OUR MISSION

GLOBIO exists to connect Species, People, Planet and inspire a more positive relationship with our environment.
LETTER FROM GERRY

Over the past twelve months we began charting a new course for GLOBIO by rewriting our mission: GLOBIO exists to connect Species, People, Planet and inspire a more positive relationship with our environment. This connection was at the core of what I felt watching Kenyan children react to orphaned elephants that propelled me to create GLOBIO in 2001.

We connected that new mission to a set of core Values to guide all we do: Impact, Integrity and Collaboration. These values enable us to create a new roadmap of Programs and Projects with lasting impacts around the world.

In 2020 GLOBIO will create impact in places like Borneo where we are partnering to reforest critically endangered orangutan habitat, and across Equatorial Africa where our solar light project illuminates partner projects ensuring the survival of apes and primates. Creating innovative educational resources and engaging original visual content further advances these partnerships to a global audience.

We look forward to moving into 2020 with you at GLOBIO’s side, as we continue to Connect Species, People, Planet.

Gerry Ellis
Founder and Executive Director

OUR VALUES

IMPACT
- We work to attain lasting, scalable, life-changing impact.
- Seeking to create durable, not temporary, change.
- Investing in long-term, scalable solutions.
- Focusing on root causes, not symptoms, to create lasting impact.
- Impact is amplified through strong partnerships.

INTEGRITY:
- Leaving ego and logo behind to serve our mission.
- Communicating honestly and clearly with partners and public.
- Using all resources entrusted in us responsibly.
- Asking of ourselves what we ask of others.
- Respecting the diversity of our partnerships.

COLLABORATION:
- We collaborate with respect and purpose.
- Recognizing collaboration always creates greater long-term impact.
- Listening to diverse points of view, including those that may differ from our own.
- Acknowledging and valuing partners without injecting our ego.
- Valuing the work and achievement of partners prior to our arrival and investment.

GLOBIO TIMELINE

GLOBIO Foundation
2001
Led by founder Gerry Ellis, GLOBIO sets forth to maximise environmental education for audiences around the globe and encourage all to make more environmentally friendly choices.

GLOSSOPEDIA
Launched 2005
One of GLOBIO’s greatest achievements: GLOSSOPEDIA, an online network of learning resources, used by over 1 million kids, students and parents.

GLOBIO refocuses
2009
With the emergence of new personal digital technologies, GLOBIO refocuses its role on content creation and delivery.

GLOBIO 2.0
in 2014
The wheels spin back in motion as Gerry becomes re-engaged with conservation and takes his cameras to the forests to capture some of the world’s most stunning primates.

Launch of several GLOBIO Programs 2019
GLOBIO launches its Orangutan Tree Project, LUCI Light Program and Travel with GLOBIO Program to engage individuals around the world and connect Species, People, Planet.

Apes Like Us Created
2017
Apes Like Us, a YouTube channel that shows the vast variety of primates and the curious lives they lead in an educational and entertaining way.
OUR PROGRAMS

Our program strategy is to create successful projects, and then partner and replicate to scale, leaving a blueprint for others to use and evolve. Each of our programs is crafted with GLOBIO’s overarching mission – to connect Species, People, Planet – ensuring each has clear, tangibly positive impacts on the wildlife, communities and land in and around areas of high biodiversity.

APES LIKE US

One of our most popular programs, *Apes Like Us*, is primarily a YouTube channel composed of short videos that show the vast variety of primates and the lives they lead. Using a combination of original footage of primates in the wild and those cared for by ethical sanctuaries and other conservation organizations, *Apes Like Us* provides a unique, in-depth and holistic view of our closest genetic cousins. *Apes Like Us* is tied to each of GLOBIO’s other programs and helps educate, entertain and engage audiences of all ages around the globe.

51 videos, 5,000+ followers, 1 million views

FIELD CONSERVATION

Our Field Conservation Programs are critical to our connecting species with people and our shared planet. Partnerships are the foundation of our first step. We hope our models of collaboration are adopted, replicated and expanded to help others make meaningful impact.

LUCI LIGHTS

GLOBIO has partnered with Mpowerd, creators of the amazing LUCI Lights – inflatable go-anywhere solar lights – to shed light on the two billion people around the planet who live around apes, and are still without reliable access to electricity.

60 lights have been donated to field projects, sanctuaries and communities
ENVIRONMENTAL EDUCATION
Learning drives understanding. We realize people must first understand their place in the global community and environment, and in turn the impact of their actions, before positive change can occur.

TRAVEL WITH GLOBIO
Travel is a key part of our education program. As the most genuine form of experiential learning, travel invites you to immerse yourself within the world, and inspires your curiosity. Our travel program incorporates personalized learning materials before and after the journey to fully engage our travelers and enhance their understanding of the trip. Our travel destinations are also tied to our partner organizations, to give travelers the opportunity to witness the impact of GLOBIO for themselves.

FILM & VIDEO
Visual learning has always been the core to human learning – from millennia-old rock art to our latest digital device. Our visual program is creating powerful imagery to educate, motivate and inspire.

ORANGUTAN TREE PROJECT
Orangutan Tree Project is a partnership between You, GLOBIO and Yayasan IAR Indonesia, to create real-world change one tree at a time. Together we’ll plant 750,000 new indigenous trees in West Kalimantan Borneo to regrow tropical peat swamp forest lost in the devastating fires in 2015. This regenerated forest will be home to over 500 critically endangered wild orangutans and other species. This field conservation is complemented by the creation of education resources free for distribution in classrooms, zoos and other learning facilities around the world.

Over 500 trees planted to date
**2019 ACHIEVEMENTS**

Official project launch of the Orangutan Tree Project with over 500 trees planted

**60 LUCI Lights donated**

to sanctuaries, field conservation organizations and communities in 6 partner regions

**Filming** in Borneo, Uganda, Zambia; YouTube channel reaches over 5,000 subscribers and nearly 1 million views; Launched Primate of the Month Newsletter

**Inaugural Travel** with GLOBIO Great Ape Safari in Uganda

Launch of the **Little Larry** children’s book in collaboration with National Geographic

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**FINANCIALS**

**REVENUE**

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<th>JULY 2018 - JUNE 2019</th>
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<td>Donations</td>
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<tr>
<td>Other Income</td>
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**EXPENDITURE**

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<tr>
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* GLOBIO fiscal year 2018-2019

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**2020 GOALS**

Plant **additional 12,500 trees** for Orangutan Tree Project and and create Learning Materials for educational component

Disperse an additional **240 LUCI Lights** to partner programs

**Filming** in Borneo, Cameroon, Rwanda and Uganda

**Expand trips** to include Borneo and Uganda

Create additional educational pieces for our Great Ape Education Project

Launch GLOBIO’s Educator Travel Scholarship Initiative

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**ORANGUTAN TREE PROJECT**

**LUCI LIGHTS**

**APES LIKE US**

**TRAVEL**

**EDUCATION**

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**Field Conservation** 31%

**Environmental Education** 25%

**Film & Video** 22%

**Admin** 10%

**Fundraising** 12%
HOW YOU CAN HELP:

Your support for GLOBIO can come in many forms to help us continue our work around the globe.
For more information or to donate, contact development@globio.org or visit www.globio.org

DONATIONS:

- A one-time gift or monthly sponsorship – you can choose to donate towards one of our specific programs or to our general fund
- Make a charitable contribution of stocks, bonds or mutual funds
- Donate in tribute for a loved one
- Ask if your employer participates in corporate giving programs or matching gifts

OTHER WAYS TO SUPPORT:

- Join Gerry on one of our Travel with GLOBIO adventures where a portion of the proceeds are put towards other GLOBIO programs
- Host your own fundraiser for GLOBIO through crowd funding platforms like justgiving.com or gofundme.com
- Choose GLOBIO as your charity when shopping with Amazon Smile – at no added cost to you
- Shop for birthday and holiday gifts in our e-shop to spread GLOBIO’s message

LEGACY GIVING:

- Remember GLOBIO in your will or living trust
- Designate GLOBIO as a beneficiary in your life insurance or retirement plan

STAY UPDATED:

- Sign up for our monthly e-newsletter and Primate of the Month newsletter
- Follow, Like and Share our posts on Facebook and Instagram
- Subscribe to our Apes Like Us YouTube channel

OUR GLOBAL PARTNERS

Our commitment to collaboration and partnerships is a cornerstone of how we view working in the world.
As a small organization, our impact is amplified through a network of working relationships in seven countries: Borneo & Sumatra (Indonesia), Cameroon, DR Congo, Sierra Leone, Uganda, United States, and Zambia.

Ape Action Africa (Cameroon)
Chimfunshi Wildlife Orphanage (Zambia)
Kasisi Community Project (Uganda)
Kibale Chimpanzee (Uganda)
Tacugama Chimpanzee Sanctuary (Sierra Leone)
Yayasan IAR Indonesia (Borneo)

SPECIAL THANKS

Enormous and sincere thanks to everyone who supports GLOBIO and Apes Like Us as we hope to change the world for better, one step, tree and light at a time. Special thanks to our incredible partner organizations on the ground who work tirelessly to provide for the primates in their care and the communities around them, setting an example for each of us and tomorrow’s generation of global stewards.

GLOBIO TEAM

Gerry Ellis, Executive Director
Meg Stark, Programs Director
Tay Juncker, Graphic Design

GLOBIO is a registered US based 501c3 charitable organization #93-1320592
Thank you

“To be a conservationist is to be an eternal optimist. Pessimism serves no purpose, not when you are trying to change the world.” — Jan Deblieu