



# **Empower Youth, Engage Communities: Achieving Climate Action Milestones**

**2023-2024 Annual Report**





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# Letter from the Executive Director

Dear Supporters,

It is an absolute honour to look back on another year as the *Executive Director* of The Gaia Project. I have been so fortunate to work alongside an incredible team while making a positive impact on communities across Atlantic Canada.

With your help, The Gaia Project:

- 🌱 Led 294 climate action programs actively engaging 7,658 students in hands-on projects.
- 🌱 Reached more than 70,000 students with programs and resources.
- 🌱 Impacted 212 schools with programs and resources.
- 🌱 Increased climate literacy through workshops with 179 educators.


As part of our strategic plan, The Gaia Project aims to be recognized as a national leader in climate change education. Each year we've been able to advance on these aspirations and provide innovative programming that has been developed right here in New Brunswick.

Thank you for making a difference and supporting The Gaia Project, our mission and our new Core Values; inclusion, innovation, and collaboration. These values guide the development of new resources, approaching new opportunities and the delivery of our exciting suite of programming to empower youth everywhere!

Sincerely,



**Geoff MacDonald**  
*Executive Director, The Gaia Project*

A photograph of a classroom where several students are seated at long tables, focused on their work. Some are writing in notebooks, while others are looking at papers. A teacher or adult is standing in the background, smiling and observing the students. The room is bright and has educational posters on the walls.

**Sparkling climate action  
through education**



# Our Impact



# Our Schools

- Académie Notre-Dame  
Andover Elementary School  
Apohaqui Elementary School  
Arnold H. McLeod School  
Back Bay Elementary School  
Barnhill Memorial School  
Bath Community School  
Bathurst High School  
Bayside Middle School  
Beaconsfield Middle School  
Beaverbrook School  
Belleisle Regional High School  
Bernice MacNaughton High School  
Bessborough School  
Birchmount School  
Blacks Harbour School  
Blackville School  
Bliss Carman Middle School  
Bonar Law Memorial School  
Caledonia Regional High School  
Cambridge-Narrows Community School  
Campobello Island Consolidated School  
Carrefour de la Jeunesse  
Centre d'apprentissage du Haut-Madawaska  
Centre scolaire Samuel-de-Champlain  
Centreville Community School  
Champlain Heights School  
Cité des Jeunes A.-M.-Sormany  
Claude D. Taylor School  
Connaught Street School  
Dalhousie Regional High School  
Devon Middle School  
Donald Fraser Memorial School  
Dorchester Consolidated School  
Dr. A. T. Leatherbarrow Primary School  
École Abbey-Landry  
École Amirault  
École Anna-Malenfant  
École Antonine-Maillet  
École Arc-en-ciel  
École Blanche-Bourgeois  
École Calixte-F.-Savoie  
École Camille-Vautour  
École Carrefour Beausoleil  
École Carrefour de l'Acadie  
École Champlain  
École Claudette-Bradshaw  
École Clément-Cormier  
École communautaire Ernest-Lang  
École communautaire Saint-Joseph  
École des Bâtisseurs  
Écoles des Pionniers  
École Donat-Robichaud  
École Grande-Digue  
École Grande-Rivière  
École L'Escale-des-Jeunes  
École L'Odyssée  
École La Relève-de-Saint-Isidore  
École La Ruche  
École La Source  
École Le Mascaret  
École Le Tremplin  
École Les Éclaireurs  
École L'Étincelle  
École Marguerite-Bourgeois  
École Marie-Esther  
École Marie-Gaétane  
École Mathieu-Martin  
École Mgr-François-Bourgeois  
École Mgr-Lang  
École Mgr-Marcel-François-Richard
- École Mgr-Matthieu-Mazerolle  
École Mont Carmel  
École Notre-Dame (nord)  
École Notre-Dame (sud)  
École Ola-Léger  
École Régionale Saint-Basile  
École René-Chouinard  
École Sainte-Anne  
École Sainte-Thérèse  
École Saint-Jacques  
École secondaire Népisiguit  
École Soeur-Saint-Alexandre  
École Terre des Jeunes  
Edith Cavell School  
Eleanor W. Graham Middle School  
Elsipogtog School  
Esgenoôpetitj School  
Étoile de l'Acadie  
Evergreen Park School  
Fairvale Elementary School  
Florenceville Elementary School  
Florenceville Middle School  
Forest Glen School  
Forest Hill Elementary School  
Forest Hills School  
François-Xavier-Daigle  
Frank L. Bowser  
Fredericton High School  
Fundy Middle and High School  
Fundy Shores School  
Gagetown School  
Garden Creek School  
Geary Elementary Community School  
George Street Middle School  
Gibson-Neill Memorial Elementary School  
Glen Falls School  
Grand Bay Primary School  
Hampton Elementary School  
Hampton High School  
Hanwell Park Academy  
Harbour View High School  
Harrison Trimble High School  
Hartland Community School  
Harvey Elementary School  
Harvey High School  
Hubbard Avenue Elementary School  
Inglewood School  
Island View School  
J.M.A. Armstrong/Salisbury Middle School  
James M. Hill Memorial High School  
Janeville Elementary School  
John Caldwell School  
Kennebecasis Park Elementary School  
Keswick Ridge School  
Keswick Valley Memorial School  
Kingsclear Community School  
Lakefield Elementary School  
Lakewood Heights School  
Lawrence Station School  
Le Domaine Étudiant  
Leo Hayes High School  
Lewisville Middle School  
Lincoln Elementary Community School  
Liverpool Street Elementary School  
Loch Lomond School  
Lord Beaverbrook School  
Lou Macnarin School  
Macdonald Consolidated School  
Magnetic Hill School  
Mah-Sos School  
Maplehurst Middle School
- Max Aitken Academy  
McAdam Elementary School  
McAdam High School  
Metepenagiag School  
Miramichi Rural School  
Miramichi Valley High School  
Moncton High School  
Montgomery Street Elementary School  
Mountain View School  
Nackawic Senior High School  
Nashwaaksis Memorial School  
Nashwaaksis Middle School  
Natoaganeg School  
Nelson Rural School  
New Maryland Elementary School  
North & South Esk Elementary School  
North & South Esk Regional High School  
Northrop Frye School  
Norton Elementary School  
Oromocto High School  
Park Street Elementary School  
Perth-Andover Middle School  
Petitcodiac Regional School  
Polyvalente A.-J.-Savoie  
Polyvalente Louis-J.-Robichaud  
Polyvalente Louis-Mailloux  
Polyvalente Thomas-Albert  
Polyvalente W.-Arthur-Losier  
Priestman Street Elementary School  
Quispamsis Elementary School  
Quispamsis Middle School  
Régionale-de-Saint-André  
River Valley Middle School  
Riverbend Community School  
Riverview High School  
Riverview Middle School  
Rothsay Elementary School  
Rothsay High School  
Rothsay Netherwood School  
Rothsay Park School  
Royal Road Elementary School  
Saint John High School  
Saint Rose School  
Salem Elementary School  
Salisbury Elementary School  
Seaside Park Elementary School  
Shediac Cape School  
Simonds High School  
Southern Victoria High School  
St. George Elementary School  
St. John the Baptist/King Edward School  
St. Malachy's Memorial High School  
St. Stephen Elementary School  
St. Stephen High School  
St. Stephen Middle School  
Stanley Consolidated School  
Sunbury West School  
Sunny Brae Middle School  
Superior Middle School  
Sussex Corner Elementary School  
Sussex Elementary School  
Sussex Middle School  
Tantramar Regional High School  
Terry Fox Elementary School  
The Woods (Formerly Origins Academy)  
Tobique Valley High School  
Townsvlew School  
Vincent Massey Elementary School  
West Riverview School  
Westfield School





# Stakeholder Testimonials



*"The Gaia Project provides our students with learning opportunities to raise awareness of the real issues surrounding climate change. These activities are an asset to our curriculum, since the objectives are directly linked to what we are learning. Students have the chance to deepen or consolidate what they have learned in class. This comprehensive program offers teaching support and is a wonderful resource for the classroom teacher."*

Josée Deschênes Caron,  
Grade 6 Teacher, École Régionale Saint-Basile

*"I had a great experience striving to make an impact at my school. Watching to see how many people participated showed us that our work paid off. Knowing that we made a tiny difference is what made it worth it."*

Student, Grade 12,  
Bernice MacNaughton High School

*"I feel very fortunate to have received a set of beautiful picture books for our teachers and students to use through the Gaia Project Sustainability Literacy Kit program. The books were thoughtfully selected to enrich our lessons in Science, directly supporting our 3rd grade curriculum focus of "Our Local Environment". Picture books are such a great way to introduce concepts and launch discussions at any age and we have thoroughly enjoyed the books provided in the kit. Thank you so much."*

Jen Salgado,  
Grade 3 Teacher, Hampton Elementary School



*"For over 5 years, The Gaia Project has been a strong partner in helping drive Science & Climate Action Education forward in ASD-N. The Gaia project has facilitated hands-on student workshops at ASD-N STEM Fest and NB Science Week, delivered professional learning sessions for teachers, worked directly with many classes and has provided individual mentorship to students. Our teachers are always grateful for the bilingual support and expertise offered by the Gaia Project and have seen students taking their environmental actions to new levels."*

Krista Nowlan, Cross Curricular Lead, ASD-N



# EcoSchools New Brunswick

## 2023/2024: Impact Summary

EcoSchools Canada works to support environmental leadership and climate action in schools. As the official regional partner in New Brunswick, The Gaia Project helps to promote EcoSchools and support schools in achieving certification. With closely aligned objectives, EcoSchools Canada and The Gaia Project have worked together to empower students to be agents of change in their communities through taking climate action.

This year, The Gaia Project helped to bring EcoSchools to more New Brunswick classrooms than ever before. Teachers and students mobilized, engaged in, and led climate action initiatives with big impact.



**19 schools**  
certified



**853 students**  
participated in  
an EcoTeam



**115 whole school**  
initiatives were  
completed



**23,076 students**  
reached  
by EcoSchools



# Certified Schools

## Platinum

- Hampton High School
- Harbour View High School
- Rothesay Netherwood School
- École Notre-Dame (Edmundston)
- Birchmount School
- École Camille-Vautour
- Maplehurst Middle School

## Gold

- Forest Hills School
- St. Stephen Middle School
- École Mathieu-Martin
- Superior Middle School
- Janeville Elementary School

## Bronze

- École Les Éclaireurs
- École René-Chouinard
- Sunny Brae Middle School
- Le Domaine Étudiant
- Donald Fraser Memorial School

## Silver

- Campobello Island Consolidated School
- Southern Victoria High School



Hydroponics at Birchmount School, Moncton



# **EMPOWERING** | *Spark your curiosity.* **TOMORROW**

A Clean Energy Conference for High School Students in New Brunswick.



On April 25, 2024, The Gaia Project hosted the very first Empowering Tomorrow student youth conference in collaboration with NB Power, the Centre of Excellence for Energy, and the Department of Education and Early Childhood Development (EECD). Empowering Tomorrow brought over 200 students and teachers from across New Brunswick to attend professionally-led workshops, network with diverse organizations spearheading environmental projects, and design student-led action plans that could be implemented at schools.



# Empowering the next generation of **energy leaders**



Students and teachers reached **▶ 200+**

Student breakout sessions/field trips **▶ 14**

Professional networking booths **▶ 17**

Educator breakout sessions **▶ 3**

Student action plans created **▶ 25**

*"I feel like this is a good conference that should be done every year so more people can learn more about the different careers provided in New Brunswick because there are a lot of opportunities that even I didn't know NB had before the conference."*  
-Student & Attendee

*"I believe today was a great experience for both students and educators. The coordinators thought of everything and the day went smoothly. I would certainly bring my class to a conference like this again and promote it to fellow educators."*  
-Educator & Attendee



# Supporting ReconciliACTION

## Taking Climate Action Together

The Gaia Project has committed to reconciliation with Indigenous peoples of the Wabanaki Confederacy through acts of staff training, restructuring organizational policies, and the pursuit of partnerships with likeminded Indigenous organizations. An exciting partnership was formed in 2022 when The Gaia Project began collaboratively delivering education to Indigenous community schools with Anqotum.

Anqotum specializes in species at risk with amazing hands-on samples for students to touch and feel. Students learn how species in their region are impacted by environmental disruptions, including those experienced through climate change. The Gaia Project's Energy Engineers program provides students with both hands-on and story-based learnings on how humans have contributed to climate change.

We have been so fortunate to visit Elsipogtog School, Metepenagiag School and Natoaganeg School thanks to our partnership with Anqotum. We look forward to future visits and further commitments from The Gaia Project to acts of truth and reconciliation.



Energy Engineers at Metepenagiag School

# Celebrating Outstanding Achievement

## The 2023/2024 Gaia Champion Award Recipients



### The Champion Student Award

#### Ellie Nicholson

*Grade 6 student, Florenceville Middle School*

A true advocate for sustainability, we are honoured to have awarded the very first Champion Student Award to Ellie Nicholson of Florenceville Middle School. Ellie has been part of her school's Gaia club since elementary school. This past year, Ellie helped lead waste reduction projects including setting up the school food cyler, terracycling, and trash tracking.



### The Champion School Award

#### Harbour View High School

Students and teachers at Harbour View High School have shown an unwavering commitment to sustainability through both new and ongoing projects including; reaching Platinum EcoSchools Certification, opening a prom attire thrift store for students to access for free, hosting Stuzapalooza (a climate action education event for elementary students) and more!



### The Champion Staff Award

*(Francophone)*

#### Sarah Ménil-Fillon

*Grade K-8 teacher, École Les Éclaireurs*

Sarah Ménil-Fillon has participated with The Gaia Project since 2020, supporting numerous sustainability projects at her school such as indoor and outdoor composting, plastic recycling, and gardening. Sarah integrates the UN SDG's in her teaching and is truly committed to empowering her students to engage in climate action.



### The Champion Staff Award

*(Anglophone)*

#### Natasha Douthwright

*Grade 6-12 teacher, Cambridge-Narrows Community School*

Nastasha is a leader in her school, engaging students in diverse, hands-on climate action projects such as vermicomposting, salmon hatching, and litterless lunches. Nastasha is a key pillar in helping Cambridge-Narrows make strides towards sustainability, inspiring teachers and students to be environmental stewards.



# Our Partners

Our community partners and collaborators help us empower students to be climate leaders at school and home. The work we do has a lasting impact, and it is with the support of our funders that we are able to achieve our goals and reach new milestones. We are grateful for our partners and collaborators and look forward to continuing to inspire the future leaders and advocates of sustainability with their support.

## Gold

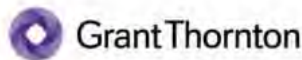


## Silver



- Department of Education and Early Childhood Development
- Allison McCain
- New Brunswick Lung Association
- Environment and Climate Change Canada - EcoSchools Canada
- Eco Canada
- Echo Foundation

## Bronze



- Fundy Community Foundation
- United Way Central NB
- Honda Foundation
- F.K. Morrow
- Armour Foundation
- Encorp Atlantic
- Saint John LNG
- Sir James Dunn Centennial Trust
- McInnes Cooper
- Shelley Pie Insurance
- City of Fredericton
- Sussex Community Foundation
- Aster Foundation
- Heather Howe, REALTOR®
- Rotary Clubs of New Brunswick
- United Way Greater Moncton and Southeastern New Brunswick
- Saint John Community Foundation
- ANBL Community Lottery Program

# Our Collaborators

- Centre of Excellence for Health
- Centre of Excellence for Energy
- Clean Foundation
- EcoSchools Canada
- STEAM PEI
- Conservation Corps of Newfoundland
- Anqotum
- Fédération des jeunes francophones du Nouveau-Brunswick
- Province of New Brunswick
- New Brunswick Department of Education and Early Childhood Development
- New Brunswick Department of Environment and Local Government
- New Brunswick Lung Association
- Eco360
- Commission de services régionaux Nord-Ouest
- Kings Regional Service Commission
- Southwest New Brunswick Service Commission
- Fundy Regional Service Commission
- Western Valley Regional Service Commission
- EOS EcoEnergy
- Starbucks New Brunswick
- PLAEX Building Systems
- Iris Community Counselling





# Our Strategic Plan

## Goal Assessment

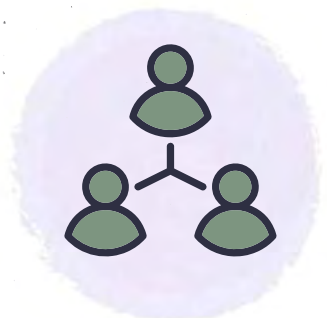
In 2022 The Gaia Project developed a five-year strategic plan to guide the organization closer to achieving our mission. Here we report on our progress after two years and map our pathways.

### Progress Update Summary



**Goal:** Provide educational programs and unique experiential learning opportunities that connect youth to meaningful climate change action accessible to every New Brunswick school by 2027.

**Our Assessment:** Since the implementation of this goal, The Gaia Project has reached 254 schools in the province, including 212 schools during the 2023-24 school year. This leaves 51 schools remaining. The Gaia Project's new school strategy will inform our team as we connect with the remaining new schools and complete this task by 2027.



**Goal:** Retain and hire skilled professionals to contribute to the mission by assisting team members to meet their full potential through teamwork and opportunities for growth.

**Our Assessment:** The Gaia Project surveyed the entire staff team in December of 2023 and the result showed great progress towards achieving this goal. When surveyed, 90% of staff indicated they have all the tools and training to do their job effectively, and 100% of staff were satisfied with the professional learning opportunities suggested by their employer. However, there is still work to do to provide more clarity on staff workplans and to engage the team further in the strategic direction of Gaia.



**Goal:** Participate in new and existing partnerships which support the mission through in-kind or financial contributions with a goal to raise \$1.5 million annually by 2027.

**Our Assessment:** The Gaia Project's partnership team have made excellent progress in both retaining existing and securing new funders and supporters of our work. Annual income for 2023-24 reached an all-time high at \$1,119,990. Continued success with this goal will depend on advancing our relationship with the federal government.



**Goal:** Maintain a high-performance workplace using transparency, sound policy and strategic thinking in all areas of engagement resulting in growth in all sectors through 2027.

**Our Assessment:** The Gaia Project continues to evolve the governance and management structure of the organization. Although these changes can be slow moving, the impacts are felt immediately as efficiency increases. The Board of Directors will continue to provide leadership and policy for successful growth.



**Goal:** Receive national recognition as a centre of excellence for climate change education outreach while exploring the potential to expand to provinces outside of NB.

**Our Assessment:** This goal is a great challenge for The Gaia Project as we have never attempted to pursue program outreach beyond the borders of New Brunswick. However, as the brand of the organization grows, educators and other NGOs are calling The Gaia Project for information, advice and even contracted consultant work. Next year The Gaia Project will make a concentrated effort to pursue media and partnerships on a national level.



# Our Team



**Geoff MacDonald**  
Executive Director



**Anna-Lee Vienneau**  
Director of Inclusion



**Jimmy Therrien**  
Director of Innovation and  
Quality Control



**Carolyn Barnhart**  
Chair



**Laura Myers**  
Vice Chair



**Jody Gorham**  
Secretary



**Darrin Hoyt**  
Treasurer



**Guylaine Doucet-Ferguson**  
Program Manager  
(Francophone)



**Katelyn Plant**  
Marketing and  
Communications Manager



**Travis Daley**  
Strategic Partnerships  
Manager



**Ainslee MacMillan**  
Program Manager  
(Anglophone)



**Nick Russon**



**Michel T. Léger**



**Kim Hughes**



**Christy Bitcon**



**Brittany MacNaughton**  
Programs Coordinator



**Catherine Rioux**  
Programs Coordinator



**Adam Mahoney**  
Programs Coordinator



**Jamylynn McDonald**  
Programs Coordinator

# Our Board

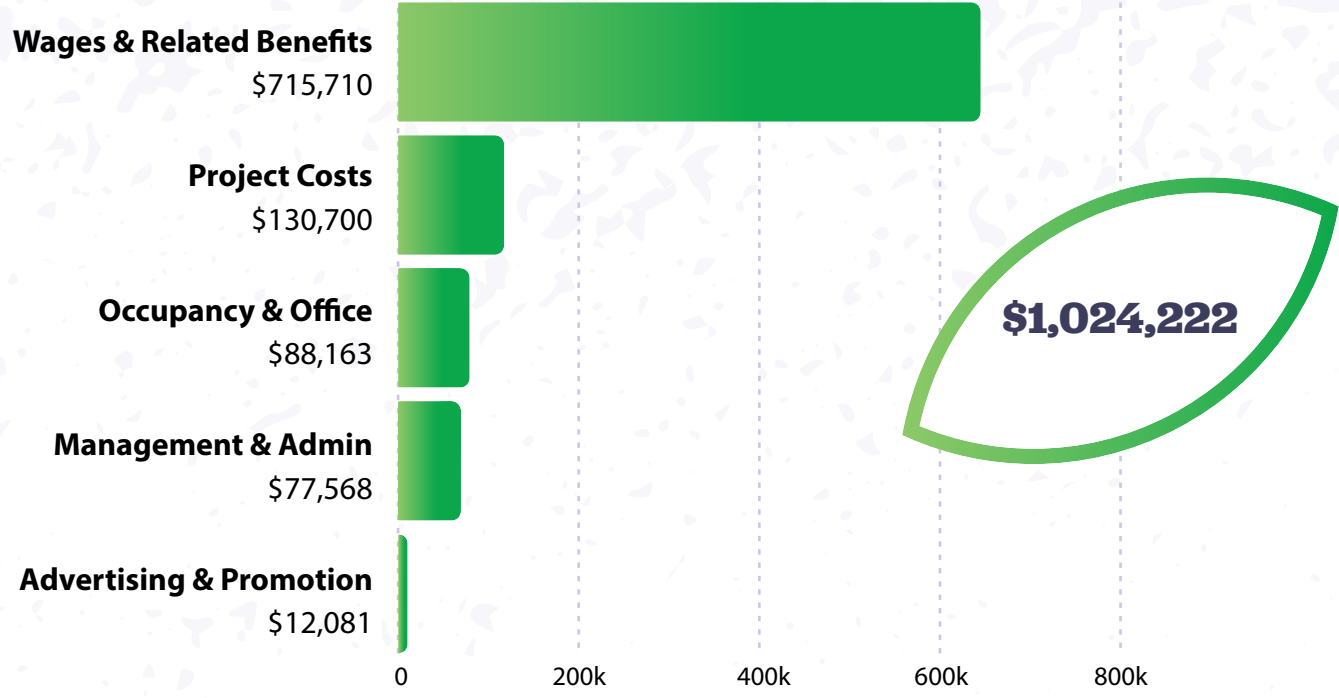
## Our Advisors

- John Reid
- Janet Gagnon
- Brian McCain
- George Dashner
- Miles Goff
- Jane Burchill
- Adam Birchweaver
- Jordan Kennie

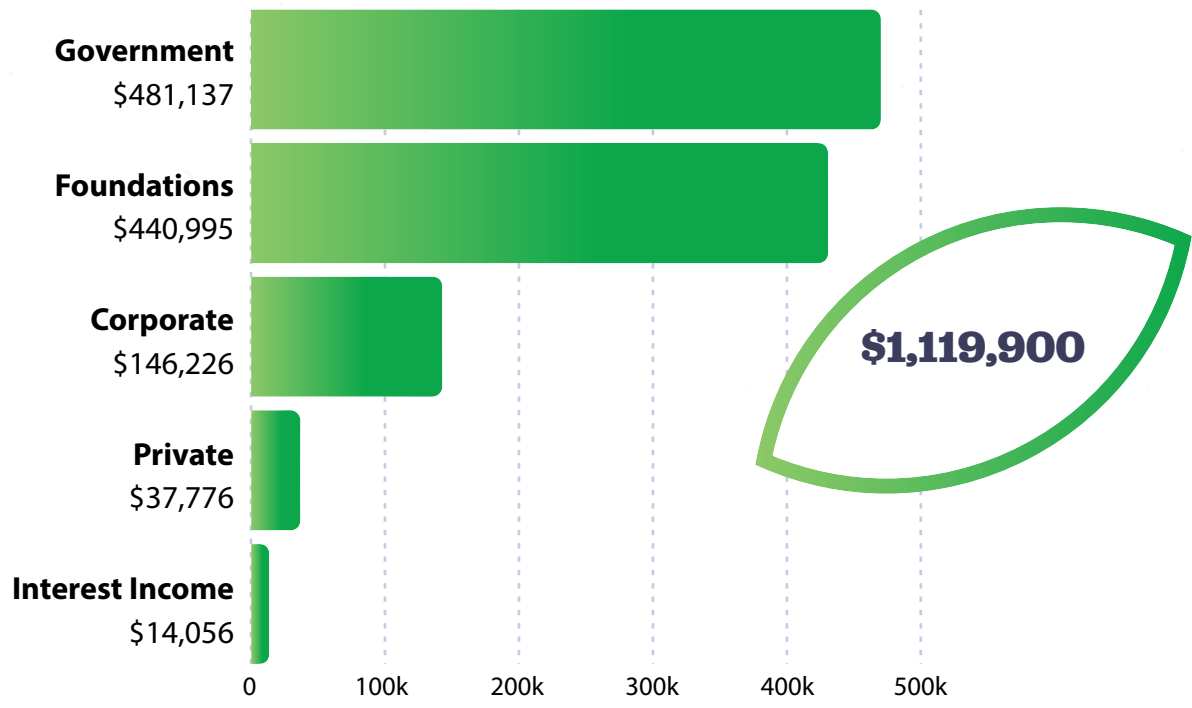


# Financials

## Expenditures



## Revenue



Travis Daley, Strategic Partnerships Manager at The Gaia Project (right), accepts a donation from Don McKay (left) on behalf of the Fredericton North Rotary Club in support of sustainability literacy.



# Empower the next generation of climate leaders.

Visit [thegaiaproject.ca/en/donate/](https://thegaiaproject.ca/en/donate/) or scan the QR code below to donate in support of climate education that sparks action.

