

Jane Goodall Institute

COMMUNICATIONS & PARTNERSHIPS JGI USA

Promotions with Dr. Jane Goodall & Jane Goodall Institute

Thank you for joining us in our efforts to share Jane and JGI’s message and work. Together we can grow the work of Dr. Goodall and the Jane Goodall Institute to take action and advocate on behalf of the natural world we share!

Jane and JGI have built a beautiful and robust network of millions across digital channels. By participating in this guidance, we can help amplify the promotions of our work together and engage with the audiences who are most excited by these messages and stories. Please join us!

Here are a few things to guide the process and some resources to help advance this partnership, ongoing promotions, and to optimize the visibility of our work together.

JANE & JGI WEBSITE & SOCIAL MEDIA LINKS/TAGS

	JGI	ROOTS & SHOOTS
WEBSITE	janegoodall.org	rootsandshoots.org
FACEBOOK	@JaneGoodall, @JaneGoodallInst	@rootsandshoots
INSTAGRAM & THREADS	@JaneGoodallInst	@rootsandshoots
LINKEDIN	@The Jane Goodall Institute	
YOUTUBE	@JaneGoodallInstituteOfficial	

DESCRIBING DR. JANE GOODALL

JANE'S FULL TITLE

DR. JANE GOODALL, DBE

Founder, the Jane Goodall Institute

UN Messenger of Peace

IMPORTANT FACTS

- **Dr. Jane Goodall was an ethologist**, not an anthropologist or primatologist. Jane was also an activist and conservationist.
- Dr. Goodall began her research with wild chimpanzees in Gombe, Tanzania in 1960 at 26.
- Dr. Goodall founded the Jane Goodall Institute (JGI), a global community-led conservation, research, advocacy, and youth empowerment organization in 1977.
- ‘Tacare’ is JGI’s community-led conservation approach. Over the last 30 years, this work partners with local communities to drive sustainable development, as well as conservation decision-making and action.
- Jane Goodall’s Roots & Shoots is a youth program of the Jane Goodall Institute, not its own organization. It was created in 1991.
- Dr. Goodall studied chimpanzees (not gorillas or orangutans). Chimpanzees are great apes, not monkeys. Do not use this emoji 🐵 (it is a monkey) Use this instead 🦍.
- Research continues in Gombe, Tanzania on wild chimpanzees as the longest running wild chimpanzee study in the world by JGI’s Gombe Stream Research Center.

DESCRIBING THE JANE GOODALL INSTITUTE (JGI)

JGI STORY- SHORT VERSION

The Jane Goodall Institute is a global community-led conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall. By understanding, protecting and improving the welfare of chimpanzees and other great apes, while inspiring action to conserve the natural world we all share, we improve the lives of people, other animals, and the environment.

JGI STORY - MEDIUM VERSION

The Jane Goodall Institute (JGI) is a global, community-led conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall in over 25 countries around the world.

We aim to understand and protect chimpanzees, other apes and their habitats, and empower people to be compassionate citizens in order to inspire conservation of the natural world we all share. JGI uses research, community-led conservation, best-in-class animal welfare standards, and the innovative use of science and technology to inspire hope and transform it into action for the common good. Through our Roots & Shoots program for young people of all ages, now active in over 65 countries around the world, JGI is creating an informed and compassionate critical mass of people who will help to create a better world for people, other animals, and our shared environment.

JGI STORY - EXTENDED VERSION

In 1960, a young British woman ventured into the forests of Gombe, Tanzania, to study chimpanzees in the wild. Equipped with a notebook, binoculars, and a fascination with wildlife, Dr. Jane Goodall braved a realm of unknowns to give the world a remarkable window into humankind's closest living relatives. She immersed herself in their lives, experiencing their complex society as a neighbor rather than a distant observer, and came to understand them not only as a species but as individuals with emotions, intelligence, and long-term bonds. Her insights that chimpanzees make and use tools is considered one of the greatest achievements of twentieth-century scholarship, redefining the way we understand what is "human" and our relationship to the rest of the animal kingdom.

When Jane encountered challenges, she used them as opportunities to build on her vision and spark game-changing innovations. In 1977, Jane founded the Jane Goodall Institute (JGI) to continue her groundbreaking research. A decade later, she attended a conference on the state of chimpanzees, recognizing the urgency of their plight and the major threats to their survival. In 1986, she left her idyllic life in the forest as a scientist to stand up as an activist. But there was still more to do, especially if we were to truly create enduring change. After her realization that partnering with local communities was key to protecting Gombe's chimpanzees, she pioneered community-led conservation as a part of the Jane Goodall Institute's main programs—an approach that recognizes the central role people play in the well-being of animals and habitat. Through her travels and experiences, Jane came to understand that "we haven't borrowed the future from our children, we've stolen it." In 1991, when a group of Tanzanian teenagers confided their deep concerns as they observed problems all around them, she encouraged them to take-action. Roots & Shoots, a program of the Jane Goodall Institute, was born. Roots & Shoots is now a worldwide movement that helps young people become the informed, compassionate, sustainability-minded generation that can solve complex issues and build a better world for tomorrow, today.

On her way to becoming the leading authority on chimpanzees, Jane observed a truth about our own species: When we have reason to hope, we have reason to act. As a world-renowned scientist, author and activist, Dr. Jane Goodall was a global force for compassion and a UN Messenger of Peace,

spreading her message of hope every single day. The Jane Goodall Institute advances Dr. Goodall's visionary work through its leadership in chimpanzee protection, welfare, and research; community-led conservation; innovative use of emerging science and technology; and the Roots & Shoots youth program with over 100,000 groups in more than 75 countries. Together with the support of individuals, communities, and partners around the world, JGI improves the wellbeing of people, other animals and the environment.

DESCRIBING ROOTS & SHOOTS (A PROGRAM OF JGI)

ROOTS & SHOOTS GOAL

Our goal is to develop compassionate, holistic decision-making and leadership skills by providing support, tools, mentorship, and resources for young people across the world to turn their ideas into actions that ignite change to address today's complex problems.

ROOTS & SHOOTS VISION

To create a global community of youth who are dedicated to compassionate decision-making and are empowered to lead and influence change in their communities to create a better world for people, other animals, and the environment.

ROOTS & SHOOTS PROGRAM STORY - SHORT VERSION

Roots & Shoots is a global youth-powered program of the Jane Goodall Institute led by millions of compassionate young people (and educators) who want to make a difference in their communities. The program offers resources, training, support, and leadership development skills that grow compassionate changemakers and create real positive change in over 65 countries around the world and growing.

ROOTS & SHOOTS PROGRAM STORY – LONG VERSION

In 1991, local youth gathered on Jane Goodall's front porch in Tanzania and expressed how they felt powerless against the problems in the world around them. As the students told stories and offered ideas, Jane realized the solution was right in front of them: their power to create change. The Roots & Shoots program was born.

Roots & Shoots provides the resources to encourage and motivate young people to take action on issues that matter to them. Today, the tools and support offered through the Jane Goodall Institute (JGI) program empower youth in all 50 states and over 75 countries to use their voices and ideas to address the issues that matter most to them in their communities. Through Jane's hopeful message and

the Roots & Shoots model, youth around the world are encouraged to put their ideas into action. Since 1991, millions of young changemakers have taken on the challenge of making the world a better place for people, other animals, and the environment we share. Roots & Shoots youth are not only the future--they are the present-- and they are changing the world.

No matter the issue, being a part of Roots & Shoots means choosing to be a change-maker and making the difference YOU want to make.

DR. GOODALL + JGI USA COMMUNICATIONS CONTACTS

- Erin Griffin, Vice President, Communications & Partnerships, egriffin@janegoodall.org
- Kara Solarz, Director, Marketing & Communications, ksolarz@janegoodall.org