



the Jane Goodall Institute Belgium asbl/vzw



ANNUAL REPORT 2012



MAY 2013



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1) LETTER FROM THE PRESIDENT

Dear,

I am very proud to present the very first Annual Report of the Jane Goodall Institute of Belgium. Since it is our first report, we have covered some activities of the previous year. The new team JGI Belgium took over at the end of 2010 and we feel we owe it to all volunteers to highlight all our work since we have rebooted our organisation.

The JGI Belgium got a new start indeed. When I took over as president in 2010, I proposed a vision for JGI Belgium: to develop a programme, turn it into a professional organisation and give it a proper place within the Belgian landscape. On the one hand, it feels like we still need a long way to go, but on the other hand many important and necessary steps have been taken to get there.

Working with a team of volunteers surely has its challenges, but those who have been involved in voluntary work know that nothing is more rewarding than working together for a wonderful common cause ...for free. We have some incredible people in our team, and I am grateful for each contribution from all of them; all their names are on the website. Some are even working for JGI Belgium from abroad, like our Belgian website editor Annelies Vrancken from Australia, our amazing Canadian designer Andy Breithaupt from France, our board member Laura Irvine now resident in Canada, and even our treasurer Hilde Olbrechts, who leaves Belgium several months a year to work as a foster parent for monkeys in South Africa.

A special thank you goes to our two ambassadors, Marc de Bel and Louis-Phillippe Loncke, who are supporting our cause whenever they can. And we are very grateful for all the young people part of Jane Goodall's Roots&Shoots who are making a real difference for animals, people, and the environment in their neighbourhoods around Belgium. It is so encouraging to see that their numbers are growing steadily!

It is too tempting not to mention our brand-new website launched in February 2013. Our volunteers have worked hard behind the scene to get it published. It feels like the crown on our work, of what we achieved in the past few years, and what we will be able to offer. We are very proud to say that, in order to serve several communities in Belgium, the website is available in three languages: English, French, and Dutch. A special thank you should go to all our translators and editors working behind the scenes and to Ronny Clycq, who guided us all through the transfer from the old to the new website and even trained many of us along the way!

I would also like to present our new vice-president to you, Ingrid Bezikofer, who has become a strong pillar in our organisation. She joined us in 2012, and gradually took more and more work upon her to be nominated as vice-president in January 2013. She played a key role in the Recycle4chimps and Run4chimps campaigns, coordinated the French translation, and acted as an animator at the workshops for underprivileged youth. You will hear more of her in 2013!

Finally, I would like to give a few extra teasers. As from 2013, we will have exiting new campaigns, like CleanupCHIMPions, Run4chimps, and giving our official support to the Belgian Thursday Veggie Day. As from the spring 2013, there will be a school class chimp guardianship package, and we will develop workshops for classes with the film "Chimpanzee". We have some wonderful new partnership agreements coming up with: Verts de Terre, Greenlight4Girls, and Waterstones.

At the end of this report, you will find some ideas on how to help us achieve more wonderful activities and projects. Maybe you can help us to take the steps to take JGI Belgium to the next level: a proper office and our first staff members. First, we invite you to have a look at our very first annual report and see what we achieved so far!

A big thank you to all making a difference for animals, people, and the environment by supporting us!

Ilke Pedersen-Beyst, President of JGI Belgium, April 2013



2) MESSAGE FROM THE GOVERNING BOARD

Over the years many people have dedicated a lot of their time helping to build up JGI Belgium, but never before have our Roots (volunteers) spread so deep and our Shoots (projects) been so many. We can count on some 35 volunteers, many of them taking up a variety of tasks in their limited, spare time.

You will read about our projects below, but it's heart-warming to mention that by the end of 2012 we had no less than fifteen active Roots & Shoots groups. This is not self-evident, with young people having already many activities on their menu and teachers facing high workloads.

JGI Belgium is more vibrant than ever before and Ilke Pedersen-Beyst has been the catalyst who made many of these projects possible – entirely on a voluntary basis. Thank you so much Ilke. And, on behalf of the Belgian board, thank you so much to each and every one for your invaluable contribution. And to our partners who help providing the much needed fertilizer that allows transforming our ideas in actions that make a true difference.

I'm not sure to what species the JGI Belgium tree belongs and it may be too early to say so, but it might very well turn out to be a beautiful oak tree.

Koen Margodt, Ph.D, member of the board of JGI Belgium

On behalf of the Governing Board of JGI Belgium

3) OVERVIEW OF ACTIVITIES 2011-2012



Initially the organisation mainly focused on the adoption programme, a newsletter, and the visits of Jane. With the new leadership taking over in 2010, a new vision was adopted, the volunteer base was enlarged, a new Governing Board and General Assembly were chosen, and the legal statutes were adapted.

The mission of JGI Belgium is to promote respect for Animals, People, and Environment in Belgium and abroad. This we do by:

- ❧ *Raising awareness of and fundraising for the JGI activities in Africa: research on chimpanzees, conservation of their habitats, community development, and related Roots&Shoots (R&S) initiatives*
- ❧ *Establishing the Jane Goodall's Roots & Shoots programme in Belgium while also connecting the R&S groups both within Belgium and with other R&S groups all over the world through the so-called Partnerships in Understanding.*



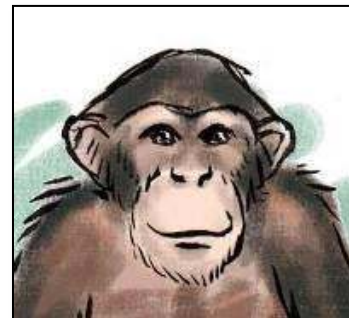
The new Board decided to bring the organisation to another level with a more professional structure and focused Belgian programme. The entire membership and adoption programme was revised, the first fundraising strategy was developed, new concepts of events and workshops were created, and an internship programme was established.



3.1 MEMBERSHIP AND ADOPTION



The membership programme was entirely revised with new levels and types of support. People can now choose between becoming a regular member and/or adopting more than one chimpanzee at the JGI orphanage Tchimpounga in Congo Brazzaville. Each “Chimp Guardian” receives a passport of their chimp, an adoption certificate, a photo and news of their chimp. They also receive information about Tchimpounga and - depending on the level of membership – information on other related JGI projects their contribution supports. The breakdown of each individual contribution was laid out transparently to each member or potential member, which in turn helped the organisation of funds amongst the different JGI initiatives. The Junior Chimp Guardianship was initiated at the end of 2012, and was an immediate success. This included a Junior Passport and a badge of the adopted chimp for each participating child.



The funds contributed through the adoption programme not only finance the food and medicine of the young chimpanzees in Tchimpounga, but also provide support to local caretakers and their families in the Republic of the Congo. As well, the funds go towards education and awareness programmes in the country to prevent chimpanzees from being traded as pets or bush meat. In 2012 there were 160 chimpanzees in Tchimpounga and the protected area was expanded to cover three islands. On these islands, semi-freedom for the released chimps can be achieved. Due to these expansions and the number of chimps in the orphanage, financial support is continually needed. The JGI Belgium membership base went from 27 supporting members in 2010, to 87 members¹ by the end of 2012.

3.2 JANE GOODALL’S ROOTS&SHOOTS PROGRAMME



Compassion – knowledge – action

Roots&Shoots (R&S) was first initiated by Jane when she saw the scope of the deforestation and other huge environmental challenges facing our planet. She realized that our youth needed more hope and leverage to take action and make a difference wherever they lived. As human beings, we have a natural compassion for all living things. Often this capacity is not nourished enough, and gradually we even risk losing it. Offering knowledge at an age when they are still open to feed a natural talent for empathy is the best way to guide our youth to become respectful human beings. On this fertile base of compassion and knowledge, we are more likely to take action to contribute to a better world around us. This is what Jane Goodall's Roots&Shoots is all about: integrating knowledge with our inherent talent for empathy, and leading to taking positive action. All JGI campaigns combine educational and action-oriented aspects. In this way, they can be used as vehicles to enable young people and adults to take action in their own neighbourhoods or beyond.

Today, R&S groups are active in 130 countries – including Belgium. This global programme encourages young people to start their own projects to benefit Animals, People, and the Environment (APE) in their own neighbourhoods.

¹ Out of which 69 chimp guardians and 18 junior members



In late 2010, one of the main priorities for JGI Belgium was the introduction of the R&S programme in Belgium. In November 2010, we launched the R&S programme at the European Parliament in the presence of Dr. Jane Goodall and 350 students of 37 nationalities were present. The first pilot groups were based at international schools. They started their own R&S projects in 2011. These groups then presented their work at the R&S ceremonies in May 2011 (at the International School of Brussels) and again in May 2012 (at the European Parliament) - both in the presence of Dr. Jane Goodall.

By the end of 2012 we had 15 R&S groups, including the first Belgian school participants and two university groups. The nature of projects included a chicken farm, monthly visits to a retirement home, tree planting events and wildlife gardens at their school premises.



3.3 A FOCUS ON UNDERPRIVILEGED YOUTH IN BELGIUM



JGI Belgium also decided to develop a special R&S programme for underprivileged youth. We started organising workshops for on biodiversity in the forest and in the garden, water pollution, and how to start their own R&S project. We partnered up with organisations like Le Foyer and Seuil, as well as a special boarding school for underprivileged youth in Molenbeek. Companies like Levi Strauss & Co., Altran, and organisations like People to People International (PTPI) were among the first to sponsor our underprivileged youth to both plant trees at our annual tree planting event and participate in a kayak and clean up rivers event.





In 2011, JGI Belgium organised a team building day for Levi Strauss & Co. in Scheutbos, Molenbeek. We included an educational workshop around biodiversity for their staff and simultaneously invited local underprivileged youth to participate in the activities. After the event, the local youth took over the project and built a strong sense of ownership and stewardship.

The staff of Levi Strauss & Co also built an herb spiral, cut invasive weed and built shelters for wildlife in a nature reserve in Molenbeek. Local boarding school students were invited to participate at these workshop, where they took over the activities, started their own R&S group with projects on their school premises. We really like our concept of having companies and underprivileged youth work together on these initiatives, and hope to fine tune and repeat it in the future. The challenge will be to find companies that can accept small groups of staff for team building activities while adding a sufficient grant to cover our costs.

In 2012, we established a partnership programme with Le Foyer in Molenbeek. In March 2012, their youth participated at our annual tree planting event, including planting trees and an outdoor workshop on biodiversity in the forest. We decided to conduct a series of nature workshops at the premises of Le Foyer. Their children designed their own nature-vegetable garden, including an herb spiral and insect shelters. We will continue with these successful workshops in 2013.



3.4 OUR AMBASSADORS



In 2012, we got our first JGI ambassadors: the Belgian adventurer Louis-Philippe Loncke, and the famous Flemish children books writer, Marc de Bel.



Earth Day in Liège/Luik in April 2012. A group of underprivileged youth from Brussels participated in a kayak lesson and then collected 90 kg of waste from the river. The event was supported by Altran and was a big success. It will be repeated every year around Earth Day.

Being a nature and kayak enthusiast, Louis-Philippe "Louphi" Loncke wants to encourage youth to clean up rivers in Belgium. Together with Louphi, we held the first edition of our KayaClean event for



become the first JGI Knight!

Our newest ambassador, Marc de Bel, joined us at the end of 2012. He integrated JGI DRC into his new children's book, due to be published in September 2013. Thanks to him, JGI Belgium also has 8 information pages inside the soon-to-be-released book. His "ambassadorship" will be made official in May 2013, when he will



3.5 UNIVERSITY STUDENTS



We planted the first seeds to creating a network between university students who get involved in R&S in 2012. The Vrije Universiteit Brussel students made a community garden on campus. A special Facebook group page was created to connect the students. At the end of 2012, the students at Vesalius College (VeCo) created the first Belgian R&S University Club and developed several event models for their club. Each semester, there is a big turn-over of students and the challenge will be to find dynamic students to keep it running! We hope to connect them with other universities in Belgium. We also created the concept of R&S messengers: people who promote R&S on different occasions. We have developed a few tools for these messengers to spread the news on our organisation and activities.



In order to get some structure, continuity, and fresh ideas, we established a focused internship programme for JGI Belgium. This included focusing on target areas where interns would work, and creating specific profiles for the interns that would help add value and build capacity within the organisation. Creating a more professional structure for the internships helps attract dedicated students with the needed skills at any given time. In 2012, we welcomed our first interns from Vesalius: Maggie, Kim, Ryan, Arleen, Olivia, Dan, and Natalie. Their contribution to JGI Belgium has been important: e.g. to develop models for future events, make profiles for R&S groups, organize the R&S ceremony, support the corporate programme, and some even run for our pilot team at the Brussels Marathon in 2012.

3.6 OUR LOCAL CAMPAIGNS LINKED TO THE WORLD



In order to mobilise more groups, we decided to develop additional campaigns and organise annual events. Where possible we made a connection between our Belgian activities and selected JGI projects abroad, our so called Projects of Hope. Below is a detailed account of these efforts.

3.6.1. JGI PROJECTS OF HOPE ABROAD

In 2012, JGI Belgium selected 5 different on-going JGI Projects abroad, which are real vectors of hope for the local communities involved. Through these Projects of Hope, the Belgian Jane Goodall's Roots & Shoots groups learn about the heartwarming young people making a difference in their communities abroad. They also learn how they themselves can become change-makers and "solutionaires" in Belgium. Once the Belgian programme is running well, we want to develop an exchange programme – as part of the global JGI *Partnership in Understanding* - between the R&S groups in Belgium and those abroad. We hope to share the experience of these wonderful projects with the Belgian public, in schools and to fundraise for them through JGI Belgium and our R&S groups



Tree Planting for Chimpanzees

Local Roots&Shoots groups in the Republic of the Congo (Brazzaville) already planted thousands of fruit trees in their efforts to reconnect two forests for the chimps – and other wildlife – to be able to migrate and to enlarge their genetic pool. This JGI reforestation project benefits biodiversity, animals and local people. The environmental awareness programme at local schools and the locally employed eco-guides are an integral part of this project. The funds raised at our annual tree planting event are sent to this project.



Chimpanzee orphanage project

At the JGI Tchimpounga orphanage, Republic of Congo (Brazzaville) around 160 chimpanzees are housed and most are victims of bush meat or pet trade. While rescuing a chimpanzee – providing food and veterinarian care – one simultaneously offers a sustainable living for his/her local keeper working at the orphanage, and offers educational material to local R&S schools and communities to prevent future bush meat hunting and illegal pet trade. This project can also be supported through our Belgian adoption programme² and as from 2013 through the Run4Chimps campaign.



Basketball for peace project

With the very unstable security situation in DRC, JGI and the local youth of R&S decided to bring a strong message of peace with basketball tournaments and concerts for peace. Combining sports with education and art the young people give their powerful answer to the escalating violence around them. The JGI DRC office links its community-centered development and youth education, with environmental awareness and chimpanzee protection. We linked this project to our Belgian Recycle4chimps campaign and peace campaign.



Community Gardens for Native Americans

The first Jane Goodall Roots&Shoots garden at Pine Ridge planted a seed of hope and became a turning point to the high suicide rate among young people Native American slums in South Dakota (USA). Today their gardens are thriving, and several markets are now established, the result of the courageous R&S groups transmitting their enthusiasm endlessly until they succeeded. It is a grand example of the social, economic, and educational benefits of JGI projects. As from 2013, this project will be connected to our upcoming sustainable food campaign and the Belgian film LoveMeaTender, featuring Jane.



Chicken farms against bush meat

At the refugee camp in Tanzania, R&S among these refugees from DRC started breeding chicken and no longer needed to risk their life while looking for food (including bush meat, e.g. chimps) in a dangerous conflict zone outside the camps. When the refugee camp was closed, the idea was spread over Tanzania and DRC, and the original project was moved to three primary schools and it is now led by the local R&S clubs. Today, these farms still provide a crucial alternative for hunting for bush meat. This project is featured in the wonderful film "Jane's Journey", which we sell on DVD for schools and private use.



² There is an adult and a junior version of the chimp guardianship. As from 2013 one can adopt chimps with school classes and use a wonderful fundraising poster of Tchimpounga.



The holistic mission was founded by Dr. Jane Goodall herself, who early on began to understand that without helping the local communities to achieve economic and social well-being, conservation of the chimpanzees and their habitat would not be possible.

3.6.2. LOCAL CAMPAIGNS AND EVENTS

Think globally – act locally

Besides (re)connecting people, animals and the environment, we aim to offer a local perspective next to an international one. What have your mobile phones got to do with chimps and peace in Africa? How can you – as an individual – express a strong wish for peace in a global campaign? How can your daily diet make a difference for animal welfare and green house gasses? How can planting trees in Belgium support a tree planting operation for chimps and by youth in Africa? Our national campaigns make this link visible and encourage people to take action in their own neighbourhood.



Tree planting event

Every year, we organize a big multicultural tree planting event³ joining people of all ages, backgrounds, and cultures to plant a forest in one day in Belgium. In the past three years, we have planted around 9000 trees in Belgium. All our Roots&Shoots groups are invited to this event, and our underprivileged youth participate at outdoor nature workshops at the event. In previous editions, these workshops were sponsored by Levi Strauss & Co and PTPI. The workshops and fundraising are linked and dedicated to the Project of Hope of the tree planting operation in Congo.



Recycle4chimps campaign

Mobile phones contain a valuable mineral known as coltan, much of which is mined in the unstable region of Central Africa. Every mobile phone that is recycled helps to reduce the demand on coltan, contributes to putting an end to the violence in the Congo, and helps to ensure the survival of the great apes and their natural habitat in the region. Our mobile phone recycling campaign ran a pilot phase in 2012 and was officially launched in February 2013. There will be public collection spots around Belgium⁴, as well as R&S groups collecting these phones. Besides expanding the locations, we intend to expand the recycling campaign to other IT equipment in 2013. For each phone we collect, we receive a small fee from the recycling company. The fundraising related to this campaign, as well as the workshops, will be dedicated to the Project of Hope Basketball for Peace in DRC.



Peace campaign

Since 2002, Jane Goodall was appointed United Nations Peace messenger because of her global Roots&Shoots programme. Every year, Jane Goodall's Roots & Shoots groups around the world celebrate peace and "fly" their Giant Peace Dove puppets around International Peace Day (21 September). In Belgium, we have added a second occasion to fly the Giant Peace Doves: at the annual UN Day celebrations at the end of October. The annual Peace Parade gathers all the Belgian R&S groups on the Grand Place/Grote Markt in the centre of Brussels. This peace campaign is intertwined with the Basketball for Peace Project of Hope in DRC.



³ Between 2010 and 2012, we did this event jointly with Sunbeams vzw. As from 2013, JGI Belgium will entirely take over this annual event.

⁴ All public places collecting for us are indicated on an e-map our website

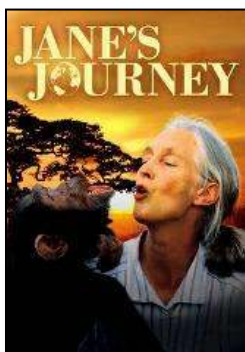


All our campaigns in Belgium make a link between local and global issues. By involving local underprivileged youth we add a social dimension to our activities.

3.7 OTHER EVENTS

Jane visiting Belgium

Each time Jane comes to Belgium, we have an intense schedule with public lectures, Q&A with Jane after film screenings, public book signings, meetings with high level European officials and partners, interviews with the press and gathering the Roots&Shoots groups at our annual ceremony. Under the new leadership, we hosted visits of Jane in November 2010, in May 2011, and in May 2012.



Jane's Journey

The amazing story of Jane and her mission and work around the globe is illustrated by this heart warming film. We screened the film in cooperation with the UN in Bruges (2011) and Brussels (2012), as well as at the International Film Festival in Ghent (2011). At the VUB, the film was shown in the presence of Dr. Jane Goodall, and about 1000 people gave her a standing ovation! The film can be ordered through our website.

Participation at fairs

We participated at several fairs in Belgium: BIM/IBGE environmental fair (2011 and 2012), Molenbeek nature fair (2011 and 2012), Info Days of European Commission (2011 and 2012), International Festival at ISB (2011 and 2012), and Christmas fairs at ISB, IMS, and St John's International (2010-2012).





3.8 DONORS & PARTNERS

Our donors in 2012

We are very grateful for all the donors who have provided financial support for JGI Belgium's nature workshops for underprivileged youth in 2011 and 2012: Levi Strauss & Co, Altran, and People to People International.



Our partners in 2012



With Dr. Jane Goodall being a UN Peace Messenger, we work closely with the UN in Brussels on several occasions. Joint events, e.g. the screening of films like "Jane's Journey" at the VUB in 2012 and the annual Giant Peace Dove Parade at UN Day in 2011 and 2012 are two beautiful examples.



We organized nature workshops at the premises of Le Foyer in Molenbeek for students in their after-school programme. They also participated in outdoor nature workshops at our tree planting event in 2012.



JGI Belgium supports the Belgian campaign Thursday Veggie Day by EVA, which is closely linked to spirit of Jane's book "Harvest for Hope". Jane features in the Belgian film LoveMeaTender and we help to promote the film. As from 2013, we will help to spread the educational package of LoveMeaTender and start with our sustainable food campaign towards international schools and universities in Belgium.

Other partners of 2011 and 2012 worth thanking are: the International School of Brussels, the International Montessori School, the University of Brussels (VUB), Vesalius College, Boston University, the Commune of Molenbeek, and many MEPs! More partners will be announced in 2013!

3.9. THE JGI BELGIUM TEAM

Except for a few brief periods of hiring short-term staff, the JGI Belgium team consists of volunteers only. The JGI team has about 35 volunteers, including all the translators and proofreaders, as well as seasonal interns. In the near future, we hope to be able to hire our first paid staff members. You can see photos of the core team on our website. As from 2013, we will highlight the input of each of our volunteers regularly. We are very proud of our team, and their dedication to the cause is amazing! We look forward to another exiting year with them and hopefully you will join us as well!

Ilke Pedersen-Beyst, Executive Director, 17 April 2013



4) FINANCIAL REPORTS 2011-2012

Table 2011

Detail Revenue 2011	
Memberships	€ 815,16
Collection for JGI foreign projects	€ 4 381,55
Merchandising	€ 11 164,13
Miscellaneous	€ 11,58
Reimbursement Social Security	€ 337,71
Total	€ 16 710,13
Detail Expenses 2011	
Purchase Merchandise	€ 1 872,41
Foreign projects	€ 2 993,20
Administration costs	€ 1 832,54
Staffing costs	€ 25 794,34
Total	€ 32 492,49
Result: Revenue - Expenses 2011	€ -15 782,36

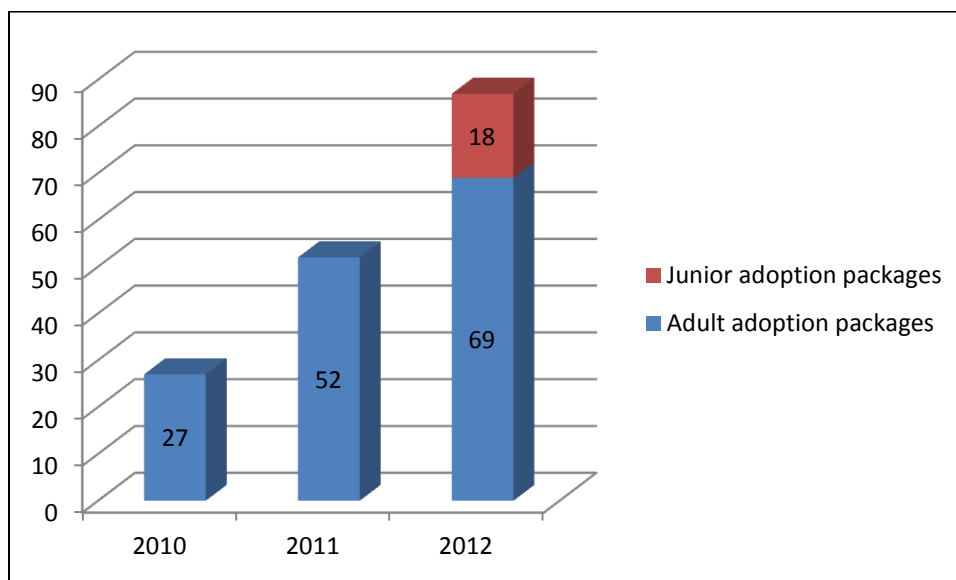
Table 2012

Detail Revenue 2012	
Memberships	€ 947,41
Donations	€ 2 577,39
Collection for JGI foreign projects	€ 6 897,37
Collection for projects in Belgium	€ 8 420,00
Revenue out of sales and events	€ 7 989,26
Reimbursement Social Security	€ 2 671,43
TOTAAL	€ 29 502,86
Detail Expenses 2012	
Purchase Merchandise	€ 3 237,69
Foreign projects	€ 627,64
Administration costs	€ 2 967,06
Staffing costs	€ 2 785,40
TOTAAL	€ 9 617,79
Result: Revenue - Expenses 2012	€ 19 885,07



Members Graphic 2010-2011

Since 2010, the number of JGI members are increasing, indicating growing interest of public in JGI's activities, here in Belgium and abroad.



5) HOW CAN YOU SUPPORT JGI BELGIUM?

- ☛ We always need volunteers to help us with many small and big tasks.
- ☛ You can support our Programmes in Africa by becoming a member or adopting a chimp or fundraise for one of our Projects of Hope. Do not forget to check out our Chimp Guardian Junior!
- ☛ You could start your own Roots&Shoots group with projects for Animals, People, and the Environment (APE). Or help us to spread the news and become a Roots&Shoots messenger. If you are a student and would like to get involved in the JGI Roots&Shoots Belgium through our university network, please let us know!
- ☛ Your donation will make a big difference for the Animals, People, and the Environment. Donations can go to a specific Project of Hope, or be a sponsorship of underprivileged youth in Belgium, or you can consider becoming a Platinum member. Companies, organisations or schools can consider our corporate programme or have a look at our partnerships.
- ☛ Involve your school/office/community group to collect old mobile phones and find out what this has to do with peace and chimps in Africa.
- ☛ Join the conversation: we have a Facebook page "Jane Goodall Institute Belgium" with posts in three languages and a Twitter account "JaneGoodall_BE @JGIBelgium". Students can join our Facebook group: "JGI Roots & Shoots Belgium".