



2020 Annual Report
A Year Like No Other



LETTER FROM THE PRESIDENT



Tovah Barocas

A handwritten signature of Tovah Barocas in blue ink.

**President,
Earth Rangers**

Despite its unprecedented challenges, 2020 was a successful year for Earth Rangers. The year began with the launch of our new App, which has been met with tremendous enthusiasm from our members. Then, just as we were gearing up for our national school tour and Earth Month promotion, the entire world changed. No one could have anticipated the pandemic and the impact it would have on virtually every aspect of our lives.

What I am most proud of this year is the ability Earth Rangers showed to adapt to those changes and continue to provide value in the form of positive and engaging environmental content for children, families, and schools across Canada. Whether it was the launch of our new Eco-Activities Program, the reimagining of our School Assembly for a virtual format, or simply meeting the vast majority of the organizational goals we set prior to ever having heard of COVID-19; we have demonstrated our ability to not only survive, but thrive. This year further validated just how important positive, proactive and nature-based learning and action is to the mental, physical and emotional well-being of children.

2020 was also my first full year in the role of President of Earth Rangers. I am overwhelmed with pride and gratitude for the dedication and diligence of our staff, the guidance and support of our Board, and the steadfast commitment of our donors. But most of all, I continue to be amazed by the enthusiasm and resilience of our members.

Thank you!

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APP LAUNCH AND MEMBERSHIP PROGRAM

The new Earth Rangers App provides an immersive and educational digital experience for our members that motivates them to take action!



The Earth Rangers App has successfully increased member engagement and has attracted more new members than in any other year!

- Over 40,177 new members signed up in 2020, a 60% increase over 2019.
- 130,000 Missions were completed, a 371% increase over 2019.
- The average number of actions taken throughout the year doubled, from 6 to over 12.

Media coverage for the app discussed how taking action as an Earth Ranger is helping kids across Canada deal with increased feelings of eco-anxiety and encouraging a sense of home and optimism for the future.



The Earth Rangers App launched in January with a number of new program features:

- The points-based leveling system allows members to progress by doing whatever activities interest them most.
- Codes offer in-app rewards and allow us to better understand where our members are coming from.
- Streaks encourage members to check in daily and see what's new.
- Leaderboards show members where they rank and encourage friendly competition.
- Gifts offer celebratory avatar items.
- Events allow us to create impactful promotions, like double points for waste-themed activities during Waste Reduction Week.
- Wildlife Adoptions offers members an easy and compelling way to support real conservation projects.
- The Habitats section takes members on a journey through different ecosystems and unlocks fun animal-related content as they level up.



SUPPORTING FAMILIES DURING COVID-19

While schools were shuttered and social gatherings restricted, Earth Rangers offered kids and families a variety of free, fun, and educational online and virtual programs.

Live Virtual Programming



Earth Rangers delivered regular Facebook Live sessions for kids across the country to meet our animals and participate in Q&As with conservation biologists and field researchers. We also collaborated with organizations like the Jewish Community Centre, Girl Guides, and many of our corporate supporters to provide compelling content for their members, employees, and families.

Eco-Activities



When schools and offices shuttered in March, Earth Rangers saw increased demand from parents for educational and enriching activities to engage in with their children. In response, we launched an e-mail series with a new environmental activity each day, ranging from recycled craft projects to nature exploration to environmentally-themed science experiments to sustainable cooking. The initiative was so popular – with over 16,500 parents signing up – that we have made it a permanent fixture and now publish new activities twice weekly.

Birthday Parties



With strict limits on social gatherings many children were not able to celebrate their birthdays in person with friends and extended family. To make that adjustment a little easier, we offered free virtual meet and greets for kids who hosted Earth Rangers birthday parties. Kids could log on to a private video chat with their friends to see our animal ambassadors up close, ask questions, and get to know the Earth Rangers team!

Podcasts



The Earth Rangers Podcast continues to be a huge hit, with 16 new episodes in 2020 and downloads surpassing 1.1 million! Episodes this year featured interviews with our Wildlife Adoption scientists, a new Chemistry Corner segment, and tons of cool animal facts and fun games.



We also released a new podcast in 2020 for older youth called The Big Melt. The Big Melt follows high schooler and host Sarah Marks as she breaks down the what's, when's, how's and why's of climate change, speaking to climate experts, Indigenous leaders, and other brilliant minds that are reimagining the future. She addresses climate change as the challenge of her generation, and talks through the pervasive feelings of concern young people have about it.

MISSIONS

Missions provide kid-friendly information and positive ways to take action on today's most pressing environmental issues.

NEW MISSIONS

Stop and Go Green focuses on reducing transportation-related GHG emissions, and 2,569 families are already driving greener as a result!

"To complete this mission, I gave the written test and the driving test to both of my parents. My Dad had the best score, so I put the sticker from the mission package on his car."

Ranger Abigail



Live Love Local highlights the long distances food often travels to get from farm to table. 2,234 families are now choosing local!

"We went and picked pears from my MawMaw and Paw Paw's house instead of buying them at the store."

Ranger Temperance and Sister



Stash the Trash tasks members with keeping their local parks and natural areas clean and safe by picking up litter, and 1,447 cleanups have completed to date!

"We made a poster to let people know what we were doing. I went up the hills to make sure to collect all of the trash we could see. Animals are in a lot of danger if their homes are full of trash."

Ranger Ryan



MEMBER FAVOURITES

More Plastic More Problems was our most popular Mission this year, with over 9,400 members completing it. The Mission teaches kids about the impacts of plastic waste and encourages them to reduce their families' reliance on single-use plastics.

"A couple of years ago, I saw a picture of a whale who had died because she had too much plastic in her belly. She couldn't help it, it was in the water where she lives and feeds. We now use reusable metal straws, reusable snack bags, and I use my reusable chopsticks instead of using plastic forks."

Ranger Aki



Pollinator Power resulted in over 5,700 new bee and butterfly gardens in backyards and on balconies. Through this Mission kids learn about the many threats facing pollinators and why it's so important that we protect them and their habitats.

"I want to save the bees because they are very important. My dad is the best gardener around. We planted vegetables, sun flowers, mums and tons of other flowers... I even grew my own apple tree from a seed I picked out of my snack apple. Mom and dad say I will be as good a gardener as him!"

Ranger Gideon



Driven by a national contest to make creative battery recycling boxes for their homes, our members recycled more than 171,000 batteries throughout the year with the **Battery Blitz Mission!**

"I picked this mission after finding out how harmful batteries are going into landfills. I enjoyed making my battery monster jug look just like a red batter with white stripes on it. I added sharp looking teeth, long tail and googly eyes."

Ranger RyLynn and Malia



IN-SCHOOL PROGRAMMING

Our School Assembly was impacted by the pandemic more than any other program. During school closures, the Earth Rangers team set to reimagining the program for virtual delivery, ensuring we could resume bringing the positive impacts of our assembly to students across Canada.

The new virtual program is broadcast live by a team of two presenters at the Earth Rangers Centre, and features:



An innovative choose-your-own-adventure format that encourages student participation

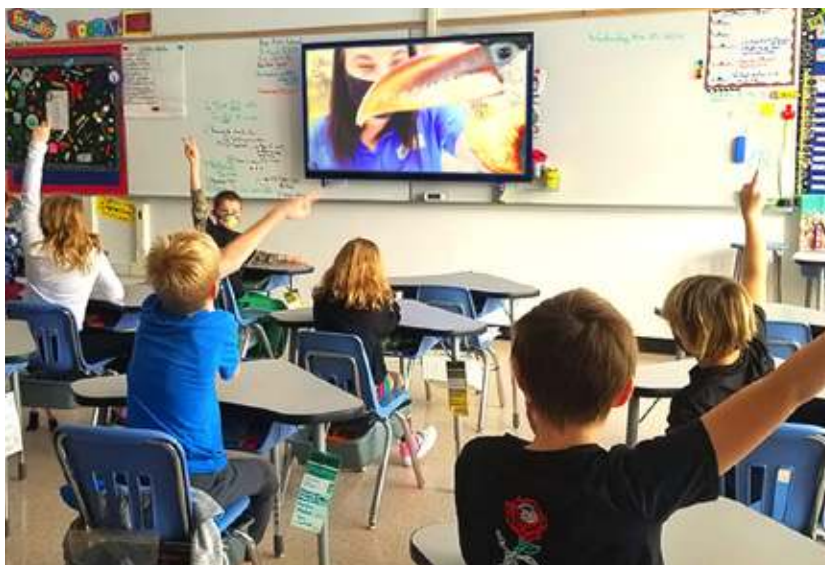


Multiple camera angles, green screens, and pre-recorded video to keep students engaged



Our beloved animal ambassadors displaying their natural behaviours on our new habitat wall

Schools began signing up in September, and we delivered the program 137 times before the end of the year!



“Fantastic, I would recommend it AND do it again! It was very engaging and packed with interesting info.”

Teacher at Lady Mackenzie Public School in Kirkfield, ON

“Excellent presentation... super fun and interactive with the audience. Job well done!”

Eco Lead at St. Dominic Separate School in Mississauga, ON

“Everything was well planned, smooth virtual transitions, and clear/exciting for the students! Very interactive and exciting for students, also very educational and full of information/facts!”

Teacher at Chief Tomat Elementary in Kelowna, BC

School Clubs

During the transition to at-home learning in the spring, we focused on updating Clubs materials to be more relevant during the pandemic, and providing our community of teachers and Club leaders with ideas and resources for connecting virtually. Throughout 2020, we signed up 145 new Clubs, bringing our total to 336 active Clubs.



WILDLIFE ADOPTIONS

After a successful 10-year run, our Bring Back the Wild kids' fundraising program was replaced with Wildlife Adoptions. The program continues to provide kids with the opportunity to directly contribute to the protection of wildlife by symbolically "adopting" a wide range of Canadian species, each supporting real conservation projects.

6,571 adoption kits for 12 different species were sold throughout 2020, and we saw a 300% increase in participation in the program by our members as compared to Bring Back the Wild in 2019!



River otters and habitat connectivity in the Yukon

Wildlife Conservation Society identified areas of open water along the Yukon's lake shore that are crucial to the survival of otters and other species, and made important recommendations as to how we can best protect these areas.



Urban meadow restoration in Toronto

The Toronto and Region Conservation Authority are creating a 16km stretch of urban greenspace and meadowlands that will provide habitat for species like red foxes, ospreys, and eastern milksnakes.



Tracking polar bears in Southern Hudson Bay

York University researcher Tyler Ross is investigating how climate change is affecting polar bear populations in Southern Hudson Bay, including how changes to sea ice affect their space use, reproduction, and diet.



Protecting red knot wintering grounds

The International Conservation Fund of Canada and Argentinean researcher Patricia Gonzalez are working with the community to protect and reduce human disturbances to the Bahía de San Antonio—an important migratory stopover site for the red knot.



Assessing wolverine disturbance in Western Canada

University of Calgary researcher Mirjam Barrueto is using motion sensors and hair traps to assess wolverine distribution in the Columbia and Canada Rocky Mountains, which will help inform tourism partners and land managers on how to mitigate disturbance to this sensitive species.



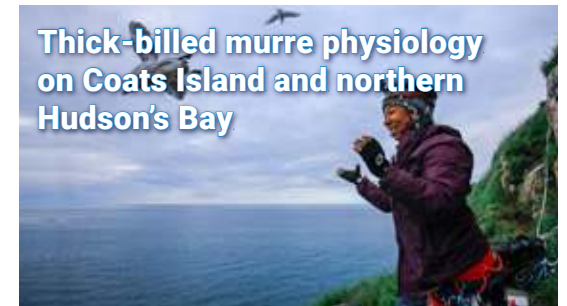
Protecting grizzly bear habitat in the Beaver River Watershed

Wildlife Conservation Society and the First Nation of Na-Cho Nyäk Dun are supporting a team of grizzly bear biologists to determine habitat use in the Beaver River Watershed; this important data will tell us how new resource development might impact preferred habitats and help inform conservation decisions.



Restoring Prairie habitat for the western bumblebee

Nature Conservancy of Canada is restoring important Prairie habitat in southern Saskatchewan, planting native herbaceous flowering plants and building artificial bumblebee nests to help re-establish western bumblebee populations and support other pollinating species.



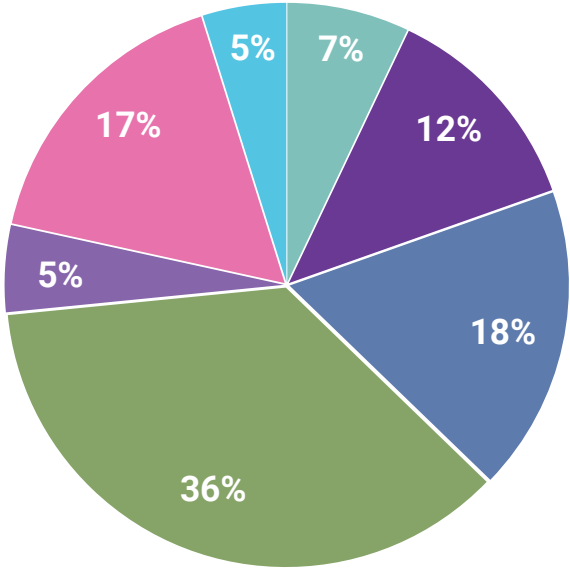
Thick-billed murre physiology on Coats Island and northern Hudson's Bay

McGill University researcher Emily Choy is examining the relationship between thick-billed murre physiology and foraging behaviours on Coats Island and northern Hudson Bay, with the goal of developing an "energy map" to assess habitat quality for the species and ensure their key foraging areas are not impacted by human disturbances.

FINANCIALS

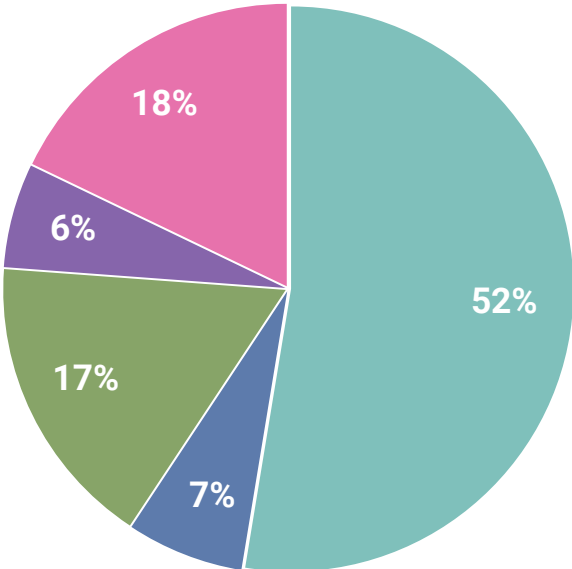
Revenue

Government	\$389,802
CEWS	\$691,136
Corporations	\$973,620
Foundations	\$1,997,305
Individuals	\$276,261
Amortization of contributions to fund capital assets	\$923,029
Other	\$266,951
Total	\$5,518,104



Expenses

Outreach and conservation programs	\$2,876,776
ERC programming	\$366,596
Depreciation	\$923,029
Fundraising	\$325,598
Administration	\$977,297
Total	\$5,469,296



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\$500,000 +

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