

Welcome to



**earth™
rangers**

The Kids' Conservation Organization

Earth Rangers is the kids' conservation organization, dedicated to educating children and their families about biodiversity, inspiring them to adopt sustainable behaviours, and empowering them to become directly involved in protecting animals and their habitats.

Earth Rangers events 2017-2018

Conservation Projects

Each year, Earth Rangers works with a variety of national, regional and local conservation organizations to identify Canadian species that are facing threats in the wild. We then develop tangible projects to protect those animals, ranging from conservation research, to land acquisition, to habitat stewardship.

Earth Rangers Members are encouraged to select one of the animals and start a Bring Back the Wild fundraising campaign to help them. Through the program, our members learn about the full breadth and depth of the conservation issue and are given the tools to make a meaningful contribution. To date, Earth Rangers members have raised more than \$2.5 million to help Canadian species at risk!

Bring Back the Wild

Bring Back the Wild educates our members on the importance of protecting animals, and empowers them to take action by starting a fundraising campaign. Each year, Earth Rangers works with our conservation partners to identify four unique Canadian species that are facing threats in the wild. We then develop tangible projects to protect those animals, ranging from conservation research, to land acquisition, to habitat stewardship.



Earth Ranger Matthew sold handmade pottery to help raise donations for his Peregrine Falcon campaign



Earth Ranger Leia held a bake sale where she raised money towards her Cold-Water Coral campaign

To participate in Bring Back the Wild, children log into their account at EarthRangers.com, where they learn about the various projects and select the animal they want to protect. Throughout the year, we provide updates on each project, ensuring that you and your child know how their hard-earned funds were used and what was accomplished with them. Since the programs' inception, our members have raised over \$2.5 million for conservation in Canada.

How your child can fundraise

If your child chooses to start a Bring Back the Wild campaign, they will be provided with a fundraising toolkit and lots of tips and resources on how to make their campaign a success. They may choose to host a bake sale, do odd jobs in the neighbourhood, sell their own arts and crafts, or have a Bring Back the Wild Birthday Party.

As a special thank you to our members for their participation in the program, Earth Rangers offers rewards for reaching certain fundraising milestones. Bring Back the Wild fundraising is completely optional.

Where Bring Back the Wild fundraising dollars go...?

We are proud to say that no funds raised through the Bring Back the Wild Program go towards overhead/administration. 50% of the funds raised support the conservation project directly and 50% supports the delivery of our School Assembly Program free of charge to elementary schools all across the country.

Current Projects

Currently, Earth Rangers is teaming up with [Nature Conservancy of Canada \(NCC\)](#) to protect the Monarch Butterfly, the University of Alberta to help protect the Snowshoe Hares, and OPG and Bird Studies Canada to help protect the Piping Plover from effects and impacts of Climate Change.

Monarch Butterfly

Did you know that Monarch Butterflies have one of the longest migrations in the animal kingdom, travelling nearly 4,000 km each year to spend their winters in Mexico? Preparing for this amazing journey requires a lot of energy, which is why it's so important that we make sure migrating monarchs have lots of good breeding and nectaring habitat available. That's where you come in! We're working with CRH and Nature Conservancy Canada on a project that will:

- Replant native wildflower seeds on over 10 acres of butterfly habitat in south-central Ontario
- Remove the invasive species from this habitat to help increase the diversity of the wildflowers available for nectar.

By giving Monarch Butterflies habitats filled with the native flowers they need for breeding and nectaring, we can help make sure they thrive for years to come!



Piping Plover

The Piping Plover is a small shorebird that lives on rocky beaches across North America, nesting in sandy dunes and feeding on bugs and small marine crustaceans. Sadly the plovers that used to breed along the shores of Ontario's Great Lakes are losing their homes as beaches continue to become more developed and human-related disturbances increase. That's where you come in! We're working with OPG and Bird Studies Canada on a project that will:

- Establish fencing and exclosures to protect plover nests from trampling and disturbance
- Put up signs to help inform beachgoers about the importance of protecting plover nests and habitat

By better protecting their beach habitats, Bird Studies Canada hopes to restore Ontario's Piping Plover populations to historic levels – and it all starts with you!



Snowshoe Hare

Snowshoe hares are larger than rabbits and have much bigger feet that help them move on top of the snow. They also have a snow-white winter coat that turns brown when the snow melts each spring. Unfortunately, climate change is causing snow to melt earlier each year, and their coats aren't changing fast enough to match their surroundings, making them more vulnerable to

predators and threatening their survival. That's where you come in! We're working with the W. Garfield Weston Foundation to:

- Better Understand how climate change is impacting snowshoe hares
- Learn more about what changing weather patterns mean for the species' survival rates across Canada

By learning more about how climate change is affecting snowshoe hares, we can help ensure their survival for years to come.



For further information please see our online portals

| earthrangers.com | earthrangers.org | ercshowcase.com |
| Contact information: Tel. 905.417.3447 | info@earthrangers.com |