



Growing with Gaia: A New Path Forward



2022 - 2023 Annual Report



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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.

Dear community.....

I am thrilled to announce The Gaia Project's annual impacts!

With your help, The Gaia Project:

- Led 311 climate action programs actively engaging 6,426 students in hands-on projects
- Reached 54,481 students with programs and resources
- Developed brand new localized content for teachers and students
- Impacted 166 schools with programs and resources

Themes from the 2022-23 school year include growing partnerships, installing new company values, and our organization reaching more students than ever before.

I am so proud of our talented team at Gaia, especially the team members who elevated their professional skills over the course of the year. A growing organization like The Gaia Project leads to increased responsibilities, and my current team makes my job so much easier.

Thank you for supporting The Gaia Project, our mission and our new Core Values; inclusion, innovation, and collaboration. These values will guide the development of new resources, approaching new opportunities and the delivery of our exciting suite of programming in schools of New Brunswick and beyond.

Sincerely,



Geoff MacDonald
Executive Director

Geoff MacDonald
Executive Director



Our Core Values

Since 2009, The Gaia Project has grown and matured to become a fundamental resource to teachers and students looking to integrate climate education within the classroom. We now service just over half of the public schools across New Brunswick and reach thousands of students each year. In order to best serve teachers and students across the province we have continuously refined our offerings to include in-class climate action programming, digital resources, youth leadership projects and green career coaching.

As we have enhanced our programs, we have done the same for our approach. In turn, our organization is committing to the Core Values of Innovation, Inclusion and Collaboration. These values are embedded in everything we do, inside and outside of the classroom.



Our Core Values

Inclusion:

Climate change affects everyone, and all members of the community should be empowered to participate in climate action conversations and solutions. Therefore, we are committed to providing inclusive educational experiences for teachers and young people across New Brunswick through adaptive classroom supports, flexible program delivery, equitable and targeted resource allocation, and investing in Indigenous community relationship growth.

Innovation:

Our programs and resources are informed by current, solutions-based climate thought-leadership. The teaching strategies that support our programs are rooted in hands-on, immersive education that aims to inspire young people to take climate action in their everyday lives. Our organization continuously implements new teaching styles, striving to merge existing curriculum with adaptive and creative tactics.

Collaboration:

While we consider ourselves to be proven leaders in the environmental education sector, we firmly believe that we are stronger and more effective when we work with other community experts. Our partners and collaborators exist within every layer of our organization; community consultation, program development and delivery, and shared services and resources. Our collaborators are credible, like-minded and share in our commitment to empower young people to become climate action leaders.

The Gaia Project's Core Values unify our efforts to achieve our mission; to empower young people to take action on climate change through education. We are proud of our achievements thus far and look forward to continuing our important work in schools across New Brunswick, keeping our new Core Values at the forefront of our projects, policies, and culture.

Our Team



Geoff MacDonald
Executive Director



Jimmy Therrien
Program Director



Anna-Lee Vienneau
Strategic Partnerships
Director



Ainslee MacMillan
Special Projects Manager



Adam Mahoney
Program Coordinator



Sébastien Lebel
Program Coordinator



Catherine Rioux
Program Coordinator



Travis Daley
Fundraising Manager



Brittany MacNaughton
Program Coordinator



**Guylaine
Doucet-Ferguson**
Program Manager



Katelyn Plant
Marketing &
communications
Manager



Hayley Gosse
Student Intern

Our Board



CAROLYN BARNHART
Interim Chair



JORDAN KENNIE
Past Chair



JODY GORHAM
Secretary



NICK RUSSON



CHRISTY BITCON



MICHEL T. LÉGER



KIM HUGHES



LAURA MYERS



DARRIN HOYT
Treasurer

Our Board of Advisors

- George Dashner
- Janet Gagnon
- John Reid
- Learnsphere/SavoirSphère
- Mi'kmaq-Wolastoqey Centre
- Jane Garbutt
- Dr Ellen Field
- Brian McCain

John Reid (center) received the 2023 Community Recognition Award from the City of Fredericton. Janet Gagnon (left) and George Dashner (right) are pictured here, celebrating John's achievement alongside him.



School Year Summary

2022 - 2023

Projects Led 311 +11.5%
Learning Resource Downloads 334 +6.5%
Students Taking Action 6,426 +4.5%
Students Reached 54,481 +95.8%
Schools Reached 166 +7.8%





EcoSchools in New Brunswick

Helping schools nurture environmental leaders through climate action

In collaboration with The Gaia Project, EcoSchools Canada offers a robust catalog of climate education activities and resources in both French and English for grades K-12. Free to all publicly funded schools, teachers can sign up, make a plan, log their actions, and earn points towards certification. As the regional partner representing New Brunswick, The Gaia Project team is always available to guide and support teachers, helping them to maximize the impact of the environmental projects they pursue with their students. A sustainable future begins at every EcoSchools!



The 2022 - 2023 EcoSchools of New Brunswick

Platinum

1. Dorchester Consolidated School
2. St. Stephen Middle School
3. Hampton High School
4. Rothesay Park School
5. Birchmount
6. Rothesay Netherwood School
7. Harbour View High School
8. Centre Scolaire Communautaire Samuel-de-Champlain



Gold

9. Saint Mary's Academy
10. Sussex Elementary School
11. Claude D. Taylor School
12. Hubbard Elementary School
13. Maplehurst Middle School

Silver

14. Fundy Middle and High School
15. École Mathieu-Martin

Bronze

16. Sunny Brae

Our Schools

- Andover Elementary School
- Arnold H. McLeod School
- Assiniboine Avenue Elementary School
- Barkers Point Elementary School
- Bath Community School
- Bathurst High School
- Bayside Middle School
- Beaverbrook School
- Belleisle Regional High School
- Bessborough School
- Blackville School
- Bliss Carman Middle School
- Bristol Elementary School
- Burton Elementary School
- Caledonia Regional High School
- Cambridge-Narrows Community School
- Campbellton Middle School
- Campobello Island Consolidated School
- Canterbury High School
- Carleton North High School
- Carrefour de la Jeunesse
- CedarBrook Learning Centre
- Centreville Community School
- Chief Harold Sappier Memorial School
- Chipman Forest Avenue School
- Chris Saunders Memorial Elementary School
- Cité de l'Amitié
- Claude D. Taylor School
- Connaught Street School
- Consortium Centre Jules-Léger
- Dalhousie Regional High School
- Deer Island Community School
- Devon Middle School
- Donald Fraser Memorial School
- Dorchester Consolidated School
- École Abbey-Landry
- École Antonine-Maillet
- École Arc-en-ciel
- École Camille-Vautour
- École Carrefour de l'Acadie
- École communautaire Ernest-Lang



Our Schools

- École des Bâtisseurs
- École des Pionniers
- École Dr-Marguerite-Michaud
- École L'Odysée
- École La Ruche
- École La-Rivière
- École Les Éclaireurs
- École Marguerite-Bourgeois
- École Marie-Esther
- École Mathieu-Martin
- École Mgr-Marcel-François-Richard
- École Mgr-Matthieu-Mazerolle
- École Notre-Dame (nord)
- École Notre-Dame (sud)
- École Ola-Léger
- École Régionale Saint-Basile
- École René-Chouinard
- École Sainte-Anne
- École Saint-Jacques
- École secondaire Népisiguit
- École Soeur-Saint-Alexandre
- École Soleil Levant
- Eleanor W. Graham Middle School
- Elsipogtog School
- Étoile de l'Acadie
- Evergreen Park School
- Fairvale Elementary School
- Florenceville Middle School
- Forest Glen School
- Forest Hill Elementary School
- Forest Hills School
- Fredericton Christian Academy
- Fredericton High School
- Fredericton Montessori Academy Inc.
- Fundy Middle and High School
- Garden Creek School
- Geary Elementary Community School
- George Street Middle School
- Gesner Street Elementary School
- Gibson-Neill Memorial School
- Hammond River Valley Elementary School
- Hampton Elementary School
- Hampton High School
- Hampton Middle School
- Hanwell Park Academy
- Harbour View High School
- Harold Peterson Middle School
- Harrison Trimble High School
- Harry Miller Middle School
- Hartland Community School

Our Schools

- Havelock School
- Hillcrest School
- Hubbard Avenue Elementary School
- Janeville Elementary School
- John Caldwell School
- Kennebecasis Valley High School
- King Street Elementary School
- Kingsclear Consolidated School
- Lakewood Heights School
- Lawrence Station Elementary School
- Leo Hayes High School
- Lincoln Elementary Community School
- Liverpool Street Elementary School
- Lord Beaverbrook School
- Macdonald Consolidated School
- Magnetic Hill School
- Maplehurst Middle School
- Marshview Middle School
- Max Aitken Academy
- McAdam Avenue School
- McAdam Elementary School
- Meduxnekeag Consolidated School
- Metepenagiag School
- Mgr-François-Bourgeois
- Millidgeville North School
- Milltown Elementary School
- Minto Elementary Middle School
- Minto Memorial High School
- Miramichi Rural School
- Moncton High School
- Montgomery Street Elementary School
- Mountain View School
- Nashwaaksis Memorial School
- Nashwaaksis Middle School
- Natoaganeg School
- Nelson Rural School
- New Maryland Elementary School
- Oromocto High School
- Park Street Elementary School
- Petitcodiac Regional School
- Polyvalente A.-J.-Savoie
- Polyvalente Louis-Mailloux
- Polyvalente Roland-Pépin
- Polyvalente W.-Arthur-Losier
- Port Elgin Regional School
- Priestman Street Elementary School
- Queen Elizabeth School

Our Schools

- Quispamsis Elementary School
- Quispamsis Middle School
- Rexton Elementary School
- Ridgeview Middle School
- River Valley Middle School
- Riverview East School
- Riverview Middle School
- Rothesay Elementary School
- Rothesay High School
- Rothesay Park School
- Royal Road Elementary School
- Royal Road School
- Saint Mary's Academy
- Salem Elementary School
- Seaside Park Elementary School
- Shediac Cape School
- St. John the Baptist/King Edward School
- St. Stephen Middle School
- Stanley Consolidated School
- Summerhill Street Elementary School
- Sunny Brae Middle School
- Sussex Elementary School
- Sussex Middle School
- Tantramar Regional High School
- Terry Fox Elementary School
- Townsview School
- Westfield Elementary School

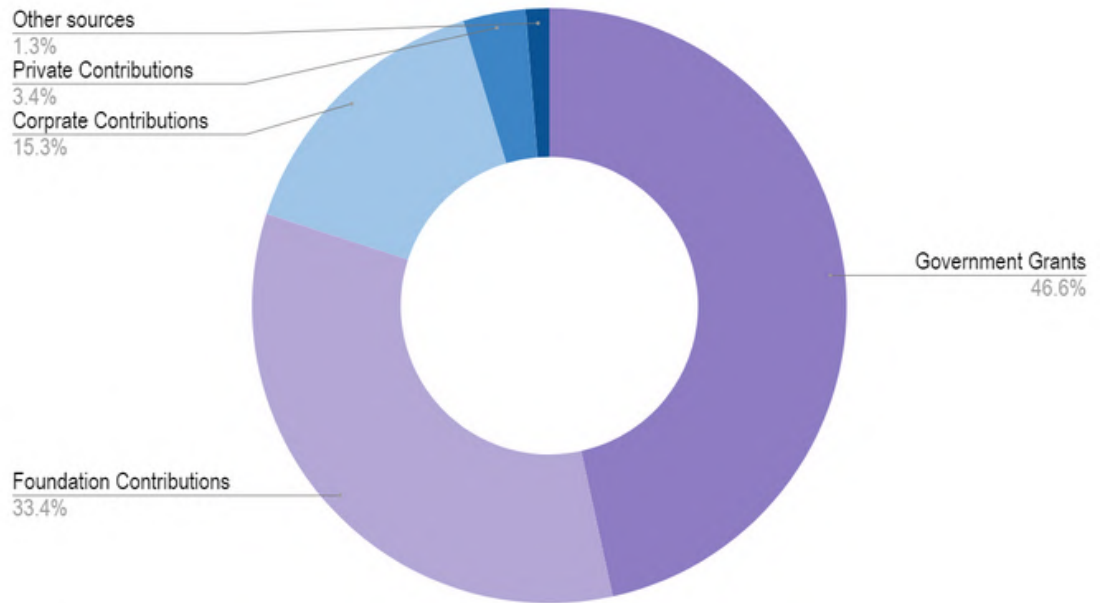
We are so grateful for the outstanding teachers who help to inspire the next generation of New Brunswick's climate leaders.

You make our work possible!

Financials

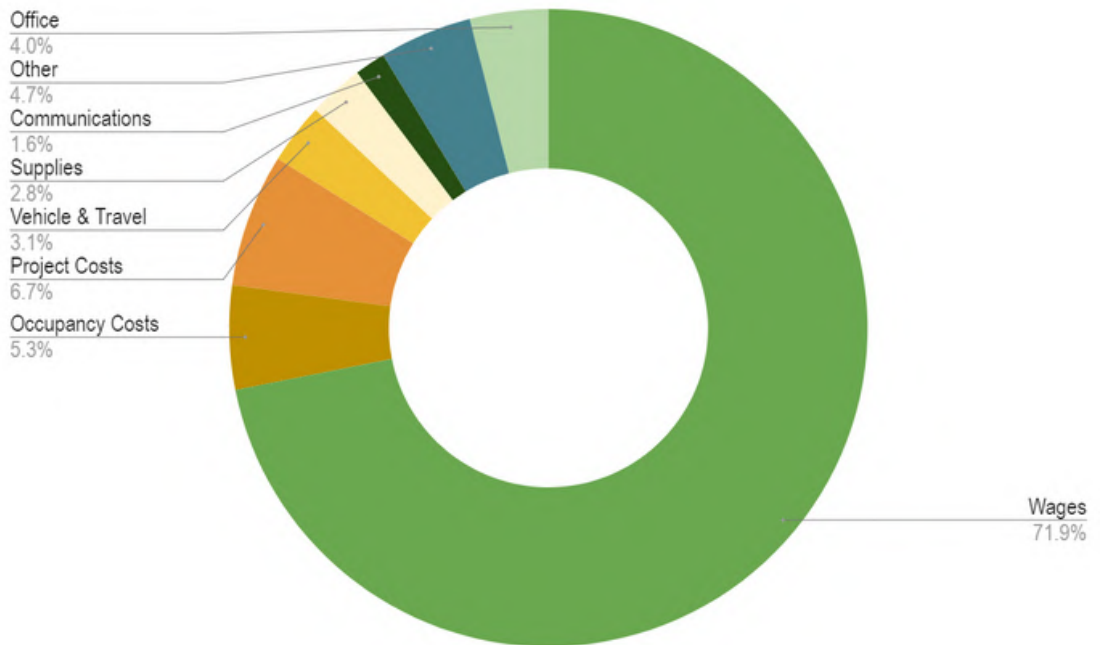
Revenue: \$930,577

The Gaia Project added 19 brand new sponsors and increased our contributions from foundations by 6%. Collaborative agreements have been an extremely beneficial source of income as The Gaia Project's partnerships continue to increase in efficiency.



Expenses: \$938,209

The organization continues to grow with 12 full time staff and a number of student interns working toward our mission. The overall ratio of expenses between categories has remained consistent with the 2021-22 year.



Partnerships

The Supporters Behind Our Mission



Partnerships:

Our Funders & Contributors

Gold

- New Brunswick Climate Change Secretariat (ETF)
- Environment Climate Change Canada (EDF)
- Énergie NB Power
- McCain Foundation
- The Atlantic Canada Opportunities Agency
- Natural Resources Canada- NB Lung

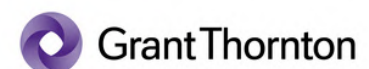
Silver

- Alison McCain
- Echo Foundation
- EcoSchools Canada - Environment and Climate Change Canada (ECCC)
- NB Department of Education and Early Childhood Development
- Carton Council of Canada

Bronze

- Grant Thornton - New Brunswick
- PLATO Testing
- Rotary Clubs of New Brunswick
- Sir James Dunn Centennial Trust
- TD Friends Of The Environment Foundation
- Saint John Energy

- Saint John LNG
- RDC Community Investment Fund
- New Brunswick Children's Foundation
- TELUS Friendly Future Foundation
- Brian McCain
- Desjardins Foundation



Partnerships:

Our Collaborators

Collaborators:

- The Centres of Excellence NB
- NB Lung
- Clean Foundation Nova Scotia
- Learning for a Sustainable Future
- Bouton d'or Acadie
- Joint Economic Development Initiative
- 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
- Dr Grant Williams, STU
- Fredericton Region Solid Waste
- Eco 360
- Western Valley Region Solid Waste
- Eastern Charlotte Waterways Inc.
- New Brunswick Environmental Network
- EcoSchools Canada
- Conservation Corps Newfoundland
- Orange Sprocket
- NB Department of Education and Early Childhood Development
- Kate Wallace Inc.
- Quartermain Earth Science Centre
- Science East
- Newfoundland Conservation Corps
- STEAM PEI
- Renewables NB
- Net Zero Atlantic
- York Sunbury Charlotte Forest Products Marketing Board
- Le Groupe de développement durable du Pays de Cocagne (GDDPC)
- Petitcodiac Watershed Alliance
- D.A.S. Concrete Countertops Inc.
- Elsipogtog Community Centre
- Valorès

Partnerships:

Our Green Expert Volunteers

- Abigale Culberson
- Adam Archibald
- Adam Cheeseman
- Adrian Prado
- Aiden Isbill
- Alex Levi
- Alexa Bailey
- Alexis Légère
- Alyse Wilton
- Amanda Marlin
- Amber Garber
- Andrew Mathis
- Andy Tree
- Angela Kingston Dick
- Anne MacKnight
- Ansie van Wijk
- Barb Sharp
- Barry Gallant
- Bernard Daigle
- Bethany Pohl
- Bobby Nakamoto
- Brad Janes
- Bradley Nason
- Brent Godbout
- Brittany Cormier
- Brittany MacLean
- Bruce Good
- Chris Randell
- Christopher Higgins
- Claire Ferguson
- Claire May
- Claire Vezina
- Clara Thaysen
- Dani Miller
- Dany Doucet
- David Coon
- David Giles
- Devon Saulis
- Dorothy Diamond
- Dustin Bowers
- Emma Theriault
- Fawn Zeuchner
- George Dashner
- Gillian Cormier
- Greg Robart
- Holly Campbell
- Jamie Young
- Jane Burchill
- Jeffrey St-Pierre
- Jenny Eamer
- Jesse Cameron
- Jillian Hudgins
- Jim Landry
- Jolaine Arseneau
- Jolyne Hébert
- JP Ouellette
- Kannon Animal Hospital
- Kate Butler
- Kayla Cotton
- Kelsey Wilson
- Kevin Gallant
- Krista Han
- Lauren Clark
- Laurence Pelletier
- Laurent Daou
- Lita O'Halloran
- Lucille Doiron
- Mariah Belyea
- Marika Brown
- Mark Trealout
- Megan de Graaf
- Melanie Languille
- Mélanie Madore
- Miles Goff
- Natalie Deseta
- Nathalie Landry
- Tania Vienneau
- Peter Porteous
- Rachel Kierstead
- Rae Sharp
- Raphael Roy



Partnerships:

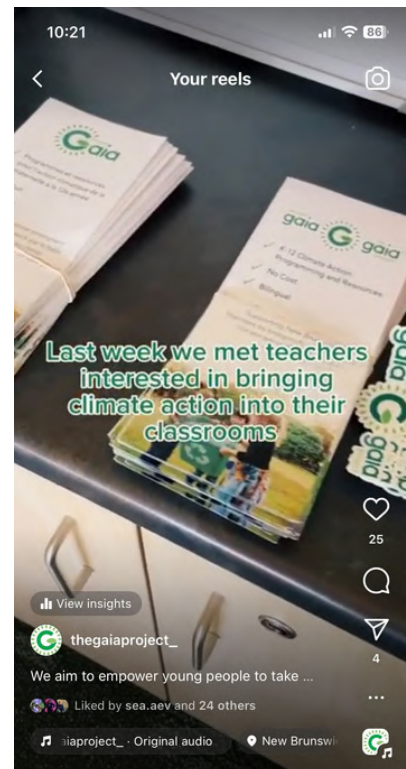
Our Green Expert Volunteers

- Rebeka Frazer-Chiasson
- Robin Gamblin
- Robin Thompson
- Roxanne MacKinnon
- Russel Smith
- Ryan Brown
- Sara Plant
- Sarah Babaei
- Sarah Kane
- Serge LaRoche
- Shane Boyd
- Shane Perley-Dutcher
- Shauna Sands
- Shawn McGrath
- Shaylyn Wallace
- Simon LeBlanc
- Spencer Karabelas-Pittman
- Tania Vienneau
- Tatum Andrews
- Theo Levi
- Tim Cross
- Tom Boyce
- Tracy Glynn
- Tzomi Burkhart
- Ursula Bear
- Victoria Watson
- Zachary DeMerchant
- Zaria Sorel



Brand Awareness

Reaching a wider audience with video: The launch of TikTok & Reels



August 2022 - July 2023

TikTok

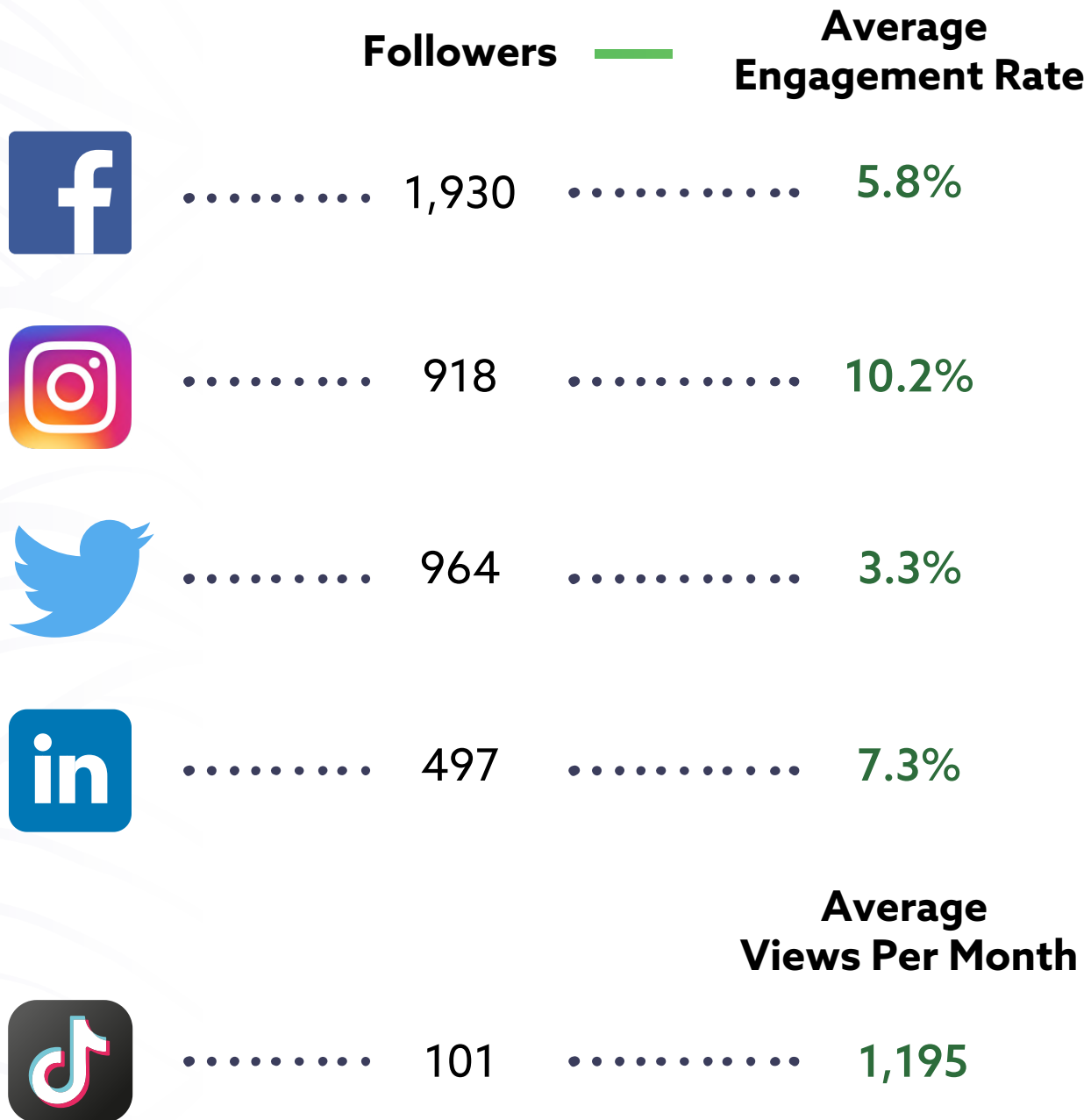
Total TikToks Posted: 50
Average Views Per Video: 254

Reels

Total Reels Posted: 37
Average Views Per Video: 613

Brand Awareness

Social Metrics: August 2022 - July 2023



The Gaia Champion Awards

Congratulations to the 2022-2023 Gaia Champion Award Recipients!



2023 Champion School Award: Sussex Elementary School

The Gaia Project began working with Sussex Elementary School (SES) and champion teacher, Kim Clancy in 2020. Since that time SES has completed a number of Trash Trackers and implemented all kinds of waste management solutions with support from their student green team. SES worked hard in 2022-23 to achieve gold certification status through the EcoSchools Canada program. With all of these amazing achievements, it was the fact that multiple teachers and the school Principal have all been active in greening the school community this year that sets Sussex Elementary apart in climate education leadership.

Way to go Sussex Elementary School!



The Gaia Champion Awards

Congratulations to the 2022-2023 Gaia Champion Award Recipients!



2023 Champion Teacher Award, Anglophone Districts

**Jessica Curry,
Nashwaaksis Middle School**

Jessica's commitment to climate education is evident in her ongoing engagement with The Gaia Project over the past 5 years. When our team facilitates in her classroom, Jessica is fully immersed with her students in exploring environmental topics. Programs that Jessica has invited to her classroom include Energy Detectives, Energy Escape, Electrify Your ride and Climate Labs.

We are honoured to add Jessica's name to our list of teachers who have been awarded the Champion Teacher Award and look forward to her continued work in fostering future leaders of climate action.



The Gaia Champion Awards

Congratulations to the 2022-2023 Gaia Champion Award Recipients!



2023 Champion Teacher Award, Francophone Districts

Lisa St-Amand Clavet, École Notre-Dame (nord)

Lisa has gone above and beyond in inspiring her students to embrace climate action, and this is evident in the extra-curricular programs and activities that she brings to her classroom. From participating in our Trash Tracker Program, to on-site school visits to the local service commission's recycling facility and landfill, to vermicomposting in the classroom, Lisa mobilizes her students to explore sustainability with a hands-on, immersive approach. Lisa also helped to empower students at École Notre-Dame (nord) to take climate action through leading the school's environmental committee, as well as a number of recycling initiatives and playground cleanups.

Lisa is truly deserving of this year's Champion Teacher Award, and we are pleased to be able to highlight her contributions in the world of environmental education.



Testimonials: Trash Trackers

The Gaia Project is a wonderful resource that I have been using for many years. They have such a great staff and are truly the most helpful educational resource that I have used in my teaching career. My students are so interested and engaged in taking action that the Gaia Project is a great fit. They are willing to come to my school and work first hand with the students. The students engage in the lesson and see immediate action. There is instant reaction from the students after taking part in the Gaia Project activities. Thank you!

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



Testimonials: Earth Week

The Gaia Project was a really wonderful way for our kids to take what they already know about Earth Day...and apply it to real life within our school community.

Our K-2's really had the chance to hear a story about how their small choices can impact the community as a whole, and the environment as a whole, and our 3-5's had the chance to examine how their choices and what they throw out everyday, and what they waste everyday, impacts the amount of garbage that we actually produce as a school, (and that's just a small bit in terms of our community and what we produce)! So it was a really wonderful way to have some practical, hands-on experience, looking at what they can do and the different choices they can make.

*- Ashley McDade,
Resource & Guidance Education Support Services,
Fundy Shores Elementary School*

Testimonials: Student Impact

My name is Vanessa Goodwin and I am a recent high school graduate. Nine years ago, when I was in elementary school, I joined the Gaia club. I was a member for three years. Being a member sparked a passion for the environment, but also the community. I had wonderful people who inspired and mentored me to accomplish many things. One of the biggest things that I accomplished was a letter I wrote to the Minister of Energy and Mines, asking for help to find a solution to milk cartons within the school. I noticed that we were throwing out a lot of milk cartons and I wanted to find a way to recycle them.

Seven years later, when I was in grade 11, I got a message that said we can now recycle milk cartons within the school district; I remember feeling very proud.

Next year I am attending UNB to study a Bachelor of Science & Economics. I will be studying social issues such as climate change and environmental issues. I remember that my time in Gaia taught me that I can make a difference and I only hope that I can pursue this in the future.

**- Vanessa Goodwin,
Former Student of The Gaia Project**





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