



2018 Annual Report
SETTING RECORDS



LETTER FROM THE PRESIDENT

Our 2018 Annual Report is all about “Setting Records”. Earth Rangers has set organizational records, reaching major milestones in our program growth. Our young members across Canada have set records, taking action as individuals and as a unified force to help animals and the planet. And our country has set records, demonstrating a renewed commitment to the conservation of Canada’s species and spaces.

In 2018, Canada made an unprecedented budgetary commitment of \$1.3 billion to increase protected areas in our country, totaling 17% of terrestrial habitat and inland waterways.

Throughout the year, Earth Rangers has become the largest youth conservation organization globally, with over 200,000 members. But it isn’t just about the number of members we have acquired—it is their conscientiousness and resolve to make the world a better place that truly inspires me.

As you read through this report you will come face to face with the future of our country’s environmental movement, and I guarantee that you too will be inspired.

Peter Kendall

President, Earth Rangers Foundation

BOARD OF DIRECTORS

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Corporate Director

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MEMBERSHIP

In 2018, Earth Rangers reached the major milestone of **200,000 members across Canada (206,423 to be exact!)**, making us the largest youth conservation organization globally.

But it isn't about the number of kids who have signed up to be Earth Rangers; it's about the efforts they undertake day after day to protect our natural world. **In 2018, our members earned 900,257 badges on their online achievement walls for reporting on their participation in various initiatives.** From reducing food waste at home, to funding climate adaptation research in the Yukon, to simply turning down their thermostats in the winter—the ongoing excitement and engagement of our members is what we're most proud of.



MISSIONS

Throughout 2018, our members accepted **73,922 Missions**, a **20% increase over 2017**. We received over **14,900 photos and anecdotes from these members**, each one proud of their achievements and eager to share how their actions have positively affected them, their families, and their communities. Through this program, we're seeing the growth of a generation who are ready to set the new standard of environmentally-conscious living.

New in 2018, Earth Rangers created a more regional approach to the Missions Program, ensuring members from different parts of the country learned how their actions would affect the species and habitats in their own province or region. In addition to our new Missions, thousands of members continued to participate in Mission favourites like Battery Blitz, Shoreline Saver, Flip the Switch, and TK in Action!

NEW 2018 MISSIONS



Just 1 Tree

Members plant their own tree, while learning how healthy ecosystems will help safeguard wildlife from the impacts of climate change and contribute to overall climate resilience.

“ My mom and I had a lot of fun planting the seeds. I love helping because animals are important and so are trees. ”

Ranger Violet



“ Me and my dad picked it. I like the environment and want to help it. ”

Ranger Jacob



Food Waste Warrior

Members learn about the negative impacts of food waste in Canada, and are challenged to not throw away any food for an entire week by using tips like mining your fridge and cooking with leftovers.

Special thanks to Chef Michael Smith who donated his time and expertise to judge our "cooking with leftovers" creative cooking contest!

“ Half of all the food that's produced in Canada gets wasted. This problem is very real! That's why this Mission is all about identifying the way we waste food in our kitchens and then cut down on it. ”

Chef Michael Smith





Scavenger Hunt Showdown

Members in each province and territory received postcards inviting them to Provincial and Territorial Parks in their region, where they are then challenged to compete against some of their favourite Earth Rangers characters in the ultimate nature scavenger hunt!



“ Team Ironman! We saw A Hawk feather and wild blueberries. ”

Ranger Colton

Re-set the 'stat'

There are lots of things kids can do to help their families reduce household GHG emissions, including turning down the thermostat in the winter. This Mission tasked members with doing just that, while having some fun wearing their favourite silly sweaters around the house.

“ I picked this mission because I am an Earth Ranger at my school and we turn down the heat in our classrooms. I asked my mom if we could do the same at home and she said yes. It was great! ”

Ranger Quinn



“ I am concerned about the environment and to help save energy. It was easy and we don't notice any difference with the temperature at home. ”

Ranger Matteo

LIVING FORESTS



In May, Earth Rangers launched the Living Forests initiative aimed at raising awareness about sustainable forestry in Canada and celebrating Canada's many types of forests through a multimedia content series.

The initiative included the Living Forests Photo Contest, which featured a panel of expert judges and 3 categories of photos: Forest Animals, Forest Landscapes, and Trees. **Overall, 3,529 photos were submitted by Earth Rangers members from every corner of Canada representing the beauty, diversity, and magnificence of Canada's forests and forest-dwelling species.**

MEET THE JUDGES

Freeman Patterson



Freeman lives in the Shamper's Bluff Area on the Saint John River in New Brunswick, on land he donated to the Nature Conservancy of Canada to ensure its protection. A photographer and writer for over 60 years, his work has brought him to every continent!

Derek Nighbor



Derek is the President and CEO of the Forest Products Association of Canada (FPAC). Raised in Pembroke, ON, a community built on the forestry sector, he's passionate about sustainable forest management and its benefits to people and wildlife.

Eli Enns



Eli is a father, grandfather, Nuuchah-nulth political scientist, and co-founder of the Tla-o-qui-aht Ha'uukmin Tribal Park on Vancouver Island. Eli was also the Co-Chair of the Indigenous Circle of Experts, which advised the Government of Canada on how to meet its conservation targets.

Hugo Kiching



Hugo lives on the edge of Algonquin Park and is a wildlife filmmaker specializing in Canadian natural history. Hugo has worked on many productions including CBC's *The Nature of Things*, PBS's *Nature*, BBC's *Natural World*, and several independent films.

MEET THE WINNERS

BEST LANDSCAPE PHOTO



photo by:

Grant

Age:12

“This is in a park in my subdivision where I go for bike rides. I love how the water is so still, reflecting the trees and sky.”

BEST TREE PHOTO



photo by:

Julian

Age:10

“I was walking the trail with my family when I noticed this set of tree trunks and roots that grew together and were all connected. It reminded me that my family is like these trees as we grow together and our roots connect. I thought it was super cool and took a photo of it.”

BEST WILDLIFE PHOTO



photo by:

Veronica

Age:9

“I took this photo...at the edge of the forest, where there are many wildflowers and lots of milkweed plants. I was so excited to capture the beauty of the Monarch Butterfly. I was also able to find several Monarch Caterpillars chomping away on the milkweed.”

SCHOOL VISITS

In 2018, we visited 1,044 schools—by far our largest reach ever—with stops in almost every province. We also reached a record number of French schools, visiting 157 across Ontario, Québec, New Brunswick, and Manitoba.

We engaged 283,800 students in learning about biodiversity, conservation, climate change, and how together we can make a difference for the health of people, our planet, and all living things.

Earth Rangers also worked with the Centre for Indigenous Environmental Resources (CIER) to incorporate Indigenous perspectives, learning styles, and traditional knowledge into the presentation. 2018 saw more visits to Indigenous communities and First Nations and Band schools than ever before.



COMMUNITIES VISITED

- Abbotsford
- Acton
- Ahuntsic - Cartierville
- Airdrie
- Ajax
- Alexander
- Alliston
- Almonte
- Angus
- Anjou
- Anzac
- Arnprior
- Aurora
- Aylmer
- Balgonie
- Balmertown
- Barrie
- Bathurst
- Beaconsfield
- Beeton
- Belledune
- Bellingham
- Blackfalds
- Blainville
- Blumenort
- Boisbriand
- Bolton
- Borden
- Boucherville
- Bouctouche
- Bow
- Bradford
- Bragg Creek
- Brampton
- Brandon
- Bright's Grove
- Brompton
- Brockville
- Brossard
- Burlington
- Burnaby
- Buttonville
- Calgary
- Camlachie
- Campbellton
- Cando
- Cantley
- Cap-Pelé
- Cardigan
- Carleton Place
- Caroline
- Carp
- Casselman
- Castlegar
- CBS
- Charlottetown
- Châteauguay
- Chestermere
- Chesterville
- Chetwynd
- Chicoutimi
- Cocagne
- Cochin
- Cochrane
- Cold Lake
- Collingwood
- Comox
- Conklin
- Cookshire-Eaton
- Cookstown
- Coquitlam
- Cornwall
- Corunna
- Courtenay
- Creemore
- Creston
- Chrysler
- Cumberland
- Cumberland Beach
- Curve Lake
- Dawson Creek
- Delta
- Devon
- Didsbury
- Dieppe
- Doaktown
- Dollard-des-Ormeaux
- Donagh
- Duffield
- Dunville
- Ear Falls
- East Gwillimbury
- East Hereford
- East St. Paul
- East York
- Edmonton
- Edwin
- Egbert
- Elkford
- Elmvalle
- Elphinstone
- Embrun
- Englehart
- Enoch
- Espanola
- Estevan
- Etobicoke
- Everett
- Farnham
- Fernie
- Flesherton
- Forest
- Fort Alexander
- Fort McMurray
- Fredericton
- Junction
- Fruitvale
- Gananoque
- Garson
- Gatineau
- Gibsons
- Gineu
- Gloucester
- Gold Bar
- Gore Bay
- Granby
- Grand-Barachois
- Grande-Digue
- Groundbirch
- Grunthal
- Guelph
- Hagersville
- Halton Hills
- Hamilton
- Hanmer
- Hanover
- Hawkestone
- Henryville
- Hillmond
- Hunter River
- Ile des Chênes
- Ingleside
- Inglewood
- Innisfil
- Iroquois Falls
- Jaffray
- Janeville
- Janvier
- Joliette
- Kakabeka Falls
- Kamloops
- Kanata
- Kazabazua
- Kemptville
- Kenora
- Kensington
- Keswick
- Kimberley
- King
- King City
- Kingston
- Kirkland
- Kitchener
- Kleefeld
- La Broquerie
- La Durantaye
- Lachute
- Lacombe
- Lakefield
- Lanark
- Landmark
- Langham
- Langley
- LaSalle
- Laval
- Lax Kw'alaams
- Lefroy
- Limoges
- Linden
- Lindsay
- Little Current
- Lively
- Lloydminster
- Longueuil
- Loon Lake
- Lundbreck
- M'Chigeeng
- Mackenzie
- Madeira Park
- Mallorytown
- Manitowaning
- Maple
- Maple Ridge
- Marius
- Markham
- Markstay
- Massey
- Matheson
- Medicine Hat
- Mercier-Hochelaga-Maisonneuve

“ This was an excellent experience for our students. The teachers have been able to use the assembly as a launching point for discussion in their classroom. The material is very relevant. ”

Vice Principal

*Gulf Shore Consolidated School,
North Rustico, Prince Edward Island*



Principal

*Kingsclear Consolidated School,
Fredericton, New Brunswick*

“ The best presentation we’ve ever had” is a quote from one of our teachers and I agree. The information was well delivered, animals were fantastic and the kids LOVED it! ”



- Merrickville
- Midhurst
- Midland
- Milton
- Mindemoya
- Minesing
- Mirabel
- Miramichi
- Miramichi Bay
- Mission
- Mississauga
- Mitchell
- Moberly Lake
- Moncton
- Monroe
- Montague
- Montréal
- Montréal-Nord
- Moonbeam
- Moose Jaw
- Morin-Heights
- Morley
- Morrisburg
- Mount Pearl
- Mount Vernon
- Napanee
- Nepean
- New Barrhaven
- New Lowell
- Newmarket
- Niagara-on-the-Lake
- Niverville
- North Vancouver
- North York
- Notre-Dame-de-Kent
- Notre-Dame-de-Lourdes
- Oakville
- Ohsweken
- Onion Lake
- Orillia
- Orleans
- Oromocto
- Oshawa
- Ottawa
- Oungre
- Paradise
- Paradise Hill
- Pasqua
- Pefferlaw
- Penetanguishene
- Perth
- Peterborough
- Pickering
- Pincher Creek
- Pointe-du-Lac
- Pontiac
- Port Coquitlam
- Port Edward
- Port Lambton
- Prescott
- Prince Rupert
- Punnett
- Queensville
- Red Lake
- Regina
- Renfrew
- Repentigny
- Richmond
- Richmond Hill
- Riverview
- Roberts Creek
- Robson
- Rockland
- Rocky Mountain House
- Rossland
- Russell
- Saint John
- Saint-André
- Saint-André d'Argenteuil
- Saint-Antoine de Kent
- Saint-Bruno-de-Montarville
- Saint-
- Chrysostome
- Saint-Claude
- Saint-Georges
- Saint-Jean
- Baptiste
- Saint-Jean-sur-Richelieu
- Saint-Jérôme
- Saint-Laurent
- Saint-Léonard
- Saint-Malo
- Saint-Maurice
- Saint-Pierre-Jolys
- Saint-Sauveur
- Saint-Sébastien
- Sainte-Cécile de Milton
- Salmo
- Sarnia
- Saskatoon
- Scantbury
- Scarborough
- Schomberg
- Seattle
- Sechelt
- Shanty Bay
- Shelburne
- Sherbrooke
- Shilo
- Skamania
- Skeetchestn
- Indian Band
- Smith Falls
- Smiths Falls
- Soeurs
- South Porcupine
- St-Armand
- St-Claude
- St-Jacques-le-Mineur
- St. Albert
- St Catharines
- St. Catherine's
- St. John
- St. John's
- St. Lorette
- St. Louis
- St. Mary's
- St. Thomas
- St. Walburg
- Stayner
- Ste-Agathe
- Ste-Anne
- Ste-Edwidge-de-Clifton
- Steinbach
- Stittsville
- Stoke
- Stoney Creek
- Stouffville
- Strathmore
- Sudbury
- Summerside
- Surrey
- Swan Lake
- Terrebonne
- Thornhill
- Thunder Bay
- Tide Head
- Timmins
- Toronto
- Trail
- Trois-Rivières
- Tsuut'ina Nation
- Turtleford
- Unionville
- Uxbridge
- Val Caron
- Vancouver
- Vanier
- Varennes
- Vars
- Vermilion Bay
- Victoria
- Wakefield
- Wasaga Beach
- Washago
- Washougal
- Waterloo
- Watford
- Welland
- Weyburn
- White City
- Whitecap
- Whitefish
- Wikwemikong
- Williamstown
- Windsor
- Winkler
- Winnipeg
- Woodbridge
- York

THE AWARD-WINNING EARTH RANGERS PODCAST



In August 2018, Season 1 of the Earth Rangers Podcast was launched. Produced and distributed in collaboration with award-winning kids' audio company Gen-Z Media and leading public media company PRX, the podcast is for kids and kids at heart who love animals. The show follows Earth Ranger Emma as she travels the world discovering wild animal facts and solving nature's biggest mysteries, with features like top ten countdowns, an animal guessing game, conservation conversations, and epic animal showdowns. **The podcast is currently averaging 55,000 downloads per month and growing!**



"Earth Ranger Emma" is portrayed by Toronto-based actress Lee Lawson



Animal Ambassador Sonic the Barn Owl visits the recording studio for a guest appearance.



Episode 1:

Polar Bear Fur & Birds with Flippers



Episode 2:

Big-Eared Bats & Big Cat Countdown



Episode 3:

Black Bears & Winter Survival Skills

Episode 4:

Eagles vs. Falcons & Powerful Pollinators

Episode 5:

Migrating Monarchs & Hare Camouflage

Episode 6:

Wild Wetlands & Mighty Metamorphosing Frogs

Bonus Episodes: Bring Back the Wild, Halloween, World's Funniest Animals, and more.

ONLINE ENGAGEMENT

Not only does Earthrangers.com host our membership accounts, it is also home to a wealth of fun and educational content on a wide variety of environmental topics.

In 2018 we received a record 1.3 million visitors to our website—over 300,000 more than ever before. We also received 3.7 million page views—another record!

Throughout the year, 102 articles were published on our Wild Wire Blog on topics like renewable energy, species at risk, conservation news, and fun puzzles and caption games.

Our members are encouraged to not only consume the content but to engage in dialogue with us and with each other about what they've read. **In 2018 our members made a record number of comments on the blog: a whopping 46,104!**



WILDWIRE Blog



The Power of Wind

June 14, 2018



Meet a Real Life Water Monster

October 26, 2018



Louie the Leatherback's Watery Worry

February 6, 2018



Humans have already terribly damaged the Earth and other animals. Do you really think we can repair the damage?

ya we can



Scientists say we have only ten years to clean up our act. Then climate change will be irreversible!



That's what I'm worried about. We better start working over time, before it's too late.



I agree strongly. we have one planet, and where treating it like nothings wrong. that's why I joined earth rangers in the first place. oh, and one last thing- LETS GO SAVE THE WORLD!!!

yes we can!!!!!!!!!!!!!!!!!!!!!! :)



CONSERVATION

Noise Pollution and its Impact on the St. Lawrence Beluga Whale

Noise from shipping traffic remains one of the main threats to the recovery of the endangered St. Lawrence beluga population. To address this, Earth Rangers continued our funding of a joint project between the Group for Research and Education on Marine Mammals (GREMM) and Ocean Wise to study the belugas' mother-calf communication and behaviour. In 2018, the first iteration of a communication range model of adult and newborn beluga contact calls, under both quiet and noisy conditions, was completed. Additional field work was also completed throughout the summer to add to existing data of contact calls and high-frequency calls to use as indicators of noise disturbance.

The hypothesis that underwater noise masks beluga mother-calf calls was tested, and preliminary results indicated that the underdeveloped calls of neonates would suffer a 56% reduction in range under the noise soundscape recorded in Bay St. Marguerite (where the research took place) compared to a 28% reduction in range for adult calls. Results will be validated in 2019.

In collaboration with



Habitat Restoration on Pelee Island

Earth Rangers supported the work of the Nature Conservancy of Canada (NCC) to restore 1,000 acres of habitat on Pelee Island. This work included restoring former agricultural fields by planting seeds of native wildflowers, grasses, and shrubs, as well as excavation work to create wetlands which would have once been naturally present. The project also included controlling invasive species—including garlic mustard, common reed, and honeysuckles—in order to increase insect diversity and abundance.

In collaboration with



Snowshoe Hare Climate Adaptation Research

Snowshoe hares are a primarily northern species that's found in boreal forests and mountain ranges. Their white winter coats that transform to reddish brown in the summer provide excellent camouflage, making it difficult for predators to spot them. But impacts of climate change—including earlier snowmelt in the spring and later arrival of winter conditions in the fall—is making them more vulnerable to predators and impacting the species survival rates.

Earth Rangers supported the work of Michael Peers (within Dr. Stan Boutin's lab) at the University of Alberta in his efforts to study coat colour mismatch in snowshoe hares. The project resulted in a better understanding of how climate change is impacting snowshoe hare survival rates and behaviours.



In collaboration with  **UNIVERSITY OF ALBERTA**



Kootenay White Sturgeon Sampling

A survivor since the age of the dinosaurs, the white sturgeon has existed relatively unchanged for about 170 million years. This amazing fish can grow to weigh over 600 pounds and live to be 100 years old. Despite this, white sturgeon are vulnerable to overfishing and interference in their natural habitats.

That's why Earth Rangers supported the research of BC Ministry of Forests, Lands, Natural Resources Operations and Rural Development to help protect the endangered Kootenay white sturgeon population. Through a hatchery program, gill net sampling, and the use of sonic telemetry, researchers were able to determine wild sturgeon behaviour and habitat use patterns, which could be used to further inform on the species' management and conservation.

In collaboration with



Ministry of
Forests, Lands, Natural
Resource Operations
and Rural Development



Earth Ranger Cassandra from Surrey, BC shows off her sturgeon adoption kit.

Much like B.C.'s endangered population of southern resident killer whales, the unique Kootenay white sturgeon population is having trouble producing offspring.

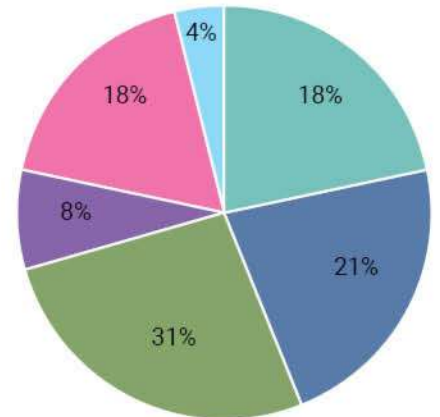
- Peter Kendall, in an opinion piece written for The Province 10.4.2018

<https://bit.ly/2KWCncw>

FINANCE

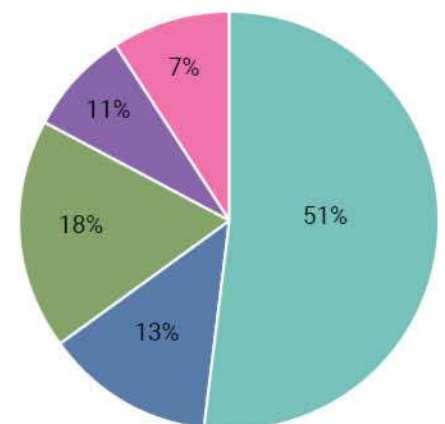
REVENUE

Government	\$1,085,724
Corporations	\$1,220,853
Foundations	\$1,793,500
Individuals	\$452,314
Amortization of contributions to fund capital assets	\$1,041,555
Other	\$263,320
Total	\$5,857,266



EXPENSES

Outreach and conservation programs	\$2,983,289
ERC program	\$777,243
Depreciation	\$1,041,555
Fundraising	\$630,398
Administration	\$377,475
Total	\$5,809,960



SPONSORS

\$500,000+

Environment and Climate Change Canada

The Schad Foundation

\$100,000 - \$499,999

CRH Canada Group Inc.
Government of Ontario
Honda Canada Foundation

TD Friends of the Environment Foundation
The W. Garfield Weston Foundation

\$50,000 - \$99,999

BASF Canada Inc.
Call2Recycle
Enbridge Gas Distribution Inc.
Government of Alberta

HSBC Bank Canada
Lehigh Hanson Canada Region
Ontario Power Generation
Paul Simon

Peter Gilgan Foundation
The Trotter Family Foundation

\$25,000 - \$49,999

Canada Life
Forest Products Association of Canada
Government of New Brunswick
(Environmental Trust Fund)
Government of Nova Scotia
Imperial

Manitoulin Transport
Martha Rogers
Natural Sciences and Engineering
NOVA Chemicals
Research Council of Canada
The Rogers Foundation

Shell Canada Limited
Teck Resources Limited
Toronto Pearson International Airport
Torys LLP
The Youssef-Warren Foundation

\$10,000 - \$24,999

Barrick Gold Corporation
Bell MTS
Canfor Corporation
Catherine and Maxwell Meighen
Foundation
Crescent Point Energy
Echo Foundation
Firestone Building Products
General Mills
Gildan Activewear Inc.

Husky Energy Inc.
IBM Canada Ltd.
K+S Potash Canada
The McLean Foundation
Menkes Property Management Services
Ltd.
Molok North America Ltd.
Newmont Goldcorp
New Gold Inc.
Ottawa Community Foundation

SaskEnergy
SC Johnson and Son Ltd.
Sitka Foundation
Sustainable Forestry Initiative Inc.
Syncrude Canada Ltd.
TELUS GTA Community Board
TransCanada Pipelines
Zzen Group of Companies Ltd.

\$1,000 - \$9,999

AltaGas Ltd.
Bereskin & Parr LLP
BluPlanet Recycling
Calvin Quek
Canon Canada Inc.
Christian Wagner
City of Vaughan
Cynthia and Robert Gemmell
David Palmer
Davies Ward Phillips & Vineberg LLP
Delphi Group
Domtar
EACOM Timber Corporation
Employment and Social Development
Canada
Énergir

Equitable Life of Canada
Federated Co-operatives Limited
Fondation de la Faune du Québec
The Hylcan Foundation
James and Barbara Stewart
Kathleen Black
The Links Road Animal & Bird Clinic
LoyaltyOne
Methanex Corporation
Mr. and Mrs. S. Mehta
Multi-Material Stewardship Manitoba
Nicol Family Foundation
Ontario Environment Industry
Association
Opus Homes
Peter and Heather Kendall

Portlands Energy Centre
Pratt & Whitney Canada
President's Choice Children's Charity
Quadreal Property Group
The Riley Family Foundation
Robert Bosch Inc.
S. M. Blair Family Foundation
TELUS Manitoba Community Board
TELUS Vancouver Community Board
Terrapure
Vince Travaglini
Western Canada Sustainable Forestry
Initiative Implementation Committee
Woodbine Entertainment
York Regional Police



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