

What makes an Earth Ranger?

ANNUAL REPORT 2023





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LETTER FROM THE PRESIDENT

The concept of identity has always fascinated me. We all have so many facets of ourselves that ebb and flow at different times in our lives. Culture, career, politics, values, relationships, and so much more – all contribute to our sense of self.

In my experience, kids tend to be kids first, but they're also on a journey to explore their other identities. This journey of self-discovery is an ever-evolving process as children navigate who they are, and who they want to be.

When kids get involved with Earth Rangers, something remarkable happens – it quickly becomes a fundamental part of their identity. Not only do we receive tens of thousands of submissions from children proudly declaring themselves as Earth Rangers, but parents also tell us how being an Earth Ranger is the driving force behind their kids caring about the environment, animals, and other people.

So what makes an Earth Ranger? I could never boil it down to one or two things, but if you read on, you'll discover the influence Earth Rangers has on children's identities, and the many qualities that come to the forefront when a child becomes an Earth Ranger.

Thank you for your support!

Tovah Barocas
President
Earth Rangers





BOARD OF DIRECTORS

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2023 BY THE NUMBERS



792

SCHOOL ASSEMBLIES
DELIVERED

43,375

NEW EARTH RANGERS
MEMBERS

107,653

ENVIRONMENTAL
MISSIONS COMPLETED



447,711

CLIMATE-FRIENDLY
HABITS LOGGED



3,791

WILDLIFE
ADOPTIONS

1,200,000

PODCAST
DOWNLOADS

enthusiasm

Earth Rangers are passionate about protecting the planet.



Earth Rangers are *passionate* about protecting the planet.

Each year, our members share their inspiring efforts to make a positive impact on the environment by leading litter cleanups, planting trees, reducing energy use at home, and so much more. It's a powerful reminder that anyone, no matter how small, has the ability to make change.

As part of our Earth Month campaign, we showcased enthusiastic members who exemplify what it means to be an Earth Ranger – like Meryn!



“I enjoy it because it isn't just for fun, I'm doing it for a good reason – saving animals and the earth they live on. I've learned so many fun facts about animals that I wouldn't know without Earth Rangers. I enjoy watching the videos with the Animal Ambassadors.”

– Ranger Meryn



“I think Earth Rangers has taught Meryn at an early age to be mindful of her choices and the impact it has on the world around her. I feel she has already established healthy conservation habits that will last a lifetime.”

– Colette, Meryn's mom

BRING A FRIEND

Our new Bring a Friend Mission launched in 2023, encouraging our members to get their friends excited about helping the planet by sharing what they love most about being an Earth Ranger. Members who did this Mission during Earth Month also received a limited edition gold membership card!



"I love everything about being an Earth Ranger! I love the creative corner, logging habits, adopting animals, completing missions, listening to the podcast, etc....I wrote a story for my friends to read, I texted my friends and I made a flyer for my neighborhood! My friends were super excited to become Earth Rangers with me!"

— Ranger Leah



"I love the creativity corner, the crafts and puzzles, the recipes, yummy! I love the adoptions, we have adopted two animals. I love to do missions and the codes. I get super excited when I pass the habitats.

Everything in Earth Rangers makes me happy."

— Ranger Alice

"I like to complete missions and adopt animals. I wrote a letter and mailed it to (my friends). We are going to camp out and complete missions together.

We are starting an Earth Rangers team!"

— Ranger Gabby



"I love talking to my friends about **how we can make a difference** in the environment. We still have a lot of time living on this planet and I want to make sure it lasts."

— Ranger Nikol

THE BRING A FRIEND MISSION LED TO 6,500 NEW MEMBERS IN APRIL ALONE!

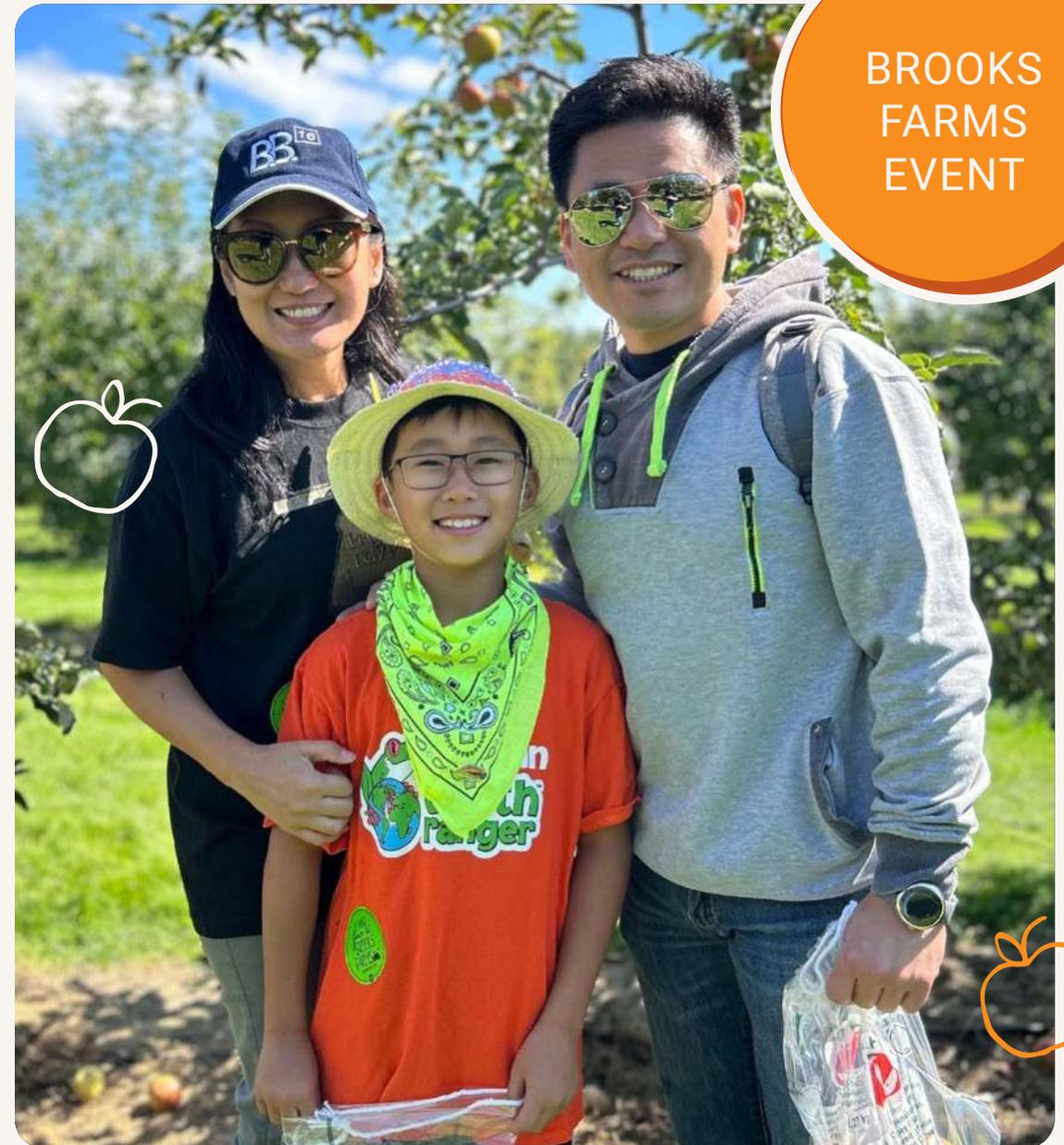


EVENTS

Nothing beats an Earth Rangers event! In 2023 families were eager to meet our Animal Ambassadors and take part in crafts, scavenger hunts, apple picking, litter cleanups, and more at Earth Rangers headquarters and community venues. These fun and meaningful events allow the Earth Rangers community to come together, participate in positive activities, and celebrate!



GREENBELT
SCHOOL
CLEANUP
EVENT



BROOKS
FARMS
EVENT



CRAFTING AT THE ERC



BUILDING BATTERY BOXES



EMPLOYEE VOLUNTEER DAY

HOLIDAY PARTY



dedication

Earth Rangers are determined to achieve their goals by working together.



Earth Rangers are **determined** to achieve their goals by working together.

Our members took on big Challenges in 2023 (like collectively working to fight climate change), showing their dedication to helping animals and the planet every day!



PROJECT 2050

Our Project 2050 Climate Challenges program saw thousands of children adopt GHG-reducing habits in 2023 and report on them daily in the app. Working together, they were able to reach community goals for the All Taste No Waste Challenge, Rangers Vs. Plastic, and the Gross Out Challenge! Along with the launch of our newest Challenge, The Big Splash, our members continue to blast these Challenges out of the water by logging over 447,000 habits in 2023! Some popular habits included:



BE A CLEAN PLATE CHAMPION

Only dishing out as much as you can eat



STRIKE OUT PLASTIC PACKAGING

Skipping foods packaged in plastic



SHOWER POWER

Taking shorter showers to save water



ASSEMBLE A SQUIRM SQUAD

Composting with the help of some wiggly worms



We partner with a number of organizations that make Project 2050 more accessible to kids across Canada, like CultureLink, the Centre for Indigenous Environmental Resources, and Jour de la Terre.



ANDERSON, age 10, is from Wipazoka Wakpa (Sioux Valley Dakota Nation) and lives in Winnipeg, MB.

"I like the environment because me and my mom can pick berries, chokecherries, sage to smudge, and other medicines...I think it's important to protect the environment because plants are food and medicines. As an Earth Ranger, some things that I do to help stop climate change...is to never waste food or water, and never put plastic bottles in the wrong bin."



MEMBERS

Earth Rangers membership has grown by 43,000 new kids this year! We love welcoming new members each and every year, and it is so special to see them grow throughout their journey. The kids below have been active Earth Rangers for over three years – talk about dedication!

Rangers Kelvin and Josie from Ontario are long-standing members!



“I chose this mission because I thought it would be healthy for the earth”
– Ranger Kelvin



“[I learned to] recycle in a special place”
– Ranger Josie



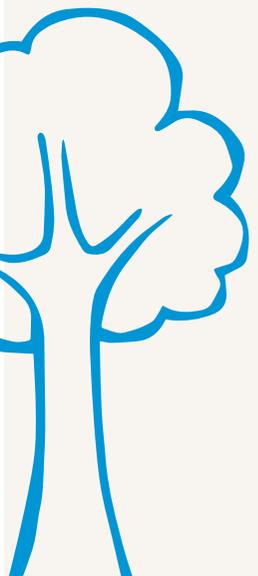
Ranger Phelan from British Columbia is a level 105 Earth Ranger!

“I love planting trees and watching them grow!”
– Ranger Phelan



Ranger Zahra joined in January 2020!

“Just 1 Tree? More like 100! My dad and I planted 90 swamp cedars in our backyard. It was a lot of hard work, but in the end, it’s going to be so worth it”
– Ranger Zahra



Knowledge

Earth Rangers love to learn.



Earth Rangers love to learn.

Whatever their learning style, kids can enhance their awareness and understanding of complex environmental topics through Earth Rangers – and are inspired to take action.



SCHOOL ASSEMBLY PROGRAM

Our School Assembly is one of the most important and exciting ways we reach kids! This year, the presentation took students on an interactive adventure around the world to discover unique habitats and amazing animal adaptations, while engaging in a bit of friendly competition with their peers. Whether students were on Team Bear, Team Shark, Team Goose, or Team Moose, our 2023 assemblies were a memorable and educational experience for both students and teachers!



“Excellent! Kids loved seeing the animals and were thrilled when the owl flew across the gym. The grade three students are currently learning about animals and animal life cycles so they were very proud to make connections to what they are learning.”

—Teacher from Calgary, AB

In the fall, we introduced schools to our new holographic co-host, ECO, the Earth

Rangers Communications Operative. In this brand new experience, ECO interacts with our presenters and the audience, bringing innovative technology to life.



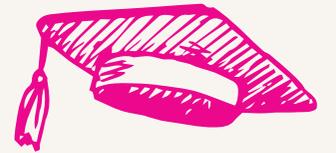
“Students were very engaged, and excited, and were participating fully. Staff were very impressed and grateful for being given the opportunity to attend. I thought the hologram component was awesome, and cool. Fully formed and fully talking, and was the coolest thing as per everyone!”

— Teacher from Mississauga, ON

HOMEROOM

Earth Rangers Homeroom (and its new French counterpart, Ma Classe Éco) provides educators with a wealth of environmental education lessons and activities, with connections to local resources and curriculum-concepts. In addition, our revamped Earth Rangers Clubs program is back to support school eco-clubs and community groups every step of the way! **143 new Earth Rangers clubs signed up in 2023.**

To further support our amazing network of educators, Earth Rangers delivered three sessions of our professional development course, Eco-Anxiety to Eco-Action, in 2023 as well as individual workshops for those seeking ways to provide support to children dealing with climate anxiety.



“This course provided many amazing resources and readings. The assignments were thoughtfully designed and resulted in meaningful reflection and products. In our session, we had parents, teachers, school district staff, and NGO educators. This diversity of perspectives really reinforced how eco-anxiety is prevalent across many fields and a top priority for adults and youth alike! I will take my learnings here forward with me in my professional and personal life.”

– Cailey, Non-Profit Education Programs Manager, AB



PODCAST

A big thank you to our podcast listeners, who **downloaded our podcasts over 1.2 million times!** In an attempt to save her position as podcast host from newcomer rival Ryan, Season 5 of the Earth Rangers Podcast, The Quest for the Best, saw our beloved host Emma traverse the United States to discover the most wild and interesting wildlife facts, and (with the help of our listeners) ultimately win the competition! Emma continued her adventures in Season 6 by exploring national parks in both the US and Canada.

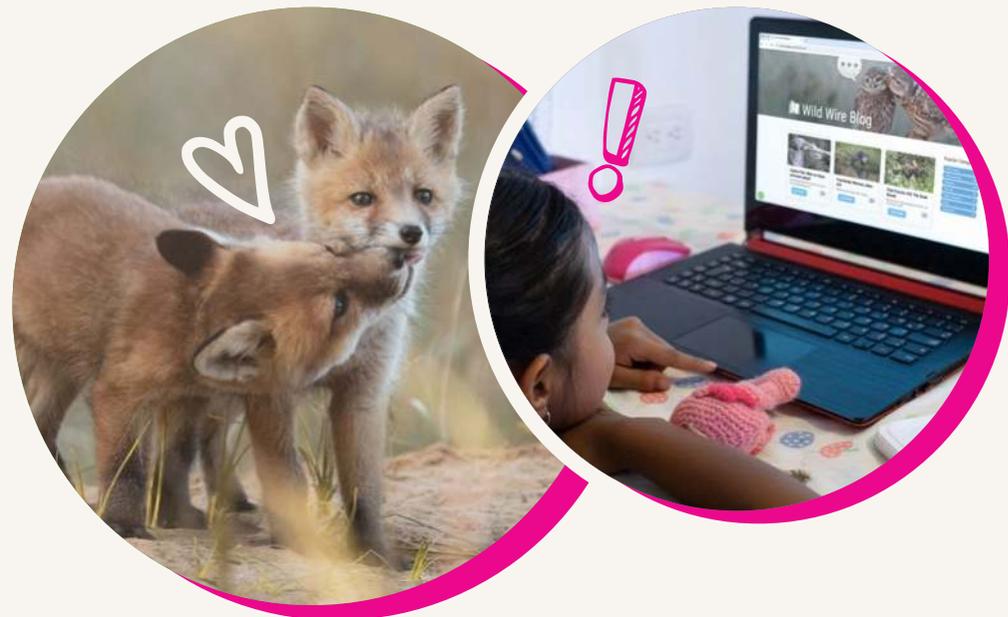
"I especially love listening to the podcast. It's so mysterious, adventurous, and Emma is an awesome host. I told my teacher about the podcast, and then she showed the class!"
– Ranger Leah



Listen to a special collection of our favourite listener submissions from our [Earth Day Celebration episode here!](#)

WILD WIRE BLOG

Educational articles, wildlife facts, puzzles and quizzes, success stories – the Wild Wire has it all! Over **200 fun and informative blogs** were posted this year for kids to learn about a variety of topics. **Members engaged by leaving more than 30,000 comments!**



"Together we can really make this world cleaner!"

"I'm always ready to do what it takes to keep the animals and the environment safe. LET'S GO EARTH RANGERS!!!!"

"I didn't know swift foxes existed! I thought arctic foxes were the smallest fox."

Compassion

Earth Rangers care about protecting wildlife.



Earth Rangers care about protecting wildlife.

The number one reason kids join Earth Rangers is to help animals, and the Wildlife Adoptions program gives them an opportunity to do just that. Whether families adopt together or kids raise funds on their own, the program teaches kids about the importance of philanthropy, conservation, and supporting scientists in their extraordinary efforts to protect wildlife.



“We are planning to do a garbage clean up at our school and save up a bunch of money to adopt animals”

– Ranger Emma from Newmarket, ON

“We will have a garage sale and then we will use the money for the animal adoptions in the app”

– Ranger Esther from Montreal, QC

In 2023 we partnered with seven young researchers and conservation groups who are not only working to help protect animals and their habitats, but serve as inspiring role models for our members.



PETER SOROYE works with Wildlife Conservation Society Canada to identify and protect Key Biodiversity Areas, such as Saskatchewan’s native grasslands – one of the rarest ecosystems on Earth.



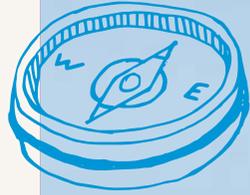
YIFENG WANG from Queen’s University aims to learn more about peatland permafrost in coastal Labrador, helping to inform strategies and adaptations for traditional activities and wildlife management.



MEGAN QUINN is a Coordinator of Conservation Biology with the Nature Conservancy of Canada. She leads a team conducting on-the-ground work in the Frontenac Arch, an important wildlife corridor in Eastern Ontario.

"Participating in the Earth Rangers Wildlife Adoptions Program has been a highlight of my career so far. It has given me the opportunity to present the important conservation work I'm doing with the Nature Conservancy of Canada to a broader audience in an innovative and inspiring way."





NICHOLAS PAROSHY is a researcher from the University of Alberta, studying the changing movements of polar bear sub-populations in the Canadian Arctic due to climate change.



KATIE FLORKO, a University of British Columbia researcher, is studying predator-prey dynamics of ringed seals, fish, and polar bears in Hudson Bay; developing information that can be used for prediction mapping for conservation efforts.



JULIA POETSCHKE is a Land Stewardship Manager with the Nature Conservancy of Canada in British Columbia, who is working to restore wildlife habitat in the extraordinary Rocky Mountain Trench.



OSA CONSERVATION is working with local communities to protect jaguars from poachers, habitat loss, and other threats in Costa Rica's Osa Peninsula, a biodiversity hotspot.

creativity

Earth Rangers have big imaginations.



Earth Rangers have big imaginations.

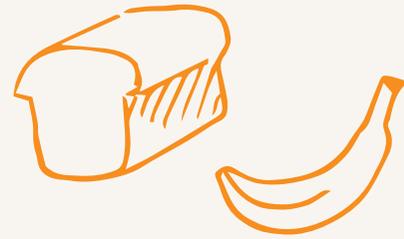
Children can express their creativity and explore their skills through Earth Rangers' many hands-on activities. With easy instructions and simple supplies, children can often complete these all on their own!



CREATIVE CORNER

Creative Corner offers crafts, recipes, puzzles, and more, with a new activity published every week! These activities also teach kids how to reduce waste, make their own healthy snacks, and make the most of their time outdoors in nature. **Members completed 65,860 Creative Corner activities in 2023!**

"The eyeballs are the best part!
I had fun making this for my
grandparents at Christmas!"

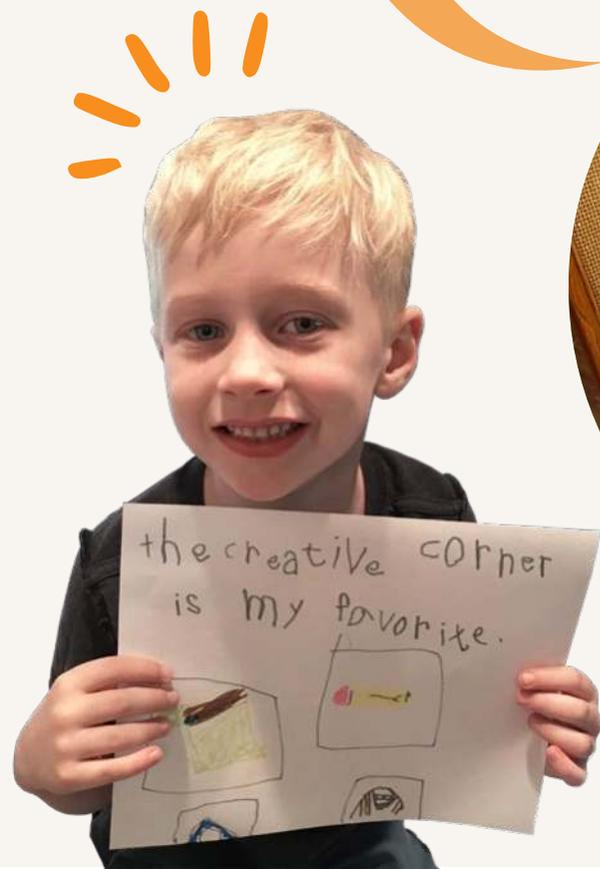


RANGER XANDER
from Surrey, BC made
Toasty Grizzly's a
family affair.

RANGER ZOE
from Cobble Hill,
BC made Recycled
Window Art.



"I loved making my
own little earth"



CONTESTS

Classrooms participated in our **“What A Peculiar Animal”** contest to learn about animal adaptations, and designed their own “peculiar animal” using prompts about their habitat, food source, and predators.

Ms. Mason’s Grade 2 Class at Buena Vista School in Saskatoon won a virtual visit with an Earth Rangers Animal Ambassador!



“It has a snapping turtle mouth. It can break the spines. It has a dolphin tail so it can swim fast.”



Our **Carbon Neutrality Writing Contest** asked children to share the meaning of this important concept—and how they try to practice it in their own lives—in their own words. Whether it was how they reduce emissions, or understanding the important role of trees, submissions from across the country included thoughtful explanations and stories to help illustrate carbon neutrality.



“Carbon is a gas that comes from things like cars and factories, and it’s not good for our planet. But trees and plants are like cleaners because they take in carbon from the air...I made a cool Lego city that’s carbon neutral, which means it’s great for the Earth. My city has a garden centre where we grow and take care of lots of plants. That’s like having extra cleaners to clear our air of carbon. So, I think that being carbon neutral is a super way to help our planet and keep it nice for living things like people, animals, and plants.”

—Sara, age 9, British Columbia



Young nature photographers gave us a glimpse at the world through their eyes with the Backyard Biologist photo contest.

KENZIE, one of three winners, is pictured here with presenter Michela and Sonic the barn owl, at the Royal Ontario Museum. Kenzie won top prize in the Coolest Colours category!

"I used my resources around me to create a nice warm colour filter. I took this photo using my mom's phone and sunglasses (for the colour). I like to be creative to create better photos and express myself."



Congratulations to our other two winners:



KATE,
EPIC
LANDSCAPES

"I took the mountain photo from a little boat! I took many shots, and stayed really really still. It was incredible and I can't believe how beautiful the mountains are! It's so wonderful!! It shows so many colors and life!"



MAYA,
WONDERFUL
WILDLIFE

"I learned that if I stood still for a while, the puffins would come right up to me. So I did that, and when one would come pretty close, I would take a bunch of photos of it, and then I chose my favourite. The puffins were so funny and cool to look at as they flew around and collected grass for their nests! I had such a fun time taking photos with my dad."



2023's **Forest Art contest** had kids capture the beauty of trees and forests in a creative work of art. Earth Ranger Helly depicted a colourful scene as the winning submission for our forest art contest!

"Trees are important to protect because trees give off oxygen that we need to breathe. Many species of wildlife depend on trees for habitat. Trees provide food, protection, and homes for many birds and mammals."



growth

Earth Rangers kids are moving up!



Earth Rangers kids are moving up!

The ER Teens program supports youth ages 13-18 – including former Earth Rangers members – to complete environmental service projects where they live. From recycling drives to neighbourhood cleanups and education events, these teens are leading the way in their own communities.

“I learned that no matter what you feel you can’t accomplish, you can do anything. I always thought I couldn’t do anything to help my community look better and be healthier, but through this experience I made my dreams a reality”

- Anna, 14

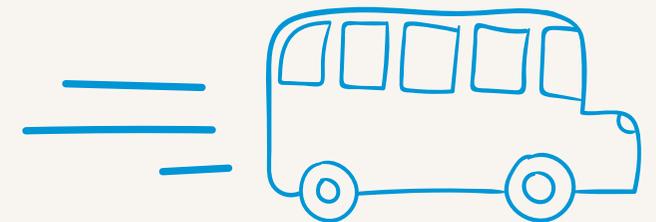
“Because of my project, I learned how much of an impact one person can make. I used to think that I could never make a difference with Climate Change, but through seeing the amount of people I inspired with my project, I feel more confident in my ability to help.”

- Izabella, 14

[Click here to view our first ER Teens showcase!](#)

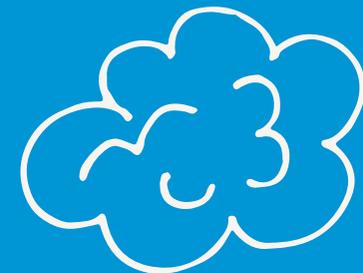
PARTNERSHIPS

Earth Rangers has joined the Canadian Electric School Bus Alliance (CESBA), working with them to develop a new classroom program called Green Routes to the Future: Electric School Buses. The program is designed to amplify student voices in the growing movement towards emission-free transportation.



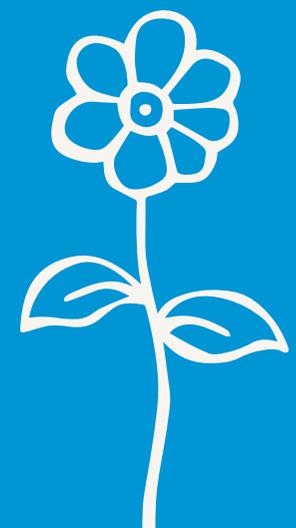
The Nature Education Collective (NEC) is a collaborative initiative between Earth Rangers, the Canadian Wildlife Federation, Ducks Unlimited Canada, Outward Bound Canada, and Project Learning Tree Canada. Together, we champion quality nature education for children and youth to ensure they become environmentally literate, sustainability-minded, and action-oriented individuals.





On May 29th 2023, the NEC hosted a meeting in Winnipeg, MB that brought together delegates from governments, ENGOs, formal and informal educators, and youth to talk about the future of nature education in Canada.

RANGER KEELEY, a level 78 Earth Ranger, joined our President to represent the voice of young people. Her commitment was truly an inspiration to everyone present!



beyond our borders

This year marks the first full year of Earth Rangers in the USA!



This year marks the first full year of Earth Rangers in the USA!

New families and partners across the US have welcomed Earth Rangers south of the border, helping to expand our reach and grow our impact. Since launching in the US, we have gained **over 7,000 new Earth Rangers with members from every state**, who have **completed over 16,300 Missions** and **logged 82,000 climate-friendly habits**, contributing significantly to Earth Rangers' overall success this year.

We also launched two brand new Wildlife Adoption projects with U.S. conservation partners:



INTERNATIONAL BIRD RESCUE (IBR) works to protect and advocate for the safety of water birds who can be threatened by oil spills and entanglement in fishing gear. IBR has response centers in California and Alaska where they treat sick and injured birds, with the goal of releasing them back into the wild.



THE MARINE MAMMAL CENTER (MMC) provides care to rescued animals like harbor seals, who may have been orphaned or separated from their mothers at a young age. Seal pups are protected and cared for until they are old enough to be released. MMC also conducts scientific research and offers educational programming.

2024 holds exciting opportunities to increase Earth Rangers' presence in the U.S. and make connections with new families, educators, and partners. For the first time ever, we will be piloting our School Assembly in Michigan in early 2024, with a brand new tech-forward version of the program!

Earth Rangers, Together

Earth Rangers are passionate about protecting the planet.



Earth Rangers, Together

From the Atlantic to the Pacific, the Arctic to the Gulf of Mexico, Earth Rangers members share so many positive traits that we can all learn from. The role Earth Rangers plays in each child's life is different; they may interact with us daily, or maybe only once in a while. But one thing is for certain: being an Earth Ranger gives these kids a common purpose, a shared identity, and the feeling that they are contributing to something greater than themselves.

So, what makes an Earth Ranger? Just ask the **388,407 amazing kids** who are helping the planet, together.



SHORELINE SAVERS ACROSS NORTH AMERICA



RANGER ARLO

Pemberton,
British Columbia



RANGER JOB

Clinton, Mississippi



RANGER CARTER

Thorold, Ontario



RANGER DIZZI

San Luis Obispo, California

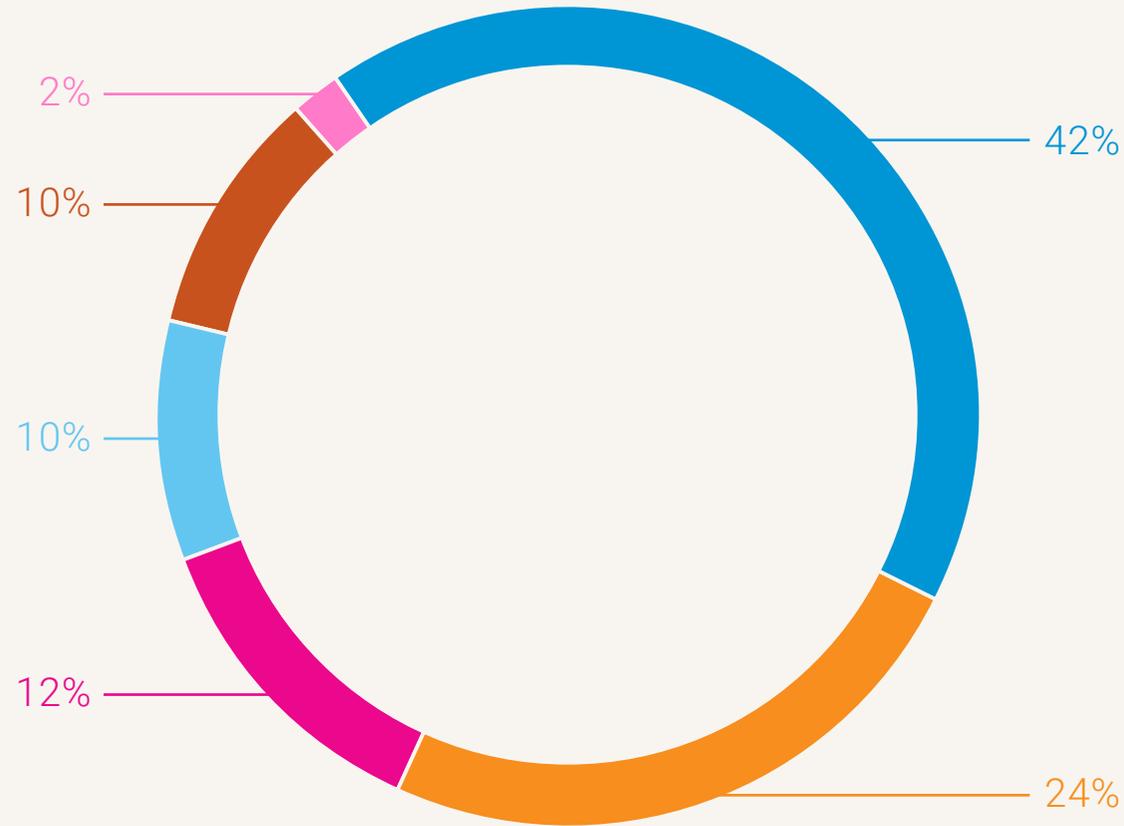


RANGER RHEBAR

Stratford, Prince Edward Island

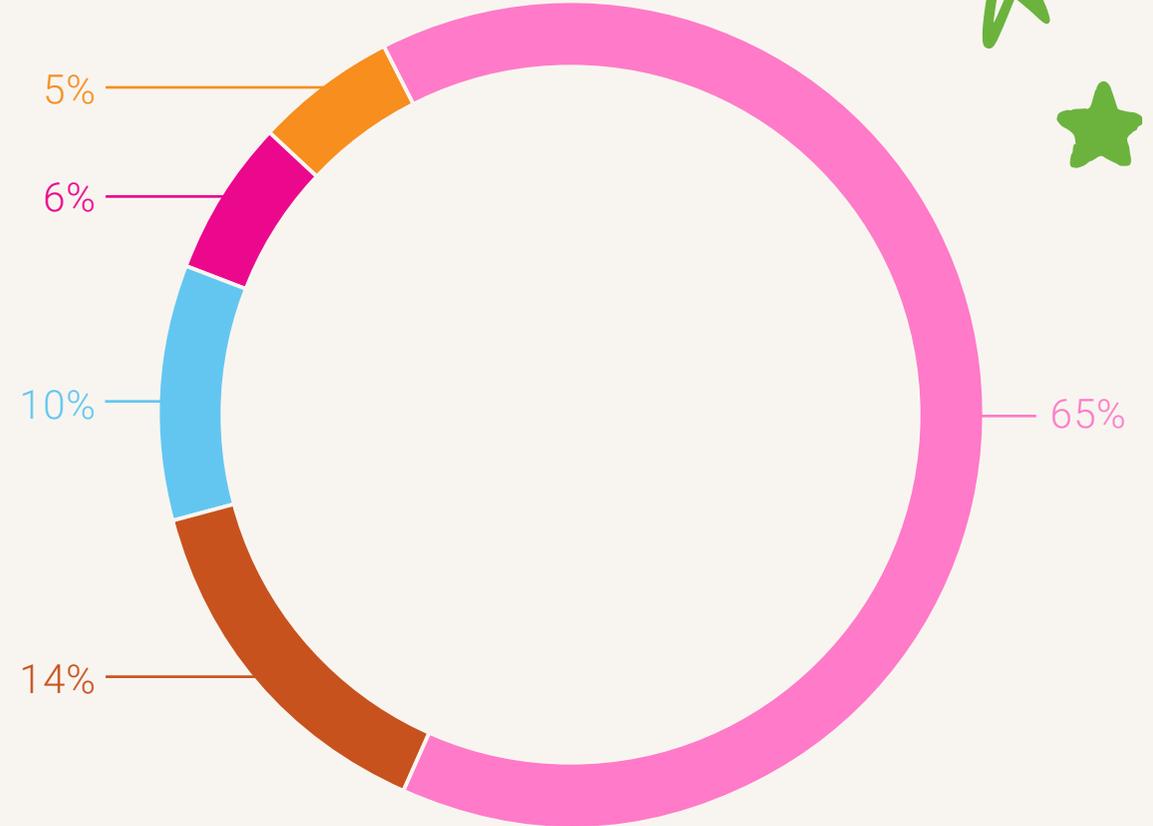


FINANCIALS



REVENUE

FOUNDATIONS	\$3,120,179
CORPORATIONS	\$1,819,893
GOVERNMENT	\$916,016
AMORTIZATION OF CONTRIBUTIONS TO FUND CAPITAL ASSETS	\$718,032
OTHER	\$711,620
INDIVIDUALS	\$135,576
TOTAL	\$ 7,421,316



EXPENSES

OUTREACH AND CONSERVATION PROGRAMS	\$4,666,991
ADMINISTRATION	\$1,025,599
DEPRECIATION	\$718,032
FUNDRAISING	\$446,950
ERC PROGRAMMING	\$389,300
TOTAL	\$7,246,872

DONORS & PARTNERS

\$500,000+

Environment and Climate
Change Canada

The Schad Foundation



\$100,000 - \$499,999

Call2Recycle

Honda Canada Foundation

Ontario Trillium Foundation

Teck Resources Limited

Canadian National Railway (CN)

Ontario Ministry of Education

RBC Foundation

Weston Family Foundation

Greenbelt Foundation

Ontario Power Generation

TD Bank Group

Youssef-Warren Foundation

\$50,000 - \$99,999

Canada Life

Enbridge Gas Distribution Inc.

R. Howard Webster Foundation

The Trottier Family Foundation

Canon Canada

McCall MacBain Foundation

The Rossy Foundation

Walmart Canada

Consecon Foundation

Morguard

Tangerine Bank

Echo Foundation

Procter & Gamble

TELUS Friendly Future Foundation

\$25,000 - \$49,999

Caisse de depot et placement
du Quebec (CDPQ)

Hewitt Foundation

Natural Sciences and Engineering
Research Council of Canada

Power Corporation of
Canada

Cargill

Imperial

New Gold Inc.

SaskEnergy

Gibson Energy

Manitoulin Transport

NOVA Chemicals

Shell Canada Limited

Government of New Brunswick

Menkes Property Management
Services Ltd.

Nutrien

TC Energy



DONORS & PARTNERS

\$10,000 - \$24,999

Affinity Credit Union
Bosch Community Fund
Burgundy Legacy Foundation
Cabela's Canada Outdoor Fund
Catherine and Maxwell Meighen Foundation
Employment and Social Development Canada

Beth Evans
Fiera Capital
Forest Products Association of Canada
K+S Potash Canada
The McLean Foundation

The Mosaic Company Ottawa
Community Foundation
Plains Midstream Canada
Project Learning Tree Canada
Samsung Canada
SC Johnson and Son Ltd.

South Saskatchewan Community Foundation
Torys LLP



\$1,000 - \$9,999

Alectra Utilities
ANBL Community Foundation
Atura Power
Benefaction Foundation
Brant Community Foundation
Canfor
Community Foundation of Prince Edward Island
ConocoPhillips
Chantelle Cseh
Davies Ward Phillips & Vineberg LLP

Dwight Dudiak
Elexicon Energy Inc.
Energir
Equitable Life of Canada
Jason Furlano
William David Gardner
Peter Kendall
Laurentian Bank
The Links Road Animal & Bird Clinic
Maple Leaf Foods

Subhash & Hemanti Mehta
Multi-Material Stewardship Manitoba
Newmont
Nicol Family Foundation
Northwestern Alberta Foundation
Ontario Environmental Industry Association (ONEIA)
Opus Homes
David Palmer

Angelo Schiafone
Eliane Silva
Starbucks Foundation Charitable Fund
James and Barbara Stewart
Sustainable Forestry Initiative Inc.
Western Canada Sustainable Forestry Initiative Implementation Committee
Whole Foods





9520 PINE VALLEY DRIVE,
WOODBIDGE, ON L4H 4Z2
CANADA

The Earth Rangers Centre is located on the Territory and Treaty 3 lands of the Mississaugas of the Credit First Nation as well as the traditional territory of the Huron-Wendat and the Haudenosaunee.

