



# INSPIRING RESILIENCY THROUGH ADAPTATION

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**ANNUAL REPORT  
2021-22**

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## LAND ACKNOWLEDGEMENT

We recognize that the land upon which The Gaia Project is able to learn and educate is the unceded and unsurrendered territory of the past, current, and future Wabanaki peoples.

We recognize our part in honouring all of the rights and sovereignty of Indigenous peoples within the Peace and Friendship Treaties, and seek to spark collaboration in education through respect, honour, and solidarity with Indigenous members of our community.

We recognize the long histories of this land, the cultural practices, and histories of all Indigenous, Acadian, and non-Indigenous peoples across New Brunswick, and hope to represent them accurately in our mission.



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'EMPOWERING YOUTH  
TO TAKE ACTION ON  
CLIMATE CHANGE  
THROUGH EDUCATION'

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## DEAR PARTNERS IN CLIMATE ACTION AND EDUCATION,

Another year of growth for The Gaia Project!

This was a year chalked full of excitement, surprise and ultimately, renewed spirits for the work that we do in schools.

With your help, The Gaia Project:

- Led 279 climate action programs actively engaging 6,148 students in hands-on projects
- Reached 27,824 students with programs and resources
- Developed brand new localized content for teachers and students
- Impacted 154 schools with programs and resources

The Gaia Project has expanded our capacity both internally from 10 to 12 full-time team members, and externally with a diverse addition of valuable partnerships. COVID-19 and other challenges kept us on our toes again this year, but I am so proud of the way our team reacted with maturity and confidence to continue working hard to empower youth across the province.

Thank you for supporting our team and our mission during a very adaptive year in the world of educational outreach. We are more confident than ever about the coming year of programming with the incredible demand from teachers, students and the entire school community.

Sincerely,

Geoff MacDonald  
Executive Director





## CHAIRMAN'S MESSAGE

Dear Readers,

In the last 12 months, we've seen a massive shift in the way we deliver in-school programs (as a result of the lifting of COVID restrictions and other changes). The Gaia Project has accomplished a lot in the past year, thanks to the hard work of the team. Geoff has led the team to achieve significant successes, including more students than ever before.

With a new strategy in place, I believe that The Gaia Project has the greatest potential to extend beyond what we thought was feasible when it was first established. It will create a much larger impact in our communities and build a culture of climate change activists throughout Atlantic Canada. The board is pleased to support the entire Gaia team as they continue to implement the strategic plan for the next year.

To every one of Gaia's sponsors, I would like to thank you for your support. Please visit the sponsor page and consider supporting the organizations that contribute to Gaia's goal. Without these partners, Gaia wouldn't have the exceptional team we have, which allows us to teach sustainability and climate action in schools.

It's fantastic to be working with a team of such enthusiastic and skilled individuals. I am thrilled to be a part of The Gaia Project, and I thank the organization for all of its hard work. It is an exhilarating time to be a part of it.

Sincerely,

Jordan Kennie, Chair  
The Gaia Project, Board of Directors



# OUR TEAM

## 2021/2022 Gaia Project Team



**GEOFF MACDONALD**  
Executive Director



**JIMMY THERRIEN**  
Program Director



**ANNA-LEE VIENNEAU**  
Strategic Director



**AINSLEE MACMILLAN**  
Special Projects Manager



**ADAM BIRCHWEAVER**  
Program Delivery Officer



**AMY FLOYD**  
Program Delivery Officer



**CATHERINE RIOUX**  
Program Delivery Officer



**TRAVIS DALEY**  
Fundraising Manager



**BRITTANY MACNAUGHTON**  
Program Delivery Officer



**GUYLAINE DOUCET-FERGUSON**  
Program Deliver Officer



**SERENNA CHAPMAN**  
Student Intern



**VIOLET JAMES**  
Student Intern



# OUR TEAM

## 2021/2022 Board of Directors



**JORDAN KENNIE**  
Chair



**GEORGE DASHER**  
Past Chair



**JANET GAGNON**  
Secretary



**NICK RUSSON**



**CAROLYN BARNHART**



**MICHEL T. LÉGER**



**DARRIN HOYT**  
Treasurer



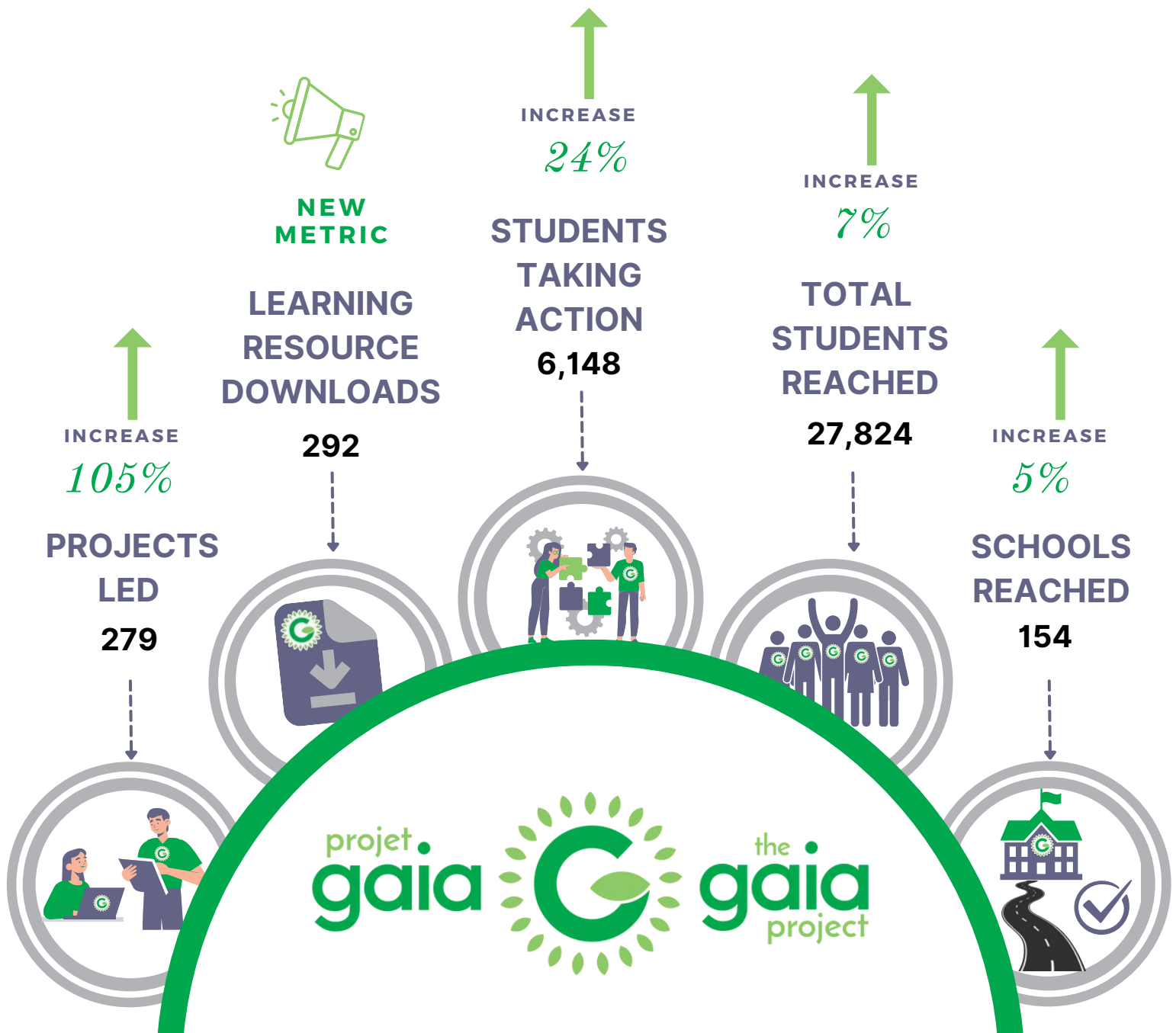
**KIM HUGHES**



**SHELLEY JANES**

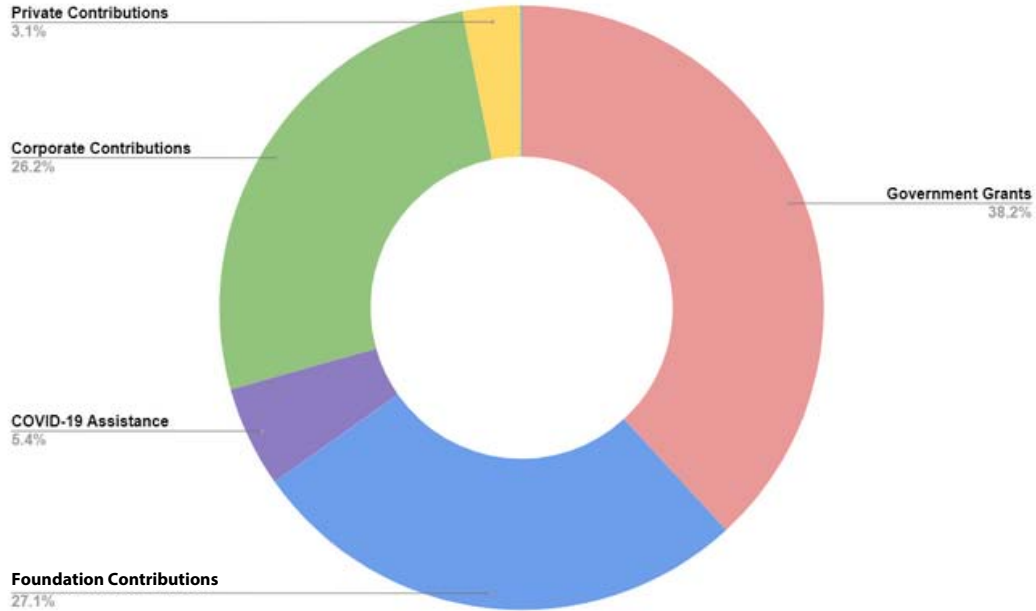


# SUMMARY OF THE 2021/2022 SCHOOL YEAR



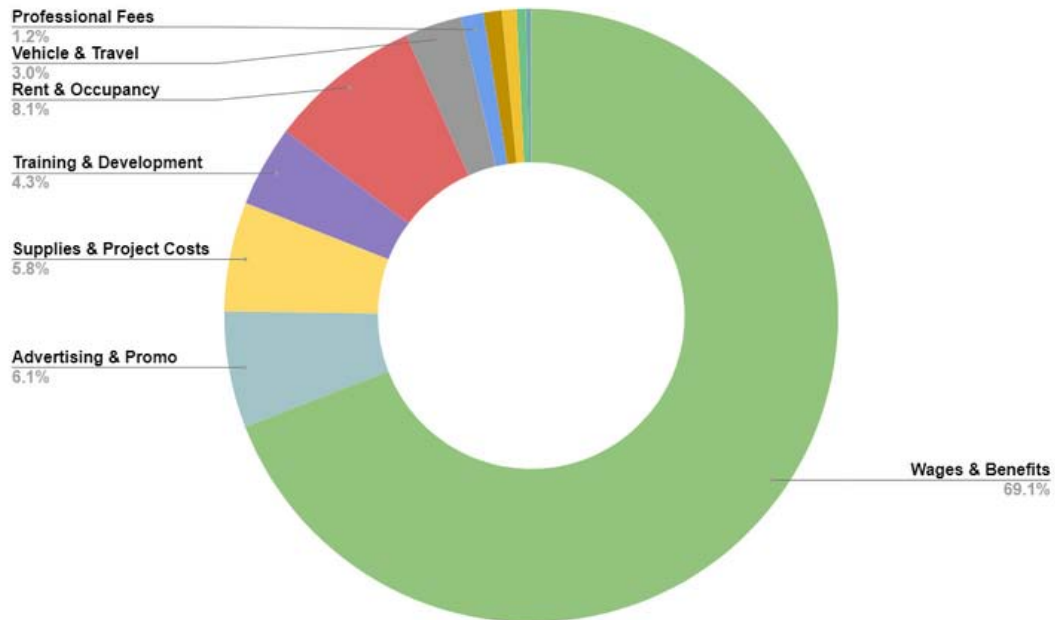


## REVENUE: \$1,009,841



↑  
INCREASE  
**16.3%**

## EXPENSES: \$815,199



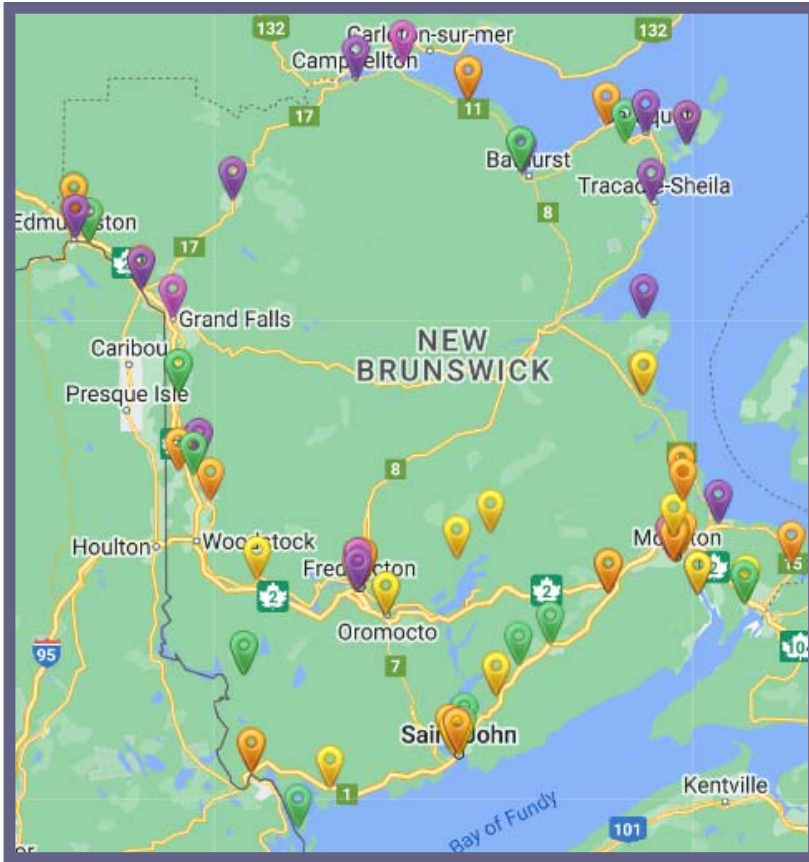
↑  
INCREASE  
**19.4%**





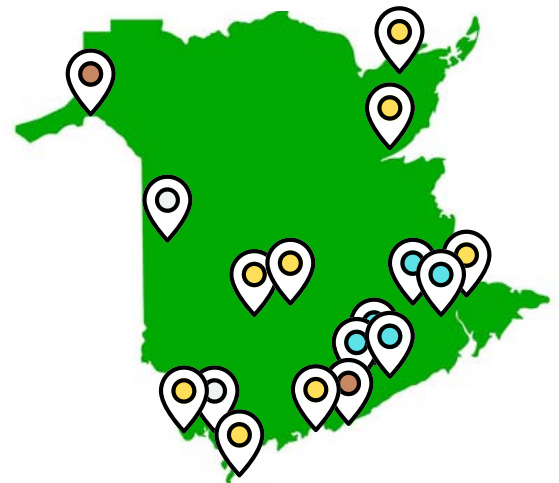
## Project Locations 2021-22

-  **Energy Escape**
-  **Electrify Your Ride**
-  **Energy Detectives**
-  **Sustainability in Action**
-  **Trash Tracker**



### About EcoSchools Certification

EcoSchools Canada offers a certification program for elementary through secondary schools that nurtures environmental learning and climate action. This award-winning, curriculum-linked framework supports school communities as they assess, track, benchmark, and celebrate environmental excellence. We are the exclusive provincial operator of the EcoSchools program in NB, and a member of the international network of EcoSchools programs, coordinated by the Foundation for Environmental Education.



### EcoSchool Locations 2021-22

École René-Chouinard  
Princess Elizabeth School  
Claude D. Taylor School  
Hampton High School  
Saint Mary's Academy

Rothesay Netherwood School  
Birchmount School  
Rothesay Park School  
St. Stephen Middle School  
École Mgr-François-Bourgeois

Centre scolaire Samuel-de-Champlain  
Garden Creek School  
École Léandre-LeGresley  
Fredericton High School  
Deer Island Community School



Thank you to all the teachers and schools that welcomed us into their classrooms in the 2021/2022 school year!

- Andover Elementary School
- Bath Community School
- Bathurst High School
- Bayview School
- Bernice MacNaughton High School
- Bessborough School
- Birchmount School
- Blackville School
- Caledonia Regional High School
- Canterbury High School
- Carleton North High School
- Carrefour de la Jeunesse
- Centennial School
- Centre scolaire Samuel-de-Champlain
- Centreville Community School
- Chipman Forest Avenue School
- Cité des Jeunes A.-M Sormany
- Claude D. Taylor School
- Connaught Street School
- Compass Education Support Program
- Corner Brook Intermediate
- Dalhousie Regional High School
- Deer Island Community School
- Devon Middle School
- Donald Fraser Memorial School
- Dorchester Consolidated School
- École Abbey-Landry
- École Anna-Malenfant
- École Antonine-Maillet
- École Blanche-Bourgeois
- École Calixte-F.-Savoie
- École Camille-Vautour
- École Carrefour Beausoleil
- École Carrefour de l'Acadie
- École Champlain
- École communautaire Ernest-Lang
- École communautaire Saint-Joseph
- École des Bâtisseurs
- École Grande-Digue
- École Grande-Rivière
- École Jasper Elementary School
- École La Ruche
- École Le Sommet
- École Léandre-LeGresley
- École Les Éclaireurs
- École Marguerite-Bourgeois
- École Marie-Esther
- École Mathieu-Martin
- École Mgr-François-Bourgeois
- École Mgr-Marcel-François-Richard
- École Mgr-Martin
- École Notre-Dame (nord)
- École Notre-Dame (sud)
- École Ola-Léger
- École Père-Edgar-T.-LeBlanc
- École Régionale de Baie-Sainte-Anne
- École Régionale Saint-Basile
- École René-Chouinard
- École Sainte-Anne
- École Sainte-Bernadette



Thank you to all the teachers and schools that welcomed us into their classrooms in the 2021/2022 school year!

- École Saint-Henri
- École Saint-Jacques
- École Secondaire Népisiguit
- Élémentaire Sacré-Coeur
- Elsipogtog School
- Essential Skills Program
- Florenceville Elementary School
- Florenceville Middle School
- Fredericton High School
- Fredericton Montessori School
- Fundy Middle and High School
- Garden Creek School
- George Street Middle School
- Gesner Street Elementary School
- Glooscap Elementary School
- Grand Manan Community School
- Hampton Elementary School
- Hampton High School
- Harbour View High School
- Harold Peterson Middle School
- Harrison Trimble High School
- Hartland Community School
- Havelock School
- Heritage Christian School
- Hubbard Avenue Elementary School
- Island View School
- J.M.A. Armstrong/Salisbury Middle School
- Jacquet River School
- James Thomson Elementary
- John Caldwell School
- Kennebecasis Park Elementary School
- Keswick Ridge School
- Lawrence Station Elementary School
- Le Domaine Étudiant
- Leo Hayes High School
- Liverpool Street Elementary School
- Magnetic Hill School
- Max Aitken Academy
- McAdam Avenue Elementary
- McAdam Elementary School
- Meduxnekeag Consolidated School
- Millidgeville North School
- Minto Elementary Middle School
- Minto Memorial High School
- Moncton High School
- Montgomery Street Elementary School
- Nackawic Middle School
- Nashwaak Valley School
- Nashwaaksis Memorial School
- Nashwaaksis Middle School
- Natoaganeg School
- New Maryland Elementary School
- Norton Elementary School
- Ontario Tech
- Oromocto High School
- Park Street Elementary School
- Parkwood Heights Elementary School
- Perth-Andover Middle School
- Petitcodiac Regional School
- Polyvalente A.-J Savoie
- Polyvalente Louis-J.-Robichaud
- Polyvalente Louis-Mailloux



Thank you to all the teachers and schools that welcomed us into their classrooms in the 2021/2022 school year!

- Polyvalente Roland-Pépin
- Polyvalente Thomas-Albert
- Polyvalente W.-Arthur-Losier
- Port Elgin Regional School
- Princess Elizabeth School
- Riverview East School
- Riverview Middle School
- Rothesay Park Middle School
- Rothesay Park School
- Rothesay Netherwood School
- Saint John High School
- Salem Elementary School
- St. Mary's Academy
- St. Mary's High School
- St. Stephen Middle School
- St. Andrew Catholic Elementary School
- St. Angela Merici
- St. Malachy's Memorial High School
- St. Margaret of Scotland
- St. Stephen High School
- St. Stephen Middle School
- Stanley Consolidated School
- Sugarloaf Senior High School
- Sussex Elementary School
- Tantramar Regional High School
- Terry Fox Elementary School
- Therapeutic Education Support Site
- Townsview School
- Vincent Massey Elementary School
- West Riverview School
- Woodstock High School
- York St. Public School

THANK  
YOU!



# PARTNERSHIPS

## Thank You to our Supporters

- New Brunswick Climate Change Secretariat (ETF)
- Environment Climate Change Canada (EDF)
- Énergie NB Power
- Plato Testing Inc.
- Saint John LNG
- Carton Council of Canada
- EcoCanada
- Future NB
- Co-operators General Insurance
- NB Department of Education and Early Childhood Development
- The McCain Foundation
- The Atlantic Canada Opportunities Agency (ACOA)
- Department of Post-Secondary Education, Training and Labour
- Regional Development Corporation
- Allison McCain
- Brian McCain



# PARTNERSHIPS

## Collaborators

- Centre of Excellence for Energy
- EcoSchools Canada
- EOS Eco-Energy
- Clean Foundation Nova Scotia
- Learning for a Sustainable Future
- LearnEast NB
- Joint Economic Development Initiative
- Nature NB
- Francophone Youth Federation of New Brunswick (FJFNB)
- Anglophone School District East
- Anglophone School District West
- Anglophone School District South
- Anglophone School District North
- District scolaire francophone Nord-Est
- District scolaire francophone Nord-Ouest
- District scolaire francophone Sud
- Valorès
- Dr Grant Williams
- Fredericton Region Solid Waste
- Eco 360
- Western Valley Region Waste
- Sustainability Education Alliance
- NB Department of Education and Early Childhood Development
- New Brunswick Environmental Network
- Orange Sprocket
- Kate Wallace Inc.
- Quartermain Earth Science Centre
- Science East
- Newfoundland Conservation Corps
- STEAM PEI
- Renewables NB

## Advisors

- John Reid
- Brian McCain
- Learnsphere/SavoirSphère
- Mi'kmaq-Wolastoqey Centre
- Jane Garbutt
- Monique LeBlanc
- Jake Arsenault
- Krista Downey
- Dr Ellen Field



# PARTNERSHIPS

## Volunteers (Green Experts)

- Adam Cheeseman
- Adam Mahoney
- Adrian Prado
- Alicia Diaz-Pappas
- Alyse Wilton
- Amber Garber
- Ansie van Wijk
- Barb Sharp
- Biyash Bhattacharya
- Brad Janes
- Bradley Nason
- Brittany Cormier
- Brittany MacLean
- Bruce Good
- Chris Randell
- Claire May
- David Giles
- Fawn Zeuchner
- George Dashner
- Greg Robart
- Jamie Young
- Jane Burchill
- Jillian Hudgins
- Jim Landry
- Jolaine Arseneau
- Jolyne Hébert
- Kevin Gallant
- Krista Han
- Lauren Clark
- Laurence Pelletier
- Laurent Daou
- Lita O'Halloran
- Lucille Doiron
- Mariah Belyea
- Mark Trealout
- Matthew Bishop
- Megan de Graaf
- Melanie Languille
- Mélanie Madore
- Miles Goff
- Natalie Deseta
- Nathalie Landry
- Peter Porteous
- Rachel Kierstead
- Rae Sharp
- Raphael Roy
- Shawn McGrath
- Spencer Karabelas-Pittman
- Tania Vienneau
- Tzomi Burkhart





## BRAND AWARENESS GROWTH



972

FOLLOWERS

+5%



764

FOLLOWERS

+22%



1,322

LIKES

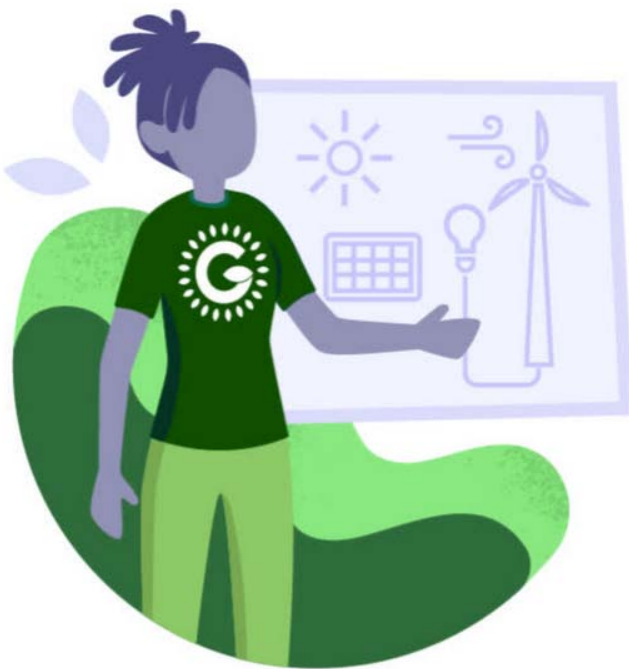
+25%



349

FOLLOWERS

+98%



*"Opportunities with Gaia have helped to bring about real changes, not only in the students' understanding and views of the world around them and their capacity to help, but also in the way the school is actually run as we have made concrete changes in some of our energy consumption strategies and practices".*

**BRENT ROWNEY,  
OROMOCTO HIGH SCHOOL**



# STUDENT IMPACTS

## Letter from a Gaia student

This year The Gaia Project received a letter from a former student, Angel Kramer. Angel participated in Gaia's Sustainability in Action program at Bathurst High School.

She shared her experience with our team:

*"To start, I only got to know what the Gaia Project was once I got into the French Environmental class at Bathurst High School, which I only chose because it was an interesting French credit. So, my journey with continuously learning about the environment started unintentionally. I am a student with great ambition about learning everything my classes have to offer and asking additional question I might have. It is free education, free information that you keep forever, a healthy meal for your brain, one that can help it grow.*

*Creating a project in groups to help the environment interested me once my teacher, Ms. Lavigne mentioned that we were going to start this as part of our course. Our group had a choice in what we picked to improve on in our school, we also chose what we would measure, and the Gaia Project helped us calculate everything. It was great that the Gaia Project Team had so much faith in each student, as well as our teachers. I think it really made an impact on each team's project, they all ended up being great! It was inspiring to be able to make a change in our school with just an idea and some class time.*

*The Gaia Project did not only help my French Environmental class and my school, but it also had a big impact on my life. Throughout high school I was not too positive about my career choice, and I still have my doubts. However, since I have been little, I have wanted to be a math teacher, I thought that it was a basic career choice but had it on my mind.*

*After learning about the environment, I love teaching others about it.*

*The Gaia Project gave me comfort in what I know and talk about daily. It changed my day-to-day lifestyle by gradually switching to more sustainable items, teaching others on how to change, researching background information on products/ companies before I buy and many more. It is empowering to say that I now know the advantages and disadvantages of the things I, and the rest of the world use and consume."*





## Teacher testimonials...

*"This program has been a great addition to the learning at my school. The Gaia Project provides excellent resources for both teachers and students to learn about climate action. Thank you for coming to our school and providing my students with first hand information and activities for the students to take part in and engage in climate action. Since your first visit students have been making positive changes in their lives to better support climate action changes in our school."*

**- Brent Anderson, Deer Island Community School**

*"We aren't finished yet, but so far, we learned how much energy our classrooms use for lighting and we learned that there is a very big difference between the energy needed for incandescent bulbs and LED bulbs. We also learned that the overhead fluorescent bulbs use a lot of energy! Students learned the relationship between energy use, cost, and CO2 emitted when producing the energy needed for lights."*

**- Laura Myers, Hampton High School**

*"Our class learned about common types of trash and local trends regarding litter. We explored garbage within our school and ways to produce less by recycling more. We also read, discussed, and reflected on the Seventh Generation Principle. Following the project we began a small compost bin with red wigglers that really excited the students!"*

**- April Rioux, Kennebecasis Park Elementary School**



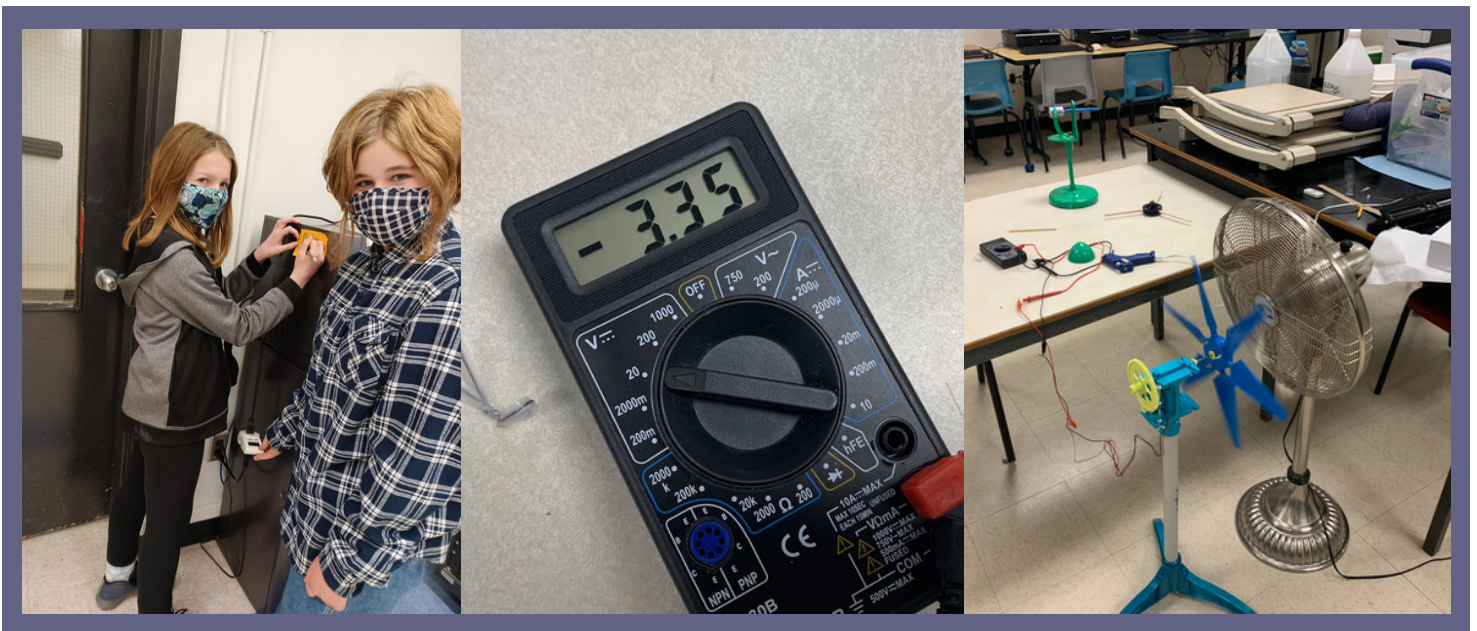
## Energy Super Schools in New Brunswick

The Gaia Project had six schools who participated in all of the energy programming available through The Gaia Project's educational suite. We are so grateful for our champion teachers at these schools;

- Nashawaaksis Middle School
- Devon Middle School
- Petitcodiac Regional School
- Florenceville Middle School
- École Communautaire Saint-Joseph
- École Grande-Rivière.



Highlighted here, Graham Loughborough's grade 8 class at Nashawaaksis Middle School. They completed the brand-new Energy Escape program before conducting a school energy audit with Energy Detectives. Next Graham challenging his students to continue their energy learning as they explored renewable energy investigations using Gaia's new wind and solar energy kits.

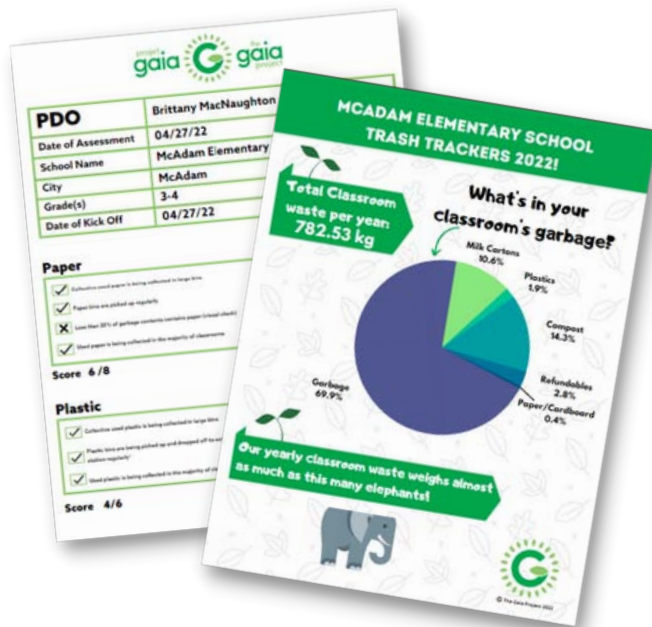


## Advancing Waste Management in McAdam

The Gaia Project began working with McAdam Elementary School in 2020. The school was interested in reducing their waste, but they were unsure where to start. After The Gaia Project facilitated a school waste audit in 2021, students revealed that 67% of their waste could have been diverted from the landfill with proper recycling. This was a bit of a shock to the students and teachers at McAdam School.

A year later Gaia returned to the school and conducted another audit, amazingly the school had managed to reduce that amount to just 30% in one year! The biggest challenge at McAdam School is the collection of materials. We hope to return again next year and see continued growth in their programs and take another step towards sustainable waste management practices in the community.

### Way to go McAdam School champion students!!





-  [facebook.com/gaiaproject](https://facebook.com/gaiaproject)
-  [@thegaiproject\\_](https://instagram.com/thegaiproject_)
-  [linkedin.com/company/the-gaia-project-nb](https://linkedin.com/company/the-gaia-project-nb)
-  [@gaiaproject](https://twitter.com/gaiaproject)
-  [www.thegaiproject.ca](http://www.thegaiproject.ca)

## HEADQUARTERS

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