



Earth Rangers
2017 Pre-Budget Submission
August 4th 2016

Tovah Barocas
Director, Development
tbarocas@earthrangers.com
(905) 417-3447 x2291



Executive Summary

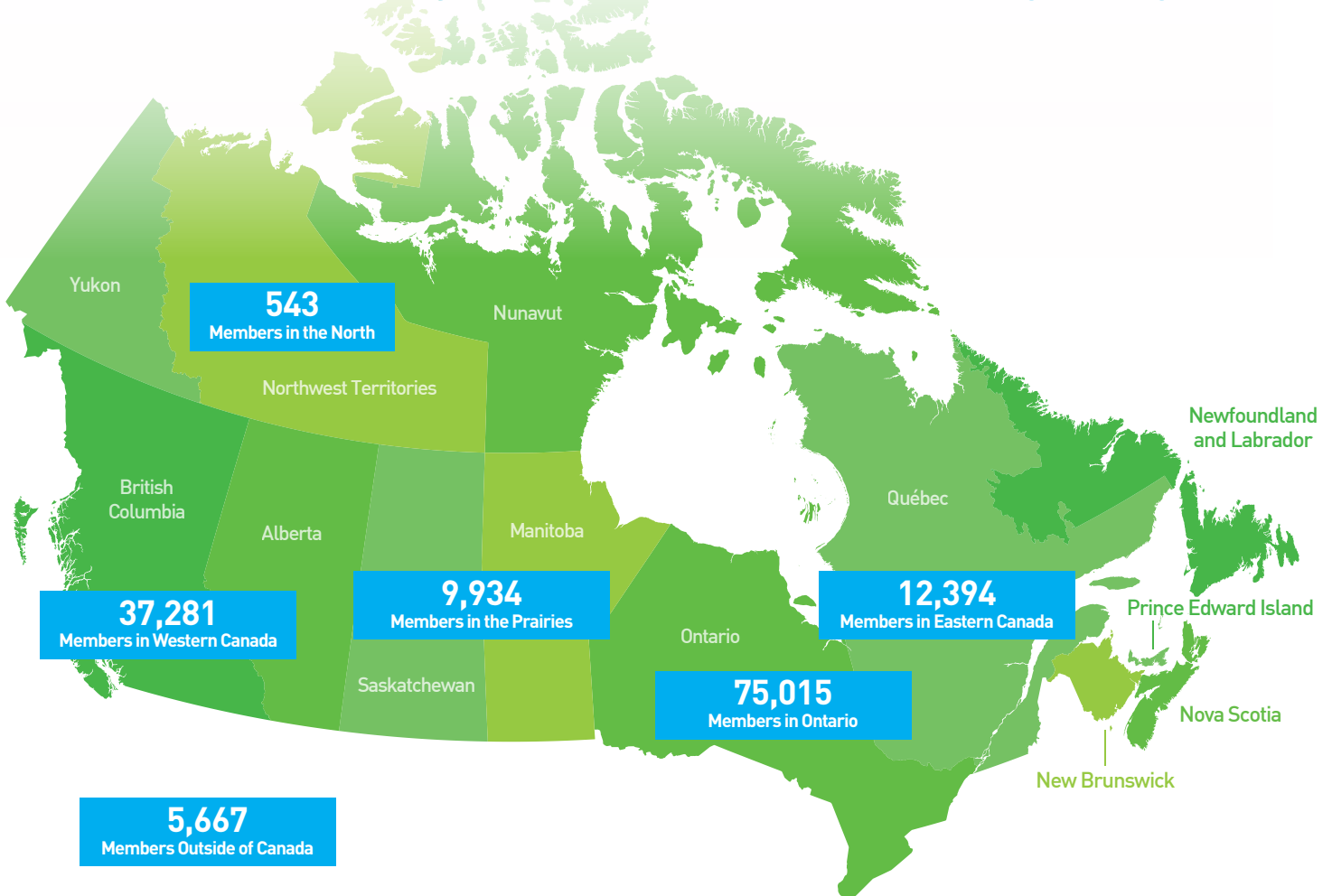
Earth Rangers is the kids' conservation organization, dedicated to educating children and their families about biodiversity, inspiring them to adopt sustainable behaviours and empowering them to become directly involved in protecting animals and their habitats. As the largest conservation group in Canada by membership, and a global leader in youth environmental engagement, we reach several million children and their families each year through live programs in schools, a robust online community and national television partnerships.

Since 2014, Earth Rangers has worked with the Ministry of Environment and Climate Change to expand programming to more Canadians and communities across Canada, with a significant return on investment.

35,000 Members when partnership began



140,000 Members at present (and growing)



As a result of the Government of Canada's continued partnership, we have reached several major milestones:

- Our Membership has grown from 35,000 families to more than 140,000 families.
- Earth Rangers in-school programs have grown from 450 schools per year to 800 and are now available in every province and territory. We have almost doubled our programming in Western Canada and the Prairies, significantly increased our programming in underserved and low-income neighbourhood schools in the GTA, and made our first ever visits to Yellowknife, Whitehorse and Iqaluit.
- Earth Rangers has developed a French-language program in Québec under the brand Éco Héros, with an official launch date of October 10th 2016.
- Earth Rangers has established a partnership with the Province of Ontario to engage families on climate change education and action.

Creating awareness of environmental issues and empowering young Canadians to get involved are key to successful environmental programming. Earth Rangers educates and empowers youth on the importance of conservation today, for a healthy environment tomorrow.

The last three years have been about refining our programs and expanding our reach across Canada, but there is much more to do. By leveraging the Earth Rangers community and focusing on Canada's environmental priorities, we can build on our success with even more ambitious goals moving forward, including:

- Continuing with our Québec expansion by offering in-school programming in more communities and significantly growing membership in the province;
- Offering French-language programming in official language minority communities across Canada;
- Providing recurring, meaningful programming in the North and with Indigenous communities;
- Leveraging our membership to: 1) play an active role in mitigating climate change; 2) build awareness and support for marine protected areas; 3) protect terrestrial species and habitats and; 4) increase engagement with and visitorship to national parks.

To meet these goals, we are asking the Government of Canada to continue its current investment in Earth Rangers by contributing \$5 million dollars over five years (\$1 million per year).

About Earth Rangers



Earth Rangers is the only national charity focused on empowering children and families to take action for the environment.

Our unique program features live, in-school presentations offered at no cost to over 800 elementary schools across Canada, reaching 250,000 students annually and a free membership program with over 140,000 members, who with support from their families, take action every day to protect the environment. National television partnerships with Shaw Media and Corus Entertainment allow us to reach several million additional Canadians every year.

Our membership base is the largest of any conservation group in the country, and the most diverse. Our school programs have the ability to travel anywhere in the country and all of our programs are free, ensuring that no community is excluded. Our members include Francophones, Indigenous peoples and new Canadians. We reach children in rural areas, inner cities and the far north. Over the last year alone, our members across Canada planted over 9,000 pollinator gardens, undertook over 11,000 energy conservation projects at home and raised over \$550,000 for Canadian species at risk like the swift fox and bobolink.

Our Partners



Our funding base is very diverse, made up of family foundations, resource partners, financial institutions, governments, and thousands of individuals from across Canada.

We work in partnership with some of Canada's leading private sector and non-profit organizations, including:



STRONGER COMMUNITIES TOGETHER™



TD Friends of the Environment Foundation



THE W. GARFIELD WESTON
FOUNDATION

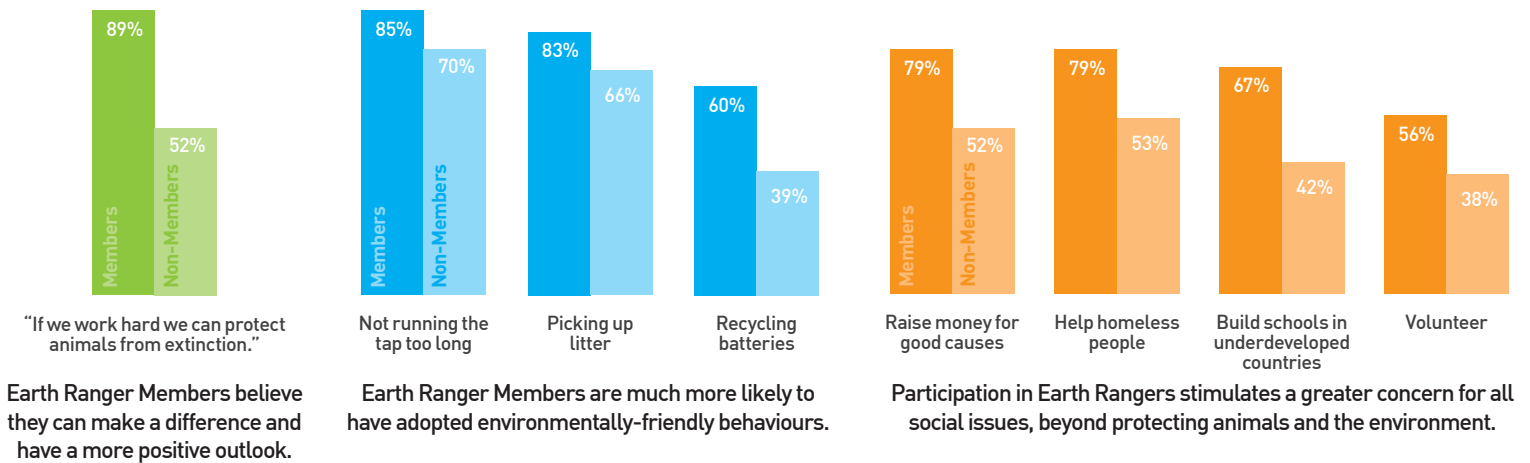


Proven Results

All children, regardless of their family's socioeconomic position or cultural background, have an inherent connection to animals. It's no surprise that children identify the challenges facing wildlife as their number one environmental concern, and are passionate about taking action.

Earth Rangers leverages this connection to create active and engaged children, who in turn, do the same with their extended families. Our programs are proven to be effective in developing sustainable behaviour in Canadian youth; a 2015 Ipsos Canada research study found that children who participate in Earth Rangers' programs have much higher reported rates of environmentally-minded actions including using reusable water bottles (90% of members vs. 81% of non-members); not running the tap too long (85% vs. 70%); picking up litter (83% vs. 66%) and recycling batteries (60% vs. 39%).

As the chart below details, children who participate in Earth Rangers' programs are significantly more confident and optimistic about their ability to affect change. Furthermore, children who participate in our programs are more likely to identify other altruistic endeavors as very important, such as volunteering and helping society's less fortunate.



How We Leveraged the Government of Canada's Investment

Since 2014, Earth Rangers has worked with the Ministry of Environment and Climate Change, and the Government of Canada more broadly, to expand programming to more Canadians and communities across Canada, with a significant return on investment. Since our partnership began we have grown to be the largest conservation group, by membership, in the country.

Your investment has resulted in:

- An increase in the number of Earth Rangers Members (35,000 to 140,000+);
- An increase in school program delivery (450 to 800), including 30% expansion of programs run in urban centres and expansion into new geographic areas like Newfoundland, Francophone New Brunswick, northern British Columbia and rural Saskatchewan;
- New French language programming in the province of Québec;
- A successful pilot program in Northern Canada which saw school visits in Yellowknife, Whitehorse and Iqaluit.

"We were absolutely thrilled with the performance and how well it captivated our children's attention. It was the first presentation of the year that we attended as a whole school and with some kids still learning how to be "students" we were so proud of how they behaved. This means that the show was very engaging. Teachers have taken the show and turned it into classroom lessons. One of our grade two boys who is a reluctant writer wrote two pages about the reptile that "loses his tail". Please come back again. We will have you anytime."

- Katey Simmons, Principal, Mildred Hall School, Yellowknife, NT

Building Appreciation for Indigenous Culture & Traditions



Through our Missions Program we introduce our members to different environmental themes and issues throughout the year. Since 2014, we have delivered programs focused on exploring national parks, conserving energy at home, creating pollinator habitat and restoring shoreline habitat.

This year, the ATK in Action Mission focused on generating increased awareness and appreciation for Aboriginal Traditional Knowledge. In partnership with the Centre for Indigenous Environmental Resources (CIER), we developed resources outlining what ATK is, the many contributions it has made to conservation in Canada and the role story-telling plays in those cultures.

Members were then tasked with:

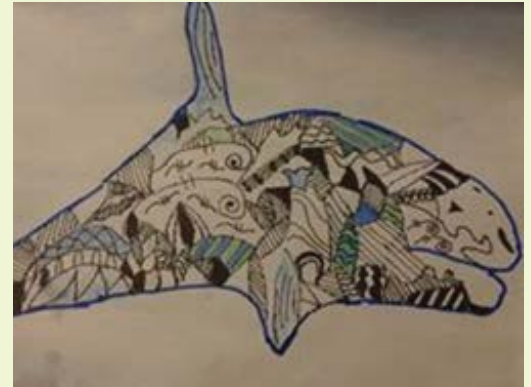
1. Asking one of their “elders” to tell them a story of an experience they had in nature;
2. Identifying the animal symbol that best represents the moral or lesson from the story, and;
3. Creating a piece of art depicting the animal that represents the moral or lesson.

Here are a couple of examples from our Earth Rangers:

Ranger Srilakshmi

Story: “The story was about my mom’s neighbor saving a cat. The kitten accidentally fell into a well and a neighbor quickly ran and jumped into the well and saved the cat.”

Explanation: “I chose an orca because it symbolizes helpfulness, kindness, compassion and intelligence. Just like the orca the neighbor showed kindness, helpfulness and compassion toward the little helpless cat in the old well.”

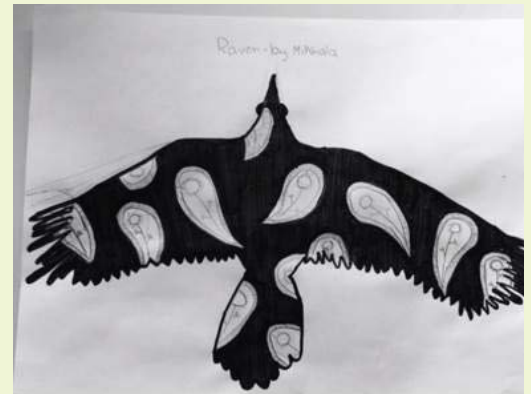


Ranger Mikhala

“I accepted this mission because I love doing arts and crafts and I am fascinated about Aboriginal culture and history.”

Story: “One morning my Opa came outside and something flew right into his face. Then, he came inside and my Oma said his head was bleeding. It turned out, it was a Screeching Owl! This happened because he was right near their nest.”

Explanation: “I chose the Raven because it symbolizes learning something new in life, and my Opa learned that he should be more careful around owls.”



Moving Forward



Creating awareness of environmental issues and empowering young Canadians are key to successful environmental programming. Earth Rangers educates and empowers youth on the importance of conservation today, for a healthy environment tomorrow.

As an organization our work has exceeded expectations, and we want to build on our success. Earth Rangers is committed to continuing these positive achievements, with even more ambitious goals moving forward.

With renewed support from the Government of Canada, we will specifically set out to achieve the following (in addition to maintaining our current programming in communities across the country):

- Continuing our Québec expansion by offering in-school programming in more communities and forming partnerships with local groups;
- Offering French-language programming in official language minority communities across Canada;
- Providing recurring, meaningful programming in the North and with Indigenous communities, acknowledging the unique geography and traditions in these regions;
- Engaging Canadian families in learning about and building an appreciation for Indigenous culture.

Supporting Government of Canada Priority Areas

We are very pleased to see the Government's focus on conservation and environmental initiatives. As global commitments transition to local and national tactics, we believe there is an important need to educate Canadians on the importance of conservation today, for a healthy environment tomorrow. Of equal importance is demonstrating progress and celebrating successes as they occur as a way to ensure continued engagement, optimism and confidence that we can succeed in our national environmental goals.

Earth Rangers can help communicate this to an already expansive, and growing audience of young Canadians and their parents across the country, as well as provide tangible opportunities for their active involvement in environmental solutions. Specifically, we believe we can communicate with Canadians and communities in the following priority areas:

- Supporting increases in marine protection areas to help meet the Government's stated goal of increasing the proportion of Canada's marine and coastal areas that are protected to five percent by 2017, and ten percent by 2020;
- Communicating the importance of protected lands and species conservation initiatives to help meet the Government's stated goal of enhancing protection of Canada's endangered species;
- Increasing programming for Indigenous youth and expanding Aboriginal Traditional Knowledge programming to take up the Truth and Reconciliation Commission's call to action on building student capacity for intercultural understanding, empathy, and mutual respect;
- Supporting climate change education and action consistent with our international obligations agreed to at the Paris Climate Conference and the North American Leaders' Summit, and;
- Celebrating the beauty and importance of Canada's national parks to help the Government meet its stated goal of increased attendance at national parks so that Canadians can learn more about our environment and heritage.

To meet these goals, we are asking the Government of Canada to continue with its current investment in Earth Rangers by contributing \$5 million dollars over five years (\$1 million per year).

Earth Rangers is confident that we can build on the success of the last two and a half years to communicate the importance of conservation and the environment to children and families across the country.