TIME
This is My Earth

2023 Annual Report

9 HABITATS, 11,000,000 M² PROTECTED

SAVING BIODIVERSITY, ONE STEP AT A TIME

FRONT COVER: *Marmosops incanus*

PROTECTING BIODIVERSITY AND EDUCATING THE NEXT GENERATION OF CONSERVATIONISTS

Over the past eight years, **This is My Earth (TiME)**, a conservation organization that began operating in 2016, has purchased 9 landscapes on 3 continents, protecting over 11 million m^2 of biodiversity-rich habitat.

We are proud of our achievements and our dual mission—to protect biodiversity through land acquisition and to educate children around the world about the importance of biodiversity to human and planetary health—but our work has never been more urgent. With the world population now exceeding 8 billion, accelerating extinction rates, and climate change—an ongoing tragedy that brings drought, wildfire, and torrential rain to communities around the world—the planet's future is at risk.

Yet we at TiME believe that trend is not destiny, and that small actions can lead to big changes.

WELCOME TO TiME

LETTER FROM THE CHAIR

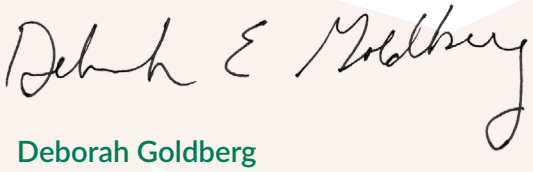
As Chair of the Board of Directors of TiME, I have the privilege of seeing how much effort is made by our CEO, our tiny staff, and our large and dedicated band of volunteers to ensure that TiME is successful at our dual missions of preserving biodiversity by acquiring land and educating the next generation about the importance of biodiversity.

2023 has been a challenging year, with multiple conflicts raging across the globe and climate change continuing to accelerate, but I believe that TiME continues to be a bright spot in our world. With its ethos of biodiversity protection and education, TiME provides a refuge for those seeking inspiration and positivity. Our core objective is to create a global community, one that works together across nations and continents, to face the world's environmental challenges. This year, we raised sufficient funds to acquire Tapichalaca, a thriving biodiversity hotspot in Ecuador. Tapichalaca serves as a critical link between established protected areas, providing needed habitat for endemic species with declining populations, such as the Jocotoco Antpitta, Mountain Tapir, Puma, and Spectacled Bear. In another important success in 2023, we built new partnerships with social media experts, improving our ability to reach new communities and increasing our potential to add new members.

Our most recent acquisition not only marked the ninth site we've protected since 2016, it also enabled us to meet the milestone of 11 million m² protected. Inspired by these achievements, we are working to increase our impact even more. To reach a greater diversity of partner organizations and to expand our land protection efforts into new geographic areas, our talented and dedicated land manager, Gal Zanir, uploaded an application form to our website asking conservation organizations around the world to apply for TiME's support. The response has been overwhelming, with more than a hundred applications received to date. While it will be necessary to conduct due diligence on the organizations that have submitted an application in order to ensure that they are appropriate partners for us, once we complete that process, we anticipate having a robust pipeline of potential acquisitions from locations across the world.

As we embark on a new year and focus on raising funds to acquire our tenth biodiversity hotspot, we are confident that, with your support, we can continue building on our successes, protecting even more habitats at an ever-increasing pace. I look forward to growing our global community with you, empowering everyone, everywhere, to protect and conserve biodiversity.

Best regards,



Deborah Goldberg
Chair, Board of Directors, TiME

2023 WAS A SIGNIFICANT YEAR FOR US— OUR ACHIEVEMENTS:

- **Saving the upper tropical cloud forest and páramo grassland** of Tapichalaca in Ecuador, making this our 9th acquisition in 9 years.
- **Meeting the milestone of 11 million m²** and thousands of species protected.
- **Expanding our conservation network around the world** to increase the number of biodiversity-rich sites available for purchase in our pipeline. To date, we have more than a hundred sites under review by our Scientific Advisory Committee, and we continue to receive new applications from local conservation organizations.
- **Supporting our local partners** to enable the development of better land-management plans and practices and to increase reporting efficiencies.
- **Revamping our brand and social media strategy** to improve the consistency and frequency of our communications and to increase crowdfunding. TiME depends almost entirely on the internet for funding, and our communications strategy and online messaging are essential to our success.
- **Improving our newsletter to increase readership** by featuring a wider variety of issues and people involved in conservation around the world.

IMPROVING EXPANDING

HABITAT CONSERVATION

BACKGROUND: Cloud forest, Ecuador

GLOBALLY LOCAL: WORKING WITH 6 PARTNERS ON 3 CONTINENTS

Our local partners, working with both governments and local communities, were able to accomplish remarkable results in 2023:

Brazil—Serra Bonita >

TiME partner: Instituto Uiraçu

- Expanding the number of hectares protected from 180 to 214.
- Creating a management plan detailing sustainable management guidelines, including both environmental and social aspects. The plan was submitted to the Chico Mendes Institute for Biodiversity Conservation for approval.
- Working with the local community to broaden their awareness of sustainable practices and conservation and encourage their adoption.
- Implementing measures to address adverse weather conditions and the prevention of forest fires.
- Improving data collection methods.

Colombia—Magdalena Valley >

TiME partner: Fundación Biodiversa Colombia

- Restoring natural habitat, especially in areas adjacent to the Magdalena river, which is experiencing bank erosion due to poor forest cover.
- Partnering with a group of women who are part of the Bocas de Barbacoas fishing community to plant trees and manage a tree nursery.
- Maintaining 3 tree nurseries and nearly 6,000 saplings to use in our forest restoration efforts.
- Using SMART mobile applications to record the routes and make observations of key animal and plant species, including 5 primate species, jaguars, pumas, and tapirs.
- Monitoring Yellow-footed Tortoises, in cooperation with the Turtle Survival Alliance.

Ecuador—Chocó Forest >

TiME partner: Fundación Jocotoco

- Working with the National System of Protected Areas to provide additional legal protection for the land, particularly against mining.
- Collaborating with local communities to help develop and maintain sustainable livelihoods in the conservation area.
- Employing young people as park guards and parabiologists, thus providing job security in an area where jobs are scarce.
- Working with the Chachi, an Indigenous community, to develop sustainable cacao farming and forest management practices.
- Patrolling and monitoring for threats to the reserve, including hunting.

TOP: *Galbula ruficauda*
BOTTOM: Maasai Mara © Unslplash parsing-eye

Kenya—Maasai Mara >

TiME partner: Wildlife Clubs of Kenya

- Securing more space for the survival of the Big Five—elephants, lions, leopards, cape buffalo and rhinos.
- Maintaining needed habitat for elephants, warthogs, impalas, zebras, among other mammals, to ensure the availability of water and shade during the dry season.
- Patrolling the land on a weekly basis to determine there is no human encroachment, including wood-fuel harvesting and the creation or burning of charcoal.
- Working with the local community to develop practices that are friendly to wildlife conservation.
- Hosting Wildlife Clubs of Kenya college students studying wildlife management, tourism, and tour guiding.

Kenya—Dakatcha Woodland >

TiME partner: Nature Kenya

- Developing the Dakatcha Woodland Management Plan in collaboration with the county government.
- Engaging a community warden to provide a link between the local community and Nature Kenya, oversee day-to-day activities, and organize ongoing weekly patrols.
- Protecting over 61,000 hectares (25,000 acres) of land in collaboration with Community Conservation Areas.
- Planting over 25,000 indigenous fruit and agroforestry tree seedlings and establishing 15 acres of grass/pasture seedbanks.
- Monitoring species of concern.

Peru—Pampa del Burro >

TiME partner: Neotropical Primate Conservation

- Re-opening our long-term field site adjacent to purchased land and generating income for local guides and other community members by hosting events that include students and researchers.
- Implementing educational programs for children and adults focused on conservation and sustainability.
- Conducting a census of the Critically Endangered Yellow-tailed Woolly Monkey.

Peru—Sun Angel's Gardens >

TiME partner: Neotropical Primate Conservation

- Signing a long-term funding agreement with a local conservation organization for carbon credit purchases from the Sun Angel's Gardens conservation concession.
- Mapping area limits (protected area and purchases) to increase the size of the protected area.
- Collaborating with local communities to help them develop and maintain sustainable livelihoods within the broader landscape and ecosystem.
- Securing funding for park-guard patrols.

LOCAL COMMUNITIES AND CONSERVATION

Involving local partners and local communities in our conservation work is essential to TiME's protection and restoration efforts. Local communities often rely on the habitats we protect for their livelihoods, and without their participation in our conservation efforts, it is difficult to create sustainable conservation models that succeed in the long run. Local partners and communities frequently manage and monitor human encroachment on protected sites and often coordinate with local and regional governments to expand protection and restoration efforts.

RIGHT: Rwandan schoolchildren © Unslplash Hanna Morris

EXPANDING OUR EDUCATION PROGRAM

One of TiME's key accomplishments in 2023 was the continuing success and expansion of our education program. Well-received by teachers everywhere, our program continues to thrive. Highlights of the year:

- Creating collaborative learning projects based on the TiME curriculum among different schools in Israel, and between schools in Israel and Rwanda.
- Presenting TiME and its 2023 target biodiversity hotspot acquisitions at the National Technical University of Athens.
- Collaborating with Youth Empowerment Project Pacific Northwest to engage students at Clear Creek Middle School in Gresham, Oregon, USA. Students studied the biodiversity curriculum, voted for their chosen hotspots, and conducted a fundraiser.
- Organizing a day dedicated to TiME as part of the Service Learning Program of Attica Zoo Park in Athens, Greece.
- Presenting and exhibiting at two international conferences: the International Congress for Conservation Biology in Kigali, Rwanda, and the Ecological Society of America conference in Portland, Oregon, USA. Attendees at both conferences learned about TiME's success in conserving biodiversity hotspots and the efforts of TiME volunteers to educate students about biodiversity science.
- Offering a Massive Open Online Course (MOOC) to European educators and receiving a strong endorsement:
  - 475 people from 96 countries registered for the course.
  - 98% of participants rated the overall value of the course as "Very Good" or "Good."
  - 93% of participants indicated they would use the course in their classrooms.

FUTURE STEWARDS

SUPPORTING ADVISING

TiME'S STAFF AND VOLUNTEERS:

International Board of Directors

Dror Ben-Ami
Hadas Dabas
Darrell Erb Jr.
Deborah Goldberg
Clive Jones
Guy Milhalter
Tom Murtha
Jack Platt
John Salehe
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Evelyn Anca
Boaz Hirsh
Ben-Zion Oren-Seliuz
Odie Senesh
Gal Zanir

FINANCIAL REPORT

2023 BUDGET

Operating Support

Contributions for land acquisition	$58,160
Contributions for education	$2,000
Unrestricted contributions	$58,428
Total	**$118,588**

Operating Expenses

Land acquisition	$50,000
Administrative and communication expenses	$57,570
Education expenses	$11,018
Total*	**$118,588**

**Values in US dollars*

2023: A YEAR OF CHALLENGES AND OPPORTUNITIES

In spite of our progress in 2023, it was also a year of extreme challenges. Worldwide conflict diverted attention and support away from conservation, resulting in fewer funds raised through crowdsourcing. In addition, we are once again finding that land developers are increasingly interested in the habitats we would like to acquire. To compete with their immediate access to cash, our acquisition timelines have become shorter and more urgent, and we increasingly run the risk of losing biodiversity-rich sites to development because we do not have the funds to acquire the site in a short time frame.

But the year was not without significant opportunity. Global interest in our land acquisition program is increasing and interest in our education work continues to grow, particularly in schools that have already had exposure to our program.

To address the challenges and take advantage of the opportunities, TiME will need to continue building its community of supporters and its funding reserves in order to be able act quickly. We are also working to increase our brand awareness and communications consistency through a more disciplined approach to graphics and messaging. As a first step, we have revamped our website, and we will continue to incorporate our graphics standards and messaging into future communications.

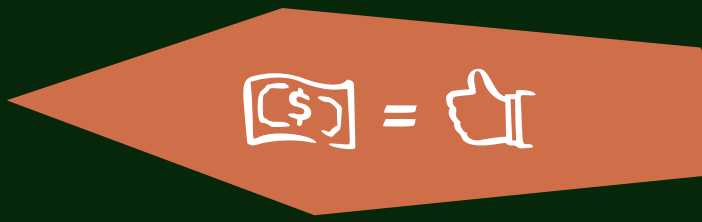
Our commitment to conservation and education remains strong, but we cannot do our work without you.

Thank you for your support. We look forward to continuing our collaboration in 2024.

RIGHT: *Saguinus oedipus*

TiME
This is My Earth

TIMING IS EVERYTHING—
JOIN NOW



TiME is a global community. Anyone anywhere can support our work. With just US$1, you can have a voice in the protection of our planet by becoming a member of TiME. It's easy—$1 and 1 vote, and you're part of the solution.

Go to **our website** to learn more ›
Or **donate here** right now ›

For more information, contact
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at **time@this-is-my-earth.org**

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