



Annual Report 2019



Jane Goodall Institute Belgium

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JANE GOODALL INSTITUTE BELGIUM



The Jane Goodall Institute Belgium (JGI Be) is one of the 25 chapters of the Jane Goodall Institute across the globe, all coming together under the guidance of JGI Global (JGIG), acting as a conservation organisation 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 animals, people and the environment (APE).

Everything is connected - everyone can make a difference.

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

Find out more about JGI Global at www.thejanegoodallinstitute.com and about JGI Belgium at www.janegoodall.be.



OUR MISSION AND VISION

JGI Be adheres to JGI Global's vision and mission.

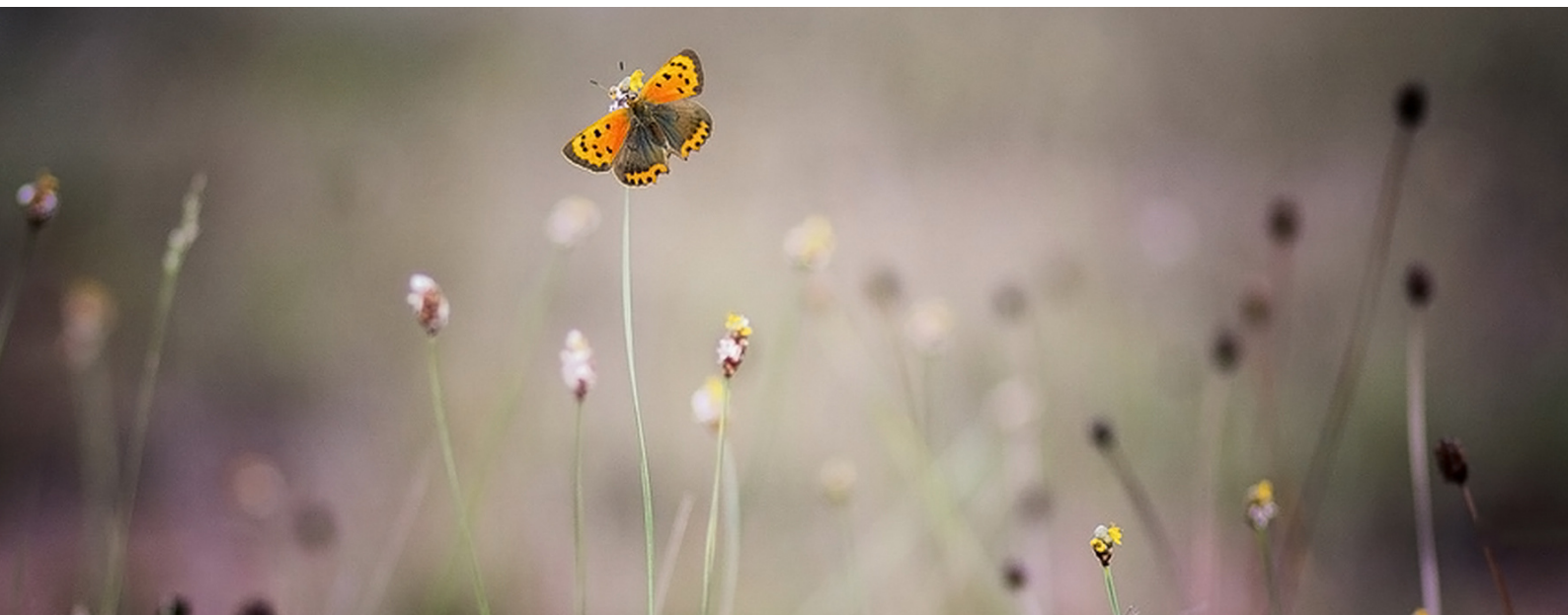
Vision: A healthy planet where people make compassionate choices to live sustainably and in harmony with each other, the environment and other animals.

Mission: To understand and protect chimpanzees, other great apes and their habitats, and inspire and empower people to act to make the world a better place for animals, people, and the environment.

OUR WORK

We believe that JGI Be can make a difference through a focused approach on three main areas of work

- 1) Forest planting initiatives that create ecosystems and support local communities;
- 2) Our youth empowerment programme Roots & Shoots that guides young people in Belgium on the importance of leading a sustainable life styles and becoming humanitarian leaders;
- 3) We relentlessly raise funds & create awareness on the need to protect chimpanzees and other animals in Africa.





Letter from Tanya Pérez Echeverría

2019 President of JGI Be

Looking back at 2019, it was a strong year all around. We made great steps forward, progress that has set us up for strong impact and growth for years to come.

We put in place a new skilled and experienced Board, formalized new and growing partnerships, including our first multi year partnership, and we were able to create the momentum and positive change we are seeking in Belgium and Africa. In short, we were able to start looking outward!

The visit of Dr Jane Goodall in March was without doubt one of the highlights of 2019 and the most successful one to date. During her 3-day stay in Belgium, she joined meetings with our partners, volunteers, visited the first “Forest in One Day” forest we planted in Lauw (Limburg) and held a wonderful and successful Gala and auction, which allowed us to raise significant funds for our projects in Senegal and the Innovation School Lab project of Koen Timmers in Pugu, Tanzania. In 2019 we proudly formalised a long-term collaboration with Luminus, a sponsorship which will allow us to plant on a yearly basis three forests in Belgium and in addition, plant millions of trees with the Roots & Shoots teams in Burundi. More details of these and our other activities can be found in this annual report.

All this momentum leads me to conclude that the future of JGI Belgium is a strong one and we are thankful to all our champions for joining and supporting us. We are proud of what we have accomplished, but the changing climate, growing conflict over natural resources and other pressures on chimpanzees and their habitats means we need to keep up our efforts. We look forward to joining forces with you for the years to come to make an even greater impact both in Belgium as well as in Africa.

OUR EFFORTS IN 2019

I. GENERAL ACTIVITIES

JANE'S VISIT TO BELGIUM IN MARCH 2019

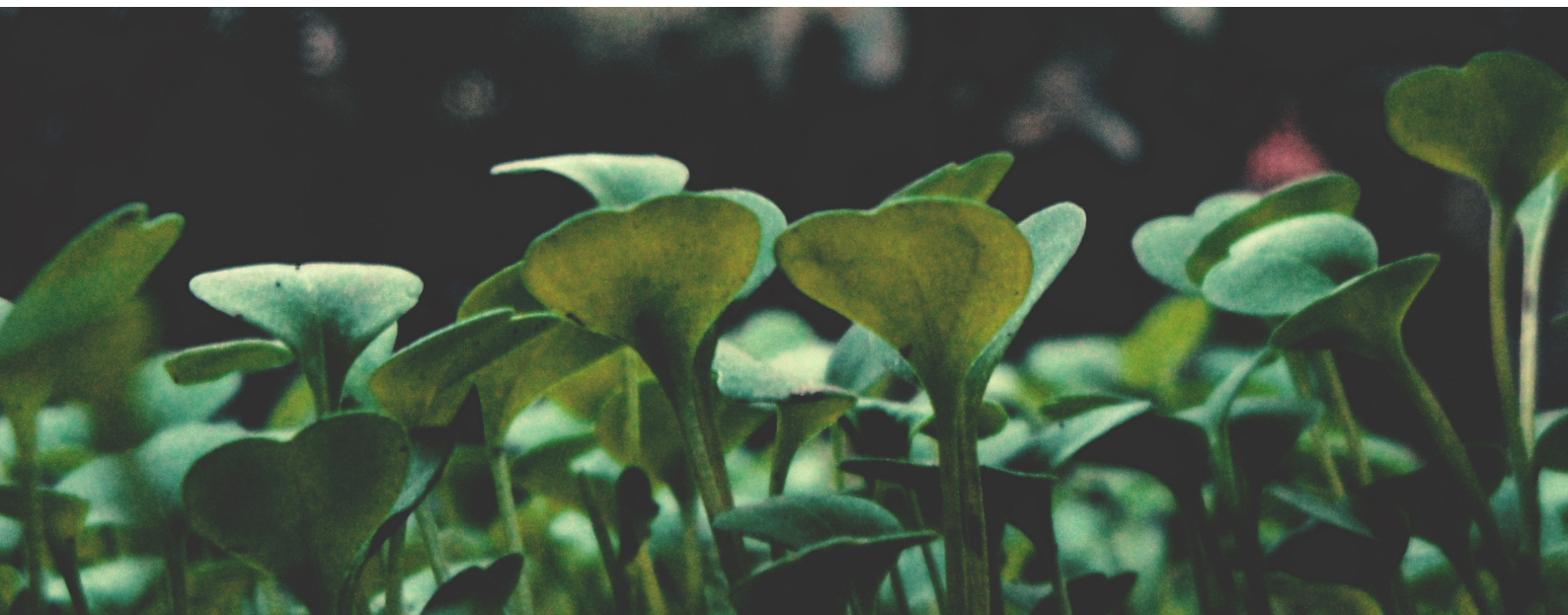
Dr Jane Goodall honoured us with a visit to Belgium for a series of events with partners and supporters. She visited one of the first forests we planted in Belgium in Lauw at Forest in One Day 2015, and she was excited to be there and plant a tree herself (see cover picture). Her visit was further enriched with meetings with our partners, Roots & Shoots activities and an intimate gathering with the JGI Belgian volunteers. The visit was concluded by an exclusive fundraising Gala event, where Jane noted the every-day consequences of global warming, but remained optimistic seeing young people manifest and planting seeds of hope. Each individual act can help to reverse the current trend and build a better world, she said.

“

*Together we can,
together we will!*

”

DR. JANE GOODALL



ONE DAY WITH OUR SPONSOR LUMINUS

On 15 March 2019, Dr Jane Goodall spent the day with our partner and sponsor Luminus.

Luminus invited Jane to address and inspire their managers and top clientele, providing a message of optimism to attendees via her lecture 'Reasons for Hope'.

The event provided an excellent opportunity to announce the Forest in One Day strategic partnership between JGI Belgium and Luminus.

The sponsorship runs from 2020 – 2022 and will see us plant 3,6 million trees in Burundi and at least 9 new forests in Belgium. We will not be able to realize this incredible project without our other Belgian partners Bosgroep Limburg, Bosgroep Oost-Vlaanderen and Sylva Nova. They help to identify suitable plots of land, provide the forest planting plan and give advice on which trees and plants make for a natural ecosystem that benefits animals, people and the environment.



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The planting in Burundi is realized though the local Roots & Shoots teams and volunteers, and it is a year-round activity from building and maintaining the tree-nurseries till the actual planting of the seedlings. In Africa the impact of a tree is higher than in Europe as the trees convert CO₂ all year round while providing shade, shelter, food for animals and humans as well as wood to avoid further deforestation.

TEA WITH JANE

On 16 March 2019, as an early birthday celebration, Jane Goodall had a private moment with some of our almost 80 volunteers; the people that work each day to bring her dream to life by undertaking a range of activities with in the organisation.

During this tea time, Jane got to know the different teams in JGI Belgium better and the work that they do.

Our volunteers had the opportunity to present themselves, talk about their projects and listen to Jane sharing inspirational stories.

She thanked everyone for their great work and passion and reminded them that each one of us has a role to play for JGI Be and beyond, in the daily choices we make.



GALA EVENT & CHARITY AUCTION



JGI Be organised an exclusive Gala event and charity auction at the beautiful Martin's Chateau du Lac in Genval in the presence of Dr Jane Goodall and under the patronage of HRH Princess Esmeralda of Belgium. Special guests included singer-songwriter Beverly Jo Scott and radio journalist and ecologist Félicien Bogaerts. The evening was organised to fundraise for the Innovation Lab in Pugu, Tanzania and for the chimpanzee conservation projects in Senegal. Koen Timmers, founder of Innovation Lab Schools and Federico Bogdanowicz, the executive director of JGI Spain (managing the projects in Senegal) joined the Gala event to highlight these two incredible projects. The evening was a huge success, on all fronts including fundraising.

Overall, the visit of Jane Goodall helped us to raise over €78K, see also the financial statement at the end of this report.



II. TREE PLANTING

2019 has been a year of preparation for our next reforestation project in Belgium and Burundi. The 2019 planting was advanced to December 2018 when we planted 8000 trees. We also used 2019 to plan our further forests planting efforts with a goal to plant 18000 trees over 2019 in partnership with Luminus. 2019 was also the year we established new partnerships with Bosgroep Oost Vlaanderen and Sylva Nova, who will help us arrange the plots, permits and trees.

JGI Belgium is a proud supporter of the reforestation and community conservation project known as Roots & Shoots Burundi.



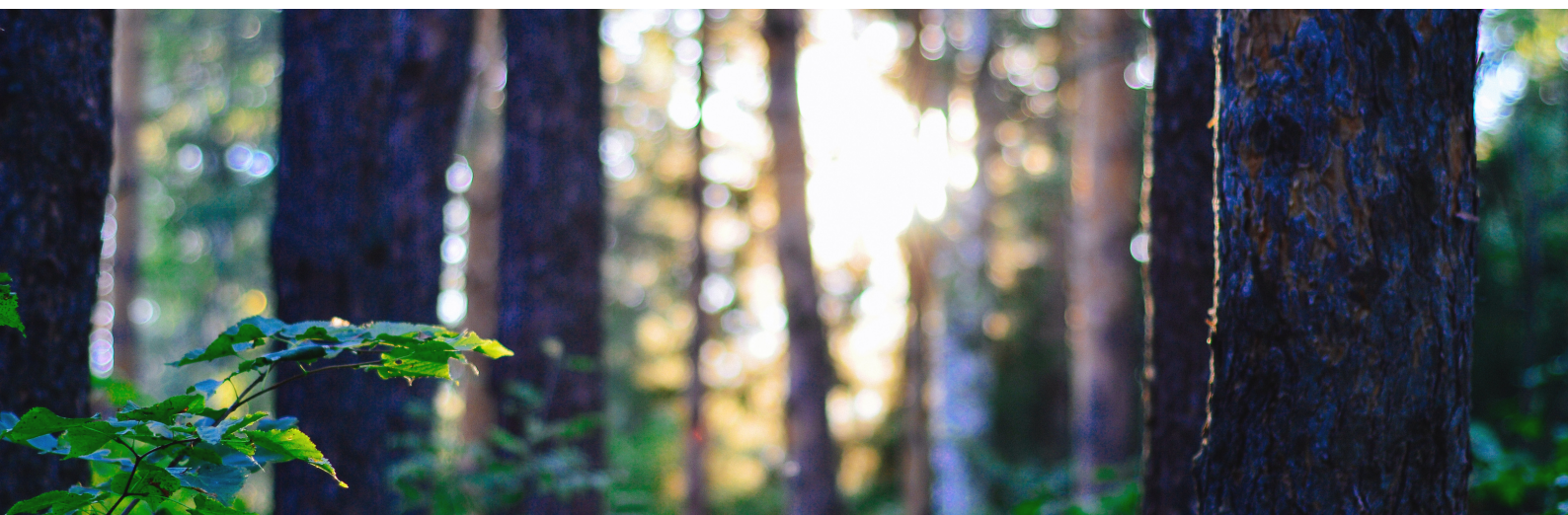
Since they have started the reforestation project, the local community and youth groups have planted over two million trees and that number keeps on growing! The efforts of the Roots & Shoots members are contributing to connect forest islands by planting corridors of fruit trees. Chimpanzees love fruit, so these corridors provide food and a restored habitat. They also facilitate primate migration and genetic diversity in the nature reserve. Planting trees on the bare hills protect the watersheds and avoid soil erosion, which is a significant problem in Burundi. Trees can prevent erosion and landslides during the rainy season. Several nurseries have been created to ensure continuation of future tree planting. Through our tree-planting program, JGI Belgium provides concrete support for environmental education programs in schools and for local communities.



III. ROOTS & SHOOTS

JANE'S VISIT WITH ROOTS & SHOOTS

On the 16th of March 2019, Jane Goodall visited one of our very first Forest in One Day forests that we planted in Belgium. This forest was planted in Lauw (Limburg) in 2015 with our planting partner Bosgroep Limburg. We were joined by fifty children who shared our enthusiasm and enjoyed all kinds of workshops organised by the JGI Be Roots & Shoots team. Among the children were the scouts of Rutten, pupils of BuSo Sint-Niklaas, children from the schools Notre Dame de Lourdes in Brussels and the primary school Jeugdland in Tongeren and Lauw. The event received widespread coverage and was broadcasted by the VRT news.



ROOTS & SHOOTS DELEGATES GATHERING AT WINDSOR CASTLE

Representatives from 26 Roots & Shoots countries, a programme Dr Jane Goodall founded in 1991 to inspire youth to make a difference for animals, people and the environment, got together for one week in England in July 2019. Hosted at St George's House, in the Queen of England's Windsor castle, and with a surprise visit by Prince Harry, the goal was for delegates to share the Roots & Shoots experience of their own country, exchange ideas, opinions and benefit from peer exchange to move joint projects forward. From creating campaigns to support ocean conservation and creating animal habitats in the cities, to solving local homelessness, to reducing unsustainable palm oil in everyday products, these are just some of the topics and campaigns shared & built on at the event.



Vasiliki Boukouvala, JGI Be volunteer and Roots & Shoots Belgium youth leader, had the opportunity to participate in the 2019 Roots & Shoots Youth Gathering at Windsor Castle. She reported one of the major outcomes being the 'spread of the Windsor virus' motivating all delegates to go home and inspire their friends and communities to join local efforts and movements with the aim to make a difference.

"Yes, we live in difficult times. Discrimination. Intolerance of other people's beliefs. Regional wars. Climate change. Animals that go extinct. Polluted Oceans. The list is long. Now blink and see the other side. People fighting for human rights. Children protesting for the environment. Public figures and influential celebrities starting movements." Vasiliki, JGI Belgium volunteer

INTERNATIONAL PEACE DAY

To mark the special role of Dr Jane Goodall's UN Ambassador of Peace, each year JGI Be celebrates International Peace Day on 21 September. JGI Be joined in for the 2019 edition which highlighted the interrelatedness of climate threats to international peace and security. With natural disasters displacing three times as many people as conflicts, this was a topical reminder of the growing tensions over resources and mass movements of people are affecting every country on every continent. JGI Belgium sent out a video made by the Roots & Shoots young people during Windsor's week on the occasion.



OTHER R&S ACTIVITIES

Theater for later: On the 13th of May 2019, a theatre night about climate change took place at the BA Campus Caputsteen in Mechelen. For a whole school year, students and two JGI Be volunteers worked together with Inspinazie (an improvisation theatre house), and Youth For Climate Mechelen to build this theatre performance. The proceeds of the evening went to Forest in One Day.

4 School visits: JGI Be volunteers Martine and Tania visited four schools in Brussels and in Sint-Niklaas to raise awareness about Jane Goodall, her work and her messages. Thanks to a grant from Disney, funds were awarded to relevant projects at 10 schools.

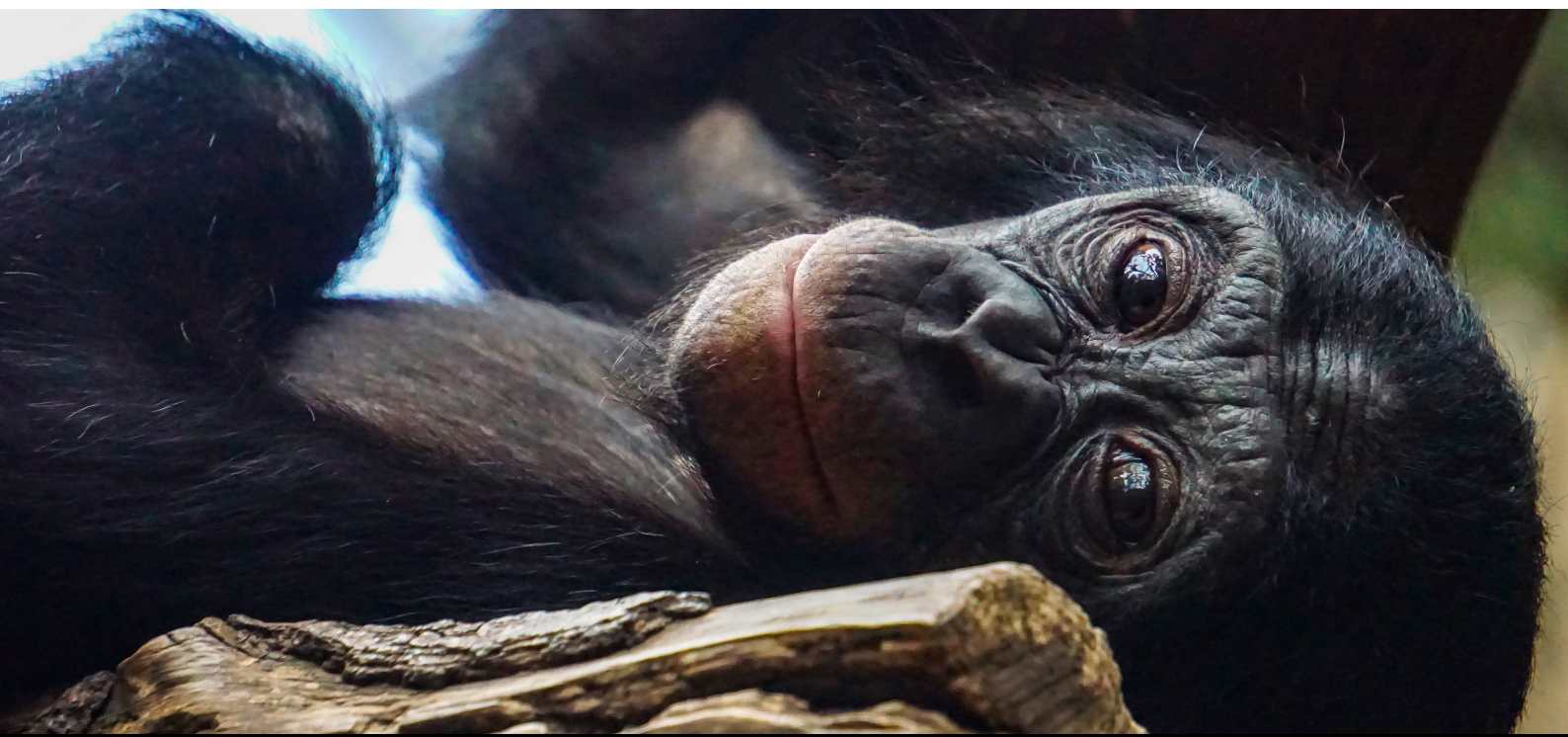


IV. ANIMAL PROTECTION

FUNDRAISING FOR CHIMP EDEN

During 2019, JGI Be has been campaigning to save Chimp Eden. Chimp Eden is South Africa's first and only chimpanzee sanctuary. Established in 2006 and situated in the beautiful 1000 hectare Umhloti Nature Reserve, Chimp Eden is home to 33 chimpanzees – all displaced from their natural habitats across Africa, where they were victims of the illegal bush meat, wildlife or entertainment industries. But Chimp Eden – and the 33 rescued chimps who live there – is under threat. The land on which the sanctuary is situated is for sale, and the Jane Goodall Institute must buy it in order to secure the chimps' future.

Chimp Eden is financially self-sufficient, funded by visitor fees and small donations. This covers daily operational costs: staff, food and veterinary bills, but does not generate enough funds for large capital projects, such as buying the land. Having reviewed all other options, buying the land on which the sanctuary is currently located, is the optimal option for the chimps and for the ongoing management of Chimp Eden. It would eventually be more expensive to relocate the sanctuary and rebuild the enclosures and visitor buildings; and above all, it would cause unnecessary stress for the chimps. JGI Be has been able to support this project by fundraising through its website and activities such as the 20km of Brussels.



PARTNER EVENTS

JGI Be & LEVI'S



Levi Strauss & Co, the jeans company keen to see its employees give back to its communities, has been a longstanding partner of JGI Be. This year we joined forces again during the annual Kayaclean event, where we were joined by our ambassador Louis-Philippe Loncke, Belgian explorer & adventurer. The Kayaclean volunteers braved extreme weather conditions to clean the River Lesse of approx 500Kg of plastic and garbage - a wonderful achievement!



Levi's employees in Belgium stood with the youth and advocates around the world taking part in the #ClimateStrike in September 2019. The strike was matched in many of their local offices around the world. JGI Belgium was grateful to receive a Levi's team volunteering grant following the Brussels' Climate March during the Climate Strike Week.

Martin's Green Run and Fan Day

On 29 September 2019, the 5th edition of John Martin's Green Run took place (run 5km, 14 km or walk) at Château du Lac in Genval. Part of the "Tomorrow Needs Today" programme, the entire day's activities were submitted to a carbon footprint compensation scheme, and a great deal of the event's income were donated to humanitarian charities. Different workshops on making ecological cleaning products, or an insect hotel were organised during the day for those taking part.

The occasion of Martin's Green Run was taken to host JGI Be's very first Fan Day for our chimp guardians, members and donors.



Watch our
video
here!



OUR PARTNERS AND SUPPORTERS

sylva
nova



LEVI STRAUSS & CO.

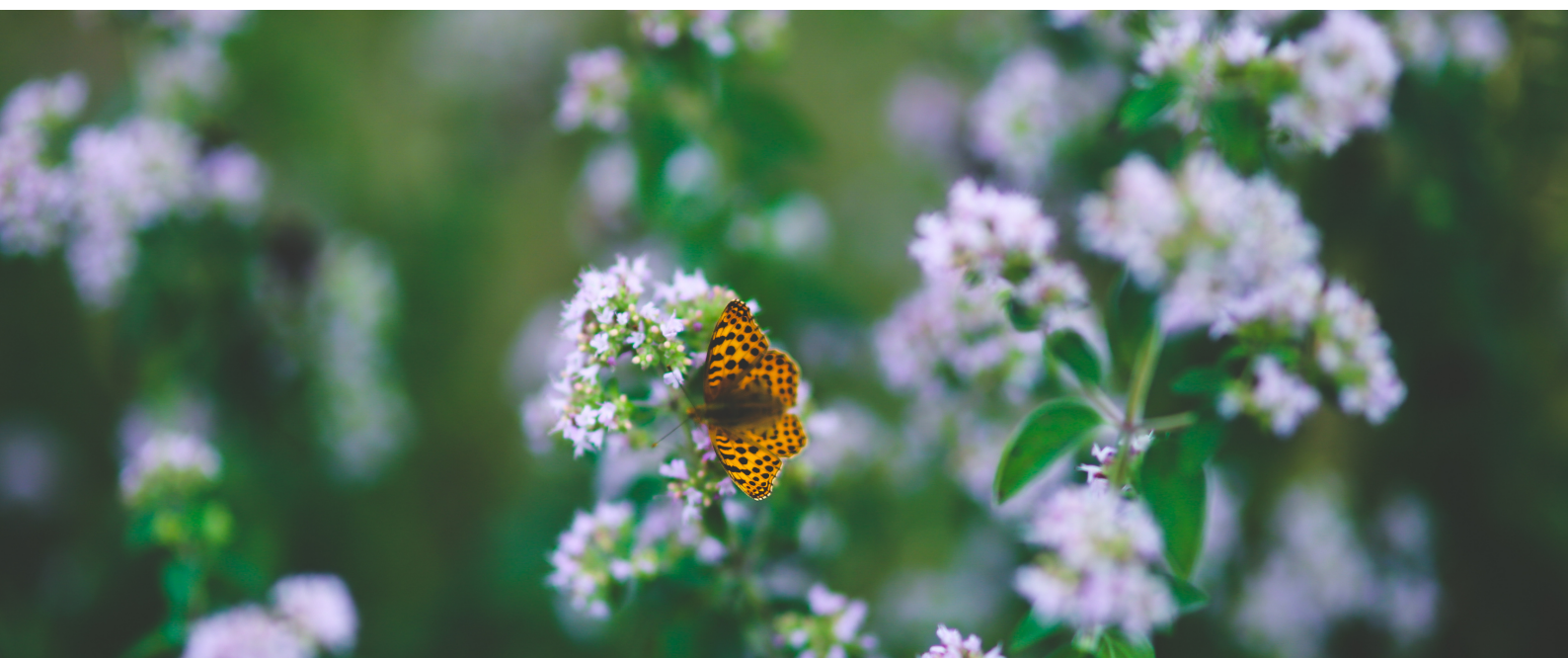


FINANCIAL STATEMENT

2019 is characterised by very successful fundraising. In 2019 we organised Jane's visit to Belgium which raised over €78k in income and sold €6k in merchandising. We also established the first multi-year partnership with Luminus, bringing in €50k per year that will support our 1.2M tree planting in Burundi, Forest in One Day in Belgium and provides unrestricted funds to cover operating costs of our office. Project donations increased significantly in 2019 meaning we could support the Innovation Lab in Tanzania, our Senegal research project, the tree planting R&S project in Burundi, R&S locally in Belgium and support to Tchimpounga and other US Africa programs, for just under €67k.

Jane Goodall had €117k in expenses over the past year. Nonetheless, we saw a net profit of €32k and end of the year with a healthy total equity of €107.5k, an increase of over €30k compared to 2018. Operating costs were maintained at an acceptable amount of less than €17k.

For a more detailed statement, please refer to the next page.



Financial results 2019**EUR****Income**

Donations	50 455,80
Forest in One Day	14 411,24
Jane Goodall - Sales and events	84 722,98
Total Income	149 590,02

Expenses

Transfer of funds to projects in Africa	59 599,85
Roots and Shoots grants	9 823,61
Events cost	13 926,73
Administration & personnel	34 286,00
Total expenses	117 636,19

Net assets

Cash and cash equivalents	94 268,24
Receivables	42 865,60
Payables	- 35 588,27
Stock on hand	6 017,50
Net assets end of 2019	107 563,07

