



GLOBIO®

# 2024 ANNUAL REPORT

# GLOBIO®



## OUR MISSION

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



“IF YOU ARE GOING DOWN A ROAD AND DON'T LIKE WHAT'S IN FRONT OF YOU, AND LOOK BEHIND YOU AND DON'T LIKE WHAT YOU SEE, GET OFF THE ROAD. CREATE A NEW PATH!”

– MAYA ANGELOU

## FOUNDER LETTER

Recently, a group of prominent great ape scientists and conservationists published: **Future coexistence with great apes will require major changes to policy and practice.** In overview they said, “The great apes—bonobos, chimpanzees, gorillas and orangutans—are critically threatened by human activities. We have destroyed their habitats, hunted them and transmitted fatal diseases to them. They are endangered, and time is running out.”

For over two decades GLOBIO has been urging and advocating all of the above, most notably, a change in “practice”. In 2022, we began outlining how we would change our practice, one that could offer the conservation community alternate outcomes. After a few painful internal conversations, long looks in our own conservation mirror, and a lot of explaining—as much to ourselves and anyone else—we realized what we set out to do 20 years ago was still the most valid. *Create conservation content we and others could use to generate awareness and inspire the understanding of the nature with which we share this planet.*

We create powerful, captivating, and inspiring visual media. We have more than two decades of practice, with thousands of images and words published to prove it. We should be doing what we do best: creating powerful storytelling media to help great apes and those working to understand, protect, and save them.

In 2024 we undertook an all or nothing commitment to our mission. We launched a new logo that reflects that change; to be a media nonprofit for the future of conservation storytelling.

We have chosen a new path, and its success depends on openness, flexibility and commitment. Thank you for your continued faith and commitment to GLOBIO for over two decades of passion-driven work.

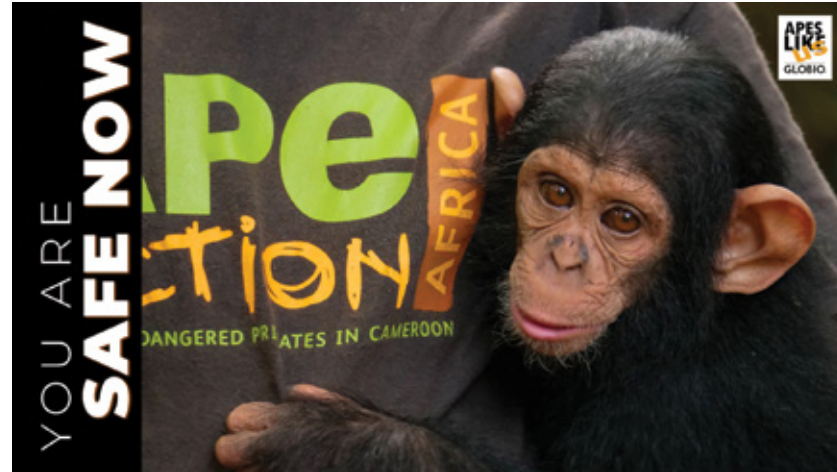
Cheers,

— Gerry Ellis  
Executive Director and Founder

Emerging from the constraints of COVID, our team was once again planning travel and journeying internationally. During the travel hibernation of the past couple of years, we strengthened new media and communication tools — in particular, podcasting. Through podcasting audio, storytelling joined our film-based media to expand the reach globally of what is happening with and to great apes.

GLOBIO also expanded its role as a media partner for conservation. With our storytelling expertise, we stepped into new territory, developing a strategy and platform for providing media services for other environmental organizations. Our goal was to help shape conservation messaging and build compelling stories designed to create awareness, educate, and mobilize audiences. Reaching out to other nonprofit organizations with which to collaborate also pushed us to evolve, refining our internal communications and laying the groundwork to grow our capacity in 2025 and beyond.

As we begin supporting organizations through media, our mission remains clear: to amplify voices making a difference for wildlife, ecosystems, and the communities protecting them.



# TALKING APES PODCAST



In 2024, we further expanded GLOBIO's **Talking Apes** podcast, exploring the evolutionary, emotional, and ethical ties between humans and our closest relatives — great apes. The podcast continued to establish itself as a unique and trusted voice in primate science and conservation storytelling. Season 3 concluded another year of powerful conversations that brought cutting-edge ape science to a global audience, including more conversations with evolutionary anthropologists exploring how all apes like us got here, and inspired more than **7,000 new listeners** to join our growing community. These listeners tuned in to hear leading experts across the spectrum of ape-related science, such as Dr. Elizabeth Lonsdorf (Gombe chimps), Dr. Isabelle Laumer (orangutan medicine), and Jeremy DeSilva (bi-pedal evolution), share discoveries, insights, and deeply personal field experiences.

Talking Apes brings science and storytelling together through conversation, helping listeners everywhere understand the threats great apes face and the groundbreaking work being done to protect them. By connecting research with public engagement, the podcast inspires empathy, action, and lasting protection for apes and their forest homes.



“WHERE SCIENCE MEETS STORYTELLING, WE FIND THE VOICES THAT CAN CHANGE THE FUTURE FOR GREAT APES.”  
 – MAEGAN LEAVENDUSKY



Gorilla Doctors! World Gorilla Day Special With Kirsten Gilardi | Episode 57



Yikes! Chimps Eating Bat Poop? With Disease Detective Dr. Tony Goldberg | Episode 62



Tracing Our Footsteps Through Time With Jeremy DeSilva | Episode 64

# APES LIKE US ON YOUTUBE



Meanwhile, the **Apes Like Us** YouTube channel reached a milestone of **4 million total views**, building on its role as a vibrant visual companion to Talking Apes. GLOBIO's unique archive of film and video created on location from across the global tropics enables us to produce ape and conservation content authentically, and of the highest quality and visual value. From on-site interviews to conservation updates and personal stories from those protecting great apes, Apes Like Us is a front-row seat to the emotional, intelligent, and endangered lives of great apes.

Every episode brings you closer to the extraordinary lives of apes and the conservationists working beside them. These stories capture resilience, heartbreak, and hope, revealing why their survival matters. More than a video series, this is a call to connect, protect, and remember we're not so different.



GLOBIO founder Gerry Ellis is the creator and cameraman behind *Apes Like Us*, and the host of the *Talking Apes* podcast. With over 30 years of experience in the field as a filmmaker and longtime conservationist, he has deep ties to the primate science community.

# GREAT APE CONSERVATION FILM PROJECT

2024 marked a major step forward for our flagship conservation initiative: the **Great Ape Conservation Film Project**. In February, our team traveled to Cameroon to launch Phase One of this ambitious multi-year project, in partnership with Ape Action Africa.

This first phase focused on listening and learning: training local facilitators, conducting over 1,500 questionnaires with teachers and students, and gathering baseline data on knowledge and attitudes toward gorillas and chimpanzees. This research will



shape a series of short, region-specific conservation films designed to align with local education materials and cultural perspectives.

This work took us deep into

classrooms and communities surrounding the Mefou Primate Sanctuary—run by Ape Action Africa—where we experienced firsthand the challenges and hopes of people living alongside endangered apes. By grounding this project in local voices and data, we are able to build a foundation for conservation that is inclusive, informed, and deeply rooted in the landscape and communities connected to it.



“FILM CAN BRIDGE GAPS IN KNOWLEDGE AND INSPIRE LOCAL PRIDE IN CONSERVING THESE KEYSTONE SPECIES.”

— JULIET H. WRIGHT  
UNIVERSITY OF OXFORD



**Talking Apes Podcast**

The launch of a fourth season of Talking Apes welcomed 7,172 new podcast listeners and featured some of the world’s leading primatologists, anthropologists, and conservationists

**Apes Like Us On YouTube**

With over 250,000 new views this year, Apes Like Us surpassed the 4 million total views milestone, bringing ape science and frontline conservation stories to a global audience

**Great Ape Conservation Film Project**

Phase One of the Great Ape Conservation Film Project is completed, including 1,500 teachers and students surveyed in Cameroon

**Collaboration**

Supported Ape Action Africa with campaign media for *Buy a Gorilla a Dinner* and the *You Are Safe Now* video; the latter received high praise at the 2024 ZACC (Zoos and Aquariums: Committing to Conservation ) National Conference

**Communications & Branding**

- Rebranded GLOBIO with a new media focused logo
- Participated in a live webinar with Natural Habitat Adventures
- Developed GLOBIO’s new internal strategic plan



## 2025 GOALS

### Talking Apes Season 5

- Launch Talking Apes Season 5 with a new focus on in-field and event-based episodes. Test first-time pilot of three immersive episodes filmed and recorded on the road
- Develop education outreach program based on podcast
- Launch podcast as YouTube feature on Apes Like Us - a dual-format multimedia experience
- Secure multi-season funding

### Great Ape Conservation Film Project

- Finalize design for phase 2 of the project and begin logistical planning for film production in Cameroon

### Apes Like Us

- Double channel subscribership to 50,000
- Increase channel-generated funding to meet content production costs

### GLOBIO Website

- Design and launch an updated user-driven platform that improves access to our content and strengthens audio engagement

### Collaboration

- Expand on external media projects with partners and other organizations

### Communications & Branding

- Consolidate all social media platforms under the @globioapes banner for clarity and stronger brand presence

## YOUR SUPPORT

Your support for GLOBIO can come in many forms to help us continue our work around the world. For more information or to donate, contact us directly at [info@globio.org](mailto:info@globio.org) or click the **DONATE** button on our website [www.globio.org](http://www.globio.org).

#### DONATIONS:

**A one-time gift:** choose to donate towards one of our specific programs or to our general fund — perfect tribute for a loved one

**A monthly recurring donation** enables us to plan, grow and commit to programs  
Make a **charitable contribution** of stocks, bonds, or mutual funds

Ask if your employer participates in **corporate giving programs** or matching gifts

#### LEGACY GIVING:

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

#### STAY UPDATED:

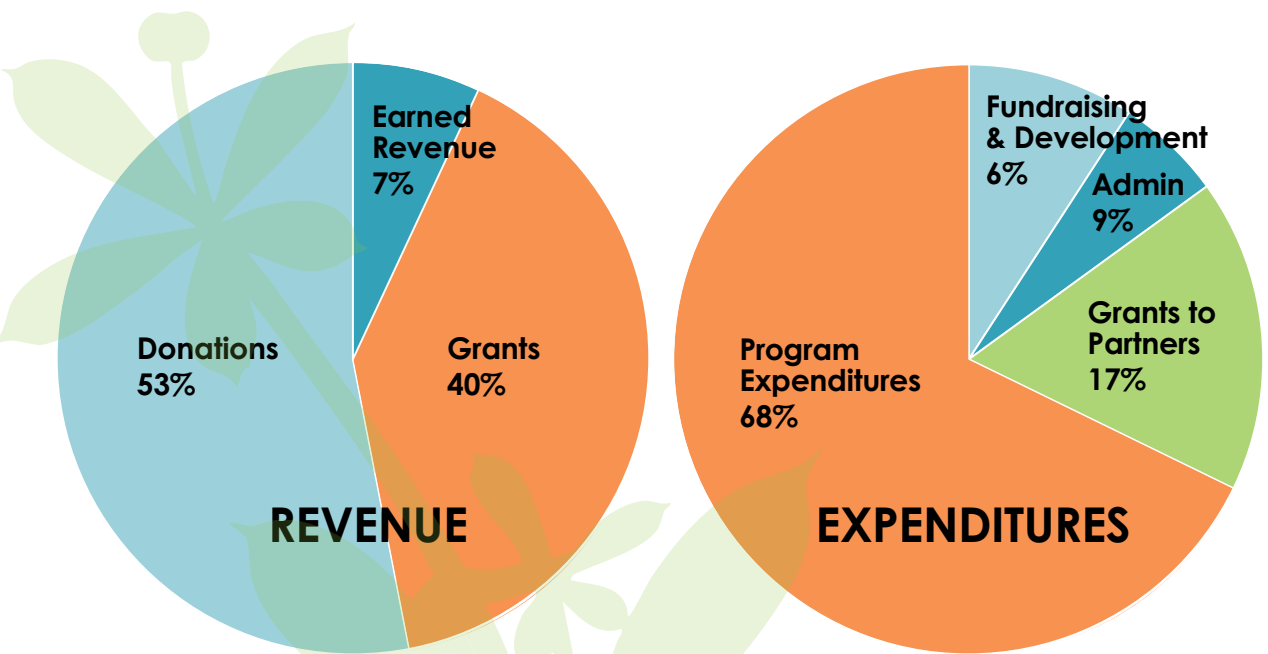
Sign up for our **e-newsletter**

**Follow, like and share our posts** on Facebook, Instagram, X, and LinkedIn

**Subscribe** to our Apes Like Us YouTube Channel

**Subscribe** to our Talking Apes Podcast





## 2024

REVENUES	
Grants	40%
Donations	53%
Earned Revenues	7%
<b>Total</b>	<b>\$37,021</b>

EXPENDITURES	
Program Expenses	68%
Grants to Partners	17%
Fundraising & Development	6%
Admin	9%
<b>Total</b>	<b>\$116,644</b>

\*\*\$79,623 Includes carry over grant and program expenses from FY2023  
 \*\*Financials for 2024 Represent Fiscal Year July 2023- June 2024



## PARTNERS & COLLABORATORS

- Ape Action Africa
- GRACE Gorillas
- North American Association for Environmental Education (NAAEE)
- Wildlife Center of Virginia
- Natural Habitat Adventures (NATHAB)

Our achievements in 2024 were the result of collective effort made possible by our supporters, collaborators, and team. Whether you donated, shared our content, offered guidance, or joined us in the field, thank you. Your belief in our mission powers everything we do. Together, we are telling stories that matter and protecting apes who need our voice.

Working toward even greater impact in 2025.

## STAFF & BOARD

### Team

- Gerry Ellis  
Founder & Executive Director
- Demelza Bond  
Media & Communications Manager
- Maegan Leavendusky  
Outreach Education Coordinator
- Malia Ramos - Communications Assistant
- Fellene Gaylord - Web Developer
- Sarah Kelleher - UX Web Analysis
- Todd Arnold - Strategic Marketing

### Board of Directors

- Colburn Shindell - Chair of Board
- Todd Trzcinski - Board Treasurer
- Douglas Gastich - Board Member
- Meg Gammage-Tucker - Board Member
- Mary Campbell - Board Member

### Science Advisor

- Dr. Kathayoon Khalil

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**GLOBIO**®

Connecting Species,  
People, Planet