

ONE DOLLAR
ONE VOTE
ONE EARTH



TIME
This is My Earth

Protecting biodiversity,
one habitat at a time

SAVING BIODIVERSITY THROUGH LAND ACQUISITION AND EDUCATION

This is My Earth (TiME) believes that the best way to protect biodiversity—the biological variety and variability of life on Earth—is through land acquisition and education.

Founded in 2015, TiME is a growing 501(c)(3) conservation organization whose mission is twofold: to purchase, protect, and restore habitats with high biodiversity around the world, and to educate children everywhere about the importance of biodiversity to human and planetary health. To date, TiME has protected important landscapes on three continents, and our educational program has been adopted in dozens of schools around the world.



FRONT COVER: Blue-naped Chlorophonia, © Yovany Ochoa
FRONT COVER BACKGROUND: Serra Bonita, Brazil
LEFT: Jaguar (*Panthera onca*)

WELCOME



One of my most emotional moments in 2022 occurred when I saw a picture of Meg (Dr. Margaret Otieno, CEO of Wildlife Clubs of Kenya) standing on a site in Kenya that TiME purchased, pointing to a herd of elephants crossing the land. It was a significant milestone for us. The first piece of land that we proposed to the TiME community for purchase in Kenya, was sold to developers before we could raise the funds needed to buy it. This was also the case for the second piece of land we had hoped to buy there. So, naturally, this long-awaited and hard-earned acquisition was a triumphant moment—for TiME, for Kenya, and for our planet's biodiversity.

But, this experience in Kenya, also emphasizes that TiME is literally in a race against time to save irreplaceable habitats around the world that are under threat from human activity. And, due to current extinction rates, climate change, and increasing water scarcity, it's a race we need to win in order for people and nature to survive and thrive.

Another highlight of 2022 was my visit to an elementary school in Bi'ina, an Arab village in northern Israel, where a teacher named Shorouq Hagazi used TiME's curriculum to teach English to her class. It was inspiring to join the classroom debate and to hear a young girl explaining to her classmates—in fluent English—why they should vote for the protection of the Chocó Forest in Ecuador. Although Bi'ina is one of the poorest villages in Israel, its students managed to raise more than US\$1,000 to support TiME. Their commitment to, and involvement in, our work gives me so much hope.

Several miles to the southwest, high school students in Israel were making new friends in Rwanda through Zoom, learning about the lands TiME proposed to protect in 2022. Even further south in Israel, a Jewish school and a Bedouin Arab school collaborated on an educational program created by TiME to learn basic ecology. Both of these experiences show how TiME is being used to break down geographic and cultural barriers, bringing children together to help protect our planet.

In the spring of 2023, TiME's exciting curricula was presented to educators on three continents—Africa, America, and Europe—in workshops at conferences and via a free Massive Open Online Course (MOOC) offered on the European School Net Academy platform: <https://www.europeanschoolnetacademy.eu/courses/course-v1:TiME+ProtectBiodiversity+2023/about>

TiME's curricula will reach even more students in even more countries around the world in 2023, providing both children and adults with the hope that they can help protect the world's biodiversity.

We have a lot to be proud of in 2022. Our land acquisition efforts and the increasing success of our educational program make me feel that, together, as one global community, we can halt species extinction and make this world a better place for both people and nature.

Uri Shanas

DR. URI SHANAS *Founder & Chief Executive Officer, TiME*

2022 ACHIEVEMENTS

2022 was a successful year for TiME. In particular, we acquired an important habitat in Ecuador and we significantly developed and expanded our educational program. Our achievements for the year include:

EXPANSION

- **Purchasing the important Chocó Forest in Ecuador** in partnership with Fundación Jocotoco, a local conservation organization, enabling us to protect the Critically Endangered Great Green Macaw and other threatened species
- **Creating and implementing a more robust, proactive social media strategy.** TiME depends on the internet for both membership and funding, and a strong social media presence is needed to build our community and to increase crowdfunding
- **Revamping our newsletter** to keep our community better informed about important conservation issues and how TiME is helping to address them
- **Increasing TiME's visibility** in the global conservation community to ensure that we are able to take advantage of more opportunities for land acquisition around the world
- **Helping our local partners** develop more comprehensive land-management plans and practices
- **Developing an extensive pipeline of potential land acquisitions,** in consultation with our Scientific Advisory Committee
- **Initiating the expansion of TiME's educational program** into North America

But 2022 was not without its challenges. Land is becoming increasingly expensive, and, as TiME learned in Kenya, we have to act quickly to acquire the habitats we have targeted. We are also discovering that the land purchasing process differs from country to country, and, in some places, can be very complex and takes more time than anticipated. But, as we purchase more land to transfer to local partners, we are learning to manage the different processes more effectively.



LOCAL PRESENCE, GLOBAL REACH

TiME acquires land in threatened habitats, and then transfers it to local entities to manage. Our partners work closely with our land conservation manager and have reported these achievements for 2022:



TOP: Andean Night Monkey (*Aotus miconax*)

MIDDLE: Kenyan farmer

BOTTOM: Plains Zebra (*Equus quagga*)

© Bibhash Banerjee, Unsplash

RESTORE

Dakatcha Woodland, Kenya (2020)

- Created a detailed Ecosystem Services Assessment to document the ecosystem values of the woodland
- Purchased 733 acres of woodland to provide habitat for the Endangered Clarke's Weaver
- Sowed 100 kg of grass seed to restore rangelands in the area
- Helped to restore agricultural land by assisting 250 households from seven villages to grow fruit trees

El Toro Forest, Peru (2016)

- Finished mapping and marking the reserve's limits
- Met with neighboring landowners to establish relationships that support the conservation of the area's biodiversity and to explore collaboration opportunities
- Coordinated with community members and local authorities to include new land and other communal areas within the official borders of the reserve
- Hosted primate-watching tourists brought to the reserve by a tour operator

Sun Angel's Gardens (2017)

- Used camera traps to film Vulnerable Spectacled Bears in the reserve
- Learned about the increased presence of Near Threatened Jaguars in the area through local community members
- Worked with other organizations to purchase additional lands for inclusion in the Jardines Angel del Sol Conservation Concession

Maasai Mara, Kenya (2021)

- Entered into an agreement with the Mara Siana Conservancy that provides for two rangers to patrol the land three times a week, with the goal of reducing human and domestic-animal encroachment on the land and ensuring that no logging for firewood occurs
- Provided habitat for the Endangered African Elephant as well as Zebras, Warthogs, and Small Antelopes (Dik-diks, Duikers) needing water and shade during the hot, dry months
- Identified a critical area of land requiring reforestation; due to the prolonged dry season, this project has yet to be finalized
- Prepared land to plant 200 acacia seedlings. This project is being carried out together with Wildlife Clubs of Kenya school members and community members in areas adjacent to the land

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RESTORE



LOCAL PRESENCE, GLOBAL REACH

(Continued from page 7)

Magdalena Valley, Colombia (2019)

- Used cameras to monitor Near Threatened Jaguars (including a mother with a cub), Tapirs, Tayras, Critically Endangered Blue-billed Curassows, and other bird and mammal species; recorded 255 bird species, 31 migratory bird species, as well as reptiles and amphibians
- Added three new mammals to the reserve's species lists, including the Brown-throated Sloth, Fringe-lipped Bat, and Olingo; the reserve now has both two- and three-toed Sloth species, an unexpected but exciting discovery
- Initiated a pilot project to test forest-guardian technology to detect early deforestation threats and to analyze acoustic information, including chainsaw sounds
- Installed 100 AudioMoth recorders in different habitats (grasslands, well-preserved forests) that identify key-species sounds and emit real-time alerts for the presence of key species
- Restored 7.5 hectares of area surrounding the wetlands
- Acquired 530 hectares of forest in conjunction with the Rainforest Trust and the American Bird Conservancy

Serra Bonita, Brazil (2020)

- Acquired additional land to expand the montane forest to 4,000 hectares; together with other owners, we are helping to protect 10,000 hectares to provide habitat for endemic and endangered species, including the Critically Endangered Yellow-breasted Capuchin Monkey
- Developed strategies to maintain the integrity of the forest and to reduce activity by hunters and loggers
- Restored 10 percent of degraded forest area



TOP: Colombian bird species,
© Backroad Packers, Unsplash
MIDDLE: Barbacoas wetlands, Columbia
BOTTOM: Yellow-breasted Capuchin
Monkey, Brazil

CHILDREN AND BIODIVERSITY

Educating the Conservation Stewards of Tomorrow

Many of today's children do not know about, or understand, the importance of biodiversity to the planet and to their lives. As part of our mission, TiME offers an educational program that strives to change that. In 2022, we saw some exciting developments:

- **Established an Education Committee** to help expand TiME's educational outreach within the United States and to determine key priorities for the program moving forward
- **Worked with volunteers** to create a network of dedicated educators who are willing to promote the advantages of using TiME's curricula
- **Developed and adapted English-language curricula** accessible to elementary, middle, and high school students
- **Expanded TiME's reach in the United States** and elsewhere, finding ways to fund and facilitate participation for schools with minimal financial resources.
- **Worked with ECO (Ecology in Classrooms and Outdoors)**, an Oregon-based nonprofit, to develop a standards-based curriculum for middle-school students
- **Worked with the Portland, Oregon, non-profit Youth Empowerment Project Pacific Northwest** to adapt TiME's curriculum to address cultural responsiveness and specificity for Black student groups
- **Initiated a teachers training course in Israel** that provides up-to-date scientific information about nature-based solutions to climate change and how to integrate the TiME curricula into the classroom
- **Launched a Massive Open Online Course (MOOC)** together with the European School Net Academy and the University of Haifa that introduces TiME's curricula to teachers in Europe and worldwide; more than 370 participants were enrolled in this course as of April 2023



LEFT: Baird's Tapir (*Tapirus bairdii*)

2022 BUDGET

Operating Support

Contributions for land acquisition	\$120,175
Unrestricted contributions	\$45,316
Contributions for education	\$26,740
Total	\$192,231

Operating Expenses

Land acquisition	\$87,767
Funds for future acquisitions	\$12,000
Funds for future education and administration	\$20,409
Administrative and other expenses	\$45,315
Committed funds for education	\$26,740
Total*	\$192,231

*Values in US dollars

2023 OUTLOOK

In spite of our successes, TiME still has work to do.

Biodiversity is being lost at an alarming rate. But trend is not destiny, and TiME believes we can change that trajectory. We have a growing list of threatened biodiverse hotspots that we hope to acquire and protect hand-in-hand with local conservation partners, and momentum for our educational program is increasing worldwide. We have a lot to look forward to in 2023, and we thank you for your support. We could not do this work without you.



TAKE TIME TO JOIN TIME!

With as little as US\$1 (or more), you can become a member of the TiME community. Join us today, and help us make the conservation decisions that protect both our planet and the many species that rely on us for survival.

Go to <https://this-is-my-earth.org> to learn more.
Or, [scan the code](#) to donate now.

For more information, contact Tauni Sauvage,
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