

Impact19

The Jane Goodall Institute USA

Annual Report 2019

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INTRODUCTION

Life on Earth is precious and precarious. Since the metaphoric day we split from the evolutionary branch we share with the ancient ancestors of modern chimpanzees, humans have become the shapers of our planet's destiny. Humans have created an unparalleled capacity to grow and survive, and yet the cost of our determination

has been the illusory disconnect from that shared branch. Our detachment from the rest of this precious Earth has driven us to a place of isolation as well as great harm, and the burden of this is shouldered by our fellow species. As our founder Dr. Jane Goodall has shared, we have a small window of time to turn things around. But we at the Jane Goodall Institute (JGI) believe in what is possible when this very human ability to shape our world can serve as our salvation.

JGI is an organization founded upon Dr. Goodall's remarkable observations that we are not different in kind from other species, but rather by mere degree. Knowing this, JGI operates with a dedication to not only reaffirm our connections to the natural world but also to reshape them for the benefit of all. This is Dr. Goodall's vision. This is our mission.

In 2018, we launched an organizational strategy that holds us accountable for definable, scalable progress with the integration of two main goals across eight objectives. From understanding and protecting endangered chimpanzees through community-led approaches to advancing science and empowering the next generation, from inspiring hope around the world to propelling sustainable, humane policies, and investing in inclusive advocacy, we are building upon Dr. Goodall's living legacy of responsibility to the natural world and one another. In 2019, we amplified those connections in extraordinary ways. This our hope in action — a harmonious world of connection — and, with your help, we're making it real.

“Only if we understand, will we care.
Only if we care, will we help.
Only if we help, shall all be saved.”

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

Our strategy is rooted in two key goals:

1. Ensuring the conservation, understanding and welfare of chimpanzees and other great apes



2. Inspiring and empowering people around the globe to make compassionate, sustainable and holistic choices



UNDERSTANDING OUR CLOSEST LIVING RELATIVES AND OURSELVES

In 2019, the work that made Jane Goodall a household name celebrated 59 years of continuous research, and this year in 2020 marks 60 years of a growing understanding of our closest cousins. Dr. Goodall's discoveries — chimpanzee compassion, emotions, intelligence, use of tools, meat consumption and hunting, mother-infant bonds, socialization, relationships, and warfare — revolutionized the way we think about non-human animals and ourselves. From Gombe, the site of the longest-running wild chimpanzee study in history, we learned even more about our closest living relatives, humankind, and the natural world. We also learned how much more we have yet to discover.

SCIENCE STRATEGIES WITH HEART

JGI remains at the forefront of progress, combining scientific research and technological advancements with our community-driven conservation approach and industry tools. As Dr. Goodall's research methods have always included complete immersion and observation, we, too, use the same core methods, with evolving technology, to scale our work across strategic programs. This work helps to develop a measurable and accurate understanding of the state of wild chimpanzees and their habitats using the latest and best data available, preserving their populations and improving their welfare. In this way, we're delivering a holistic scientific strategy that supports the vision and effectiveness of our programs across the board. This expands the opportunity for informed, community-driven decision-making, inspires cross-sector collaboration, and sparks a shared understanding of these practices for application around the world.



“For science to be effective, science has to be involved in decision-making with stakeholders from the beginning. Our application of science shaped our Tacare approach, and our holistic, community-driven Tacare approach shapes our science.”

Dr. Lilian Pintea, Vice President of Conservation Science, JGI USA

Right: Dr. Goodall with JGI Tanzania and USA staff en route to Kigalye Village in Western Tanzania near Gombe National Park.





SCIENCE, TECH, AND TOOLS FOR A BETTER TOMORROW

As chimpanzees are a keystone species, their well-being serves as an indicator for the state of many species. In 2019, JGI introduced two key indicators — chimpanzee population and habitat viability, based on JGI's management units at the Africa scale, which we refer to as “chimpscapes”. This has enabled JGI to deliver near-real-time evaluations regarding the state of our closest living relatives for thoughtful decision-making, as regularly as day to day.

Chimpscapes are determined by intersecting chimpanzee subspecies ranges, as defined by the International Union for Conservation of Nature (IUCN), with defined ecoregions — ecosystems that cover large areas of land or water and contain characteristic, geographically distinct assemblages of natural communities and species (Olson et al. 2001, 2017). These 24 ecologically specific chimpscapes represent the remarkable range of genetic and cultural diversity of the species across Africa. We now use these areas to compare chimpanzee population size and abundances over time with the annual changes in chimpanzee habitats derived from satellite images and habitat suitability modeling.

In 2019, our Decision Support System (DSS) that is part of JGI's Science Platform allowed us to track and reflect the most complete depiction of the state of chimpanzees and to make informed, effective conservation decisions. The system integrates more than 30,000 Landsat satellite images and generates data that is then used to estimate annual habitat health. The DSS utilizes Esri's ArcGIS platform and cloud operations, alongside modeling and mapping tools, to visualize data for decision-makers, using the Open Standards for the Practice of Conservation —

Above: Dashboard of the DSS showing the status and trends in chimpanzee habitat and population viability indicators in chimpscapes. Users can use the dashboard to explore and visualize trends and get new insights. For example, the Albertine Rift montane forests chimpscape selected on the map experienced a surge in habitat loss after 2013. Conservation strategies need to adapt to deal with the increase in threats and avoid degradation of habitat health from fair to poor in the near future. Explore the DSS dashboard at janegoodall.org/impact19.

ranking chimpanzee populations and habitats with clear conditions of very good, good, fair, or poor. In most cases, changes from very good or good to fair, along with poor habitat health indicate that the leading threat to chimpanzee populations in that region may be the conversion of their habitat for other land uses, such as agriculture or logging. However, when habitat viability remains good or the same while population viability indicators are changing to fair and poor, we know other threats could be at play, such as the bushmeat and/or the illegal pet trade. With this critical information, we can monitor threats and measure conservation progress across the entire chimpanzee range and guide next steps.

With support from NASA, the University of Maryland, and Esri, this system allows us to assess and share information about habitat changes over time at 30-meter pixel resolution. Alongside chimpanzee population data, understanding habitat health from the chimpscape level down to a specific area, such as a village forest reserve or national park, gives us flexibility to support and collaborate on plans that are site-appropriate and dynamic. Decision-makers at all levels can use this standard data to assess and agree on the best plan of action for humans, chimpanzee populations, and habitats, which contain natural resources upon which both rely.

WHEN A COMMUNITY LEADS CONSERVATION, GOOD FOLLOWS

Across the chimpanzee range, human development, driven by poverty, inequity, and consumer demand, threatens the existence of ecosystems and its invaluable inhabitants. In the early 1990s, Dr. Goodall realized that efforts to conserve chimpanzees and their habitats must happen by empowering and working in partnership with local people. Using innovative science, technology, and JGI indicators, we have developed a package of data, models, and tools that adapt across regions. To ensure the success of these efforts, we engage, listen, understand, and support local communities to ensure that they are the ones driving conservation action and sustainable development. This is ‘Tacare.’

The word “innovation” defined much of our community-driven work in 2019, integrating science, tools, and partnerships to more efficiently support human populations, empowering them to thrive sustainably and own conservation action.

THE GOOD OF ALL THROUGH THE GOOD OF ONE

While we observe the overall status of chimpanzee habitats and threats via satellite imagery, the well-being of an individual chimpanzee is also our focus. We deliver informed strategies for improved standards of welfare for captive chimpanzees, emphasizing the specialized needs of great apes in sanctuaries. In 2019, our work to develop individualized care plans, based on the evaluations of JGI’s Chimpanzee Welfare Index (CWI), provided remarkable advancements.

The CWI has 17 criteria. Categories range from diet and enrichment to social and physical environments. Across these criteria, chimpanzees fall into categories ranging from excellent to poor. Caregivers then adapt their approach to the individual’s needs.

In 2019, every single one of the more than 140 rescued chimpanzees at JGI’s Tchimpounga Chimpanzee Rehabilitation Center, many with lifelong psychological and physical injuries, ranked 93% or higher. Coupled with our environmental awareness work and collaboration with local law enforcement — known as the “Triangle Approach” — we are giving a second chance to rescued chimpanzees while protecting those in the wild from ever having to suffer.

WALKING THE TALK: THE NEXT GENERATION

In 1991, Dr. Goodall started the Roots & Shoots program in Tanzania. Today the program is now in all 50 U.S. states and more than 65 countries. Our 2019 work to empower young people of all ages focused on growing accessibility and engagement while elevating our verified model to empower as many individuals as possible. Roots & Shoots USA supports young participants in growing the skills, competencies, and compassionate traits necessary to be changemakers who believe in themselves and their power to create positive change.

With hundreds of thousands of participants, Roots & Shoots is on a road toward a movement of millions. Every day, we’re creating metaphoric shoes of many sizes for young people to walk the path they choose to build a better world for all.



THROUGH JANE’S BINOCULARS: A NEW WAY FORWARD

Dr. Goodall often says that to change someone’s mind, you must reach their heart. To do that, you must use stories. One of Dr. Goodall’s most frequently shared stories is how small actions impact us all. In some small ecosystem, there may be a seemingly insignificant insect. We may not notice if they were to disappear. But perhaps that insect is the main food source for a specific type of bird. If that bird, who is important for dispersing seeds across a landscape, were to go extinct, then so do those plants. When the plants disappear, so does our clean water and air. Thus, we begin to lose all the things we take for granted, and this is how it all falls apart. From the individual to the community to the global population, from humans to chimpanzees to the rest of this vast web of life, our relationships — these precious connections — are key to our survival.

Imagine if we acted on this premise by protecting and valuing our connections every single day. This is JGI’s vision, and we cannot realize it alone. Jane blazed the trail — the next steps are up to you.



ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA

Below: Forest Monitor records data of deforestation which will be integrated into JGI's Science Platform.



A GREAT APPROACH FOR GREAT APES

From a population of more than one million just a century ago to less than 340,000 today, wild chimpanzees are disappearing. For more than 30 years, the Jane Goodall Institute has used a combination of approaches to protect chimpanzees by putting sustainable human development at the center of conservation — known as ‘Tacare’. By understanding habitats and threats, coupled with local knowledge, JGI works with stakeholders on all levels. Our work is proactive, identifying threats and their drivers, from deforestation to zoonotic disease to illegal wildlife trade. It’s also reflective, learning from successes and leveraging only the best of our methods. Through our Tacare approach, a combination of cutting-edge science, local ownership of conservation, sustainable development, and comprehensive action across the chimpanzee range, there is hope.



COMMUNITY-LED CONSERVATION LEADS THE WAY

JGI IS A THOUGHT LEADER, COLLABORATOR, AND FACILITATOR, AND OUR WORK IN 2019 WAS DEFINED BY INNOVATION AND ITERATIVE ADAPTATION. JGI increased capacity in our core program countries of Democratic Republic of the Congo, Republic of the Congo, Tanzania, and Uganda, and we introduced new activities across the chimpanzee range in Guinea and Liberia.

TANZANIA

Western Tanzania is home to the original Lake Tanganyika Catchment Reforestation and Education program (TACARE), designed as a pilot to protect chimpanzees outside national parks by addressing the needs of human communities. Today, it exists as our cornerstone approach of Tacare, and the USAID-funded Landscape Conservation in Western Tanzania program (LCWT) has it down to a science.

The LCWT protects chimpanzee populations and habitats, strengthens local government capacity in natural resource management, and empowers communities in the Gombe-Masito-Ugalla ecosystem. In 2019, the LCWT grew from 74 villages to 104 villages, and for the first time included Mishamo and Katumba refugee settlements. LCWT also included integrated natural



Left: Community member forages for mushrooms as part of sustainable livelihoods supported by JGI.

Microcredit Program Successes:

187

groups in Western Tanzania

4,183

members

72%

of members are women

\$59,108

(TSH 136,391,292) in savings



Staff Profile: Phoebe Samwell

Finding Purpose in Empowering People

Inspired by Dr. Goodall's work, Phoebe Benedict Samwell joined JGI as a community development officer in 2015. Phoebe is passionate about reimagining livelihoods through entrepreneurship, microcredit, and ecotourism. Her background and interests range from gender studies to public health.

After five years with JGI, she has seen great change, especially in the advancement of women and youth, both in advocacy work and financial independence.

"That is my happiness. I'm inspired to work with Dr. Goodall to protect chimpanzees because people now understand the benefits of the chimpanzees."

Delighted by recent progress, Phoebe plans to prioritize engaging the private sector, hoping that JGI's environmental projects will inspire and push innovation forward.

resource management, family planning, research for a behavior change campaign and training for sustainable livelihoods and microcredit.

The LCWT grew 187 COCOBA microcredit groups across 32 communities, where all investments include environmentally friendly enterprises, such as sustainable produce sales. JGI rolled out reproductive health and family-planning activities in collaboration with four Council Health Management teams (CHT) and two Regional Health Management teams (RHM). By supporting the Mpanda/Tanganyika district council, JGI was also able to help Tongwe West become a Local Authority Forest Reserve (LAFR) representing 365,227 hectares.



ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA, CONTINUED

Below: Grauer's gorilla, an important great ape subspecies of eastern gorilla endemic to the mountainous forests of eastern Democratic Republic of the Congo.



DEMOCRATIC REPUBLIC OF THE CONGO

In Eastern Democratic Republic of Congo (EDRC), JGI's work follows six strategies in the Conservation Action Plan (CAP) which include: 1) identifying, assessing, and monitoring priority ape populations for protection; 2) raising awareness and engaging communities in conservation; 3) strengthening land management; 4) strengthening protected areas and sanctuaries; and 5) enforcing application of wildlife law. The sixth ensures implementation of the plan coordinated by JGI.

In EDRC, JGI coordinates the Ushiriki consortium to implement the EDRC CAP for chimpanzees and Grauer's gorillas. Ushiriki is comprised of more than 20 partners that include local, national, and international NGOs, representatives of the Ministry of Environment and Sustainable Development, and of the Institut Congolais pour la Conservation de la Nature (ICCN). Ushiriki, which means 'union' in Kiswahili, signifies a shift to collective work to implement best practices across the CAP's 27 million hectares.

In 2019, JGI DRC validated a revised strategic framework, led the coordination and management of CAP activities, and established long-term monitoring of priority great ape populations in more than 20 sites, with confirmed great ape presence in three priority sites. We applied the results of biomonitoring, surveys, and research to 33 sites to develop plans for conservation and sustainable development and helped form two new committees on Grauer's gorilla protection and Ebola prevention.



Addressing drivers of main threats to great apes is at the heart of our work. JGI DRC formed a committee to research and reduce bushmeat dependency, working to identify and facilitate alternative livelihoods in three pilot communities by exploring existing skills, capacities, and barriers. As habitat conversion is also a threat, we formed a committee that supports capacity for communities to manage forests, developing and/or implementing management plans in eight ICCN protected areas and 25 forests. To further support local and indigenous communities, we facilitated a social contract between the Batwa and ICCN regarding land access and natural resource rights.

2019 was also the first time collaborative subawards applied by JGI as coordinator were granted to our partner Gorilla Doctors. Regarding illegal wildlife trade, we formed a committee to address confiscation and long-term care of rescued great apes and held a training on investigation and law. We also supported the rescue of 12 chimpanzees and trained 77 authorities from different services on wildlife law.



Left: JGI Uganda staff with community members as part of Freshwater Conservation and Water, Sanitation, and Hygiene (FW-WASH).



Staff Profile: Jackson Kambale

A Passion for Coexistence with the Environment

As a JGI Field Project Coordinator in DRC, Jackson Kambale manages and coordinates field activities. He was originally hired as a driver but had different aspirations.

When Jackson was a child, he would see neighbors with bushmeat sold in secret. When his mother explained the issue, Jackson decided he wanted to do something about it.

“Since chimpanzees are cousins to us, we have an obligation to protect them.”

“My vision was to become a park warden. I thought that by protecting the parks, we would also be working on human development because conservation is also development,” says Jackson. “My passion is to see



“Since chimpanzees are cousins to us, we have an obligation to protect them.”

the living conditions of rural communities improve because our lives depend on the environment.”

Jackson graduated in 2019 from the University of Kasugho with a dissertation focused on community management of natural resources for development.

“What needs to be emphasized is that when I joined the organization, I did not have a degree. This really stays in my heart — something that I received from the organization.”

UGANDA

What makes Tacare so special is the integration of conservation methods and human development in combination with advocacy and behavior change. The JGI Uganda Freshwater Conservation and Water, Sanitation, and Hygiene (FW-WASH) Advocacy Campaign is a perfect example of these efforts working together with impressive results.

Through the Fresh Water (FW)-WASH Advocacy Campaign, JGI Uganda works to ensure the district water council a) broadens participation from local communities b) includes integrated FW-WASH and conservation in planning, budgeting, implementing, and reporting; and c) requires departments to demonstrate cross-sectoral efforts.

The 2019 FW-WASH campaign built on years of WASH-related work and supported the Albertine Rift’s local governments to ensure that freshwater conservation is integrated into protocols by 2021.

“Only when our clever brain and our human heart work together in harmony can we achieve our true potential.”

Dr. Jane Goodall

ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA, CONTINUED

Below: Participants of
Action Planning and
Strategy Development
in Liberia.



REPUBLIC OF THE CONGO

In 2019, JGI RoC expanded the community-led approach through Tchimpounga Chimpanzee Rehabilitation Center’s conservation, rescue, rehabilitation, and public awareness programs. The team erected four billboards focused on great ape protection laws and surveyed local communities to gauge awareness by conducting 100 pre and post-tests. The education team was also trained in the use of Esri’s application “Survey 123” to record this data, which is uploaded into the cloud for ease of access for all stakeholders.

LIBERIA

Liberia is among the most important countries for the conservation of the western chimpanzee (*Pan troglodytes verus*) with an estimated 7,000 individuals. It is also home to threats like bushmeat hunting, logging, and mining. Our goal is to collaborate with key partners to reduce chimpanzee extinction risk across Liberia by 2030.

Led by Dr. Marc Fourrier, JGI-USA’s director of species conservation, through support from the U.S. Fish and Wildlife Service and the JP Fletcher Foundation, this project delivers the best of our conservation planning efforts. Our work here includes science, along with IUCN’s Conservation Planning Specialist Group networks, Open Standards for the Practice of Conservation, predictive modeling of chimpanzee population viability, and collaboration with Impact By Design to develop effective behavior change campaigns.



With conservation NGOs and the Forestry Development Agency, Impact by Design, and the Conservation Planning Specialist Group, JGI took the first steps toward a national strategy. In 2019, JGI organized a workshop with more than 20 stakeholders and 50 participants.

GUINEA

With the largest population of West African chimpanzee subspecies, Guinea is an inspiring example of humans and chimpanzees peacefully coexisting. In some parts of Guinea, certain factors have resulted in a reverence for wildlife, diminishing threats like bushmeat hunting that is prevalent in other areas. In 2019, JGI and partners developed a national chimpanzee CAP and 10-year strategy, funded by the Arcus Foundation, to better understand this interaction.

To further this work, JGI partnered with the Arcus Foundation and Biotope to implement sustainable agroforestry across three important chimpanzee sites in the northern mountains of Fouta Djallon and support communities in building capacity to manage their resources.



Uganda and Community Forests

JGI Uganda participated in work by providing inputs to amend the Uganda Wildlife Act, which uses a model from JGI's innovative community-financed compensation initiative.



Coffee and Tacare in Tanzania

From JGI's long-term Tacare work in Tanzania, a locally run coffee cooperative was created. From 12 groups, the KANYOVU Coffee Cooperative Society grew, and today, it includes 13,391 registered farmers.

SENEGAL

GUINEA

LIBERIA

CAMEROON

DEMOCRATIC
REPUBLIC
OF CONGO

UGANDA

GABON

REPUBLIC
OF THE CONGO

BURUNDI

TANZANIA

ACROSS THE CHIMPANZEE RANGE,
JGI IS MAKING A DIFFERENCE;
HERE ARE SOME HIGHLIGHTS.



The Chimpanzee Welfare Index

The CWI's striking results were demonstrated as every single one of the sanctuary's chimpanzees measured as having improved index scores of 93% or above.

Tchimponga
Chimpanzee
Rehabilitation Center

Gombe Stream
Research Center

Learn more about our community-led conservation across Africa Programs at janegoodall.org/impact19

ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA, CONTINUED



JGI SPAIN - GUINEA AND SENEGAL

Funded by the Arcus Foundation, JGI USA partnered with JGI Spain in Guinea to support a crucial study on the largest population of West African chimpanzees and their interactions with human communities. JGI USA developed the biomonitoring platform, with Biotope leading the agroforestry specialization. This framework provides the data, measurements, protocols, and tools, allowing JGI Spain to be an on-the-ground implementer that develops trainings and shares data for ongoing monitoring and analysis. This project echoes JGI Spain's ongoing work in Senegal.

Impact Stats: Africa Programs

44%
of leadership roles within target community institutions are occupied by women

254
individuals (e.g., rangers, forest monitors, eco-guards, forest guards) reached through training for improved protection and/or management of community conservation areas (disaggregated by gender)

86,376
individuals reached through JGI programs

5,900,932
hectares of chimpanzee habitat under management for conservation

\$1.4M
generated from sustainable alternative livelihoods adopted by target communities



Benefactor Profile: Keith Bitamazire

A Story of Hope in Uganda: A Father of Forests

Keith Bitamazire is a retired pilot living in Budongo's Siiba village. He privately owns 80 forested hectares that host several species of wildlife, including chimpanzees. He has become a longtime JGI collaborator and educator, receiving forestry guidance and native tree seedlings from JGI to enrich his forest and maintain it as a wildlife habitat.

Keith grows his forest and focuses on educating his local community about the benefits of conservation, such as forest protection as a catchment for sustaining water sources. For the past five years, he has grown seedlings, worth thousands of dollars, while reinforcing JGI's work by supplying seedlings to nearby communities with ongoing tree care and support. Keith is one of JGI's



key contacts, setting an example to showcase the benefits of sustainable conservation and human-wildlife coexistence.

For the past five years Keith has supplied seedlings to nearby communities along with ongoing tree care and support.

ACROSS THE CHIMP RANGE, JGI RECEIVES RECOGNITION

JGI Recognized as a Facilitator and a Change Agent

KANYOVU Coffee
Cooperative Society
Successes:

643,614

kgs of coffee

\$1M

in sales in US dollars

“We can move
toward a world
where we live in
harmony with
nature.”

Dr. Jane Goodall

Tanzania

From JGI’s long-term Tacare work, a locally run coffee cooperative was created. From 12 groups, the KANYOVU Coffee Cooperative Society grew, and today, it includes 13,391 registered farmers. Not only has the Tanzanian government recognized KANYOVU’s tremendous value, but the coffee can also be bought by private companies which include Taylor Winch and Joy Harvest.

In addition, The Tanzania Wildlife Research Institute awarded JGI with Outstanding Institutional Support presented by Hon Minister of Natural Resources and Tourism Dr. Hamis Kigwangalla.

Democratic Republic of the Congo

The Ushiriki consortium of the EDRC Conservation Action Plan, led by JGI, is an impressive group taking on ever-evolving challenges through collaboration. It even has mascots! Their first, Ushiriki, is a chimpanzee rescued by ICCN who is being cared for by our partners at Lwiro Primates. The second Ushiriki is a Grauer’s gorilla in Kahuzi-Biéga National Park. The pair reinforce the goals of the consortium and help connect people to great ape conservation.

Uganda

In 2019, JGI Uganda participated in work by providing inputs to amend the Uganda Wildlife Act, which was accepted by the President of Uganda, General Yoweri Kaguta Museveni. It enacts measures to prohibit the illegal trade in endangered wildlife and human activities in wildlife habitats, fixing previously weak clauses on wildlife crime. An important addition is a life sentence or a fine of approximately USD \$5.4 million if one is found guilty, and compensation when wildlife damages crops or harms/kills someone. The act uses a model directly stemming from JGI’s innovative community-financed compensation for crop damage, livestock loss, and personal injuries.



Left: Community member as part of LCWT shows off rocket stove she was able to purchase and get installed thanks to JGI’s facilitation of the COCOBA microcredit program.

JGI has also been active in the amendment of National Collaborative Forest Management (CFM) guidelines. JGI has long been leading the facilitation of establishing CFM, which allows forest land, under government jurisdiction, to be allocated to communities along with rights to manage resources within a national framework. In 2019, JGI and conservation NGOs worked to provide recommendations for the new guidelines with support from U.S. Forestry Services. The new CFM includes elements such as better recognition of gender inequity, improved natural resource access, and community inputs.

With support from the Food & Agricultural Organization of the United Nations, JGI Uganda implemented a project focused on forest monitoring, data collection, and community-led responses using mobile technologies as part of JGI’s Science Platform. This project brought together JGI’s Forest Patrol from National Forestry Authority, Community Forest Monitors, Private Forest Owners’ Association, and Forest Rangers from District Forestry Services under one platform, known as the National Forest Monitoring System (NFMS). The project leveraged JGI’s cutting-edge forest-monitoring tools using Esri’s ArcGIS technologies, citizen science, and innovative techniques for data collection and sharing from forests

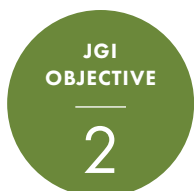
outside protected areas. During the pilot, data was sent to a centralized hub hosted by JGI’s Science Platform on ArcGIS Online for collation and analysis, which informs management decisions in near real-time.

Recognition for JGI’s efforts also included a certificate from Budongo Sub County Local Government for successful implementation of JGI Uganda Fresh Water (FW)-WASH, and an award by Uganda’s Ministry of Trade and Industry as well as Uganda Wildlife Authority for the ‘Wildlife Marathon’ for World Wildlife Day (March 3rd) spearheaded by Roots & Shoots.

Republic of the Congo

In September 2019, the Technical Steering Committee for the Tchimpounga Nature Reserve met to review reports and make recommendations. JGI’s sniffer dog program was introduced to reduce wildlife trafficking across the country, and a resolution was unanimously passed (with full support from military, police, and maritime offices) to have it implemented at the country’s borders as well as its airports and ports across the Republic of the Congo.

ENHANCE UNDERSTANDING OF CHIMPANZEES IN GOMBE AND BEYOND



Research on wild chimpanzees in Gombe, Tanzania, has been an exciting endeavor since 1960, when then 26-year-old Jane Goodall first stepped foot on the shores of Lake Tanganyika. Now, as the ongoing research reaches its 60th year in 2020, it has become the longest-running wild chimpanzee study in the world. Expanded by students, field researchers, and scientists from around the globe, this unparalleled research not only represents the value of longitudinal studies of animal behavior but also the wonderful richness of life in a single site.



GOMBE 60: DISCOVERY | INNOVATION | HOPE

Gombe's transformative research is as dynamic and insightful as ever. In 2019, six decades after it first began, daily routine observations of chimpanzees, known as the B-Record,



continued alongside studies of chimpanzee mothers and infants, adolescent females, and vocalizations as well as research including health, other species and more.

UNDERSTANDING CHIMPANZEES

DR. GOODALL'S OBSERVATION THAT CHIMPANZEES MAKE AND USE TOOLS IS CONSIDERED ONE OF THE 20TH CENTURY'S GREATEST CONTRIBUTIONS.

Her other discoveries, spanning chimpanzee compassion, emotions, intelligence, meat consumption and hunting, primitive warfare, and mother-infant bonds, likewise revolutionized the way we think about non-human animals and ourselves. This important research continues at Gombe Stream Research Center, led

by Dr. Deus C. Mjungu. Through this approach, field teams monitor chimpanzees via natural observations of numerous recognized individuals — following a single chimpanzee per day. This is an invaluable way to understand chimpanzees, delivering information on life histories, behaviors, diets, demographic events, and social interactions and compositions.

TO DATE, MORE THAN 300 publications, focusing on chimpanzee health, behavior, and/or other insights, have emerged from Gombe, with thousands of researchers referencing the material year after year.

A LEGACY OF SCIENCE

AS A TRAILBLAZING RESEARCHER, DR. GOODALL BROKE BARRIERS AND SPARKED A GLOBAL MOVEMENT. This contributed to an important increase in the number of women in STEM (Science, Technology, Engineering, Math) and adjacent fields. It's estimated that since 1960, as we saw an increase in women joining the workforce overall, there has been a remarkable jump of 7% to 26% in the number of women in STEM (U.S. Census, 1970-2011).

Generations of researchers in Gombe have gone on to work at major agencies, institutions, organizations, and universities. Nearly 60 masters and doctorates have been obtained and more than 250 researchers have conducted studies in Gombe, including Tanzanians.

GOMBE INSPIRES COMMUNITY-LED CONSERVATION

FROM MORE THAN ONE MILLION IN THE 1900S TO AN ESTIMATED 340,000 TODAY, CHIMPANZEE NUMBERS HAVE SEVERELY DECLINED. Most of their habitat is found outside of protected areas, where land is readily converted by unsustainable human development. Dr. Goodall saw that without access to health, education, or economic opportunities, struggling human communities would continue to put pressure on dwindling natural resources.

In 1994, The Lake Tanganyika Catchment Reforestation and Education (TACARE) program was designed by Dr. Goodall and key Gombe area stakeholders as a pilot project to protect chimpanzees outside national parks by addressing poverty, supporting sustainable livelihoods, and enabling local ownership of decisions impacting land use and natural resource management. Now known as 'Tacare' it represents JGI's community-led approach across the chimpanzee range in Africa.

Above: Dr. Goodall and Dr. Deus Mjungu, director of chimpanzee research at Gombe Stream Research Center discussing current research projects.



ENHANCE UNDERSTANDING OF CHIMPANZEES IN GOMBE AND BEYOND, CONTINUED

JGI
OBJECTIVE
—
2

PROFILE: GREMLIN + GOODALI



A ‘G Family’ Gift: Goodali

Since Dr. Goodall’s initial arrival in Gombe, researchers have been able to track the lineages and construct multi-generational narratives of the Kasakela chimpanzee community’s ‘G and F Families’. Because of Dr. Goodall and JGI’s research, the prolific stories of these families have traveled into the homes of millions of people. So it was significant for humans and chimpanzees alike when, on August 23, 2019, the ‘G family’ welcomed a newborn.

The infant is the daughter of Gremlin, alpha female of the ‘G Family’, now dominant over the long reigning ‘F Family’ females in Kasakela. As Dr. Goodall is prone to making magical things happen upon her visits to Gombe, the baby arrived just in time for her arrival. Thus, the infant was aptly named Goodali.



THROUGH A WINDOW: CHIMPANZEES AND OURSELVES

IN 2019, THE JGI TEAM CONDUCTED 716 DAILY CHIMPANZEE FOCAL FOLLOWS. Chimpanzee observations included diet and ranging pattern, territoriality and intergroup relations, hunting, male politics, female-to-female relationships, immigration of females between communities, and instances of infanticide. In 2019, 20 researchers contributed 38 published pieces focused on topics like chimpanzee dialects, maternal behavior, and reproductive energetics. Understanding these factors has implications for species knowledge at large and is essential for their conservation.



Above: Gombe chimpanzee mom Golden — one of the twins of Gremlin of the “G Family”— and her daughter Ghurubu.



Staff Profile: Gabo Paul Zilikana

A Head Above the Rest: Gabo Paul Zilikana, Leader of Gombe Chimpanzee Research Team

Nearly a foot taller than most of his fellow field assistants, Gabo Paul Zilikana is a gentle giant and a master storyteller. Known for his calm demeanor, cool confidence, and welcoming nature, Gabo makes everyone feel at home.

Born near Gombe National Park, Gabo was hired as a teenager to work on the red colobus monkey research project in 1981. He soon found himself working full-time with the chimpanzee research team.

After years of documenting chimpanzees for the Gombe Stream Research Center, Gabo led a research team to the northern boundary of the park to habituate and collect data on the little-known Mitumba chimpanzee community. After years of work, Gabo and other researchers succeeded

to make Gombe the first field site in Africa to feature two neighboring habituated chimpanzee communities. This breakthrough allowed JGI staff and research partners in academia to study the behavior and relations between two communities and led to Gabo becoming leader of the Gombe Center's chimpanzee field research team.

Gabo's knowledge and insights have proven to be a major contribution for the science world, as he contributes to growing our understanding of chimpanzees..

Known for his calm demeanor, cool confidence, and welcoming nature, Gabo makes everyone feel at home.

ECO-HEALTH INITIATIVE IS PROACTIVE AND ESSENTIAL

JGI'S UNIQUE ECO-HEALTH INITIATIVE WAS DEVELOPED IN RESPONSE TO DISEASE AS THE MAIN CAUSE OF DEATH FOR GOMBE CHIMPANZEES. As humans and chimpanzees are so closely related, JGI's Eco-Health initiative provides remarkable information on zoonotic disease and ecological health through three strategies.

The first strategy involves field assistants completing health sheets after daily chimpanzee observations, providing early warnings before chimpanzees become gravely ill. In 2019, 670 daily health sheets were filled in through work led by JGI veterinarian Dr. Dismas Mwacha.

The second strategy is non-invasive sampling, looking for pathogens in fecal samples and comparing them between the three Gombe communities. In 2019, 268 fecal samples were obtained and used to compare things like parasite loads with observed health. Our colleagues in this include Dr. Elizabeth Lonsdorf (Franklin & Marshall University), Dr. Dominic Travis (University of Minnesota), and Dr. Tom Gillespie (CDC Atlanta and Emory University) along with Dr. Beatrice Hahn (University of Pennsylvania) and her team, for study of SIVcpz, closely related to HIV.

The third strategy is post-mortem examinations of any chimpanzees or other primates who die. This is followed by a thorough analysis of tissue disorders and pathogens by Dr. Karen Terio (University of Illinois).

The COVID-19 pandemic, one of many coronaviruses of which chimpanzees and other great apes are also susceptible and one that originated through wildlife transmittal, puts a greater emphasis on the value for this long-term work. Additionally, chimpanzee health research brings new understanding for the health of humans; such is the case for studying simian immune virus (SIV).

38

published pieces by 20 researchers in 2019 focused on topics like chimpanzee dialects, maternal behavior, and reproductive energetics

670

Daily health sheets filled in through work led by JGI veterinarian Dismas Mwacha in 2019

268

fecal samples were obtained to compare things like parasite loads with observed health

ENSURE THE WELFARE OF CAPTIVE CHIMPANZEES, INCLUDING THOSE IN SANCTUARIES

Below: JGI Tchimpounga
Center's caregiver
bottle feeding rescued
chimpanzee infants at the
main sanctuary site.

JGI
OBJECTIVE

3

At JGI, we believe every individual has an important role to play. As we recognize the need to protect our closest living relatives from extinction, we build on the work of our founder to ensure the well-being of every individual chimpanzee. As Dr. Goodall and JGI's research has shown, chimpanzees are intelligent, emotional, and social, with communities representing cultural value to the species. Unfortunately, they tragically face the physical and psychological harm of the bushmeat and illegal pet trade. To combat this nuanced and complex threat while improving the lives of survivors of the trade, JGI's work in Republic of the Congo puts the individual first.



JGI'S CHIMPANZEE WELFARE INDEX: A STELLAR MODEL FOR CAPTIVE CARE

CREATED IN 1992, JGI'S TCHIMPOUNGA CHIMPANZEE REHABILITATION CENTER IS ONE OF AFRICA'S LARGEST CHIMPANZEE SANCTUARIES. The work at Tchimpounga Center is a stellar model for captive care with global applications.

In 2018, JGI's Tchimpounga staff developed and introduced a quantitative scoring methodology to ensure the best possible chimpanzee care, known as the Chimpanzee Welfare Index (CWI). The basis of the CWI was a Ph.D. thesis written by Australian primatologist Amanda Fernie. The CWI, developed by Dr. Rebeca Atencia and JGI staff, has 17 criteria — categories ranging from diet to social environments — that individual chimpanzees and groups are scored against.

In 2019, we saw the CWI's striking results, as every single one of the sanctuary's chimpanzees, both the 100 in integrated groups on sanctuary islands and 40 at the central sanctuary site, measured as having improved index scores of 93% or above. Work to expand included a training of the CWI at Lwiro Sanctuary in DRC, with efforts to do more trainings in other facilities in Africa and globally.

THE SMELL OF SUCCESS IN FIGHT AGAINST WILDLIFE TRADE

AT THE TCHIMPOUNGA CENTER, EFFORTS TO END WILDLIFE TRAFFICKING ENLIST A VARIETY OF METHODS. One such method involves protecting Tchimpounga Nature Reserve through an emerging program that utilizes the skills of sniffer dogs.

This canine program featured three dogs in 2019, each of whom has been trained to detect arms, ammunition, and every species found on the protected wildlife list put together by the Convention on International Trade in Endangered Species (CITES). Each morning, the three dogs and their respective handlers travel with reserve rangers to the protected area's three entrance/exit posts to conduct a thorough search of incoming and outgoing vehicles. As effective use of JGI's larger science and technology work, rangers' use the dogs in tandem with usage of Cyber Tracker and Esri's Survey 123 tracking software on mobile devices which doubles as record-keeper for ranger performance and accountability.

If one of the sniffer dogs detects arms or ammunition, the illegal goods are confiscated and handed over to the Forest Ministry. It's otherwise up to the rangers' discerning abilities of inspection to seek out and seize illegal goods that the dogs cannot detect. In just a few-month stretch of 2019, rangers uncovered 135 wood boards, 23 snares, four machetes and two poacher camps in the reserve.

On top of this, JGI RoC maintains a community-driven approach. When illegal activities are found on daily patrols, rangers immediately record them via GPS and Survey 123 on JGI's Science Platform, informing the park manager and director to decide what action should follow. JGI RoC works with nearby communities to provide updates regarding illegal incidents in the reserve. JGI also provides environmental awareness, education and sustainable livelihoods in the area. In this way, JGI extinguishes threats while raising awareness and increasing engagement with local communities.



Caretaker Profile: Antonette

A Mother for Rescued Chimpanzees

Young orphaned chimpanzees often arrive at the Tchimpounga Center in terrible condition. When they are torn from their mothers, it is JGI caregiver Antonette who acts as a surrogate. As many are just babies when they arrive, she devotes 24-hour care and affection. Her goal is to make the baby chimpanzee feel protected, safe, and loved, as this early period is crucial for their psychological development.

During the Republic of the Congo's civil war, the nation's capital of Brazzaville saw tremendous violence. At the Brazzaville Zoo, where caregivers from the Aspinall Foundation cared for baby gorillas, humans and other animals were not safe from the conflict. So the foundation moved the caregivers and their baby gorillas to the



Tchimpounga Center, where local resident Antonette was hired as a caregiver. She boldly cared for five infant gorillas during the war.

When the war ended, the gorillas were moved. Antonette had children of her own

and could not follow. Because the managers at Tchimpounga knew of her excellence as a gorilla caregiver, she was offered a position to care for chimpanzees.

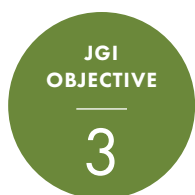
Antonette found that caring for chimpanzee babies was like caring for gorilla babies and even human babies in some ways. Antonette shows patience to help them succeed, guides them to learn to be their best, and always works in the interest of ensuring they grow up to be healthy, strong, and social members of their integrated chimpanzee communities.

With each chimpanzee, Antonette witnesses the sadness and depression they arrive with disappear. This transformation has everything to do her love, which transcends species.

Antonette found that caring for chimpanzee babies was like caring for gorilla babies and even human babies in some ways.

ENSURE THE WELFARE OF CAPTIVE CHIMPANZEES, INCLUDING THOSE IN SANCTUARIES, CONTINUED

Below: Tina, Rickita, and Johana finding a new hope and home at Tchimpounga with JGI caregivers.



93%+

Welfare Index of chimpanzees in Tchimpounga Center

78%

Welfare index of chimpanzees in targeted landscapes

A STORY OF HOPE: JOHANA, RICKITA, AND TINA

IN 2019, JGI ROC SAVED THE LIVES OF THREE CHIMPANZEES — JOHANA, RICKITA, AND TINA — FROM HORRIBLE CONDITIONS AS ILLEGAL PETS IN ANGOLA. In order to ensure a secure and successful transfer to Tchimpounga, JGI collaborated with PASA, IFAW, and the Angolan government. Given that Angola has no sanctuary of its own, the Tchimpounga Center proved to be the most viable option for rehabilitation and long-term care.

The rescue began with JGI staff led by Tchimpounga’s head veterinarian and JGI Congo’s director Dr. Rebeca Atencia, arriving at a grim scene in Cabinda, Angola. Johana and Rickita, two adult females, were found locked inside a cement cage, where they had been for 20 years. Tina, who was only a few years old, spent her days alone in a truck bed.

When Johana, Rickita, and Tina safely arrived at Tchimpounga, they were integrated into the main sanctuary site, a clean and comfortable space with ample food and water. In this new home, they were able to freely develop relationships with other chimpanzees, rebuild their confidence, regain their strength, and enjoy enrichment activities.

Fellow rescued infant chimpanzees Kabi and Vienna developed a bond with Tina, while Johana and Rickita explored life outside of a cage after two confined decades. They were able to decide how to spend their days for the first time in their lives. Playing with flowers, moving through grass, and befriending fellow chimpanzees were entirely new sensations. Hopefully, they will one day be moved to the sanctuary’s forested island sites to join the fully integrated chimpanzees living there.



INSPIRE AND EMPOWER YOUNG PEOPLE TO MAKE COMPASSIONATE AND HOLISTIC CHOICES

Below: Roots & Shoots
National Youth Leadership
Council Members René
Jameson and Stewart
Massey.



WALKING THE TALK THROUGH ROOTS & SHOOTS

Roots & Shoots is a movement to own one's purpose, build connections, and hone personal passions. Instead of being overwhelmed by the existential magnitude of global catastrophe, these young changemakers focus on their role in their community. Through Roots & Shoots, hundreds of thousands of young people have developed a greater sense of agency, compassion, and hope. From interactive events to international summits, in 2019, the Jane Goodall Institute increased the program's accessibility and scale by leaps and bounds.



365 DAYS OF YOUTH LEADING THE WAY

2019 WAS A VERY SUCCESSFUL YEAR FOR ROOTS & SHOOTS USA. The program distributed 242 project support grants, totaling \$48,400, with 25% going to Title I schools. Additionally, Roots & Shoots supported the inaugural graduation of Fund II Foundation Fellows, providing an opportunity for young people of color and allies serving under-resourced areas to complete community-focused projects. To increase involvement, Roots & Shoots engaged seven partners in under-represented and under-served communities, expanding our reach by nearly 15,000 individuals.

JGI's annual National Youth Leadership Council Summit was held in September in Atlanta, Georgia, where council members came together for professional development workshops, program training, and community service. In 2019, 26 council members completed 55 speaking engagements on behalf of Roots & Shoots, along with nearly 2,500 volunteer hours in their respective communities. Our digital efforts saw results as well. Our Roots & Shoots website saw 144,377 visitors, our three social media platforms gained 15,464 new followers, and our Skype in the Classroom event engaged more than 500,000 young minds.



Left: PAWSitive youth members present their Roots & Shoots project at the Celebration of Compassion, Action, & Peace in Atlanta, Georgia.

Project Profile: PAWSitive Kids

Third Graders Create Roots & Shoots 'PAWSitive' Project to Improve Reading and Help Shelter Animals

In 2016, Chris White at Elm Street Elementary in Rome, Georgia, was looking for a way to implement community service as part of a STEM initiative. Using Roots & Shoots' 4-Step Formula, Chris focused on **Step 1 – Get Inspired** and noticed her students' interest in dogs. Using **Step 2 – Observe**, Chris and her third graders found a program where kids could read to shelter dogs. Thus, they started PAWSitive Kids.

Chris reached out to Public Animal Welfare Services (PAWS) and the team there was enthusiastic about collaboration. Through **Step 3 – Take Action**, PAWSitive kids had participants working on their reading skills in a comfortable environment while providing social interaction to dogs who desperately needed it.

Through this project, youth from all backgrounds were able to practice critical English Language Arts skills and develop essential Roots & Shoots Compassionate Traits, such as inspiring peers, empathy, and critical thinking. Chris also noticed an uptick in attendance and engagement.

In September 2019, the students of PAWSitive Kids did **Step 4 – Celebrate** as invited guests of JGI's Roots & Shoots Celebration of Compassion, Action, and Peace. Following the recognition of PAWSitive Kids, Elm Street's third-grade innovators were given \$5,000 by Dr. Goodall and event sponsor Delta Air Lines to see the project grow further.

“Who knew when we started this project four years ago that it would travel around Georgia and get the recognition of Jane Goodall?”

Chris White, Roots & Shoots educator

A DIGITAL ROOTS & SHOOTS SPACE FOR ALL

IN 2019, FOLLOWING EXTENSIVE RESEARCH ON DIVERSITY, EQUITY, AND INCLUSION, JGI REDESIGNED THE ROOTS & SHOOTS WEBSITE to focus on accessibility, connectivity, and user experience. Working with DC-based creative agency Taoti, we built the new Roots & Shoots website to directly empower our change-makers and make it easier for them to share impactful stories and choose meaningful actions.

Our quiz to “Find Your Calling” allows users to decide what issues they care about and how they would like to be involved. Whether they are exploring the site, browsing resources, looking for 1-Click Actions, or seeking to do a project or start a group, the quiz provides actionable next steps.

Our Projects page gives individuals a chance to explore projects by age, group type, status, or theme. They can also search using an interactive map. Likewise, our Groups page allows users to discover like-minded groups that suit their interests, age, and location. Each Group's page also allows members to share multiple projects and connect to others.

In our section For Youth, we provide young minds with the actions, connections, opportunities, and resources they need to create positive change. In our section For Educators, we offer our community leaders the lesson plans, activities, online courses, digital resources, and tangible insight into student engagement and at-home education.

3,521

New members registered online

10,000+

New young people helped to develop compassionate traits

2,024

1-Click Actions completed

105,600+

People reached with Dr. Goodall's message of hope, and inspired through shared stories of action

547

New community action projects started by young people

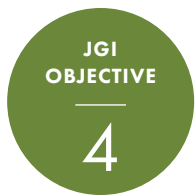
1,984

Individuals signed up for Roots & Shoots challenges



INSPIRE AND EMPOWER YOUNG PEOPLE TO MAKE COMPASSIONATE AND HOLISTIC CHOICES, CONTINUED

Below: Roots & Shoots members in Congo celebrating celebrating World Chimpanzee Day on July 14th.



WHERE ROOTS & SHOOTS BEGAN — WHERE IT'S GOING

Roots & Shoots started in Tanzania in 1991 when a group of high school students expressed their dismay at the challenges their communities faced. Dr. Goodall empowered these young people to take action, and nearly 30 years later Roots & Shoots has grown to more than 60 countries with more than 3,100 groups in African countries.

Roots & Shoots Across Africa

In 2019, Roots & Shoots Africa Programs coordinators met in Kigali, Rwanda, with 16 participants from nine African countries — Burundi, Democratic Republic of the Congo, Gabon, Mali, Senegal, South Africa, Tanzania, and Uganda — as well as global representatives. This meeting was a unique opportunity for Roots & Shoots coordinators to share and learn from each other while receiving professional development training.



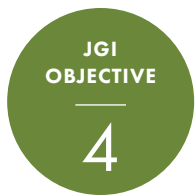
DEMOCRATIC REPUBLIC OF THE CONGO

Eastern DRC is important for community-driven conservation work, a central aspect of which is education and youth empowerment. Through Roots & Shoots activities, young people develop essential skills, build connections, and increase their understanding of, as well as investment in, the natural world. As an example, in 2019, youth celebrated World Chimpanzee Day on July 14 through an environmental design contest as well as environmentally themed dance performances, poems, and theater shows.



INSPIRE AND EMPOWER YOUNG PEOPLE TO MAKE COMPASSIONATE AND HOLISTIC CHOICES, CONTINUED

Below: Roots & Shoots groups in Tanzania interact with Dr. Goodall during youth event.



Impact Stats: Africa Programs Roots & Shoots

3,113

Roots & Shoots groups implementing activities that promote respect for chimpanzees and their habitats

2,579

girls reached through JGI interventions, completing primary and secondary school in targeted communities



UGANDA

In 2019, Uganda's Roots & Shoots program welcomed five Canadian interns through JGI Canada and the International Aboriginal Youth Initiative to schools in Lyantonde and Bushenyi Districts. This was a mutually eye-opening experience, as those in the program were able to innovate and introduce new ideas by sharing their cultural arts and sports. After returning, several interns hosted fundraisers to support girls in Uganda and send supplies. The program has plans to double in 2020.

TANZANIA

In 2019, the USAID-funded Landscape Conservation in Western Tanzania (LCWT) initiative kicked off the second year of its five-year plan. Much of the work focused on increasing awareness of conservation issues by engaging thousands of young people across Western Tanzania. For the Roots & Shoots anniversary celebration in February 2019, the JGI team chose six different regions — Dar es Salaam, Geita, Kigoma, Pemba, Ruvuma and Unguja — for cleanups, tree plantings, interactive workshops, forest center volunteering, youth scholarships, and gatherings at the JGI-operated Pugu Nature Center, a critical educational nature facility that serves thousands of young people from across the country.

2019's Roots & Shoots event for World Environmental Day (June 5) was one of the largest and most successful yet. To celebrate, more than 800 students gathered to raise awareness and celebrate with screenings of conservation films, community cleanups, dance performances, and theater shows. Conservation messages were also conveyed through print, television, radio coverage, and YouTube.



Roots & Shoots Global

Youth Empowerment Puts Hope on the Map

Roots & Shoots is a global movement of young people who own their power to create positive change. In 2019, in-person events, virtual engagements, and campaigns helped to connect Roots & Shoots youth across cultures, identities, and ages, while growing membership and deepening program involvement.

For Earth Day 2019, Roots & Shoots partnered with Microsoft and Skype in the Classroom to offer two live broadcasts with Dr. Goodall and the JGI team. More than 12,500 student questions were posted during the live chats. Registration from classrooms, districts, libraries, and families represented 530,000 students from 123 countries, who were able to connect with Dr. Goodall and JGI staff, and an estimated 200,000 students tuned in live for the events.

In July 2019, Roots & Shoots youth representatives from nearly 30 countries met at Windsor Castle in the United Kingdom. The event included participation from Dr. Goodall and Prince Harry, a showcase of Roots & Shoots projects, and a brainstorm on how to make the world a better place. From supporting ocean conservation to solving local homelessness to reducing unsustainable palm oil in everyday products, the ambition and commitment of the summit's youth representatives greatly stunned and impressed Dr. Goodall and Prince Harry.

“When I heard that all of you here today are part of a network of more than 150,000 Roots & Shoots groups representing almost 60 countries now, it’s easy to see the potential you all have to **make a massive impact in the places you live** and together reaching right around the world.”

HRH Prince Harry, Duke of Sussex

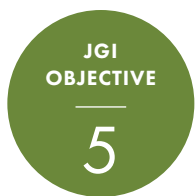


REPUBLIC OF THE CONGO

In 2019, JGI identified Republic of the Congo school teachers in areas where poaching is a major threat, such as Tchimpounga Nature Reserve, Conkuati Douli National Park, and Dimonika Biosphere Reserve, and engaged them with activities focused on connecting young people with nature.

Roots & Shoots RoC members across seven villages were taken on guided forest walks to learn about the importance of wildlife. They also celebrated Biodiversity Day (May 22) with 2,000 students, cleaned schools, planted a banana orchard, explored the Tchimpounga Chimpanzee Rehabilitation Center, and attended a course that focused on topics like culture, language, and science. As a result of a survey, they found that approximately 80% of students had an awareness of their relationship with biodiversity, and more than 50% of the students were aware of the importance of the natural world. In 2020, the program will continue to expand to reach thousands of young people in the area.

APPLY SCIENCE AND TECHNOLOGY FOR BETTER DECISION-MAKING



Right: Dr. Goodall with Esri founder Jack Dangermond on a keynote panel during the 2019 Esri User Conference.



Science is a vital part of JGI’s “DNA.” In 2019, JGI invested in its Conservation Science Department through a strategy process supported by James and Nancy Demetriades. The goal is to enhance our impact by harnessing collaborative research, participatory science, and innovative technologies. This work creates a foundation for science across all programs, improves collaboration with partners from academia and the private sector, and accelerates innovation.

“Give nature a chance and life can come back where we have destroyed it before.”

Dr. Jane Goodall

THE FUTURE OF BIODIVERSITY DEPENDS ON INVESTING IN TECHNOLOGY AND COMMUNITIES

AT THE 2019 ESRI USER CONFERENCE IN JULY, DR. GOODALL JOINED ESRI FOUNDER JACK DANGERMOND and biologist Dr. E.O. Wilson as part of a keynote to discuss the role of technology in the future of global biodiversity conservation. As indigenous and local communities are stewards of 80% of biodiversity, and the most affected by changes in the environment, conservation must be owned by them. The panel reinforced what we practice at JGI: Investment in local capacity, and connection of local efforts with global conservation.

JGI and Esri announced an expansion of our partnership to develop a set of tools as part of Tacare. The tools will support communities to map and manage ecosystems through collaborative design and planning on Esri’s ArcGIS software. Through these efforts, communities will be able to better map, monitor, and manage community forests and wildlife reserves, water catchment areas, human settlement, agriculture, agroforestry spaces, and more.

Learn more at bit.ly/tacaremap.

SCIENCE AS THE FOUNDATION

Towards an Integrated Science Strategy

Science as the Foundation

Science at JGI is both an institutional pillar and cross-cutting. The platform is spatially explicit, leveraging and adapting existing technologies such as Esri's ArcGIS, Microsoft's Azure cloud, NASA's open satellite data, as well as Maxar's integrated space infrastructure and Earth intelligence capabilities. By combining local knowledge and values with a geographic platform to integrate data from multiple sources, we can better understand the connections between people, wildlife, and ecosystems.

Science & Location Intelligence

In 2019, JGI was able to deliver more than 100 maps and information products to decision-makers. We mapped the entire chimpanzee range in Africa (2,325,561 sq km) at medium 30-meter resolution and monitored more than 100,000 sq km at very high (below 1-meter) resolution. These maps allow JGI staff, government officials, local communities, and partners to stay up to date on risks and make nearly real-time adjustments to adapt conservation strategies.

Science That Increases Access and Sharing

Putting technology in the hands of communities and local decision-makers is central to JGI. Through citizen science using mobile technologies and community-mapping using high-resolution satellite imagery, communities record and share knowledge of forests, watersheds, farming, logging and other activities.

In 2019, we focused on trainings and implementation of Esri's Survey 123 for data collection by community members, researchers, and rangers. In Tanzania, we combined data regarding chimpanzees and threats reported by village forest monitors with distance chimpanzee surveys conducted by researchers and household socio-economic surveys. In Republic of the Congo, JGI has 47 active Survey 123 deployments,



Above: Dr. Goodall and Dr. Lilian Pintea with JGI Tanzania staff and community members of Kigalye village as they review a map of their local land use plan and satellite imagery of their local habitat.

including chimpanzee surveys, sanctuary inventories, ranger patrols, and educational billboard reports. In Uganda, the application is used for community forest monitoring and human-wildlife conflict data.

Science That Has Real-World Impact

JGI's Tacare approach is a participatory process which combines science, data, and tools with local knowledge. Through Tacare, we facilitate village land uses that balance community development and conservation. As part of the community-mapping process, we collaborate to integrate the latest GIS data with local insights and values on forests and wildlife using mobile technologies and high-resolution satellite imagery. This supports local people to drive the conservation process.



Above: JGI staff and community forest monitors are trained in Esri's Survey 123 application for use on their patrols of their local protected areas.

Science That Collaborates

To define a conservation challenge and build solutions, we seek out effective partnerships. In 2019, JGI worked with Maxar to apply a new Ecopia Building Footprints dataset derived using Artificial Intelligence from their very high-resolution satellite imagery across Africa's chimpanzee range. This allows us to map the actual human footprint inside protected areas to understand threats like never before and develop realistic responses.

Science That Tells a Story

We believe in the power of stories. JGI's Science Platform focuses on converting data into compelling products including maps and dashboards. These are designed to be useful for local government leaders, global policymakers, and the public. Our Platform uses ArcGIS Story Maps, Operation Dashboards, and others to present relevant information using interactive visualizations. Complex data can then be evaluated quickly and easily, inspiring change.

"It's not just about collecting data. It's about converting data into actionable information that local communities and government authorities find meaningful and useful to make better decisions."

Dr. Lilian Pintea, Vice President of Conservation Science, JGI USA

APPLY SCIENCE AND TECHNOLOGY FOR BETTER DECISION-MAKING, CONTINUED



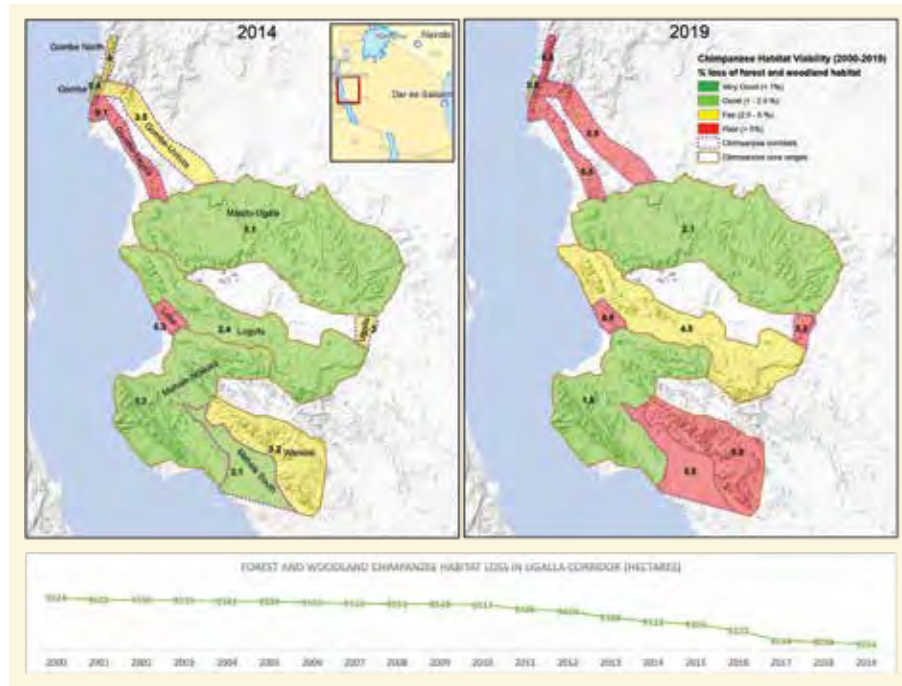
TECHNOLOGY FOR BETTER DECISION-MAKING

IN 2019, JGI COMPLETED DEVELOPMENT OF A DYNAMIC DECISION SUPPORT SYSTEM (DSS) TO MONITOR GREAT APE HABITATS IN AFRICA. This effort was funded through a NASA Ecological Forecasting grant and in collaboration with the Global Land Analysis and Discovery (GLAD) laboratory at the University of Maryland along with Esri. The DSS uses Esri's ArcGIS, Survey 123, ArcGIS Online, Operations Dashboard, and Story Maps. This allows the DSS to collect field data, integrate satellite data and species models, manage, analyze, communicate, and share habitat health indicators.

The strength of the DSS is that it is aligned with Conservation Standards that help convert data into actionable information. It also continuously integrates large, remotely sensed datasets to update species models as new satellite data are acquired. The DSS runs multiple models and scenarios, enabling visualization and feedback in real-time. As an example, decision-makers recently prioritized conservation of riverine forests and corridors as part of the Tanzania Chimpanzee Conservation Action Plan and the US-AID funded Landscape Conservation in Western Tanzania (LCWT) project as a direct result of maps and data produced by the DSS.

Learn more at janegoodall.org/impact19

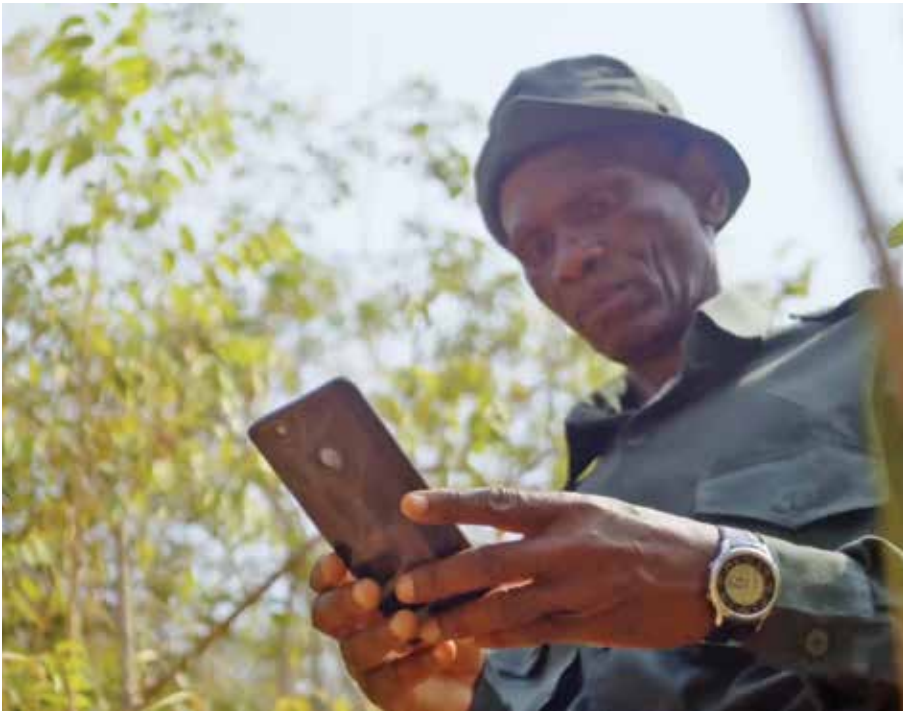
Right: Chimpanzee infant at Gombe Stream National Park, Tanzania.



Above: Visualization of change in chimpanzee habitat viability indicators between 2014 and 2019 in core chimpanzee ranges and corridors as defined by the Tanzania Chimpanzee Conservation Action Plan via JGI's DSS dashboard. Note degradation in chimpanzee habitat viability from "Fair" to "Poor" in Ugalla corridor and a decrease in forest and woodland habitat availability from 9,624 hectares in 2000 to 9,064 hectares left in 2019.

Right: Community forest monitor selected by his village government to record data on community forests and reserves via Survey 123 application.





Forest Monitor Profile: Kashindi Msafiri

Kashindi Msafiri: Protecting Tanzania's Natural Inheritance for the Children

A farmer by trade, Kashindi Msafiri was elected by fellow Kigalye residents and village government as a volunteer forest monitor. He hopes to ensure a better future for his three children and community.

Growing up, Kashindi remembers a forest filled with chimpanzees. As the human population grew, things changed. Kashindi recalls, "We completely lost the forest." So, he joined community reforestation efforts facilitated by JGI.

"JGI introduced the program by starting nurseries at schools. Slowly seedling nurseries interested local village authorities and people began to plant trees."

Kashindi's duties change each day, ranging from recording wildlife presence and GPS coordinates using a smartphone and the Esri Survey 123 mobile application, to addressing illegal logging.

"Keeping the environment helps to prevent natural disasters," says Kashindi, noting that deforestation has previously led to landslides.

"This role is vital to environmental protection, especially with the coexistence between humans and wildlife, because I am the one making sure the community understands the importance of the environment," says Kashindi. "As we have inherited from our grandfathers and grandmothers, we also need to pass this to our children."

"From my experience, keeping the environment helps to prevent natural disasters."

Kashindi Msafiri, Forest Monitor



GOMBE PROJECT PREMONITION AND DIGITAL LAB

ONE OF THE LATEST AND MOST PROMISING APPROACHES TO DISEASE ECOLOGY IS TO DETECT PATHOGENS BEFORE THEY CAUSE OUTBREAKS. In 2019, JGI and Microsoft expanded a partnership to use mosquitos in surveys with the Tanzania Wildlife Research Institute and Tanzania National Parks Authority in Gombe. 'Project Premonition' uses robotic insect traps to catch mosquitoes, uncovering prey species and pathogens through gene-sequencing and cloud computing analysis.

With an estimated 60-75% of emerging infectious diseases originating from non-human animals, the goal is to collect data about the prey species, invertebrates, and micro-organisms. This will: (1) detect potential pathogens early; (2) monitor disease vectors; (3) confirm presence of endangered species; and (4) assess habitat health.

Moving forward, JGI seeks to establish a Gombe Digital Lab and Mobile Sequencing Lab, while building local capacity to support research in close collaboration with Gombe Eco-Health Project and Gombe Principal Investigators Consortium.



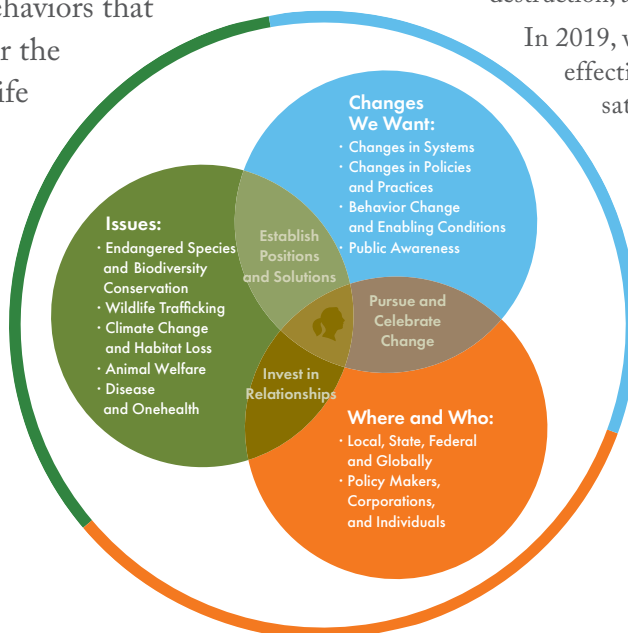
INFLUENCE POLICY AND CORPORATE PRACTICES



A VISION FOR A BETTER WORLD THROUGH BETTER STRATEGIES

Dr. Goodall has always been someone to reach across perspectives, open dialogues with those with whom she has differing opinions, and guide conversations that facilitate consensus and true change for the benefit of all. The Jane Goodall Institute's emphasis on the practical application of our values and ethics, with Dr. Goodall as our model and spokesperson, helps us to create campaigns, partnerships, and behaviors that embody a respect for the interconnection of life on Earth.

JGI POLICY STRATEGY



POLICY AND ADVOCACY FOR AN INTERCONNECTED WORLD

JGI ENGAGES WITH POLICYMAKERS, ADMINISTRATORS, GOVERNING BODIES, AND CORPORATIONS TO PROMOTE BEST PRACTICES AND DRIVE CHANGE. We are protecting great apes and other species while promoting ecosystem conservation by addressing key issues, such as climate change, non-human animal welfare, habitat destruction, and wildlife trafficking.

In 2019, we took major steps in developing methods of effective behavior change, creating spaces for conversation and improved decision-making, providing best-in-class protocols, and establishing cross-sectoral partnerships. Emulating our founder, we support these issues through a larger context, focusing on youth and community empowerment, sustainability and consumption, and equity and inclusion.

Left: Infographic illustrating JGI's core policy issue areas, targets, and approaches.

CELEBRATING CHIMPANZEES BY GROWING RESPECT FOR THE SPECIES

IN HONOR OF THE DAY IN 1960 WHEN DR. GOODALL FIRST STEPPED FOOT IN GOMBE NATIONAL PARK, WE CELEBRATE JULY 14TH AS WORLD CHIMPANZEE DAY. In 2019, we focused on responsible representation, as inappropriate and/or damaging imagery of great apes plays an integral part in fueling the illegal pet trade, promoting unaccredited zoos and subpar facilities, and normalizing misconceptions about behavior and treatment. JGI's 2019 efforts were dedicated to creating a positive, respectful image of chimpanzees.

Many well-intentioned animal lovers don't realize the negative role they play in the ongoing mistreatment of chimpanzees. One key example would be the video of a juvenile chimpanzee using a cell phone that went viral in April 2019. Dr. Goodall and JGI

challenged the video because it perpetuated inappropriate captive care and reinforced the dangerous notion that chimpanzees make "cute" pets. Dr. Goodall speaking out against the video gained online coverage in numerous publications, from *Bustle* and *Buzzfeed* to *Newsweek* and *The Hill*.

JGI likewise dedicated efforts to displacing inappropriate content with inspiring material, including hopeful stories of wild or rescued chimpanzees. Our World Chimpanzee Day video garnered more than 50,000 views and #WorldChimpanzeeDay was used more than 10,000 times. This laid the groundwork for 2020's anti-trafficking campaign *ForeverWild 2.0*.

A major goal of 2020 is to finalize our chimpanzee and great ape representation standards and work with online platforms to improve their reporting, refine their guidelines, and update their algorithms to help remove harmful posts that fuel ongoing mistreatment and illegal wildlife trade.

JGI Partnerships: Schmidt's Naturals

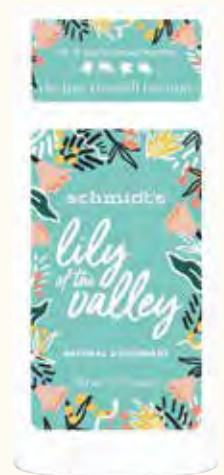
Sustainability Blossoms with JGI Partnerships and Responsible Production

What has made JGI so powerful in the realms of advocacy, policy, and conservation work is our dedication to partnering with organizations that share our values. If we are to work with a company interested in making and marketing products that involve JGI and/or Dr. Goodall, then we must maintain standards that are clear and applicable to the entire process, from initial brainstorm to final product.

A good example is our product line 'Lily of the Valley', made by Schmidt's Naturals and inspired by one of Dr. Goodall's favorite scents. Although Schmidt's is already known for their eco-friendly practices, cruelty-free ethics, recycling, and high standards of production, JGI worked with their team to ensure a focus on sustainability, even later working to reduce the product's footprint by removing paper packaging.

We demonstrate this integrity at every level. With wonderful goods ranging from shirts, necklaces, and tote bags to books, toys, and glassware, we've ensured our online store's products are made from material that is all-natural, organic, reclaimed, recyclable, repurposed, and/or sustainably sourced. We partner with companies that promise good working conditions, fair compensation, and processes that are as close to carbon-neutral as possible, if not carbon-free altogether.

While this may sound challenging, we consider JGI lucky to find so many wonderful companies that head into a partnership with us showing like-minded passion and enthusiasm for the natural world.



JANE'S VOICE OPENS MINDS AND CHANGES HEARTS

DR. GOODALL BELIEVES HER LIFE'S PURPOSE IS TO USE STORYTELLING TO SPREAD HOPE AND ENCOURAGE ACTION. Since her revelatory experience at a Chicago chimpanzee conference in 1986, where she recognized the full extent of the threats to chimpanzees, Dr. Goodall has spent each day speaking out and contributing to major reform.

In 2019, through consistent involvement in key campaigns, initiatives, and media opportunities, Dr. Goodall's reach grew significantly, with features in *Business Insider*, *CNN*, *Time Magazine*, *The Washington Post*, and hundreds of others. Dr. Goodall demonstrated thought leadership on topics such as animal welfare, the climate crisis, the application of science and technology, community-driven conservation, global sustainability, and her reasons for hope.

SECURE JANE GOODALL'S LEGACY

Below: Young visitor interacts with "Chimpanzee Findings" section of 'Becoming Jane' exhibit, getting to better understand the differences and similarities between human and chimpanzee morphology.



As a groundbreaking scientist, Dr. Goodall transformed our understanding of the world; as a compassionate advocate and leader, she builds holistic solutions for complex conservation, environmental, and welfare challenges. Nearly 60 years after Dr. Goodall's initial discoveries and the landmark cultural impact of her research, 2019 likewise marked an era of awareness and change through connection, discovery, and storytelling. From expansive efforts to archive and catalogue Dr. Goodall's personal artifacts, writings, and media to technological collaboration that makes her life and teachings accessible far and wide, the Jane Goodall Institute is making sure everyone is a part of "Generation Jane."



'BECOMING JANE' EXHIBIT CONNECTS PEOPLE OF ALL AGES WITH JANE'S EXTRAORDINARY SPIRIT

GROWING THE GLOBAL ACCESSIBILITY OF DR. GOODALL'S COMPASSION, INSIGHT, AND WISDOM IS A MAJOR FOCUS OF OUR WORK TO INSPIRE FUTURE GENERATIONS. In November 2019, the world gained a critical way to explore Dr. Goodall's incredible journey through the "Becoming Jane" exhibit, created in partnership with the National Geographic Museum.

From the affecting presentation of a life-size Dr. Goodall hologram to the hands-on experience found in the replica of her research tent, the exhibit's design mirrors her transformation from a curious and motivated child to a dedicated and renowned scientist to a revolutionary conservationist and activist.

"Becoming Jane" connects participants with Dr. Goodall's enduring spirit through the preservation of her writings, photographs, and artifacts as well as participatory technology like a 360 3-D Gombe experience, an interactive "Chimp Chat" with CGI chimpanzees, and holographic animations from her personal notebooks.

Inspiring a dedicated call to action, the exhibit's finale of a pledge station provides participants with the chance to share their intended actions, which transform into a virtual leaf that is then added to a "Tree of Hope." More than 16,000 pledges have been added, with each visitor having left being a little more like Dr. Goodall.



JANE GOODALL: THE HOPE DOCUMENTARY EXPLORES THE REAL LIFE OF A LEGEND

Filmed in 2019 and premiered on Earth Day 2020, *Jane Goodall: The Hope* details Dr. Goodall's extraordinary journey from scientist to activist and how her commitment to spread hope has shaped her remarkable life. Made in partnership with National Geographic, the documentary showcases Dr. Goodall's transformation from scientific observer to global advocate. This is the real story of one of the most remarkable figures in non-human animal rights.

Where the 2017 documentary *Jane* ends, this new documentary begins. In the late 1980s and early 1990s, seeing the decimation of wildlife populations and habitat destruction, Dr. Goodall's awareness expanded along with her dedication. *Jane Goodall: The Hope* engages viewers by revealing that Dr. Goodall's renowned role as a legendary advocate was not an easy road, nor was it her plan. The film highlights personal hardships, the impact of JGI's initiatives, and Dr. Goodall's ability to establish relationships with people across perspectives to effect change.

By focusing on Dr. Goodall's first-hand experiences, family life and activism, the film gives viewers something as personal as it is powerful.

Jane's 2019 World Tour: Highlights



Where in the World Was Jane in 2019?

In 2019, Dr. Goodall traveled across the world, spanning six continents and more than 300 days.

For Dr. Goodall's 85th birthday, Los Angeles declared her birthday, April 3, to be "Dr. Jane Goodall Day."

On "The Ellen DeGeneres Show," Dr. Goodall discussed her 85-year journey, from her childhood love of *Doctor Dolittle* and *Tarzan* books to what hopes she has for the future of life on Earth.

As a guest on "The Tonight Show with Jimmy Fallon," Dr. Goodall introduced her plush monkey companion, Mister H, who she uses to emphasize the indomitable human spirit and inform audiences of the difference between chimpanzees and monkeys.

Dr. Goodall received Sierra Leone's highest and most prestigious decoration, the Order of the Rokel, for her services to wildlife conservation in Sierra Leone.

Dr. Goodall was named on the TIME 100 Most Influential People of 2019 by Leonardo DiCaprio and received the Forbes 400 Lifetime Achievement Award for Social Entrepreneurship.

In Budapest, Dr. Goodall delivered a powerful speech about environmental consciousness at Sziget Festival for nearly 600,000 attendees.

Dr. Goodall stopped by England's Norwich Science Festival, which had 137,000 visits, to teach young science enthusiasts how to make chimpanzee calls.

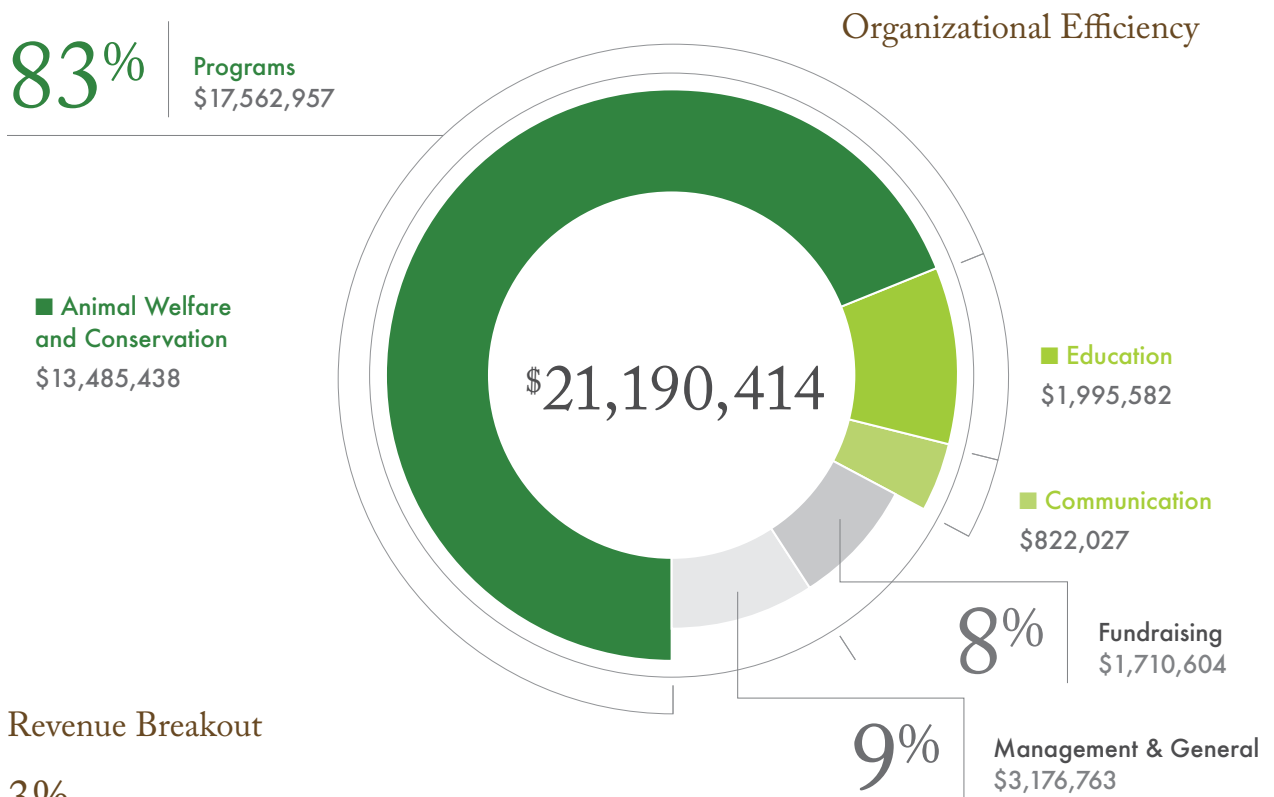
In Dublin, Dr. Goodall gave a keynote address, enjoyed a Q&A session, and signed books at the 2019 Simmons Leadership Conference. The year's theme was "Designing Success" and it focused on women leaders redefining what it means to succeed.



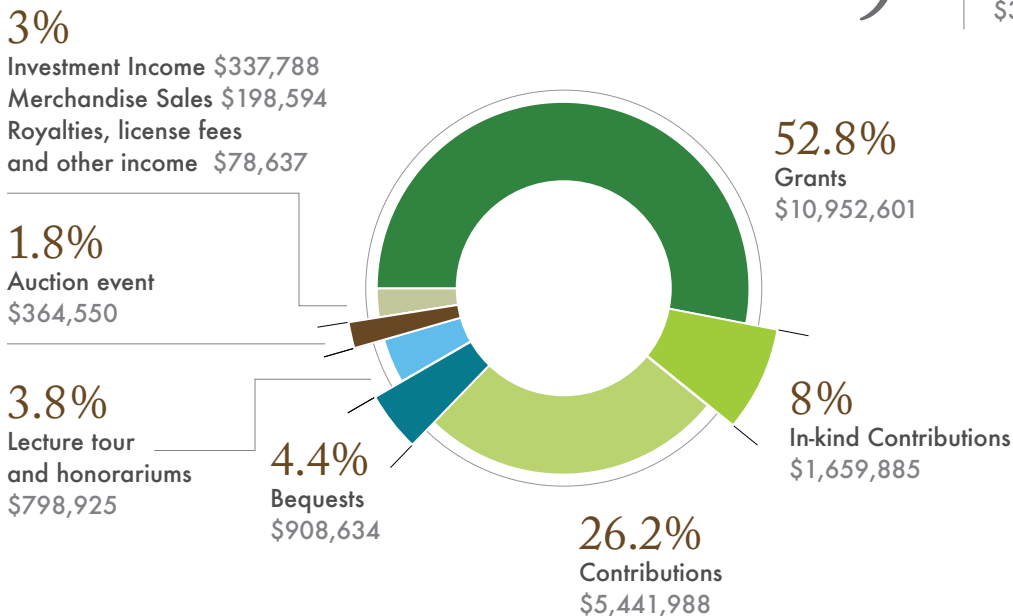
Above: Dr. Goodall with Los Angeles City Councilmembers Paul Koretz and Mitch O'Farrell and Los Angeles Mayor Eric Garcetti as they celebrate Jane Goodall Day in the city.

FINANCIALS

Accountability and transparency are important 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 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.



Revenue Breakout



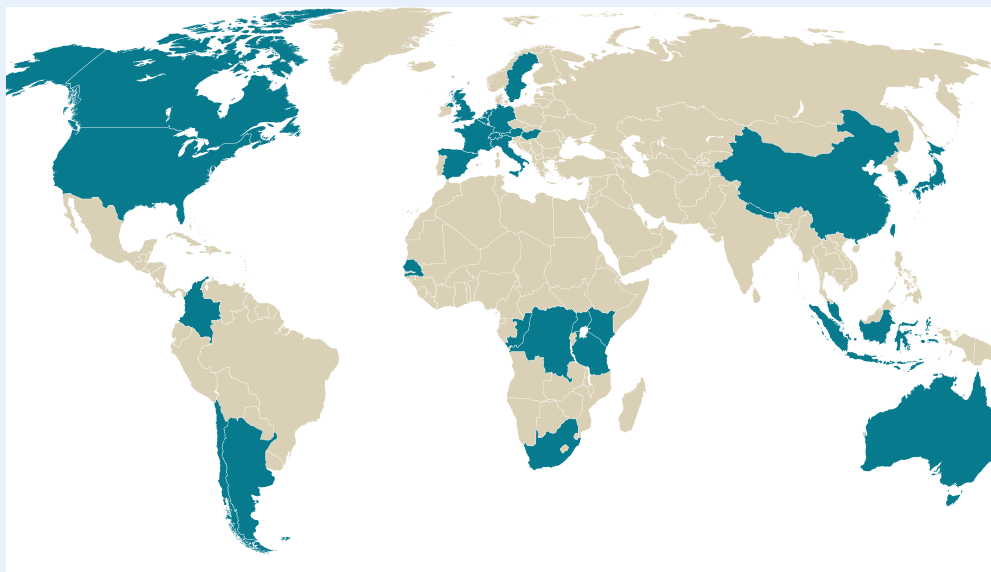
Summary of Activities for the year ended December 31, 2019

Revenue	Total	Percentage
Grants	\$10,952,601	52.8%
Contributions	\$5,441,988	26.2%
In-kind Contributions	\$1,659,885	8.0%
Bequests	\$908,634	4.4%
Auction Event	\$364,550	1.8%
Royalties, License Fees & Other Income	\$78,637	0.4%
Lecture Tour and Honorariums	\$798,925	3.8%
Investment Income	\$337,788	1.6%
Merchandise Sales	\$198,594	1.0%
Total Revenue	\$20,741,602	100%
Expenses		
Animal Welfare and Conservation	\$14,529,768	69%
Education	\$2,211,162	10%
Communication	\$822,027	4%
Total Program Expenses	\$17,562,957	83%
Fundraising	\$1,710,604	8%
Management & General	\$1,916,853	9%
Total Supporting Expenses	\$3,627,457	17%
Total Expenses	\$21,190,414	
Other Items		
Exchange Rate Gain/Loss	\$45,001	14.5%
Unrealized Gain/(Loss)	\$265,387	85.5%
Total Other Items	\$310,388	100%
Change In Net Assets	\$(138,424)	
Net Assets at the Beginning of the Year	\$10,074,337	
Net Assets at the End of the Year	\$9,935,913	

Financial Position as of December 31, 2019

Assets	2018	2019
Cash and Cash Equivalents	\$1,775,066	\$6,271,787
Investments	\$5,538,997	\$4,121,803
Other Receivable	\$868,600	\$844,336
Grants Receivable	\$740,523	\$575,308
Prepaid Expenses and Other Assets	\$246,144	\$272,554
Property, Equipment and Leasehold Improvements, Net of Accumulated Depreciation and Amortization	\$2,430,887	\$2,728,661
Total Assets	\$11,600,217	\$14,814,449
Liabilities		
Accounts Payable and Accrued Expenses	\$1,335,813	\$2,109,009
Other Liability	\$190,067	\$56,315
Deferred Revenue		\$2,713,212
Total Liabilities	\$1,525,880	\$4,878,536
Net Assets		
Without Donor Restrictions	\$3,765,826	\$4,642,377
With Donor Restrictions	\$6,308,511	\$5,293,536
Total Net Assets	\$10,074,337	\$9,935,913
Total Liabilities & Net Assets	\$11,600,217	\$14,814,449

JGI GLOBAL AFFILIATES



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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The Jane Goodall Institute would like to express our thanks to the following individuals who provided imagery for this report: JGI-DRC/Aimé Syakehya Kasereka, JGI Uganda/Jemima Arikiriza, GANT/Morten Bjarnhof, Buckingham Palace, George Burns, Jr., Esri, NBC Tonight Show with Jimmy Fallon, National Geographic/Rebecca Hale, JGI-DRC/Jackson Kambale, Los Angeles City Council/Sheri Mandel, Adinah Morgan, JGI-DRC/Edmond Mokuinema, David Murray, JGI-USA/Lilian Pinteá, Nick Riley, JGI-USA/Ashley Sullivan, JGI-USA/Shawn Sweeney, JGI-Congo/Fernando Turmo, JGI-USA/Bill Wallauer, JGI-DRC/Frank Kasilamu

DONOR SPECIAL RECOGNITION

Donor Profile: Fletcher Foundation

Scaling our Impact Across the Chimpanzee Range

Over the last three years, significant support from the Fletcher Foundation has enabled JGI to pursue our ambitious strategy to advance our conservation footprint across the chimpanzee range in Africa. From Gombe to Tchimpounga to Senegal, their support has helped increase our impact, strengthen our operations, grow our network, and empower our partners and communities on the ground. At a pivotal time for both JGI, as well as chimpanzees as a species, we could not be more grateful for this support and look forward to continuing to advance together in the future.

“The efforts of the Jane Goodall Institute and all who are fighting to save species and the environment are indeed reason for hope. I am so grateful to our donors for your support of JGI USA so that we can be a beacon of hope for chimpanzees and the ecosystems they and so many other species depend on. Your support also allows us to continue empowering young people around the globe to shape a better world for all. Thank you.”

Dr. Jane Goodall

USAID

The American people generously supported JGI’s largest-ever contract, Landscape Conservation in Western Tanzania, through the United States Agency for International Development (USAID).

George Macricostas

A long-time and incredibly loyal member of JGI’s board of directors, George’s ongoing support, especially in 2019, helped ensure that all of JGI’s programs could continue to thrive and grow.

Donor Profile: Stadler Family Foundation

Investing in Individuals, Investing in the Future

A longtime friend of JGI, the whole Stadler family has been involved in more and more powerful ways every year that passes. Their support in 2019 helped JGI implement critical programming across our Africa programs, including a particular emphasis on Roots & Shoots with an incredibly powerful scholarship program for Zanzibar youth as well as the continued growth of JGI’s work at the Pugu Hills Nature Center in Dar Es Salaam. With animal welfare in their hearts as well, the Stadler’s support has benefitted the chimpanzees of Tchimpounga from improved infrastructure to their day-to-day care. Support like theirs means JGI can continue deepening our impact in more ways every day. We are so glad they are a part of the JGI family.

Ron & Diane Disney Miller Charitable Trust

Ron and Diane made an incredible pledge to help secure the future of JGI’s research in Gombe in honor of the 60th anniversary in 2020.

Judy & Shelly Asher

James & Nancy Demetriades

Brenda Sheridan

Linda Berdine

Jeanne Coleman

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FOLLOWING INDIVIDUALS,
CORPORATIONS AND
FOUNDATIONS FOR THEIR
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DONOR PROFILE: MARY AND TIM MAPES**Support with a personal touch**

For more than a decade, Mary and Tim Mapes have supported JGI with a personal touch. They have been involved with the organization in a variety of roles, including Mary's tenure as a JGI board member. In September of 2019, the Mapes hosted Dr. Goodall and the JGI team during a weekend of events that included a special donor experience in the form of a "fireside chat" and an auction hosted at their home, a warm and welcoming abode in Atlanta that's certified Earthcraft Gold.

DONOR PROFILE: DELTA AIR LINES

JGI has enjoyed many years of partnership with Delta Air Lines, where Tim Mapes serves as S.V.P. and Chief Marketing & Communications Officer. As the company has pushed itself toward corporate social responsibility, Delta has been quite serious about creating a better world and its sponsorship of JGI is a testament to their commitment. During Dr. Goodall's visit to Atlanta, Delta kindly hosted two events for JGI, including a special employee engagement event for Dr. Goodall and Delta employees, as well as JGI's Roots & Shoots Celebration of Compassion, Action, & Peace, a marquee event that JGI hosts each year to recognize the impact of the Roots & Shoots network.



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DONOR PROFILE: JOE TATELBAUM



The life of the party

A longtime friend of Dr. Goodall, Joe Tatelbaum has been a dedicated supporter, impactful funder, and former board member for JGI's Roots & Shoots program in China as well as most recently a key sponsor for JGI's National Youth Leadership Council (NYLC) in USA. In 2019, Joe's support enabled JGI to continue our professional development and leadership training efforts with the high school and college members of the NYLC. In September of 2019, he attended JGI's Roots & Shoots Celebration of Compassion, Action, & Peace in Atlanta as well as the NYLC's annual summit which he was very happy to participate in. At events like these, Joe is always the life of the party with his incredible chimpanzee-themed fashions.

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The Jane Goodall Institute is extremely lucky to be supported by a robust and varied group of compassionate individuals, including many talented artists. We are so grateful for their kindness and stunning contributions which not only help advance our mission, but also help audiences connect to our story, great apes, and our work.

Becci Crowe

As a JGI USA board member and remarkable artist, Becci Crowe has contributed several Dr. Goodall and JGI themed pieces using Pen & Ink Pointillism and Watercolor. These prints are available on the JGI eStore, including Becci's latest portrait of Dr. Goodall titled 'Jane's Prayer'.



Tom Mangelsen

Longtime friend of Dr. Goodall and JGI, world-renowned American nature and wildlife photographer Tom Mangelsen has contributed several incredible photographs to JGI. In 2019, Tom generously donated proceeds from limited edition print sales to support our work.



“It captures the magic of the rainforest and is symbolic of all that is most meaningful in my life. I hope for anyone who sees this art that it too will open a window into this wonderful world.”

Dr. Jane Goodall

Bruce Lawes

As an impressive painter specializing in stunning realism, Bruce Lawes contributed multiple pieces to JGI, including 'Spirit of the Forest' featuring chimpanzee mother Fifi and daughter Flirt. This is a transcendent and powerful piece that brings nature into our everyday lives. Bruce's prints are available on the JGI eStore.



Benjamin Walls

Prestigious and award-winning photographer Benjamin Walls has been a longtime fan of Dr. Goodall. In 2019, the Benjamin Walls Gallery generously helped raise \$90,000 dollars through an auction of Benjamin's art and tickets sales to an intimate fire side chat with Dr. Goodall.



The Jane Goodall Institute is a global community conservation organization that advances the vision and work of Dr. Jane Goodall. By protecting chimpanzees and inspiring action to conserve the natural world we all share, we improve the lives of people, animals and the environment.

Founded in 1977 by Dr. Goodall, JGI inspires hope through the collective action of community-centered conservation, the innovative use of science and technology, and our Roots & Shoots youth program, now active in more than 60 countries around the world.

Explore more at janegoodall.org/impact19

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