



CELEBRATING 10 YEARS!

**INSPIRING CLIMATE
ACTION AMONG N.B.
YOUTH**

ANNUAL REPORT
2019/2020





Land acknowledgement

The Gaia Project recognizes and respectfully acknowledges that all of our educational interactions take place on the unsundered and unceded traditional lands of Wolastoqiyik (Maliseet) and Mi'kmaq. This territory is covered by the Treaties of Peace and Friendship which the Wolastoqiyik (Maliseet), Mi'kmaq and Passamaquoddy peoples first signed with the British Crown in 1725.



VISION

Unlock the hidden potential of all New Brunswick students and educators to engage in the fight against climate change.



MISSION

Empower youth to take action on climate change through education.



LETTER FROM THE EXECUTIVE DIRECTOR

Thank you!

This year marked a turning point at The Gaia Project. Despite the challenges posed by the New Brunswick school shutdown through the COVID-19 pandemic, we have made leaps and bounds towards achieving our mission of empowering youth to take action on climate change through education. Together with ongoing support from our sponsors, board members, staff and teachers, we engaged more students in climate action than ever before.

With your help, Gaia:

- **Led 425 programs in 106 schools from Grade 3 to 12 from September 2019 to March 2020**
- **Delivered Gaia's Climate Quest, a one-month online program that reached over 795 families when schools closed in April 2020**
- **Launched our online Energy Engineers program with over 100 teachers in May 2020**

As these unprecedented times continue to pose a range of challenges to the field of education, to our personal health and to our province's economic well-being, The Gaia Project is here working proactively. With the launch of a new five-year strategic plan in the 2020-2021 school year, we will work to connect the dots for educators between climate change, human health, the rights of Indigenous people, and a green and just economic recovery for the province. We will work to adapt our offerings to the new context of education, be it online, socially distanced or blended-learning modules. We will work to be #betterthannormal and #turnitaround for the benefit of New Brunswickers, Canadians and our living planet.

Thank you again for your trust and support. I look forward to our continued partnership in 2020.

Sincerely,



Lizzy Gresh
Executive Director



LETTER FROM THE CHAIRMAN

The Gaia Project marked our 10th anniversary in 2019/20 and despite COVID-19 there is lots to celebrate.

We would like to celebrate that:

1. The Gaia Project has worked hard to be a trusted member of the education system in New Brunswick. This year we are celebrating the results of the "The Sustainability Education Alliance" survey. The survey identified The Gaia Project as the non-government organization most utilized by N.B. educators in 2019.

2. When schools closed due to COVID-19, The Gaia Project re-emerged with two key programs (Climate Quest and Energy Engineers) and continued to deliver five weeks of virtual education to students and teachers. The Gaia team eagerly embraced and learned new skills as they independently (in lockdown) produced and posted one unique educational activity a day. These were a valuable resource to keep kids learning even at home.

3. The Gaia team stayed safe while adjusting and rebranding our existing programs so they can be delivered to teachers and students this fall in the new virtual world. The future sees us delivering more of our programs virtually with less road time and therefore less greenhouse gas emissions than delivering them in person.

4. We celebrate and very much appreciate all our sponsors. Despite their own many business challenges, they stayed committed to fighting climate change by continuing to sponsor our new programs to reach our audience at home.

5. I would also like to celebrate all the volunteers on our Board of Directors and Board of Advisors. Despite their many challenges of adjusting their own work-life balance, and adjusting to their own workplace restrictions they found the time to Zoom into extra meetings, crunch numbers, discuss options and make decisions.

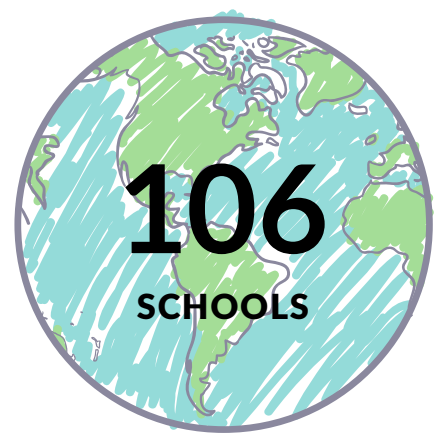
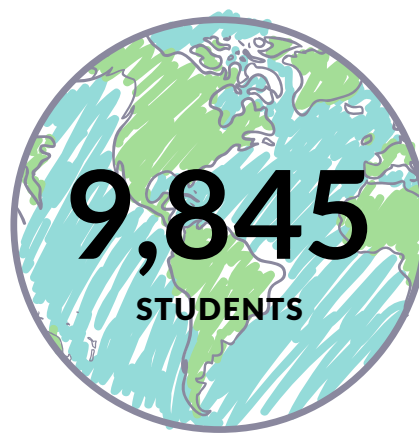
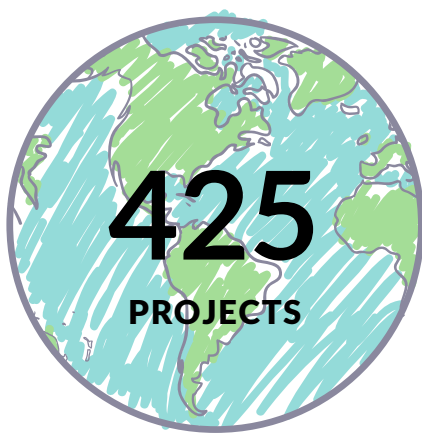
6. We are celebrating the arrival of a new Board member. Darrin Hoyt CPA (student) became our Treasurer and member of our new Finance Committee. Darrin and the Finance Committee immediately went to work and were able to keep the Board apprised of our changing financial situation as we evaluated options.

Unfortunately, climate change is not going away anytime soon. It is more important than ever that we educate our youth to take action on climate change. The Gaia Project is doing just that with the help of our sponsors and supporters despite the challenges of COVID-19. Maybe the next Greta Thunberg will be from New Brunswick.

Sincerely,
George Dashner



2019/2020 SCHOOL YEAR AT A GLANCE



Throughout this report, you will notice colourful icons. These indicate our dedication to the United Nations Sustainable Development Goals.



HIGHLIGHTS OF THE YEAR



ENERGY ENGINEERS

We had a goal of bringing energy topics to elementary schools this year, but we didn't realize how much of a hit Energy Engineers would be!

- 3,379 students reached
- 150 classrooms visited

Energy Engineers introduces students to energy generation and green careers. They follow a narrative about energy use in a community all while building solar panels, wind turbines and more!

7 AFFORDABLE AND CLEAN ENERGY



INDIGENOUS PERSPECTIVE

The Gaia Project team works across New Brunswick in a diverse range of communities. To improve the inclusivity of our organization, Gaia has committed to prioritizing the story of the local Mi'kmaq, Wolastoqey and Passamaquoddy peoples.

- Staff participated in Indigenous perspective professional learning
- We hired a summer intern through the Future-Ready Wabanaki program to conduct research and deliver internal professional learning

SCHOOL SURVEY SUCCESS

The New Brunswick Environmental Network, a communication network that links together over 100 non-profit environmental organizations, released the results of their annual *School Sustainability Survey* and The Gaia Project came out on top! Teachers reported that The Gaia Project was their most used resource for teaching sustainability themes in the province.



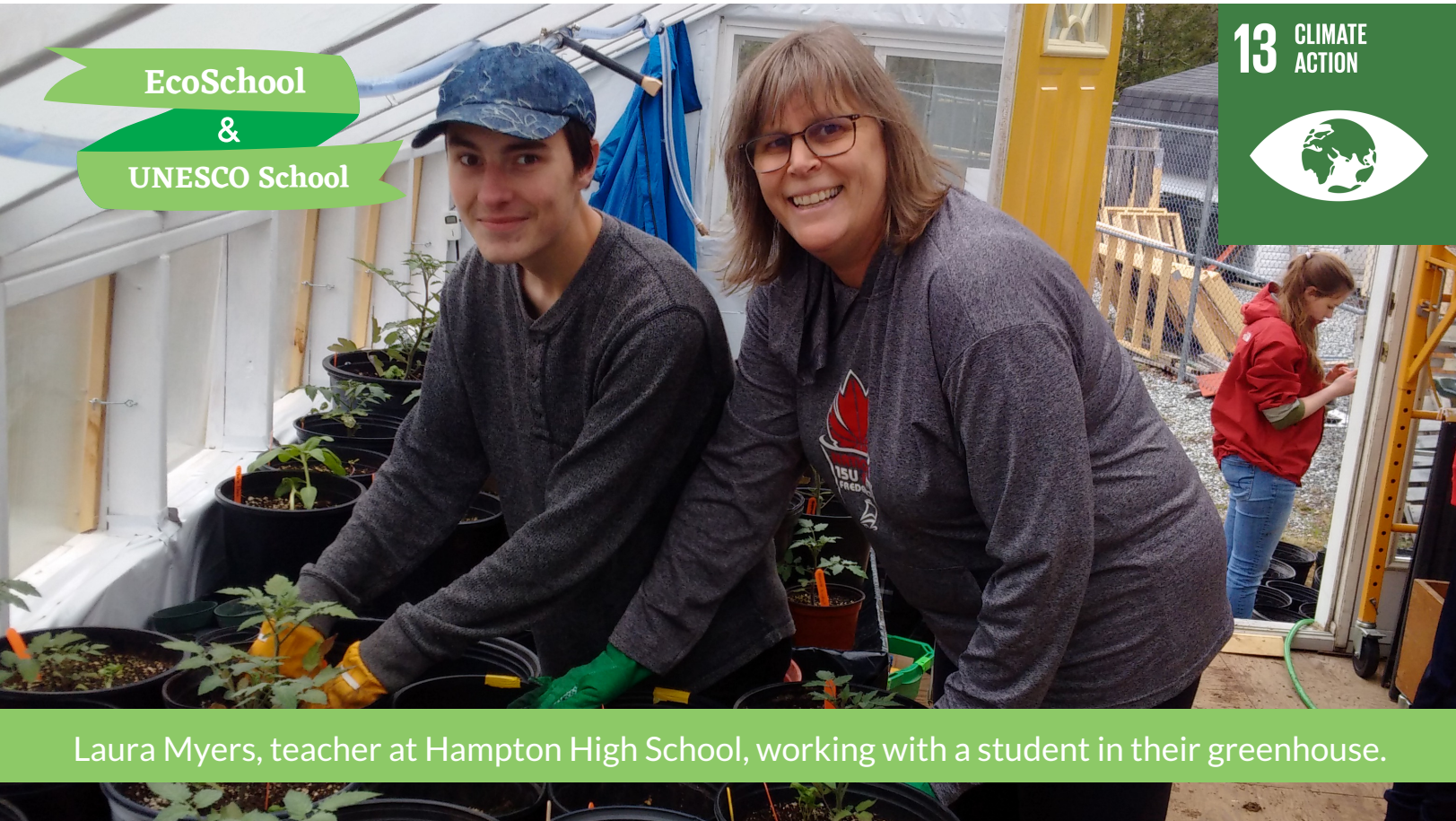
ALWAYS GETTING GREENER: HAMPTON HIGH SCHOOL

EcoSchool

&

UNESCO School

13 CLIMATE ACTION



Laura Myers, teacher at Hampton High School, working with a student in their greenhouse.

Hampton, New Brunswick is home to just over 4,000 citizens. While considered a small community, its impacts are quite the opposite. Nestled in the center of this small but mighty town is the local high school where sustainability is worn like a badge of honour with solar panels and a greenhouse both visible from the parking lot. Not only does the exterior boast of sustainability, the inside is full of teachers keen to instill climate conscious behaviors within their students.

Laura Myers is one of these teachers. She has been working with students on projects such as the greenhouse, planting a food forest and she also manages the Climate Action team.

“Either we can sit back, complain and be scared or we can take action. I feel that taking action is our only choice.” - Laura Myers

Though she would say the students are solely responsible for the green initiatives that have taken place at their school, we know a fearless leader on the staff team is necessary to make meaningful change.

The Gaia Project has been lucky enough to work with Laura on multiple occasions. Through our Sustainability in Action program, students have pinpointed areas where they can implement a waste reduction plan. "The ripple effects of The Gaia Project have been far-reaching" says Laura. Just when you think they have done it all, Hampton High School and Laura keep going.

A STORY OF RESILIENCE: RESPONDING TO COVID-19



New Brunswick schools officially closed in March of 2020. With Gaia's traditional delivery method being in-person climate change programming, our game plan needed to change. With students now at home, our new approach was to reach out to parents who were looking to occupy their kids with daily climate conscious activities. Gaia's Climate Quest was born! This program provided daily eco-friendly activities for students to complete at home for the month of April.

**96% of survey
respondants wanted to
remain engaged with
The Gaia Project after
the Climate Quest**

Daily Themes:

Meals Monday



Turn it off Tuesday



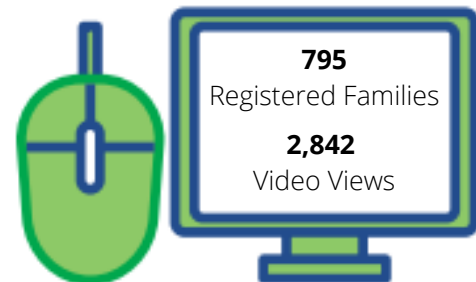
Wilderness Wednesday



Trash Thursday



Fridays for Future



Our daughter looks forward to the daily emails from Gaia's Climate Quest, especially while we are self isolating!

A HISTORIC PARTNERSHIP: ECOSCHOOLS CANADA

In the fall of 2019, EcoSchools Canada and The Gaia Project embarked on a pilot of Canada's first national certification program right here in New Brunswick. This was the first time the EcoSchools certification program was offered outside of Ontario. Teachers log eco-actions completed at their schools for a chance to gain bronze, silver, gold or platinum certification. With an unexpected end to the school year, the partnership will continue into 2020-21 and be available to all English and French schools in N.B.



**15 Schools
Certified**



**104 Eco-
Actions Logged**



Gaia's Program Director, Jimmy Therrien, leading a Trash Tracker program at École Grande-Digue.

CHALLENGES AND OBSTACLES

A Global Pandemic

COVID-19 has created many unprecedented challenges for The Gaia Project, the main one being provincial school closures. For 10 years, we have been working with students in person. The pandemic elicited a quick response from Gaia to maintain our position as a leading climate change education non-profit in the province. Under stress, Gaia delivered. Our online Climate Quest, program was able to reach a new audience of parents and community members and deliver a successful educational campaign, launching just 17 days after schools closed.

Professional Learning (PL)

Gaia has developed and delivered climate change PL sessions to teachers across the province in French and English via in person sessions, and online webinars. We encountered some challenges including, 1) inconsistencies in session length 2) school closures (up to 60 teachers lost), 3) small percentage of responses to follow up surveys. We are working to reduce barriers and improve our professional learning program for the 2020-2021 school year!

Revising Funding Agreements

When COVID-19 forced our business model to change, many of our funder agreements also needed revising. With our mandate of working with students in class, we had to quickly adjust to a distance-learning model. Thank you to our amazing funders who, while dealing with unprecedented changes in their own organizations, stood by us to support our new plan.

A BIG YEAR FOR COMMUNICATIONS



706
FOLLOWERS



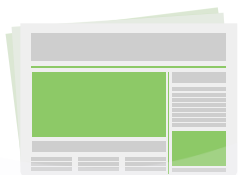
516
FOLLOWERS



1,322
LIKES



2,895
EMAIL SUBSCRIBERS



3
MEDIA MENTIONS

Communications Plan

For the first time, Gaia created an in-depth communications plan and added a full-time Communications Manager position to the team. In support of Gaia's strategic goals, the communications plan includes social media, newsletters, print media, blogs and more.

Branded Swag

To increase Gaia's visibility in schools across New Brunswick, we distributed sustainably sourced swag including water bottles, stickers and T-shirts.



"The response thus far has been strong and positive from both parents and teachers. Teachers, in particular, are reaching out to Gaia to supplement their learning resources for kids."

- HUDDLE ARTICLE REFERENCING GAIA'S CLIMATE QUEST

OUR TEAM



Full-time Staff

Back Row (left to right):

Jimmy Therrien (Program Director)

Geoff MacDonald (Director of Climate Change Education)

Lizzy Gresh (Executive Director)

Front Row (left to right):

Ainslee MacMillan (Special Projects Coordinator)

Catherine Rioux (Program Delivery Officer)

Brittany MacNaughton (Program Delivery Officer)

Jane Burchill (Communications Manager)

Student Staff:

Steven Greer

Samantha Murphy

Mathilde Theriault

Sue Tran

Becca Ireland

Part-time Staff:

Pauline Drost



THANK YOU

From everyone at The Gaia Project, we would like to say thank you for all of the support we have received this year.

Funders

- NB Power
- NB Environmental Trust Fund
- The McCain Foundation
- The Harrison McCain Foundation
- Allison McCain
- Canaport LNG
- Climate Action Fund (CAF)
- Telus Friendly Futures Foundation

Board of Directors

- George Dashner
- Janet Gagnon
- Nick Russon
- Carolyn Barnhart
- Monique LeBlanc
- Jordan Kennie
- Darrin Hoyt

Collaborators

- NB Department of Education and Early Childhood Development
- EcoSchools Canada
- UNB Mi'kmaq-Wolastoqey Centre
- New Brunswick Environmental Network
- EOS Eco Energy
- Nature NB
- The Smart Energy Company
- Orange Sprocket
- Kate Wallace & Co
- Brilliant Labs
- Ducks Unlimited
- Science East
- Learnsphere

Board of Advisors

Brian McCain
John Reid
Frank Camm
The NB Department of Education and Early Childhood Development

HR Committee

- Carolyn Barnhart
- Monique LeBlanc

Governance Committee

- Janet Gagnon
- Nick Russon

Strategic Fundraising Committee

- George Dashner
- John Reid
- Monique LeBlanc
- Ainslee MacMillan
- Lizzy Gresh
- Geoff MacDonald

THANK YOU

Thank you to all the teachers and schools that welcomed us into their classrooms in the 2019/2020 school year!

ASD-E

Bernice MacNaughton High School

Brian Corbett

Tim Carson

Ashley Baisley

Melanie Doucet

Claude D. Taylor School

Cara Sutherland

Tina Boutot

Karen Mawhinney

James Trenholn

Marie-Josée Savoie

Marie-Carmen Savoie

Genevieve Cormier

Alisha Bastarache

Edith Cavell School

Megan Murray

Jennifer Jones

Toby Morrell

Catherin Sartain

Shonda Allen

Laura Herbert

Jill Culligan

Frank L. Bowser School

Leanne Ferguson

Beverly English

Mr. Ryan

Jane Messervier

Chantal Ogilvie

Liane Pineau

Janice Bueno

Jennifer Proulx

Hillcrest School

Kaitlin Smith

J.M.A. Armstrong/Salisbury

Middle School

Frank Brubacher

Jocelyn Cliff

Port Elgin Regional School

Melissa Firlotte

Robyn Leger

Queen Elizabeth School

Michelle Robichaud

Vanessa Fahey

Craig Maskill

Andra Phillips

Steve Leard

Riverview High School

Jillian A. Lansdale

Christopher B. Battis

Nicolas Lupien

Marie-Josée Poitras

Shawna Woods-Roy

Salem Elementary School

Ashley Flemming

Deidra Riddle

Sunny Brae Middle School

Baukje David

West Riverview School

Gisele Boudreau

Lynn-Marie Favreau

Nathan Taylor

Stephanie Galbraith

Carol Lirette

Steve Aube

Tyler Arbuckle

Chantal Lirette Theriault

Christopher Battis (sub: Isaac Trail)

Ian M Fogarty

ASD-S**Barnhill Memorial School**

Mary Ashton

Beaconsfield Middle School

Mary Kennedy Fulton

Joseph Murphy

Campobello Island**Consolidated School**

Amanada Whittier

Jamie Murphy

Sonia Chute

Deer Island Community School

Brent Anderson

Mireille Conley

Fairvale Elementary School

Angela Sanford

Francine Beaulieu

Connie Culligan

Judith Kilpatrick

Andre Robichaud

Megan Watt

Tracy Taylor

Peter Wallace

Angela Sanford

Katherine Johnson

Forest Hills School

Pamela Hawkins

Alicia Donovan

Nathan Cameron

Fundy Middle and High School

Amy Adams

Sean Gorman

Hammond River Valley Elementary School

Pam Martin

Jason Snow

Jeremy Saldago

Claudia Hooper

Hampton High School

Michael Corasaniti

Vanessa Chamberlain

Karla Lamb

Laura Myers

Stephanie Lawson

Harry Miller Middle School

Mariel Prosser

Stephanie Chapman Ross

Melissa Dumas

Louise Leger

Kathleen Guitard

Island View School

Michelle Ruigrok

Kristy Leger

Kendra MacDougall

Katelyn Pettigrew

Heather Robinson

Colleen Hazen

Melissa Hayward King

Trina Goguen

Kennebecasis Valley High School

Colleen Logan

Margaret Ryan

Millidgeville North School

Matthew Mactavish

Quispamsis Middle School

Lorraine Lamey

Rothsay Elementary School

Leah Thompson

Jillian Kiervin

Jillian Dunlop

Trina Kitchen

Rothsay High School

Jayne Kingston

Kara Johnston

Rothsay Park School

Julie Matthews

Saint John High School

Ada McKim

Seaside Park Elementary School

Stefan Warner

Sarah Aucoin

St. John the Baptist/King Edward School

Leslie Hamilton Brown

St. Malachy's Memorial High School

Emily Duff

Aaron Abbott

St. Stephen High School

Tom Hart

Sussex Regional High School

Stephanie Walsh

Jeff Cawley

Vincent Massey Elementary School

Lesley Oleary

Westfield School

Michaela Green

Meghan Gorman

Laura Janes

Mary Beth McKeown

Carolyn Stevenson

Melanie Dupuis

Michelle Harley

Jennifer Floyd Hart**ASD-W****Bath Community School**

Stacy McCarthy

Beth Thomas

Bliss Carman Middle School

Katlin Copeland

Cambridge-Narrows**Community School**

Morgan Levesque

Canterbury High School

Julie Brown

Centreville Community School

Brittany Monteith

Elaine Brennan

Jennie Niles

Chipman Elementary SchoolCatherine Campbell (sub for
Susan Weaver)**Chipman Forest Avenue School**

James Gibson

Connaught Street School

Molly O'Shea

Joanne Quinn

Devon Middle School

Christy Hennigar

Doaktown Elementary School

Loey Parker

Donald Fraser Memorial School

Lisa Doucette

Fredericton High School

Ian Ohsberg

Kim MacDonald

Andrew Meek

Dwight Dunfield

Gillian McMullen

Emily Jarvis

Garden Creek School

Lisa McNeil

Mark Slack

Emily Greenwell

Meredith Briden

**Gibson-Neill Memorial
Elementary School**

Gordon Linder

Eric Ryan

Kevin Porter

Anita Curran

Harold Peterson Middle School

Pamela Thomas

Hartland Community School

Susan Culberson

Margo Springer

Becky Hovey

John Caldwell School

Jan Briggs

Samantha Jellett

Leo Hayes High School

Cassandra Chase

Marc Hostetler

Meghan Fox

Gabrielle Maillet

**Meduxnekeag Consolidated
School**

William McKinley

Lori Baird

**Minto Elementary Middle
School**

Kara Pond

Janie Dasset

Jennifer Leblanc

Amanda Daley

Crystal Roberts

Kelli Chase

Nackawic Senior High School

Kathy Campbell

Nashwaaksis Memorial School

Sonya House

Elizabeth MacArthur

Nashwaaksis Middle School

Jessica Curry

New Maryland Elementary School

Sara MacKay

Melissa Gaudet

Sean McInerney

Christopher Graves

Oromocto High School

Trista Michaud-Hachey

Rhonda Parsons

Susan Belliveau

Joanne McDonald

Carri Gray

Jonathan Allen

Brent Rowney

Jeff Ring

Park Street Elementary School

Sara Facey Benson

Summerhill Street Elementary School

Meagan Walsh-Graham

Winifred Clerk

Jacqueline Rowan

Christie Jordan

ASD-N**Bathurst High School**

Shannon Lavigne

Paul Robichaud

Alice Walker

Blackville School

Ashley Hallihan

Allan Carter

Melissa O'Keefe

Paula Davidson

Bonar Law Memorial School

Katherine Halas Moulton

Max Aitken Academy

Erin Kingston

Miramichi Valley High School

Matthew Stewart

Kathy MacDonald

DSF-NE**École L'Envolée**

Janick Robichaud

Joelle Mallet

École L'Étincelle

Catherine Mazerolle

Martin Degrâce

Mylène Jones

École La Relève-de-Saint-Isidore

Yvan Arseneau

École La Source

Annie Lebouthillier

Kim Breau

École La-Rivière

Jasmine Saulnier

Céline Lanteigne

École Le Tremplin

Marie-Michelle Paulin

Michèle Sonier

Joey Girouard

École Léandre-LeGresley

Béatrice Chevat

École Marguerite-Bourgeoys

Dorice Roussel

Chantal Lanteigne

Lyne Lebouthillier

Berthe Albert

Isabelle Fournier

Hélène Légère

École Marie-Esther

Isabelle Chiasson
Janie Fauteux
Cécile Gauvin

École Soeur-Saint-Alexandre

Liza-Joannie Ouellet
Linda Rioux

Le Galion des Appalaches

Nathalie Babin
Yolande Bouffard
Place-des-Jeunes
Joelle Legresley

Polyvalente Louis-Mailloux

Patrick Comeau
Émélie Ouellette

Polyvalente Roland-Pépin

Lynne
Philip
Alain
Maxie
Mimie

Polyvalente W.-Arthur-Losier

Monique Robichaud
Dion Hébert

DSF-NO

École communautaire Ernest-Lang
Carole Nadeau
Manon-Lynn Pelletier
Alain Ouellette

École Grande-Rivière

Henri Poitras
Joannie Morin
Tammy Bolduc

École Marie-Gaétane

Marie-Andrée Desjardins
Valérie Ratté

École Notre-Dame

Tracy Desbiens

École Saint-Jacques

Renée-Pier Abud
Teresa Turgeon Dufour
Francine Dumont-Roussel

Julie Corriveau

Tina Roussel

Karine Lagacé

Michelle Gaumont

Mélissa Oakes

Martin Bélanger

Alexandra Senay

Jason Rousselle

Manon St-Onge

Polyvalente A.-J.-Savoie

Maude Thériault
Pauline Dubé-Talbot

DSF-S**Centre scolaire Samuel-de-Champlain**

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Christine Roy
Karen Power
Karine Lang
Eric Levesque

École Abbey-Landry

Lisa Bourgeois-Richard
Dany Emond
Jenny Beaulieu

Danielle Martin

Tanya Bellefleur

École Antonine-Maillet

Mélissa Ouellet

Julie McGraw

Diane Ferguson

Nadine Bourque

Sheena King-Collette

École Arc-en-ciel

Elaine Levesque

Annie Pelletier

Janice Levesque

Chantal Ouellette-Parent

Amélie Dion

Carine Perron-Cousineau

Yanick Moyen

École Blanche-Bourgeois

Louise Guilbeault

Josée McIntyre

École Calixte-F.-Savoie

Tiffany Poirier

Chantal Cormier

Bernice McDonald

École Camille-Vautour

Annette Goguen Bah

Nathalie Allain

Tina Arsenault-Poirier

École Carrefour Beausoleil

Fannie Lupien

École Champlain

Mélanie Demers
Cathy Comeau
École Clément-Cormier
France Fortin-Surette
André Roy
Debbie Belliveau

Mylène Hébert

École Grande-Digue

Josee LeBlanc
Joline Bourgeois-Richard
Josée LeBlanc
Jacynthe LeBlanc
Ghislain Arseneau
Nadine Thériault-Albert
Lynn Pollock
Joanne

Caroline LeBlanc
Shyann Caissie

École L'Odyssée

Anik Guay
Linda Savoie
Josée St-Onge
Elisa Richard
Audrée Thériault

École Le Mascaret

Nicole Gaudet
Charline Arsenault-Leblanc

École Les Éclaireurs

Kathleen Brideau

École Mathieu-Martin

Pierre Ouellette
Sophie Vlenneau
Daniel Arsenault
Hélène Arpin
Tammie Boudreau

École Mgr-François-Bourgeois

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Rémi Audoux
Daniel Belliveau
Suzanne LeBlanc

École Mgr-Marcel-François-Richard

Emilie Julien
Danielle Cormier
Norma Vautour Cormier
Nadine

Cindy Caissie

Sylvie Dionne

Marie-Claude LeClair

Carole Hébert-Robichaud

École Notre-Dame

Stéphanie Boudreau

Kathie Brideau

Isabelle Deschenes

École Régionale de Baie-Sainte-Anne

Sonia

Fabrice Tomasselo

École Sainte-Anne

Monique Livingston
Cédrick Gallant
Renée Spence
Monique Poirier
Étoile de l'Acadie

Annie Landry

Maribeth Maillet

Justine Chiasson

Véronique Veillette

Polyvalente Louis-J.-Robichaud

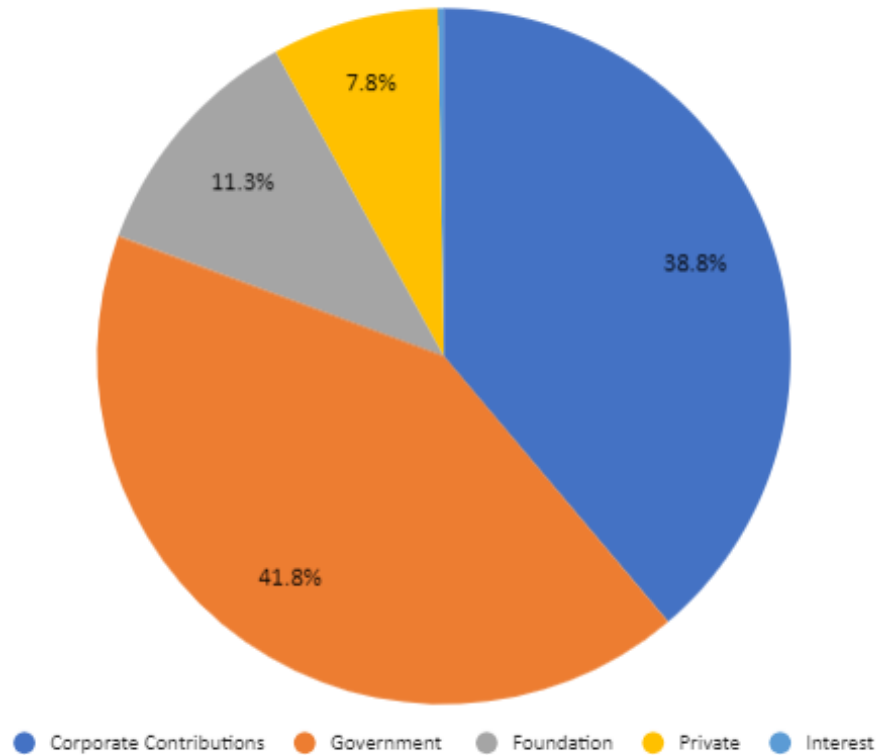
Robert Bourque

Véronique Thompson

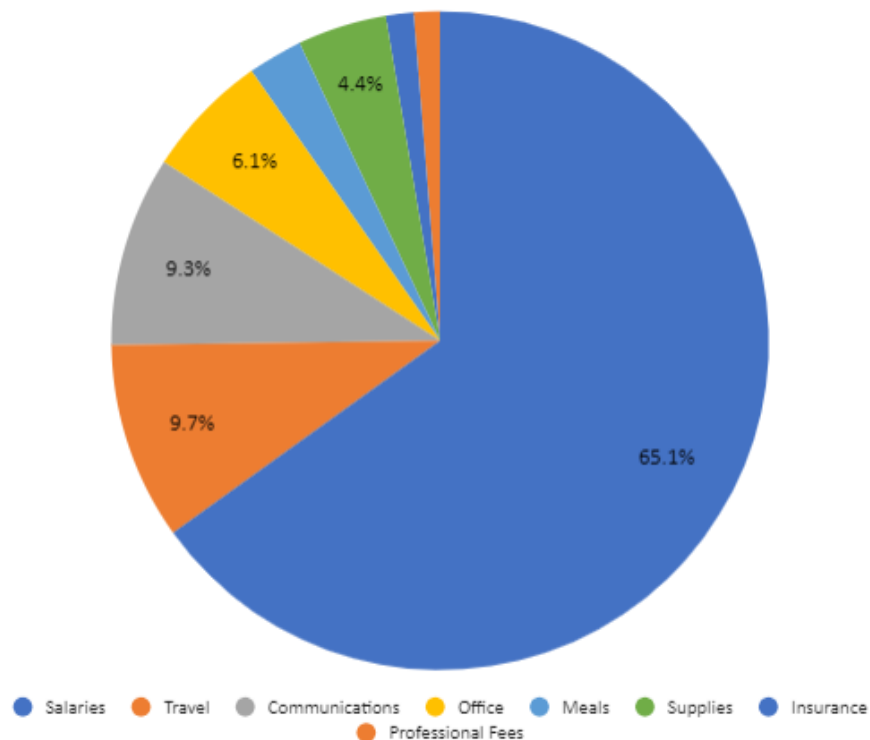
Dayna Cormier



REVENUE: \$530,197



EXPENSES: \$536,376





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www.thegaiaproject.ca

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