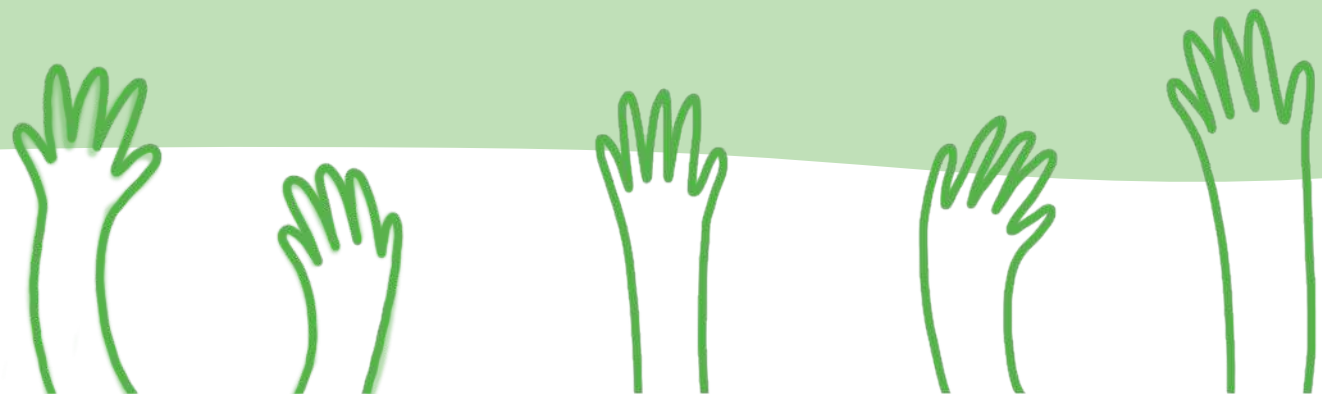
## WE'RE BACK!

2022 saw the return of in-person school assemblies after two years of virtual delivery. While the virtual program was a great success, nothing can truly replace the power of our immersive live assembly. From Vancouver, BC to Oshawa, ON and hundreds of communities in between, elementary students (and our presenters!) were more thrilled than ever to be back in action.



## What Did Students Learn About?

The [Earth Rangers School Assembly](#) is reimaged each school year to keep the program current and engaging. 2022 was all about animals and their superpowers, with students learning about biodiversity and the incredible adaptations that help animals survive in a wide range of habitats.





# SCHOOL ASSEMBLY ON TOUR



## Winnipeg, MB

"The presentation was very engaging. Students were very excited to see live animals and loved being able to participate with the games."



## Barrie, ON

"It is a first-rate presentation, with a great balance of interactive and lecture format. Student participation enhances the learning."



## Toronto, ON

"The presentation was very professional and super organized, which made things easier for me in planning for their visit"



## Calgary, AB

"Excellent! Kids loved seeing the animals and were thrilled when the owl flew across the gym."





# HOMEROOM

Our new online hub, Earth Rangers Homeroom, is a one-stop shop for educators looking for environmental learning resources. The Homeroom platform includes free classroom activities, mini-lessons, eco-club resources, and listening comprehension activities featuring the Earth Rangers Podcast.



Homeroom also hosts our new professional development micro-credential on eco-anxiety, developed to equip K-8 educators with a better understanding of eco-anxiety and strategies to promote student-led eco-action in their classrooms.



**HOMEROOM**



## From Eco-Anxiety to Eco-Action: Educator Strategies to Support Students

*Modules include "Environmental problem solving through local land-based learning" and "Empowerment through stewardship projects"*

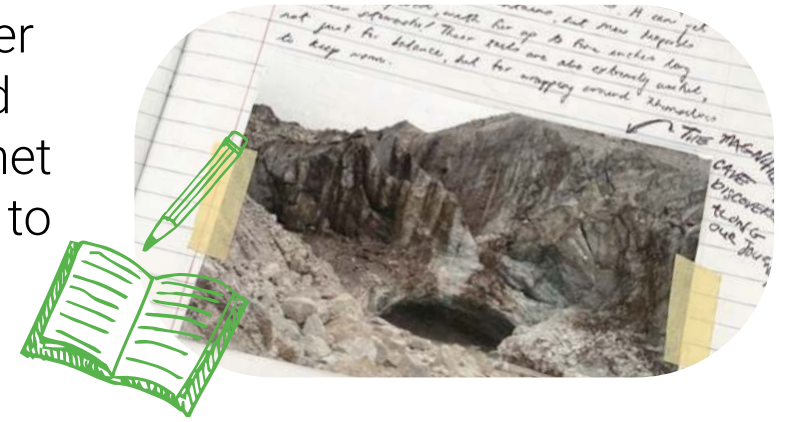
"Earth Ranger's Eco-Anxiety to Eco-Action course is a very interesting and accessible course for all educators. The course does a great job of balancing the topic of climate change with theory and practical considerations for the school and classroom. This course will prepare educators to have these important conversations with students through critical self reflection, the course content, templates, and diverse and intersectional stories shared throughout."

**– Rabia, Teacher and Diversity, Equity and Inclusion specialist, Toronto ON**



# THE EARTH RANGERS PODCAST

Season 4 of the Earth Rangers Podcast followed our host, Ranger Emma, on her continued search for long-lost conservationist Adelia Goodwin. As she travelled from Nepal to Namibia to Nicaragua, Emma learned about amazing animals, met helpful (and sometimes mysterious) locals along the way, and is getting closer to finally solving the mystery of Adelia Goodwin's Secret Journal!



## Junior Wildlife Reporters!

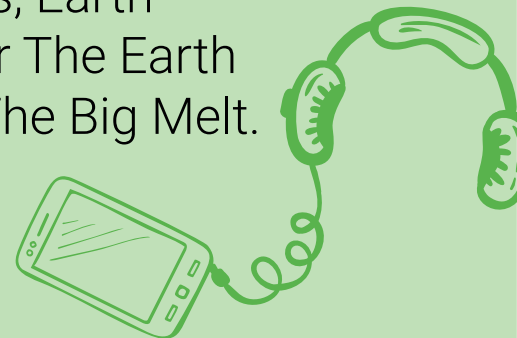
Children from around the world created their own audio segments about animals for a chance to be featured on the Earth Rangers Podcast. Ranger Leah was the big winner, with a fascinating segment on wolves!



## Earth Rangers podcasts are award-winning!

Awarded by members from the Academy of Interactive and Visual Arts, Earth Rangers was the recipient of three Davey Gold Awards in 2022: two for The Earth Rangers Podcast, and one for our climate change podcast for teens, The Big Melt.

The Earth Rangers podcasts were downloaded a combined  
**1,405,000 times in 2022!**





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**ECO-ACTION**





# MISSIONS

Three new Missions launched in 2022, giving our members the knowledge and tools to take environmental action at home and in their communities.



## Greenspace Guardian

[This Mission](#) teaches kids about the Indigenous Guardians Program, shows them how to find out what Indigenous Territory their favourite greenspace is on, and encourages them to share their knowledge with family and friends.



## Certified Green

[This Mission](#) gives kids (and their parents) the tools to decode the numerous, often confusing eco-labels found on consumer products.



## We've Got the Power!

[This Mission](#) explains how different kinds of renewable energy work, and the impact they have on the planet. The learning is then brought to life with instructions to make your own renewable energy devices!



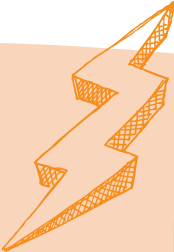


# PROJECT 2050

Earth Rangers are moving the needle on climate change! Project 2050 empowers children to take action against climate change by showing them how small changes in our daily habits can contribute to a more climate-resilient future.



We launched four new Challenges in 2022:

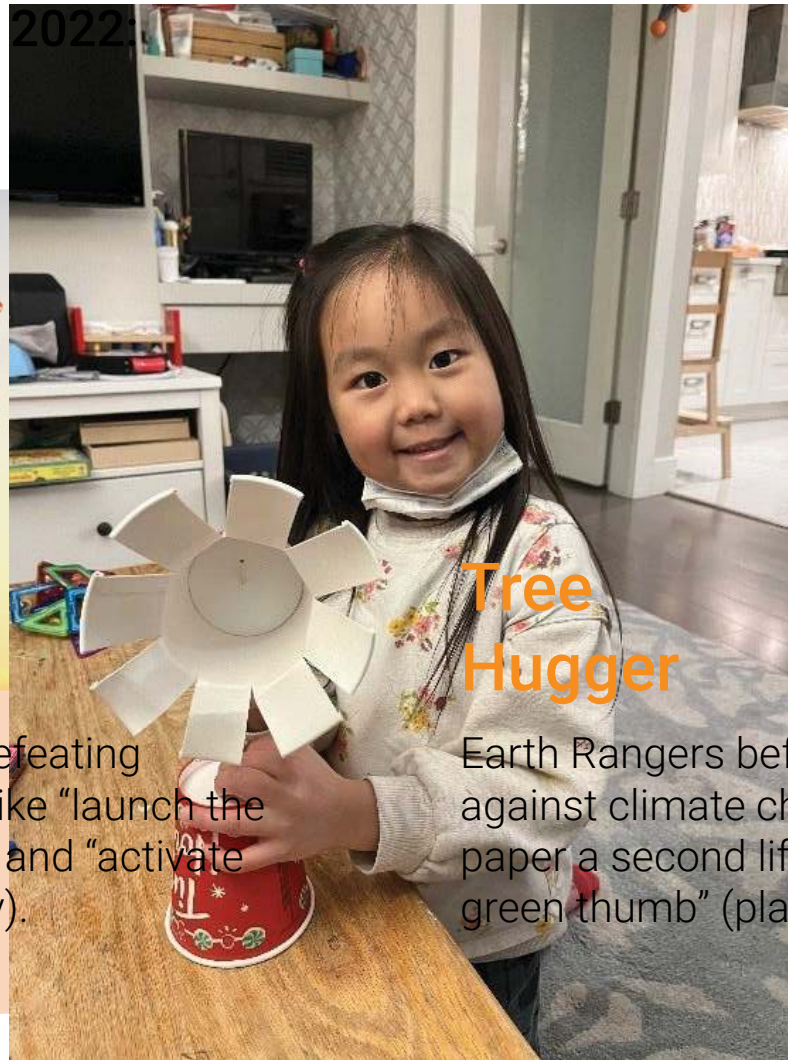


## Earth Defence Squad



Members unleashed their climate-change-defeating superpowers around the house with habits like “launch the energy zapper” (unplug unused electronics), and “activate magnetism” (dispose of e-waste responsibly).

**107,000** superhero habits logged!



## Tree Hugger

Earth Rangers befriended trees and joined their fight against climate change by practicing habits like “give paper a second life” (reuse and recycle) and “use your green thumb” (plant trees).

**122,000** forest-friendly habits logged!





# PROJECT 2050



## All Taste No Waste



Earth Rangers cut their food waste to help fight climate change. Habits for this Challenge included “stop the fuzz” (use tactics to make foods last longer) and “make black gold” (turn food scraps into compost). This Challenge continues into 2023!

**66,000** wholesome habits logged in 2022!

## Rangers vs. Plastics



Rangers are kicking plastics off the team with a sports-themed Challenge to reduce carbon-heavy plastics, like bags and bottles! This Challenge continues into 2023, with habits like “avoid a plastic bag foul” and “blow the whistle on bottles”.



Each completed Challenge unlocks a planet-saving reward, from supporting a drone-powered reforestation project in Kamloops, BC to a creating a climate-friendly cookbook that helps families reduce their food waste.





# TEEN PROGRAM

## Youth in Action!

We have long discussed what role Earth Rangers can play in the lives of youth who are no longer in our core demographic. In 2022, we began development of a new teen program with a small group of Earth Rangers alumni. The pilot offers an opportunity for teens to gain volunteer experience and leadership skills as they facilitate their own environmental project in their community, with mentorship from Earth Rangers.



“There are so many people who want to do something for the environment, but don’t know where to go. I’m happy to get the experience to be a leader in a topic I’m really passionate about. The process of planning and creating these projects make you ask questions and makes you learn and rethink things, and I think that’s really important for kids my age.”

— Bugg, Earth Rangers teen alum from Ontario



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**CONSERVATION**





# WILDLIFE ADOPTIONS

Earth Rangers partnered with seven organizations and young researchers in 2022 to help protect animals and their habitats, while providing inspiring role models for our members. Funds from the Wildlife Adoptions program supported the following conservation initiatives:



## Protecting Ontario's Peatlands with WCS Canada

Advancing policy and action to protect peatland ecosystems in northern Ontario, which serve as a carbon sink as well as habitat for animals like wood frogs, caribou, and polar bears.



## Conserving Kootenay River Ranch with NCC

Managing a 1600-hectare conservation area in British Columbia containing forests, ponds, wetlands, and prime grassland habitat for animals like bighorn sheep and American badgers.



## Stewarding Grasslands with Nature Saskatchewan

Helping land managers understand how to conserve and monitor Saskatchewan's southern grassland habitat for monarch butterflies and other species.





# WILDLIFE ADOPTIONS



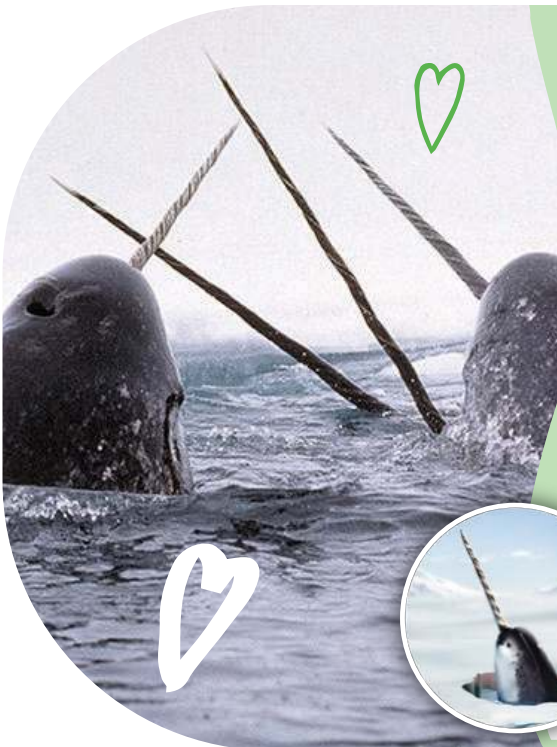
## Studying Kelp Forests with Camille Lavoie, Laval University

Gaining a better understanding of Arctic kelp forests and the diversity of species they can support, including ringed seals.



## Stopping the Spread of Pathogens with Kayla Buhler, University of Saskatchewan

Investigating how climate change may impact the spread of insect-borne diseases among arctic foxes in Canada's north.



## Managing Noise Pollution with Leah Pengelly, University of Manitoba

Understanding how underwater noise is impacting Nunavut's narwhal population in the Tallurutiup Imanga marine ecosystem.



## Protecting Red Pandas with Red Panda Network and ICFC

Training and supporting local communities in conserving red panda populations and their forest habitat in Nepal.





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**CREATIVITY**





# CREATIVE CORNER

Creative Corner is a collection of outdoor activities, crafts, recipes, and puzzles. More than 40 activities were published in 2022, and were **completed over 17,600 times** since the program launched in June!

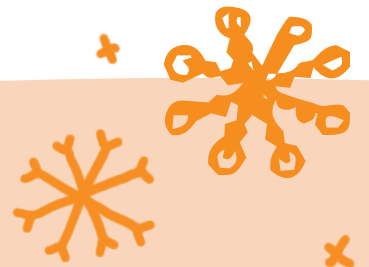


## FOREST ART

Our Christmas in July contest had children imagine a winter wonderland that captured the beauty of trees and forests in a piece of art. Receiving over 150 submissions, the winner of the contest was **Ranger Nevaeh** from Ontario for this fantastic forest masterpiece!



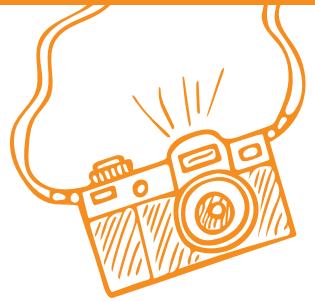
"I like this type of forest because it reminded me of Gibson hill. Gibson hill is a walking trail with a huge forest. The cabin reminded me of someone's cabin they built in the middle of the forest. The view is amazing."





# PHOTO CONTEST

The Earth Rangers Backyard Biologist photo contest ran for a second year, challenging budding nature photographers to capture images of biodiversity in their neighbourhoods! Winners took home a brand new camera and had their photos displayed at the Royal Ontario Museum. What an honour!



## 2022's winners:



Ranger Leland, age 10

Best photo of an invertebrate:

**Orange-belted bumblebee**

"Photo of an Orange-Belted Bumble Bee, taken in our back yard in June 2022. We used Google to identify it. We plant lots of flowers for the bees in our yard."



Ranger Jillian, age 9

Best photo of a vertebrate:

**Eastern painted turtle**

"We found this baby Eastern painted turtle on the pebble bank along the Grand River. We nearly didn't see it, so we put it safely on a rock near the water and then it swam away. We have seen babies and adults in our area before and also used Google to double check type of turtle."



Ranger Maelle, age 8

Best photo of plant or fungus:

**Orchid**

"Orchids are beautiful flowers, and one day I was looking at the bottom of the orchid and I noticed that it looked like an animal. I was fascinated that the bottom of the Orchid looked like a bird and a little cheetah. Online I researched about mimicry in Orchids, and how plants develop ways to bring pollinators to them. This photo shows the details of this plant."



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**TOGETHERNESS**





# EVENTS

Earth Rangers invited local members to join in activities such as tree planting, scavenger hunts, workshops, and of course, meet & greets with our Animal Ambassadors!

**Tree planting** at Clareville  
Conservation Area



**Making seed bombs** at the  
Earth Rangers Centre



**Animal meet & greets** at the  
Royal Ontario Museum



**Spinning the Earth Rangers prize  
wheel** at the Japan Festival



**Environmental scavenger hunt** at  
Albion Hills Conservation Park



**Nature photography workshop**  
at the Earth Rangers Centre

**Thank you to all of our partners and guests who made these events a big success!**



THE WORLD  
NEEDS MORE  
**HEROES**





# REAL-WORLD HEROES

Each year, our members amaze us with their passion for protecting wildlife and building a better world. With kids like these, the world definitely needs more Earth Rangers!



## Next stop: The United States!

In 2022 Earth Rangers received 501(c)(3) status, becoming an official registered charity in the United States! We can't wait to officially introduce ourselves to children and families across the U.S. in 2023.



# OUR SUPPORTERS

We want to extend our deepest gratitude to each and every one of our supporters. Your generous contributions allow us to keep working at our mission: to create a generation of conservationists.

## \$500,000 +

Environment and Climate  
Change Canada

The Schad Foundation

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

Canadian National Railway (CN)  
Greenbelt Foundation  
Honda Canada Foundation

Ontario Ministry of Education  
Ontario Power Generation  
Peter Gilgan Foundation

RBC Foundation  
TD Bank Group  
Teck Resources Limited

Weston Family Foundation

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

Call2Recycle  
Canon Canada  
Consecon Foundation  
Enbridge Gas Distribution Inc.

Gibson Energy  
McCall MacBain Foundation  
Morguard  
Procter & Gamble

The Rossy Foundation  
SC Johnson  
Schneider Electric Canada Inc.  
Shaw Communications Inc.

Tangerine Bank  
TC Energy  
The Trottier Family Foundation  
Walmart Canada

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

BASF Canada Inc.  
Bosch Community Fund  
Cabela's Canada Outdoor Fund  
Canada Life  
Cargill  
CRH Canada Group Inc.

Echo Foundation  
Employment and Social  
Development Canada  
Government of New Brunswick  
Environmental Trust Fund  
HSBC Bank of Canada

Imperial  
Manitoulin Transport  
Natural Sciences and Engineering  
Research Council of Canada  
Pembina Pipeline  
Power Corporation of Canada

Project Learning Tree Canada  
SaskEnergy  
Shell Canada Limited  
The Youssef-Warren Foundation



# OUR SUPPORTERS

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

|                                          |                                       |                                                    |                                      |
|------------------------------------------|---------------------------------------|----------------------------------------------------|--------------------------------------|
| Affinity Credit Union                    | Beth Evans                            | The McLean Foundation                              | NOVA Chemicals                       |
| Aliyah Rotman Fund                       | Fiera Capital                         | Menkes Property Management Services Ltd.           | Ottawa Community Foundation          |
| Burgundy Asset Management                | Forest Products Association of Canada | Mitsubishi Corporation Foundation for the Americas | Plains Midstream Canada              |
| Catherine and Maxwell Meighen Foundation | J.P. Bickell Foundation               | The Mosaic Company                                 | Sustainable Forestry Initiative Inc. |
| Central Okanagan Foundation              | K+S Potash Canada                     | New Gold Inc.                                      | Syncrude Canada Ltd.                 |
| EACOM Timber Corporation                 | Linde                                 | Newmont                                            | Torys LLP                            |
| Énergir                                  | Maple Leaf Foods                      |                                                    |                                      |

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

|                           |                                     |                                                              |                                                                         |
|---------------------------|-------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------|
| Alectra Utilities         | Equitable Life of Canada            | Malloch Foundation Fund at the Hamilton Community Foundation | Adrian Pereira                                                          |
| ANBL Community Foundation | Federated Co-operatives Limited     | Sabu & Hemanti Mehta                                         | Angelo Schiafone                                                        |
| ArcelorMittal             | First Mining Gold                   | Methanex Corporation                                         | Eliane Silva                                                            |
| Atura Power               | FortisBC                            | Multi-Material Stewardship Manitoba                          | James and Barbara Stewart                                               |
| Kathleen Black            | Jason Furlano                       | Nicol Family Foundation                                      | Western Canada Sustainable Forestry Initiative Implementation Committee |
| Vince Commisso            | Gildan Activewear Inc.              | The Ontario Wildlife Foundation                              |                                                                         |
| Domtar                    | Peter Kendall                       | David Palmer                                                 |                                                                         |
| Dwight Dudiak             | The Links Road Animal & Bird Clinic |                                                              |                                                                         |

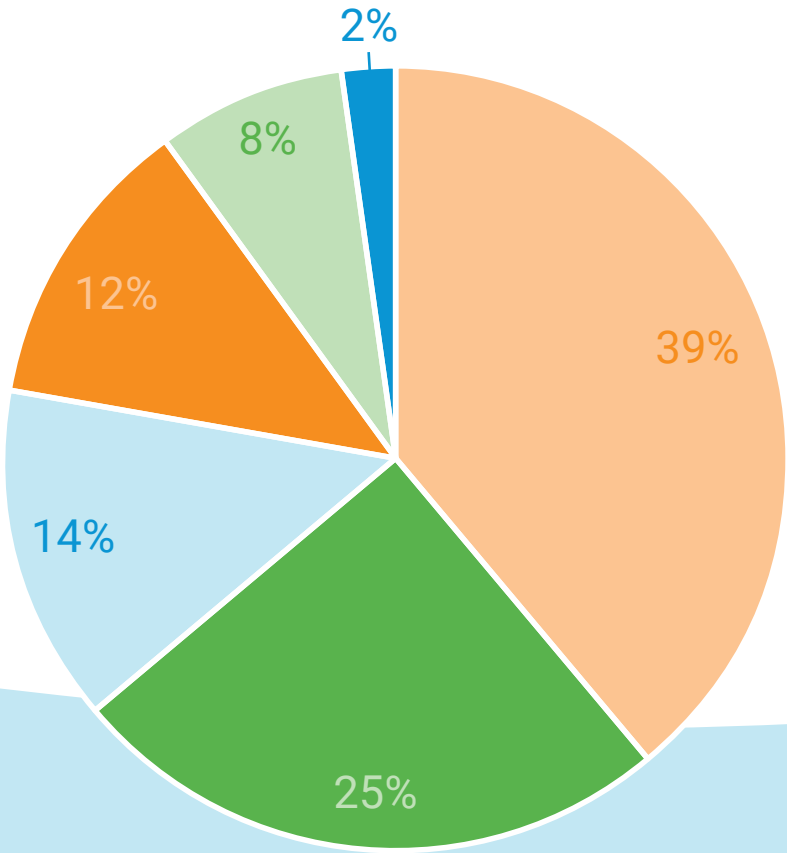


We would also like to thank the following partners for their collaboration and support:

- Centre for Indigenous Environmental Resources (CIER)
- Earth Day Canada
- Jooay
- Toronto and Region Conservation Authority
- CultureLink
- EcoSchools Canada
- Royal Ontario Museum
- Wahkohtowin First Nation

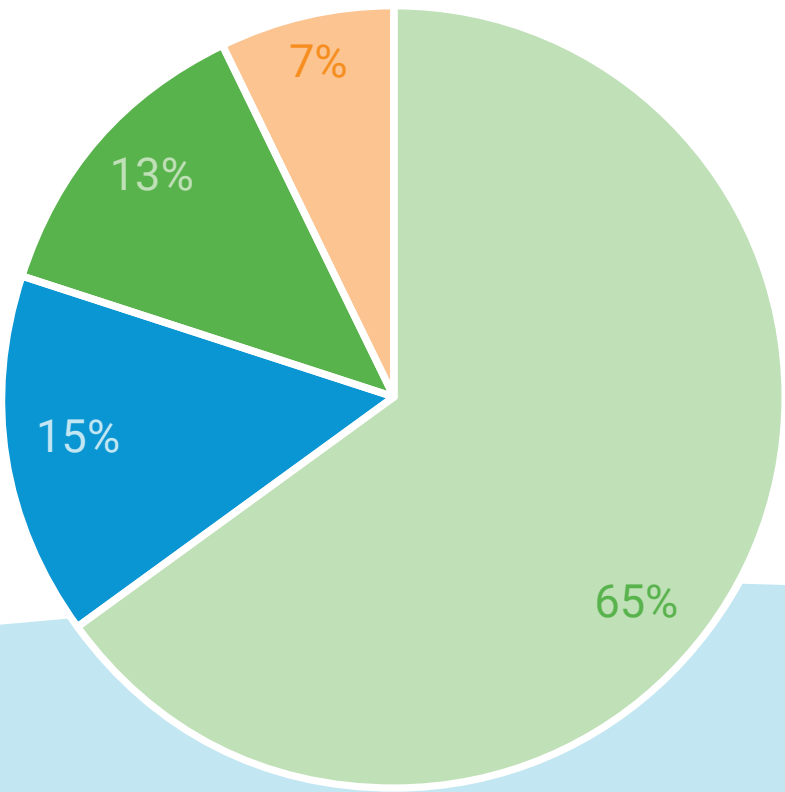


# FINANCIALS



## REVENUE

|                                                      |             |
|------------------------------------------------------|-------------|
| Foundations                                          | \$2,575,309 |
| Corporations                                         | \$1,652,485 |
| Government                                           | \$915,494   |
| Amortization of contributions to fund capital assets | \$830,197   |
| Other                                                | \$518,890   |
| Individuals                                          | \$159,644   |
| Total                                                | \$6,652,019 |



## EXPENSES

|                |             |
|----------------|-------------|
| Programs       | \$4,253,318 |
| Administration | \$1,014,399 |
| Depreciation   | \$830,197   |
| Fundraising    | \$465,592   |
| Total          | \$6,563,506 |



# IN MEMORIAM



## Aliyah Rotman

*June 7, 2014 – March 9, 2022*

***“You’ve only got one life to live, so you gotta live it good.”***

This annual report is dedicated to Aliyah Rotman, an Earth Ranger and so much more. Aliyah loved life and lived it to the fullest every day by dancing, singing, laughing and loving. She adored nature and animals and people. She wanted to make the world a better place and she did.

She also had a rare vascular condition, which she died from unexpectedly at age 7.

Aliyah’s care for the environment went beyond her time with Earth Rangers. She encouraged her classmates to make environmental awareness posters, organized a litter cleanup at her school, and had saved up her allowance to buy the first tree for her tree-planting initiative.

The Aliyah Rotman Fund was established by her family at the Toronto Foundation, through which a generous donation was made towards Earth Rangers’ new teen program in 2022.



