

Jaguar Tracks and Spider Monkeys

This is My Earth
2021 ANNUAL REPORT





Clean water, clean air, food security, climate regulation. Life on Earth needs biodiversity – the biological variety and variability of life on Earth – to survive. Healthy natural systems provide needed services to human communities around the world, essential habitat to the diverse species that populate our planet, and can also reduce the risk of pandemics such as Covid-19.

This is My Earth: Protecting Land and Educating the Next Generation of Conservationists

This is My Earth (TiME) – a small, nonprofit, 501(c) (3) conservation organization based in the United States– believes that land protection and environmental education are the best ways to protect life on Earth. Our mission is twofold: to purchase, protect and restore biodiversity hotspots, and to educate children everywhere about the importance of conservation.

Since 2016, TiME has protected 8,991 acres of critical habitat, 82 threatened species, and 8 biodiversity hotspots in 5 countries across 3 continents. We generate support for our work through a crowdsourcing model that enables anyone, anywhere, to become a member of our organization for as little as US\$1. Members participate in our conservation decisions and have real-time access to the status of our conservation efforts.

Our innovative education program is increasingly recognized, provides a platform for teachers interested in our program, and fosters relationships among children across the globe. Without a future generation of conservationists, it will be increasingly difficult to protect the planet from the ongoing human activity that continually degrades our natural world.



Left: *Hyloscirtus tapichalaca*, a species of tree frog in South America, © Ramiro Mendoza; **Above:** Jaguar, © TiME

Cover: Brown spider monkeys, © iStock

OUR VALUES



CROWDFUNDED
The money to buy land and preserve biodiversity is crowd-funded



TRANSPARENT
100% of all crowd-funded donations goes directly to purchase and protect critical habitats



INCLUSIVE
Everyone can vote for the conservation project they want to prioritize



GLOBALLY LOCAL
We always partner with local organizations and make sure the land stays in the hands of indigenous communities



Above: Jocotoco Antpitta, an endangered bird species native to Peru and Ecuador, © José León

Letter from Uri Shanas, Founder and Chief Executive Officer



At the end of 2021, TiME launched a social media campaign that emphasizes TiME's uniqueness. Using a beautiful design in five languages, on multiple social media platforms, including Instagram, Facebook, and TikTok, we showcase the many reasons why so many people get excited when they first learn about us. Our campaign emphasizes the many values for which we stand – affordability, transparency, and democracy – as well as our innovative educational approach and our focus on empowering indigenous communities and local organizations to actively lead local conservation. The value I most appreciate is transparency. In this era of fake news, misinformation, and resistance to science, I believe our transparent model reassures our community of supporters. I know it reassures me.

By the end of 2021, we received yet another reminder that TiME is, in fact, racing against time. For the third time since 2016, we lost the opportunity to purchase a site because of lack of funding. Located in the Maasai Mara, which has the highest density of wildlife in Kenya, the land we hoped to acquire was sold for development. This loss was both heartbreaking and frustrating, but together with our partners at the Wildlife Clubs of Kenya, we identified an alternative site nearby that is available for purchase and that also provides an important migratory corridor for savannah animals. We are hoping to acquire this property soon and will keep you informed of our progress.

This past year, we have also seen significant growth in our educational program. With the help of partners in Canada and Rwanda, we launched a joint Israel-Rwanda program that uses the TiME platform to bring children from both countries together to work for a better future. We also initiated a teacher's training course based on TiME's curriculum, and we conducted several workshops, including two in multiple countries, to teach educators how to use our platform in their classrooms. Increasing adoption of our program gives us hope. Engaging and educating the next generation about the importance of biodiversity and the value of conservation will help us protect the future of the world.

Lastly, recent research shows that current extinction rates are higher than we thought. While the numbers are frightening, they reaffirm our belief that TiME's nature-based approach to habitat protection and restoration, which has been shown to help address the extinction and climate crises, can help us address both.

Wishing you all good health, lots of happiness, and great success,

Uri Shanas

Uri Shanas

2021 ACHIEVEMENTS

Despite the ongoing obstacles presented by the Covid-19 pandemic, TiME made considerable progress in 2021, including:

- **Launching the TiME for Biodiversity 2023 campaign**, which seeks to raise US\$3M by 2023;
- **Identifying new sites that meet TiME's criteria for acquisition** with guidance from our Scientific Advisory Committee;
- **Purchasing and preserving 3 important sites** that are part of globally recognized biodiversity hotspots in partnership with local organizations in Kenya, Ecuador, and Belize;
- **Developing a land-management template for our local partners** to use when they report back to us on an annual basis about their conservation activities;
- **Launching a social media campaign designed to build awareness** of TiME in communities across the globe, increase membership, and help us to crowdsource the funds we need to increase our acquisition efforts;
- **Expanding our fundraising efforts** to include corporations and foundations interested in sustainability and biodiversity;
- **Hiring our first paid employee** – the Director of Social Media – to ensure that we are active and well represented on the various social media platforms relevant to our members and potential members;
- **Initiating an educational program that connects children in Rwanda and Israel** and enables them to work together on pressing conservation issues.

But 2021 was not without its disappointments. Once again, we lost a targeted site in Kenya to development. Sold before we could raise the funds needed to buy it, we are currently reallocating those funds to the purchase of a different site, also in Kenya, that will provide a crucial migratory corridor for savannah animals.



Above: Sunset in the Maasai Mara, Kenya, © iStock

Conserving Nature, One Place at a Time

Effective conservation requires our local partners to monitor and manage the sites we have transferred to them. Here are some of the conservation activities our partners have undertaken in the past year to ensure the sites they manage are protected:

El Toro Forest, Peru (acquired, 2016)

Partner: Neotropical Primate Conservation

- Mapping the borders of the reserve with local authorities and residents to ensure there is no encroachment;
- Identifying solutions to land conflicts;
- Evaluating areas near the reserve for possible inclusion in the reserve;
- Working with the Rainforest Trust to employ two local residents as park guards and community relations managers;
- Installing camera traps to monitor the now protected Critically Endangered Yellow-tailed Woolly Monkey.

Turneffe Atoll, Belize (acquired, 2018)

Partner: Turneffe Atoll Trust

- Developing a management plan for 17,000 acres of land;
- Collaborating with a network of fly-fishing guides to collect information on development activities on Turneffe Atoll as a whole;
- Planning a comprehensive analysis on the flora and fauna found within land-trust areas;
- Visiting the site three times last year and monitoring human activity by boat;
- Educating commercial fishermen and fly-fishers about the importance of critical mangrove habitat to the productivity of the fisheries.

Sun Angel's Gardens, Peru (acquired, 2017)

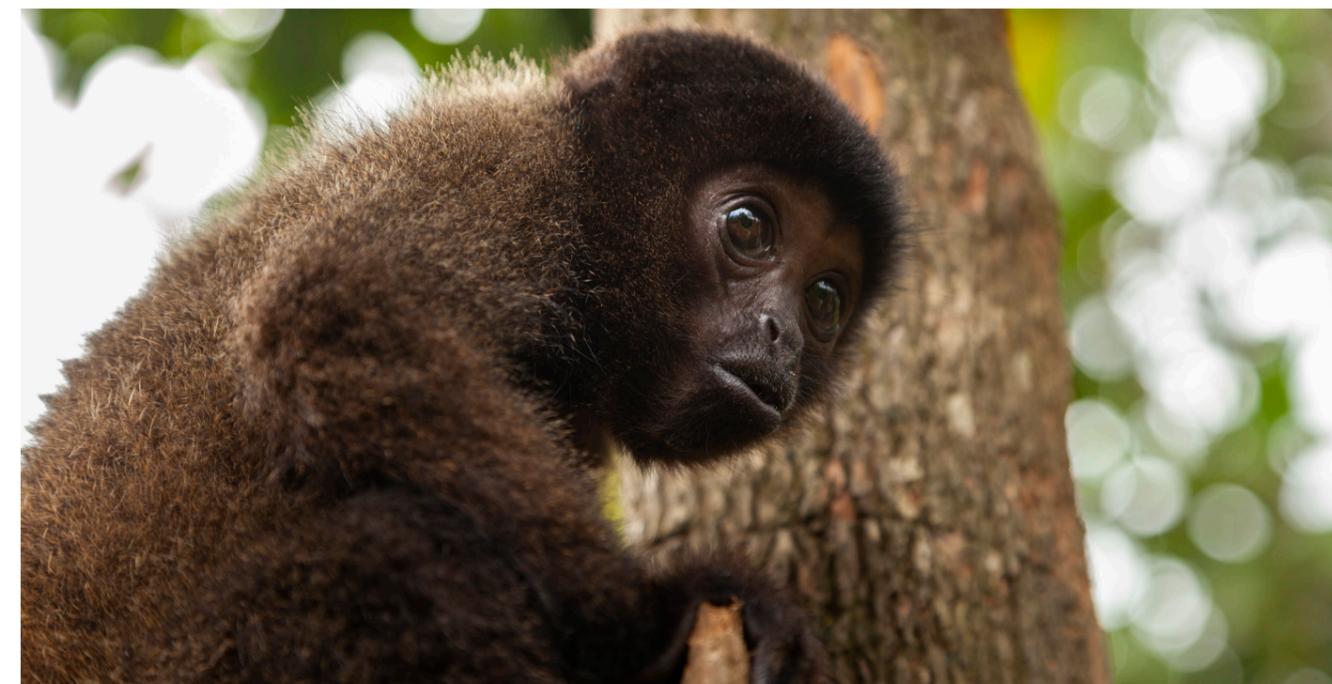
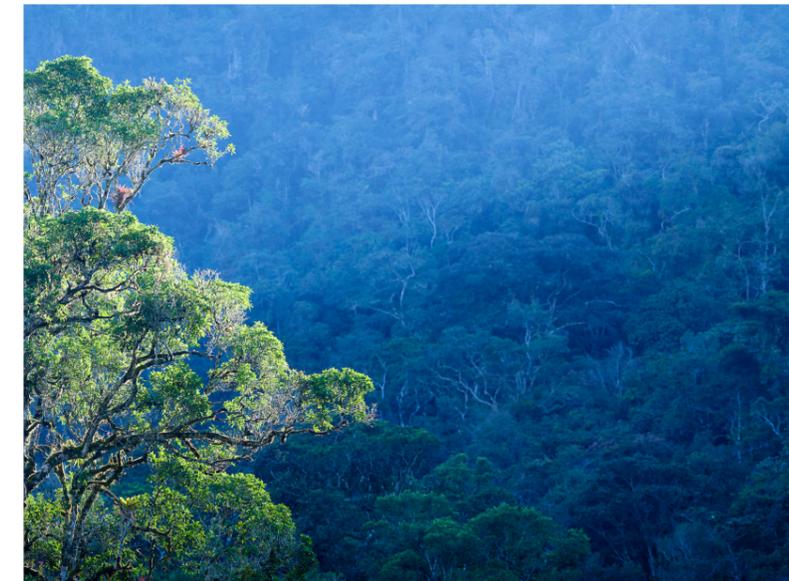
Partner: Neotropical Primate Conservation

- Conducting regular, voluntary patrolling of protected areas with NPC to ensure that the site is free from hunting and other human activity;
- Helping NPC submit two proposals for the production and sale of "Bird Friendly" organic coffee by a company in Germany;
- Using camera traps to record the presence of ocelots, coati, jaguarundis, peccaries, and vulnerable spectacled bears.

Magdalena Valley, Colombia (acquired, 2019)

Partner: Fundación Biodiversa Colombia

- Installing a team of four forest guards in the El Silencio reserve who live on-site and patrol the site at least three to four times a week to ensure there is no intrusion, illegal logging, or poaching;
- Collecting data on animal tracks (mostly jaguars, pumas, and tapirs), animal sightings (including five primate species and the Critically Endangered Blue-billed Curassow), and threats to the reserve (including intrusion by cattle or buffalo, fallen fences, and hunting), using a custom-designed SMART Conservation application for smartphones;
- Conducting systematic bird-counting transects with the American Bird Conservancy; to date, 48 new species have been recorded in the reserve, and the reserve's bird list now includes about 290 species;
- Signing voluntary conservation agreements with landowners in and around Barbacoas and further south. While not legally binding, these agreements can help stop further deforestation in the area. Currently, 58% of the land in these areas is under a conservation easement;
- Planting trees in old cattle pastures to establish corridors between isolated forest patches.



Clockwise from top left: Shallow reef in Turneffe Atoll, © iStock; Crested quetzal, © iStock; El Toro Forest, Peru, © TIME; Baby Yellow-tailed woolly monkey, endemic to Peru, © iStock; adult jaguarundi, © iStock



Campaigning to do more: TiME for Biodiversity 2023

In 2021, TiME formally launched its TiME for Biodiversity 2023 campaign. By 2023, we plan to:

- **Raise US\$3M**
- **Purchase and protect a minimum of 15 additional hotspots**
- **Build our community to 100,000 members**
- **Integrate our educational program into 60 institutions**

While we are progressing more slowly than we would like towards our campaign goals, in late 2021 we hired a Director of Social Media to help us increase awareness of TiME and its mission. We are optimistic that we will be able to meet our objectives in the next two years.

2021 Financials

Operating Support (USD)

Contributions to TiME for land acquisition	219,195
Unrestricted contributions	78,761
Contributions to education operations	25,000
Total Operating Support	322,956

Operating Expenses and Committed Funds

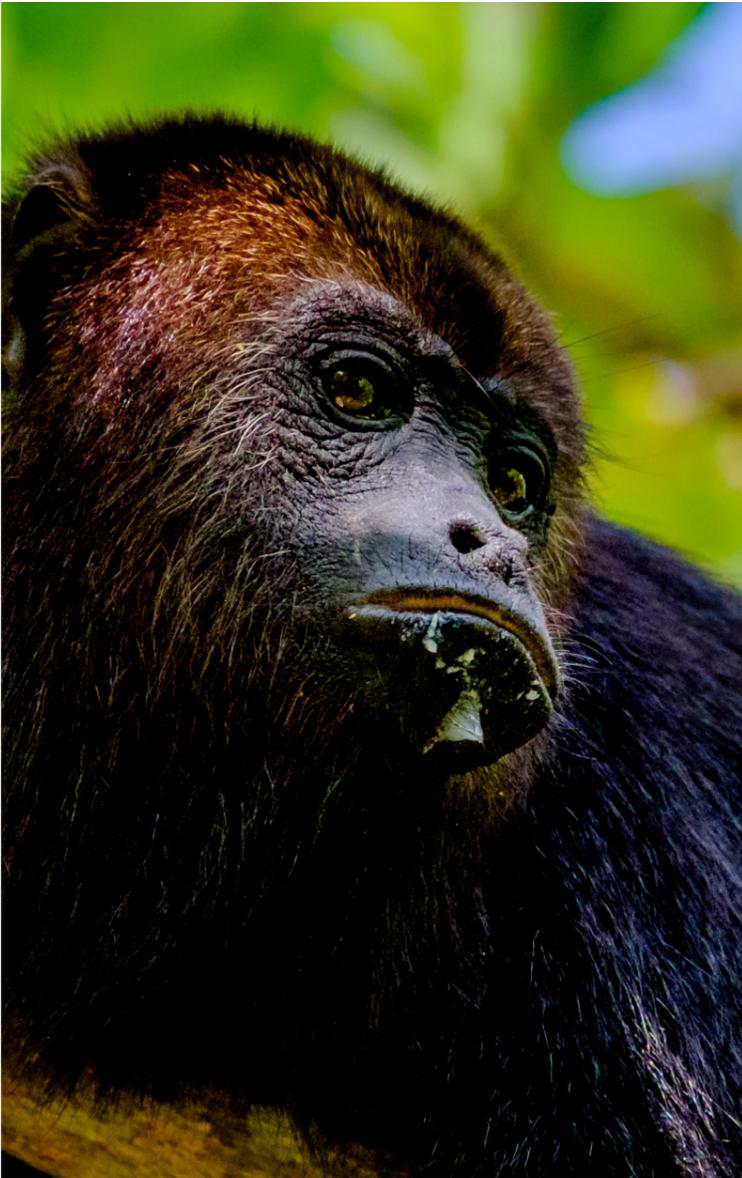
Committed funds for future land purchases	70,000
Land purchases and equipment	149,195
Administrative and other expenses	78,761
Committed funds for educational projects	25,000
Total Expense	322,956



Above: A Blue-naped Chlorophoniare, Bolivia, © Yovany Ochoa;
Left: Baird's Tapir, © Mark Kostich

Our Successes to Date

We've Protected 8 Sites in 5 Countries!



Above: A Black Howler Monkey, Mexico, © iStock;
Right: Maasai Giraffe, © iStock

EL TORO FOREST, PERU (2016)

TiME purchased this land which lies at the heart of the Tropical Andes Biodiversity hotspot, one of the most biologically diverse regions on Earth, and home to the Critically Endangered Yellow-tailed Woolly Monkey. This region suffers from one of the highest deforestation rates in Peru.

SUN ANGEL'S GARDENS, PERU (2017)

Located next to an Amazonian conservation area, TiME purchased this horseshoe-shaped site to better protect the existing reserve. The site provides essential habitat to many rare, endemic species such as the Endangered Royal Sun Angel Hummingbird and the Endangered White-fronted Spider Monkey.



TURNEFFE ATOLL, BELIZE (2018)

The 5-acre site purchased by TiME is part of a global hotspot for marine biodiversity. While the site is small, its location is critical to prevention of activities such as dredging, development and the extraction of non-timber products across the atoll.

MAGDALENA VALLEY, COLOMBIA (2019)

TiME's land purchase expands the El Silencio reserve in the threatened Tumbes-Chocó-Magdalena biodiversity hotspot, and protects many endemic and threatened species, including the Critically Endangered Brown Spider Monkey, the Critically Endangered Blue-billed Curassow, and the Critically Endangered Magdalena River Turtle.

SERRA BONITA, BRAZIL (2020)

TiME is helping to expand the Serra Bonita Reserve in Brazil's most endangered biome, which is also the world's second-most threatened hotspot. This expansion will help ensure the survival of predators that need large, unbroken areas to survive, such as the Puma and Harpy Eagle.

DAKATCHA WOODLAND, KENYA (2020)

Part of the East African Coastal Forests Global Hotspot, the Dakatcha Woodland is a refuge for threatened species only found in a few places on Earth, including the Endangered Clarke's Weaver, which does not exist anywhere else in the world except for the Dakatcha Woodland.

MAASAI MARA, KENYA (2021)

The Maasai Mara ecosystem has the highest density of wildlife in Kenya. The land TiME will purchase will help create a migratory corridor for Kenya's savannah wildlife, including the iconic Maasai giraffe.

ROSEWOOD LANDING, BELIZE (2021)

TiME has agreed to acquire land in Rosewood Landing, part of the Maya Golden Landscape in southern Belize, helping to create ecological connectivity over large landscapes and providing habitat for species that require extensive ranges to survive, including jaguars and pumas. This land purchase will also protect threatened species such as the Endangered Yucatan Black Howler Monkey and the Endangered Baird's Tapir.

Join our Mission

Every 5 minutes, the world loses critical and needed habitat, but in the same 5 minutes, you can change that course of destruction by joining TiME. For as little as \$1US, you can become part of our global community. Join us today!

US\$1 and 5 minutes are all it takes to make a difference.
Go to www.this-is-my-earth.org to learn more.

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