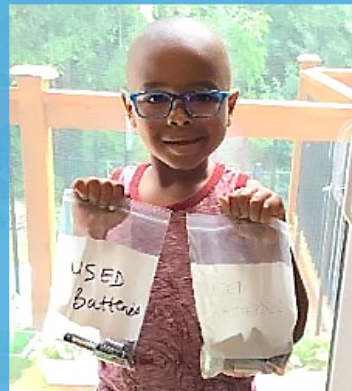


# Earth Rangers' 3-year strategy to grow the next generation of resilient conservationists



Strengthening hope, optimism, and environmental action in our children



One of Earth Rangers' greatest strengths is our ingenuity. Since the organization's founding in 2004, our ability to be nimble, adaptable, and resourceful has driven our success, and made possible our achievements over the past few years – including the launch of the Earth Rangers App and Earth Rangers Clubs, expanding and creating new programs and in-school offerings, and transitioning to new leadership after a 15-year tenure by one of our founders.

While the impacts of COVID-19 have meant disruptions to some of our programs, Earth Rangers has been reinvigorated by the challenge of finding creative and technology-driven solutions to ensure we continue to engage children effectively in environmental learning and action. The difficult circumstances surrounding the pandemic have shown us how important positive, proactive, and nature-based experiences are for the mental, physical, and emotional well-being of our youth.

Not only has this demonstrated the critical need for Earth Rangers, it also points to the evolving nature of this need. Beyond instilling environmental values in the next generation, Earth Rangers can help today's children retain their inherent sense of hope and optimism for the future.

**For the next generation of conservationists to flourish, together we must empower them to be resilient in the face of so many environmental uncertainties.**

## KEY GOALS

### **GROW** Reach and engage a third of Canadian kids in our programs

#### How we'll do this

- Increase the distribution of the Earth Rangers App and other digital / virtual programs
- Develop new partnerships to bring our educational content to students, and remove barriers to participate in our programs

### **DEEPEN** Contribute new findings, recommendations, and resources around the emerging issue of eco-anxiety

#### How we'll do this

- Establish an eco-anxiety and eco-action barometer for kids in Canada
- Collaborate with mental health experts to ensure our programs are consistent with best practices for responding to eco-anxiety
- Develop easy-to-use tools for parents and teachers to help address the issues

### **BUILD** Broaden Earth Rangers' current program offerings, including opportunities for older youth and geographic expansion into the United States

#### How we'll do this

- Conduct research and partner with experienced organizations to create a new program for older kids and youth
- Leverage the success of our podcast in the U.S. to attract new members and create U.S.-specific content in the Earth Rangers App

## OTHER FOCUS AREAS

### **Foster a diverse and inclusive culture**

Engage diverse populations of children and build on our long-standing commitment to under-served communities by fostering diversity and inclusion in everything we do and how we operate.

#### This includes:

- Forming a Diversity & Inclusion Committee to ensure a positive work environment for all employees
- Improving diversity of candidate pools for both staff and board member recruitment
- Delivering and evolving our programs with a BIPOC lens

### **Engage young scientists**

Explore ways to engage more directly with young scientists on a volunteer basis to help with developing educational content, selecting conservation projects, and building relationships with the science community.

