

A photograph of two chimpanzees in a natural, outdoor setting. The larger chimpanzee is in the foreground, looking towards the right. A smaller chimpanzee is partially visible behind it, also looking right. The background consists of green foliage and a large, weathered rock.

Connecting Species, People, Planet

2020
ANNUAL REPORT



GLOBIO®

OUR MISSION

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

LETTER FROM GERRY

GLOBIO TURNS TWENTY

I think we would all love to be twenty years old again. So much excitement, so much energy, an entire future of dreams and possibilities lies ahead. Everywhere you look a new road to explore. That is exactly how I feel as GLOBIO celebrates this birthday in 2021.

Looking back on twenty years is very different than looking into the void of what will be. Funny, for an organization, looking back means turning a critical eye on exactly, “What have you accomplished?” It is easy from the outside to look at twenty years as simply a timeline, which we have in this report, and see the years and accomplishments as punctuation points, measures of success and failure. But our work has impacted lives and inspired learning we will never see. As the founder and executive director, throughout those years I see the spaces between the punctuation dates. I see the faces of all those that worked to make my original dream, and eventually their dreams, a reality. Those faces include dozens of staff, volunteers, board members, contractors, donors, and foundations who have supported us. I feel a personal debt to each of them.

This year, 2021, has many milestones linked to it. The first is excitement about the future. In the two decades of this organization, I have never been more energized and driven to meet our mission. With a new laser focused Strategic Plan 2021-2024, we embark on a journey like no other: a decade of decisiveness for our planet and all life on it. We have launched on-the-ground partnerships with incredibly dedicated organizations, where we will create real-world impact and positive long-term change. Second, a raging global viral pandemic and an ailing climate challenges us like nothing in our recent history, and demands our collaboration like never before. We are all better when we are better together.

Proudly, after twenty years of work online and off, in thousands of schools, in dozens of villages, towns and countries, GLOBIO’s focus and mission has remained — *Connecting Species, People and Planet*. Our focus will only sharpen further as our mission becomes more vital.



Gerry Ellis, Founder and Executive Director



FOCAL REGIONS

2021: A New Strategic Start

Sticking true to our roots of promoting environmental awareness and inspiring global stewardship for the planet, GLOBIO has refocused our perspective on how we approach conservation and awareness. We are targeting four Focal Regions that have critical at-risk ape and biodiversity populations. Within each region, we will continue to collaborate with strategic like-minded conservation organizations to help expand on the ground activities aiming to preserve local biodiversity and promote greater awareness.

“Ape Action Africa is delighted to be working with GLOBIO on raising awareness of the conservation of great apes and monkeys in Cameroon.”

— Rachel Hogan,
Ape Action Africa



WEST AFRICAN LOWLAND FOREST:
TACUGAMA CHIMPANZEE SANCTUARY

“Tacaguma is excited to embark on a partnership with GLOBIO to continue finding innovative ways to raise awareness for conservation in Sierra Leone.”

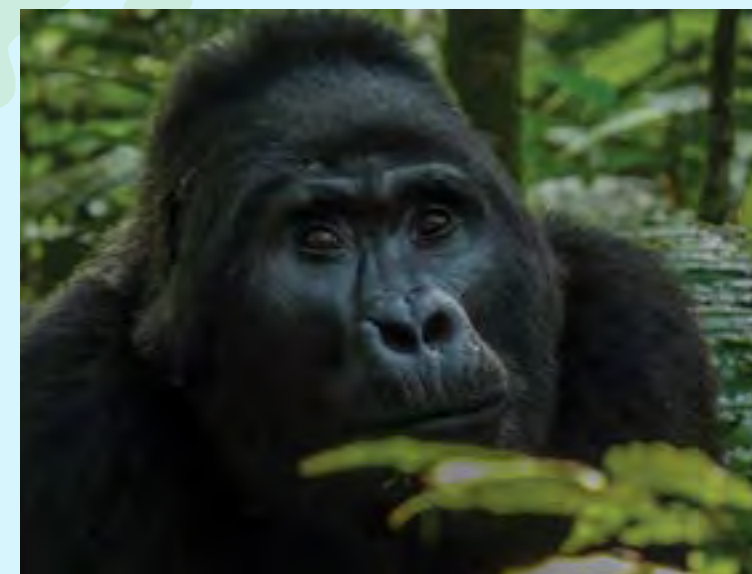
— Aram Kazandjian,
Tacugama Chimpanzee Sanctuary



BORNEO PEAT SWAMP FOREST



WESTERN CONGO BASIN:
APE ACTION AFRICA



UPPER ALBERTINE RIFT TRIANGLE

Our support for Program Partners includes:

- Creation of media outreach and promotional materials
- Program funding and capacity building opportunities
- Providing additional conservation support as needed, including: development assistance, network building and resources

2020 ACHIEVEMENTS

Introduced our new 2021-2024 Strategic Plan, directing GLOBIO's impact on the survival of apes & their habitat

Established Program Partnerships with Ape Action Africa & Tacugama Chimpanzee Sanctuary

Produced over 30 new videos for conservation education & partner awareness

Achieved target of 10,000+ subscribers & 1 million+ views on YouTube channel

Launched *Talking Apes* monthly conservation discussions & expanded *Primate of the Month* series



GLOBIO STRATEGY



PARTNERSHIPS



MEDIA & COMMUNICATIONS



APES LIKE US



AWARENESS



TRAVEL WITH GLOBIO

2021 GOALS

Visit select Program Partner sites for media outreach & other partnership needs

Establish Program Partnerships in Borneo Peat Swamp Forest & Upper Albertine Rift Triangle

Launch our Media & Communications Workshop; Initiate Media Collaborations in Borneo, DR Congo, & Uganda

Reach 25,000 YouTube subscribers & 3 million+ views

Expand our national virtual environmental awareness programs with US-based partners

Restart our *Travel with GLOBIO* program in late 2021 with our Uganda Great Apes Safari



HOW CAN I HELP?

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

DONATIONS

- A one-time gift or monthly donation — 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 of a loved one
- Ask if your employer participates in corporate giving programs or matching gifts

LEAVE A LASTING LEGACY WITH PLANNED GIVING

- Remember GLOBIO in your Will or Living Trust
- Designate GLOBIO as a beneficiary in your life insurance or retirement plan

OTHER WAYS TO SUPPORT

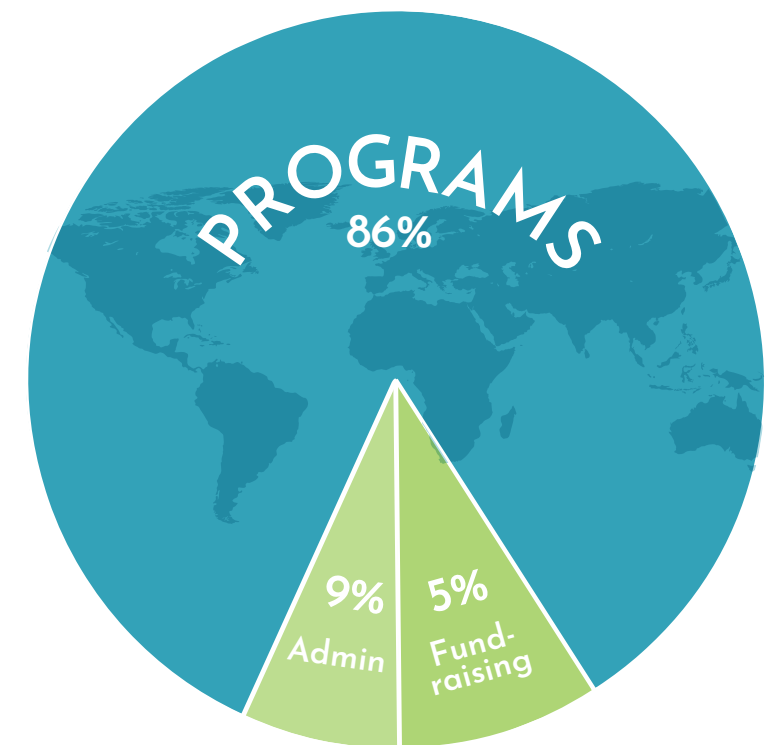
- Join Gerry and the GLOBIO team on one of our *Travel with GLOBIO* adventures where a portion of the proceeds are designated to other GLOBIO outreach programs
- Host your own fundraiser for GLOBIO through crowd-funding platforms like justgiving.com or gofundme.com
- Choose GLOBIO as your charity when shopping with Amazon Smile — the same great products with no added cost to you!
- Shop for holiday and everyday gifts in our e-shop to spread the GLOBIO message and support our cause

STAY UPDATED

- Sign up for our monthly GLOBIO newsletter, as well as our *Primate of the Month* series
- Follow, Like and Share our posts on Facebook and Instagram
- Learn more about Great Apes by subscribing to our *Apes Like Us* YouTube channel

FINANCIALS

REVENUE	JULY 2019 - JUNE 2020
Donations	\$24,482
Other Income	\$3,016
Total:	\$27,498
EXPENDITURE	
Programs	\$34,910
Fundraising	\$3,618
Administration	\$1,948
Total	\$40,476



GLOBIO TEAM

Gerry Ellis, Executive Director • Meg Stark, Programs Director • Tay Juncker, Graphic Design
 Board Members: Gerry Ellis, Doug Gastich, Colburn Shindell, Todd Trzcinski
 GLOBIO is a registered US-based 501c3 charitable organization #93-1320592



Twenty years of Education & Awareness

STORYTELLING IS HUMANITY'S MOST POWERFUL TOOL to inform, educate, and inspire. For tens of thousands of years, from paintings on cave walls to digitally-delivered moments shared instantly, images have been at the core of those stories. In 2021, those stories of our shared world are more crucial than ever.

GLOBIO has been a twenty-year commitment to environmental awareness and education through visual storytelling. From pioneering the first ever digital encyclopedia for children, GLOSSOPEDIA, to the first ever ape-focused media awareness channel, *Apes Like Us*, GLOBIO has sought innovative opportunities to engage the world. Over two decades, we have maintained our core belief that access to rich, holistic, and exciting educational content is key to cultivating a deep respect and sense of stewardship for our planet. Given our founder's background in wildlife photography and filmmaking, it's no surprise that our strength remains in spreading awareness and engaging audiences of every age through the power of visual storytelling.

The camera has been integral to help capture and share the countless moments and adventures of our last two decades, from the first ever photo of a giant panda giving birth in 2005 to the devastating 2015 wildfires in Borneo, and everything else in between. We have witnessed triumph and tragedy of many sorts in the natural world. Each image is a commitment to bearing witness to our ever-changing relationship with the world around us, illuminating the role we can play in creating positive change.

As we embark on our third decade, capturing images of our natural world becomes the most powerful tool we have to share cross-culturally both the life-changing work of our partners and illustrate the urgency of the choices we all face. Over the coming decade we will pioneer once again, creating resources and opportunities for our program partners across Equatorial Africa and Borneo, putting the tools of storytelling into the hands of those living with the consequences of those choices, enabling them to become involved in telling their stories that impact us all.

SPECIAL THANKS

Enormous and sincere thanks to everyone who supports GLOBIO and *Apes Like Us* as we work to change the world by connecting Species, People, Planet.

Special thanks to our incredible partner organizations on the ground who work tirelessly to protect the wildlife and communities that surround them, setting an example for each of us today and for tomorrow's generation of global stewards.





GLOBIO TIMELINE

Mobile Computer Labs 2003

GLOBIO, with support from Intel®, creates connection between schools in Portland, Oregon and in Wolong, China by designing mobile computer labs and language immersion opportunities

GLOSSOPEDIA Launched 2005

GLOBIO releases LIVE version of online-encyclopedia GLOSSOPEDIA® including companion Learning Activity Guides (LAGs) for educators

GLOBIO refocuses 2009

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

Gerry receives Conservation Award 2015

Founder Gerry Ellis is awarded the 2015 Global Conservation Prize from Philadelphia Zoo for his filming efforts on behalf of great apes through GreatApes2020

Creation of new GLOBIO Projects 2019

To better support great ape conservation nonprofits, GLOBIO begins several resource initiatives such as the LUCI light project and Orangutan Tree Project

Conservation through Collaboration 2021

GLOBIO, with program partner Tacugama Chimpanzee Sanctuary, announces Loma Chimp Survival Project (LCSP), a multilateral conservation undertaking to protect the critically endangered Western Chimpanzee

GLOBIO launched in 2001

Led by Founder Gerry Ellis, GLOBIO (originally the Global Biodiversity Education for Children Foundation) sets forth to maximize environmental awareness for audiences around the globe through connections to wildlife

Global Teaching Partnerships 2004

With support from WWF, GLOBIO conducts first International Biodiversity Workshop (IBW) in Wolong, China within the Wolong Nature Reserve

Million Milestone Reached 2007

GLOBIO reaches 1 million GLOSSOPEDIA® users online in 17 countries through formal and informal learning arenas

GLOBIO 2.0 in 2014

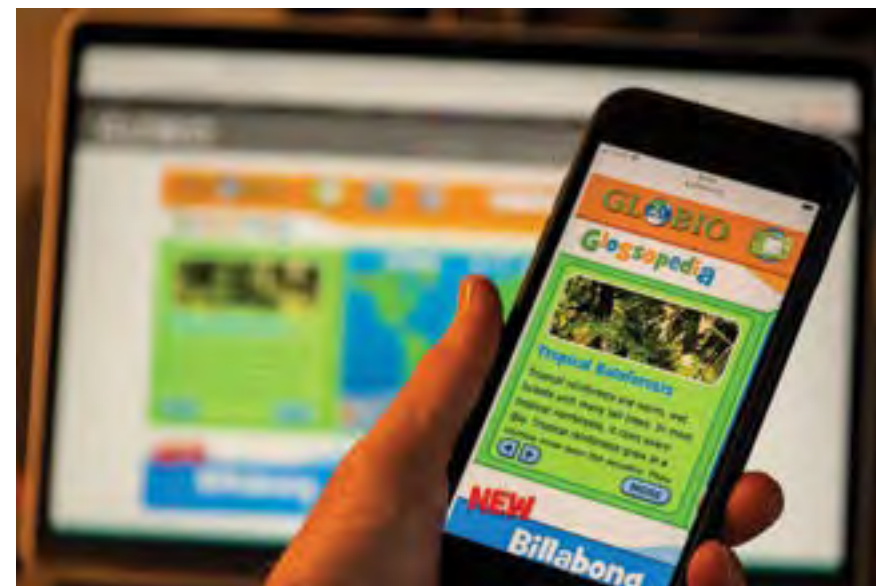
Refocusing on species, GLOBIO turns to survival threats facing great apes and primates to connect a global audience to pressing environmental issues

Apes Like Us created 2017

Apes Like Us is launched out of GreatApes2020: a YouTube channel that showed the vast variety of primates and the curious lives they lead in an educational and entertaining way

A New Road Forward 2020

GLOBIO launches Strategic Plan 2021-2024, reorganizing to drive impact in four critical Focal Regions of crucial importance to great ape and primate survival





THANK YOU

“Those who contemplate the beauty of the earth find reserves of strength that will endure as long as life lasts.”

— Rachel Carson



Connecting Species, People, Planet

GLOBIO.org    @GLOBIOEducation

All photos ©GLOBIO 2021