

# Annual Report 2018

## Jane Goodall Institute Belgium

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## The Big Picture

**Jane Goodall Institute (JGI)** is a global community conservation organization that advances the vision and work of founder Dr. Jane Goodall.

By protecting chimpanzees and inspiring people to conserve the natural world we all share, we improve the lives of people, animals and the environment.

Everything is connected—**everyone can make a difference.**

You can read more on [www.thejanegoodallinstitute.com](http://www.thejanegoodallinstitute.com)



**Jane Goodall Institute Belgium (JGI Be)** is part of JGI Global, it adheres to JGI's vision and mission:

- **Vision:** A healthy planet where people make compassionate choices to live sustainably and in harmony with each other, the environment and other animals
- **Mission:** To understand and protect chimpanzees, other great apes and their habitats, and inspire and empower people to take action to make the world a better place for animals, people, and the environment.

### Diversity

JGI Be is in central Europe and we inform and involve people from diverse cultures

### Change

We raise funds and provide resources that drive change in Belgium and the JGI projects in Africa; we bring in funds that help make the world a better place

### Hope

We spread Jane's "it is not too late" message; we provide hope and help people lead more sustainable lives

### Collaboration

We help address the disconnect when people in Belgium feel that they cannot make a difference for nature and animals

We believe that JGI Be can make a difference through our focused approach on tree planting initiatives, youth empowerment programs and animal protection projects in Belgium and Africa.



JGI Be is one of the 30 offices of the Jane Goodall Institute across the globe, all coming together under the guidance of JGI Global (JGIG).

Established in 2005, JGI Be has today around 70+ active volunteers and one executive director that work together to bring to life Jane's dream to live in harmony with nature.



We do this through our **forest planting actions** that create ecosystems and support local communities. Our **youth empowerment** program (Roots & Shoots) guides young people in Belgium on the importance of leading a sustainable life style and becoming humanitarian leaders. And we relentlessly raise funds that create awareness on the need to **protect animals**.

As such, **JGI Be** focuses on three key areas:



## Planting trees

**Tree planting efforts that create forests, reintroduce ecosystems and highlight the importance of the vital role trees play in providing oxygen, storing carbon, stabilising the soil and giving life to wildlife.**

Planting in Belgium and involving/helping local communities

Financing planting activities in Africa to create a better habitat for chimpanzees, other animals and local communities



## Empowering the youth

**In Belgium through our Roots & Shoots program**

Make positive change happen

Lead more sustainable lifestyles and influence others

Set the example for others



## Protecting Animals

**Raising funds to support animal protection projects in Africa and Belgium**

Chimp Guardian: adoption program for individual adoptions; managed by JGIG

Corporate Partners: mid to long term partnerships

Grants for one or several of our projects

Events relates to Jane's visit such as lecturers and gala dinner

## Letter from our president,

### Tanya Pérez Echeverría



Reflecting back on 2018 I am amazed at how much JGI Belgium did within 12 months. Indeed 2018 was a difficult year – we started without an Executive Director, a volunteer team that had suffered and a Board that had lost half of its members, and most of the remaining board needed to retire. It seemed obvious it was the perfect time to go back to basics. As such our budget for the year was a minimalistic one with no new projects in the pipeline. All resources needed to be used to bring stability back to our organization.

We started with the top priority: Lise Grobbelaer was appointed as Executive Director in February 2018. While Lise concentrated on the back to basics of the operations, the Board went hard to work on recruiting new Board members and the strategy of the firm. By March we had appointed a new Treasurer and a Communications specialist to the board and extended by one year the terms of the other board members to ensure stability and transfer of experience. We were ready to roll.

Then we needed to decide what our priorities were, so we had to start by creating a short and medium-term strategy for our organization. This would give us an idea of the immediate needs we had as well as a road map of what we wished the next 2-3 years would look like. This was done including both the Board and the volunteers as only as a team could we accomplish this. By the summer we knew where we wanted to go – and we got going fast. A side effect of this project was that it also made us take a hard look at who JGI Belgium is and what we wished to do. This has now transpired into everything we do.

Parallel to this we also looked at what projects we wished to support and confirmed our support to the tree planting project done by Roots&Shoots in Burundi – so far they have planted over 2 million trees – and since we dream big we started looking for ways to increase support for this project. The hard work done in 2018 for this will pay its fruit in 2019...

The second part of the year had the board looking at strengthening the board so we could become better in our support of the operations. We had a 6-member board with two who needed to retire by March 2019. The board then decided to make a long-term investment and hire a professional firm to help us recruit skilled and experienced board members that would bring more value to our organization. The process will be finished in 2019.

And we obviously started looking at 2019 and beyond. First of course was that we went full throttle planning Jane's visit in March 2019, finalize the recruitment of the new board, continue our tree planting events in Belgium and supporting these in Africa, continue developing our youth empowerment program in Belgium and more.

Overall, a year that started rather shaky ended extremely well. We met all our objectives and more and we feel that we only got started. The future of JGI Belgium is a strong one and we are thankful to all our partners, donors and chimp guardians for joining and supporting us. We are proud of what we have accomplished, but most importantly excited by what we will still accomplish in the years to come.

A handwritten signature in black ink, which appears to read "Tanya Pérez Echeverría". The signature is stylized and fluid.

## Reflections from our Executive Director, Lise Grobbelaar

This year we went back to our roots.

We took a hard look at our actions, our focus points, and made significant changes. We established a new clear and long term strategy with the help of the people most important to us, our volunteers.

I took over as Executive Director in February 2018. It was hard work, still is, but it's been absolutely worthwhile and the results speak for itself.

We started with 30 active volunteers and ended this year with 80, each determined to work together in making a positive difference. We established volunteer task teams and team leaders, significantly improving response time and service delivery but also implementing new initiatives that has increased the number of guardianships and donations. We launched two quarterly e-newsletters. A newsletter for our general public and a special APE Times newsletter as a thank you to our Chimp Guardians with special stories and updates of our rescued chimps.

We launched a new website, which clearly reflect our vision, mission, work and actions. Our audience is now able to interact with us and participate actively in making a positive difference with us.

We strengthened our partnership with partners John Martin Hotels, Luminus, Levis, and UPS. We have established stronger ties this year with each of these organizations that have an ambition to support nature conservation as part of their sustainability agenda.

This year we planted our 5th forest in Belgium, resulting in over 40 000 trees planted here in Belgium and 2.4 million in Burundi. In Belgium, our tree planting creates forests, a healthy eco-system, attracting wildlife and reducing pollution. In Africa they do all this and so much more. These trees and forests provide food and shelter for humans and animals alike. They prevent water loss and soil erosion. They save lives.

Our Roots & Shoots youth empowerment program was strengthened with a new team that started visiting various schools and launching various awareness campaigns, guiding our youth on living sustainable lifestyles and becoming humanitarian leaders.

And of course, we relentlessly raised funds and awareness on the need to protect animals. We increased awareness with new social media platforms, website, newsletters and special messages to our members and chimp guardians. We also actively participated in global awareness campaigns such as the Forever Wild Campaign through our newly established social media platforms and newsletters.

We are a small volunteer organization, but powerful and united through our passion and belief that our collective actions make a positive difference here in Belgium and elsewhere. Working with volunteers who generously give up their free time to achieve our goals is truly inspiring. I feel privileged to manage the daily operations of this incredible organization.

2018 was about going back to our roots, nurturing that which is most important to us and strengthening our foundation and core actions, so that we are able to grow steadfast and strong, just like our beautiful indigenous trees. And as our planted trees are healthy and our forests flourishing so is my outlook for this organization. I'm excited for what 2019 will bring.



# We are proud of our efforts.

They make a difference to local communities each day in Belgium and Africa.



5 forests and 40 000 trees have been planted in Belgium in the past five years. Financial support is given for community conservation and reforestation in Burundi resulting in 2 400 000 trees planted by end 2018. 750 000 trees were planted in Burundi in 2018 with aid of JGI Belgium.



We strengthened Roots & Shoots youth empowerment program in 2018. Many schools were visited by Roots & Shoots volunteers and relationships were initiated to develop new projects. To date, more than 600 young people have been involved in Roots & Shoots projects in Belgium.



In 2018 our Chimp Guardianship program almost quadrupled. Not only did we get new Chimp Guardians but also old memberships were renewed. This contribution supports the program caring for more than 150 chimpanzees in JGI's Tchimpounga sanctuary in the Republic of Congo.



# Planting trees

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Our annual forest planting event, creating an ecosystem, attracting wildlife and bringing together the local community is the perfect example of how the JGI Be team of volunteers and sponsors work to bring to life Jane Goodall's dream to live in harmony with nature. It joins people of all ages and cultures to create a forest in one day.

Since starting this event in 2014, we plant up to 8000 indigenous trees in Belgium each year to create a forest. For every tree we plant, we sponsor the planting of several trees in one of our community conservation and reforestation projects in Africa.

In 2018 we arranged for the first time 2 tree planting events in the same year.

Our partner is [Bosgroep Limburg](#). They help us secure a plot of land and provide us with a forest planting plan and the best selection of indigenous trees and plants to create a natural ecosystem. They also assist us with the planting and teach us all about forests, trees, nature, birds and wildlife.

Our 2018 "Forest in One Day" events took place in Alken, Limburg. Approximately 300 people joined us in each of the forest planting events. Despite difficult weather conditions energetic young and old people participated in the planting of the trees. At the end of the days, 6 hectares of land were converted into forests and will be the home for plants and animals for the generations to come. The forests will of course be open to the public, and one of the forests even includes a Yew tree grove where visitors can seek peace and solitude.

A beautiful bee & bug hotel was also made and set up close to the new forest, this will attract and provide shelter to bees and other insects in the area.



# Tree planting in Belgium supports replanting in Burundi



JGI Be is a proud supporter of the reforestation and community conservation project known as Roots & Shoots Burundi, the local youth empowerment program. Since they started the reforestation project, the local community and youth groups have planted over two million trees and that number keeps on growing! In 2018, JGI Be supported the planting of 600 000 trees of the total 750 000 trees planted in Burundi.

## These reforestation projects benefit both animals and humans alike.

To date, the joint action of JGI Be and Roots & Shoots Burundi have resulted in:

- About 40% of trees are planted in the forest to protect animals
- Many trees are planted to provide shade and hygiene in schools, other common areas and family homes
- Trees are planted to provide fruit for families
- Erosion and landslides during rainy season are prevented thanks to tree planting
- Planted trees provide wood for use and avoid further deforestation
- Creation of several nurseries to ensure continuation of future tree planting
- Creation of aquaculture ponds to provide food security and avoid hunting
- Empowerment of spokespeople for groups of former soldiers
- Education of peaceful conflict resolution for youth
- Concrete support for environmental education programs in schools



## Empowering the youth

Jane Goodall's Roots & Shoots is the humanitarian and environmental education and youth empowerment program of the Jane Goodall Institute.

Founded in 1991, by Dr. Jane Goodall with 12 Tanzanian high school students who wanted to address issues in their communities, its mission is to foster respect and compassion for all living things, promote understanding of all cultures and beliefs, and to inspire individuals to take action to make the world a better for people, other animals, and our environment.

Since that meeting, Roots & Shoots has reached youth in over 100 countries around the world, in 2018 there were more than 150 000 groups across the globe.



In Belgium, we have several Roots & Shoots initiatives, ranging from kindergarten classes to youths of 12 years old. Our volunteers visit schools and youth groups to present and discuss how projects can be initiated locally. Following Jane Goodall Institute's holistic approach, all projects that are initiated benefit animals, people and the environment.

Many of the projects include tree planting, but other initiatives are plogging (picking up litter while jogging), investing in soda streamers and reusable bottles to reduce plastic consumption and making dustbins. The children's creativity is also encouraged through theatre plays, Music for Chimps and "Fanimalday"

## Protecting Animals

We work relentlessly to raise funds and awareness for the need to protect animals. Via our activities and sponsorships in Belgium, we are supporting the programs in Africa to protect Chimpanzees and great apes.

### Chimp Guardianship Program at Tchimpounga in the Republic of Congo

Surrounded by 129,000 acres of dense rainforest and savannah, the Tchimpounga Chimpanzee Rehabilitation Center is the largest chimpanzee sanctuary in Africa. Located in the Republic of Congo, the sanctuary is a safe home for chimpanzees rescued from the black market.

Originally built to shelter just 60 chimpanzees, Tchimpounga is now home to more than 150 orphaned chimps. The sanctuary recently expanded its boundaries to include three pristine islands. With 100 times more forest than the original sanctuary, the islands offer excellent habitat for the chimpanzees where they are protected from hunting and deforestation.

Every year, poachers in the Congo Basin kill thousands of chimpanzees as part of the illegal bushmeat trade. Typically, the hunters spare the lives of the youngest chimpanzees, confiscating them and selling them as pets, despite laws forbidding such trade. We work to end the illegal commercial bushmeat trade through education and awareness programs, community-centred conservation activities, and working with law enforcement agents. Today, all four subspecies of chimpanzee are endangered

- With this fundraising program orphaned chimpanzees receive the care they need to grow and thrive in an environment where they will be protected for the rest of their lives.
- Rescued chimps often arrive sick and injured. Under the skillful care of Jane Goodall Institute staff, these chimpanzees receive a second chance at life.

#### Donations:

- Provide chimpanzee with the food, medicine and enrichment they need to grow.
- Support research on reintroducing rescued orphans back into wild environments.
- Protect important wild chimpanzee populations by working with local people and governments and addressing root causes of the bush meat trade to protect key areas of forests where wild chimpanzees live.

In 2018, the donations from Belgian Chimp Guardians quadrupled. Since Tchimpounga is a sanctuary and rehabilitation center, people are not able to visit the chimps, we therefore send out a periodic newsletter for Chimp Guardians; APE\* and with this newsletter we try to bring the chimps and life at Tchimpounga as close to our guardians as possible, so that they feel more connected.

We thank each and every one of the donors to make this important initiative possible!



You can learn more about a typical day in Tchimpounga here: <https://youtu.be/7IHqvyQYpts>

# Other environmental actions with our partners

## Giving Back For Community with Levi's®



Giving back never goes out of style, was printed on the back of our T-shirts as we were walking that talk on the Levi Strauss & Co (Levi's®) 2018 Community Day.

Making a real difference by cleaning close to 500kg's of garbage from the Lesse River, while having loads of fun in the doing. And this was not the first year that Jane Goodall Belgium and Levi's® teamed up with KayaClean and Dinant Evasion to clean the Lesse River, and it will not be the last.

*Cleaning the river and removing 500 kg of garbage*



## Getting active for the Bees and the Bugs with Martin's Hotel



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On 30 September 2018, the Jane Goodall Institute Belgium team took part in the Martin's Green run @ Genval Lake to run, walk, sensitize and... build the Martin's Bees and Bugs Hotel! The hotel is an expression of our deep appreciation to the Martin's Hotel Group for the outstanding partnership and support they have provided in our efforts to protect our natural world.

Insect houses are a modest but concrete action we can take to contribute to the fight against the loss of biodiversity.



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# Meet our volunteers

JGI Belgium / Philip Theunissen

It is only through efforts of talented people that we can do extraordinary things...

Every individual matter and makes some impact on the planet every day. The JGI Be team of Volunteers are making a difference through their hard work and dedication. They are our foundation; without them we have no organization. While the role of a volunteer is rewarding, it requires dedication, commitment and the most precious of commodities, TIME. Typically, volunteers contribute 2-8 hours per week (1-2 days a month). Volunteer meetings were arranged 4 times in 2018, each meeting having a dedicated topic for the work ahead.

In 2018 we saw the volunteer pool grow and we have now more than 70 individuals who generously give their time, talent and passion towards a greater good. Our volunteers are organized in teams to be more effective in our work. We have also several translators who ensures that all our texts are written in Dutch, French and English.

We always welcome more volunteers who are willing and able to donate some of their time and skills

*Being a volunteer in JGI Be involves a wide range of activities*



## Our partners



Bosgroep Limburg is an association of and for forest owners and managers. Their expertise focuses on all aspects of forest management and they strive for sustainable forest management in Limburg with a focus on a healthy mix of nature, recreation and wood production. Through our joint partnership we are able to plant on average 8000 trees during the annual “Forest in a day” event. Their expertise in creating sustainable forests for the future enable us to plan and plant forests which will benefit people and animals in Belgium for generations to come.



Martin's Hotels' ambition is to grow by acting for the benefit of future generations, while taking care of their guests, ensuring the well-being of their staff, supporting humanitarian and social causes, and preserving their property assets and the environment. JGI Be's partnership with Martin's Hotels allows us to minimize our expenses by providing venues for our volunteers and board meetings in their hotels throughout the year.

## Our Sponsors



EDF Luminus is the number one in onshore wind energy and hydropower in Belgium. They have been a key sponsor for our forest planting events and especially important for us is their donation of funds to plant trees in Belgium and Burundi. Through a program called Globetrotter, EDF Luminus encourages their employees to register their sport activities and for each achieved goal, a tree is planted by them or on their behalf. Many of the EDF Luminus employees, including CEO Grégoire Dallemagne, come to help during our tree-planting events.



The Levi's® annual Community Day, is a global day of giving back in which more than 5,000 employees around the world get out of the office to volunteer in their communities. Every year on community day, JGI Be and Levi's® teams up with KayaClean and Dinant Evasion to clean the Lesse River. In 2018, both JGI Be's president Tanya Perez Echeverria and executive director Lise Grobbelaar attended the event which was a fun-filled day on the river collecting close to 500 kg of garbage.



UPS Belgium supports us by providing manpower to our administrative tasks. Since JGI Be is depending on volunteer efforts we are grateful for these additional hands to do the daily running of our organization.

# Governance

JGI Be is governed by a Board of Directors.

This group of individuals are responsible for overseeing JGI Be’s activities and they steer JGI Be towards a sustainable future by adopting sound, ethical, and legal governance and financial management policies, as well as by making sure there are adequate resources to advance its mission.

Board members meet four times a year to discuss and vote on the affairs of the organization. At a minimum, an annual meeting must occur with all board members present.

Each year the General Assembly will approve new board members, our financial accounts and the budget.

During 2018, the Board developed a new short-term strategy covering 2018 – 2019, and a mid-term strategy covering the 2020 – 2023 timeframe. This strategy was shared with key volunteers and the General Assembly for their input before being finalized. This strategy will be updated annually as JGI Be builds strength and momentum.

## JGI Belgium Board of Directors

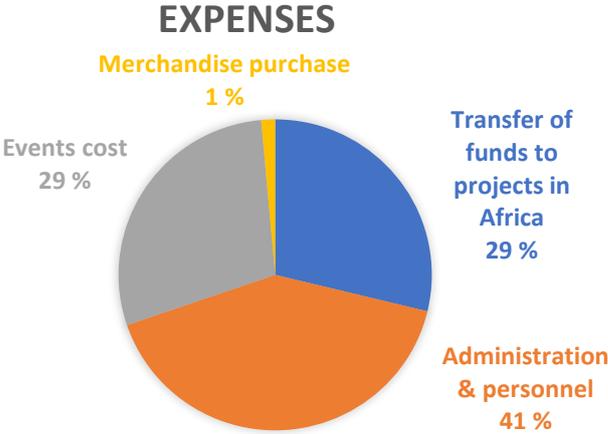
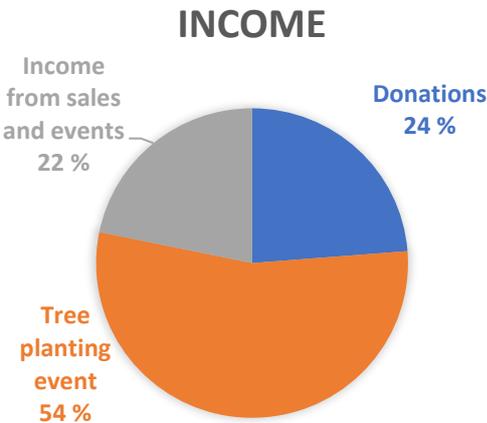
<b>Tanya Perez Echeverria</b> Chairperson			
<b>Lise Grobbelaar</b> Executive Director*			
			
<b>Liesl Weber</b> Communications	<b>Heather Frenette</b> Treasury	<b>Koen Margodt</b> Networking	<b>Margaret Porter</b> Education

\*Reports to the Board

# Finances 2018

Financial results 2018		€
<b>Income</b>		
Donations	15 841	
Forest in 1-day event	36 280	
Jane Goodall - Sales and events	14 518	
<b>Total Income</b>	<b>66 639</b>	
<b>Expenses</b>		
Transfer of funds to projects in Africa	20 982	
Forest in 1-day event	6 799	
Events cost	15 260	
Administration & personnel	29 890	
<b>Total expenses</b>	<b>72 931</b>	

Net assets	
Cash and cash equivalents	31 911
Receivables	35 984
Stock on hand	7 714
<b>Net assets end of 2018</b>	<b>75 609</b>



Income and the flow of funds to projects are not necessarily matched per reporting period. A substantial percentage of cash, cash equivalents and receivables will flow to projects in Africa in 2019.

Even though 2018 was a slow year for JGI Belgium due to the restructuring of the team, it showed positive evolution from an operating revenue perspective which is a focus in order to provide longer term continuous financing to our organization:

- Chimp Guardianships grew almost a fourfold from earlier year
- Forest in One Day revenue more than doubled compared to previous year thanks to the organization of two Forest in One Day events

During 2018 we reviewed our business model, and as such decided to reduce our fixed costs by closing the office we had in Brussels. It was little used and of high cost and we believe the resources will be of better use elsewhere. We now have replaced the office with a storage room only to keep materials, which costs JGI Belgium less than 2 000€ a year, providing a significant saving. Meetings and gatherings are now held either privately or with the generous help of Martin's hotels meeting rooms.

We believe that JGI Belgium needs a strong board to provide the proper guidance and make the right strategic decisions for the future of the organization and allow it to continue a healthy growth for JGI Be (revenues have grown from just over 17 000€ in 2013 to almost 40 000€ in 2018 and expected even higher in 2019). As such, we have decided to increase and strengthen the board and we have engaged a professional organization to recruit high quality board members. This cost of 5 000€ in 2018 with a further cost to be expected in 2019 is a significant expense for us, but we believe it is a true investment in the future of our organization.

As of 2019, JGI Be will continue professionalizing our organization by revamping the accounting system to provide a managerial view of the accounts in order to better match income and expenditures.





# Future Outlook

@Frédéric Demeuse/Jane Goodall Institute Belgium

## **Jane Goodall visit to Belgium**

Through almost 60 years of ground-breaking work, Jane Goodall is best known for her study of social and family interactions of wild chimpanzees since she first went to Gombe Stream National Park, Tanzania in 1960. Today she travels around the world, speaking about the threats facing chimpanzees, environmental crises and her reasons for hope.

To mark Jane Goodall's return to Belgium, her commemorative birthday and our partnership with EDF Luminus, we will arrange several events over the period of her stay.

## **Significantly increase the numbers of trees to be planted in Belgium and Africa**

A reforestation projects with EDF Luminus will be initiates where we will plant a minimum of 3 million trees over the next 3 years in Belgium and Burundi.

## **Burundi: an increased support**

We will increase our support to Burundi in 2019 for their community conservation and tree planting efforts through concrete financial commitments and resource support.

## **Roots & Shoots: our aim is to grow the number of youths engaged**

With an increased effort in visiting schools, speaking to teachers and educate children about the program, we aim to increase the number of Roots & Shoots projects throughout Belgian schools.

## **Innovation Lab Schools**

The Innovation Lab Schools Project is an exciting project to provide free education to Roots & Shoots children in Jane Goodall Institute's lodge in Pugu, Tanzania. This location in Pugu will be transformed into a place where children will receive free education about sustainability in line with the three pillars of the Roots & Shoots methodology (Animals, People and the Environment, or APE). This partnership is part of a larger LabSchool initiative to reach 1 million children across 90 countries via Skype.



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**JGI Belgium is confident that our increased efforts in 2019 will lead to both a positive impact in Belgium and in Africa where both people, animals and the environment will be helped due to our efforts.**

**We thank our volunteers, our partners, our sponsors, our members and Chimp Guardians – without all of you we could not be successful in the strive to make the world a better place for all of us**



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