



Jane Goodall Institute
Belgium

ANNUAL REPORT

2021





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ABOUT

Jane Goodall Institute Belgium

The Jane Goodall Institute Belgium (JGI Be) is one of the 30 chapters of the Jane Goodall Institute across the globe, all coming together under the guidance of JGI Global (JGIG), acting as a 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 share, we improve the lives of animals, people, and the environment (APE).

Today, 1 million out of the 8 million species that live on earth are threatened with immediate extinction while others may disappear within decades. (UN, 2019) Every species has a role to play in their ecosystem and if we do not protect biodiversity, if we continue over-consuming and wasting natural resources, the ecosystems on which humans depend for their survival, will gradually deteriorate irreversibly. This, of course, is what scientists have been predicting for years and what Dr Jane Goodall has been speaking about in every lecture.

“Everything is connected - everyone can make a difference.” - Jane Goodall

Established in 2005, the Jane Goodall Institute Belgium has today around 50+ active volunteers and an Executive Director who bring to life Jane’s dream of living in harmony with nature.

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

Our vision and mission

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

We have big dreams, but every so modestly we hope for a healthy planet where people make compassionate choices to live sustainably and in harmony with each other, the environment and other animals.

As Jane always says, “hope must be active for it to mean something”, so that is why we take action. How? To understand and protect chimpanzees, other great apes and their habitats, we inspire and empower people to act to make the world a better place for animals, people, and the environment.

Our actions, our active hope

We believe that JGI Be can make a difference through our focused approach on three main areas of work; It is not a coincidence the first letters spell APE.

1. Animals: We relentlessly raise funds for animal welfare projects in Africa and create awareness to protect chimpanzees, other animals and their habitats.
2. People: Our youth empowerment program ‘Roots & Shoots’ engages young people in Belgium on the importance of leading sustainable lifestyles and empower them to take action;
3. Environment: We organize forest planting initiatives in Belgium and Burundi to create ecosystems and support local communities.

- 15000 trees planted in Belgium
- 1,2 million trees planted in Burundi
- EUR 267,000 in fundraising to achieve our mission
- EUR 106,000 donated to chimp programmes in Africa
- 4+ new initiatives for Roots & Shoots
- 50+ volunteers help us all year round

LETTER FROM OUR CO-CHAIRS HEGE HELLSTROM AND PAUL MAASSEN



Dear friends of Jane Goodall and the Jane Goodall Institute,

First of all, we hope you are doing well! It's been a rough couple of years for all of us. The pandemic made life as we knew it come to a halt, including important and rewarding conservation and volunteering work.

Jane, who previously spent most of her days on the road, was forced to remain at home in England. But thanks to virtual platforms she was able to continue building connections, increasing compassion, and sharing her message of hope. She inspired thousands of people with her inspiring message of hope. A message that particularly came through in 'The Book of Hope', which came out in October 2021. This book is filled with moving and inspirational stories and photographs from Jane's remarkable career, and was widely praised and very positively received, including in Belgium.

For JGI Belgium, 2021 was marked by a mix of online and in person events, activities and campaigns, creating increased visibility and positive impact. Due to Covid restrictions, our flagship event Forest in One Day had to be limited to a small press event. Together with our partners Luminus, De Bosgroepen and Sylva Nova we had the honor to welcome Prime Minister De Croo and other dignitaries to plant trees with us. Thanks to the financial support of Luminus we were able to assure the planting of nearly 15,000 trees in Belgium and over 1.2 million in Burundi, an amazing achievement!

In 2021 we also revised our chimp guardianship programme and were able to raise significant funds for JGI's chimpanzee projects in Senegal and South Africa, the latter being particularly affected by covid and the resulting restrictions.

For an organization that is financially highly dependent on physical events, we were very grateful to all our dedicated partners, sponsors and donors, enabling us to close the year with a net result of 34,000 euros.

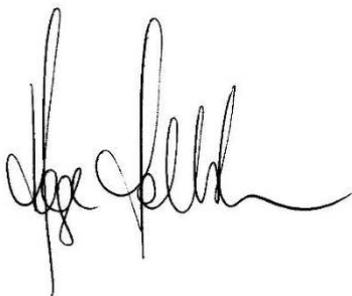
Meanwhile, on the governance front, our former chair Tanya Pérez Echeverría became Board Chair of JGI Global, a testimony of her enduring commitment to Jane's work and the Jane Goodall Institute. The JGI Be's General Assembly voted in Amelie Dalle, Mathilde Vandormael, and Lara Piret as new board members and bid farewell - with tremendous thanks - to Kurt Peleman, Angelo Caserta, and Gabriëlle De Vliegheer.

A memorable moment was the sizable donation for Tchimpounga we received from a long-term friend and supporter of Jane, Ms Van Belle who passed away in 2019. Louise Van Belle met Jane many years ago - by coincidence - in the corridor of a lodge in Kenya. JGI Belgium co-founder and former president of our institute, Koen Margodt, kept in touch with her throughout the years, picking her up for lectures until she felt no longer mobile enough to attend. Many years ago she visited Tchimpounga, an absolute highlights in her life, and she decided to include the sanctuary in her will, allowing us to make a real difference for rescued chimpanzees.

A final word of thanks should go to our executive director Anouska and our many volunteers - including our General Assembly and fellow Board members. Without their tireless volunteering we would not have managed to make a success of 2021.

Jane says, "everyone can make a difference" and we could not agree more! We are in good shape to deliver on our ambitious strategy thanks to all of you!

Hege Hellstrom



Paul Maassen



REFLECTIONS FROM OUR EXECUTIVE DIRECTOR, ANOUSKA PLASMEIJER



Looking back on what we accomplished in 2021, I am really proud.

After months of preparation, we had to cancel our annual tree-planting event Forest in One Day due to the Covid restrictions, and scale it back to a press conference. Despite missing the planting hands of the public, it was still an incredible experience for me to plant trees in the snow with Prime Minister De Croo, Minister for Energy Tinne Van der Straeten, and Luminus' CEO Grégoire Dallemagne. Thanks to the support of our sponsor Luminus and technical partners De Bosgroepen and Sylva Nova, the 15.000 trees were planted shortly after the cancelled event.

It was also the first year of the implementation of our ambitious 2021 - 2023 strategy which was marked by our revised chimp guardian program. An internal call for proposals was launched and after a critical selection procedure we agreed to focus our fundraising efforts for animal welfare to the Dindéfélo Community Nature reserve in Senegal and the Chimpanzee Eden sanctuary in South Africa. Due to retracted sponsors and a decline in tourists, these two projects were badly impacted by the pandemic. We warmly welcomed Hiila and her son Cheempo (Senegal) as well as Bazia and Amari (South Africa) within our revised program, which was launched on World Chimpanzee Day 2021 at the Meise Botanical Garden.

Later in the year we could carefully start outdoor activities again, you can read more about them in this report. It offered chances to spread the word about our organization and its initiatives as well as re-connect with our wonderful volunteers! Another highlight was our Team Jane Belgium day in the National Park Hoge Kempen. No work, just simply enjoying nature and each other.

Despite its modest size, JGI Belgium clearly has a strong basis that was established long before I joined the organization. We were able to continue through two tough years thanks to this, as well as the assistance of our dedicated board of directors, dedicated volunteers, and many friends and supporters of Jane and her work. I'm grateful to our sponsors, partners, and donors that allowed us to continue our work in Belgium and Africa.

I am thankful to run an organisation that is so close to the field activities and that have an actual impact on animals, humans, and the environment.

Anouska Plasmeijer

ACTIVITIES IN 2021

1. GENERAL ACTIVITIES

JANE GOODALL INSTITUTE BELGIUM EVENTS

Throughout the year, we organized and attended several social, inspirational and fundraising events, big and small, in different parts of the country. These events allow us to meet new members, funders, and advocate for our activities in Belgium and Africa.

FOREST IN ONE DAY

In February we celebrated the 7th edition of Forest in One Day (FiD), the annual public tree planting event organized in collaboration with our sponsor Luminus.



Due to the covid restrictions we were unable to organise a public planting day but luckily our technical partners De Bosgroepen and Sylva Nova assured the planting of the nearly 15,000 trees at three sites in Flanders and Wallonia (see the tree planting section below for more).

International day of forests



In March, we marked the international day of forests, following our February FiD. We used the day to look back at our activities;

- 5480 trees and shrubs planted in Brakel,
- around 6000 in Alken
- and about 3000 in Visé.

We contacted our JGI Belgium network about this important impact and invited them to make additional tree planting donations to enable us to keep creating positive change locally and in Africa. We're proud to report that for every tree planted in Belgium, around 80 have been planted in Burundi.

Hans Scheirlinck of Bosgroepen Oost-Vlaanderen on the International Day of Forests: "It will be a beautiful mixed forest with native tree species such as oak, beech, wood cherry, black alder and willows. In addition, shrubs such as hazel, hawthorn and rowan will also be planted. This will only benefit biodiversity."

Allen & Overy worldwide staff lecture

Partner Allen & Overy (A&O) has a long-term relationship with our Institute. It is a long-standing supporter of JGI's reforestation and Roots & Shoots activities and more recently we entered into a formal pro bono relationship, through which it provides our institute with strategic advice, contracts expertise and meeting space. In May, we were pleased to organize a private lecture from Jane Goodall for the worldwide A&O team in which she shared her life journey and the challenges she faced as a young woman while conducting her research. She motivated attendees to become active within their local JGI chapter, resulting in stronger relations between other Jane Goodall Institutes and A&O offices worldwide.

Jane Goodall wins Templeton prize

In May 2021, Jane was awarded the prestigious Templeton Prize, one of the greatest individual lifetime achievement awards, worth \$1,5 million. As the founder of the Jane Goodall Institute, UN Messenger of Peace, world renowned ethologist and conservationist, Jane was incredibly honored.

This award meant that, at the age of 87, she received recognition for her groundbreaking discoveries and her role as a beacon of hope for a better world.

The Templeton Prize is awarded each year to an individual who has harnessed the power of science to explore the deepest questions of the universe and humankind's place and purpose within it. The award places Jane next to world famous laureates such as the Dalai Lama (2012) and Desmond Tutu (2013).

In October 2021 we set-up shop in the Unesco World Heritage Sonian Forest. People passing by were informed about our actions to protect and restore forests in Belgium and Africa, and invited to take part in various activities. To bring awareness about the effort to generate electricity, a transformed home-trainer was available to charge mobile devices. Meanwhile, JGI volunteers transformed children into little chimps and sold merchandise in support of our African projects. An educational and enjoyable day out in nature!

SONIAN FOREST DAY



BRUSSELS VEGAN FESTIVAL

Mid-summer we joined the Brussels vegan street festival with a small stand. Visitors were able to enjoy music and sustainable and cruelty-free food while finding out about our mission and activities. It was a great opportunity to meet some like-minded people and spread the word about our mission!





Volunteer Day Hoge Kempen

At JGI Belgium, we have many talented and motivated volunteers that help us make a difference each day. Just after the summer we finally managed to organise a special event to acknowledge all they do for us. Upon invitation from National Park Hoge Kempen en Maasland, some 15 of us headed for a day out in this special park. Our private guide was the one and only Ignace Schops, director of the park and internationally recognized for his work on biodiversity and climate change. We enjoyed each other's company as well as beautiful views, and were challenged by the barefoot path in Lieteberg. It was a wonderful day in nature, something we all need to do more often.



KayaClean with Levi's

Team Jane Belgium and sponsor Levi's cleaned up the area in and around the canal of Brussels for Levi's Community Day. We collaborated with Canal It Up, an organization that strives for healthy water free of garbage and full of biodiversity in the Canal of Brussels. Aboard four kayaks, the volunteers collected an impressive amount of garbage while helping to raise awareness on the problems of litter. Teamwork makes the dreamwork!



European Silent Auction

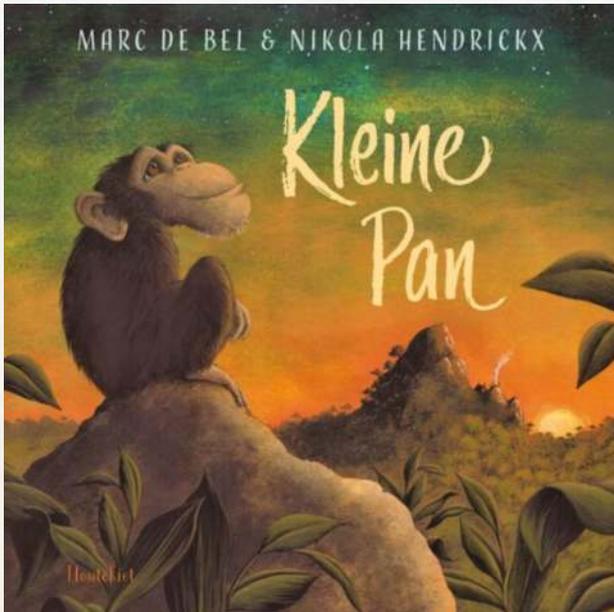
In November this year, several Jane Goodall Institutes across Europe banded together for the second silent auction under the coordination of JGI Austria. By bidding on over 100 exclusive items, participants supported various projects of the participating Jane Goodall Institutes.

A wide range of exclusive exhibits and experiences were offered, including a private zoom session with Dr Goodall. The auction raised over €76.000 for the Jane Goodall Institute's projects worldwide and was a fantastic collaboration between different European JGI chapters.

We are not asking for charity to help save the wildlife – and ultimately the people – of African forests. We are asking for a collective investment in the future and in a legacy that we can be proud of. We do not have much time left. We must act now.

**Dr. Jane Goodall, DBE Founder of the Jane Goodall Institute & UN
Messenger of Peace**

KLEINE PAN



Dutch speakers were treated to the release of the beautifully illustrated book “Kleine Pan”, by the renowned Belgian author and JGI’s Ambassador Marc De Bel. Jane wrote the foreword that introduced this touching story about a small chimpanzee, Pan, who bravely sets out to save his playmates. Part of the profits went to protecting chimpanzees in Africa. That summer, it was in the top 3 of best-selling children’s books in Flanders.



BOOK OF HOPE

Several years after the publication of Jane’s last book, 2021 saw another moving release. A collaboration between Jane Goodall and Douglas Abrams, the internationally bestselling co-author of *The Book of Joy*, it explored through intimate and thought-provoking dialogue, one of the most sought after and least understood elements of human nature: hope.

Drawing on decades of work that has helped expand our understanding of what it means to be human and what we all need to do to help build a better world, *The Book of Hope* touches on vital questions, including: How do we stay hopeful when everything seems hopeless? Filled with moving and inspirational stories and photographs from Jane’s remarkable career, the book was widely praised and very positively received also here in Belgium.

The publication of Jane’s book received quite some attention in Belgium, facilitated by JGI Belgium. In November 2021, Jane was live interviewed for the Boekathon of Tom De Cock at the LEES! book fair or ‘Boekenbeurs’.

2. PLANTING TREES

Our annual tree planting activity creates ecosystems, attracts wildlife and brings the local community together. These are perfect examples of how our sponsors and volunteers work make Jane Goodall's dream come true: to live in harmony with nature. Our tree planting actions bring people of all ages and backgrounds together to plant forests -breaking down barriers between religions, cultures, old and young, rich and poor, and between us and the natural world.

Forest planting actions create new forests and highlight the vital role of trees not only when it comes to oxygenation, but also to reduce carbon sequestration and to optimize soil stabilization. Forests, and the trees in it, are heroes in enabling the life of wild species.



Forest in One Day

Due to the ongoing corona measures during the winter of 2021, our 7th edition of Forest in One Day, was scaled back significantly. This event, sponsored by Luminus under a 3-year agreement, usually attracts hundreds of enthusiastic planters who - unfortunately - we had to disappoint this year. Instead, there was a press briefing with a symbolic tree planting to which we were proud to welcome some esteemed guest planters! As it happens, Brakel turned out to be the home of Prime Minister Alexander De Croo. Properly booted, he and his two sons braved the February snow to plant trees at the selected site. Afterwards, the prime minister reaffirmed his belief in the role of trees in the fight against global warming.

Federal Minister of Energy Tinne Van der Straeten, Luminus CEO Grégoire Dallemagne, the Mayor of Brakel Stefaan Devleeschouwer, and the Mayor of Visé, Viviane Dessart, as well Eric Van Poelvoorde representing Minister Tellier all supported the symbolic planting through their presence.

The trees and shrubs were planted in three locations, Brakel, Alken and Visé over several days by experts from Bosgroep Limburg Bosgroep East Flanders and Sylva Nova. This made for an impressive number with 5480 trees and shrubs in Brakel, around 6000 in Alken and about 3000 in Visé.

In 2021, volunteers and the youth of Roots & Shoots also planted 1.2 million trees in Burundi as part of the Luminus collaboration. There, the effects of years of deforestation are having a massive negative impact locally. Not only the habitats of chimpanzees and other animals are affected, also the livelihoods of those people that rely on forests locally. Deforested lands are highly eroded, causing dangerous mudslides in the rainy season. We plant where it is most needed. For every single tree planted in Belgium, 80 trees are planted in Africa!

Just prior to Forest in One Day, our Director Anouska Plasmeijer was interviewed by RTBF about JGI Belgium's collaboration with the private sector and our criteria there.



Collaboration with atlasGO

Thanks to additional donations from private and corporate sponsors, we planted 120.000 seedlings in Burundi extra.

Through atlasGO, an interactive fundraising and activities platform, users conducted numerous wellness activities to enable JGI BE to plant these seeds. What an incredible achievement !

Treeplanting packages

In December 2021, we launched our yearly Tree Planting Gift Packages. For each package purchased we will plant 5 to 20 trees in Belgium and 50 to 200 trees in Africa. This, together with additional sponsoring for tree planting received in 2021 allowed us to plant an additional 1689 trees in Belgium (planted during FiLD 2022) and 16.890 in Burundi.

Many thanks to all our sponsors!

“By planting trees on a large scale, we can really do something about climate change and biodiversity loss. Hopefully, in the future, this will lead to more forest expansion than net forest loss, both in Burundi and in Belgium. When Jane Goodall began her well-known research on chimpanzees, deforestation was not her primary concern. Now, 60 years later, it is central to achieving what she believes in.”

Anouska Plasmeijer, Executive Director JGI Belgium.





3. Roots & Shoots

Roots & Shoots is a unique programme that encourages young people to live sustainable lifestyles and empowers them to influence those around them to do the same, by developing and working on youth led projects.

During a difficult year, JGI BE was proud to support our Roots & Shoots (R&S) volunteers. They had to suspend much of our on-ground action due to COVID-19, but they still managed to plan a lot of outdoor events!

Water Days

In March of 2021, at the Brussels Water Days, R&S took up a collaboration with Leefmilieu Brussels. "Life under water" was the theme. Children had the chance to playfully rediscover nature and biodiversity in and around the water with games and quizzes. Held in the Ter Kameren forest. The Water Days taught children about how animals live under water and what each one of us can do to make our planet healthier.





CHOCOLATE CHIMP COOKIES FOR SENEGAL

All actions, small and large, matter. Yes! That was well demonstrated by the young Anamaya and Xael from the Prinses Julianaschool in Brussels. For the Dutch national holiday celebrations at their school, they baked chocolate “chimp cookies” and sold self-made bracelets, raising 40 Euros in support of JGI’s project in Senegal to protect wild chimpanzees. It was much appreciated by the project staff, who named a seedling after them!

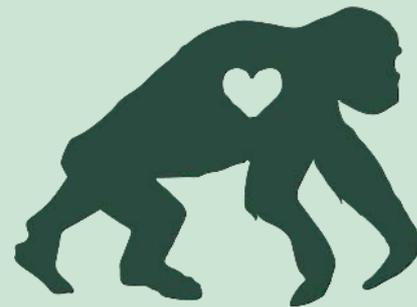


A DOLL AND CHIMP FAMILY FOR JANE

To express her admiration for Dr Jane Goodall and her work, Eliza used her course at the Atelier de Couture Magic to make a lovely doll of her idol. The other pupils made three chimpanzees and helped with Jane's clothing, making it a true group project. Eliza's wish was to give the cute dolls to Jane herself, but with Covid still around and no visit to Belgium planned anytime soon, Eliza's parents, her teacher Nóra Pálmai and the Jane Goodall Institute teamed together to send this wonderful gift to Dr Jane in the UK.

Jane was very moved by this kind gesture of Eliza and the other students and thanked her with a personal note. Jane's sister took the picture of Jane with the dolls as proof that the family was reunited with Eliza's hero.

During Eliza's Easter holiday course at the Atelier, JGI's executive director Anouska surprised Eliza and handed her the framed note and picture as a 'thank you' for her creativity and passion for chimpanzees!



R&S activities in Mechelen

One of several R&S activities this year, the open day at Campus Caputsteen in Mechelen proved a fantastic day for JGI to raise awareness on the environment and to engage students to collect funds for our Institute, resulting in just over 400 euro. In original Team Jane t-shirts, students performed Sing for the Climate for an enthusiastic audience. We're grateful to biology teacher Tania Parys, a long-time volunteer of JGI Belgium and R&S coordinator, for bringing the Jane Goodall Institute to this school!

"Ik vond het een heel leuk avontuur om eens iets anders te doen en geld inzamelen voor de chimpansees. Ik denk ook at het heel goed gelukt is, zeker omdat het zo speciaal en origineel is. Het was heel leuk om mensen geïnteresseerd te horen luisteren naar de info die er verteld werd. Dus ik denk dat het goed is geluk en ik ben fier en trots."

Paulien

"Het was echt leuk en iedereen deed zijn best. Paulien en ik gingen dansen en waren presentatrices. Mena speelde gitaar. We hebben ook samen twee leuke liedjes gezongen. Iedereen moest de act 3 à 4 keer doen. We hebben het concert veel geoefend. Er was veel publiek. Er waren lekkere hapjes."

Merel

"Ik vond het heel leuk de sfeer zat er dik in. Leerkracht Tania Parys was er ook bij en heeft ons geleid. We hebben veel bijgeleerd over de chimpansee. De verkoop ging goed en alles was compleet. Ik zou het graag nog eens doen!"

Mena



4. Animal protection

At least 3.000 endangered great apes, including orangutans, gorillas, bonobos and chimpanzees are lost from the wild every year. It is estimated that more than 22.000 apes were killed or captured to be sold between 2005 and 2011. About two thirds of the apes lost are chimpanzees. The figures the Jane Goodall Institute has on this crime are drawn from seizures made by authorities, but sadly, many more are likely stolen beyond those discovered.

It is estimated that by 2050 all great apes may become extinct – this would be an invaluable loss. Chimpanzees are our closest relative in the animal world, sharing 98% of our DNA. Moreover, we now know thanks to the discoveries of Dr Jane Goodall, that chimpanzees are sentient beings with different characters and personalities.

To save and protect great apes and chimpanzees, the Jane Goodall Institute globally has a threefold approach: raising awareness, law enforcements and creating and supporting sanctuaries. JGI Belgium supports and organizes fundraisers for this approach.

Chimp guardianship

2021 marked the revamping of our chimpanzee guardianship program. We celebrated with the launch of JGI Belgium's new Chimp Guardian program in support of JGI's activities in Senegal and Chimp Eden in South Africa.

Situated within a 1,000 hectare, Umhloti Nature Reserve, Chimp Eden or the South Africa Chimpanzee Sanctuary are the home to chimps that have been displaced from their natural habitats in Africa. Chimp Eden was established in 2006 and is the first and only chimpanzee sanctuary in South Africa. It brings the world of chimpanzees closer to civilization through education and eco-tourism.

In Senegal the Dindéfélo Community Nature Reserve and the activities of JGI in Senegal, an ecotourism model has been created to contribute to the sustainable development of the community as well as to the conservation of the chimpanzee and their environment.



WORLD CHIMPANZEE DAY (14 JULY)

In July 2021, we celebrated our closest cousins, the chimps Botanical Garden in Meise with a small interactive stand. It also marked the start of our revised Chimp Guardian program. On this occasion, our volunteers offered people the chance to symbolically adopt chimpanzees, buy merchandise and books and generally find out more about Jane and our work.

The EUR 500 raised were matched by the Botanical garden and benefited the Chimp Eden sanctuary in South Africa, where 33 chimpanzees have found a safe home. These funds were sorely needed as is the center largely dependent on eco-tourism, which had been halted for a year due to the pandemic.



5. Advocacy

While not a major focus, JGI Belgium works on advocacy efforts where it aligns with our JGI values, joining key campaigns and supporting like-minded organizations to further our beliefs and goals.



March for the climate

In October, JGI BE's volunteers joined the March for the Climate in Brussels raising much needed awareness on the devastating effects of climate change on our planet. Amidst a stellar turnout, JGI BE raised awareness on how chimpanzees' habitats are affected by climate change.

JANE'S ADVOCACY AT COP26

"In my 87 years, I have seen the ice melting in Greenland and the glaciers vanishing on Mount Kilimanjaro and around the world. Forests are disappearing – deforestation means we are losing one of the lungs of the world. In 100 days, it is crucial that world leaders come together at COP26 to take urgent action to protect our planet. "

EU Animal Welfare Today & Tomorrow

On 9 December, Jane delivered a statement at the high-level European conference “EU Animal welfare today & tomorrow”. The conference was opened by Commissioner Kyriakides and the Slovenian Presidency, represented by Mr Jože Podgoršek, Minister of Agriculture, Forestry and Food. The hybrid event had around 500 active participants (of which 45 on-site) and more than 2000 people following via web-streaming.

She stressed that animals are sentient beings, as recognized in EU laws, who are capable of knowing fear and feeling pain. She pleaded for a better treatment of each animal within the meat and dairy industries and promotes a more plant-based diet while being attentive to the people that currently are dependent on the industry for their livelihoods. .

Together with an Open Public Consultation, this event helped the Commission to better shape its proposal for a revised EU animal welfare legislation in 2023, as committed in the Farm to Fork Strategy.

The EU Health Commissioner Stella Kyriakides gave us a great opportunity to raise awareness on the fate of farmed animals, the alarming loss of biodiversity, the need for a more plant-based diet and the need for more resilient food systems.

"The reality is that today, billions of animals around the world are kept in intensive conditions. Millions are shipped for very long distances. The fact that each farmed animal is a sentient being that is able to feel fear, despair and pain is at times ignored. They are not always treated with the care and respect they deserve."

Dr Jane Goodall at the EU Animal Welfare Today & Tomorrow conference



Financial statement

Our 2021 financial performance has been both challenging and promising. On the one hand we saw a continued negative impact of the COVID-19 pandemic in the organization of specific activities, such as the cancellation of our annual gala event and the participation restriction in our Forest in 1 Day tree planting event. On the other hand we have been able to successfully increase our corporate fundraising efforts and received a large amount of legacy donations this year.

From the fundraising perspective we have been able to maintain our level of donations received from private donors compared to last year; close to 17.000 Euros. Incoming funds from our corporate programs have almost doubled, increasing to EUR 100k in 2021. The already mentioned one-off legacy donation of 190.000 Euros contributed to a significant 41% of our total incoming funds of 2021. We were also able to slightly increase the funds received for one of our flagship fundraising events, the Forest in 1 Day by 14% compared to last year to 32.000 Euros in 2021. On the downside, our Silent Auction event was less of a success in 2021 from a fundraising point of view compared to previous year.

On the expense and fund utilization side we have been able to maintain and even reduce our costs so we were able to send more funds to various African programs. We continued to be able to tap into Covid-19 government support and we were able to further reduce staff related costs. Our event costs have decreased as a result of the pandemic. In large part due to the one off legacy donation we were able to send a significant amount of funds EUR (107.000) to animal welfare related programs in 2021 and we were also able to double the funds sent for African tree planting activities to Burundi; 61.000 Euros in 2021. All in all 72% of our total outflows including funds and expenses were provided to African JGI programs.

Jane Goodall Institute Belgium ended the financial year 2021 with a net result of EUR 34k, which has increased our net assets to 136.000 Euros giving us a comfortable reserve for the next financial year and for future funding initiatives.

For the audited financial statement, please refer to the next page.

Jane Goodall Institute Belgium

Financial results 2021

Income	2020	2021
Donations (private)	16,145.34	16,802.97
Donations (legacy)	-	108,972.53
Donations (corporate)	51,352.71	99,632.66
Forest in One Day event	28,200.00	32,075.36
Merchandising	250.30	1,852.50
Lectures		5,000.00
Silent Auction	10,215.00	3,408.00
Other	12,000.00	-
Total income	118,163.35	267,744.02

Expense	2020	2021
Staff related costs	52,175.52	43,431.11
Event costs	23,455.21	13,903.60
Animal welfare programs Africa	8,082.24	106,950.00
Tree planting in Africa	30,000.00	60,821.00
Cost of materials	2,806.40	2,405.15
JGI Global contribution	407.00	2,114.00
Telecom, internet, banking costs and audit fee	6,849.61	4,065.06
Total Expense	123,775.98	233,689.92

Net result	(5,612.63)	34,054.10
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Net assets	2020	2021
Cash and cash equivalents	88,260.50	223,400.15
Stock	6,521.10	4,524.00
Receivables	30,564.38	6,287.35
Payables	(23,395.54)	(98,206.96)
Net assets	101,950.44	136,004.54

Sponsors, partners & supporters

We are very appreciative of the ongoing assistance from our private members and donors, as well as the corporations and organizations listed below for being our partners in action, their donations, and their other forms of support to JGI Belgium.

ALLEN & OVERY

ASPIRE



PROCESSES4PLANET

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DE BOSGROEPEN

COMPASSION
in world farming
ciwf.org



LEVI STRAUSS & CO.

LSPI
A Berkshire Hathaway Company

luminus

MARTIN'S HOTELS
TOMORROW NEEDS TODAY

Meise
Botanic Garden

sylva
nova



V
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