



**Earth Rangers
2018 Pre-Budget Submission**

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Executive Summary

The Canadian government has declared that it wants Canada to embrace a future where environmental considerations are prominent and inextricably linked to policies that will help grow the economy and create long-term economic opportunities.

In some countries, environmental goals are often discussed as a counter-weight to economic ones—implicitly or explicitly, a tradeoff would be made.

By contrast, Canada has taken a decidedly different position; setting ambitious goals for terrestrial and marine conservation, and creating a lower carbon, cleaner growth economy for the future. For Canada, the environment and the economy go hand-in-hand.



Success in achieving these goals is dependent on sustained public education and engagement. People across the country need continuous reinforcement of the idea that our society can achieve environmental ambition while also fulfilling economic hopes.

We believe that Earth Rangers is well-positioned to nurture and sustain a culture of environmental ambition, and to help avoid the polarization that can happen around some of the policy choices that are needed to achieve goals related to both conservation and de-carbonization.

Earth Rangers can bring value to the Government of Canada in the following areas:

- **Reach:** We have a solid track record of expanding our reach. In three short years, our membership has grown from 35,000 to 170,000 families. We reach 250,000 students a year in schools across the country and in both official languages, and millions more through television.
- **Engaging Young Canadians in Environmental Issues:** We cultivate a knowledge- and evidence-based foundation to environmental protection. Future generations of Canadians will shape environmental, economic, and social policies based on modern learning, hard data, and objective evidence. Our program dovetails with the government's focus on science, engineering and a knowledge- and evidence-based approach to policy making.
- **Educating Youth on Climate Change:** Since 2015 we have ramped up our programming on climate change, building the linkages between our personal lives and carbon footprint to help young people to fully understand the role of conservation and our overall place on the planet.
- **Producing Diverse Programs (in person and online):** Our program blends traditional means of communication (in-school, TV) with an increasing use of digital delivery. In the years ahead, with adequate funding, we expect to be able to greatly expand our reach.
- **Supporting Indigenous Communities:** We embrace diversity in the design and execution of our programming, and place particular emphasis on reaching children and families in Indigenous communities. We believe that one of the most important things we can help with is reducing inter-cultural friction through constant effort to share information and stimulate positive, non-political dialogue.

Earth Rangers is confident in our ability to assist the Government of Canada in meeting upcoming environmental and conservation objectives. **To meet these goals, we are asking the Government of Canada to commit to a partnership agreement with Earth Rangers for \$6 million over three (3) years.** This support would allow us to reach the following ambitious targets:

- Expand our membership from 170,000 to 300,000 young Canadians by 2020.
- Expand our digital programs to reach youth in all corners of Canada including rural and remote communities.
- Build upon successful pilot programs to create new, long-term, Indigenous-focused programming.

Every dollar contributed by the Federal Government is matched by significant funding from a wide range of other financial supporters. Monies invested in our communications and education efforts have a very appealing multiplier effect.

About Earth Rangers



Earth Rangers is the only national charity focused on empowering children and families to take action for the environment. As the largest conservation group in Canada by membership and a global leader in youth environmental engagement, we reach millions of children and their families each year through live programs in schools, a robust online community and national television partnerships.

Our Membership

Our membership base is the largest of any conservation group in the country, and the most diverse. From New Canadians to members of Indigenous communities, children in rural and northern communities to southern urbanites, and Francophones both within and outside of Québec — the threats facing biodiversity and the environment are issues kids care about and want to engage in. Our school programs can travel anywhere in the country and our programs are free, ensuring that no community is excluded. Over the last year, our members across Canada participated in over 60,000 Earth Rangers Missions including conducting home energy audits, creating pollinator habitat and exploring National Parks. They also raised over \$500,000 for species at risk like the woodland caribou in northern Alberta and beluga whales in the St. Lawrence River.



Ranger Menka

Originally from India, Menka's family settled in Calgary where they became active members of Earth Rangers. Over the years, Menka has completed 14 Earth Rangers Missions and raised \$140 for at-risk species. Menka's parents are unwaveringly supportive of her efforts. In fact, her father Vivek was so inspired by her dedication that he himself reconnected with his childhood passion for nature and activism, quitting his 9-5 job to pursue a Master's degree in environmental science.



Ranger Tia

Tia is from the Black River First Nations community in Manitoba. Only 7 years old, she is already busy with Missions like making her own toxin-free household products and going meatless once a week. For this year's Black River Treaty Days, Tia and her family built an Earth Rangers float for the parade, displaying a simple message to "Help Save Animals". The first-place prize of \$100 in the float competition was put towards Tia's fundraising efforts to help protect habitat for pollinators.



Ranger Zack

Ranger Zack signed up to be an Éco Héros (Earth Rangers' brand in Québec) 6 months ago. Determined to help protect the belugas of the St. Lawrence River, he started a fundraising campaign where he reached out to his classmates, parents of friends, and even went door-to-door educating people about the cause and asking for their support. Zack's parents were thrilled with his endeavor, telling us that the campaign helped Zack gain confidence when speaking to his classmates and other adults.

Our Message

Our programs take a pragmatic approach to environmental issues. We speak to Canadians about the need to create a workable balance between the environment and the economy, and the importance of collaboration across sectors in order to do this successfully and sustainably over the long-term.



This message connects with young people. All children, regardless of their family's socioeconomic position or cultural background, have an inherent connection to animals. It's no surprise that children identify the challenges facing wildlife as their number one environmental concern, and are passionate about taking action.

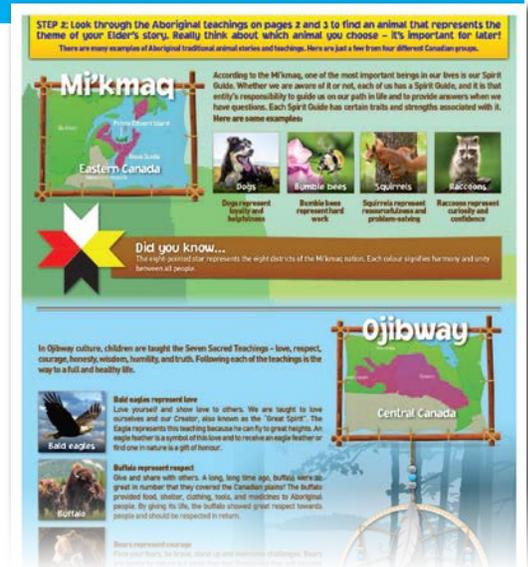
Climate change represents one of the most significant threats to biodiversity today, and Earth Rangers recognizes the need for Canadians to further understand their impact on it. Through action-oriented initiatives related to energy conservation, responsible consumerism and food issues, Earth Rangers has become a leader in youth engagement on climate change.

Indigenous Engagement

Earth Rangers programs have been historically well-received among Indigenous communities, including those in the North. In 2016, Earth Rangers took part in a series of meetings in Iqaluit with the local government and community groups to discuss a more sustained and impactful presence in the North.

The overall sentiment was that students would benefit greatly from ongoing access to our program; however adjustments like making materials available in Inuktitut, incorporating local content and integrating IQ principles would all help to advance the program. Many of these adaptations could be modified and replicated in other Indigenous communities across the country.

Through programs like Earth Rangers ATK in Action Mission, we also seek to create a stronger understanding and respect among non-Indigenous people for the role Indigenous traditional knowledge and cultural values play in our society and way of life. Introducing families to the traditions of story-telling and art and highlighting conservation initiatives resulting from Indigenous traditional knowledge are effective ways of building cross-cultural respect.



A Trusted Partner

Earth Rangers has become a trusted partner and communications vehicle for other governments across Canada, including the Ontario and Alberta Provincial Governments. Since 2015, Earth Rangers has developed and delivered climate change education programs for grade 6 students across Ontario as well as climate-friendly activities and communications materials delivered directly to the homes of families. In 2017 we began similar work with the Province of Alberta, helping to promote the Climate Leadership Plan and encouraging families to reduce their carbon footprint.

Our corporate partnerships span industries from telecommunications, finance and technology to energy, mining and forestry. For example, we recently developed a new partnership with the Forest Products Association of Canada to develop a content series for our members and their parents about the role Canada's forestry sector plays in the economy, Canada's leadership on sustainable forest management and how forests contribute to carbon sequestering. In Alberta, we're working with TransCanada to promote the importance of caribou land-use planning and encouraging our members to fundraise to support the work of the Pembina Foundation on that file.



The Honourable Kathleen Wynne, Premier of Ontario and The Honourable Charles Sousa, Ontario Minister of Finance join Earth Rangers staff for a School Assembly on Earth Day.

Here are some of the many private sector partners we engage:



Moving Forward

We are proud of the work we have accomplished through our existing partnership with Environment and Climate Change Canada. We feel now is a critical time to invest in public education initiatives which reinforce the link between Canada's environment and the economy. There are three key areas where we feel we have the ability to engage Canadians from all walks of life in this conversation:

• **Cultivating a Generation of Engaged, Environmentally-Minded Canadians:** The Government of Canada has set a progressive environmental agenda, with ambitious goals on terrestrial and marine conservation and aggressive action to reduce carbon pollution and put a price on carbon. In order to meet these goals, public engagement and support is crucial. Earth Rangers is uniquely positioned to work with the Government of Canada to build and support a culture that values the harmony between our environmental values and broader existence as a society. Additionally, our program dovetails well with the government's focus on science, engineering and a knowledge- and evidence-based approach to policy making. With support, we can continue to deliver this message to the next generation, which will reinforce the concept that our society can achieve environmental ambitions while also fulfilling economic hopes.

Support from the Government of Canada would help Earth Rangers in meeting its ambitious target of expanding membership from 170,000 to 300,000 young Canadians by 2020.

• **Digital Expansion:** The Earth Rangers Membership Program is an advanced digital platform that allows children and families to access Earth Rangers programs and content from a customized user interface, track their participation and progress with the program, receive direct messages and updates from Earth Rangers, and share their accomplishments via social media and e-mail. We are currently engaged with ICF Olson and Ipsos Canada to create advanced segmentation of our membership to more effectively communicate with them and develop customized programs for different geographies and demographics. In the years ahead, with adequate funding, we expect to be able to greatly expand our reach.

Support from the Government of Canada would assist Earth Rangers in expanding its digital presence to reach youth in all corners of Canada, including rural and remote communities.

• **Indigenous Engagement:** We believe Earth Rangers can assist with reducing inter-cultural friction between Indigenous and non-Indigenous Canadians through constant effort to share information and stimulate positive, non-political dialogue. In order to meet the government's ambitious environmental agenda, support and engagement among Indigenous communities is integral. It is also important that Canadians at large understand the role of Indigenous Peoples in the stewardship of our natural resources and balancing the health of our lands and the growth of our economy. We would like to build upon our programming to help the Government of Canada meet these goals.

Support from the Government of Canada would assist Earth Rangers in building upon successful pilot programs to create new, long-term, Indigenous-focused programming.