
Impact18

The Jane Goodall Institute USA

Annual Report 2018

OUR STRATEGIC PLAN:
IN PLACE, AND IN ACTION 3

CHIMPANZEE CONSERVATION:
EXPANDING OUR GEOGRAPHIC FOCUS 8

ROOTS & SHOOTS:
EMPOWERING TODAY'S YOUTH 18

SECURING JANE'S LEGACY 26



CONTENTS

16



16



27



9

24



17

INTRODUCTION	3
OBJECTIVE 1 ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA	8
OBJECTIVE 2 ENHANCE OUR UNDERSTANDING OF CHIMPANZEES IN GOMBE AND BEYOND	14
OBJECTIVE 3 ENSURE THE WELFARE OF CAPTIVE CHIMPANZEES, INCLUDING THOSE IN SANCTUARIES	16
OBJECTIVE 4 INSPIRE AND EMPOWER YOUNG PEOPLE TO MAKE COMPASSIONATE AND HOLISTIC CHOICES	18
OBJECTIVE 5 APPLY SCIENCE AND TECHNOLOGY FOR BETTER DECISION-MAKING	22
OBJECTIVE 6 INFLUENCE POLICY AND CORPORATE PRACTICES	25
OBJECTIVE 7 SECURE JANE GOODALL 'S LEGACY	26
OBJECTIVE 8 BUILD ON A SOLID FOUNDATION OF ORGANIZATIONAL DEVELOPMENT AND OPTIMIZE FINANCIAL, FUNDRAISING AND ADMINISTRATIVE OPERATIONS FOR SUSTAINABLE GROWTH	28
FINANCIALS	30
BOARD AND GLOBAL AFFILIATES	32
OUR DONOR FAMILY	33
IN MEMORIAM	39

INTRODUCTION

Keystones play a unique and critical role in structural integrity of buildings, bridges and doors. When they are compromised, so is the integrity and stability of the whole structure. Chimpanzees are a keystone species. When their populations do well, so do thousands of other species, including humans. The threats that put pressure on chimpanzees and their habitats also put pressure on the natural resources humans need. These threats continue to loom and increase every day. We know why: Competition over limited natural resources, poverty and shortsighted decision-making have been plaguing our world for decades. Today, these issues are putting our closest living relatives in peril.

Our strategy is rooted in two key goals:

1. Ensuring the conservation, understanding and welfare of chimpanzees and other great apes



2. Inspiring and empowering people around the globe to make compassionate, sustainable and holistic choices



Dr. Goodall has long understood the interconnectivity of our planet and the need for sustainable decision-making to ensure the well-being of all life on Earth. To this end, supporters, peers and partners look to the Jane Goodall Institute (JGI) for leadership to transform the world for the better. JGI's work builds on nearly 60 years of research in Gombe to improve the understanding of chimpanzees and other primates, more than 25 years of community-centered conservation, and almost 30 years of empowering compassionate change-makers through Roots & Shoots. In 2018, we launched a new strategic plan to share that considerable experience and to hold ourselves accountable to definable, scalable progress with two main goals across eight focused objectives that work together to accomplish our mission.

Our strategic plan creates a dynamic, adaptive and multi-dimensional framework to shape our programs across a complicated landscape. Our goals pursue greater understanding and protection of apes and their habitats, while increasing our capacity to grow an informed, compassionate global movement of young change-makers. With this strategy, we are creating a better world for people, other animals and our shared environment.

THE RIGHT STRATEGY AT THE RIGHT TIME

The threats to chimpanzees and our planet require immediate action. We believe that our community-centered species conservation approach, coupled with our work empowering youth to improve their communities through compassionate and sustainable decision-making, can help end those threats. This strategy is how we will ensure that the future is green and bright for all of us, before it is too late.

THE THREATS TO CHIMPANZEES
and our planet require
immediate action.

UNDERSTANDING AND MEASURING CONSERVATION SUCCESS

JGI's mission advances innovative work to protect chimpanzee populations and their habitats across the full range of their ecological, genetic and cultural diversity. This mandate means we must look at every population of chimpanzees, from the larger populations within the lush Congo Basin to the small communities of chimpanzees in Senegal and Mali that have been observed using caves as shelter. This approach directly ties to Dr. Goodall's ethic that "every individual matters," from humans to our closest living relatives. However, measuring success under this approach can be challenging. Chimpanzees are ephemeral animals, making it difficult to get a reliable count in the wild. To remedy these challenges and measure impact, we use two key indicators: *Chimpanzee Population* and *Habitat Viability*. These key indicators are based on JGI's management units we call *Chimpscapes*.

CHIMPSCAPES

Through science-based assessment (leveraging advances in satellite imagery to monitor habitats and threats in near-real time), JGI has developed 27 ecologically specific *Chimpscapes* across the chimpanzee range in Africa, which encompasses the full range of genetic and cultural diversity of the species. They represent the smallest management units at the continent scale that represent an important combination of insights, including chimpanzee populations, chimpanzee habitats, and the biodiversity/cultural diversity of chimpanzee communities. *Chimpscapes* are determined by intersecting chimpanzee subspecies ranges (as defined by IUCN) with defined Ecoregions, or ecosystems defined by distinctive geographies (Olson et al. 2001, 2017). *Chimpscapes* are management areas that enable us to compare habitat health with population data, allowing us to set up thresholds that guide next steps and define conservation progress across the entire chimpanzee range.

CHIMPANZEE POPULATION AND HABITAT VIABILITY

Using *Chimpscapes*, we combine chimpanzee densities and abundance over time with the annual changes in chimpanzee habitats derived from satellite images. This approach allows us to have a finger on the pulse of what and how those populations and habitats are doing. *Chimpanzee Population* and *Habitat Viability* indicators are estimated using the Open Standards for the Conservation of Biodiversity methodology, ranking chimpanzee populations and habitats as either very good, good, fair or in poor condition. JGI uses this information to direct efforts and conservation action to specific areas with strategies for successful

intervention. These indicators are accessible to a variety of stakeholders, increasing practical application of the information and transparency of the decision-making process.

GOOD DECISIONS, BETTER OUTCOMES

JGI's Decision Support System (DSS) uses state-of-the-art satellite imagery, modeling and mapping tools to visualize data for decision-makers. With support from NASA and the University of Maryland, JGI created a system that allows us to assess habitat changes over time at very high 30-meter pixel resolution covering the entire chimpanzee range in Africa. The system contains more than 30,000 satellite images and generates data that are used to estimate annual habitat health, which creates a complete picture of the status of chimpanzees. The DSS represents a new era for chimpanzee conservation.

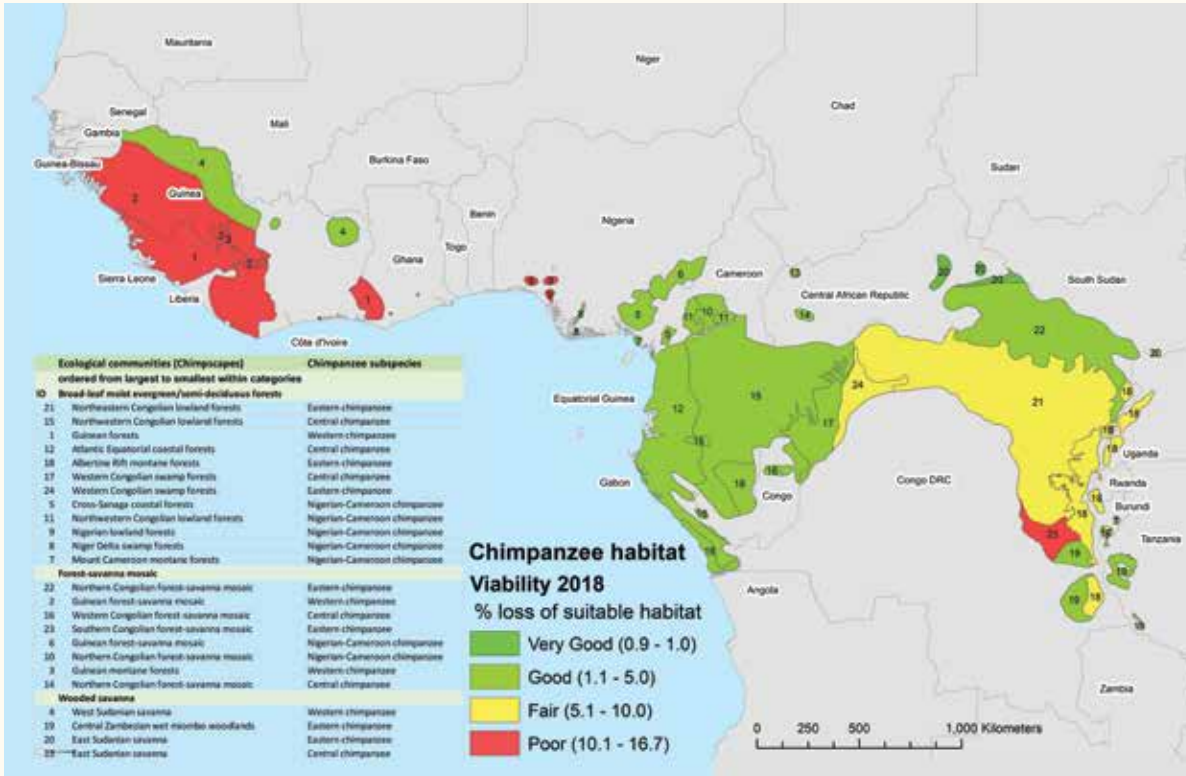
The DSS also allows users to visualize chimpanzee habitat health from a *Chimscape* level all the way down to a specific area, like a village forest reserve or national park. The health of that habitat can then be estimated using standardized data that track trends starting in 2000 through 2018 and are updated every year. The time frame covered by the data is important because it provides a range of information for an apple-to-apple comparison, ensuring that decisions are made using the most consistent information. By enabling a big-picture view of threats over time, we are better able to inform our decision-making and focus on the areas that most need our efforts.

By using the DSS with *Chimpscapes* and *Chimpanzee Population* and *Habitat Viability*, we are compiling and sharing the best available information, which produces holistic decisions to support the conservation of chimpanzees and their habitats. Across an interconnected landscape of chimpanzee communities and human populations, this strategy increases the impact of conservation action and builds a world where both can live harmoniously.

Chimpscapes

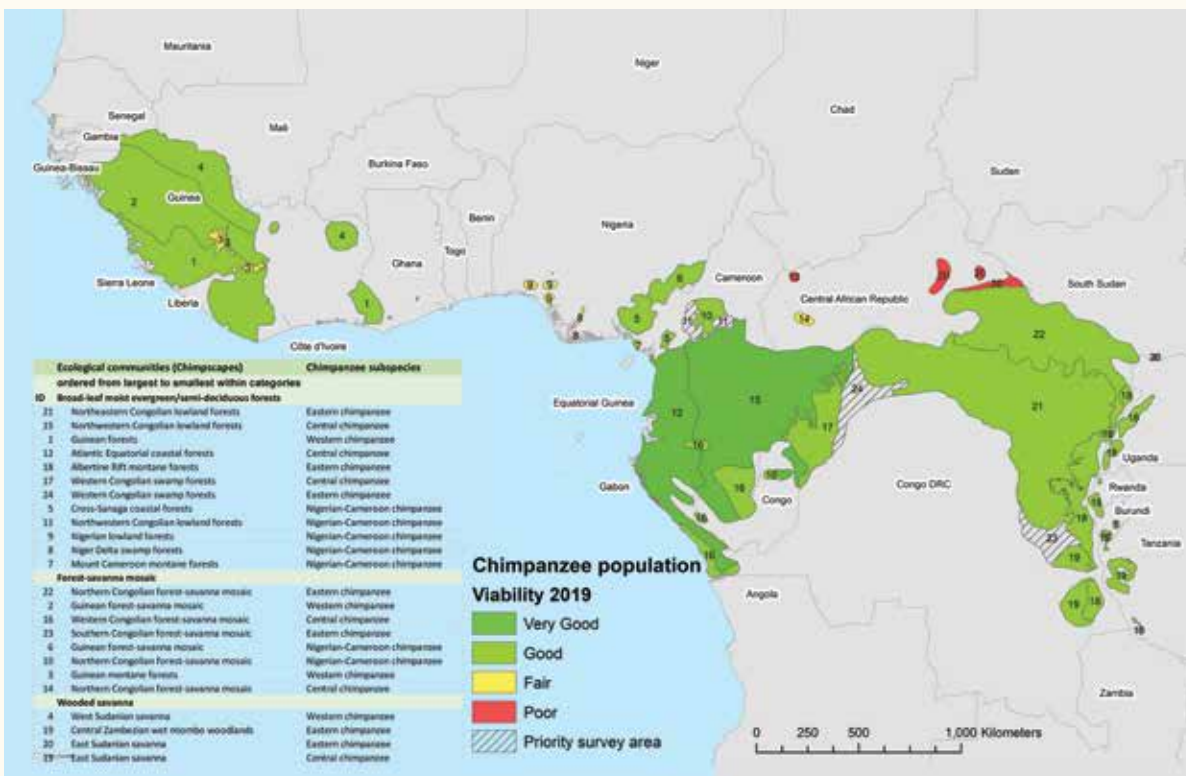
Why is cultural diversity important?

Chimpanzee populations, like other wildlife groups, depend on genetic diversity to both produce viable offspring and to demonstrate resilience in the face of threats like disease — but what about cultural diversity? Cultural diversity is just as important, as each chimpanzee community has its own unique way of adapting to its landscape. Tool use, for example, can vary wildly even between communities only a few miles apart. This means that their ability to successfully interact socially, mate, find and obtain food, along with other behaviors, are dependent on the natural variations of their cultures. And their cultures, like human cultures, have inherent value: When a chimpanzee culture disappears, it's potentially gone forever. That's why at JGI we value the individual, the community and the culture, as all are equally critical to the survival of the species.



HABITAT VIABILITY

JGI has developed 27 ecologically specific Chimpscapes across the chimpanzee range in Africa. The map to the left is an analysis of habitat viability for chimpanzees across all 27 of these areas.



POPULATION VIABILITY

While JGI may not be able to directly measure chimpanzee populations, we use the best available survey data to estimate chimpanzee population viability. The map to the left indicates the viability of chimpanzee populations across the 27 Chimpscapes based on these data.

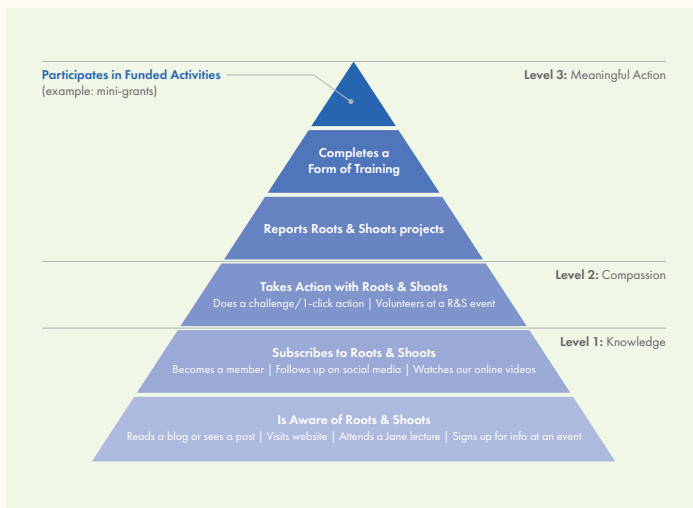
EMPOWERING THE NEXT GENERATION AND MORE

From Dr. Goodall's legacy to our advocacy and partnerships, and especially through our Roots & Shoots youth program, JGI is keenly aware that we must inspire people around the world to do their part if we are to realize our mission.

In 1991, Dr. Goodall started the Roots & Shoots program in Tanzania, and today the program is a global movement for good. Our new Roots & Shoots strategy establishes closer relationships with the young people in the program so that we can see their individual progress and impact as they develop new knowledge, skills and attitudes. It also grows our partnerships to scale the program, creating an even more inclusive network of change-makers in all 50 states and more than 50 countries around the world



In addition to this progress, we are also tracking statistics on the formation of new Roots & Shoots groups and the number of new projects. By measuring the accomplishments of individual participants as well as the increasing scale, growth and inclusivity of the Roots & Shoots program, we are creating a massive wave of diverse change-makers across the United States and around the world.



Our engagement pyramid illustrates how young people move through the program.

Our aim is to inspire and foster passion for making a difference. We make available several entry points into the Roots & Shoots program so that people can get started at whatever level — from initial, organic exploration and easy action, to more in-depth participation. We begin by supporting a young person to start with something simple like a Roots & Shoots 1-Click Action, and then grow their participation through a more invested multi-day challenge, all the way to a well-developed project that makes a difference in their community. Through the Roots & Shoots 4-Step Formula, young participants grow the skills, competencies and compassionate traits to be change-makers who believe in themselves and in their power to create change.

LOOKING FORWARD, BUILDING GOOD FOR ALL

Our new strategic plan builds on the interconnectedness of each of our objectives. From humble beginnings shaped by Dr. Goodall's observations with binoculars and a notebook, we've grown adaptively to hone our strategy and navigate our progress with passion, vision and intention. This strategy builds on that history and deepens our existing work by incorporating and sharing innovations, as well as influencing and shaping best practices.

The world turns to JGI to understand what is happening to chimpanzees in the wild, and we have responded by creating a community of practice in the field of conservation. As an organization founded on the belief that “the greatest danger to our future is apathy,” we're sparking inspiration and dedication in this generation for a better tomorrow. As a collective built on hope and driven by action, we're changing the world.

“Future generations must learn to fight against the horrible damage we have inflicted on mother earth.”

Dr. Jane Goodall



ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA



When Dr. Goodall entered Gombe, she fell in love with our closest living relatives. She helped the world fall in love, too, by sharing how unique, important and so like us they are. With this knowledge comes great responsibility to ensure their future in the wild. Every year, as threats increase, we aim to make our vision — for a world where chimpanzees can survive and thrive — a reality through our work.

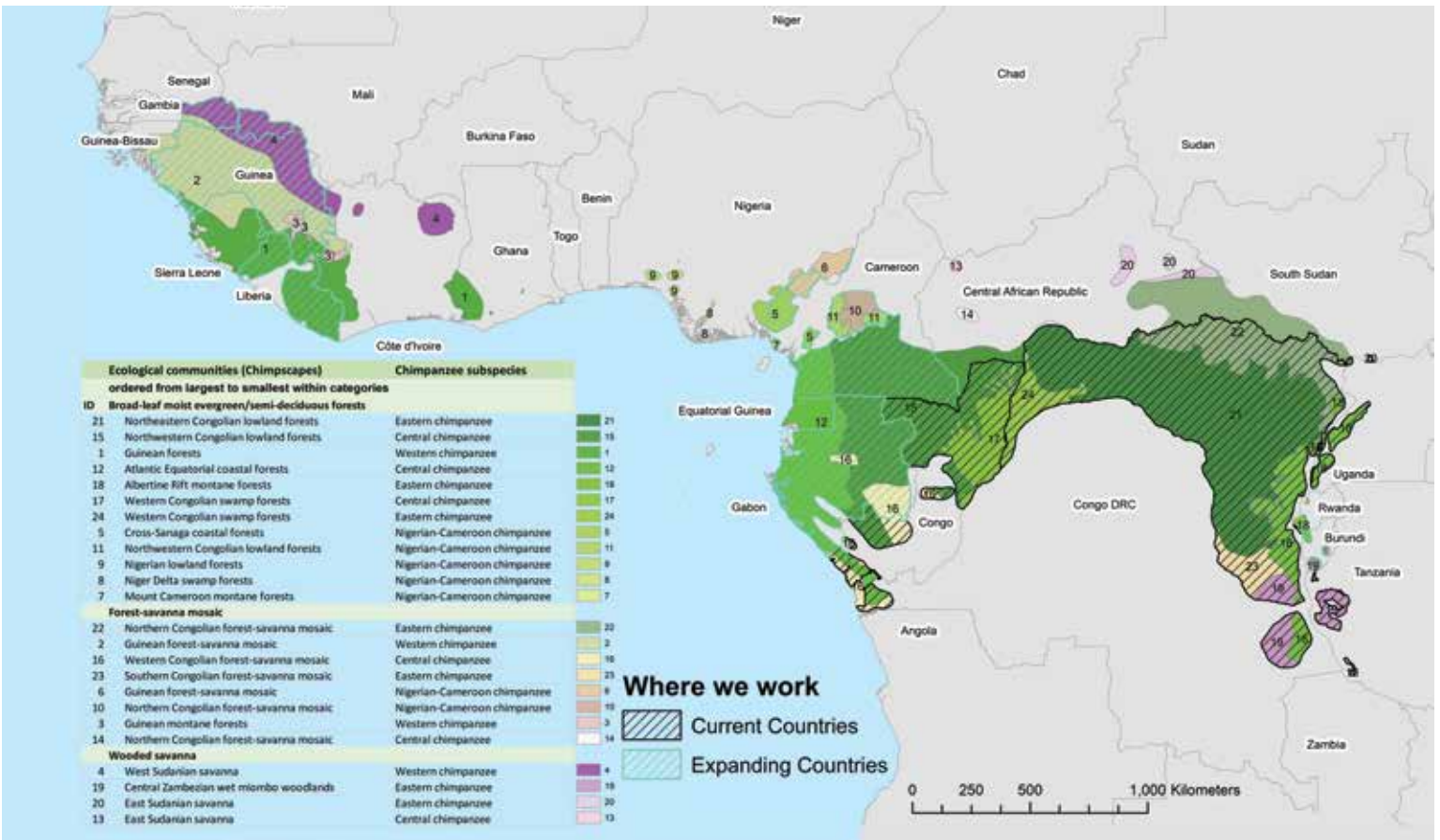


ASSESSING CHIMPANZEE STATUS IN NEW GEOGRAPHIES

THE CHIMPANZEE RANGE EXISTS ACROSS SEVERAL COUNTRIES IN AND SURROUNDING AFRICA'S CONGO BASIN, AND THE FORESTS AND WOODLANDS OF WESTERN AFRICA. JGI has long-standing programs in Uganda, Tanzania, the Democratic Republic of the Congo and the Republic of the Congo. We recognize that we must expand our geographical reach if we want to accomplish our larger goals for species conservation. For that reason, JGI's work is expanding to include more countries that are vital to preserving the cultural and genetic diversity of chimpanzees.

In 2017 and early 2018, we conducted scoping missions in Burundi, Gabon, Cameroon, Liberia, Guinea and Senegal, helping us identify the most effective way to engage in these landscapes. As a result, in 2018 we began efforts to expand either through direct work on the ground, collaborating with partners, and/or sharing our proprietary tools, information and skillsets in developing evidence-based conservation plans and best practices. We led workshops and brought together partners, government and community leaders, along with other stakeholders. We provided training on how to use tools to build a common understanding around priority actions to reverse or mitigate threats to chimpanzees and their habitats, and we identified and mapped threats. This information will guide conservation action plans for each of these new geographies.

The *Chimpscapes* map on the facing page depicts where JGI USA works currently as well as where we are expanding.



JGI LEADS CONSERVATION WINS IN BURUNDI

BURUNDI IS ONE OF THE POOREST COUNTRIES IN AFRICA AND ONE OF THE MOST ENVIRONMENTALLY DEGRADED. Though the country continues to face economic challenges, Burundi's government and people enthusiastically embraced the chance to improve the well-being of chimpanzees through the JGI approach.

In Burundi, we focused on the borders with Rwanda and Tanzania to link small chimpanzee populations — the border on the south linking important, previously isolated, Gombe chimpanzee populations — only about 15 miles north of Gombe Stream National Park. It's critical to keep these populations connected through forest reserves in order to maintain the genetic diversity essential to species survival. In 2018, JGI led a workshop to bring together 45 community representatives, organizations and agencies within



Above: Participants in JGI's Burundi workshop representing community members, organizations and agencies to develop community-driven strategies for conservation.

the Burundian government to map these habitats and develop sustainable, community-driven strategies to protect this critical corridor and conserve the habitat for the chimpanzees and other species that call it home.

4,641

Number of girls reached through JGI interventions completing primary and secondary school in targeted communities

100,714

Number of individuals reached through JGI programs

131

Number of communities, institutions or associations effectively managing their natural resources in target landscapes

\$20M

Amount of the five-year grant for the Landscape Conservation in Western Tanzania (LCWT) project provided by the United States Agency for International Development (USAID)

31%

Percentage of chimpanzee range in Tanzania protected in village and district forest reserves created with JGI support

ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA, CONTINUED



Right: JGI and USAID staff participate in strategic planning to identify main conservation threats and challenges, along with community needs, to develop solutions that will roll out in the next five years in Western Tanzania.



NEW LCWT PROJECT FOCUSES ON PROTECTION OF ENDANGERED CHIMPANZEE POPULATIONS

IN NOVEMBER OF 2018, JGI INITIATED THE LANDSCAPE CONSERVATION IN WESTERN TANZANIA (LCWT) PROJECT, SUPPORTED BY A FIVE-YEAR, \$20 MILLION GRANT FROM THE UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID). This grant builds on our Gombe-Masito-Ugalla (GMU) program, which began in 2010. The GMU landscape, is located in Western Tanzania which has over 90% of Tanzania's estimated 2,200 chimpanzees.

The LCWT program focuses on protection of endangered chimpanzee populations, safeguarding their habitat through effective land-use planning, and empowering local communities by supporting sustainable livelihoods. LCWT also focuses on building capacity of local governments to facilitate conservation practices and effective natural resource management. The project additionally improves awareness of and access to reproductive health and family-planning resources.

Recognizing the importance of monitoring conservation and development targets and threats, the LCWT will use Esri ArcGIS platform and innovative technologies to compile, analyze and share data as a part of a newly designed decision support and alert system. Information gathered will enable JGI and local stakeholders to test, validate and adapt decisions. To continue expanding the reach and effectiveness of community-based environmental education efforts, JGI will also implement an innovative behavior-change campaign.

In 2018, our work focused on understanding challenges and designing a path forward. A survey and modeling study helped us address gaps in our understanding of chimpanzee populations living in the landscape. Another survey allowed analysis of livestock numbers and distribution, which causes forest clearing and human-wildlife conflict. The prior GMU program also provided funding to support village land-use plans, including setting aside community forest reserves. We worked with 37 villages to develop community-based forest management plans and to support sustainable activities within reserves, like mushroom collection and beekeeping.

GMU enabled us to secure tenure of forests (previously categorized as general land) ensuring that local communities and forest authorities at the district level work together to monitor and manage local authority forest reserves (LAFR). Using Maxar satellite imagery, we worked with district and national governments to map and set aside forest reserves, aiding in enforcement of protected areas through facilitating and supporting patrols. As a result, by the end of 2018 more than 1.2 million acres have been designated as forest reserves under local authority. The LCWT program will expand what GMU built, enabling us to invest in improvements, monitoring and growth.

JGI IMPLEMENTS COMMUNITY FUND IN UGANDA

BUDONGO AND BUGOMA CENTRAL FOREST RESERVES ARE SOME OF THE LARGEST IN UGANDA, AND HOME TO A SIGNIFICANT POPULATION OF CHIMPANZEES ALONG WITH HUNDREDS OF OTHER SPECIES. Uganda is also home to 42 million people. Rapid growth of human populations places pressure on resources, posing an existential threat to the ecosystem.

Local people enter these forests for water and daily supply of wood to use for cooking, increasing contact between people and wildlife. In addition, competition for dwindling resources has exacerbated human-wildlife conflict, with incidences of crop destruction, sometimes fatal chimpanzee attacks on humans, and retaliatory attacks on chimpanzees by humans. Both wildlife and humans find themselves in the way of the other, trapped in a situation they must constantly balance.

With funds from Uganda Biodiversity Fund (UBF), JGI implemented a project to build resilience to losses from wildlife incursions through the establishment of a community-owned fund. Through the fund, the community can save part of its earnings for future compensations for damages caused by wildlife, creating a safety net and diminishing conflict. This extraordinary fund grew by 3.5 times in one year from 5 million Uganda shillings to 20 million, equivalent to a growth from about \$1,500 to over \$5,500.

“I thank JGI/UBF for this good idea and initiative. I can now pay school fees for my children, and use part of the income to meet other domestic needs. It has taught me and the community how to coexist with nature.”

Michael, Beneficiary of the JGI Human-Wildlife Fund



Staff Profile: Marc Fourrier

A Talent for Working with Communities

As a child, Marc watched Dr. Goodall on National Geographic and studied birds, primates and other animals in school. After college, he joined the Peace Corps and realized his dream of going to Africa.

Marc found he had a talent for working with communities on environmental issues. Coincidentally, there were chimpanzees in the area where he served in Senegal. When he learned this, he took a chance and wrote to Dr. Goodall directly:

“I said to her, ‘There are chimpanzees here living outside parks coexisting with people. How should I survey them?’ She put me in touch with the experts and gave some advice, but added, ‘Do things your own way, though, don’t listen to the alpha primatologists if you have a different way.’”

Marc stayed in Africa for another five years after completing his Peace Corps commitment, focusing on working with communities. He received his Ph.D. from Washington University in St. Louis, studying gorillas in

Dr. Marc Fourrier serves as the Director of Species Conservation for the Jane Goodall Institute. Marc joined JGI in 2014 and brings more than 25 years of experience protecting and understanding primates in Africa..

Gabon. During that time, he found that he loved teaching, which comes in handy in his work facilitating community conservation workshops. His work now is to help develop plans with these communities to protect chimpanzees and other wildlife while ensuring the well-being and livelihoods of the people who live alongside them.

“Jane, there are chimpanzees here living outside parks, with people, coexisting with people. How do I survey them?”

686

Number of individuals (e.g., rangers, forest monitors, eco-guards, forest guards) reached through training for improved protection and/or management of community conservation areas (disaggregated by gender)

3,588,928

Number of hectares of chimpanzee habitat under management for conservation

\$360,273

Income generated from sustainable alternative livelihoods adopted by target communities

2,485

Number of Roots & Shoots groups actively implementing activities that promote respect for chimpanzees and their habitats

ENSURE THE CONSERVATION OF WILD CHIMPANZEES AND THEIR HABITATS IN AFRICA, CONTINUED

Below: A community member who is a bushmeat vendor signing in at a law enforcement workshop in Walikale village.



JGI ADDRESSES CONTRIBUTING FACTORS TO BUSHMEAT TRADE

WHEN IT COMES TO ISSUES LIKE THE ILLEGAL BUSHMEAT TRADE, SOLUTIONS CAN BE ELUSIVE. Dependence on bushmeat is not sustainable, harms wildlife, and as a livelihood forces most families to live off low nutrition during lack of ‘market’ to sell. To fully address contributing factors, JGI in the Democratic Republic of the Congo (DRC) has been analyzing pressures that shape this issue.

Surveys by JGI showed that though men are hunters, women are actually the buyers and sellers of bushmeat. Moreover, women control what species are hunted, along with where, by what method, and what is sold. In many cases, JGI also found that hunter and seller are often husband and wife, representing a family livelihood. Since consumers will buy what is available and women control the product, *women*, not men, in DRC are the entry point for behavior change.

JGI'S STRATEGY IN DRC IS FOCUSED ON empowerment aiming to have a stable work force of women addressing food security.



JGI's strategy to address the bushmeat trade in DRC is focused on empowerment aiming to have a stable work force of women addressing food security.

In 2018, JGI led identification and a survey of more than 200 women bushmeat sellers in over 20 villages in *Walikale* and *Lubutu* territories. JGI also worked in capacity building of *Energie pour la Paix Mondiale* (EPM), which selected three pilot villages to find out what percentage of livelihood is bushmeat. We also supported networking opportunities for 47 women, conducted a leadership training, information sessions on social enterprises, and facilitated women to identify alternative livelihood activities. This project gave women freedom to brainstorm, test activities and self-organize.

These women piloted brick making and butchery, and they show significant increases in confidence as leaders, as well as in determining their own livelihood security. As a result, 65 households are adopting alternative sustainable practices; 1,731 people have improved economic benefits derived from sustainable natural resource management and/or biodiversity conservation and demonstrate behaviors that contribute to conservation; and 178 women bushmeat sellers have increased knowledge of wildlife protection laws. Next steps are to determine alternative livelihoods independent of bushmeat, and to replicate this process in other villages.

LCWT: TANZANIA



JGI Plants Seeds of Change in Tanzania

“We can move toward a world where we live in harmony with nature.”

Dr. Jane Goodall

In rural Tanzania, unsustainable agriculture and logging (among other practices) have devastated natural ecosystems, pushing species like chimpanzees into isolated forest patches or extinction. JGI, having worked in Western Tanzania for more than 25 years, has been listening to and collaborating with local communities to find solutions. As a result, many communities and individuals have been trained and supported in shifting to alternative livelihoods. Good ideas, like a struggling seedling, sometimes take time to push through—but when they do, the rewards can be felt by all.

Hafsa Ramadhan from Mkongoro village is one such individual trained and supported by JGI, and she has been a village seedling nursery attendant for 12 years. She grows

and takes care of seedlings that members of her village then buy and use as sustainable crops or for firewood to use and/or sell. In the nursery, she grows passion fruit, mandarin, oranges, mangoes, clipping beans and pine and maesopsis (a kind of timber tree). Without having to venture into forests or damage habitats, she makes about \$250 per season by growing her own seedlings.

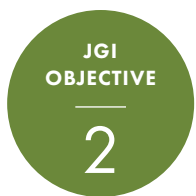
The demand for the seedlings in Ramadhan’s village has been consistently high, and she has plans to increase the size of the nursery. And that’s only the beginning. The money she has raised from being a seedling nursery attendant has helped her establish two farming plots that are 1.5 acres each. On her farm plots she grows oil palm, cassava and pineapple. The money she then makes from her farm helps to support her family, providing a greener future for wildlife and humans alike.

Above: Hafsa Ramadhan from Mkongoro village poses in the seedling nursery. As a main caretaker for this nursery, she has been able to grow her business and side endeavors, as well as to support others in the community, while also reducing the need for unsustainable logging.



ENHANCE OUR UNDERSTANDING OF CHIMPANZEES IN GOMBE AND BEYOND

Newly installed solar panels provide reliable electricity to the Gombe laboratory and offices.



Dr. Goodall's research in Gombe began in 1960 and today, nearly 60 years later, JGI continues that research through the observation of generations of chimpanzee, baboon and other wildlife communities. This is the home of the longest-running wild chimpanzee study in the world, providing uniquely valuable information for researchers — from epidemiologists to biologists, and sociologists to psychologists. JGI works with local partners to maintain our world-class research standards, to train the next generation of scientists, and to adapt the ongoing studies for the changing conservation needs of the larger Gombe-Masito-Ugalla, a UNESCO biosphere reserve.



BUILDING FOR THE FUTURE IN GOMBE

IN 2018, JGI INVESTED IN REPLACING AND UPGRADING THE CORE INFRASTRUCTURE AT GOMBE TO ENSURE THAT THE LEGACY OF GROUNDBREAKING DISCOVERY CAN CONTINUE. A grant from the National Science Foundation enabled us to rebuild research offices, a conference room, and a new veterinary laboratory and necropsy station. The grant also funded the installation of solar panels to provide reliable electricity to the laboratory and offices.

Housing for the field assistants has long been a concern at Gombe. None of our research can happen without these critical staff members, who expend considerable physical and intellectual effort as they gather data and follow the chimpanzees daily. In 2018, with the generous support of our donors who attended our 2017 40th Anniversary Celebration in San Francisco, we began the task of replacing old staff housing. Working closely with the Tanzanian National Parks Authority (TANAPA) and Gombe Stream National Park (GONAPA) management, we received permission and approval through an environmental impact consideration, and construction on the first block of housing is underway.

GAME OF THRONES: GOMBE EDITION

FLO, FIGAN, FABEN, FIFI, FREUD, FRODO AND FANNI ARE STARS OF THE B-RECORD DATA THAT STARTED WITH DR. GOODALL'S IMMERSIVE RESEARCH. The F Family long led the story of the chimpanzees of

Gombe through successive generations of strong matriarchal leadership. But now after so many decades of rule, in 2018 we began to witness a transition of that power to the G Family.

Today, the 12 members of the G Family, including Gremlin's famous twin daughters Golden and Glitter, make up

one-fifth of the community. When the G Family females bring their strength and ingenuity together, they work as a formidable force, often challenging female incomers from other communities, and even banding together to intimidate or retaliate against high-ranking males.

Despite all this, ultimate rule is still undetermined. Gremlin, now 48, and her daughters have power but Fudge, Fanni's oldest son, is still the alpha male. Our researchers continue to watch and learn. Will Fanni regain dominance with the support of her high-ranking sons? Will the G Family daughters have the confidence and skills to hold on to their dominance if they lose their savvy mother? In the forests of Gombe, the competition for who holds the throne continues.

IN THE FORESTS OF GOMBE,
the competition for who
holds the throne continues.



Above: Field staff collect fecal samples to better understand the health of the chimpanzees and the overall ecosystem.

A DATA-DRIVEN APPROACH TO HEALTH AND WELL-BEING

DISEASE IS THE MAIN CAUSE OF DEATH FOR CHIMPANZEES IN GOMBE. JGI, in partnership with Tanzania National Parks Authority (TANAPA), closely guards the health of the chimpanzee population. We use a protocol known as Ecohealth that tracks chimpanzee health and well-being while also gathering important data that can improve understanding of human health and disease transmission.

First, field assistants — who track chimpanzees every day — complete health sheets when they observe any sign of injury or illness. In 2018, field assistants filed 709 health report sheets. These health reports are reviewed by a veterinarian, along with fecal and urine samples. All of the data gathered in this process are entered into a health database that JGI has maintained since 2004, which provides crucial long-term information on health and social factors.

The second part of Ecohealth is the thorough examination of fecal samples gathered throughout the year. Last year 399 samples were collected, enabling

us to understand parasite loads, stress hormones, and other key factors across the three Gombe chimpanzee communities. Data gathered from fecal sampling continues to inform the study of the Simian Immunodeficiency Virus (SIV) in chimpanzees, which has directly contributed to our understanding of Human Immunodeficiency Virus (HIV) in humans. JGI contributed 323 samples for the SIV study in 2018.

Finally, our Ecohealth work is informed by postmortem examination of chimpanzees and other primates that die at Gombe. These examinations yield valuable information for understanding both individual and population health.

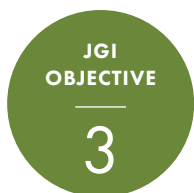
We work through long-term partners, like University of Pennsylvania, Franklin and Marshall College, and University of Minnesota to analyze and fully explore all of these data points. These partnerships improve knowledge across this area of study globally while also protecting the health of the chimpanzee families living in Gombe.

8
Number of academic papers and articles published on research findings in 2018

ENSURE THE WELFARE OF CAPTIVE CHIMPANZEES, INCLUDING THOSE IN SANCTUARIES

CHIMP SPOTLIGHT

Since the opening of the new Group 3 enclosure, Bob, Grand Maitre, Brigitte and Mabwesso have all seen increases in their CWI welfare scores. Though the decision to upgrade the enclosure was made independent of the *Chimpanzee Welfare Index*, results like this help to reinforce its usefulness and support refinements.



At JGI, we believe that every chimpanzee is important. This core belief requires us to go beyond protecting wild populations in order to also ensure the welfare of chimpanzees living in captivity. In 2018, JGI continued to care for the nearly 140 chimpanzees at our Tchimpounga Chimpanzee Rehabilitation Center in the Republic of the Congo where we implement and model state-of-the-art welfare practices. We also delivered strategies to share our knowledge and improve standards of protection for all chimpanzees in captivity, and to support sanctuaries throughout Africa. In our work to protect all chimpanzees, Dr. Goodall's voice and JGI's advocacy help to grow awareness and to fight great ape trafficking, use of apes in entertainment as well as in medical research, and the illegal pet and bushmeat trades.



Jean Maboto Receives 2018 Siddle-Marsden Award

The Pan African Sanctuary Alliance (PASA) recognized Jean Maboto, head caregiver at Tchimpounga, with the Siddle-Marsden Award. Each year, this award is presented to African staff members of a PASA member wildlife center who exemplify a commitment to primates, to conservation, and to excellence. Jean manages 53 caregivers across the 70-square-kilometer (27 sq mi) sanctuary. He is seen by colleagues as an excellent leader and an inspiring model of compassion. Jean began working with chimpanzees in 1991 with the guidance of Dr. Goodall, and he has dedicated his life to saving countless chimpanzees.



“I feel important because we are doing a good job of saving these chimpanzees. I love them and I will continue working so that they are always protected.”

DEVELOPING A CAPTIVE CHIMPANZEE WELFARE INDEX

IN 2018, JGI STAFF AT TCHIMPOUNGA CONTINUED IMPLEMENTING AND IMPROVING ON A QUANTITATIVE SCORING METHODOLOGY that has been helping to ensure the best possible chimpanzee care. Historically, understanding of chimpanzee welfare has been very reliant on subjective opinions of staff on the ground. This new JGI *Chimpanzee Welfare Index* (CWI) helps to standardize for a more structured and objective view of welfare. It also allows others who aren't involved in day-to-day activities to ensure that long-term caregiving plans are advanced and can be shared as best practice for other facilities.

The basis of the CWI was a Ph.D. thesis written by Australian primatologist Amanda Fernie, who was seeking to develop a common methodology for assessing captive care. Currently, the CWI is very much a work in progress with 17 criteria — including categories such as diet, social and physical environment — that individual chimpanzees and groups are scored against. Across these criteria, chimpanzees fall into categories from excellent to poor. Caregivers can identify a poor score in one area, for example, and look across the other scores for clues about the source of the problem and adapt their caregiving approach to the individual's needs.

The goal for 2019 is to pilot the index in at least five other sanctuaries.



THE NEW JGI CHIMPANZEE WELFARE INDEX provides a more structured and objective view of chimpanzee welfare.



Above: The new enclosure at Tchimpounga allows the rescued chimpanzees that remain at the main site to participate in enrichment more freely, without fear of escape or harm to themselves or others.

STATE-OF-THE-ART TCHIMPOUNGA ENCLOSURE LETS CHIMPANZEES ROAM FREE

NOW THAT THE MAJORITY OF OUR CHIMPANZEES ARE RESIDING ON OUR THREE SANCTUARY ISLANDS, focus has turned to upgrading fencing and enrichment at the original Tchimpounga sanctuary site — the Group 3 enclosure, in particular. This enclosure is home to chimpanzees that will not be transferred to the island sites for various reasons including health, social conflict or a propensity for escape. Some members of Group 3 are very adept at finding ways to get through fences and gates, and a small number of them have been kept in relative isolation due to inherent safety risks. With new state-of-the-art fencing, these chimpanzees are now able to move with greater freedom. The enclosure allows even the most mischievous chimpanzees to roam in the open, gaining mental and physical stimulation via the wide variety of enrichment activities, including artificial termite mounds, pools and climbing frames.



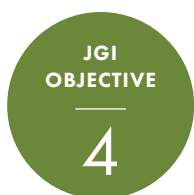
Chimps enjoy immersive forest experience on sanctuary islands

In 2018, JGI was able to move the last eligible chimpanzees from enclosures at the original Tchimpounga sanctuary site onto three large sanctuary islands in the Kouilou River. Though they still have access to dormitories on the islands, these 93 chimpanzees are now enjoying an immersive forest experience while remaining in sanctuary care. With this new freedom to roam, they can now enjoy their days in the islands' high canopy forest.

8
Number of chimpanzee arrivals in sanctuaries

82.5%
Welfare index for chimpanzees in targeted landscapes

INSPIRE AND EMPOWER YOUNG PEOPLE TO MAKE COMPASSIONATE AND HOLISTIC CHOICES



JGI's Roots & Shoots youth program informs and empowers young people to make holistic, sustainable decisions about how we treat one another, other species and the planet we share. Our global network engages youth in over 50 countries and all 50 states to foster compassionate decision-making. Each Roots & Shoots group or member creates and implements hands-on projects benefiting other animals, people and the environment. Roots & Shoots is building a network of committed, compassionate youth activists who are changing the world every single day.

Right: A Roots & Shoots classroom poses as they participate in their project to help big cats.



A STRATEGY FOR DEVELOPING COMPASSIONATE DECISION-MAKERS

IN 2018, ROOTS & SHOOTS LAUNCHED AN AMBITIOUS NEW STRATEGY. This strategy which stems from Dr. Goodall's core beliefs, is driven by impact measures that track the behavior and attitude changes that are the goal of the program: helping more young people understand how every action they take can make a difference.

The strategy deploys the Roots & Shoots 4-Step Formula of getting engaged, mapping, project creation and implementation, and celebration. This formula helps young people not only understand the impact of their choices, but also see the potential for the aggregate of many individual choices to create change. We are investing heavily in telling Roots & Shoots stories and sharing the message of hope in action more broadly in order to inspire more young people to join this movement.



Left: Dr. Goodall marches alongside Roots & Shoots youth and JGI staff at a Day of Peace event in the Los Angeles Zoo. Below: A Roots & Shoots group works together on a garden plot at their school.



Above: A Roots & Shoots member poses with her "Bee Sanctuary" project, a garden dedicated to plants that help sustain local bee populations.

GROWING THE ROOTS & SHOOTS NETWORK

IN 2018, ROOTS & SHOOTS FOCUSED ON LAYING THE FOUNDATION TO SUPPORT OUR AMBITIOUS GOALS FOR GROWTH. We envision a world filled with informed, caring citizens making compassionate decisions in their daily lives and work. In order to realize this vision, we must work through partners who are committed to the Roots & Shoots model and to deploying it through their programming.

Roots & Shoots welcomed seven partners in 2018, increasing the program's reach and inclusivity by nearly 15,000 individuals across the country:

- 100 Black Men of Indianapolis
- Connective, Inc.
- Democracy Prep Public Schools
- East Harlem Tutorial Program
- The Aspen Institute
- The National Wildlife Federation
- Urban Specialists

EXPANDING THE REACH OF ROOTS & SHOOTS

LAST YEAR, IN PARTNERSHIP WITH THE UNIVERSITY OF COLORADO AT BOULDER, WE RELAUNCHED OUR FREE ONLINE COURSE ON COURSERA, an online learning platform founded by Stanford professors Andrew Ng and Daphne Koller that offers open online courses, specializations and degrees. This partnership made the Roots & Shoots model available to more educators than ever before. In 2018, nearly 2,000 individuals engaged with the curriculum, giving them the tools to spread the powerful lessons of Roots & Shoots across their schools and communities.

3,226
New members registered online

4,000+
New young people helped to develop compassionate traits

2,323
1-Click Actions completed

110,000+
People reached with Dr. Goodall's message of hope, and inspired through shared stories of action

571/134
New projects started/completed by young people

2018 Highlights

Victor Davila
The Bronx
Twenty-four-year-old Victor used his fellowship to educate 13 to 21-year-olds in the South Bronx on local policies impacting the community and the environment by creating a two-month-long summer camp.

Susette Oñate
Hialeah, Florida
Susette is using her fellowship to raise awareness of an ecosystem that is home to a variety of endangered butterfly species.

INSPIRE AND EMPOWER YOUNG PEOPLE TO MAKE COMPASSIONATE AND HOLISTIC CHOICES, CONTINUED



FUND II FOUNDATION ROOTS & SHOOTS FELLOWSHIP SUPPORTS UNDERREPRESENTED YOUNG LEADERS

THE FUND II FOUNDATION ROOTS & SHOOTS FELLOWSHIP LAUNCHED IN 2018. The Fellowship supports young people who are often underrepresented in movements that rely on discretionary time and resources. The 10-month Fellowship empowered 14 young people of color, or those with a commitment to serving underrepresented youth, with the skills and resources needed to work in their communities, and to engage other young people in using the Roots & Shoots methodology. The Fellowship provides a stipend, one-on-one leadership training, professional development opportunities, and support for implementation of a community-based project.

DONOR PROFILE: FUND II FOUNDATION



Empowering young people of color

Since 2016, the Fund II Foundation has supported Roots & Shoots USA nationally. The foundation's generous support has facilitated the design and implementation of a new five-year Roots & Shoots national program strategy, redesign of Roots & Shoots online presence, creation of a year-long fellowship program for young people of color, and the launch of a new partnership-based model that engages underrepresented and underserved youth in communities around the country.

Since it was established in 2014, the Fund II Foundation has awarded over \$150 million in grants to local, national and international nonprofit charities focused on African-American culture, human rights, conservation and the environment, music education and entrepreneurship. Their Cradle to Greatness framework is designed to ensure that their grantmaking priorities target people at all stages of life and accelerate the careers of disadvantaged young people. InternX, a program of the Fund II Foundation, is designed to connect young adults from ethnically underrepresented groups to STEM internships with companies across the country.

ROOTS & SHOOTS PROFILE: CALIFORNIA



“It’s my hope each time I speak with a young person, that — if nothing else — they walk away feeling heard and empowered.”

Kamilah Martin, vice president of Roots & Shoots USA



From Trash to Environmental Treasure

Seeing is not only believing — it can also spark transformative action. Members of the Roots & Shoots group B.I.R.D. (Beauty, Innovation, Respect, Discovery) found out firsthand that witnessing the harm humans inflict on the natural world can have a massive impact on the way we understand issues and are motivated to make a difference. After visiting an illegal dump site in their community, this group took action and developed impressive solutions.

Using the Roots & Shoots 4-Step Formula, the group was first inspired to act and discuss problems that impact their area. They then used Step 2, community mapping, to better visualize and assess those issues. Unfortunately, illegal disposal of trash is fairly common, especially as global human populations grow and waste likewise increases. Approximately half of all plastic produced every year is disposable, most commonly used as packaging that is discarded shortly after purchase. This issue hit close to home as they found a large number of illegal dump sites in their local community, and that these sites exist in places that are also home to wildlife.

Continuing to follow the Roots & Shoots 4-Step Formula, they used Step 3 to create and implement a project plan to clean up a dump site. Not only did they reduce the threat to local wildlife, but they also decided to upcycle the materials they found. Living up to their group name, Roots & Shoots B.I.R.D. members created bird houses and bird feeders out of the trash they collected.

It may be disheartening at first, but witnessing problems in person can ultimately help us gain a necessary and realistic understanding of the issues we face, spurring us to be more motivated to solve them. Embracing the last step of the 4-Step Formula, these Roots & Shoots members were able to celebrate their work. Thanks to their efforts, their goal to help local wildlife was realized and will continue through the bird houses and feeders that they built out of trash.



40%

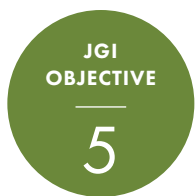
Amount of plastic produced every year that is disposable, most commonly used as packaging that is discarded shortly after an item is purchased

91%

Amount of plastics that have never been recycled

Above: Roots & Shoots group B.I.R.D. (Beauty, Innovation, Respect, Discovery) used the 4-Step Formula to identify an issue in their community (illegal waste dumping) and participated in a mass clean-up, turning waste into bird houses.

APPLY SCIENCE AND TECHNOLOGY FOR BETTER DECISION-MAKING



From the beginning, science and innovation have been central to our story. Our collaborative, science-driven approach is not only focused on finding innovative applications of technologies for conservation, but also on building capacity for local communities to leverage and adopt for their own needs. We truly listen to the ideas, knowledge, values and concerns of communities, as well as partners. This openness allows us to integrate science into decision-making processes, leading to durable solutions. Our approach provides actionable information and tools, accelerating the pace and scale of conservation impact.

Right: Dr. Lilian Pintea, vice president of conservation science, with Microsoft Research, JGI and TAWIRI staff during initial trials of Project Premonition in Gombe Stream National Park, Tanzania.

PROJECT PREMONITION: A GLIMPSE OF THE FUTURE



THROUGH OUR PARTNERSHIP WITH MICROSOFT, WE SET OUR SIGHTS ON BUILDING NEW TOOLS FOR GOMBE. In 2018, JGI worked with Microsoft to launch Project Premonition, a project that uses mosquitoes and other blood-feeding insects to collect samples from wildlife. Premonition uses metagenomics tools and machine-learning algorithms to predict and detect what is happening in these populations based on what pathogens are showing up in the blood collected.

Metagenomic analysis relies on taking a genetic sample — like a drop of blood — and the massive computing power of cloud environments like Microsoft's Azure to complete the genetic puzzle when only a portion of DNA is available. This analysis can compare partial samples to genetic baselines, providing us with reliable profiles of wildlife. The profiles then help us understand wildlife presence in a given area and the diseases that might be transmitted among them.

Insects are collected using a robotic trap. Lasers detect which species of insect enters the trap by recognizing the frequency of its wings and converting that into a digital signature. The trap also records the time, temperature, humidity and other variables. The amount of digital data that can be gathered by the trap is a game-changer: more than 4,000 observations were generated in just one night in Gombe.

The first field testing was conducted in Gombe Stream National Park in January and February of 2018 in collaboration with Microsoft Research, TAWIRI, TANAPA and JGI's Gombe Stream Research Center. In the next year, a Digital Gombe Lab will be created with a field genome sequencer and other technologies that will allow our research team to run metagenomic analysis locally. When the full range of data becomes accessible, Project Premonition, in collaboration with Gombe Ecohealth and other projects, will enable us to detect diseases before they become an outbreak in Gombe Stream National Park and the Greater Gombe Ecosystem. In the future, we could expand across the entire chimpanzee range.

NEVER FORGET A FACE: USING FACIAL RECOGNITION TECHNOLOGIES TO SAVE CHIMPANZEES

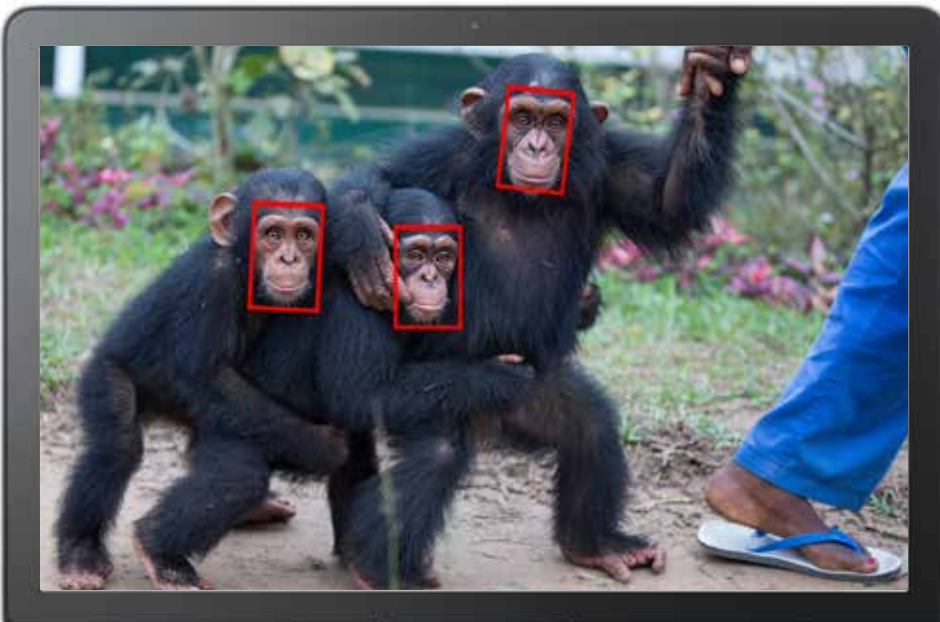
EVERY YEAR, 3,000 CHIMPANZEES ARE TRAFFICKED IN THE ILLEGAL WILDLIFE TRADE (GRASP). JGI partner Alexandra Russo, a finalist for the United Nations Environment Programme (UNEP) Young Champions Award, is aiming to use technology to change that. ChimpFace, which launched in 2018, is a free cellphone

application that uses facial recognition and mapping technologies to determine when and where illegal trafficking is occurring on the Web.

The app cross-references uploaded photos from social media and e-commerce websites to identify chimpanzees that may

be being trafficked. This approach has a strong track record of success with other species, including lemurs and elephants.

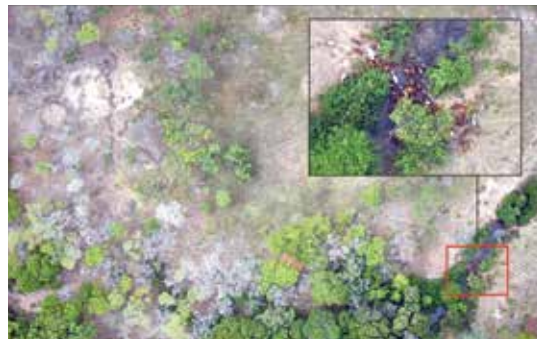
In order to train the software to work efficiently and accurately, Alexandra needed clear portraits of individual chimpanzees from multiple angles. With thousands of photographs on hand, JGI wanted to contribute to the success of this effort. Alexandra's software has already used hundreds of images from JGI's photo archive, many from our Tchimpougna sanctuary, to build its database. When it is fully deployed, the ChimpFace app will enable users to help fight illegal wildlife trafficking by uploading photos of chimpanzees that they see in captivity or illegally online.



3,000 CHIMPANZEES
are trafficked every year in the
illegal wildlife trade

LIVESTOCK SURVEY ESSENTIAL IN UNDERSTANDING THREAT

LIVESTOCK IS A MAJOR THREAT TO CHIMPANZEE HABITAT. Forests are cleared to make pasture for grazing, and human wildlife-conflicts increase. In 2018, JGI (in collaboration with TAWIRI and funding from USAID) conducted an aerial livestock survey, geospatial analysis and modeling study. Using six cameras placed on a small aircraft, this survey provided important missing data about the livestock migration into the ecosystem to inform local conservation and management plans. Livestock presence was overlaid with chimpanzee habitat suitability maps, forest loss, human houses from Maxar satellite images and other threats. The maps clearly show migration of livestock into western Tanzania from other regions, representing a new major threat impacting chimpanzee habitats, natural resources and human livelihoods.



These maps are essential for JGI, the Tanzanian government and partners to understand the extent and magnitude of this threat. We now know that approximately 118,858 cattle can be found in 12,349 km² of the landscape. This baseline helps us best identify where to concentrate our work and potential behavior change and/or sustainable livelihood efforts.

INFLUENCE POLICY AND CORPORATE PRACTICES



When it comes to changing minds, Dr. Goodall has often said, “What you have to do is to get into the heart. And how do you get into the heart? With stories.” JGI works to maximize the impact of Dr. Goodall’s voice by influencing policy decisions and encouraging activism around the world through the power of stories. We engage our community to join us in calling for improved welfare and protection of chimpanzees and other great apes, along with acting on major issues like climate change and environmental destruction, by using social media and other public outreach, as well as collaborating with key partners. By amplifying the voice of our founder and creating targeted campaigns, together with our global networks we continue to advocate for the issues that matter most.



JGI HELPS LAUNCH WORLD CHIMPANZEE DAY ON GOMBE MILESTONE DATE

ON JULY 14, 2018 — FIFTY-EIGHT YEARS TO THE DAY AFTER DR. GOODALL SET FOOT IN WHAT IS NOW GOMBE STREAM NATIONAL PARK TO BEGIN HER GROUND-BREAKING RESEARCH — JGI HELPED LAUNCH THE **FIRST-EVER** WORLD CHIMPANZEE DAY (WCD). The annual celebration, years in the making, was marked by JGI’s global network, scores of other wildlife and conservation organizations, and thousands of Roots & Shoots groups coming together digitally and in hosted events all around the globe. From parades in Tanzania to an online art contest with thousands of submissions, this first World Chimpanzee Day was a huge success. The day not only recognized the incredible contributions of Dr. Goodall and JGI in understanding our closest living relatives, but also encouraged audiences to learn more about, and connect to, this important species. WCD also serves as a rallying cry for everyone to take action in efforts to conserve chimpanzees and improve their welfare in captivity. The hashtag #WorldChimpanzeeDay was posted over 10,000 times across social media for the duration of the campaign, and our interactive map showcased more than 100 global events.

MEDICAL RESEARCH CHIMPANZEES FIND A HAVEN AT LOUISIANA RETIREMENT SANCTUARY

IN THE SPRING OF 2018, DR. GOODALL MADE A TRIP THAT HAS BEEN ON HER WISH LIST FOR MANY YEARS. She traveled to Chimp Haven in Louisiana to see the long-awaited retirement sanctuary for 350 chimpanzees that had been used in medical research by the National Institutes of Health (NIH).

Dr. Goodall and JGI have long been involved in the process to get chimpanzees in NIH facilities moved into retirement. Happily, thanks to long-term investment and partnerships, NIH announced a retirement plan in 2016. In 2018, 19 retired chimpanzees were transferred to Chimp Haven, with plans to transfer others.

Chimp Haven sits on 200 lush acres in Louisiana and provides expert care, including enrichment and appropriate social groupings for the chimpanzees. Dr. Goodall's visit was a reflection of success, but also bittersweet. There is still a long road ahead and many more chimpanzees that need our help.

In 2018, the retirement process was threatened. Laboratories that housed remaining chimpanzees were lobbying to keep many of them, expressing concern about harm that the transfers could bring. In response, JGI submitted official commentary stating that the best option for the chimpanzees is to be retired and moved to the sanctuary. Our comments also focused on the very narrow window of captive care conditions in which a chimpanzee could be held in the labs, and the very specific need for an independent review process to make those decisions. Through our input and that of others in our coalition, NIH agreed to continue the retirement process and ensure that this independent review was pursued on a case-by-case basis, and only in cases of extreme risk to chimpanzee welfare.

To ensure suitable care for the retired chimpanzees, JGI will continue to press for resources for Chimp Haven as it expands. We will also continue to use our voice to ensure that these chimpanzees find happy retirement with their peers.

CHIMP HAVEN SITS ON 200 LUSH ACRES
and provides expert care, including enrichment and
appropriate social groupings for the chimpanzees.

FOREVERWILD FIGHTS WILDLIFE TRAFFICKING WHILE RAISING AWARENESS

AROUND 3,000 ENDANGERED GREAT APES—ORANGUTANS, GORILLAS, BONOBOS AND CHIMPANZEES—ARE LOST TO ILLEGAL WILDLIFE TRADE EVERY YEAR (GRASP). To fight this tragic issue, JGI's global network of chapters came together to launch ForeverWild — the first globally coordinated JGI campaign. The ForeverWild campaign (#4EverWild) raised awareness about threats to great apes from illegal trade, ways for individuals to end the demand, and how best to support the care of those orphaned by the trade. There was a special focus on sharing stories of those rescued by JGI at our



Tchimpounga sanctuary, and a great increase in support for our related Chimpanzee Guardian program. The #4EverWild hashtag was used over 4,000 times across social media, and Dr. Goodall's video received more than 80,000 views.



Above: Graphic shared on social media across global audiences in celebration of the first World Chimpanzee Day on July 14, 2018.


SECURE JANE GOODALL'S LEGACY

Dr. Goodall with Guy Kawasaki at TEDx Palo Alto.




Dr. Goodall's legacy is singular — from iconic photographs to transformative science, from world-shaping activism to culture-shifting wisdom. It is a legacy that has continued to benefit people, improve the well-being of other animals, and grow compassion for all species and the natural world we share. JGI is dedicated to continuing this legacy and ensuring that it is preserved for generations to come. By making Dr. Goodall's work available globally, we will expand her most important contribution of all: Growing an informed and compassionate critical mass of people who will create a better world for humans, other animals and our shared environment.

2018: A YEAR FILLED WITH HOPE

 In 2018, Jane gave lectures to over 20,000 people across California, Michigan, Minnesota, New Mexico, Texas, Washington and more.



At the Chicago Field Museum, she unveiled a sculpture of herself and David Greybeard. She celebrated her 84th birthday with 300 guests at JGI's Spring Gala at the Beverly Hilton Hotel. She was featured in the Earth Day Google Doodle.

 In honor of the International Day of Peace, Jane met with young leaders from Roots & Shoots at both the September 11 Memorial and the L.A. Zoo.

Jane visited Chimp Haven in Louisiana and returned to Nebraska to spend time at Tom Mangelsen's cabin for the sandhill crane migration. She spoke with Anderson Cooper for a "60 Minutes" special and with Ana Cabrera on CNN to discuss the Endangered Species Act. 



She spoke with Guy Kawasaki  at TEDx Palo Alto, attended the Global Climate Action Summit, and released a "Forgotten Solution" video with Alec Baldwin about protecting forests to curtail the Climate Crisis. She also had a fireside chat at Microsoft with their president, Brad Smith. 

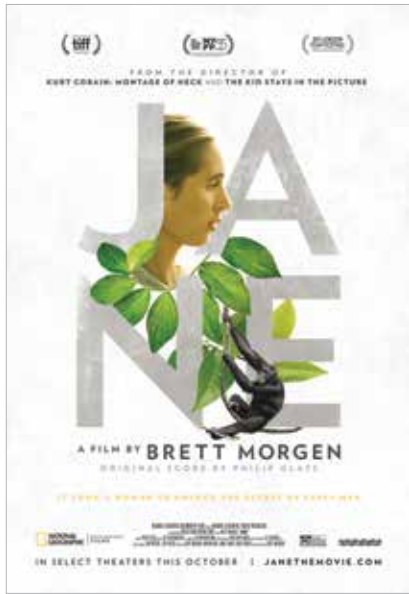


Throughout her travels Jane visited with friends and fellow activists, including Leonardo DiCaprio, Ashley Judd, Mark Hamill, Dave Matthews, Daisy Ridley, Andy Serkis and others.

JANE DOCUMENTARY WINS TWO EMMY AWARDS

The National Geographic documentary *JANE*, directed by Brett Morgen and created in collaboration with JGI, was awarded two Emmys in 2018, one for Outstanding Cinematography for a Nonfiction Program, and a second for Outstanding Directing for a Documentary/Nonfiction Program. Morgen went to extraordinary lengths to bring authenticity and precision to the story of Dr. Goodall's early years at Gombe Stream National Park, and her transition from a young woman with a dream to a scientist with a mission. The Emmy for cinematography recognized the work of Hugo Van Lawick, as well as Ellen Kuras who filmed interviews with Dr. Goodall, providing the strong narrative of the film.

Below: Bronze sculpture, "The Red Palm Nut," captures moment Dr. Goodall and the chimpanzee David Greybeard shared in mutual recognition of compassion and respect.



“In this sculpture, Marla has captured one of the most magical moments of my early time with the chimpanzees of Gombe, when David Greybeard refused my offering of a palm nut but then reached out with a reassuring touch.”

Dr. Jane Goodall

COMMEMORATING THE CONNECTION THAT STARTED IT ALL

IN HONOR OF DR. GOODALL'S BIRTHDAY, CHICAGO'S FIELD MUSEUM UNVEILED A BRONZE STATUE CREATED BY ARTIST MARLA FRIEDMAN, TITLED 'THE RED PALM NUT'. As Dr. Goodall had spent months trying to get close enough to observe chimpanzee David Greybeard's community, David's acceptance opened the door for her groundbreaking research — which then opened the door for global audiences to recognize the sentience and inherent value of nonhuman animals.

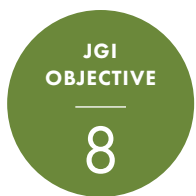
More broadly, of course, the Jane Goodall Institute does not endorse handling, interacting or close proximity to chimpanzees or other wildlife. This is a historical moment shown in its original context.

Breaking Boundaries with Oculus

Facebook's virtual reality team Oculus partnered with JGI and Filament Games to create an application called *Breaking Boundaries in Science*. The game features iconic women in science including Dr. Goodall, Grace Hopper and Marie Curie. Users enjoy an immersive experience exploring Dr. Goodall's base camp as it was in 1960, and then move to a JGI headquarters based on her house at Gombe Stream National Park. Users learn about Dr. Goodall's research and discoveries, as well as JGI's ongoing conservation work and Roots & Shoots program. The *Breaking Boundaries* application is free to download and has been installed over 4,000 times with 2,500 users. The game recently won a Webby Award for educational content.



BUILD ON A SOLID FOUNDATION OF ORGANIZATIONAL DEVELOPMENT AND OPTIMIZE FINANCIAL, FUNDRAISING AND ADMINISTRATIVE OPERATIONS FOR SUSTAINABLE GROWTH



Hard work, good ideas, passion, innovation and commitment abound at JGI. But before any of these things can prosper and create the impact we crave, JGI must have a strong operational base to support and enable our programs and the teams responsible for them. We strive for operational excellence across fundraising, human resources, finance, risk management and governance. We are building sustainability and accountability across all aspects of our operations — in our funding flows, talent recruitment and retention, and by continuing to develop and implement strong, effective programs in the field. Working with the JGI global community, we also seek to promote and manage our considerable and well-regarded brand to partner for meaningful engagement.

In 2018, JGI fully implemented an organization-wide program to measure impact and to train all program staff members on how to design programs for measurable outcomes. At the same time, JGI redoubled its commitment to transparency in its finances and governance while strengthening our core business functions. By doing so, we are building a stronger, more sustainable JGI.

FINANCIAL STABILITY BUILDS MISSION DURABILITY

LAUNCHING OUR NEW STRATEGIC PLAN LED TO SOME BOLD MOVES TO ESTABLISH A Foothold FOR OUR CONSERVATION WORK ACROSS THE CHIMPANZEE RANGE, AND TO SCALE OUR YOUTH EMPOWERMENT WORK ACROSS THE UNITED STATES. In preparation to implement our strategy, JGI undertook a series of improvements to our business operations in 2018, including work to stabilize and track our financial status. Our new CFO has put forth three financial indicators, which demonstrate JGI's financial strength and stability over the last five years. Moving forward, these indicators will be used by the Board and Finance Committee to analyze the financial health of the organization.

POSITIVE NET WORTH

Net worth is determined by adding up all assets — such as cash, receivables, fixed assets, etc.— and then subtracting liabilities — such as payables, debt, etc. This equation results in the “change in net assets,” or the organization’s net worth. Unrestricted net assets — especially liquid unrestricted net assets — are important in this determination because they give leadership a quick understanding of the assets available to tap into in cases of emergency or unexpected opportunity.

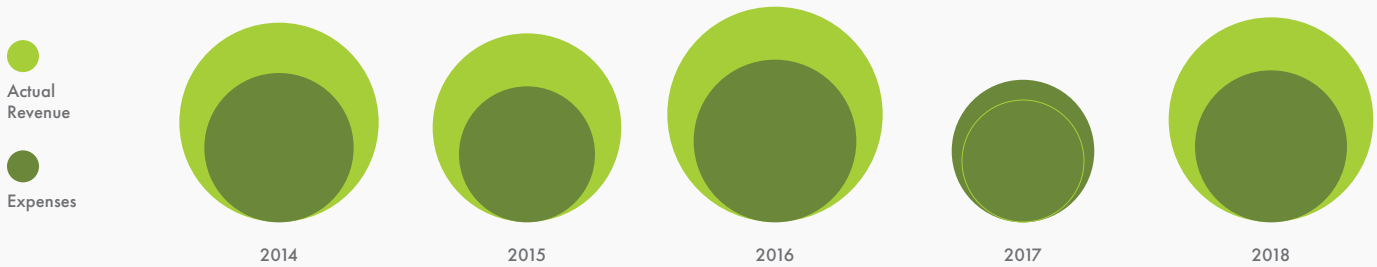


In 2018, the total value of the components of our assets are greater than the total value of the component of our liabilities resulting in a positive net worth.

JGI's Financial Indicators

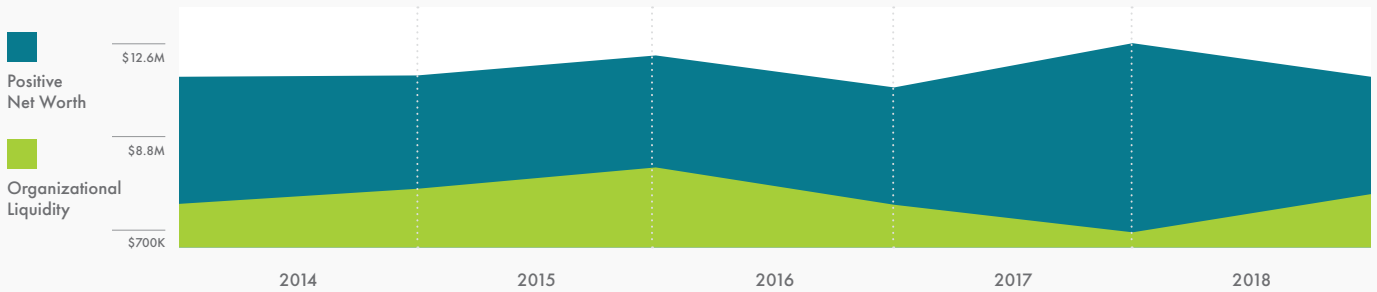
SURPLUS CONSISTENCY

A surplus is the amount of revenue in excess of operational and programmatic requirements. Ideally, it is important to assess whether the organization is generating unrestricted surpluses, and if unrestricted revenue covers or exceeds operating expenses. Over the last five years, JGI has established and maintained a standard surplus pattern. While in 2017 our program investments exceeded our revenue baseline, in 2018 we returned to our standard surplus and our forecasts for the year ahead show that we will be in a similar position at the end of 2019.



ORGANIZATIONAL LIQUIDITY

Simply stated, liquidity refers to how much cash the organization has on hand to support operations. On average, JGI has maintained the industry standard for a healthy liquidity ratio since 2014.



DESIGNING FOR IMPACT

JGI's approach to our program design is rooted in the work of our founder. We use and believe in the power of science. We are conscious of context, and we put communities at the center of our work. This ethic gives our programs strength, contextual analysis and durability, but it also creates a much more complex set of questions for program design.

JGI follows Open Standards for the Practice of Conservation. However, operationalizing them within our strategy and values required us to develop our own specific program design and implementation standards. JGI's Standards for Project Design, Implementation and Learning (DIL) tool brings Open Standards together with our experience, knowledge and specific programming challenges.

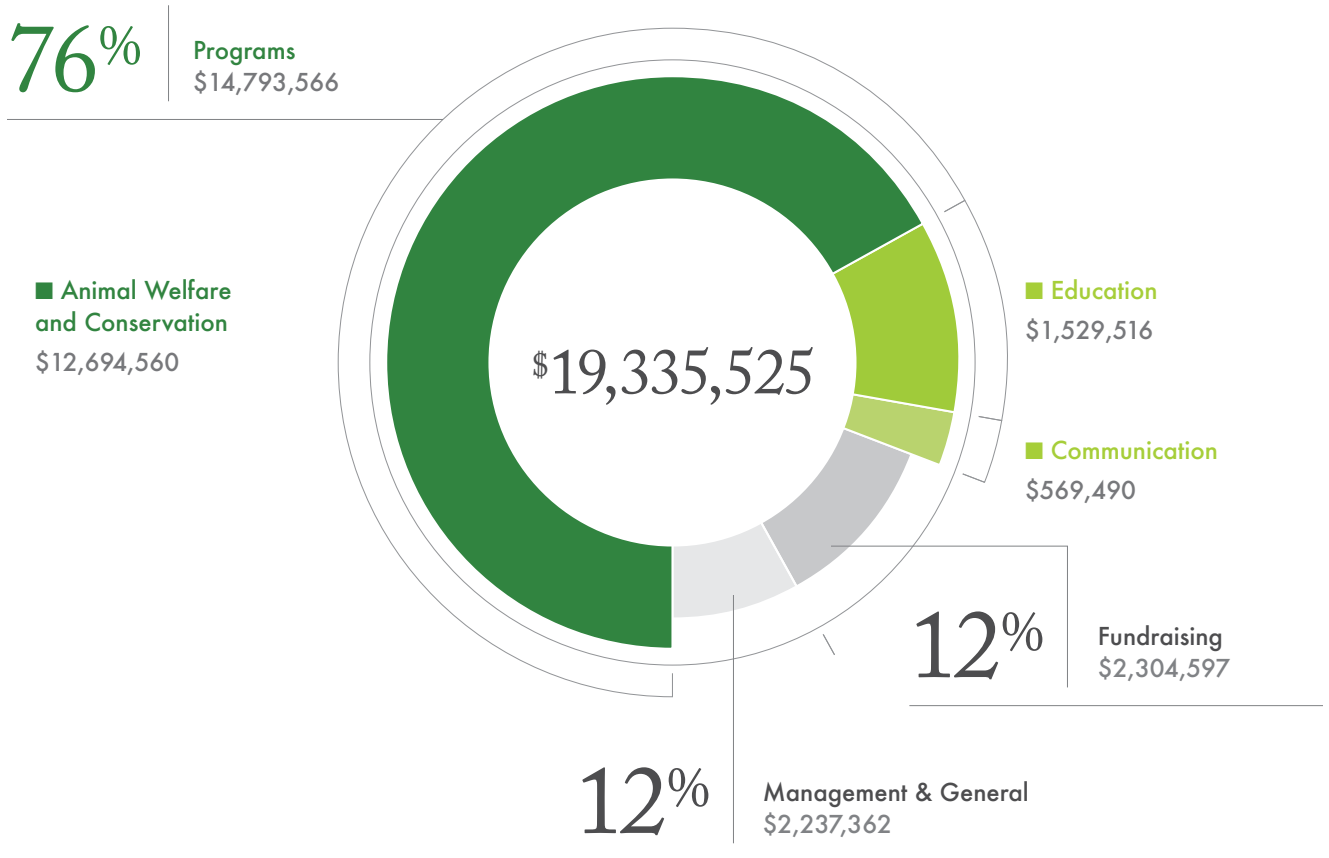
DIL launched in 2018 and is now fully integrated into all of our work. DIL was rolled out through two training workshops in Africa, enabling all team members to begin using the DIL tools. It has also been used as a method of planning and monitoring for many other departments and programs. As a result, we are now measuring our programs against more than 20 performance indicators with both unique and global relevance.

By training our entire team on this approach, we ensure that there is a common understanding of how we think about our work, plan our programs, and design solutions. It also shapes our work with partners and communities, how we monitor success and fundraise for and promote our programs. Only by operating with this high degree of standardized strategy can we fully realize our mission.

FINANCIALS

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 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.

Organizational Efficiency



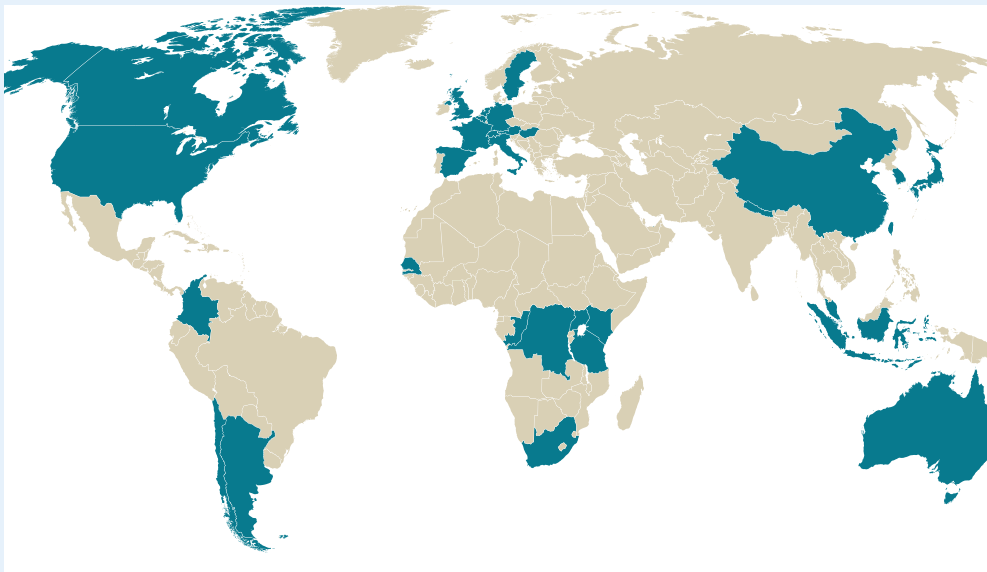
Summary of Activities for the year ended December 31, 2018

Revenue	Total	Percentage
Grants and Contributions	\$13,984,555.00	81.9%
In-kind Contributions	\$1,320,492.00	7.7%
Bequests	\$613,730.00	3.6%
Royalties, License Fees & Other Income	\$466,483.00	2.7%
Lecture Tour and Honorariums	\$439,811.00	2.6%
Investment Income	\$122,518.00	0.7%
Merchandise Sales	\$95,649.00	0.6%
Donor Trips	\$34,600.00	0.2%
Total Revenue	\$17,077,838.00	100.0%
Expenses		
Animal Welfare and Conservation	\$12,694,560.00	67%
Education	\$1,529,516.00	11%
Communication	\$569,490.00	3%
Total Program Expenses	\$14,793,566.00	82%
Fundraising	\$2,304,597.00	11%
Management & General	\$2,237,362.00	8%
Total Supporting Expenses	\$4,541,959.00	18%
Total Expenses	\$19,335,525.00	100%
Other Items		
Exchange Rate Gain/Loss	\$29,754.00	-11.8%
Unrealized Gain/(Loss)	\$(281,654.00)	111.8%
Total Other Items	\$(251,900.00)	100%
Change In Net Assets	\$(2,509,587.00)	
Net Assets at the Beginning of the Year	\$12,583,924.00	
Net Assets at the End of the Year	\$10,074,337.00	

Financial Position as of December 31, 2018

Assets	2017	2018
Cash and Cash Equivalents	\$3,705,931	\$1,775,066
Investments	\$4,197,275	\$5,538,997
Other Receivable	\$1,551,704	\$868,600
Grants Receivable	\$1,565,490	\$740,523
Prepaid Expenses and Other Assets	\$352,558	\$227,667
Property, Equipment and Leasehold Improvements, Net of Accumulated Depreciation and Amortization	\$216,814	\$169,719
Right-of-use Assets	\$2,365,226	\$2,261,168
Security Deposit	\$18,477	\$18,477
Total Assets	\$13,973,475	\$11,600,217
Liabilities		
Accounts Payable and Accrued Expenses	\$1,272,783	\$1,335,813
Other Liability		\$100,000
Deferred Rent Abatement	\$116,768	\$90,067
Total Liabilities	\$1,389,551	\$1,525,880
Net Assets		
Without Donor Restrictions	\$3,574,217	\$3,765,826
With Donor Restrictions	\$9,009,707	\$6,308,511
Total Net Assets	\$12,583,924	\$10,074,337
Total Liabilities & Net Assets	\$13,973,475	\$11,600,217

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The Jane Goodall Institute would like to express our thanks to the following individuals who provided imagery for this report: Natalia Arditi, George Burns, Marc Fourrier, Scarlett Hendricks, Zachary Johnson, Jackson Kambale, Richard Koburg, Alice Macharia, Mark Maglio, Deus Mjungu, Michael Neugebauer, Jon Orr, Mary Paris, Lilian Pintea, Nick Riley, Shawn Sweeney, JGI Tanzania, Fernando Turmo, Bill Wallauer, and Bill Woolam.

Data sources: Chimpanzee range, IUCN 2016; Ecoregions 2017 © Resolve.

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DONOR PROFILE: JUDY AND SHELLY ASHER



The power of a dream come true

Many individuals have likely played a game of, “If you could have dinner with anyone in the world, who would it be?” Few, however, have been able to get the chance to interact with that very person, let alone their favorite international role model! For Judy Asher’s birthday, her husband Shelly asked her what she wanted most, and her reply was quite the request: “To have dinner with Dr. Jane Goodall!” Through determination and a desire to support Dr. Goodall’s vision, the couple was able to work collaboratively with JGI to make Judy’s wish come true by hosting a fabulous fundraising event at the Beverly Hills Hotel in Los Angeles. Last spring, Judy and Shelly worked tirelessly with JGI staff to create a truly memorable event to raise funds for the organization’s vital community-centered conservation, research, youth empowerment and chimpanzee welfare programs. The event was attended by 300 people and raised significant funds, enabling us to help create a better world for people, other animals and the environment we share. The pair remain a dynamic and spectacular addition to our JGI family, demonstrating the power of a personal dream to create a whole lot of good for all.

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DONOR PROFILE: RICK MILLER AND ERICA QUEEN

Investing in our work in creative and impactful ways

We at JGI are often asked, “How can I help?” and we are constantly impressed by the passion and variety of ways that our supporters contribute. Rick Miller and Erica Queen are an example of what it means to take giving seriously and to invest in our work in creative ways. Erica, a veterinarian by training, was drawn to JGI for several reasons, including our commitment to conservation, animal welfare and the belief that every individual has a role to play in bettering our world. The pair took this dedication all the way to Gombe Stream National Park, where they spent time on the beaches of Lake Tanganyika, walking in the footsteps of Dr. Goodall. When not observing the world of wild chimpanzees, the couple spent time with JGI’s expert research staff and were immersed in this precious landscape, now a UNESCO Biosphere reserve. Inspired by their time in such a historical and magical place, the couple symbolically adopted rescued chimpanzees through our Chimpanzee Guardian program in 30 of their veterinary clinics across California. The JGI program in so many clinics represents monthly support and care for the nearly 140 orphan chimpanzees in our Tchimpounga sanctuary in the Republic of the Congo. We’re thankful for the friendship, partnership and support of Rick and Erica, and for giving rescued chimpanzees a second chance.

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IN MEMORIAM: CAROL COLLINS 1949–2018



Remembering a prodigious love of adventure and nature

It is with great sadness that we share the passing of our friend and colleague Carol Collins. Carol passed away in August of 2018 at age 68. She will be remembered as a dedicated, selfless and devoted member of the Africa Programs team as grants & budgets accounting manager, as well as the larger JGI family.

Born in Detroit, Mich., Carol grew up in Birmingham, a suburb of Detroit, the youngest of three daughters. Having a robust array of hobbies, Carol participated in water skiing, kayaking and other outdoor sports. She also had a variety of careers including assembling computer circuit boards for Texas Instruments, serving as technical advisor to Robert Ballard aboard oceanographic ship missions — often the only woman on the ship — and eventually accounting. Following these professions, Carol started with JGI as an accounting volunteer, supporting the team by building their capacity and putting in place systems and controls. She eventually moved to Uganda for her developing roles, where she lived for seven years before moving back to the United States. She served the organization for over 14 consecutive years and (shortly before her passing) helped complete a multi-million-dollar grant application, one that we were awarded — the largest ever received by the organization.

Dr. Goodall shared words of comfort to staff following Carol's passing, including a description of what she calls "the Cloud Contingent" — a vision of a blissful place high above us that carries all of our departed loved ones. Many members of JGI staff shared their condolences and participated in ways to remember Carol, including creating a small wood boat which they let drift out to sea, as well as going kayaking in honor of her amazing life and love of being in the water.

"As I placed the boat on the water, a sail boat passed in the distance. Made out of a curved piece of bark — which my family helped adorn with a colorful array of items found along a rocky beach on Schoodic Peninsula, Maine — I was not sure if the boat would even float. Surprisingly, it floated and caught by the current, it sailed away and away, as if driven by a force that desired to get to the ocean. As we were watching the little boat floating away to the sea and into the New England sunset, I truly felt Carol's presence and determination, her spirit floating freely away into the eternal journey."

Lilian Pintea, Ph.D.,
Vice president of conservation science



The Jane Goodall Institute is a global community conservation organization that advances the vision and work of Dr. Jane Goodall. By protecting chimpanzees and inspiring action to conserve the natural world we all share, we improve the lives of people, animals and the environment.

Founded in 1977 by Dr. Goodall, JGI inspires hope through the collective action of community-centered conservation, the innovative use of science and technology, and our Roots & Shoots youth program, now active in more than 50 countries around the world.

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