

90 Years of Jane: A Vision in Action



2024 Annual Report



Jane
Goodall
Institute

Contents

“We have so far to go to realize our human potential for compassion, love.”

Dr. Jane Goodall, DBE

Cover photo: courtesy of Frans Lanting

	A Note from Our Executive Director	1
	Vision + Your Impact in Numbers	2
	Hope as a Mechanism for Change	4
	Care for the Tapestry of Life	10
	Science with a Heart	16
	The Power of Community	26
	Ways to Support Us	36
	Board and Global Affiliates	38
	Our Donors	39
	Financials	52

A NOTE FROM OUR EXECUTIVE DIRECTOR



Celebrating Progress, Inspiring the Future

As I reflect on 2024, I am struck by the strength and staying power of Dr. Jane Goodall's vision — a vision that has taken root and flourished over many decades. Jane's groundbreaking research that started 65 years ago in Gombe National Park not only transformed science, but it also laid the foundation for a movement committed to lasting change. That same long-term commitment defines everything we do at the Jane Goodall Institute USA. When we begin work in a new place, we do so with the intention of building trust, supporting communities, and protecting wildlife.

In 2024, as we celebrated Jane's 90th birthday, we also celebrated the reach of her enduring impact through JGI. In this report, you will read about rescued chimpanzees, African grey parrots, and even a baby gorilla finding healing at our sanctuary at Tchimpounga; how we are training community forest monitors to use mobile technology to report illegal

activity and protect biodiversity; how our long-term research in Gombe continues to shape science and policy worldwide; and how record numbers of youth are coming together to celebrate the next generation rising with bold ideas and boundless compassion. I had the privilege of traveling to the Republic of the Congo, Uganda, and Roots & Shoots USA events to see JGI USA's work in action and meet the extraordinary people and communities carrying it forward.

What I saw reaffirmed what makes JGI unique: deep roots, long-term partnerships, and a belief in the power of people to create change. Thank you for being part of this journey. Together, we are growing something powerful — a future defined by compassion, connection, and hope.

Anna Rathmann
Executive Director
Jane Goodall Institute USA

Vision



A VISION FOR A BETTER WORLD

At the Jane Goodall Institute USA, we believe that every individual has the power to create lasting change. Guided by Dr. Jane Goodall’s vision, our mission is to inspire hope and transform it into action for people, other animals, and the planet.

JGI USA IS GUIDED BY FOUR CORE PRINCIPLES ...



Hope as a Mechanism for Change

Turning hope into bold action to address global challenges



Care for the Tapestry of Life

Nurturing the balance of life across species and ecosystems



Science with a Heart

Using research and innovation to make a compassionate and lasting impact



Community as a Force for Conservation

Supporting local communities to lead sustainable conservation efforts

In 2024, JGI USA continued to expand our global impact. By placing science at the heart of our work, we advance initiatives that protect wildlife, strengthen communities, and inspire youth. All of JGI USA’s programs exist because Jane started a movement, planting seeds of hope that have grown since our founding nearly 50 years ago and will continue for generations to come.

This report highlights the enduring impact driven by JGI USA, showcasing our long-term commitment to a better, more sustainable world.

2024 IMPACT

Your Impact in Numbers

9 million+

acres of vital chimpanzee habitat protected and managed through JGI USA-led conservation efforts.



\$1.8 million

earned by local communities through sustainable livelihoods — reducing pressure on forests and wildlife.



100% compliance

All tourism and research groups in JGI target areas now follow the International Union for Conservation of Nature’s (IUCN) gold-standard Best Practice Guidelines for great ape protection.



282,465

girls and young women reached through JGI USA-supported programs that help remove barriers to their education.



1,679

local champions trained to strengthen protection and management of community-led conservation areas in JGI USA target areas across Africa.



6,000+

active Roots & Shoots groups creating positive change in the Democratic Republic of the Congo, Republic of the Congo, Tanzania, Uganda, and the United States.



A NOTE FROM OUR FOUNDER

HOPE

In my lifetime, I've seen the world go through many changes. From human conflict to threats on the natural world, significant challenges of our time can make people feel hopeless. But I've also seen the amazing resilience shown by people and nature alike. When given the tools to act, communities come together to do great things; when given time to heal, a forest can grow back stronger than ever.

I am particularly proud of the whole Jane Goodall Institute family for banding together in uncertain times, working toward a world that we all believe in, no matter the circumstances. Now, more than ever before, we know that this work is important. Through collaboration with a variety of communities within the chimpanzee range, we have seen the unique challenges posed by often unpredictable climates, and we have overcome them. It is in uncertain times that our long-term commitment to these communities has stood firm.

This is all to say that I have faith in this remarkable team — faith that these essential programs for people, other animals, and our shared environment will continue, no matter what the world looks like. And I have faith in all of you — faith in your passion for protecting wildlife with compassion for all. Thank you for making this work possible.

Dr. Jane Goodall, DBE
Founder, Jane Goodall Institute
& UN Messenger of Peace



HOPE AS A MECHANISM FOR CHANGE

GLOBAL THOUGHT LEADERSHIP IN ACTION

Shaping the Future of Conservation Through Collaboration

Through bold ideas, scientific integrity, and thoughtful partnerships, the Jane Goodall Institute USA is a leading voice for conservation and community-led change. These are just a few examples of the many ways our team members exemplified their expertise across conservation, storytelling, and science networks this year.

IUCN AFRICA CONSERVATION FORUM



IUCN Africa Conservation Forum: Uniting Voices for Africa's Biodiversity and Communities

JGI participated in the 2024 IUCN Africa Conservation Forum, one of the leading platforms for shaping the future of biodiversity protection on the continent. JGI teams from Uganda, Tanzania, and the Democratic Republic of the Congo joined global conservation leaders to share knowledge, build partnerships, and advance solutions. JGI contributed to key sessions on sustainable agriculture, nature-based solutions, species conservation priorities, and community-led land management. Through collaboration and innovation, JGI is helping to drive a future where communities, governments, and conservation organizations work together to protect the African continent's people, wildlife, and ecosystems.

“JGI contributed to key sessions on sustainable agriculture, nature-based solutions, species conservation priorities, and community-led land management.”

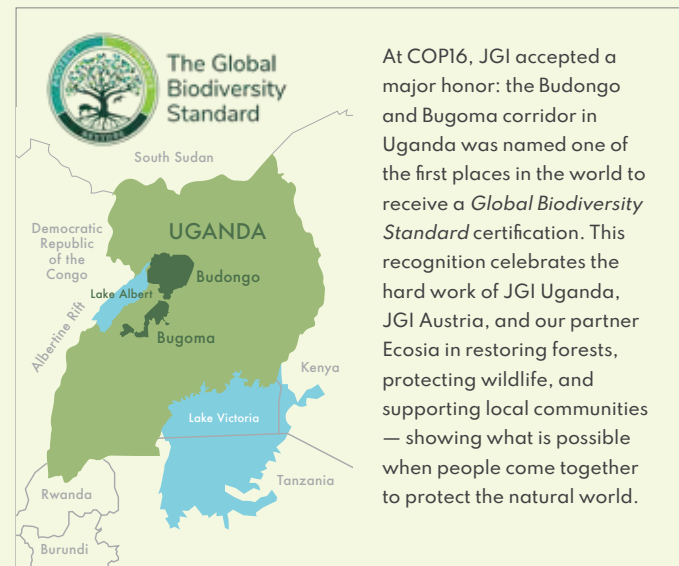
COP16



COP16: Bringing Community-Led Conservation to the Global Stage

JGI USA proudly joined the world's largest gathering for biodiversity action at the United Nations' COP16 in Cali, Colombia. Dr. Lilian Pintea, JGI USA's Vice President of Conservation Science, introduced the Tacare approach as a proven model that helps communities lead conservation efforts in their own ecosystems. JGI USA also launched a new interactive Tacare Story Map, making this successful conservation approach accessible to organizations and partners around the world.

By combining local knowledge with powerful tools like mapping and monitoring technology, Tacare shows how conservation can protect wildlife, strengthen communities, and support sustainable development. JGI USA's leadership at COP16 reinforced that inspiring local action is key to achieving global biodiversity goals — and that together, we can create a future where people, animals, and nature thrive.



At COP16, JGI accepted a major honor: the Budongo and Bugoma corridor in Uganda was named one of the first places in the world to receive a *Global Biodiversity Standard* certification. This recognition celebrates the hard work of JGI Uganda, JGI Austria, and our partner Ecosia in restoring forests, protecting wildlife, and supporting local communities — showing what is possible when people come together to protect the natural world.

CLIMATE WEEK NYC



Climate Week NYC: Leading Climate Action

At 2024's Climate Week NYC, JGI USA reinforced its conservation leadership as Jane, along with several JGI USA staff members attended 33 key events throughout the week, participating in panel discussions, leading roundtables, and engaging directly with global leaders, experts, and innovators. Through strategic conversations and new collaborations, JGI USA amplified the message that protecting biodiversity and supporting local communities are critical strategies to addressing climate change.

UNITED NATIONS



United Nations: Voices for Forests, Wildlife, and the Future

In 2024, JGI USA proudly represented community-driven conservation solutions at two major United Nations events. For International Day of Forests, JGI USA's Executive Director Anna Rathmann took the UN floor to share how protecting forests, empowering local communities, and safeguarding wildlife are essential strategies for addressing the world's most urgent environmental challenges. At World Wildlife Day, JGI USA was selected by the United Nations to showcase a powerful new video created in partnership with NASA, highlighting how satellite images and local action together can protect critical ecosystems.

AFRICA CONGRESS FOR CONSERVATION BIOLOGY

Africa Congress for Conservation Biology: Leading Conservation across Africa

At the 2024 Africa Congress for Conservation Biology, JGI showcased its leadership and expertise across science, conservation, and communications as JGI representatives from five countries (Tanzania, Uganda, the Democratic Republic of the Congo, the Republic of the Congo, and USA) worked together to deliver 10 presentations and one symposium. JGI's sessions highlighted the critical role of community monitors and local leaders on the front lines of conservation. A special presentation on Gombe Stream Research Center and Gombe National Park celebrated Dr. Jane Goodall's enduring impact, revealing the value of long-term research to generate knowledge and insights that continue to inspire global conservation efforts today. And here, we introduced the findings of our ecoacoustic work for the first time — including the first-ever observation of Thomas's bush baby in Gombe National Park.



CARE FOR THE TAPESTRY OF LIFE

Care

“Together, we are making a difference in the lives of so many animals.”

Dr. Rebeca Atencia



A Commitment to Care for all Wild Beings

When Dr. Jane Goodall first revealed to the world that chimpanzees are individuals with emotions, relationships, personalities, and needs, she changed not only how we see chimpanzees — but how we care for our fellow human beings. At the Jane Goodall Institute’s Tchimpounga Chimpanzee Rehabilitation Center in the Republic of the Congo, that spirit of compassion guides everything we do.

When I first joined JGI in 2004, our work focused on rescuing and protecting orphaned chimpanzees captured from the illegal wildlife trade. But that mission has evolved. Today, with the unparalleled expertise of our staff and a best-in-class facility, Tchimpounga is one of the few places in the world equipped to care for almost any Central and West African species in need — from African Grey Parrots and pangolins to turtles and even a baby gorilla.

As we gain more support for this lifesaving work, we will continue to take on new challenges and adapt to difficult circumstances. With groundbreaking tools we’ve developed to monitor not only the physical health but also the emotional and social well-being of every animal at Tchimpounga, we are ensuring that every life we touch receives the highest standard of personalized care. Together, we are making a difference in the lives of so many animals.

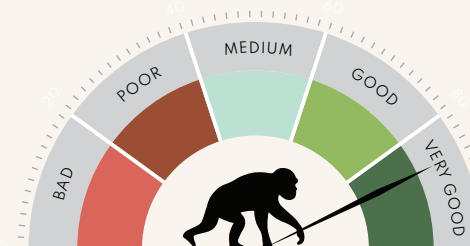
Dr. Rebeca Atencia

Executive Director of JGI RoC
Head Veterinarian at the Tchimpounga Chimpanzee Rehabilitation Center

IUCN **Global Recognition for Tchimpounga Nature Reserve**
In 2024, Tchimpounga Nature Reserve — home to JGI’s Tchimpounga sanctuary — was designated as a Key Biodiversity Area by the IUCN, recognizing its vital role in protecting at-risk species and preserving critical habitats.

158 chimpanzees are in JGI’s care at the Tchimpounga Chimpanzee Rehabilitation Center

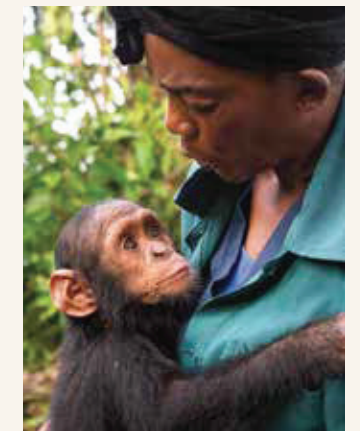
Chimpanzee Welfare Index (CWI)
Score: >85% Very Good



The CWI is a science-based tool developed by JGI’s Dr. Atencia to measure group-level physical, emotional, and mental health of chimpanzees. It guides tailored, best-in-class care and is now being adapted to other species.

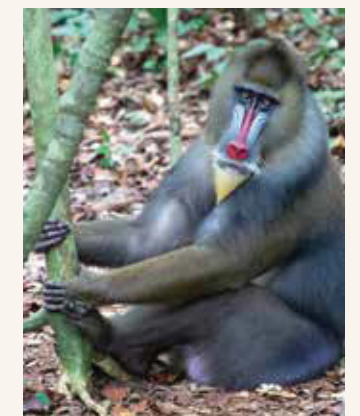
89

reintroductions, including African Grey Parrots, side-striped jackals, white and black bellied pangolins, various turtles, dwarf crocodiles, and African fish eagles



164

full-time caretakers,
13 temporary staff



7

species in JGI’s care at the Tchimpounga sanctuary:

- 158 Chimpanzees
- 4 Mandrills
- 9 Other Monkeys
- 56 African Grey Parrots
- 1 Potto
- 1 Palm Vulture
- 1 Pel’s Fishing Owl

CARE FOR THE TAPESTRY OF LIFE

LEADING EXPERTS IN ANIMAL CARE

Setting the Gold Standard in Wildlife Rehabilitation

At the Jane Goodall Institute's Tchimpounga sanctuary, we are proud to be home to some of the world's leading experts in wildlife rehabilitation. Under the leadership of Dr. Rebeca Atencia, Tchimpounga has become one of the few places equipped to care for almost any Central or West African species — from chimpanzees and African Grey Parrots to notoriously fragile baby gorillas.

One of the ways we ensure best-in-class care is through the Chimpanzee Welfare Index, developed by Dr. Atencia and adapted from Dr. Amanda Fernie's Great Ape Welfare Index. This rigorous tool tracks group-level indicators of physical, emotional, and mental health, enabling tailored, high-quality care plans for each chimpanzee and raising standards on a

global scale. Seeing the success of this system, the team has expanded it to other species, creating new protocols in 2024 for red river hogs and side-striped jackals.

Today, when governments have nowhere else to turn, they call JGI. Even when animals cannot be housed at the Tchimpounga sanctuary — like a young elephant and two zebras requiring emergency treatment — officials call on Dr. Atencia's skill and leadership. This year, several successful rescues, including the transfer of a baby gorilla and African Grey Parrots across international borders, were possible because no other place in the continent of Africa — and maybe even the world — could provide the level of care Tchimpounga offers.

AFRICAN GREY PARROT REINTRODUCTION



Homecoming for African Grey Parrots

In the world of wildlife conservation, no single organization works alone. When 34 African Grey Parrots — the most trafficked parrot species in the world — were rescued from the illegal pet trade by Spain's Nature Protection Service, there was only one place they could truly return home: the Tchimpounga Nature Reserve. Thanks to JGI's ongoing African Grey Parrot reintroduction efforts, the parrots were transferred to the Republic of the Congo through intensive collaboration between government agencies, nongovernment organizations, and corporate partners — marking the world's first return of African Grey Parrots from Europe to Africa. At Tchimpounga, they joined 18 other rescued parrots in a special habituation enclosure, where they are relearning natural behaviors and preparing for life in the wild once again — a journey made possible through global collaboration.



A special thank-you to Wild at Life and Turkish Cargo for their partnership in making this rescue and homecoming possible.

ZZ RESCUED FROM MOZAMBIQUE



Baby Gorilla "ZZ" Gets a Second Chance

Infant gorillas need incredibly specialized, sensitive care, and few places in the world are prepared to meet those needs. When infant gorilla Mozambique — affectionately nicknamed "ZZ" — was recovered from the illegal wildlife trade in Mozambique (now her namesake), three country governments and several nongovernment organizations, including JGI, swiftly coordinated to ensure her rescue and rehabilitation. Dr. Rebeca Atencia traveled to stabilize ZZ and securely transfer her to Tchimpounga. There, the expert JGI team rose to the occasion — longtime caregiver Antoinette graciously came out of retirement to be ZZ's human "mother," providing round-the-clock care. Thanks to their dedication, ZZ is now healthy, energetic, and on her journey toward a strong and hopeful future.



A special thank-you to Mozambique Wildlife Alliance, the Pan-African Sanctuary Alliance, and TAAG Angola Airlines for their partnership in making this rescue possible.

NEW CHIMPANZEE ARRIVALS



Patrícia: The Power of Collective Action

When baby Patrícia was rescued at the beginning of 2024, her future was uncertain. Orphaned and surrendered to the Waters and Forest Department in northern Republic of the Congo, her survival depended on swift action. Thanks to the close collaboration between JGI and local authorities, a team led by Tchimpounga sanctuary's head veterinary nurse, Aymard Moutete, immediately traveled to care for her.

After several days stabilizing her health on-site, Patrícia was flown to Tchimpounga sanctuary, where she was welcomed by surrogate human mothers, Chantal and Godeline. Their expert, nurturing care helped Patrícia bond quickly and regain her strength — critical steps for the early development of orphaned chimpanzees.

Once cleared from quarantine, Patrícia met Kevin, another young rescue from northern RoC. Their fast friendship marked the next chapter: learning from and growing alongside other chimpanzees. Today, Patrícia continues to thrive, surrounded by a new family and a future full of hope.



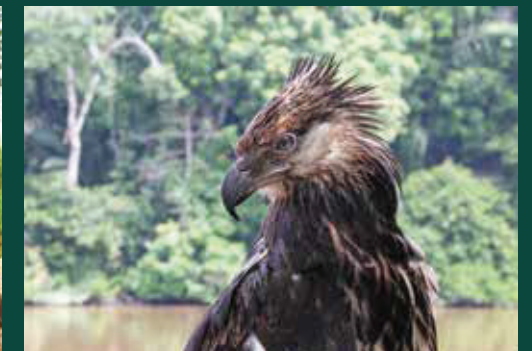
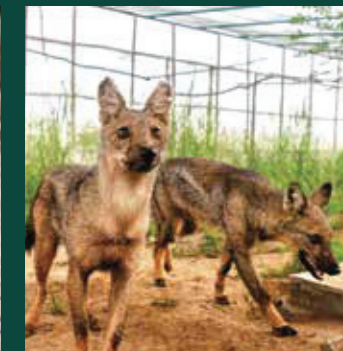
Ada: From Tragedy to Hope

When a mother chimpanzee was struck in a tragic accident on a remote forest road in June 2024, her tiny infant — later named Ada — was found clinging to life. After a recommendation from the Wildlife Conservation Society, Ada was brought to Tchimpounga sanctuary, where she received the specialized care she urgently needed.

Arriving dehydrated and with an injured finger, Ada was stabilized by her devoted surrogate human mothers, Godeline and Francine, who provided round-the-clock care. The veterinary team performed a successful surgery to amputate her damaged finger, after which Ada quickly grew stronger and more active.

Knowing how vital social bonds are for young chimpanzees, the team soon introduced Ada to Djambala, another infant rescued earlier in the year. The two formed an instant, heartwarming connection. Today, Ada and Djambala spend their days playing, foraging, and napping side by side — beginning a friendship that will help them heal, grow, and, possibly one day, thrive in the forest once again.

OTHER ANIMALS CARED FOR AT TCHIMPOUNGA



Left to right: Tree pangolin, jackals, African fish eagle

CARE FOR THE TAPESTRY OF LIFE

JGI'S TRIANGLE APPROACH

A Three-Part Strategy to Protect Wildlife at Every Level

The Jane Goodall Institute's Triangle Approach brings together education, enforcement, and care to comprehensively address wildlife trafficking. First, we educate communities through environmental programs that raise awareness about the importance of protecting wildlife and how to report illegal activity. Second, we protect wildlife by working with law enforcement

to investigate and intervene when illegal activity is reported. Finally, we rescue and rehabilitate confiscated animals at our Tchimpounga sanctuary. Without sanctuaries like Tchimpounga, enforcement would be impossible — and countless wildlife would be left in danger. Together, these three pillars form a powerful model for lasting change.



From Awareness to Action: A Roadside Campaign for Wildlife

As part of JGI's education and public awareness efforts in the Republic of the Congo, we use billboards to inform communities about protected species. Previously placed in airports and train stations along known wildlife trafficking routes, new signs now appear in every roundabout along the recently constructed Pointe Noire-Brazzaville Highway. The updated design features not only primates but also pangolins, grey parrots, and turtles, clearly labeled as illegal to possess.

To measure impact, JGI surveyed 50 residents near the billboard sites before and six months after installation. Results are promising: Knowledge of species protections significantly increased, particularly regarding pangolin meat. Attitudes are also beginning to shift, with more respondents supporting laws against hunting pangolins and parrots. We know that public education makes a difference because many of our Tchimpounga rescues start with a phone call from a community member. Without this crucial education piece, we wouldn't be getting these calls; without reports from concerned locals, we wouldn't be able to do this lifesaving work at this scale.

Revamping Ranger Patrols

In 2024, JGI launched a strategic overhaul of ranger patrols in the Tchimpounga Nature Reserve in collaboration with the Republic of the Congo government. After reviewing 2023 data, the team shifted focus from less-effective boat patrols to targeted foot patrols — leading to a 60% increase in foot patrols that boosted discoveries of illegal activity.

With training from JGI researchers on Esri ArcGIS technologies, rangers map out and review new weekly patrol routes each Monday in planning sessions to keep operations agile and effective. To strengthen monitoring at a known wildlife trafficking hot spot, JGI also established a permanent ranger base at the Bas Kouilou River Port. Now, sniffer dogs Kasai and Happy — alongside their trusted handlers — support twice-weekly inspections with law enforcement, often during late-night ferry arrivals.

These upgrades have dramatically increased evening searches and enhanced JGI's ability to prevent wildlife crimes in real time — ensuring that every patrol counts.

TCHIMPOUNGA NATURE RESERVE EXPANSION

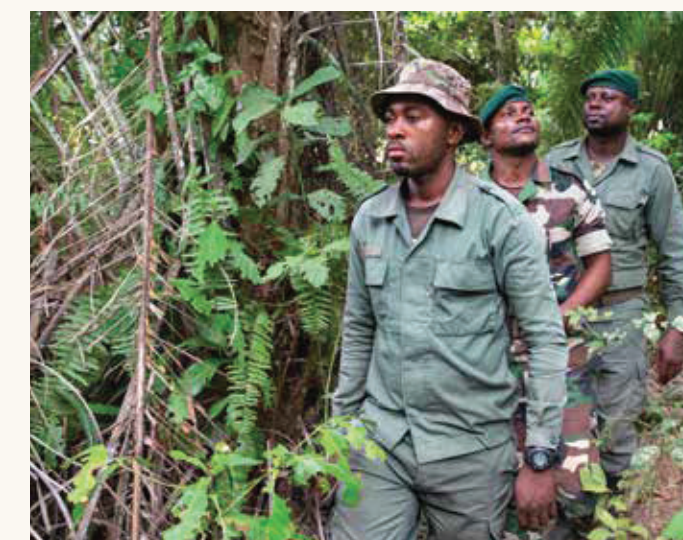


A New Vision for Tchimpounga

In 2024, JGI advanced a bold effort to expand the Tchimpounga Nature Reserve's boundaries, expanding it from a standalone sanctuary into a vital corridor connecting two major protected areas. This expansion supports not only chimpanzees, but also gorillas, elephants, and countless other species that rely on these landscapes to survive. In addition to helping preserve genetic diversity of wildlife, corridors like this help minimize human-wildlife conflict by providing a safe route for animals to travel away from villages.

Nearby communities showed extraordinary support. Many residents signed formal agreements to be part of the expanded reserve, and some even voluntarily relocated to protect critical gorilla habitat. This extraordinary level of local commitment reflects the strength of JGI's approach to conservation.

Together, we are doing more than redrawing boundaries — we are securing the future of one of Central Africa's most important ecosystems, where people and wildlife can thrive side by side.



SCIENCE WITH A HEART

SCIENCE

“At the Jane Goodall Institute, science is the backbone of everything we do.”

Dr. Lilian Pintea



Shaping the Future of Conservation

At the Jane Goodall Institute, science is the backbone of everything we do. It informs our conservation efforts, animal welfare work, and long-term primate research, while equipping communities with the knowledge and tools they need to protect their environment. The data and insights we generate in the process are our institutional nervous system that connects and inspires our integrated approach.

In 2024, we reached a pivotal moment. With growing capacity across teams, we began building a global platform that brings together data, tools, and expertise from across JGI. Guided by the needs of local communities, governments, and partners, this network helps us apply science with purpose and impact.

We are standardizing how we collect data and use tools like mobile applications, camera traps, bioacoustic devices, satellite images, geographic information systems (GIS), and artificial intelligence (AI). These technologies allow teams, often in collaboration with local communities, to monitor chimpanzees, assess forest health, and identify threats in near real time. The results shape conservation plans and land use strategies that are practical, scalable, and grounded in evidence.

At Gombe, our long-term research continues to offer unparalleled insights into chimpanzee behavior, ecology, and social dynamics. These findings directly impact how we work with communities through our Tacare approach (community-led conservation), linking science to conservation outcomes on the ground.

Science at JGI is not just about gathering data — it is about using these data to create lasting change for our ecosystems and the people and animals who depend on them.

Dr. Lilian Pintea

Vice President of Conservation Science

Turning Data Into Action

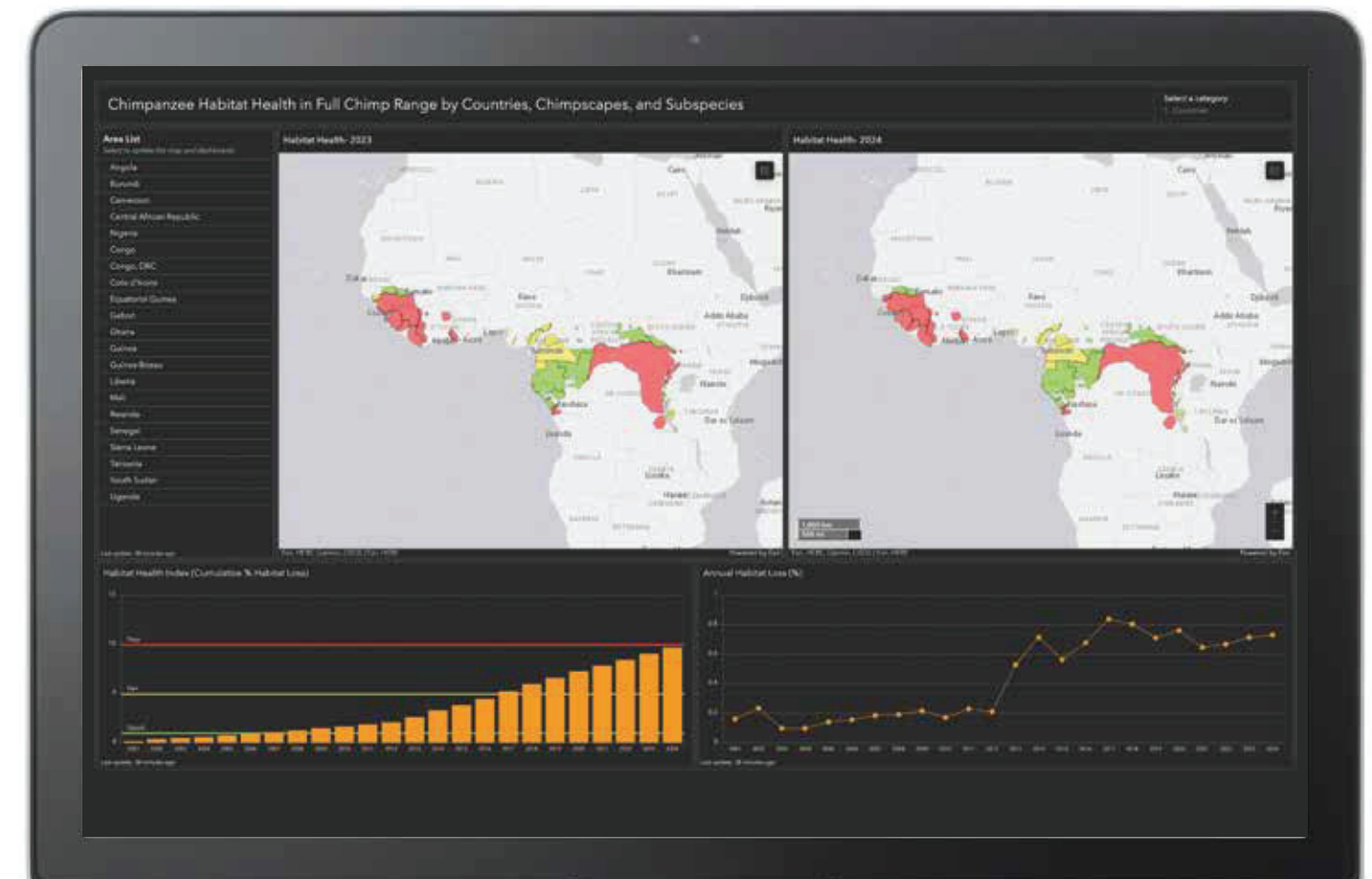
Forests are essential to the survival of chimpanzees, other species, and communities across Africa. To help protect these vital habitats, JGI USA and key partners created the Chimpanzee Habitat Health Index to track forest health across the entire chimpanzee range in Africa each year.

By combining satellite imagery with GIS models and local insights, we classify and track habitats over time as Very Good, Good, Fair, and Poor, according to the Open Standards for the Practice of Conservation (as seen below). This annually updated information guides JGI's habitat conservation efforts at every level, from community-managed forests to national strategies like Tanzania's National Chimpanzee Conservation Action Plan. In 2024, we saw new threats and some of the highest increases in habitat loss across the chimpanzee range in Africa driven by conversion of forests to subsistence, cash crops, and industrial agriculture, settlements, logging, and mining.

But this information allows us to learn, adapt, and focus resources where they will have the greatest impact. We are scaling up successful strategies like community-led forest monitoring, strengthening partnerships with district governments, and protecting key habitats in deforestation hot spots before they are lost. With the right tools, strong partnerships, and your support, JGI USA is building a future where forests are protected, and chimpanzees and communities can thrive.



Thanks to the University of Maryland, NASA, Esri, and Foundations of Success for their collaboration and support in developing this innovative tool that allows JGI USA and partners to strategically protect forests and secure a future for chimpanzees across Africa.



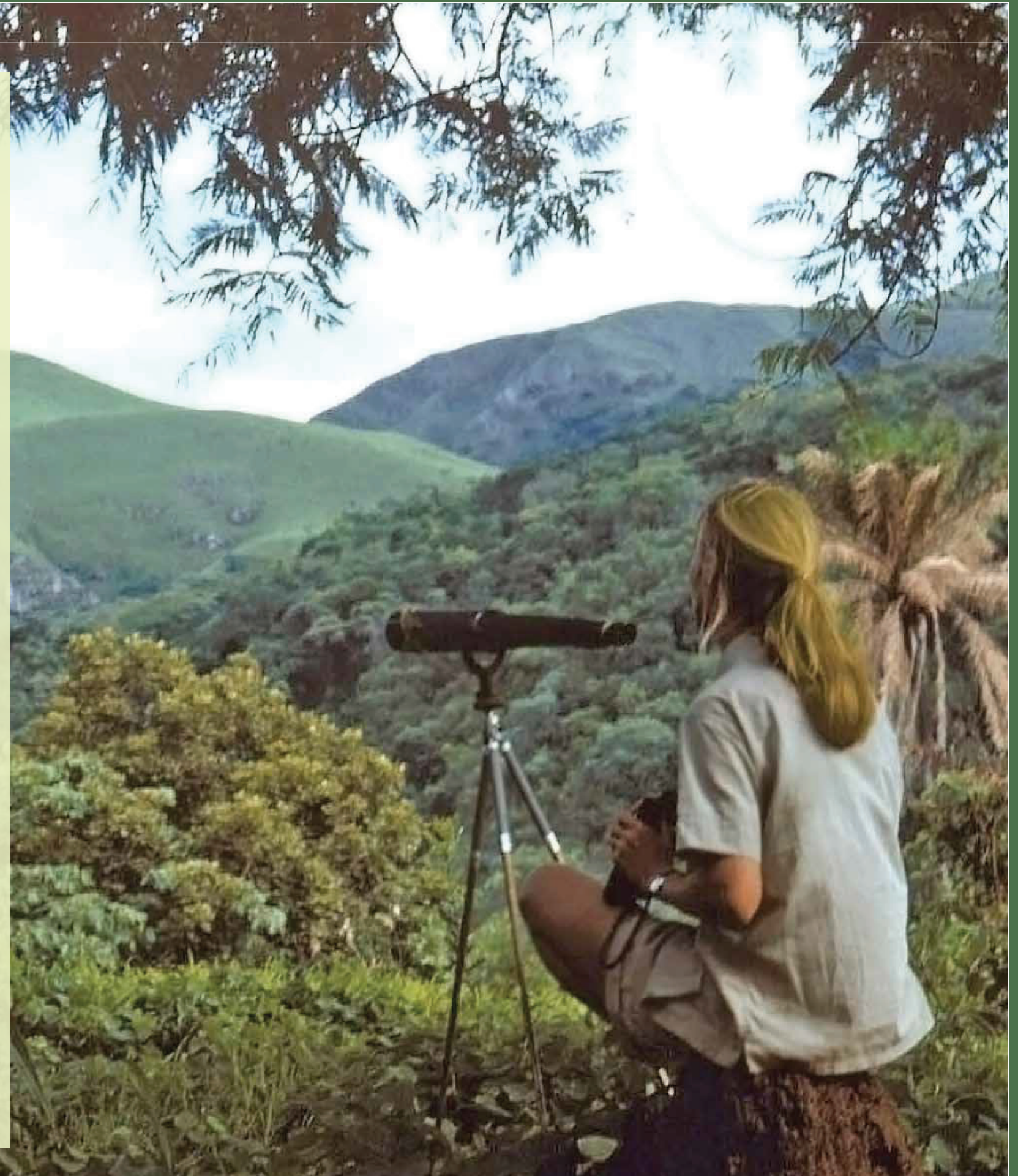
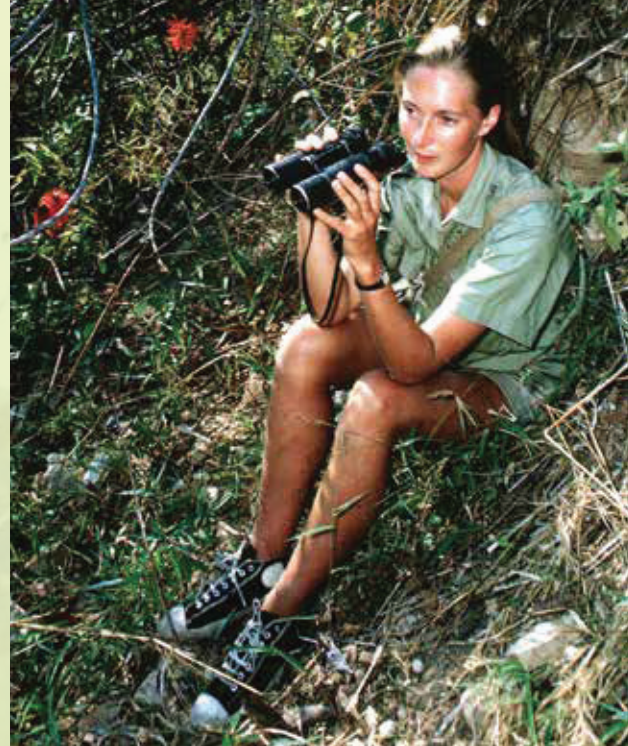
To explore the Chimpanzee Habitat Health Index Dashboard indicators and see the status and trends of chimpanzee habitat health, visit <https://shorturl.at/Wo6QL>

SCIENCE WITH A HEART

DECADES OF DISCOVERY DRIVING CHANGE

Shaping Wildlife Research and Conservation in Gombe and Beyond

As we mark the 65th anniversary of Gombe Stream Research Center in 2025, we celebrate the longest-running wild chimpanzee study in the world. What began in 1960 with Dr. Jane Goodall's pioneering observations has evolved into a multidisciplinary hub for understanding not only chimpanzees but also primate health, genetics, and social behavior — including our own evolution as humans. The decades of data collected at Gombe continue to inform our conservation strategies, both within Gombe National Park and beyond, and fuel new, exciting research from generations of primatologists and anthropologists. In keeping with the Jane Goodall Institute's vision to foster a connection between communities and their environment, we employ local field researchers to collect long-term data. Gombe remains a powerful reminder of what is possible when science, compassion, and local partnerships come together.



SCIENCE WITH A HEART

DECADES OF DISCOVERY DRIVING CHANGE

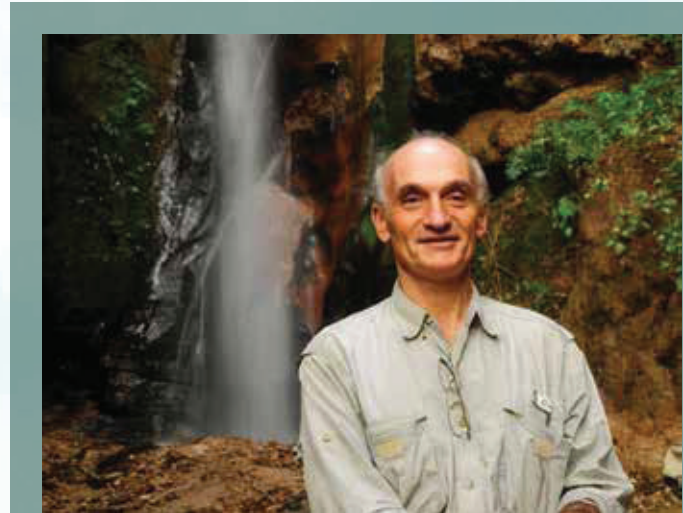
Shaping Wildlife Research and Conservation in Gombe and Beyond, cont.

Insights from Gombe: The Power of Generations

For more than 60 years, researchers at Gombe have closely followed two well-known chimpanzee families. Early studies suggested that male chimpanzees dominated group life but, as time passed, a richer picture emerged. Long-term tracking of individuals revealed that females play a quiet yet powerful role in shaping their communities.

Mothers teach their young how to use tools, form strong social bonds, and navigate their environment. These skills are passed down through generations, with matriarchs helping maintain group stability and structure. Their influence can last long after they are gone.

This understanding would not be possible without decades of observation. The deep family histories recorded at Gombe offer rare insight into chimpanzee society — revealing how leadership, knowledge, and connection are passed from one generation to the next and helping us better understand the roots of our own social behavior as humans.



Gombe's Principal Investigators: Advancing Dr. Jane Goodall's Pioneering Research

The Gombe Research Consortium, made up of nine Principal Investigators (PIs), adds decades of expertise to the ongoing work at Gombe Stream Research Center. Dr. Anne Pusey even worked alongside Jane as a research assistant. Another former research assistant, Dr. Anthony Collins, now leads Gombe's 50-year baboon research program. This Consortium is continuing to digitize, update, and maintain the Gombe Database and the Research Archive, preserving Jane's original research and six decades of data from Gombe. With advances in technology, the Consortium ensures the data is organized and remains accessible, continuing Jane's work with their own groundbreaking studies on social bonds, intergenerational effects, and the connection between primates and their environment. This is not just Jane's life work — it is an ongoing resource for the future of understanding human evolution, primatology, and conservation.



Harnessing Technology to Enhance Chimpanzee Research

At JGI, we are bringing decades of chimpanzee research — originally captured on paper check sheets and handwritten notes — into the digital age. In collaboration with the Gombe PI consortium, JGI USA is digitizing this rich data and leveraging new technologies, including AI, to gain deeper insight. We are also capturing real-time data every day, using GPS and Esri's ArcGIS cloud-based mapping and analysis platform technology to track chimpanzees with pinpoint accuracy. These evolving long-term databases, which we refer to as our Science & Knowledge platform, help us uncover new patterns, ask new questions, and make informed decisions about conservation. This work keeps Gombe's research dynamic, shaping the future of primate studies and guiding efforts to protect these remarkable animals and their habitats for years to come.

“What amazes me most is the sheer breadth of research sparked by Dr. Jane Goodall's pioneering work. From genetics and diet to maternal care, culture, and even the origins of war. These discoveries were made possible through decades of continuous observation, collaboration with scientists around the world, and advances in technology once unimaginable. It is a tribute to the long-term observation, scientific collaboration, and above all, the extraordinary lives of the chimpanzees themselves.”

Dr. Anthony Collins

Director of Baboon Research at Gombe Stream Research Center



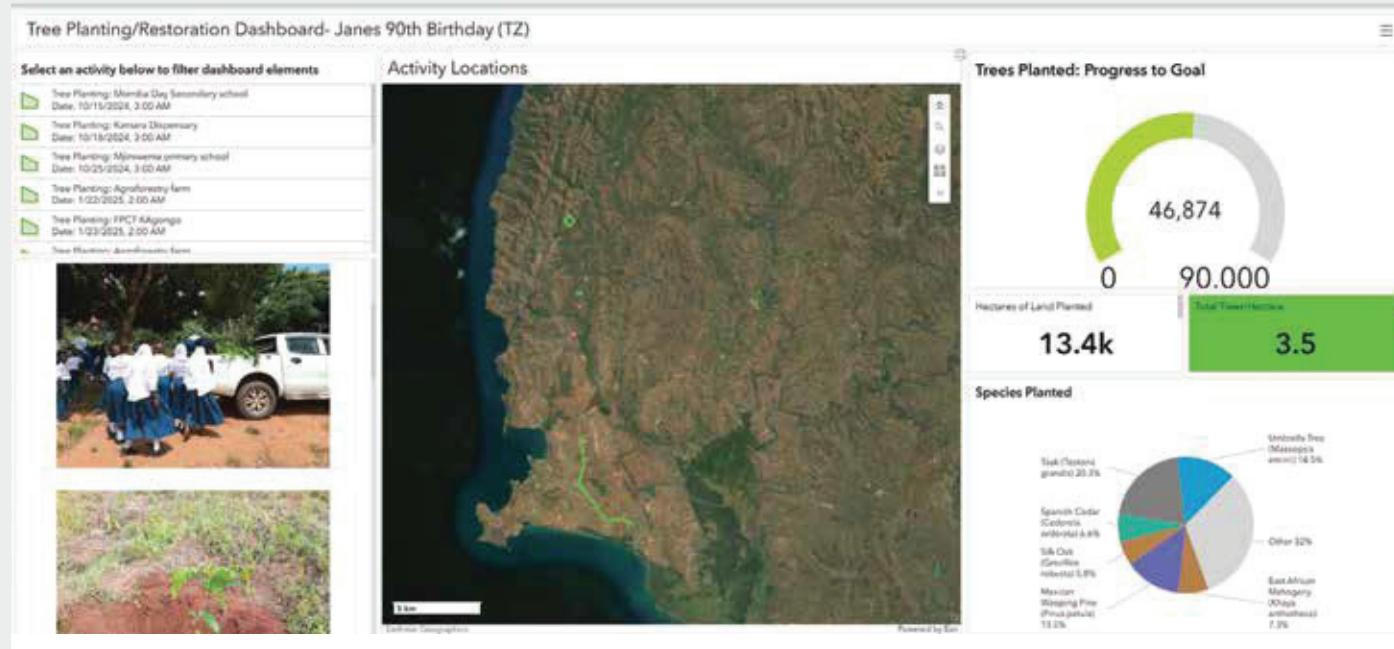
SCIENCE WITH A HEART

FROM SATELLITES TO SOLUTIONS

Transforming Data Into Action for People, Wildlife, and Habitats

For more than 25 years, the Jane Goodall Institute has harnessed Geographic Information Systems (GIS) to advance conservation strategies. This powerful technology allows us to visualize and analyze data about forests, wildlife, and human activity — helping JGI make informed decisions to protect habitats and biodiversity. What began with hand-drawn maps has evolved into a dynamic system integrating satellite

imagery, community mapping, and mobile tools. Today, we use GIS to track deforestation, monitor chimpanzee ranges, and support local land use planning. By building the capacity of communities and conservation partners to use these tools, we are scaling impact and protecting ecosystems across the African continent more effectively than ever before.



Restoration That Lasts: Making Every Tree Planted Count

Planting a tree is powerful — but that is just the beginning. The real challenge is making sure that the tree survives, grows strong, and helps bring a forest back to life. That’s why JGI USA created a new system to help plan, track, and support the trees we plant and the ecosystems we restore. With support from Esri and input from partners like One Tree Planted, the World Resources Institute, Ecosia, and Arbor Day Foundation — as well as JGI teams across Uganda, Tanzania, and beyond — JGI USA developed a tool that gives us a clear view of our restoration work around the world.

With just a mobile device, our JGI teams can now collect simple, meaningful data in the field: where trees are planted, what species they are, and how they are growing. This allows us to spot challenges early, make improvements, and ensure every tree planted has the best chance to thrive. This system is already transforming the way we restore forests — making each project smarter, more sustainable, and more impactful than ever before.



We are grateful for Esri’s 20-year partnership and collaboration in developing our new restoration tracking system — helping turn data into action and ensuring every tree JGI plants has a chance to thrive.

SCIENCE WITH A HEART



Eyes in the Sky: Protecting Habitats in Real Time

JGI joined nine other organizations selected to participate in Project Centinela in 2024 — an ambitious global initiative to protect Earth’s most vulnerable ecosystems. Using daily satellite imagery, courtesy of Planet Labs, Project Centinela provides JGI with unprecedented visibility into environmental changes, allowing us to detect threats to ecosystems in near real time and respond faster than ever before.

This new perspective is already transforming our work. In Uganda, we identified illegal deforestation invading protected areas of Bugoma Forest — one of the last safe homes for chimpanzees. JGI’s team immediately alerted local partners and provided deforestation alerts and updated maps, informing their ongoing efforts to find a potential solution to stop further damage. In Tanzania, we are using the same satellite imagery to monitor deforestation hot spots, assess wildfire impacts, and track the ongoing recovery of vegetation and wildlife.

What once took months to confirm now only takes days. This means JGI can respond to threats as they emerge — not after it’s too late — building stronger community partnerships and advancing smarter conservation strategies.



Using satellite imagery, JGI detected illegal deforestation advancing into Bugoma Forest Reserve in July 2024. The team alerted the government, providing intelligence and insights into the new threats to this vital chimpanzee habitat.



Thanks to Planet Labs for their partnership and leadership in Project Centinela. This cutting-edge technology is driving our impact to new levels.



SCIENCE WITH A HEART



PUTTING IMAGES FROM SPACE IN THE HANDS OF YOUNG LEADERS

Youth Using Technology to Protect Their Homes

The Jane Goodall Institute’s Roots & Shoots and Conservation Science staff from nine African countries and the U.S. gathered in Zanzibar for a meeting of the Roots & Shoots Africa Community of Practice — a growing network of staff, academic partners, and GIS specialists working to advance youth-led conservation across the continent.

The workshop offered hands-on training in community mapping, photovoice, and compassion-based education tailored to African cultural contexts. Using the same high-resolution satellite imagery tools as scientists and land use planners, participants learned to map local environments and identify grassroots solutions. For many, it was the first time seeing detailed satellite images of their home landscapes — an inspiring moment that put data and decision-making power into their hands. Photovoice, a visual storytelling method, uses photography to elevate community voices and inspire action. It is a powerful complement to community mapping.

This gathering also strengthened cross-country collaborations and aligned shared values around compassion. The Community of Practice enhances the collective impact of the Roots & Shoots movement in Africa as well as connections to colleagues in the U.S.



Thanks to the John Templeton Foundation for support and partnership in bringing the Roots & Shoots Africa Community of Practice to life — and to Maxar for providing the satellite imagery that powers community mapping.



A Map, a Stage, a Movement for Change

When a Roots & Shoots group in Tchissanga, Republic of the Congo, participated in a JGI-facilitated community mapping exercise, they spotted a troubling pattern: A once-thriving forest pocket was disappearing. Refusing to stand by, they took action. The students organized a powerful role-playing theater event, inviting adults from their village — including those involved in cutting down the trees — to step into the story. Through laughter, reflection, and conversation, they brought to life the deep emotional and environmental toll of deforestation.

What started as a map became a catalyst for community dialogue, understanding, and hope. With new tools and dedicated leadership, these young changemakers are showing that protecting the planet starts within their own communities.



REPUBLIC OF THE CONGO

SHARING KNOWLEDGE, DRIVING CHANGE

Boosting Biodiversity with Sustainable Incomes

In 2024, researchers at the Jane Goodall Institute deepened the world’s understanding of conservation through pioneering publications, while growing capacity through conservation technology trainings. Together, we are turning data into protection, insight into power, and innovation into global impact.

Community Action Restores Forests



A 2024 study by Elihuruma Kimaro, coauthored by JGI USA’s Dr. Lilian Pintea, provides powerful evidence that JGI’s Tacare approach drives long-term forest recovery. With JGI’s support, villages around Gombe National Park managed their own forests, leading to a 66% increase in forest coverage between 2006 and 2021 — even as nearby unprotected areas lost 22% of forest coverage. Forests remained strongest where communities actively patrolled and protected them. By sharing these findings globally, JGI USA highlights the power of community-led conservation to restore ecosystems, protect biodiversity, and create a more sustainable future for all. (*Community-managed forests can secure forest regrowth and permanence in human-modified landscapes, Kimaro et al, 2024*)

9 SCIENTIFIC PAPERS

published that help advance global knowledge and the future of conservation

12 HANDS-ON TECHNOLOGY TRAININGS

hosted by JGI that equipped conservationists with the tools needed to protect habitats and wildlife

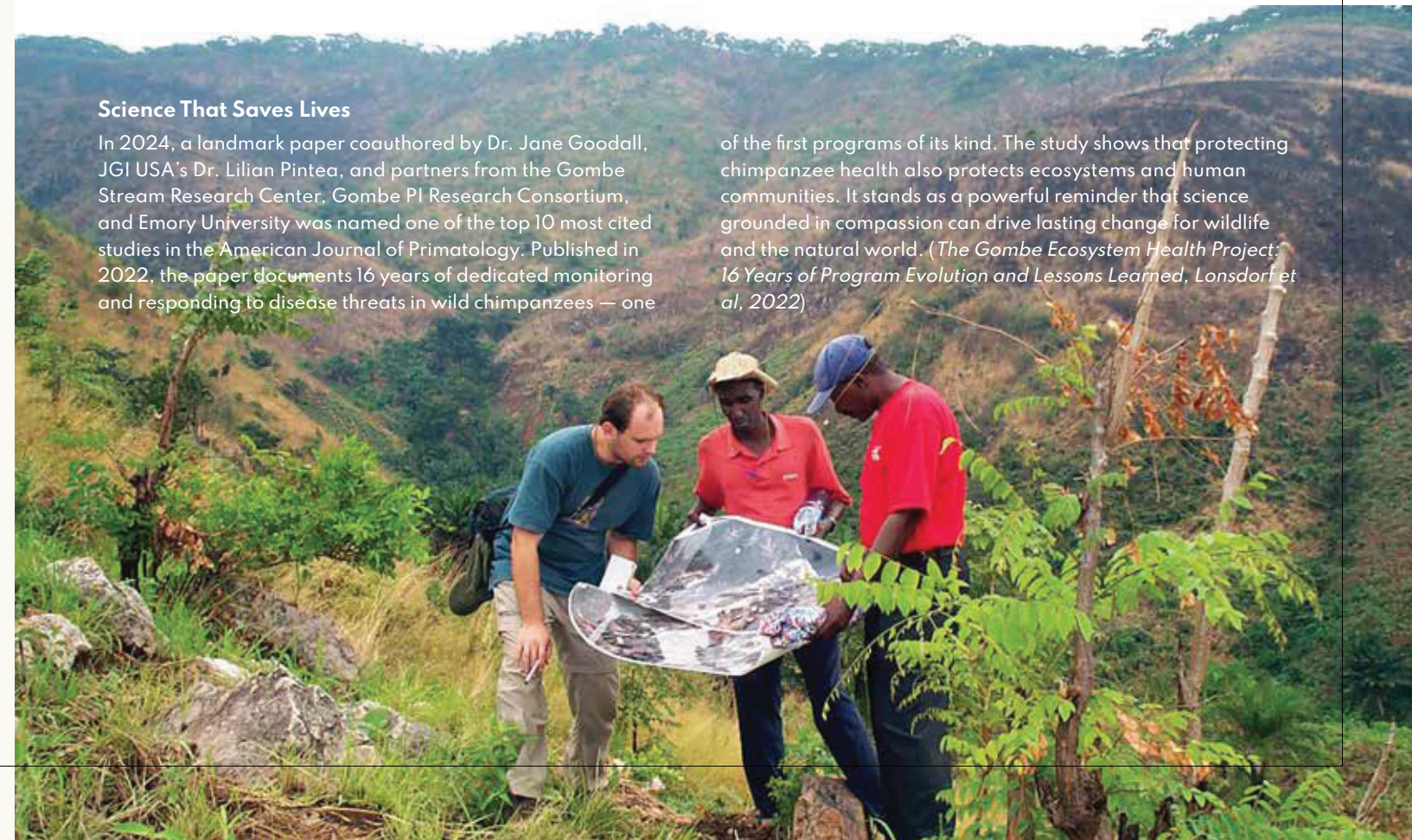
320 JGI TEAM MEMBERS

All tourism and research groups in JGI target areas now follow the International Union for Conservation of Nature’s (IUCN) gold-standard Best Practice Guidelines for great ape protection.

Science That Saves Lives

In 2024, a landmark paper coauthored by Dr. Jane Goodall, JGI USA’s Dr. Lilian Pintea, and partners from the Gombe Stream Research Center, Gombe PI Research Consortium, and Emory University was named one of the top 10 most cited studies in the American Journal of Primatology. Published in 2022, the paper documents 16 years of dedicated monitoring and responding to disease threats in wild chimpanzees — one

of the first programs of its kind. The study shows that protecting chimpanzee health also protects ecosystems and human communities. It stands as a powerful reminder that science grounded in compassion can drive lasting change for wildlife and the natural world. (*The Gombe Ecosystem Health Project: 16 Years of Program Evolution and Lessons Learned, Lonsdorf et al, 2022*)



COMMUNITY AS A FORCE FOR CONSERVATION

Community

Where Conservation Begins with People

When we talk about community-led conservation at the Jane Goodall Institute, we are talking about something deeply human. We are talking about Tacare — our approach that begins not with telling but with listening. It is built on respect, trust, and the belief that the people who live closest to nature are the ones best equipped to protect their home.

At JGI USA, our Africa Programs focus on four key countries — the Democratic Republic of the Congo, the Republic of the Congo, Tanzania, and Uganda — where our teams work hand in hand with communities who live alongside critical chimpanzee habitat. We do not impose solutions. We ask questions. We listen. And together, we design paths forward that meet people’s needs while protecting the forests and wildlife they call home.

This means supporting sustainable livelihoods that reduce pressure on natural resources, helping secure land rights, and creating spaces where people and wildlife can both thrive. I have seen communities come together to plant trees, protect watersheds, and teach their children the value of conservation.

When people feel respected and included, they lead. That is the heart of Tacare. And that is how we create change that lasts — for people, for wildlife, and for our shared future.

Alice Macharia
Vice President of Africa Programs



SWEET SOLUTIONS FOR CONSERVATION

Turning Biodiversity into Income and a Reason To Protect It

In western Tanzania, beekeeping is helping to transform forest conservation into a source of pride and income. With training and support from the Jane Goodall Institute, local beekeepers are placing hives deep in the forest — where bees pollinate over 30 native plant species and produce honey that reflects the region’s rich biodiversity. In 2024, this work reached a new milestone: For the first time, a special edition of JGI Tanzanian honey was harvested and distributed by Upendo Honey and made available in the U.S. and Canada through a partnership with Burlap & Barrel. With every jar sold, a portion of retail sales supports JGI’s conservation work in western Tanzania, helping communities earn a sustainable income, and forests gain new value. It is not just honey — it is a product of the habitat itself, and a powerful reason to protect it.

The Taste of Impact

Thanks to our partnership with Burlap & Barrel, you can taste JGI’s work in action. Burlap & Barrel offers honey from Tanzanian beekeepers like Abdallah and Rehema, with 5% of proceeds supporting JGI’s community-led programs. Visit BurlapAndBarrel.com or JGI’s online store shop.janegoodall.org to purchase today.



Meet Beekeepers Abdallah and Rehema

In the Katavi region of western Tanzania, Abdallah Kakoso and Rehema Humud are proving how conservation can create opportunity. For years, shrinking forests and limited job prospects made it difficult to provide for their family. But everything changed when they received training and resources from JGI to start a beekeeping business.

With just a few hives and a new understanding of forest-friendly practices, Abdallah and Rehema began placing improved beehives across the Tongwe East and West Local Forest Reserves. Today, they manage over 200 hives and harvest hundreds of pounds of honey across Tanzania each year — generating income while helping pollinate native plants and protect the ecosystem.

Thanks to connections made through JGI’s community programs, Abdallah and Rehema began selling honey to a local buyer and social enterprise, helping them reach new markets. In 2024 alone, they sold nearly 3,000 pounds of honey — securing a reliable income and a more hopeful future.

Abdallah and Rehema’s success has inspired action across their community. They have helped 40 women transition from wood-burning stoves to energy-saving stoves, reducing demand for firewood, and formed the Kabende Group to train women entering the honey business. With another 200 hives planned and a growing demand for Tanzanian honey, they are building far more than a business — they are leading a movement for sustainable livelihoods and forest protection.

“I am who I am today because of beekeeping. We’re making real progress.”

Abdallah



COMMUNITY AS A FORCE FOR CONSERVATION

CONSERVATION ROOTED IN COMMUNITY

Local people leading lasting change for forests, wildlife, and communities

Across the Democratic Republic of the Congo, the Republic of the Congo, Tanzania, Uganda, and beyond, the Jane Goodall Institute’s Tacare approach is helping communities lead the way in conservation. By securing land rights, restoring forests, and expanding sustainable economic opportunities, JGI is building local networks of trust and collaboration that ensure effective environmental stewardship. Nature can recover — but only when communities have the tools and support to protect it. The stories below show what is possible when conservation is led by people most connected to the land.

Planting Seeds of Sustainable Change

Republic of the Congo In 2024, JGI launched a bold new initiative in the Republic of the Congo to reduce pressure on forests and wildlife by helping nearby communities build more sustainable ways to earn a living.

The team began by working with village leaders near the Tchimpounga Nature Reserve and Djouroutou-Bondi Reserve to understand local needs and opportunities. After mapping the surrounding communities, they visited 10 villages to gather insights on daily life, challenges, and potential for new income sources like ecotourism, farming, and beekeeping.

The response was overwhelmingly positive. Residents were eager to engage, openly shared information, and expressed strong interest in finding alternatives to activities that harm the forest.

While this work is just beginning, it’s laying the groundwork for long-term impact. By listening first and facilitating locally driven solutions, JGI is helping build a future where communities thrive and forests are protected for generations to come.

Communities Leading the Way in Forest Protection

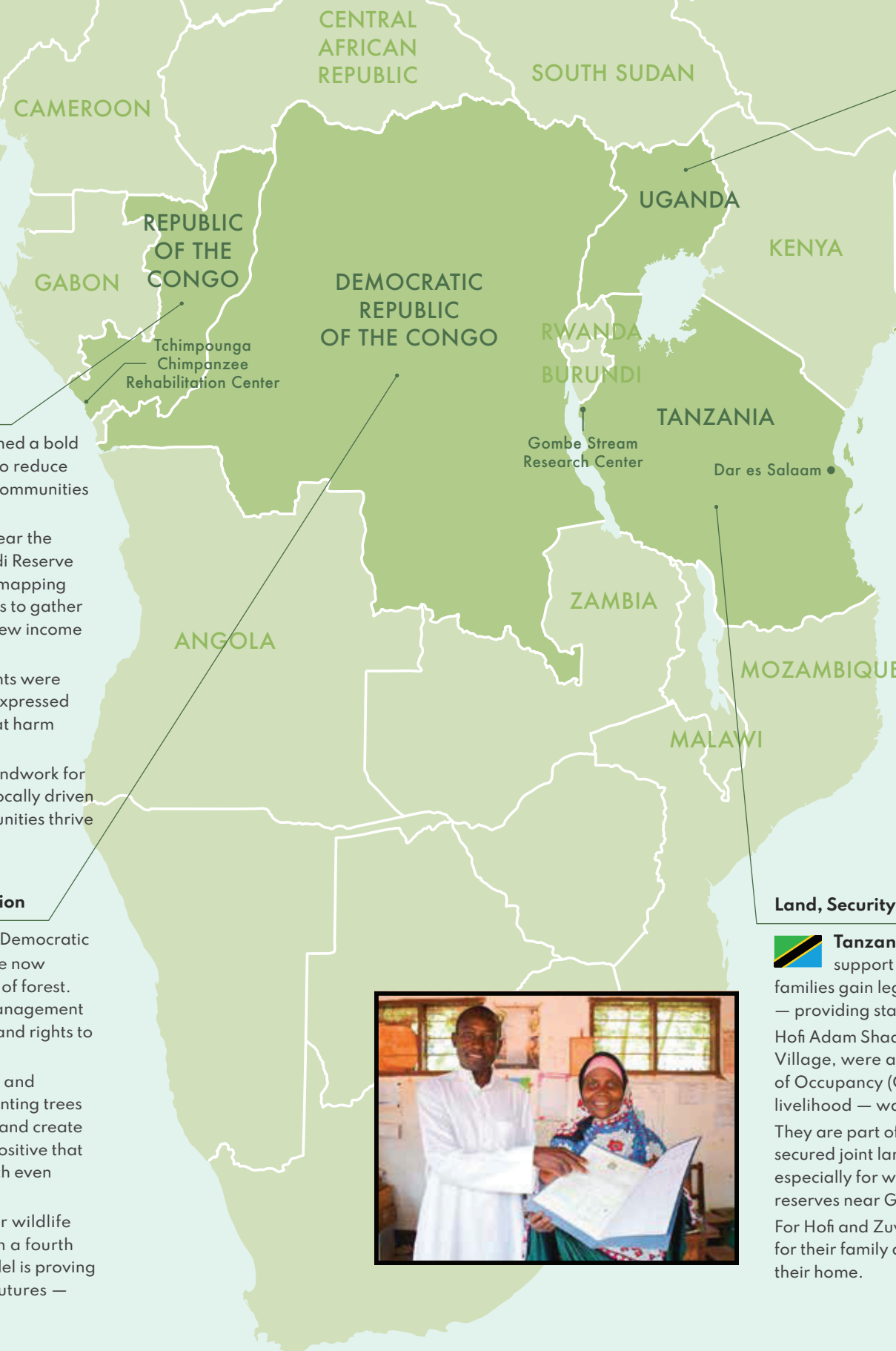
Democratic Republic of the Congo In the Democratic Republic of the Congo, local communities are now leading the protection of more than 325,000 acres of forest. In 2024, JGI helped establish formal community management for three forest areas, giving local people the tools and rights to care for the land and benefit from it sustainably.

To make sure these forests provide for both people and nature, JGI is also supporting agroforestry — or planting trees alongside crops and livestock — to restore the land and create new sources of income. The response has been so positive that a new agroforestry center is now being built to reach even more families.

JGI also trained 45 local leaders in how to monitor wildlife and support conservation over the long term. With a fourth community forest site already in the works, this model is proving that when communities lead, forests — and their futures — can flourish.



“By listening first and facilitating locally driven solutions, JGI is helping build a future where communities thrive — and forests are protected for generations to come.”



Integrating Culture and Conservation

Uganda One of the greatest strengths of JGI’s Tacare approach is its ability to shape conservation to fit the cultural values and everyday needs of each community. In Uganda’s Hoima District, that means supporting the revival of a tree with deep cultural and environmental roots: the Mutuba. Known for its strong roots and resilience to harsh weather, the Mutuba tree helps prevent erosion and protect vital chimpanzee corridors. But it also holds traditional significance — its bark is used to create bark cloth, a centuries-old material used for clothing, ceremonies, and household goods. The tree also provides wood for furniture and firewood, offering multiple income sources from a single, sustainable resource.

Thanks to strong local interest, nearly 300 people joined community meetings, and more than 13,000 Mutuba cuttings were planted by 592 households. This unique project shows what is possible when conservation taps into tradition — preserving forests, supporting families, and celebrating a cultural legacy that grows stronger with every tree.



Land, Security, and a Future to Grow

Tanzania Securing land rights is one of the most powerful ways to support both people and the planet. In western Tanzania, JGI is helping families gain legal recognition of the land they have cared for across generations — providing stability, opportunity, and a stronger foundation for conservation. Hofi Adam Shaaban and his wife, Zuwena Juma Maulid, from Mgaraganza Village, were among those who received a Certificate of Customary Right of Occupancy (CCRO) with JGI’s support. Without it, their land — and their livelihood — was at risk. With it, they can plan for the future with confidence. They are part of a growing movement. More than 2,800 couples have now secured joint land ownership, reducing conflict, increasing financial security — especially for women — and strengthening community stewardship of forest reserves near Gombe National Park.

For Hofi and Zuwena, the CCRO is more than a piece of paper. It is a safeguard for their family and a commitment to protect the forests and wildlife that share their home.



COMMUNITY AS A FORCE FOR CONSERVATION | ROOTS & SHOOTS



YOUTH RISING, COMMUNITIES THRIVING

Powering Youth to Lead Change Where it Matters Most

On a bright day in 1991, Dr. Jane Goodall sat down with a group of Tanzanian students who felt overwhelmed by the problems in their communities. Jane had the great wisdom to remind them that they had the power to address these problems, because even small steps can lead to meaningful change. This mindset prompted Jane to create Roots & Shoots — a spark of hope that has since grown into a global movement of young people determined to build a better world.

Today, Roots & Shoots is active in 75 countries and continues to grow. Across the U.S., young changemakers are driving local impact in all 50 states, supported by our national network and five regional Basecamps: Atlanta, Georgia; Chicago, Illinois; Los Angeles, California; Portland, Oregon; and Tampa Bay, Florida. This grassroots approach ensures that every person — from the young to the young at heart — has the support they need to address the issues they care about most.

From planting pollinator gardens to providing sports equipment for kids who cannot afford it to building skills in civic engagement, I have seen our Roots & Shoots changemakers acting with compassion, creativity, and courage. They are not just preparing for the future; they are shaping it. By believing in our young people, supporting them, amplifying their work, and standing beside them, we help turn their hope into action, and their action into lasting change.

Mary Ford
Vice President of Roots & Shoots USA

“By believing in our young people, supporting them, amplifying their work, and standing beside them, we help turn their hope into action, and their action into lasting change.”

Mary Ford

ROOTS & SHOOTS 2024 IMPACT

Adding Up Roots & Shoots USA’s Impact

5,254
new members joined

4,143
participants in the Roots & Shoots online course

835
projects launched

15
new youth leaders on the Roots & Shoots Youth Council

238
Roots & Shoots Project Grants awarded

75
countries in which Roots & Shoots is active

Recognizing Mary Ford for Outstanding Leadership

We are proud to share that our Vice President of Roots & Shoots USA, Mary Ford, was honored with the Director’s Award for Outstanding Leadership in Environmental Education from the North American Association for Environmental Education (NAAEE). As a Jane Goodall Institute leader and NAAEE board member, Mary is helping shape the future of environmental education, ensuring young changemakers have the knowledge and support they need to create a better world. This honor reflects the impact of Roots & Shoots and the dedication of JGI’s leaders who guide it.



COMMUNITY AS A FORCE FOR CONSERVATION | ROOTS & SHOOTS

GROWING THE BASECAMP NETWORK

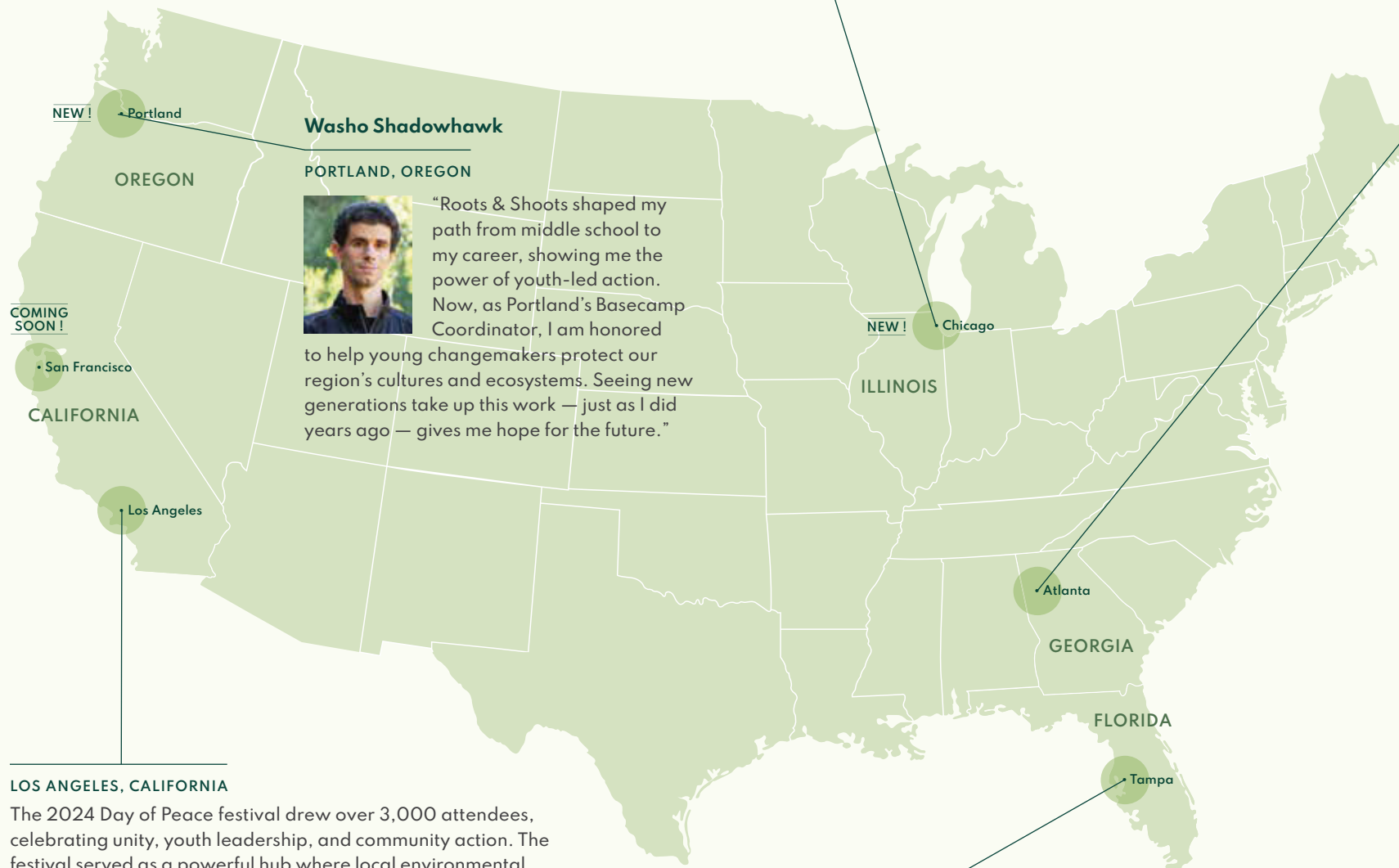
Creating a National Network of Local Leaders

Basecamps are dynamic hubs of Dr. Jane Goodall's Roots & Shoots USA network, fueling youth-led action and community engagement. In 2024, we strengthened our three existing Basecamps and launched new ones in Chicago, Illinois, and Portland, Oregon —expanding opportunities for young people to create meaningful change.

These local networks support community-led projects that help the environment, animals, and/or people. Each Basecamp is led by a coordinator who connects local Roots & Shoots members with each other, with other community changemakers, and with the resources to turn their ideas into action. Every individual makes a difference, but by working together, Roots & Shoots members are multiplying their impact.



Above: Teenage Washo Shadowhawk standing next to Dr. Jane Goodall at the 2007 Roots & Shoots Day of Peace celebration in Griffith Park, Los Angeles.



“Roots & Shoots shaped my path from middle school to my career, showing me the power of youth-led action. Now, as Portland’s Basecamp Coordinator, I am honored to help young changemakers protect our region’s cultures and ecosystems. Seeing new generations take up this work — just as I did years ago — gives me hope for the future.”

LOS ANGELES, CALIFORNIA

The 2024 Day of Peace festival drew over 3,000 attendees, celebrating unity, youth leadership, and community action. The festival served as a powerful hub where local environmental, humanitarian, and service organizations could collaborate and amplify their message and impact. Jane’s speech highlighted the essential role of young people in tackling today’s environmental and social challenges. The event featured hands-on service projects, local animal adoptions, and a stunning parade of giant peace dove puppets.

Alex Biswas

CHICAGO, ILLINOIS



“I did not grow up connected to nature, but finding programs and resources that resonated with me helped build that bond. Now, as the founder of the Outdoor Asian Chicago chapter and a Roots & Shoots Basecamp Coordinator, I help others do the same by creating spaces where everyone can discover their connection to nature.”



ATLANTA, GEORGIA

The Atlanta Basecamp’s partnership with Fernbank Museum inspired middle school students to revitalize the museum’s rain garden by removing invasive plants and planting native species. Guided by interns from Georgia State and Emory University, students gained valuable experience in project planning, budgeting, and environmental stewardship. The program’s measurable success inspired supporters to fund its continuation into 2025.



TAMPA BAY, FLORIDA

The inaugural Roots & Shoots Youth Environmental Summit at Tropicana Field united 40 local organizations in a landmark environmental education event. The summit brought together students, educators, families, and organizations for a day of learning and action. One of Jane’s largest lectures to date, it inspired a crowd of nearly 8,000 people, fostering long-term partnerships and a stronger community commitment to sustainability.



COMMUNITY AS A FORCE FOR CONSERVATION | ROOTS & SHOOTS



OUR POWERFUL PARTNERSHIP WITH TOYOTA

Expanding Partners in Sustainability

For the second year running, Roots & Shoots joined forces with Toyota to ignite the passion of young changemakers across the United States. Together, we're creating hands-on opportunities that inspire youth to roll up their sleeves and protect the planet — fostering a lifelong commitment to environmental conservation. In 2024, our partnership expanded, reaching even more students and communities as we work together to create a safer and healthier world for all.

Thanks to Toyota's steadfast support, Roots & Shoots brought conservation events to Toyota facilities in Kentucky, West Virginia, and Texas. Toyota also supported events with the Los Angeles and Tampa Bay Basecamps. These opportunities gave students the chance to explore local biodiversity, engaging in projects like invasive species removal, pollinator garden planting, and sustainable farming practices. Each event allowed young people to collaborate with environmental experts, Toyota employees, and community leaders, learning about native ecosystems while making a real, lasting difference.

This partnership is a significant investment in tomorrow's environmental leaders, showing what can result when corporations commit to sustainability.

“This partnership is a significant investment in tomorrow's environmental leaders, showing what can result when corporations commit to sustainability.”



COMMUNITY AS A FORCE FOR CONSERVATION | ROOTS & SHOOTS

COMPASSIONATE LEADERS OUR WORLD NEEDS

Highlights from the 2024 Roots & Shoots Youth Council USA

Dr. Jane Goodall's Roots & Shoots Youth Council USA (RSYC) is a shining example of what happens when young people turn their ideas and compassion into action. In 2024, the Council expanded to 36 members, each committed to addressing pressing challenges in their own communities across the country. Throughout the year, JGI USA creates opportunities for RSYC members to connect virtually to collaborate with one another and receive mentorship and professional development, helping them grow as leaders and implement their projects. Each year, they come together in person for the annual RSYC Summit and other JGI events, like Jane's lectures. At this year's Summit in Jackson, Wyoming, Council members presented their projects, participated in hands-on conservation activities, and explored how local ecology connects all living things.

These remarkable young changemakers are not waiting for change. They are creating it one project, one community, and one spark of hope at a time.

Ayushi | Tennessee | RSYC Member Since 2021

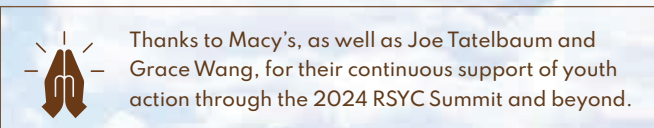
Ayushi blends art and science to spark climate action and community connection. She launched the conservACTION Project, using visual storytelling, exhibitions, and accessible education to highlight the power of creativity in environmental change. In 2024, Ayushi collaborated with two other Roots & Shoots members on Plates for Our Planet, a recipe book utilizing seasonal and local ingredients as a means to create delicious food while minimizing carbon footprints. For Ayushi, creative expression is a powerful force for imagining, and building, a better future.

Preston | New York | RSYC Member Since 2024

Preston is a dedicated advocate for youth development and environmental justice. In 2024, Preston and fellow RSYC member, Vicky, collaborated on a project collecting books for kids undergoing cancer treatment, finding connection to their community while brightening young lives. Preston also co-hosts a youth-led environmental podcast with Malcom & We!, supports local conservation organizations, and teaches English classes to asylum seekers. Preston's passion for change is fueled by his mindset: "If nothing changes, nothing gets fixed."

“It has truly been the most incredible experience and has shaped my life and who I am as a person more than I could ever describe ... I have gained skills that I will carry throughout my life and met some of the most wonderful people. The RSYC is where I always could come to for support and guidance.”

RSYC Member Kate M.



Thanks to Macy's, as well as Joe Tatelbaum and Grace Wang, for their continuous support of youth action through the 2024 RSYC Summit and beyond.



GOOD FOR ALL GOODS

INSPIRE HOPE THROUGH ACTION

Every item in our online store is more than a product — it is a story of connection, compassion, and conscious impact. From ethically sourced honey to handmade mugs, your purchase helps fuel the Jane Goodall Institute's mission to protect wildlife, support people, and restore the natural world.



Hand-Thrown Mugs from Deneen Pottery

Crafted in Minnesota by the family-run Deneen Pottery, our ceramic mugs combine timeless craftsmanship with a strong sustainability ethic. Every mug is hand-thrown by one of more than 50 skilled artisans, continuing a tradition nearly five decades strong. Deneen's facility runs entirely on solar power, and its products are shipped with biodegradable packing peanuts and recycled newsprint. With new composting and recycling initiatives underway, we are proud to partner with a business as committed to the planet as we are.



Blankets from Sackcloth & Ashes

With compassion at the core of its mission, Sackcloth & Ashes has partnered with us to create two cozy blankets — one for the beach, and one for your home — inspired by the rich colors of nature. Founder Bob Dalton created this company because of his mother's experience with homelessness, which prompted him to learn from local shelters that blankets were in high demand. Now, each time someone buys a blanket from Sackcloth & Ashes, the company also gifts a blanket to someone experiencing homelessness in their community.



Handmade Tote Bags from Tanzania

In a small Tanzanian village, tailor and Roots & Shoots alumna Happiness Manyema is stitching together sustainable change. Happiness first learned through Roots & Shoots that small actions could make a big difference. Years later she put that lesson into practice — teaching local women how to sew and sell handmade goods to support their families. Today, her workshop provides paid working opportunities for over 30 women, many of them mothers, creating vibrant, eco-friendly tote bags now available in our store.

SHOP WITH PURPOSE: SHOP.JANEGOODALL.ORG

When you shop at [Shop.JaneGoodall.org](https://shop.janegoodall.org), you support JGI's work and become part of a movement building a better future for people, other animals, and the planet we share.

MORE WAYS TO SUPPORT JGI USA

Your Guide to Creating a Lasting Impact

The Jane Goodall Institute USA harnesses both the power of individuals and collective action to tackle the greatest environmental challenges of our time. With your support, we can continue to fulfill Dr. Jane Goodall's vision of creating a better world for each other, animals, and our shared planet. Explore the opportunities and choose the one that's best for you.

STOCKS AND BONDS

Donating stock, mutual funds, or securities that have increased in value over time is an excellent way to make a gift to JGI USA while enjoying tax savings.

IRA CHARITABLE ROLLOVER

If you are 70½ or older, you can protect our planet and save on taxes. Simply make a charitable donation to JGI USA directly from your Individual Retirement Account (IRA). Your gift counts toward your required minimum distribution and you may qualify to not pay taxes on the amount donated.

DONOR-ADVISED FUND (DAF)

A donor-advised fund (DAF) is like a charitable savings account. Simply inform your DAF administrator of your recommendation to JGI USA using our address and tax ID and then notify our team of the gift (see to the right for our tax ID and contact information).

LEAVE A LASTING LEGACY

You can make a lasting impact for JGI USA by including a gift in your will, trust, or through a simple beneficiary designation. A gift in your will or revocable living trust costs nothing now, lets you retain full control during your lifetime, and can be changed if needed. You can also name JGI USA as a beneficiary of a retirement account, insurance plan, or donor-advised fund — a taxwise option that supports your goals for your loved ones and the causes you care about.

We're Here to Help

To learn more or for help in deciding the best gift to match your personal needs and goals, please contact the Development Office at Give@JaneGoodall.org or 703.682.9220.

When making any gift, please use the following name, address, and tax information:

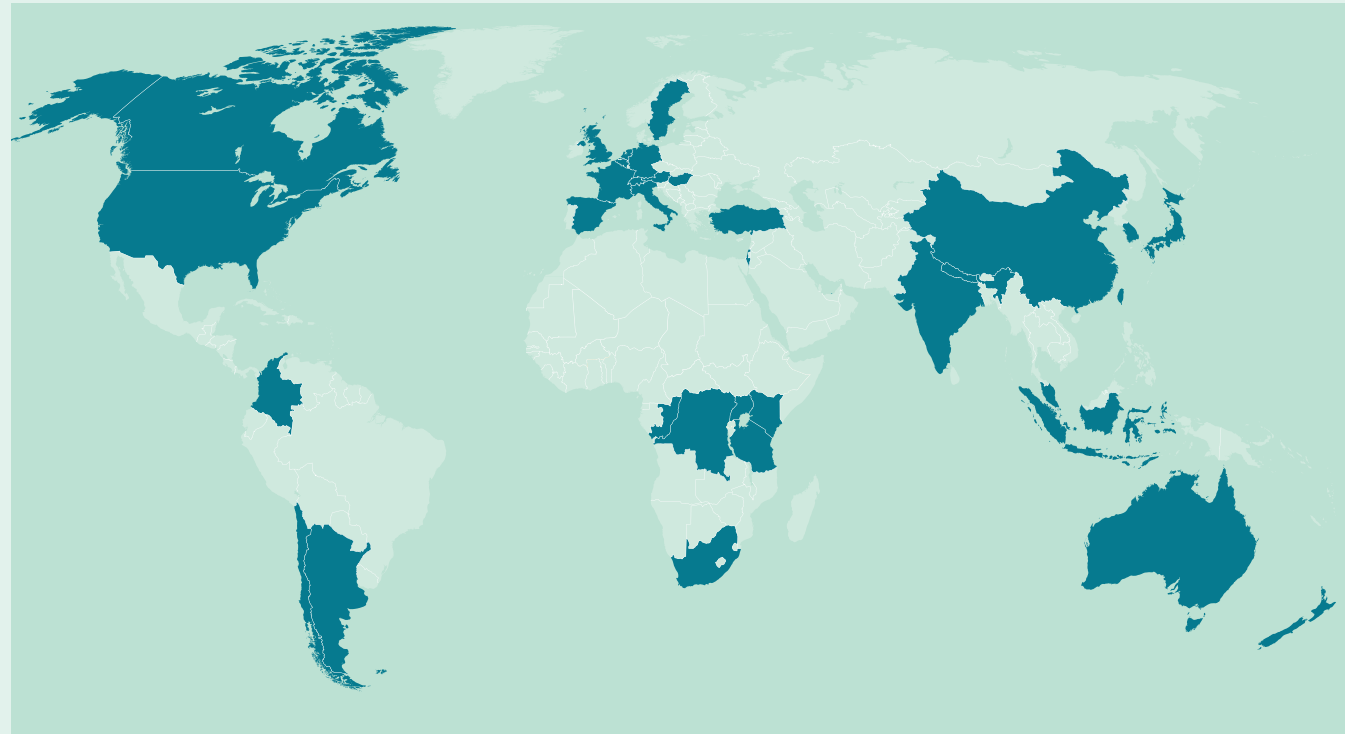
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1120 20th Street NW, Suite 520S
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JGI USA is pleased to offer our supporters complimentary access to an online platform called Giving Docs. This makes it easy for you to create or update your will for free and provides other helpful estate planning tools.

To learn more or to get started, please visit GivingDocs.com/JGI.

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The Jane Goodall Institute is tremendously grateful to our global affiliates and board for their shared leadership and collaboration in the pursuit of our mission.

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CELEBRATING OUR DONORS: PARTNERS IN HOPE IN ACTION

Your Generosity Drives
Lasting Change for People,
Other Animals,
and Our Environment

At the Jane Goodall Institute USA, every breakthrough, every animal saved, and every seed of hope planted is made possible by you — our extraordinary community of supporters. Your belief in Dr. Jane Goodall's vision powers the change we seek in the world: protecting chimpanzees and their habitats, supporting local communities, and inspiring future generations to live in greater harmony with nature.

As we celebrated Jane's 90th birthday and the remarkable milestones of our global movement, your generosity stood at the heart of it all. Whether through steadfast annual gifts, transformative leadership contributions, or meaningful planned gifts, you made it clear: Hope is not just a feeling — it's something we do, together.

Thank you for standing with us and for ensuring that Jane's vision endures for generations to come. We are honored to recognize and celebrate the donor groups whose extraordinary commitments helped propel our work forward this year.



"... I have faith in all of you — faith in your passion for protecting wildlife with compassion for all. Thank you for making this work possible."

Dr. Jane Goodall, DBE, Founder, Jane Goodall Institute & UN Messenger of Peace

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Our Leadership donors — those who contributed \$100,000 or more — make an exceptional difference. Their generosity fueled groundbreaking science initiatives, from advancing health monitoring programs in Gombe to supporting habitat restoration efforts that protect vital ecosystems across the chimpanzee range.

Leadership donors help JGI USA dream bigger and act bolder. Their investments enable us to scale innovative programs, forge new partnerships, and respond to emerging conservation challenges with agility and strength. Each Leadership donor is a true partner in Jane's enduring mission to build a better world for all living things.

JANE'S PEAK SOCIETY

Named in honor of Jane's beloved "peak," the mountain she climbed as a young researcher in Gombe National Park to observe chimpanzees from above, **Jane's Peak Society honors individuals who give \$1,000 or more annually to JGI USA.** These dedicated members lead the way in protecting wildlife, restoring ecosystems, and uplifting communities around the world. **Their gifts provide the critical, flexible funding that allows us to respond to urgent needs, invest in innovative solutions, and expand the impact of Jane's work across generations.** We are deeply grateful for their partnership and visionary support.

CIRCLE OF HOPE

Circle of Hope members are those visionary donors who have included JGI USA in their estate plans or created planned gifts that will support our mission far into the future. Through bequests, charitable gift annuities, beneficiary designations, and other thoughtful plans, they are ensuring that the hope and action Jane has inspired will live on.

Circle of Hope members play an especially important role in safeguarding the future of JGI's work. Their foresight helps protect the forests, at-risk species, and communities we serve while inspiring the next generation of changemakers to continue building a better future. We are honored by their trust and inspired by their enduring commitment to a world where people, animals, and the environment thrive together.

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Our Work Is Possible Because of You

Our generous donors are vital to the Jane Goodall Institute USA as we work to create a worldwide movement advancing conservation. Everything we accomplished in 2024 — from restoring ecosystems, to inspiring chimpanzee care and protection, to empowering local communities to build sustainable livelihoods, to inspiring young people to help change the world — was only possible thanks to our supporters. Together, we are fueled by hope — and your hope is driving action through science to create a more informed and compassionate world.

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Jessie M. Harris Fund	Thrane Martin Fund	Pushpathadam Patel Donation Fund	Sycamore Roots Fund
Hart Family Fund	McBride Family & Aspen Business Center Foundation	Ratcliff Family Fund at the Pinellas Community Foundation	Martha R. Taylor Charitable Fund
Hallingby Family Foundation	McCreary Family Charitable Fund	Rielly/Leduc Family Fund	Edward and Caroline Thomas Family Fund
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Michelle Hirsch Charitable Fund	Dr. John F. McGee OD Foundation	The John A. Rodger Jr. Foundation	Trauscht Family Fund
The Grace M. Holden Charitable Gift Fund	The Merlin Foundation Inc.	Roebuck-Catts Charitable Fund	Judith Ann Tyson Fund
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The Hyman Levine Family Foundation	Leslie Miller and Richard Worley Foundation	Sanghrajka Foundation at Schwab Charitable	Vanguard Charitable Program
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Jamieson Family Fund	Namaste Fund	SEB Charitable Fund	Susan Weatherley Family Charitable Fund
Joseph Family Fund	Nash Giving Fund	Seder Family Foundation at Jewish Federation of Metropolitan Chicago	Bruce Weber and Nan Bush Foundation
Philip and Sally Kipper Charitable Fund	Natoli Family Giving Fund	Laurie and Dave Serfas Fund	Linda and Alex Weiss Charitable Fund at the Jewish Communal Fund
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KLM Foundation	Nordstrom/Seifert Family Foundation	Gilbert and Judy Shelton	Whitney Charitable Foundation
Melissa Kravetz Memorial Foundation	Normandy Fund at the Community Foundation for Greater Buffalo	Shumard Red Oak Fund	Windmill Links Community Environmental Fund at the California Community Foundation
LadyBug Giving Fund	North American Association for Environmental Education (NAEE)	The Jane Stirniman & Jeanne Wiebenga Fund	Winona Corporation
Lava Jung Family Fund		The V. Sunny Sjaarda Giving Fund	Margaret Wood Charitable Fund Franklin Family Fund

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Government, Corporations, and Corporate Foundations**\$50,000 -99,999**

HP Company Foundation
Macy's
Toyota
Vital Impacts

\$10,000-49,999

Artipoppe
Ariel Premium Supply
Gestion Dhidasilva Inc.
Translation By Design Inc
BBC
Sunset Cultural Center

\$5,000-9,999

MacMillan Publishers LTD

\$1,000-4,999

Amica Companies Foundation
Windham Packaging, LLC
GH Wong Engineering, Inc
National Financial Services LLC

Bequests and Estates**\$50,000-\$99,999**

Estate of Elizabeth Lenihan
Estate of Alicia Montalvo
Estate of Helen M. White

\$10,000-49,999

Estate of Frederick Bear
Dietrich Family Trust
Estate of Linda Furlano
The Sutton Gerstein Family Trust
Estate of Dr. Marjory Beth Murphy
Weiss Family Charitable Trust

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Estate of Ione G. Shadduck

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The Grace Jones Richardson Trust
Estate of John Newhall Wilson

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The Jane Goodall Institute USA is grateful to the following partners for their support in 2024.

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Burlap & Barre	Lucky 8
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Conservation Measures Partnership	Marien Ngouabi University
Cosmic Pictures	Masterclass
d'Analyses Sociopolitiques et Environnementales	Mercy for Animals
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ee360+	Noé
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Environmental Research Advocates	Project Venture
Esri Eastern Africa	Rainforest Connection
Esri USA	RENATURA
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Foundations of Success	Uganda Wildlife Authority
	University of Minnesota
	University of Oxford
	Volcanoes Safaris

CIRCLE OF HOPE

Circle of Hope

The Circle of Hope recognizes those who have chosen to make JGI part of their lasting legacy through their will or living trust, retirement assets, a life insurance policy, a charitable gift annuity, or real estate. We are incredibly grateful for your deep commitment to ensure Dr. Jane Goodall's vision for our world is carried out for generations to come.

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CIRCLE OF HOPE

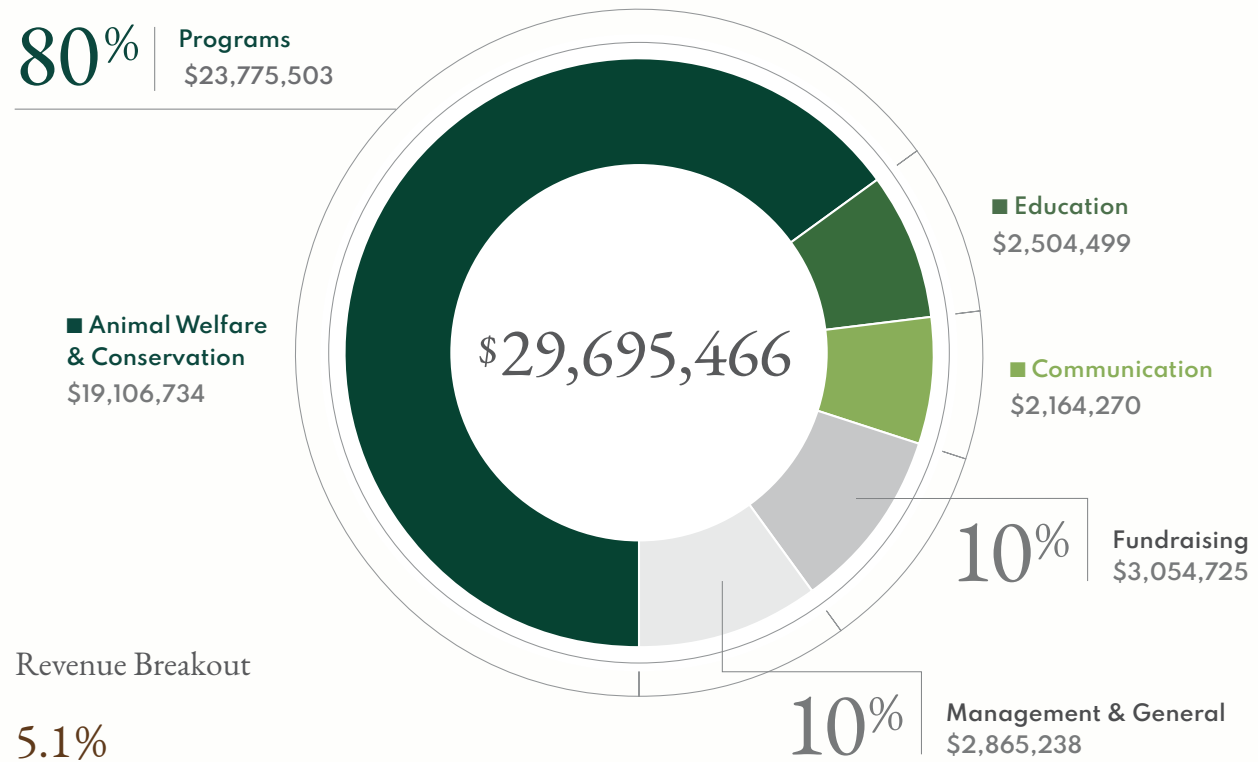
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Marianne Lazarus	Meta Morrison	Janet Richer	Janet Taylor
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FINANCIALS | ORGANIZATIONAL EFFICIENCY AND REVENUE BREAKOUT

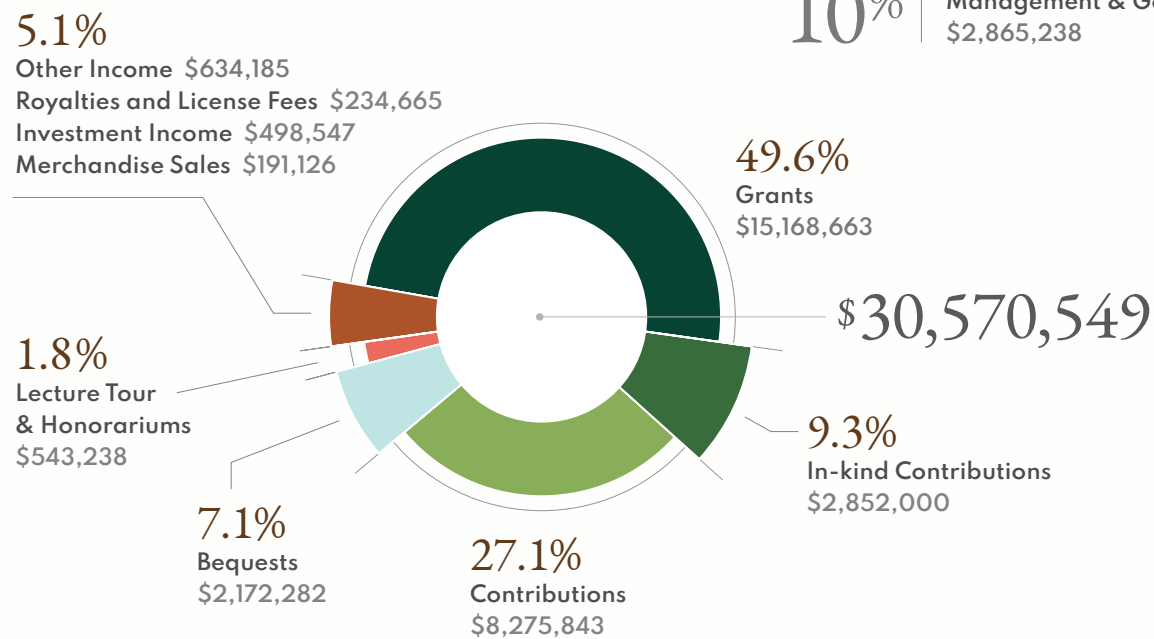
Accountability and transparency are essential at JGI. Annual reports and our financial filings give us the opportunity to share highlights from our programs, the impact they are making, and how we use the resources provided by our donors to make this work possible.

We watch every expense to ensure that as much money as possible goes to on-the-ground, mission-oriented programs. We value the trust and commitment of our donors, and we endeavor every day to deliver real, transformative results while maximizing the impact of our donors' support. The work we do is much greater than what we can include in any single report.

Organizational Efficiency



Revenue Breakout



FINANCIALS | SUMMARY OF ACTIVITIES AND FINANCIAL POSITION AS OF DECEMBER 31, 2024

Summary of Activities for the Year Ended December 31, 2024

Revenue	Total	Percentage
Grants	\$15,168,663	49.6%
Contributions	\$8,275,843	27.1%
In-kind Contributions	\$2,852,000	9.3%
Bequests	\$2,172,282	7.1%
Other Income	\$634,185	2.1%
Royalties & License Fees	\$234,665	0.8%
Lecture Tour & Honorariums	\$543,238	1.8%
Investment Income	\$498,547	1.6%
Merchandise Sales	\$191,126	0.6%
Total Revenue	\$30,570,549	100%
Expenses		
Animal Welfare & Conservation	\$19,106,734	64%
Education	\$2,504,499	8%
Communication	\$2,164,270	7%
Total Program Expenses	\$23,775,503	80%
Fundraising	\$3,054,725	10%
Management & General	\$2,865,238	10%
Total Supporting Expenses	\$5,919,963	20%
Total Expenses	\$29,695,466	100%
Other Items		
Exchange Rate Gain/Loss	\$(154,639)	-122.3%
Unrealized Gain/(Loss)	\$281,101	222.3%
Forgiveness of Debt	-	0.0%
Total Other Items	\$126,462	100%
Change In Net Assets	\$1,001,545	\$201,070
Net Assets at the Beginning of the Year	\$17,682,071	\$9,935,913
Net Assets at the End of the Year	\$18,683,616	\$10,136,983

Financial Position as of December 31, 2024

Assets	2024	2023
Cash and Cash Equivalents	\$7,611,991	\$7,151,929
Investments	\$10,304,011	\$9,289,508
Other Receivable	\$122,223	\$211,097
Grants Receivable	\$562,953	\$1,353,580
Prepaid Expenses & Other Assets	\$572,083	\$336,260
Property, Equipment and Leasehold Improvements, Net of Accumulated Depreciation and Amortization	\$3,385,004	\$3,206,221
Total Assets	\$22,558,265	\$21,548,595
Liabilities		
Accounts Payable & Accrued Expenses	\$2,475,211	\$2,420,125
Other Liability	\$42,030	\$205,764
Deferred Revenue	\$1,357,408	\$1,240,635
Total Liabilities	\$3,874,649	\$3,866,524
Net Assets		
Without Donor Restrictions	\$12,103,810	\$12,212,989
With Donor Restrictions	\$6,579,806	\$5,469,082
Total Net Assets	\$18,683,616	\$17,682,071
Total Liabilities & Net Assets	\$22,558,265	\$21,548,595



The Jane Goodall Institute is a global, community-led conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall in 25 chapters around the world. We aim to understand and protect chimpanzees, other apes, and their habitats, and empower people to be compassionate citizens to inspire conservation of the natural world we all share.

JGI uses research, community-led conservation, best-in-class animal welfare standards, and the innovative use of science and technology to inspire hope and transform it into action for the common good. Through our Roots & Shoots program for young people of all ages, now active in 75 countries around the world and counting, JGI is creating a movement of compassionate people who will help to create a better world for people, other animals, and our shared environment.

Explore more at [JaneGoodall.org/About/Publications](https://www.JaneGoodall.org/About/Publications)

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Toll Free: 1.800.592.JANE

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