



**CAPTAIN  
PLANET**  
FOUNDATION™

# ANNUAL REPORT

# 2021



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## VISION STATEMENT

The Captain Planet Foundation works with partners to develop the tools, resources, strategies, and opportunities that engage youth, connect them with their communities and environment, and empower them to be active global citizens and collaborative agents of change for the planet.

## MISSION STATEMENT

Captain Planet Foundation works collaboratively to engage and empower young people to be problem solvers for the planet.

## A MESSAGE FROM OUR PRESIDENT

In my decade at Captain Planet Foundation, it has been my absolute honor to build a team that has grown and expanded the 30-year legacy of *Captain Planet and The Planeteers* and the vision of Ted Turner and executive producer Barbara Pyle. A vision that laid bare our responsibility to inspire, empower, and fund young people to become problem solvers for the planet. For it is not only their planet to inherit, but it is theirs to shape by building sustainable and resilient systems that support all life.

Within the pages of this CPF annual report you will read about our award-winning programs, internationally-recognized initiatives, and the inspirational stories of young people helping make the earth a healthier and more intact life support system. I hope that you are inspired to consider how your own actions, in partnership with young people, can create a brighter future for the planet, our families, and our communities.

Thank you so much for your investment in the creative, innovative, and youth-led work of Captain Planet Foundation. Now, more than ever, The Power is Yours!

**Leesa Carter-Jones**  
*President & CEO*

## PROGRAMMATIC IMPACT & OVERVIEW

**CPF is both a grant-making and programmatic foundation. In the past 30 years, it has funded over 3,300 hands-on environmental education projects with schools and nonprofits that serve children in all 50 U.S. states and in 35 countries internationally. More than 1.6 million children have directly participated in these educational projects and over 10.5 million have been positively impacted.**

**Captain Planet Foundation operates the following programs: Project Learning Garden, Project Giving Gardens, Project Hero, and ChangeMakers.**

## WORKING PRINCIPLES

In all that the Captain Planet Institute does, we will prioritize and value these principles:

- **Community Inclusion:** Decisions and programming prioritize the knowledge, experience, ideas, and dignity of the communities they are intended to benefit.
- **Collaboration:** Prioritize opportunities that leverage partnerships, convenings, resources, talent, ideas, and actions to produce the best possible outcomes.
- **Market Responsiveness:** Regularly assess the market to determine where the investment of programmatic resources, talent, and ideas will meet market demand in K-12 and most efficiently and effectively produce increased knowledge and desired outcomes in young people.
- **Rigor:** Evaluate how the scaled implementation of our innovative programs can result in specific and measurable impacts.
- **Knowledge Sharing:** Identify and curate the best tools, training, and resources that can be shared at scale.

## JEDI STATEMENT

When the Captain Planet Foundation was founded in 1991, we committed to work for the planet. Justice, Equity, Diversity, and Inclusion are inextricably linked to this original intent and also to the show that influenced the founding of the Foundation (*Captain Planet and the Planeteers*).

While we have not always centered justice, equity, diversity, and inclusion in how we think about our work and how we engage our community, we have formed this statement to recommit to intentional action.

For us, this means our organization will:

1. Represent the communities that we serve on our Board, Staff, and across all programs;
2. Ensure that accessibility to all of our programs is prioritized;
3. Accept our responsibility to give voice to and address the underlying systems that cause environmental injustice;
4. Ensure that all programs specifically and actively invite and engage traditionally underrepresented and/or underserved communities;
5. Celebrate and uplift the diversity of our youth participants;
6. Commit to centering inclusion, diversity, equity, and justice in the continuing education and training of the board and staff.

# CELEBRATING 30 YEARS

<b>OVER 10.5 MILLION KIDS IMPACTED</b>	<b>3,300+ PROJECTS FUNDED</b>	<b>OVER 1.65 MILLION KIDS DIRECTLY FUNDED</b>	<b>OVER 3,400 TEACHERS TRAINED IN OUTDOOR PROJECT-BASED LEARNING</b>
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## 2021 ACCOMPLISHMENTS AT A GLANCE

### PROJECT HERO

The Project Hero program formally launched the following Quests for K-12 learners: Pollinator Quest (national), Soil Quest (national), Minnesota Freshwater Quest (Minnesota), Quest for Wolf Coexistence (Western US), and Quest for Longleaf Pine (Southeastern US).

This free, online platform takes students on learning journeys called “QUESTS” to save locally threatened and endangered species and ecosystems. Since Spring 2020, Project Hero Quests have been used by over 20,000 teachers and students during COVID, proving this program is equally valuable for reaching students working both in-school and virtually.



### OCEAN HEROES BOOTCAMP & NETWORK

In its fourth year, the award-winning Ocean Heroes Bootcamp & Network trained 1,150 young people to become effective advocates and champions of change for our ocean through multi-day, intensive Bootcamps. All Bootcamps in 2021 were virtual, including two held in partnership with the United Nations Environment Programme’s Plastic Tide Turners program for youth across Africa and India.

After spending four years with OHBC, training a little over 2,200 young people from 90 nations, and mentoring more than 200 youth designed and led campaigns focused primarily on plastic pollution, the Captain Planet Foundation is expanding the scope of its work.

Beginning in January 2022, CPF will broaden its training and support for young activists under a new program called The Planeteer Alliance - helping them stand up change-making campaigns in the areas of: ocean and freshwater health, climate change, soil & food systems, biodiversity loss, and air quality - all through a lens of equity and inclusion.

*\*Ocean Heroes Bootcamp & Network was co-founded with Lonely Whale in 2018.*

### PROJECT LEARNING GARDEN/PROJECT GIVING GARDENS

In Spring 2020, in the face of the COVID-19 crisis and school closures, CPF quickly pivoted to create Project Giving Gardens. Beginning in May, 100+ schools around metro-Atlanta [of our 300+ Project Learning Garden schools] joined CPF’s Project Giving Gardens program along with 20+ community gardens aligned with Food Well Alliance.



During the summers of 2020 & 2021, Project Giving Gardens grew and distributed over 120,000 pounds of fresh, organically grown food (nearly 500,000 servings!) and fed nearly 30,000 families.

# Project Learning Garden (PLG)

## TRANSFORMING SCHOOLYARDS INTO OUTDOOR LEARNING LABORATORIES

This comprehensive program encourages educators to use the school garden as an extension of the traditional classroom, rather than as an extracurricular activity. School gardens provide an onsite learning laboratory for project-based, outdoor learning in every discipline including: language arts, math, science, social studies, health, and social and emotional learning.

# 1,920

PLG Teachers Trained

# 425,000

Youth Accessing Gardens  
Each School Year

# 550+

PLG Schools across 40 States  
+ More than 30 in London

**“Besides teaching them how to read, this might be the most important thing we teach them.”**

Dr. Steinbeck, Principal, Holly Springs Elementary  
[Talking to her staff about Project Learning Garden and the benefits of project-based learning]



**FROM TOP TO BOTTOM:** Garden installations take place at Wilma Rudolph Learning Center in Chicago, Illinois; Turtle Creek Elementary School in Turtle Creek, Pennsylvania; and Kuumba Academy Charter School in Wilmington, Delaware.

# Project Giving Gardens (PGG)



In spring of 2020, in the face of the COVID-19 crisis, school closures, and a deepening food access crisis fueled by the impacts of systemic inequities, especially racial inequities, CPF quickly stood up Project Giving Gardens.

We teamed up with 100+ Atlanta PLG school gardens, Food Well Alliance [and their 20+ community gardens], and 10+ urban growers, and under-used gardens were put to work growing fresh produce for the Atlanta Community Food Bank, neighborhood food pantries, and families in surrounding school communities.

With growing interest to expand the program, CPF partnered with the Edible Schoolyard Project, Conscious Kitchen, and Food Connect in the San Francisco Bay area to launch PGG into Oakland Unified School District, Marin County, and surrounding areas. In 2021, Project Giving Garden activated 108 PLG school gardens in Atlanta, Marin County, and Oakland Unified School District, where school gardens committed their arable land to growing food for local food pantries and families. During 2021, we contracted 52 under-employed individuals and worked with 32 partners including community gardens, pantry sites and home gardeners.



**TOP PHOTO:** Students harvested 24 lb of stone fruit at a summer camp in Marin County. **MIDDLE AND BOTTOM PHOTO:** Harvesters in the Metro Atlanta area harvest over 120,000 pounds of fresh produce.

# 120,000

Pounds of Fresh, Organically Grown Produce

# 500,000

Servings of Food

# 30,000

Families Fed

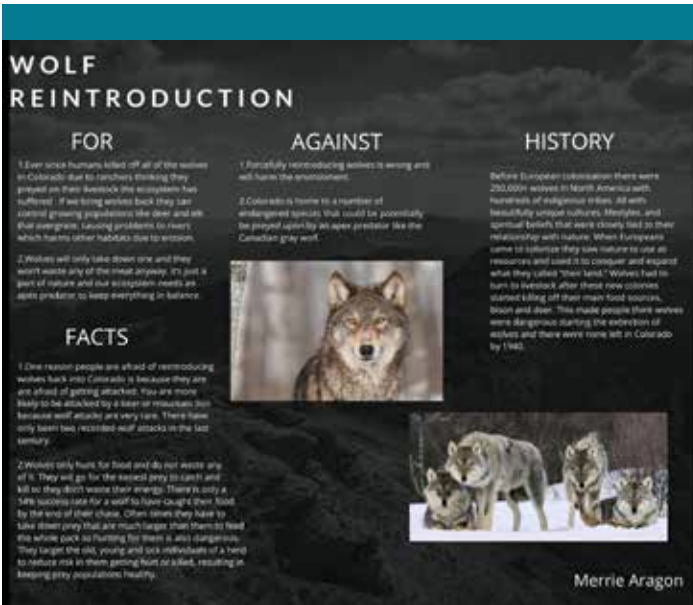
# Project Hero

## CREATING A NEW GENERATION OF HEROES

**Project Hero** is a free, web-based platform that guides students through a project-based learning journey or “QUEST” to understand and design solutions to save locally threatened and endangered species and ecosystems. To date, about 1,000 educators have created free accounts to guide their students on Quests.

Quests are co-designed with mission-oriented partner organizations in order to allow students to connect with real-time knowledge, data, opportunities, and experts. Current available Quests include: Minnesota Freshwater Quest, Pollinator Quest, Wolf Coexistence Quest, Soil Quest, and Longleaf Pine Quest.

In 2020-2021, CPF adapted the Quests for virtual facilitation by embedding instructional videos for students and making it free and open to any educator (formal or informal), which led to nearly 10,000 visitors to the Quest sites in 2021 alone.



**ABOVE:** A student-created infographic submitted to the Your Voice Across Colorado contest for the Rocky Mountain Wolf Quest.

# 973

EDUCATOR ACCOUNTS

# 20,000

ESTIMATED USERS TO THE QUEST WEBSITES

**Around the world, children learn about endangered species and immediately ask “how can I help?”** What if the response to that question was a global shift in the way students study biodiversity, extinction, and endangered species? Imagine how quickly the needle could move for endangered and threatened species if students engaged in a hands-on stewardship project that restored habitat in their school’s immediate area. This program offers an ideal opportunity for youth-based restoration of endangered species habitat worldwide.

**“America is blessed with an amazing diversity of wildlife, and every corner of the country has unique species that can inspire young people to build science and technology skills while learning about their natural environment. NatureServe is eager to link students with information, maps and stories about these species that provide the launch-pad for exploring and learning.”**

**Mary Klein, President & CEO, NatureServe**



# ChangeMakers

## Disruptivate Environmental Justice with Usher's New Look

After looking for an opportunity to collaborate with Usher's New Look, an organization that looks to transform the lives of under-resourced youth through a comprehensive program which develops passion-driven, global leaders, the perfect moment erupted with the proposal of the Disruptivate Environmental Justice Series. This would combine the mission and the vision of the two organizations to bring a program that would educate our youth audience about the intersections of social and environmental justice.

Across 2021, CPF partnered with Atlanta-based Usher's New Look to offer this three part series as an exploration that took participants through the different aspects of environmental justice in a way that was accessible and tangible to their daily lives. The series brought together young experts and mentors to discuss and guide exploration of environmental justice across issues that included climate, food access, and indigenous rights. The series is culminating in January 2022 with a workshop on systems and strategies for creating effective change campaigns, starting in participants' home communities. This will be associated with small grants to support the implementation of projects and campaigns.

## Youth Advisory Council

In 2021, Captain Planet Foundation recruited it's inaugural Youth Advisory Committee and appointed a robust team of nine (9) environmentally-minded students from three (3) countries, all between the ages of 11-18. The Youth Advisory Committee will provide valuable input on CPF programs and processes by centering their voices to be sure we are remaining relevant to the young people we serve.

The YAC will meet quarterly with each session bringing a new challenge for them to collaborate on. The team's first challenge is to create a Committee Charter, a document that will provide guidance on group values and goals. In Q1 2022, the YAC will turn their attention to the development and creation of The Planeteer Alliance in many impactful ways.

## 2021 Members



**John Abad**  
Peru



**Robbie Bond**  
Nevada, USA



**Chloe Mei and Ella Lin Espinosa**  
California, USA



**Kaitlyn Gayle**  
Jamaica



**Madeleine Morris**  
Georgia, USA



**May Seydel**  
Georgia, USA



**Samantha Rizk**  
Ohio, USA



**Chelsea Williams**  
Jamaica

# ChangeMakers

## Ocean Heroes Bootcamp & Network

Co-founded in 2018 by Captain Planet Foundation and Lonely Whale, the Ocean Heroes Network (OHN) trains emerging global youth leaders (ages 10-23) to create impact campaigns to fight plastic pollution and to take action on behalf of the health of our shared oceans.

## Accomplishments

Over the past four years, the Ocean Heroes Network has:

- Trained **2,100+** youth from **90 countries** through intensive multi-day Bootcamps
- Activated and mentored **220 collaborative campaigns** driven by Ocean Heroes Bootcamp alumni since 2018.
- Provided advanced training to 57 Ocean Heroes to become Squad Leaders and serve as peer-mentors.
- Partnered with over **100 NGOs, scientists, activists, artists,** and experts to develop impactful and engaging programming.
- Earned international media coverage in over **223 unique stories** with a reach of **786.5 million impressions** valued at over **\$6.3 million.**



**Clockwise from Left:** Kaitlyn Gayle and Chelsea Williams lead a beach cleanup in Kingston, Jamaica; Manar Elkbir (Gabes, Tunisia) leads a climate strike; Linnea Goh (Victoria, BC) participates in a "trashion" show using clothes from upcycled trash at Pearson World College; Michelle Muchilwa (Kisumu, Kenya) speaking on a panel about the work she does with her organization Bring Back Lake Victoria.



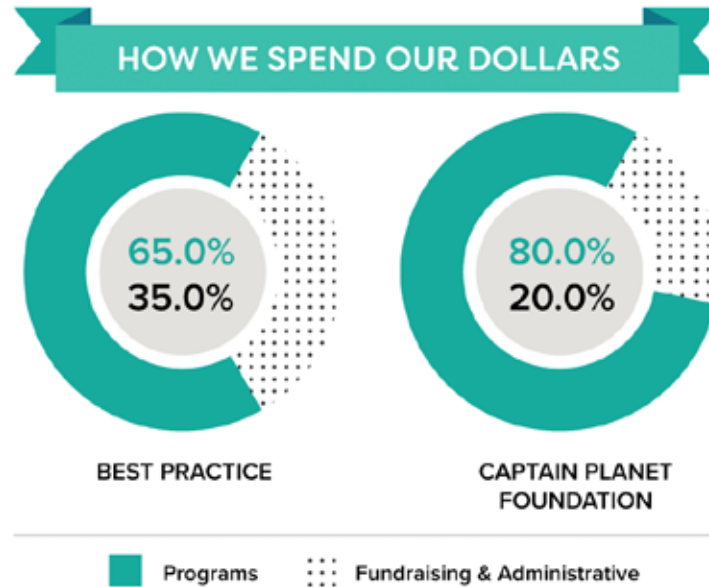
Beginning in Q1 2022, Captain Planet Foundation will be expanding the scope of this youth engagement work as part of a new program - The Planeteer Alliance.

Building on the experiences and lessons learned from Ocean Heroes Network, The Planeteer Alliance will work with youth addressing a broader range of issues including: ocean and freshwater health, climate change, soil health and food production, biodiversity loss, and air pollution; all with an emphasis on justice and equity.

Training and activation will continue to focus on creating systems change for a healthy planet through youth development of action campaigns, which will be supported with mentorship and small grant funds.

# Our Financials

Captain Planet Foundation prides itself on efficient spending to maximize investment in support of our mission – working collaboratively to engage and empower young people to become the next generation of Planeteers. In addition to grant dollars and donations, we receive generous in-kind support including rent, contract services, and other goods and services from several organizations. **Including these in-kind donations in our functional spending, 80 cents of every dollar raised goes directly into the programmatic work of the organization.**



## HOW WE INVEST

In addition to developing operating programs that provide direct service, Captain Planet Foundation also advances the role of environmental education in formal and informal ecoSTEM learning experiences by spotlighting and funding exemplary, replicable models that engage children in inquiry-based research and investigative activities with real environmental outcomes.

To that end, CPF regularly assesses the market to determine where the investment of programmatic resources, talent, and ideas will most efficiently and effectively produce desired environmental and youth empowerment outcomes – and then we raise money to bring those ideas into reality.



# Our Team

**Leesa Carter-Jones**  
*President & CEO*

**Alexis Chase**  
*Development Director*

**Courtney Kimmel**  
*Vice President,  
Strategy and Technology*

**Kathy Lively**  
*Operations Director*

**Robin Okunowo**  
*Project Coordinator,  
ChangeMakers*

**Kendyll Romine**  
*Creative Team Leader*

**Ashley Rouse**  
*Director,  
Project Learning Garden  
and Project Giving Gardens*

**H Storck**  
*Youth Impact Manager*

**Stephanie Toone**  
*Communications Director*

# Contract Support

**Laura Arndt**  
*Curriculum Specialist*

**Elby Bruce**  
*Web Development  
and Technology Integration*

**Jennifer Dickie**  
*Curriculum Specialist*

**Kendra Dorsey**  
*Content Writer, Project Hero*

**Austin Geter**  
*Creative Designer*

**Bonnie Hester**  
*Web Development &  
Technology Integration*

**Hannah McCarthy**  
*Coordinator,  
Project Learning Garden*

# Our Board

**Laura Turner Seydel**  
*Chairperson*

**Letty Ashworth**  
*Director, Diversity & Inclusion*  
*Genuine Parts Company*

**Pamela Atkins**  
*Attorney*  
*Atkins & Associates*

**Christine Boucher**  
*Vice President & Chief Compliance Officer*  
*Delta Air Lines*

**Lili Buffett**  
*Philanthropist*

**Costas Christ**  
*CEO, Beyond Green Travel*

**April Crow**  
*Vice President, Investor Relations &*  
*External Affairs,*  
*Circulate Capital*

**Marilyn Mosley Gordanier**  
*Laurel Springs School (Retired)*

**Kiki Goshay**  
*Founder & Filmmaker,*  
*Goshay Productions*

**Paul Howell**  
*Voya Financial (Retired)*

**Timothy Karikari**  
*Director of Broadcasting*  
*Global Media Alliance*

**Karim Marruchi**  
*CEO, Crowd Favorite*

**George McKerrow**  
*CEO, Ted's Montana Grill*

**Charles Ogborn III**  
*Sustainability & Social Innovation*  
*Strategist*  
*Deloitte & Touche*

**Barbara Pyle**  
*Co-Creator & Executive Producer,*  
*Captain Planet and the Planeteers*

**Randy Rudderman**  
*MD, FACS*  
*Plastic Surgeon*

**Erin Schrode**  
*Journalist,*  
*Writer, & Activist*

**John R. Seydel**  
*Director of Sustainability,*  
*City of Atlanta*

**Christina Stevens**  
*Director & Author*  
*Quantum Wave Media*

**Hannah Testa**  
*Founder, Hannah4Change*

**Jalsa Urubshurow**  
*CEO,*  
*Nomadic Expeditions*

**Maury Wolfe**  
*AVP, Corporate Responsibility*  
*& Public Affairs,*  
*Cox Enterprises*

# Our Sponsors





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