



YOUR SUPPORT IN ACTION 2024 Update



Every individual has a role to play.
Every individual makes a difference.



Jane Goodall's
Roots & Shoots





THANK YOU

Reflecting on 2024, I am filled with immense gratitude for the incredible work made possible by your support. Thanks to your generosity, young people nationwide have turned their compassion into action, creating positive, lasting change in their communities and beyond.

From planting trees in fire-scarred Maui to advocating for environmental and social justice, the young changemakers of Roots & Shoots have risen to the challenge, inspired by your belief in their potential. This report highlights key achievements, including the expansion of our Basecamp network, growth in youth leadership programs, and impactful projects that are healing the planet and fostering compassionate traits.

Thank you for being a vital part of this movement. Your support continues to shape the next generation, and together, we are building a brighter, more sustainable world.

With gratitude,



Mary Ford
Senior Director,
Roots & Shoots USA

Your Impact By Numbers

5,254
new members
joined 

835
projects
started 

238
Roots & Shoots
Project Grants
awarded 

4,143
people participated
in Roots & Shoots
online course 

2 NEW
Basecamps in
Chicago, Illinois and
Portland, Oregon 

25,818
young people
reached through
our five Basecamps 



Young Leaders Unite

2024 Roots & Shoots Youth Council Summit

The 2024 Roots & Shoots Youth Council (RSYC) Summit in Jackson, Wyoming brought together 23 high school and college students for a week of inspiration, growth, and hands-on action. Hosted in collaboration with Teton Science Schools, the summit featured impactful activities designed to strengthen leadership skills.

The youth leaders explored Grand Teton and Yellowstone National Parks, participated in an ongoing ecological restoration project by removing invasive species, and engaged in team-building exercises on a challenging ropes course. This annual experience fuels the success of JGI's youth leadership movement because these mentors, advisors, and ambassadors are shaping the next generation of environmental stewards.

The summit was a powerful reminder of the boundless potential of youth leadership and the lasting impact young people can have on the world.

“The [RSYC] has been very important to me. Dr. Goodall is my muse, and the council has inspired me to focus on two things: the power of one to make a difference, and the message of hope.”

– Anonymous RSYC Member



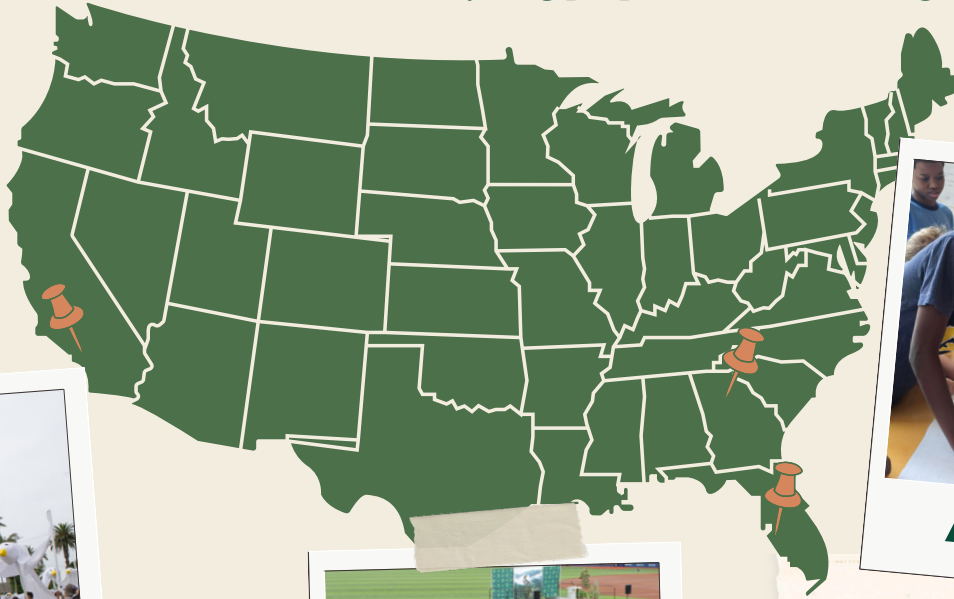
A big thank you to Joe Tatelbaum and Grace Wang as well as Macy's for their generous support of the 2024 RSYC Summit! Their commitment is inspiring the next generation of youth environmental leaders.



Expanding Local Impact

Growing the Basecamp Network in 2024

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



Los Angeles

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



Tampa Bay

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



Atlanta

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

The Driving Force Behind Our Basecamps

At the heart of each Basecamp's success are our passionate coordinators who work tirelessly to support and inspire young changemakers. From managing events to mentoring students, they ensure that the Roots & Shoots mission thrives in their respective cities.



Alex Biswas

Chicago Basecamp Coordinator

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



Angelle Cooper

Atlanta Basecamp Coordinator

"I heard Jane speak, and I remember her talking about how her mother allowed her to go into the forest and explore. Her mom supported her in finding her own path. That stuck with me, because it's important for us to allow children to find their own path. I'm honored to be part of that and to be promoting that with all the other Basecamp coordinators."



Bonnie Eaton

Tampa Bay Basecamp Coordinator

"When I moved to Tampa in 2005, I was so inspired by the commitment so many people had to the unique estuary ecosystem here. Roots & Shoots has the power to tie that passion for the environment to a passion for the people and animals who live here, too, and I'm thrilled to be able to connect schools and youth groups to the wealth of Tampa Bay and JGI's resources."



Erin McCombs

Los Angeles Basecamp Coordinator

"I connect to the model of Roots & Shoots and helping kids make a change in their own communities. Roots & Shoots does a good job of distilling complex issues into tangible solutions and what kids can actually do to make a difference. Working with students has been deeply rewarding — to see them excited about the service work they do to help their communities."



Washo Shadowhawk

Portland Basecamp Coordinator

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

Our Powerful Partnership with Toyota

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

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

This partnership is a significant investment in tomorrow's environmental leaders. Toyota's deep commitment to sustainability aligns perfectly with the Roots & Shoots mission.



Recognizing JGI's Leadership

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



Your Dollars at Work

Thanks to your support, Roots & Shoots youth are healing communities and protecting our planet. Your contributions don't just fund projects — they inspire young people to develop compassion, agency, and hope.



Meet RSYC Member, Joshua O.

Joshua O. is transforming lives through advocacy for families in need. His campaign to end “diaper poverty” successfully led to the elimination of the diaper tax in Maryland, saving families \$12 million annually. Now, he mentors young advocates nationwide, helping them push for change in the 28 states still imposing the tax. Through his work, Joshua is not only improving lives but also teaching youth the power of civic engagement to create lasting change.



Restoring Hope in Maui

One year after the devastating Lahaina fires, Roots & Shoots members in Maui brought healing and renewal to their island — thanks to the generosity of donors like you. With a Roots & Shoots Project Grant, Elizabeth and her team launched “Seeds of Joy,” working toward their goal of planting 1,000 native trees in fire-scarred areas. In 2024, they planted 179 trees and plants to stabilize the slopes of Haleakalā in Kula, where the fires destroyed homes and left land vulnerable to erosion.

Meanwhile, Bazel and his Roots & Shoots group spent the past year carefully growing and planting sacred Ti leaf at a temporary school campus in Lahaina, creating a symbol of resilience for the children who survived the tragedy. “Maybe one day they will look back on this time and remember how our community came together to rebuild and heal,” Bazel reflects.

With your support, these young changemakers are restoring the land and restoring hope.



**We couldn't have done it without
your generous support. Thank you.**

A special thank you to our partners below for their vital support.

**Acton Family Foundation, Delta Air Lines,
Disney Conservation Foundation, Frank & Susan Mars,
Joe Tatelbaum & Grace Wang, John Templeton Foundation,
Julian Grace Foundation, Macy's, Park Foundation, Seedlings Foundation,
Select Equity Group Foundation, The Merlin Foundation, Toyota**



1120 20th St NW Suite 520S
Washington, DC 20036
USA



(703) 682-9220



www.rootsandshoots.org

