



# 2021 ANNUAL REPORT





## OUR MISSION

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

## FOUNDER LETTER

### GLOBIO AT TWENTY

THE WORLD HAS BEEN DOMINATED by two persistent headlines over the past year — Climate Change and the Pandemic — both dramatically and severely impact all apes like us. GLOBIO’s strategic plan 2021-2024 lays out a clear and positive path to challenging the dire outcome so many predict.

Writing in last year’s annual report I said, “I think we would all love to be 20 years old again. So much excitement, so much energy, an entire future of dreams and possibilities lie ahead...” Equally, being twenty years old in the world today can be frightening as the future of life on earth obscures in a mist of threats and uncertainty. What we do know, is we humans are blessed with the curiosity, ingenuity and courage required to change the course, reminding us that, “A small group of determined and like-minded people can change the course of history.”  
— Mahatma Gandhi

In the last year, we made great strides in expanding our circle of determined and like-minded people. Media, especially our *Apes Like Us* channel and new *Talking Apes* podcast, played key roles. We also looked to expand awareness and outreach on the ground; GLOBIO helped drive the creation of a three-year **Chimpanzee National Animal Awareness & Protection Campaign** in Sierra Leone (see page 8) with partner Tacugama Chimpanzee Sanctuary. In addition, our media capacity-building work set in motion a long-term effort to enable partners to film and share their own storytelling capabilities.

Two thousand miles east, we launched our nascent **Canopy Reforestation Project** (page 7) with Ape Action Africa in Cameroon. Keeping trees standing and forests intact is globally acknowledged to be our best defense against the destructive impacts of climate change, and “restoring forests can reduce zoonotic disease risk.” Preserving our planet’s last unbroken swaths of intact forest is one of the most powerful and cost-effective solutions we have to combat the global challenge of climate change and pandemics. In 2022, our focus on visually communicating the critical role of forests play will drive our commitment to save great apes and primates.

We ended the year expanding on our developing documentary film fiscal sponsorship program. Again in 2022, we will be working with Academy Award-nominated director Skye Fitzgerald and Spin Film. This, in addition to GLOBIO’s own productions, expands on our commitment to promote creative voices, illuminate critical issues facing our world, and speak out on behalf of species, people, and our planet.

— Gerry Ellis  
Founder and Executive Director

# MEDIA & COMMUNICATIONS

APE AWARENESS BEGINS WITH POWERFUL VISUALS; our team was thrilled to dust off cameras and travel to the tropics to gather fresh footage for our *Apes Like Us* channels and other outreach. The year was punctuated with a brief filming trip to Costa Rica to find the country's four fantastic monkeys, in addition to our lengthy stay in Sierra Leone, during which we captured plenty of wildlife, gorgeous landscapes, and of course, chimpanzees.

In 2021, GLOBIO produced 17 new *Apes Like Us* videos, 4 media pieces for partners, and gathered 1,600+ still photos and 300+ hours of new footage for future outreach materials.



**“Facts alone can't save the world. Hearts can. Hearts must. We're working to make sure that hearts do.”**  
— Carl Safina



## MEDIA TRAINING

IN 2021, WE ESTABLISHED our GLOBIO Media Training endeavor to build media-creation capacity with our Program Partners. The focus of this training is multi-fold: to capture and organize footage for authentic storytelling, teach camera/drone technology for fieldwork, and grow our partner's outreach creation capacity. Alfred and Noah, two of Tacugama's Sierra Leonean staff, took to their lessons like fish to water! Indeed, they were later able to use the camera gear and skills to capture exclusive footage of a new orphaned chimpanzee rescue to spread awareness and raise funds for Tacugama.



## FISCAL SPONSORSHIP

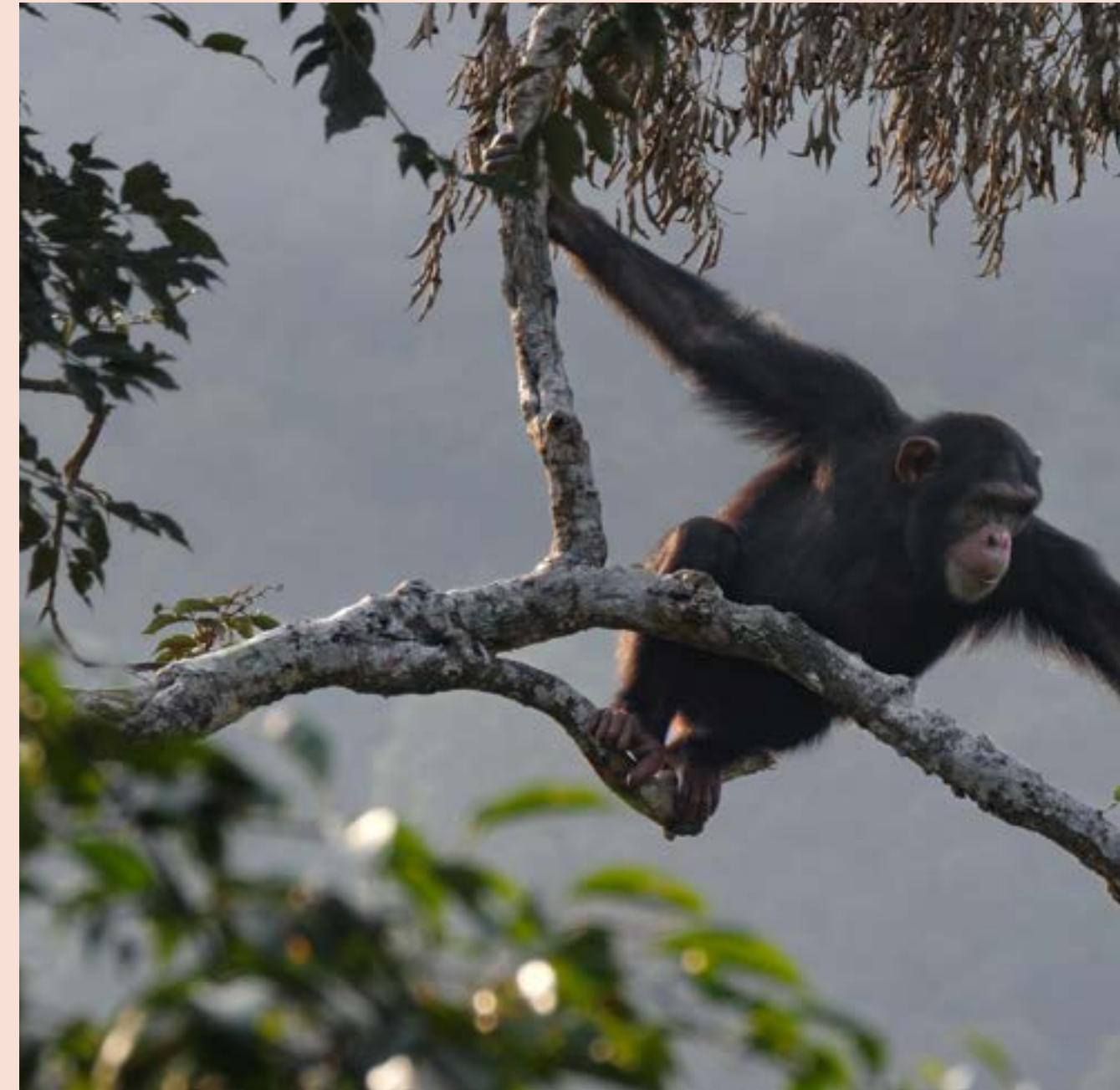
IN AN EFFORT TO DRIVE OUR MISSION ever forward, GLOBIO took strides with our Fiscal Sponsorship program in 2021, with our sponsoring role with Academy Award-Nominated documentary HUNGER WARD, directed by Skye Fitzgerald of Spin Film. This documentary offered a raw look at food security issues through the severe famine facing Yemen, particularly its children. Additionally, within our nonprofit role, GLOBIO was able to accept donations on the film's behalf to directly support the medical staff and clinics featured in the documentary.



## GROWING FORESTS FOR GREAT APES

HEALTHY FORESTS PLAY A CRUCIAL ROLE in protecting biodiversity, water supply, and indigenous livelihoods. Robust forests are also critical for the survival of great apes, primates, and countless other species of flora and fauna.

While we work every day to protect standing forests, we also recognize the impact of rebuilding the forest canopy. In 2022, we are redoubling our efforts to support partner planting initiatives to reclaim lost forest through our **Canopy Reforestation Project**. Modeled after previous tree planting support, GLOBIO is excited to be a part of the global effort to nurture new forest growth.

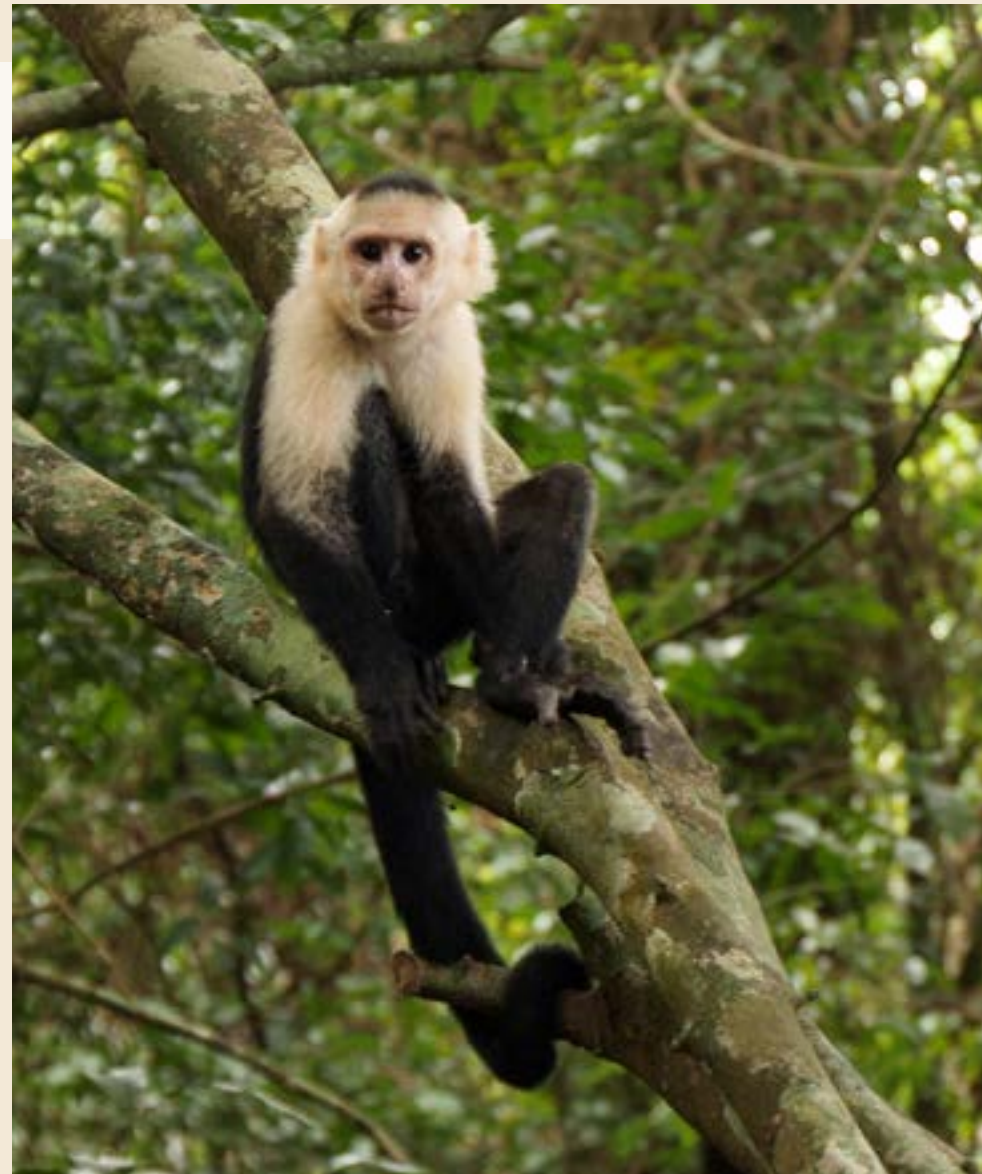


## FIELD PROGRAMS

ONE HIGHLIGHT OF 2021 was our long-awaited opportunity to return to the forests and grow fresh, collaborative roots with our partner organizations. Our two-month stay in Sierra Leone enabled our team to get knee-deep (sometimes literally) into Tacugama's current outreach and conservation projects, identifying future areas of support, cooperation, and expansion of GLOBIO impact within our West African Lowland Forest Focal Region.

### Chimpanzee National Animal Awareness & Protection Campaign

Our greatest collaboration in 2021 was with partner Tacugama; the conception of the Chimpanzee National Animal Awareness & Protection Campaign — a national endeavor throughout Sierra Leone to spread awareness about their National Animal, the Critically Endangered Western Chimpanzee and its precious forest home. GLOBIO's role in this ambitious undertaking focuses on strategic planning, media creation, capacity-building and securing funding through grants.



## 2021 IMPACT

**AWARENESS:** Reached 15,000+ *Apes Like Us* subscribers and 3+ million views across different channels, released 21 new *Talking Apes* episodes

**COLLABORATION:** Conducted First GLOBIO Program Partner site visit to Tacugama Chimpanzee Sanctuary

**GROWTH:** 30+ hours of Media Capacity Building – training select Tacugama staff to craft their authentic stories

**FORESTS:** Funded planting of 4,000+ indigenous seedlings and partial staff salary for habitat reforestation in Cameroon

**SUPPORT:** 100+ hours of Strategic Planning training and support for Program Partners

**SPONSORSHIP:** Fiscal Sponsor for Oscar-nominated documentary HUNGER WARD: focused on food security and childhood malnutrition in Yemen.





## 2022 GOALS

**AWARENESS:** Continue to develop *Apes Like Us* youtube, *Talking Apes* Podcast, and other outreach avenues and materials for great ape awareness

**COLLABORATION:** Establish further Program Partnerships within our focal regions

**GROWTH:** Expand our Media Capacity Building programs for new partners and audiences

**FORESTS:** Assist with reforestation select areas for critical ape habitat within Focal Regions

**SUPPORT:** Additional site visits to existing Program Partners

**SPONSORSHIP:** Launch new Fiscal Sponsorship projects with select documentaries





## 2021 FINANCIALS

GLOBIO's investment in our Program Partners impacts greater on-the-ground protection for apes and their natural habitats. Safeguarding forests means more apes in the wild and fewer orphans arriving at our partner sanctuaries.

REVENUE	JULY 2020 - JUNE 2021
Grants	2.2%
Donations	67.5%
Corporations	21.9%
Earned Revenues	3.6%
In-Kind	4.8%
<b>Total</b>	<b>\$422,361</b>
EXPENDITURE	
Programs	69.7%
Grants to Partners	11.6%
Fundraising and Development	9.2%
Admin	9.5%
<b>Total</b>	<b>\$152,419**</b>

\*\* an additional \$200,000 was expensed in July 2021: recording in FY2022



## THANKS

**Huge gratitude to all of our partners and collaborators this year:**

Ape Action Africa – Cameroon  
 Pacuare Wildlife Reserve – Costa Rica  
 Tacugama Chimpanzee Sanctuary – Sierra Leone

**And to our GLOBIO team:**

Gerry Ellis – Founder & Executive Director  
 Meg Stark – Programs Director  
 Tay Juncker – Graphic Designer  
 Maegan Leavendusky – Outreach Volunteer  
 Courtney Tucker – Grant Developer  
 Scott Shindell – Technical Writing Volunteer

**Board of Directors:**

Doug Gastich – Board Chair  
 Todd Trzcinski – Board Treasurer  
 Colburn Shindell – Board Member

**And to the many phenomenal Talking Apes and Apes Like Us guests!**



Connecting Species,  
People, Planet

GLOBIO.org



@ApesLikeUs

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