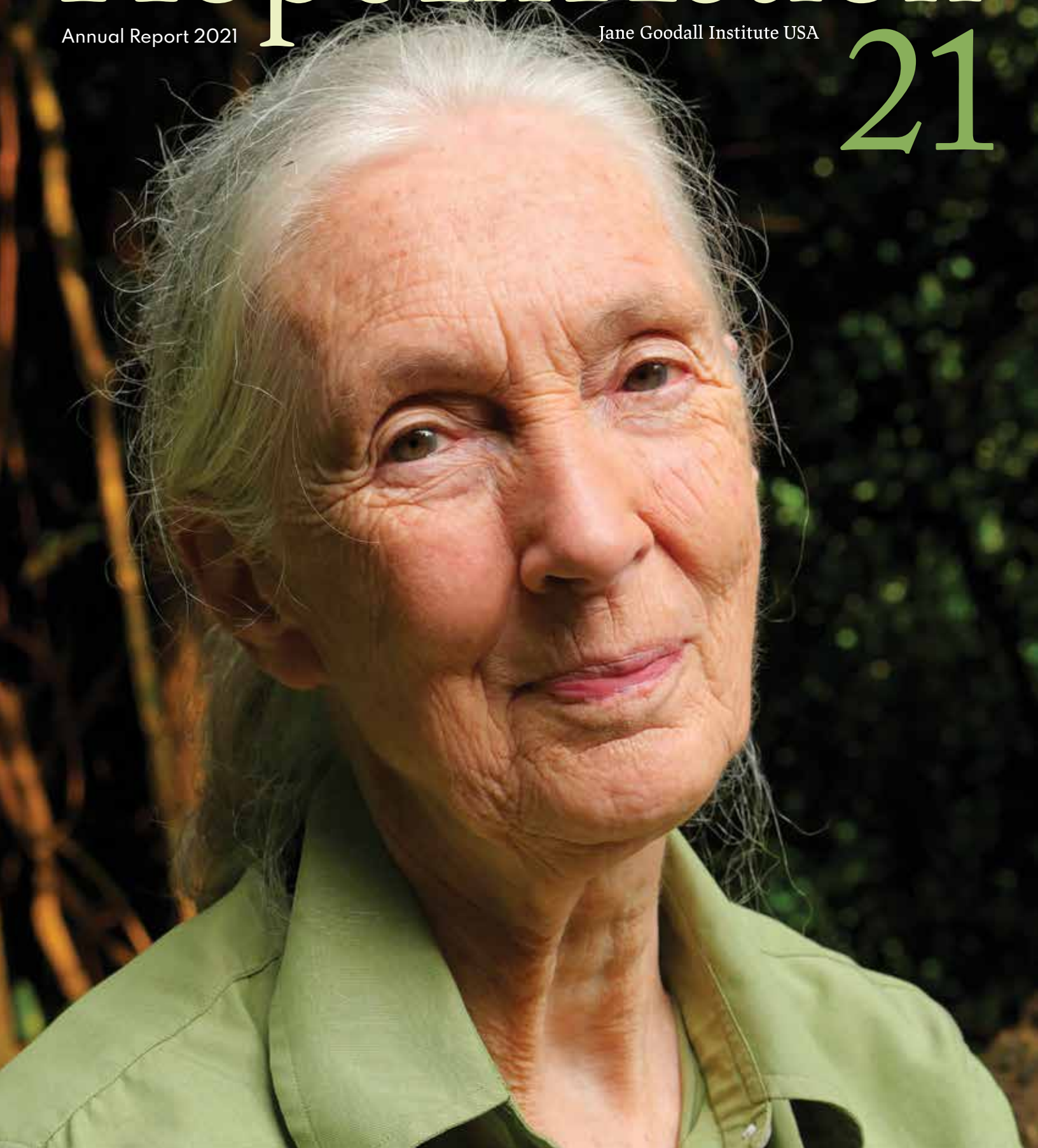
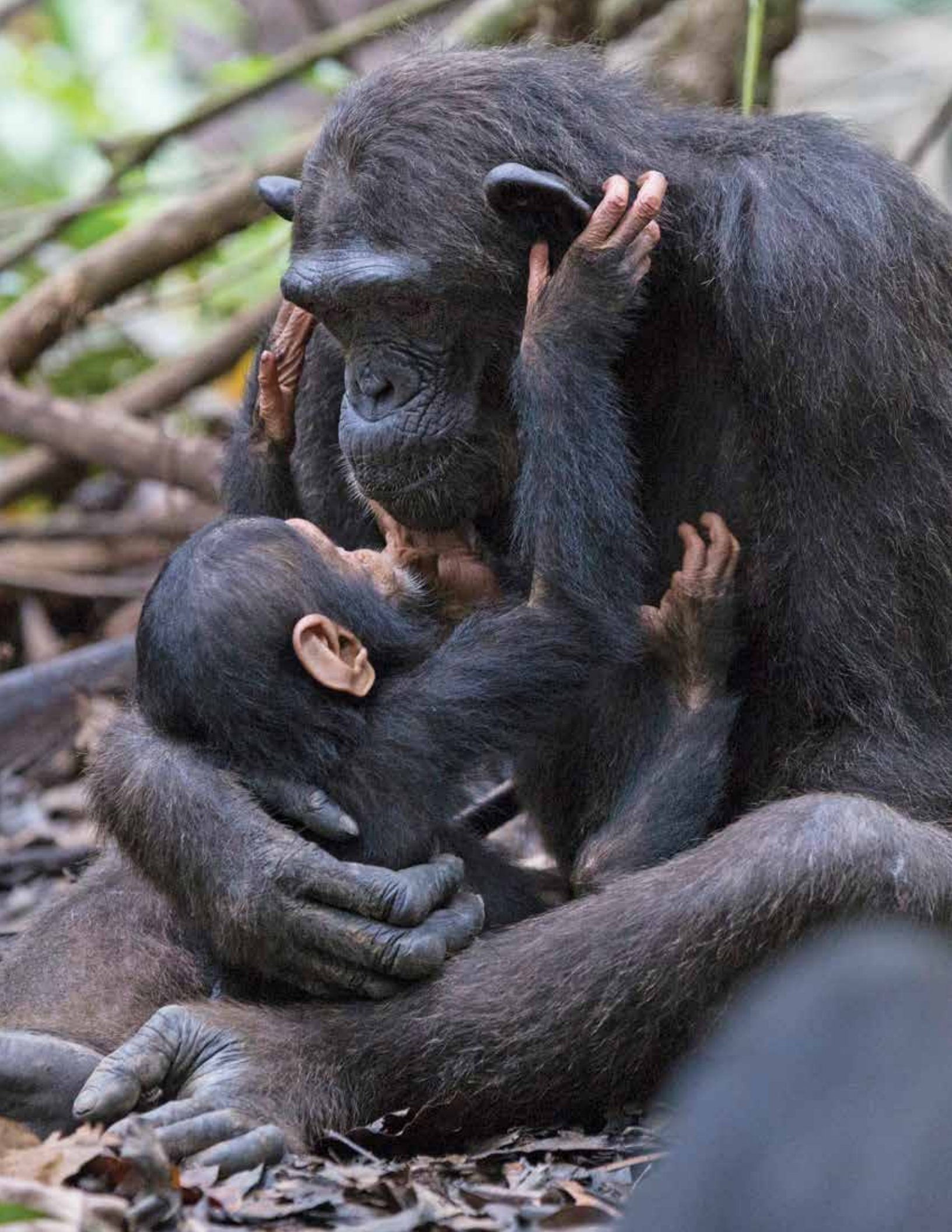

Hope In Action

Annual Report 2021

Jane Goodall Institute USA

21





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

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A MESSAGE FROM DR. GOODALL

2021 saw many problems in the world. Putin's invasion of Ukraine brought suffering and misery to thousands. The COVID-19 pandemic continued to infect many. Climate change impacted countries around the world—there were more devastating hurricanes, heatwaves, draughts, floods and wildfires, leaving many homeless. This led to many more refugees joining those fleeing the war in Ukraine and other conflicts around the world. Pollution, burning of fossil fuels, industrial agriculture, and the sheer number of people, livestock, and habitat destruction also contributed to terrifying loss of biodiversity.

It is not surprising that many people are losing hope. This is deeply worrying, for if you lose hope, you become apathetic and do nothing or worse fall into depression—the cases of clinical depression and suicide have risen steeply.

Thus, it is desperately important to give people hope so that they are inspired to take action. The Jane Goodall Institute (JGI) has worked to protect environments (especially forests), save endangered animals, and improve welfare for chimpanzees in our sanctuaries in Republic of the Congo and South Africa. Our Tacare community-led conservation program has helped to improve the lives of thousands in communities adjacent to chimpanzee habitats. Our Roots & Shoots USA program for young people from kindergarten through university is growing across America and in 67 other countries thanks to the work of our 27 JGIs.

My greatest reason for hope is the inspired efforts of our youth, once they become aware of the problems and are inspired to take action—they are changing the world even as you read these lines. Then the return of trees and wildlife to the once-bare hills around Gombe National Park is just one example of the resilience of nature, and there are many stories of animals rescued from the brink of extinction. JGI's conservation science is helping save wilderness areas, study wildlife, and help communities to manage their forest reserves.

**As our Roots & Shoots youth say:
“Together we CAN (save the world),
and together we WILL.”**

Thank you,

Dr. Jane Goodall, DBE

Founder of the Jane Goodall Institute
UN Messenger of Peace



A LETTER FROM ANNA RATHMANN

In a constantly changing world, it is inspiring to witness acts—both large and small—that put hope into action.

The accompanying publication is the Jane Goodall Institute's (JGI) story of "hope in action." It demonstrates how the philosophies of the Institute's founder, Dr. Jane Goodall, shape the mission and values of all our work. Through meaningful, aligned collaborations with partners and supporters like you, we are able to implement long-term solutions to tackle some of the most complex challenges facing humankind, other animals, and the planet. More than ever, the Jane Goodall Institute is focusing its mission and programs on finding solutions to global issues by working with local communities who together are creating a groundswell of positive impact.

This publication features the JGI's commitment to achieving Dr. Jane Goodall's vision of creating a more harmonious ecosystem for our planet—one in which humans and other animals are a vital part. Across our programs, we focus on a holistic approach to achieve greater human well-being, conservation, and sustainability. In 2021, our community-led conservation approach (known as Tacare) demonstrated its effectiveness, which ultimately set the stage for larger-scale and broader adoption of the Tacare approach worldwide. Roots & Shoots youth leaders painted a vision of the power of young people as they engaged in Climate Action at the UN Climate Change Conference in Glasgow, and created projects that ranged from fighting homelessness to engaging young women in STEAM (Science, Technology, Engineering, Arts, and Math), and beyond.



“Across our programs, we focus on a holistic approach to achieve greater human well-being, conservation, and sustainability.”

Last year, we also took the scientific work of JGI to new levels by implementing an innovative science strategy built on decades of one-of-a-kind research and tools. In addition, since Dr. Jane Goodall has been a leading voice on the connection of human health and the health of our planet, in 2021, JGI launched Gombe's One Health Hub, which builds on this research and brings together a community of scientists to prevent future pandemics. Finally, JGI's ongoing work to create best-in-class welfare and rescue standards for great apes made significant advancements utilizing the Chimpanzee Welfare Index and helping to prevent and disrupt illegal wildlife trade.

Across all our integrated programs, made possible with your support, we have made significant progress toward building a better world for all. Thank you.

As we look to the year ahead, all of us at the Jane Goodall Institute are grateful for your support and partnership. Together, we are truly putting “hope into action.”

With gratitude,

Anna Rathmann

Executive Director
JGI USA

OUR IMPACT IN 2021

Hope Grows From Every Action

We believe hope inspires action, especially in the face of complex challenges. In 2021, JGI advanced significantly in our program areas across the chimpanzee range despite challenges, reflecting and radiating hope. As our work—in the spirit of the vision of our founder Dr. Goodall—focuses on the interconnected problems facing people, other animals, and local ecosystems, our Tacare community-led approach has provided incredible impact. From advancing sustainable development through microcredit and trainings, to new and growing environmentally-beneficial livelihoods, along with greater access to education and healthcare, and so much more, individuals across program countries were inspired to engage in meaningful efforts to create stronger communities, thriving ecosystems, and a better world.



Above: JGI staff identifying that the use of bark beehives leads to deforestation, instead supporting sustainable apiaries locally.



62%

of leadership roles within target communities are occupied by women.

\$1,306,347

generated from sustainable alternative livelihoods adopted by target communities.

Above: Neema Elias, participant of JGI's Tacare efforts in Tanzania.
Right: JGI staff member Augustine demonstrates how to use fuel-efficient stoves effectively.



The Powerful Impact of Tacare: JGI's Community-Led Conservation

The JGI Landscape Conservation in Western Tanzania (LCWT) initiative funded by USAID has had a tremendous impact on Neema Elias, a 33-year-old mother of three. In 2018, when LCWT began working in Katumba Settlement, Neema joined a COCOBA—a community conservation banking group supported by JGI. She immediately began benefiting from the microcredit sustainability-focused loans, working to provide for her family. She then learned how to build and market fuel-efficient stoves with training from JGI, and continues to build and sell these stoves to other households. These stoves reduce the amount of wood needed to cook, which in turn reduces the burden of collecting wood, thereby preserving local forests.

In 2020, Neema added beekeeping to her income-generating activities, and in 2021, she brought her wild mushroom collection skills to a collection group organized by JGI. In addition to expanding her skills and businesses, Neema and her husband also benefit from the LCWT's family-planning support. She credits this support with giving her time and resources to pursue many endeavors and better provide for her family in ways that also protect natural spaces upon which all living beings depend.

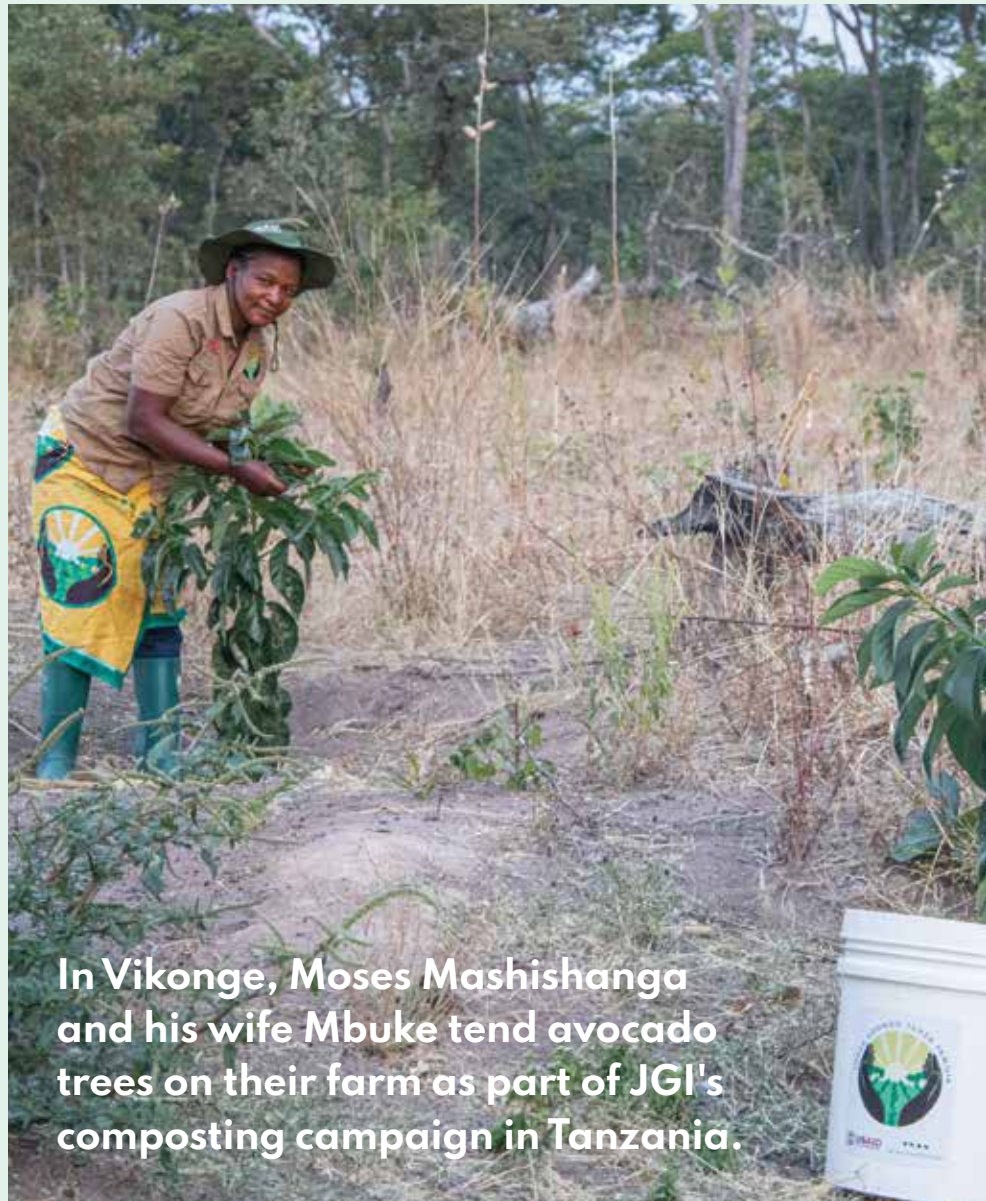


2021 BIG CHANGES, INDIVIDUAL PROGRESS, BIG PICTURE

Community-Led Conservation is Hope in Action

From the beginning, JGI was created to advance science and conservation of non-human primates, and thanks to Jane's findings and approach, we have applied those insights to support collaboration with local communities; understanding their needs and supporting their efforts to drive conservation decision-making. From a few communities in Tanzania around Gombe National Park, this work grew to include countries across the chimpanzee range—from Tanzania to Democratic Republic of the Congo, to Uganda, and beyond.

In 2021, developing research showed that long-term investments in community-led conservation collaborations have helped JGI diminish forest loss in chimpanzee range over the last decade in the Gombe-Masito-Ugalla ecosystem in Tanzania compared to chimpanzee ranges outside the ecosystem.



In Vikonge, Moses Mashishanga and his wife Mbuke tend avocado trees on their farm as part of JGI's composting campaign in Tanzania.



At left:
JGI-Uganda
staff Tom Acidri
distributing
tree seedlings
to community
farmers
in Hoima,
Uganda.

Through a Behavior Change Campaign that supports hundreds of farmers as they improve soil fertility through composting, forests are also given new life.

In Democratic Republic of the Congo (DRC), by integrating the Conservation Action Plan focusing on great apes, JGI helped reduce threats to vulnerable wildlife populations in the Maiko National Park region.

In Uganda, individuals navigated COVID-19 and created eco-friendly alternatives to critical personal supplies. With the support of JGI's Girls' Empowerment Projects, young women have reduced the school dropout rate through creation of reusable sanitary pads.

In addition to sharing tools and technology with the Congolese Agency of Protected Land and Wildlife, JGI made great gains in advancing novel approaches to the potential reintroduction of rescued chimpanzees into the wild in the Republic of Congo (RoC). To combat the illegal trade of chimpanzees and other wildlife, the countries of Angola, Guinea, and Guinea-Bissau have begun to implement JGI's "Triangle Approach." JGI's three-pronged strategy incorporates education/awareness, sanctuary care, and law enforcement. Additionally, the commander of Guinea's National Brigade Against Wildlife Crime is working with JGI RoC to organize an Esri ArcGIS training for his unit, supported by JGI Science to better understand, track, and prevent trends in illegal wildlife trade.

Though there were hundreds of stories of hope in 2021 across JGI's Africa Programs, this snapshot demonstrates that when we each make a difference for people, other animals, and the environment, together we can change the world.

Taking On Illegal Wildlife Trade by Supporting Alternative Livelihoods

As previous JGI regional surveys have shown, in Democratic Republic of the Congo (DRC), women are the primary sellers and traders of wild meat—including great apes, which is illegal and a huge threat to wildlife populations. Through partnerships with local communities, JGI has developed women's groups, including one called "Amka kwa mabadiliko" ("Wake up to change").

This JGI project supports individuals seeking alternatives to the sale of hunted fauna. Through producing juice to sell at her local Lubutu market, Elysée demonstrates the potential for members of the local economy to find humane, sustainable means to protect their own livelihoods. Wamelo Ilonge Elysée is paving a new path for her and other women in DRC.

Through producing juice to sell at her local Lubutu market, Elysée demonstrates the potential for members of the local economy to find humane, sustainable means to protect their own livelihoods.



Above: Locally-crafted billboard identifying illegality of hunting, sale, and consumption of wild meat including great apes in Lubutu, DRC.

297,955

individuals reached through
JGI programs.

18,476

young women reached through JGI
intervention, completing primary and
secondary school in targeted communities.

52

scholarships for high-achieving young women
and girls attending secondary and post-
secondary academic programs.

800,000

hectares in Tanzania covered with JGI
programs to reduce threats to chimpanzees
and other species.



Above: Training workshop for women helping JGI collect data on wild meat vendors in Lubutu, Democratic Republic of Congo.

OUR IMPACT

Forests Are One of Our Greatest Solutions

Over 60 years ago, Dr. Jane Goodall recognized a profound interconnection between all life on Earth in the forests of Gombe, Tanzania. Today, the Jane Goodall Institute not only embodies the strong affinity Dr. Goodall has always felt to forests, but understands that forests are essential ecosystems supporting millions of human communities and wildlife species worldwide. Understanding the intertwined issues driving the dual crises of the Climate Crisis and biodiversity loss—including deforestation—JGI also knows that protecting and restoring natural forests is one of our greatest solutions.

Like leaves in the forest, and roots below, JGI's approach to forest protection, restoration, and regeneration is about growth, multiplying impact, and building a depth of work to demonstrate real transformation. Emphasizing nature-based greenhouse gas mitigation and locally-led reforestation efforts, JGI also leads proactive advocacy, preventative programs, restoration projects, and adaptive strategies for ecosystems, people, and the planet we share.



Above: Echoku John, watering the community nursery beds in Ogadra village, Uganda.

COMMUNITY REFORESTATION

Jane's Green Hope

In 2020, the Jane Goodall Institute and Dr. Jane Goodall committed to over five million trees to contribute to the United Nations Environmental Program (UNEP) Trillion Trees initiative. Blossoming from this work, the Jane Goodall Institute rolled out several major partnerships and deepened investment in Roots & Shoots youth tree planting and community greening worldwide.

In Uganda, JGI partnered with One Tree Planted, establishing a strategy for community-led reforestation that benefits humans and ecosystems alike. With an increase in tree nurseries and agroforestry practices, as well as integrating tree planting into traditional farming practices, strengthened forest monitoring and law enforcement to prevent future deforestation, and much more, 2021 saw millions of trees planted and massive landscapes protected across JGI program countries.



Forest Monitoring in Tanzania and Woodlots

In Western Tanzania, the Landscape Conservation in Western Tanzania (LCWT) project funded by USAID has a multi-pronged strategy to support JGI's Tacare approach to community-led conservation. As part of this work, resilience, monitoring, and adaptation to the Climate Crisis are embedded across efforts, as well as protecting and growing forests. This is done largely through the establishment of community forest reserves, training and support of forest monitors, and sustainable livelihoods such as agroforestry.

In the first quarter alone in Tanzania, a total of 114,977 seedlings were provided to 282 farmers to establish 230 woodlots in 13 villages. In addition, 35 new village forest monitors—increasing the total number of monitors to 126—were trained to utilize a variety of user-friendly field data collection and reporting tech tools, including the Esri Survey123 App on GPS-enabled smartphones. Forest Monitors are also supported in learning ways to conduct monitoring using compassionate communication approaches, and how to work closely with the Village Land-Use Management Teams—particularly the Village Council, which has the mandate to enforce bylaws for the community. Combined, these efforts are delivering on our mission to find localized solutions, tied to larger holistic strategies that create global positive ripples.



Above: Local forest monitor Amina Hussein regularly visits a village forest reserve to monitor conservation initiatives in Western Tanzania.



6,064,339

hectares of chimpanzee habitat under management for conservation across four Africa Program countries.

126

Village Forest Monitors across Tanzania; 35 new added in 2021.

5 Million

native trees committed to be planted, restored, and protected through JGI programs.

14,388

total kilometers patrolled by local forest monitors in 2021 in Western Tanzania.

2021 IN REVIEW

Youth Power: A Movement of Compassion and Action

Young people are one of Dr. Jane Goodall's greatest reasons for hope. Through 30 years of compassionate action, Roots & Shoots—JGI's global youth program—continues to demonstrate its fundamental role within JGI: connecting Dr. Goodall's mission, values, and vision to the next generation of changemakers. These young trailblazers take action to help people, other animals, and the environment every day, and in 2021, they showed spectacular creativity, passion, and positive impact on communities both local and global through 450 new community projects in the U.S. and thousands more worldwide.

ST. LOUIS ROOTS & SHOOTS CHAPTER

Roots & Shoots Group Engages City of St. Louis Park in a Climate Action Plan

Hope that shapes a path toward change can have powerful, long-term effects. Jesse Abelson and Shane West, graduates of St. Louis Park High School, have built upon efforts from a decade ago, when they first met Dr. Goodall. Inspired by her work, they created a Roots & Shoots group that engaged the city of St. Louis Park in building a Climate Action Plan.

Local Efforts Influence New and Exciting Possibilities

The two then also worked with their group to create a scholarship fund for local students who aspire to careers in environmental work. As these efforts grow, this Roots & Shoots group shows how compassion through local efforts can create a ripple effect influencing new and exciting possibilities for a hopeful future.

2,289

new Roots & Shoots USA members in 2021.

450

new Roots & Shoots USA projects started.

68,000+

people reached through Roots & Shoots USA and Dr. Jane's message of hope.

110

project support grants across the U.S. totaling \$22,000.00, 35% in Title I schools.

65+

countries and all 50 states with Roots & Shoots groups.



From top: Roots & Shoots groups from Lakewood, CO; Los Angeles, CA; Carson, CA; and Jupiter, FL.



2021 IN REVIEW

Youth Changing the Moment to Create a Movement

An anniversary celebration in November paid tribute to the worldwide impact of the program, which has expanded to all 50 states and over 65 countries worldwide. With more than 2,200 new Roots & Shoots members as of 2021 in the U.S. alone, the total number of members worldwide exceeds hundreds of thousands.



Above: Members of Roots & Shoots group 'Kids for Positive Change,' from Ashtabula, Ohio, present their recent work.



New Ways to Connect With Roots & Shoots USA Virtual Summit

Despite the ongoing hurdles posed by the pandemic, Roots & Shoots youth, educators, adult mentors and parents found new ways to connect with young people digitally. At a Roots & Shoots USA Virtual Summit for the Roots & Shoots National Youth Leadership Council (RSNYLC) in August 2021, members presented their work and learned first-hand from workshops with industry leaders.

Working With Powerful Allies Embodies Meaningful Connections

Collaborations with partners throughout the year embodied the meaningful connections that Roots & Shoots brings to life. Working with powerful allies including Lady Gaga's Born This Way Foundation and Creature Heroes Foundation created by the Kratt Brothers of PBS' Wild Kratts, young people from every walk of life were invited to spread kindness and compassion across species.

As the program has expanded its activities, Roots & Shoots continues to support young people as they get involved in hands-on projects of their choosing and become the change we need for tomorrow.

Roots & Shoots U.S. "Forces of Nature" Group Attends UN Climate Change Conference in Glasgow

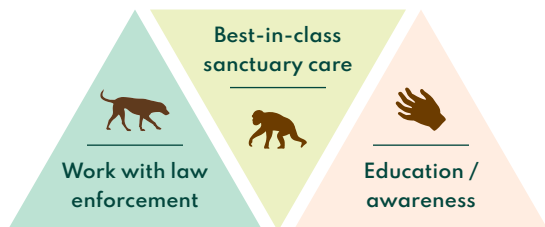
On the global stage, members of the Roots & Shoots U.S. group, "Forces of Nature," attended the UN Climate Change Conference in Glasgow, presenting alongside Dr. Goodall on the need for youth and marginalized voices to be centered in climate justice solutions.



OUR IMPACT IN 2021

Hope Grows From Every Action: JGI Advances Vision Despite Challenges

The Jane Goodall Institute's Tchimpounga Chimpanzee Rehabilitation Center, located within the Tchimpounga Nature Reserve (TNR) in Republic of Congo (RoC) provides sanctuary for wildlife, including over 140 chimpanzees, who are survivors of the illegal wildlife trade. In addition to animal care, Tchimpounga's team of 50 staff and caregivers engages in education/awareness and work with law enforcement. These three areas make up JGI's "Triangle Approach" strategy. In addition to the day-to-day care, rehabilitation, and potential release of many of Tchimpounga's residents, longer-term initiatives around best practices in sanctuary care are an important part of the Center's work.



The JGI "Triangle Approach"



Tchimpounga Chimpanzee Update

Lounama and Perrine

Every rescued chimpanzee at Tchimpounga has a unique personality and, often times, unique challenges. For Lounama, it was congenital heart disease. Still, she found companionship with Lemba, who had partial paralysis from polio. They were close friends until February when Lounama succumbed to her condition in her sleep. Grieving Lemba was later introduced to new companion Mbebo, the dominant male of Group 4, and then to other members of the group. Forming social bonds is critical for Tchimpounga's chimpanzee care plans, and especially for those suffering emotionally.

Like Lounama, infant Perrine lost everything when she was taken from her mother for the illegal wildlife trade. When rescued in 2021, she joined the Tchimpounga nursery group. She's a big hugger and many of the other infants love her affection! Together, these two represent what is possible when JGI's approach to every individual is treated as just as specialized and intentional as the bigger picture of species conservation.



GREAT APE WELFARE COMMITTEE

Care for the Individual Shapes Care for the Planet

Building on the unique Chimpanzee Welfare Index (CWI), developed by JGI RoC Executive Director and Veterinarian Dr. Rebeca Atencia based on PhD research from Australia, JGI has created a Great Ape Welfare Committee. This committee is working towards standardizing welfare indicators for great apes in captive environments on a global scale. By using the welfare scoring via the indicators in the CWI, sanctuaries and accredited zoos can better analyze and improve the well-being of primates internationally.

As part of an ongoing community awareness program, JGI RoC has created informative billboards to reinforce conservation of JGI's protected Tchimpounga Nature Reserve (TNR), which spans more than 52,000 hectares. New billboards display specific protection laws for primates and other key species. In late 2021, billboards were created for four bordering communities, identified as areas with less compliance to national laws of protected land use and for endangered species. The public messages helped reinforce the work of park rangers, trained by JGI, who perform regular foot patrols. The JGI five-dog Canine Detection Unit also helps with searches to identify the presence of hidden wildlife and parts, as well as ammunition.

Advancing this work and part of JGI's One Health approach, in December, the Canine Handler Team received training on proper handling of confiscated wildlife to prevent possible disease transmission.

REPUBLIC OF CONGO

Tchimpounga Isn't Just a Second Chance For Chimpanzees



In late November 2021, JGI RoC was notified of 28 gray parrots and two monkeys that had been confiscated in Brazzaville. While monkeys are easily cared for at Tchimpounga, there was not a bird-specific housing facility for the parrots. At the end of December, JGI RoC began construction of a bird facility and staff are hopeful that all of the parrots will eventually be released back into the wild. The monkeys adapted well to their new environment along with other wildlife rescued during the year, and will be released when they reach the appropriate age.

Tchimpounga has also intervened in the unfortunate trend of illegal trade in pangolins—the most trafficked mammal in the world—and was able to take significant strides in rescue and release of many back into the reserve.



Tchimpounga Through the Years



30+
years of Tchimpounga.

200+
chimpanzees rescued and rehabilitated.

140+
chimpanzee residents.

52,205+
hectares protected in Tchimpounga
Nature Reserve.

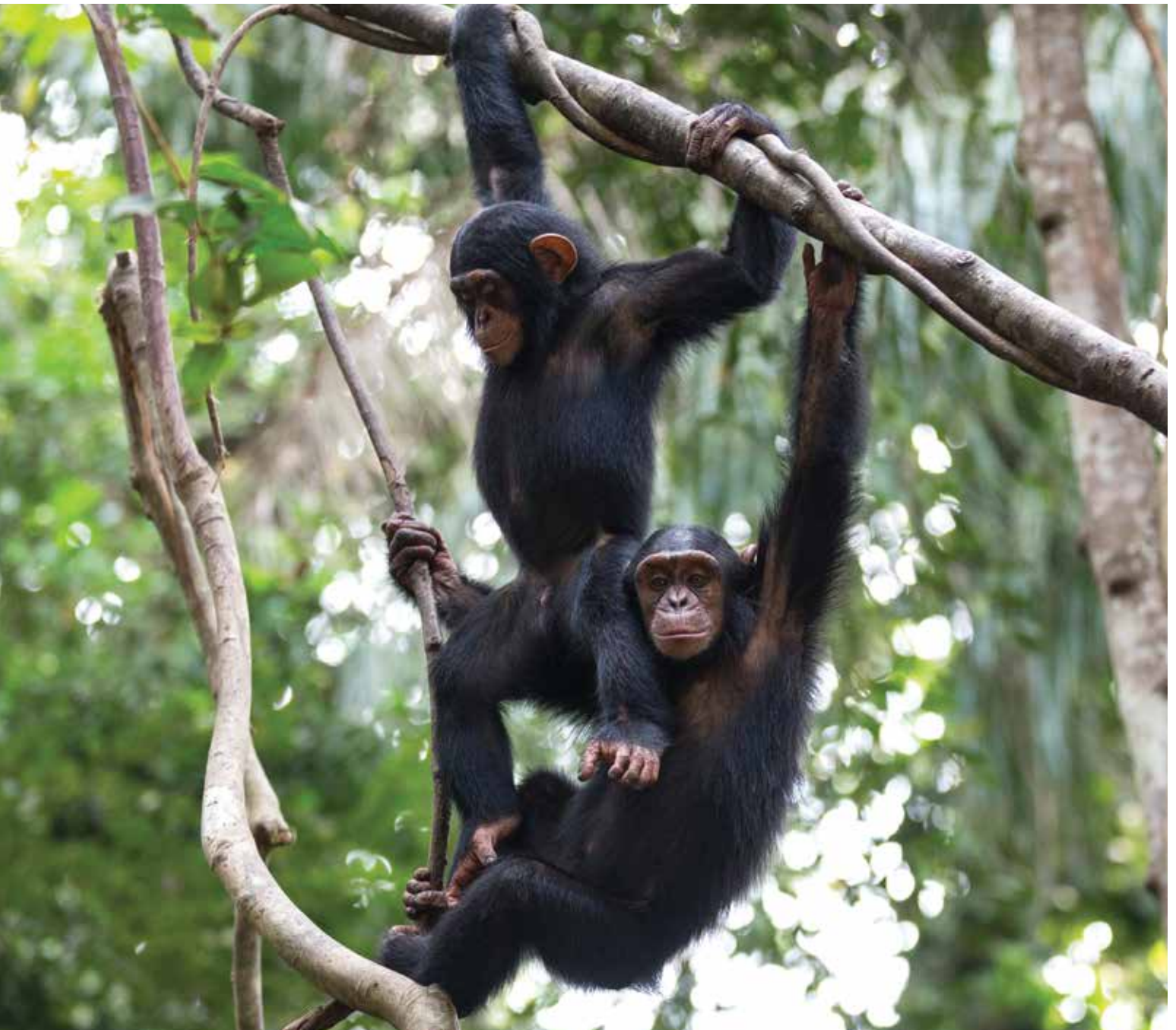
100s
of second chances.

95.2%
Tchimpounga's CWI score for 2021. Every
individual score is higher than 80, with
a score range for the all resident chimpanzees
as "Very good >80%."



Clockwise from top left:
Vienna, Kefan, Perrine, George, Tina, and Zeze.





OUR IMPACT IN 2021

One Health is Good for All: Preventing the Next Pandemic

From the beginning, Dr. Goodall saw that human health, the health of non-human animals, and the health of our planet are connected. Building upon Jane's leadership, the Jane Goodall Institute has been at the forefront of what is now a globally-recognized and essential effort known as One Health. The One Health approach, built on decades of innovative work and data, works to monitor, detect, and prepare for zoonotic disease transmissions with the goal to prevent the next pandemic.

As part of our partnership, Planet, a satellite imagery data provider, conducted an unprecedented monthly collection of 50-cm images over the Greater Gombe Ecosystem. This comprehensive seasonal imagery dataset is used to monitor vegetation, water resources, and human land uses as part of One Health modeling efforts.



Ensuring a Healthy Future

Since 2004, the Jane Goodall Institute has been a visionary example of One Health in practice in Gombe, Tanzania. With partners in academia such as Emory University and local government agencies such as TANAPA and TAWIRI, JGI initiated a health-monitoring program at Gombe National Park which helped us to better understand and mitigate the risk of infectious disease for chimpanzees and other primates.

Our One Health efforts evolved with JGI's community-led conservation approach, Tacare, and the addition of impressive technology such as portable PCR, cloud web GIS and high resolution satellite imagery. In 2020, with the addition of science partners such as Planet and Esri, the Gombe One Health Hub was born. In 2021, this work came full circle to present some incredible findings, and to serve as a long-term case study for others to follow globally.

20

Nearly 20 years of data and innovation of One Health approach.

65,000+

hours of data collected through observations of more than 320 chimpanzees over 60+ years.



THE GOMBE HEALTH ONE HUB

Gombe Health One Hub



The Gombe One Health Hub is the result of decades of bringing together the best people and the best data, shaped by Dr. Goodall's belief that we must ensure the health of each species by understanding the health of all living beings. This program, which first began as an effort to ensure the safety of Gombe's chimpanzees and local human populations, has expanded to monitor pathogens for all primates (including potentially humans in the future), as well as domestic animals, within and around the park.

Implementing One Health Hub Priorities

In October 2021, Dr. Thomas Gillespie of Emory University, one of the principal investigators on this project, traveled with Dr. Jessica Deere to Gombe in order to implement One Health Hub priorities. Dr. Deere has remained at the park to lead these efforts in coordination with Gombe Stream Research Center Veterinarian Dr. Dismas Mwacha in the lab. This work organized decades of data including daily health sheets, and provided the runway for PCR-based screenings of chimpanzees and other primates for respiratory pathogens and the integration of protocols for a broader range of pathogens of concern. These efforts have allowed Dr. Mwacha and Ms. Shao to be able to utilize DNA and RNA extraction from chimpanzee feces, running PCRs for our target pathogens using the Mini16 PCR machine, which team members can operate via an application on their phones.

In this section: Ms. Priscilla Shao (JGI Lab Tech), Dr. Jessica Deere (Emory Post-Doc) and Dr. Thomas Gillespie (Emory PI), Gombe in October 2021 to implement JGI One Health Hub priorities. Karen Terio, project pathologist, implementing on-site PCR-based screening of chimpanzees for respiratory pathogens of concern, and Dr. Dismas Mwacha (JGI Veterinarian).

OUR IMPACT

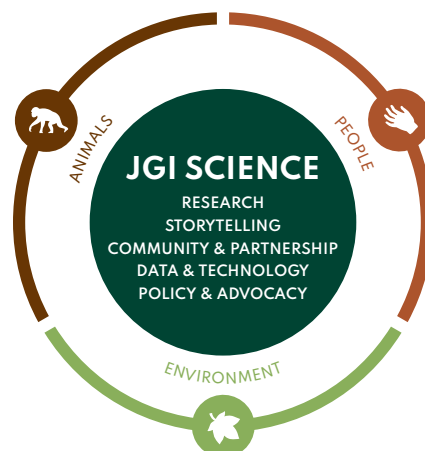
Science is at the Core of Who We Are, and Lives Today as a Cross-Cutting Institutional Pillar

Curiosity, resilience, and innovation are an essential mix of JGI elements born from Jane's first steps into the forests of Gombe, Tanzania. Science is at the core of who we are at JGI, and it lives today as a cross-cutting institutional pillar, supporting all programs across the organization. At its center, the JGI Science Platform is an integrated system supported by powerful technology like Esri ArcGIS and Microsoft Azure, integrating local knowledge with the best science data and tools, which enable JGI, our community and government partners to make informed conservation decisions, protect wildlife, advance sustainable development, and share data-driven stories. These insights benefit people, other animals, and the planet we share year after year.



“What local communities around Gombe managed to achieve there, changed my view on conservation. Seeing how leveraging and using innovative technologies can build resilience in our social and ecological systems has been remarkable, and gives me hope.”

Dr. Lilian Pinteau, VP of Conservation Science





JANE GOODALL INSTITUTE PUGU NATURE CENTER

JGI's Science-based Approach Gives Biodiversity New Life

JGI's science-based approach deeply informs management of the Jane Goodall Institute Pugu Nature Center near Dar es Salaam, Tanzania—one of the last remaining forested areas in the region. Researchers at this living laboratory have collected and analyzed data on habitats and the vast range of flora and fauna thanks to leading-edge technology tools. A key site given its biodiversity and rarity, the center has been effectively combating the effects of development and climate change on the forest cover.

Ongoing activities at the Center include community engagement, youth education and empowerment (including hosting forest tours for local Roots & Shoots groups). Activities including forest fire protection, restoration of wetland habitat, and control of invasive species, all benefit from Esri community mapping tools as well as mobile and cloud mapping technologies.



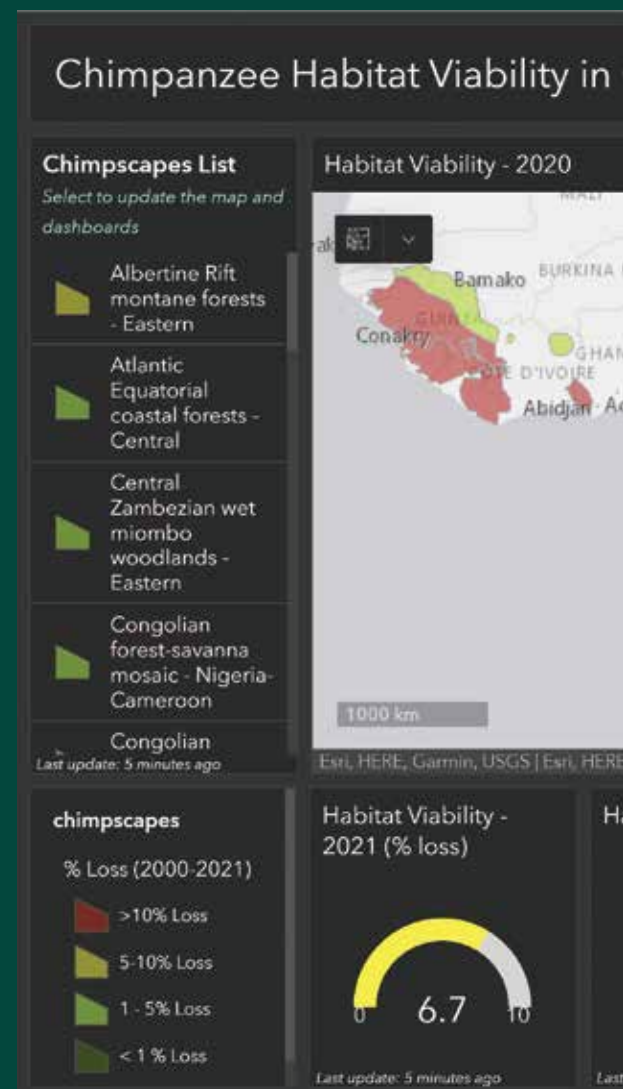
Above: Merlin van Lawick, Communications Associate, Africa Programs and Science Communications & Partnerships, JGI USA with Roots & Shoots students at Pugu Nature Center. Merlin is also Dr. Goodall's grandson.

SCIENCE AT THE CORE OF CONSERVATION IMPACT

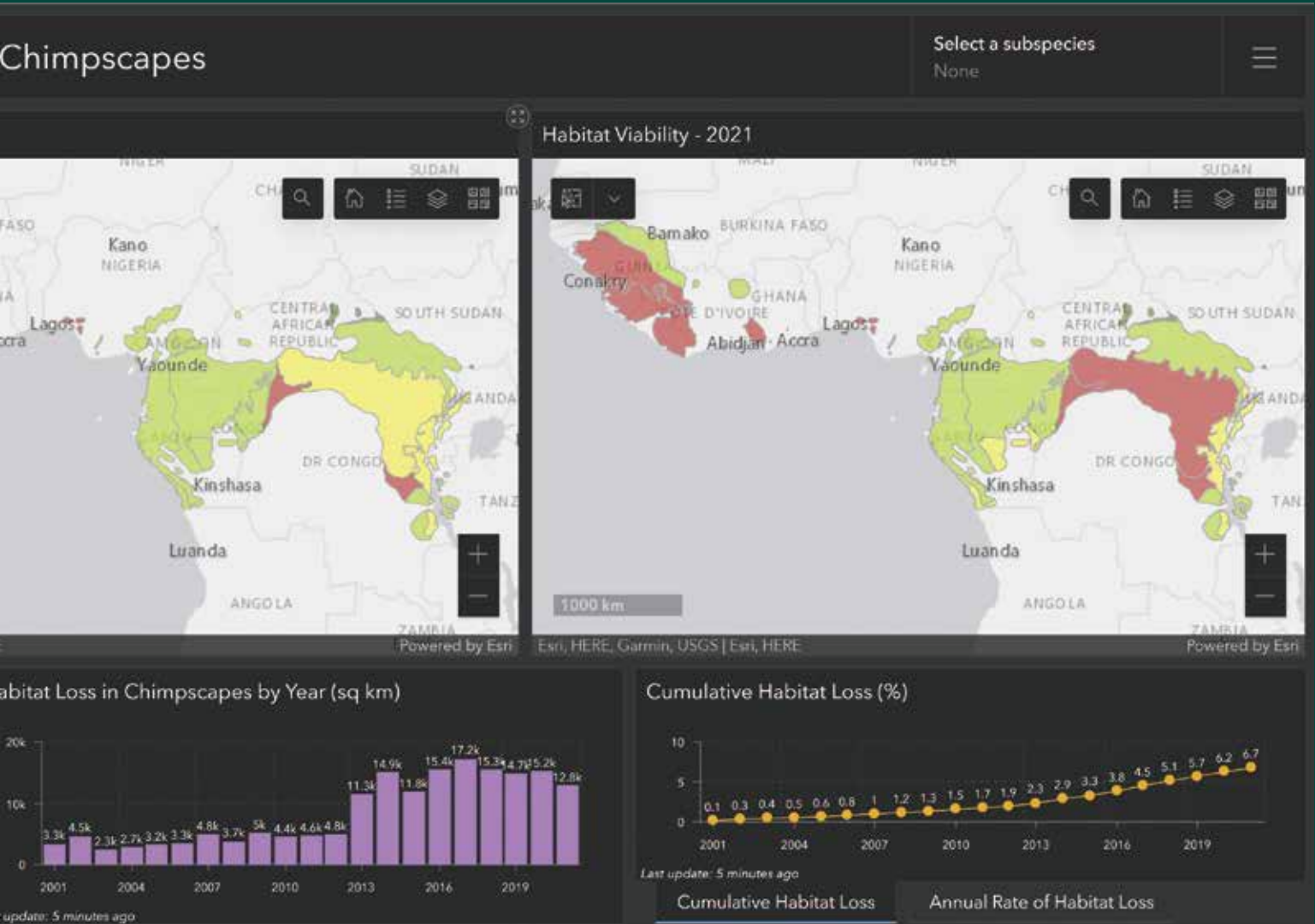
In 2021, JGI USA Conservation Science team focused on developing a new structure, rolling out a major strategy and building on key long-term partnerships.

The new strategy positions science as a cross-cutting foundation for JGI USA. This is achieved through five focus areas including Research, Storytelling, Community & Partnerships, Data & Technology, as well as Policy & Advocacy. By 2024, the strategy aims to:

- 1) Advance our understanding and monitoring of chimpanzees, habitats, threats, and conservation success** using long-term research, effective technologies, and citizen science;
- 2) Implement a systems-based approach** in pursuit of targeted, cutting-edge research topics to accelerate conservation outcomes and maintain JGI's global leadership on priority issues;
- 3) Infuse science across JGI programs** as a driving force behind our outreach and partnerships, and;
- 4) Inspire communities with science** to catalyze action through compassionate and informed decision-making.



Above: 2021 Dashboard of the Decision Support System (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. The JGI system integrates more than 30,000 Landsat satellite images and generates data used to document these indicators over time. The DSS utilizes Esri's ArcGIS platform and cloud operations, to visualize these data for decision-makers using the Open Standards for the Practice of Conservation, ranking populations and habitats with clear conditions of "Very Good," "Good," "Fair," and "Poor."



JGI Science Strategy Leads to Positive Lasting Change

From the start, using science to understand chimpanzees and their ecosystems has provided tremendous revelations across multiple disciplines. JGI's science-based approach allow us to further long-term chimpanzee research, now the longest running wild chimpanzee study in the world, and build on those findings with applications across conservation, health, and more.

Satellite mapping technologies have been instrumental in furthering all of JGI's efforts, particularly as a vital way to create a common language across stakeholders for spatial conservation planning. Science and technology support all JGI's community-led conservation and citizen science programs, enabling locally-selected Forest Monitors who live near protected areas with trainings, equipment and protocols to use mobile apps reporting wildlife, threats and illegal activities in near real-time.

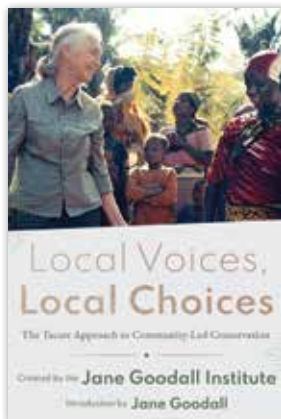
The JGI Science Strategy builds on and supports development of data standards, protocols and data models from individual chimpanzee behavior research to ecosystem modeling. This includes 65,000+ hours of data collected through observations of more than 320 chimpanzees over 60 + years, JGI's Decision Support Systems (DSS) to monitor chimpanzee habitat health which integrates more than 30,000 Landsat satellite images annually updated since 2000, and 30 years of community-led conservation through Tacare, including over 500,000 community members as our partners in citizen science and conservation. With these data, collaborations, and partnerships, knowledge can spark transformations of the heart that lead to lasting positive change.

FROM LOCAL COMMUNITIES TO GLOBAL CHANGE

JGI Shares Ideas for People, Wildlife, and Ecosystems Solutions

JGI leadership continues to emphasize and share innovations around the interconnection between solutions for people, wildlife, and ecosystems. At a UN convention in May celebrating Biodiversity Day, Dr. Lilian Pintea, JGI's vice president of conservation science, presented alongside world leaders in the field on applying information and communication technologies to maximize protection of global species biodiversity.

At the 2021 Esri Geodesign conference, Dr. Pintea provided a keynote about the use of Geodesign in the application of Tacare, our community-led approach, across the chimpanzee range. He also discussed scaling the JGI Science Platform using ArcGIS Technologies at the Esri User Conference and in presentations throughout the year.



Telling the Story of JGI's Community-Led Conservation Approach

Dr. Pintea also contributed a chapter to the book *Conservation Technology*, writing about the use of satellite data in conservation decision-making, and has co-edited together with program manager for conservation science Adam Bean, the new JGI and Esri book telling the story of Tacare, JGI's community-led conservation approach, *Local Voices, Local Choices*. He and other JGI researchers also co-authored several peer-review publications including "The Gombe Ecosystem Health Project: 16 years of program evolution and lessons learned" and "Predicting range shifts of African apes under global change scenarios." The last paper modeled that great apes could potentially lose 90% of their habitats in Africa in the next 30 years.



Creating a Common Understanding of Landscapes, Threats, and Opportunities

In an episode of the Jane Goodall Hopecast in 2021, Dr. Jane Goodall was joined by Dr. Lilian Pintea, to reminisce on the early days of JGI's Tacare approach and reflect on the importance of technologies like Geospatial Information Systems (GIS) and maps for use by communities around chimpanzee habitats. Through these methods, JGI is able to create a common understanding of landscapes, threats, and opportunities. Lilian's focus on both the technological potentials, tools, and realities of local knowledge advances conservation in innovative ways by "connecting scientists to decision makers." As Jane always says, "the head and heart need to work in harmony to attain our full potential."

Our impact by the numbers:

SHARING SCIENCE:

18

peer-reviewed science publications in 2021 with an additional 11 in review.

ADVANCING TECH & TOOLS:

13,900

ArcGIS (mapping and analytics software) online logins by community users in 2021 (138 in 2020).

3,811

pieces of data added in 2021 in ArcGIS Online (1,836 pieces in 2020).

1,438,800

hectares patrolled by local communities monitoring their forests in Western Tanzania.

SUPPORTING LAW ENFORCEMENT & FIELD MONITORING:

80

new Esri Survey123 forms in 2021 with 4,638 views.

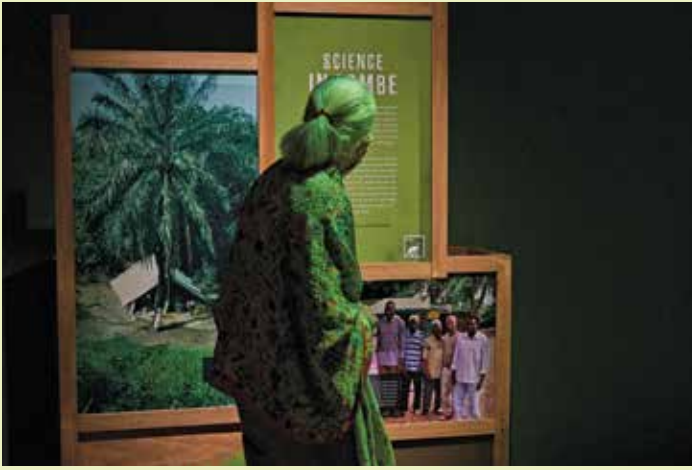
781

videos processed for data preparation and chimpanzee face detection using Microsoft AI.





Despite the ongoing pandemic, Dr. Jane Goodall seemed to be everywhere in 2021—even two places at the same time! This seemingly impossible feat became a reality thanks to a museum exhibition, a new book, a podcast, continuing advocacy, online and in-person events, and media coverage.



JANE'S LEGACY 2021: HOPE IS GOOD FOR ALL

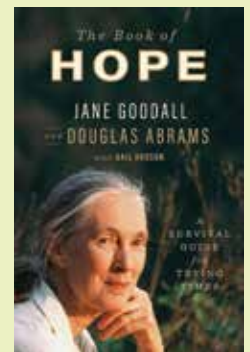
Jane Spreads Message of Hope Worldwide in 2021

BECOMING JANE: THE EVOLUTION OF DR. JANE GOODALL

The exhibition, *Becoming Jane: The Evolution of Dr. Jane Goodall*, created in partnership between the Jane Goodall Institute and National Geographic, opened at the Natural History Museum of Los Angeles County after stops in Chicago and Washington, D.C. From the halls of museums to the cover of magazines, TIME magazine featured Dr. Goodall on their cover for the story, “The Enduring Hope of Jane Goodall,” reaching millions.

THE BOOK OF HOPE

Sharing an enduring message of hope is at the core of Dr. Goodall’s and JGI’s belief that hope leads to action. The Hopecast podcast, soon to be in its third season, and Dr. Goodall’s new book, *The Book of Hope*, inspired listeners and readers around the world.

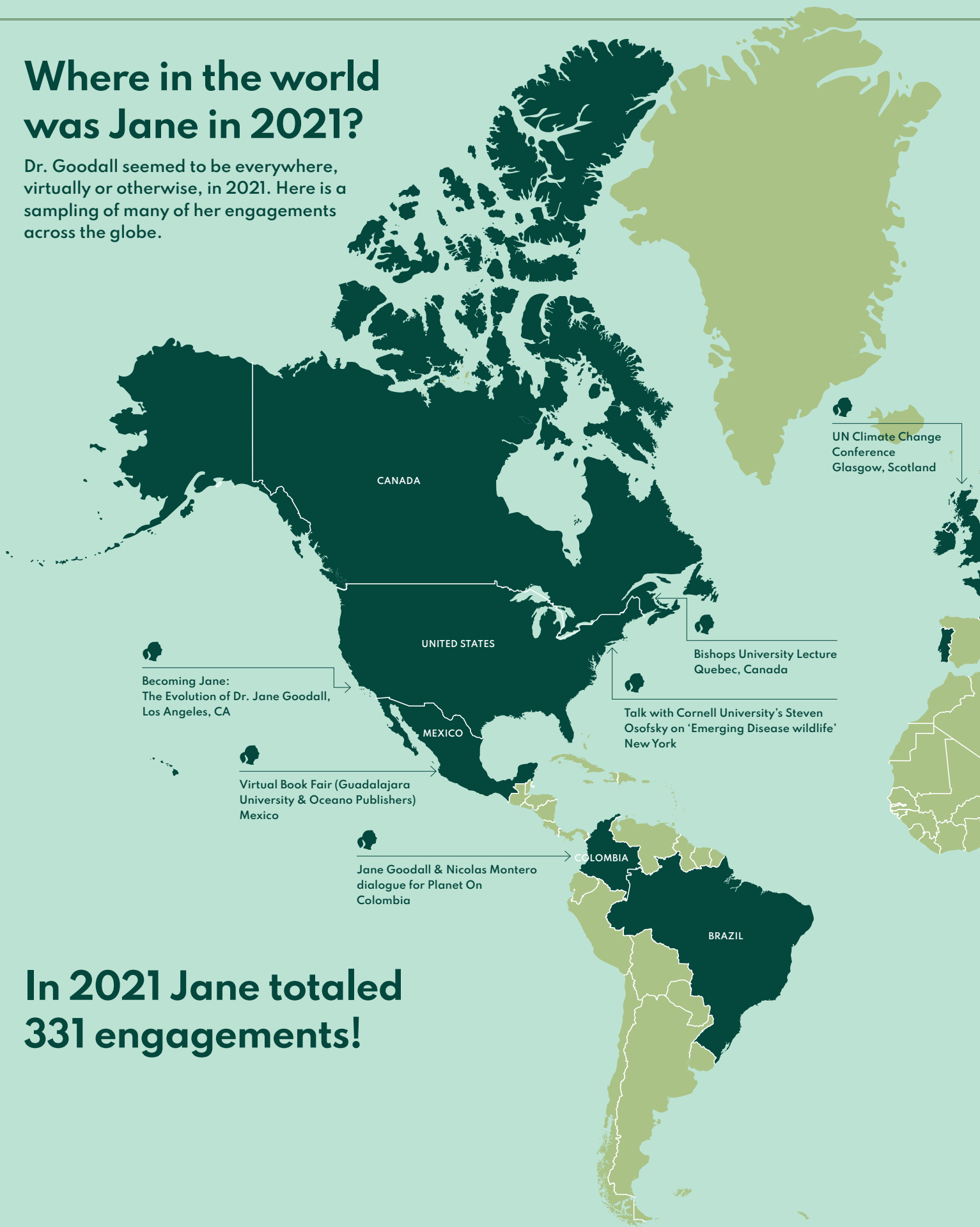


VIRTUAL EVENTS ACROSS EVERY CONTINENT

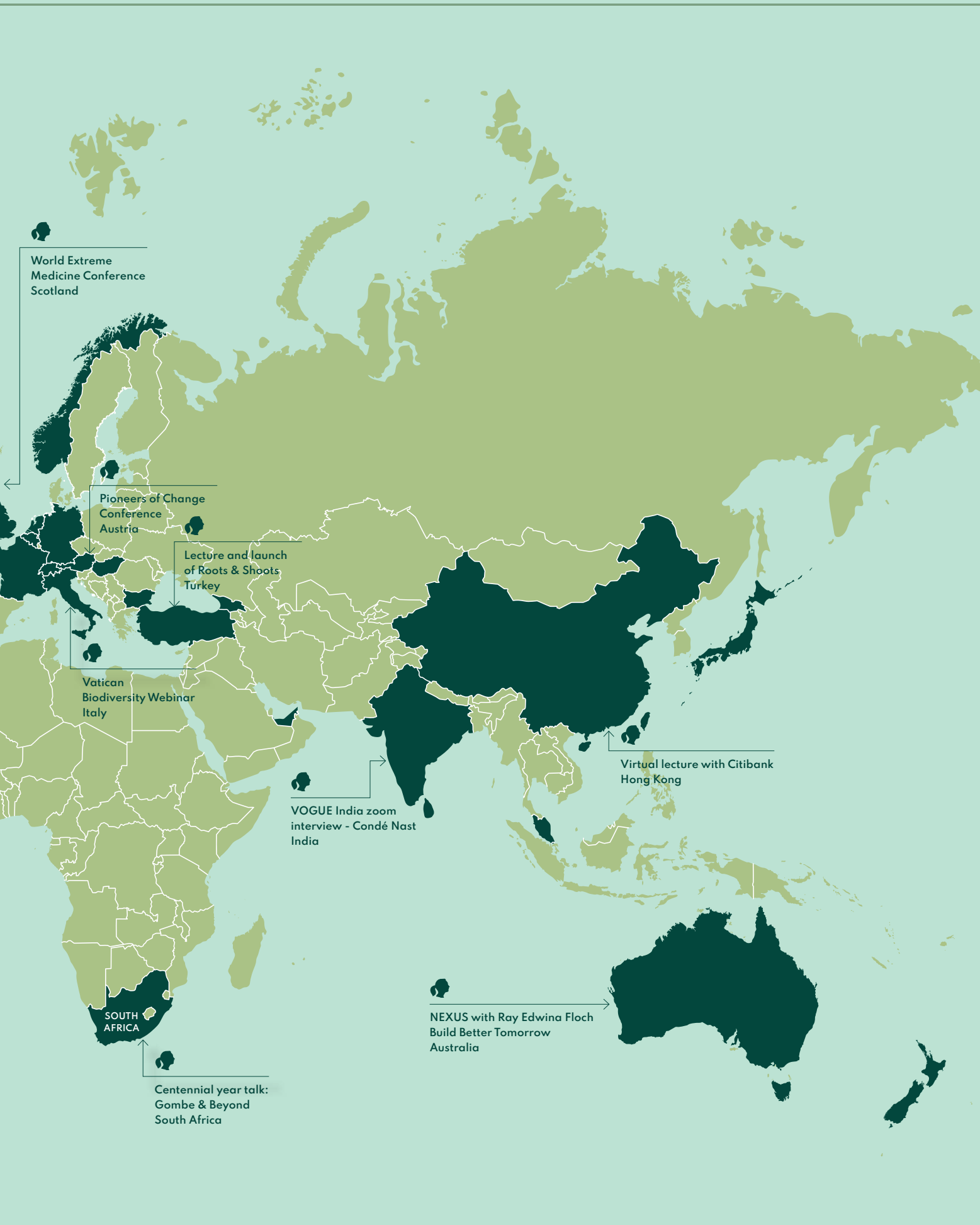
Dr. Goodall could also be found at virtual advocacy events, including one asking President Biden to reinstitute federal protections for wolves in the Northern Rockies—also included on JGI’s own blog, Good for All News. Her contributions included dozens of video messages and appearances at conferences, panels, and universities. From conferences on chimpanzee behavior including “Sex, Society and Behaviour in the World of Chimpanzees,” to the Dax Shepard Podcast; From WEF Davos, and on to Women’s Hour Radio on Climate Change; from COP 26 in Glasgow virtually, to Northern Ireland Science Festival, and media coverage from Wall Street Journal, Fast Company, Yahoo News, Al Jazeera, and BBC Travel, along with university events at Johns Hopkins, Santa Barbara, and Tufts—to name a few—Jane’s message of hope spread across every continent and into the hearts of people worldwide.

Where in the world was Jane in 2021?

Dr. Goodall seemed to be everywhere, virtually or otherwise, in 2021. Here is a sampling of many of her engagements across the globe.



In 2021 Jane totaled 331 engagements!



World Extreme
Medicine Conference
Scotland

Pioneers of Change
Conference
Austria

Lecture and launch
of Roots & Shoots
Turkey

Vatican
Biodiversity Webinar
Italy

VOGUE India zoom
interview - Condé Nast
India

Virtual lecture with Citibank
Hong Kong

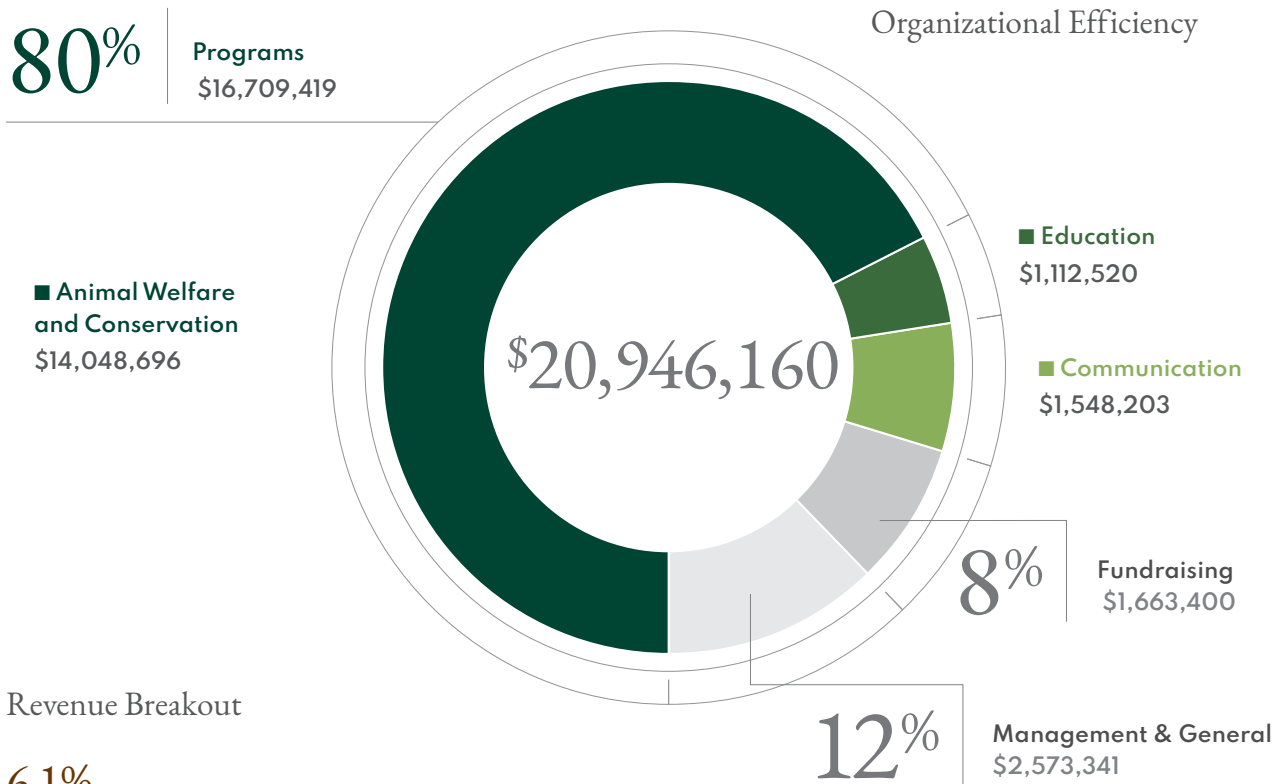
SOUTH
AFRICA

Centennial year talk:
Gombe & Beyond
South Africa

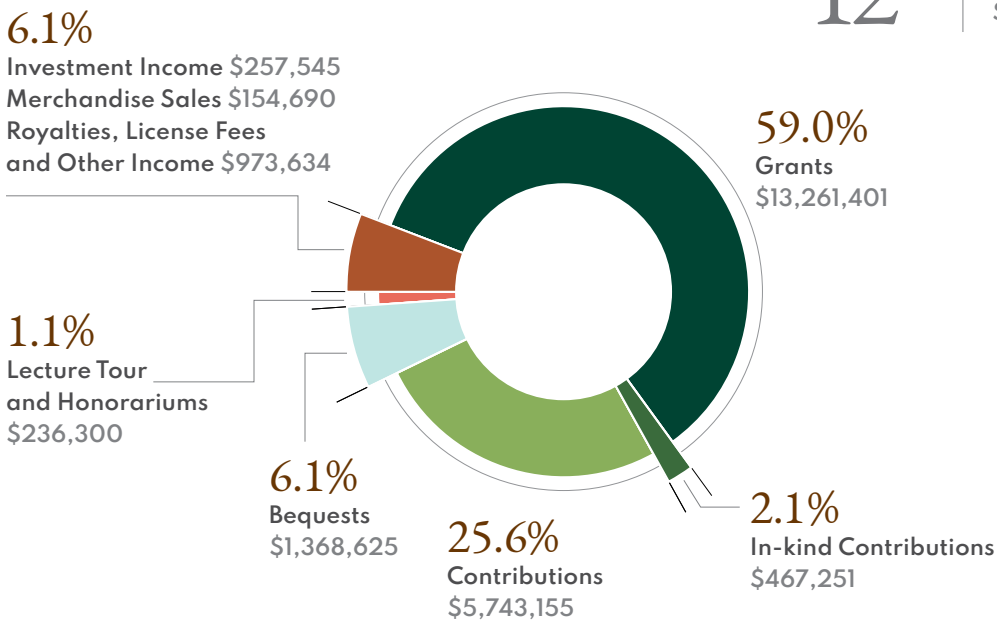
NEXUS with Ray Edwina Floch
Build Better Tomorrow
Australia

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, transformative results while maximizing the impact of our donors' support. The work we do is much greater than what we can include in any single report.



Revenue Breakout



Summary of Activities for the Year Ended
December 31, 2021

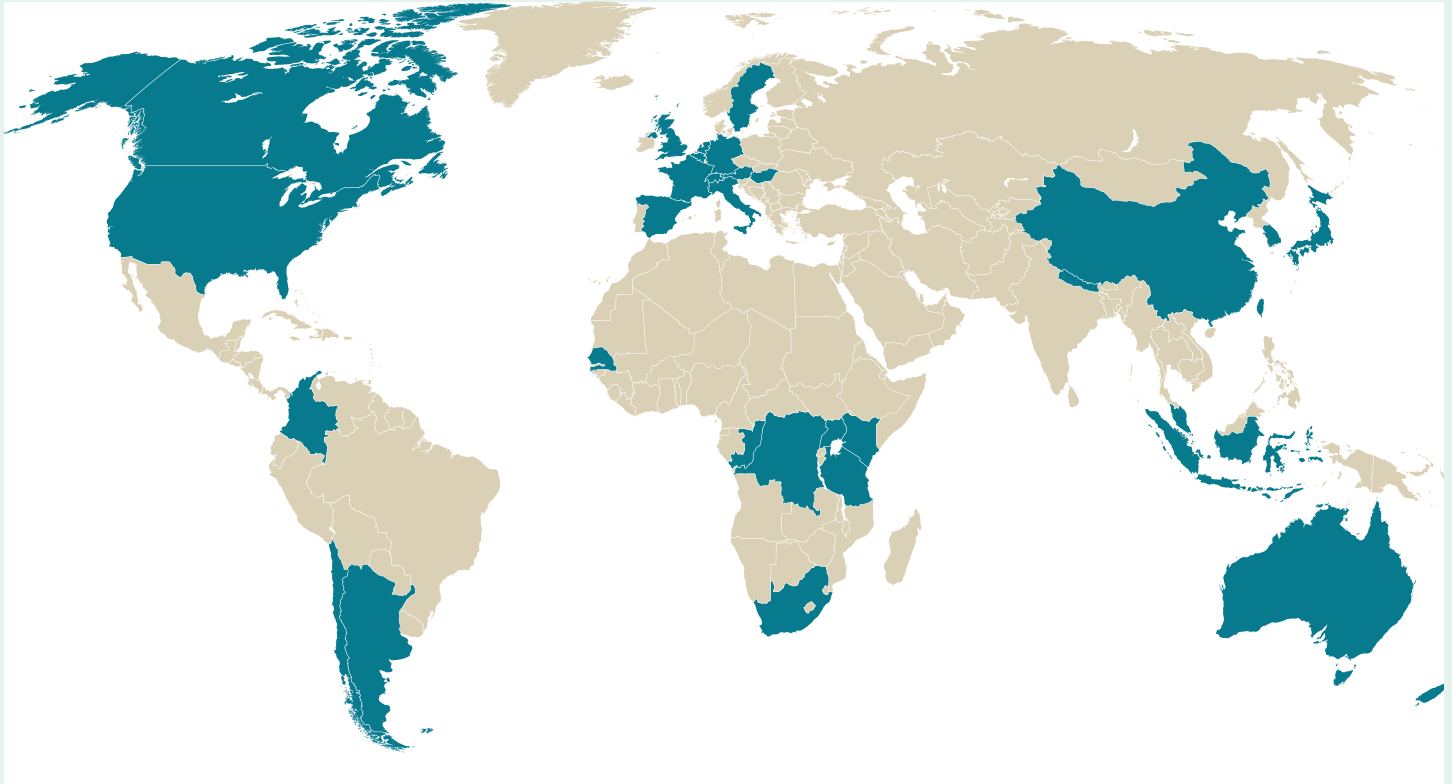
Financial Position as
of December 31, 2021

Summary of Activities
for the Year Ended
December 31, 2021

Revenue	Total	Percentage
Grants	\$13,261,401	59.0%
Contributions	\$5,743,155	25.6%
In-kind Contributions	\$467,251	2.1%
Bequests	\$1,368,625	6.1%
Other Income	\$97,538	0.4%
Royalties, License Fees & Other Income	\$876,096	3.9%
Lecture Tour and Honorariums	\$236,300	1.1%
Investment Income	\$257,545	1.1%
Merchandise Sales	\$154,690	0.7%
Total Revenue	\$22,462,601	100%
Expenses		
Animal Welfare and Conservation	\$14,048,696	67%
Education	\$1,112,520	5%
Communication	\$1,548,203	7%
Total Program Expenses	\$16,709,419	80%
Fundraising	\$1,663,400	8%
Management & General	\$2,573,341	12%
Total Supporting Expenses	\$4,236,741	20%
Total Expenses	\$20,946,160	100%
Other Items		
Exchange Rate Gain/Loss	\$19,196	2.0%
Unrealized Gain/(Loss)	\$161,879	16.6%
Forgiveness of Debt	\$793,400	81.4%
Total Other Items	\$974,475	100%
Change In Net Assets	\$2,490,916	\$201,070
Net Assets at the Beginning of the Year	\$10,136,983	\$9,935,913
Net Assets at the End of the Year	\$12,627,899	\$10,136,983

Financial Position as
of December 31, 2021

Assets	2021	2020
Cash and Cash Equivalents	\$6,574,003	\$5,911,390
Investments	\$8,002,105	\$6,000,011
Other Receivable	\$698,956	\$788,142
Grants Receivable	\$1,292,323	\$857,170
Prepaid Expenses and Other Assets	\$409,357	\$261,927
Property, Equipment and Leasehold Improvements, Net of Accumulated Depreciation and Amortization	\$3,452,730	\$2,760,917
Total Assets	\$20,429,474	\$16,579,557
Liabilities		
Accounts Payable and Accrued Expenses	\$3,181,310	\$2,125,834
Other Liability	\$1,255,379	\$808,715
Deferred Revenue	\$3,364,887	\$3,508,025
Total Liabilities	\$7,801,575	\$6,442,574
Net Assets		
Without Donor Restrictions	\$8,775,764	\$6,239,423
With Donor Restrictions	\$3,852,135	\$3,897,560
Total Net Assets	\$12,627,899	\$10,136,983
Total Liabilities & Net Assets	\$20,429,474	\$16,579,557



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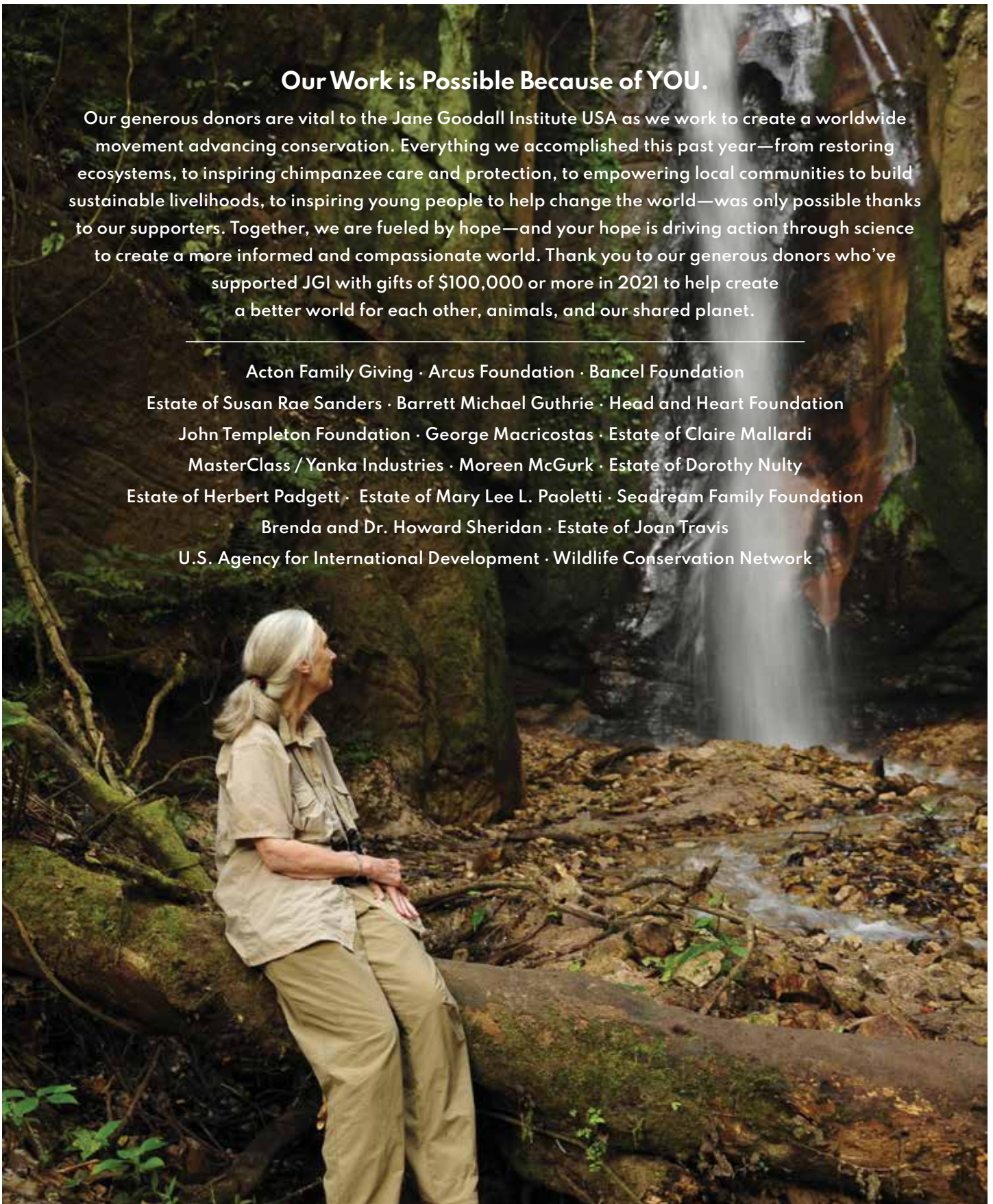
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Our Work is Possible Because of YOU.

Our generous donors are vital to the Jane Goodall Institute USA as we work to create a worldwide movement advancing conservation. Everything we accomplished this past year—from restoring ecosystems, to inspiring chimpanzee care and protection, to empowering local communities to build sustainable livelihoods, to inspiring young people to help change the world—was only possible thanks to our supporters. Together, we are fueled by hope—and your hope is driving action through science to create a more informed and compassionate world. Thank you to our generous donors who've supported JGI with gifts of \$100,000 or more in 2021 to help create a better world for each other, animals, and our shared planet.

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The Jane Goodall Institute is combining groundbreaking scientific research, community-led conservation, animal welfare advocacy, and youth empowerment to address the greatest environmental threats of our time. With your support, we will continue to deliver on Dr. Jane Goodall's vision to create a better world for each other, animals, and our shared planet. Every individual has a role to play—every individual can make a difference.

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Donating online is a quick, easy, and secure way to put your dollars to work right away. Make your gift securely online at janegoodall.org/give.

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Send a check of any amount to: Jane Goodall Institute, 1120 20th Street NW, Suite 520S, Washington, DC 20036

Giving Monthly

When you pledge to donate monthly, you are providing ongoing funds we know we can count on. Your monthly support will help us protect the natural world we all share at this pivotal time every day of the year. Donate securely at janegoodall.org/give and select the “monthly” option.

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Many people like you have life-long connections to the Institute's mission and have chosen to make a meaningful contribution to the future of all living things. Learn more about how you can make a smart, tax-wise gift and leave a lasting legacy through your will or living trust, retirement assets, a life insurance policy, a charitable gift annuity, or real estate. For more information, please visit janegoodall.org/make-a-difference/gift-estate-planning.

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Foundation and corporation funding provide critical, targeted grant support to JGI's programs that fuel movement towards a harmonious world. Our Business Development team welcomes new relationships with foundations and corporations that share our commitment to the natural world. For more information, please contact us at **703.682.9220** or give@janegoodall.org.



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