

**CAPTAIN
PLANET**
Foundation

21-22 ANNUAL REPORT



11.5 M+
KIDS IMPACTED

3,300+
PROJECTS

1.7 M+
KIDS DIRECTLY
FUNDED

3,400+
TEACHERS TRAINED



Project LEARNING GARDEN
Providing schools with the essential elements to establish and support their garden-based learning programs with effective outdoor learning spaces for students to engage in inquiry-driven, project-based learning across all disciplines.

1,920

PLG TEACHERS
TRAINED

~500,000

YOUTH ACCESSING
GARDENS EACH
SCHOOL YEAR

644

PLG SCHOOLS ACROSS 38 STATES + MORE
THAN 30 SCHOOLS IN LONDON & 2 SCHOOLS
IN BRITISH COLUMBIA



LAUNCHED 2022!

A holistic, youth-designed, and youth-led program offers the global community of young environmental advocates and changemakers a consistent and reliable home for solutions, trainings, resources, opportunities, and a peer community that meets in a safe environment.

30

NATIONS
REPRESENTED

22

VIRTUAL
TRAINING
EVENTS

600+

YOUTH
PARTICIPANTS



Project HERO
Project Hero is a free, web-based learning tool and framework that engages young people in project- and problem-based learning and deepens their connection to community. Project Hero catalyzes empathy into action by leading students on Quests to explore their world and implement solutions that address the root issues contributing to the extinction crisis.

1,000+

EDUCATOR CREATED
ACCOUNTS

20,000+

UNIQUE VISITORS TO THE
QUEST WEBSITES



Project **LEARNING GARDEN**

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

500,000

**YOUTH ACCESSING GARDENS
EACH SCHOOL YEAR**

644

**PLG SCHOOLS ACROSS 40 STATES
+ MORE THAN 30 IN LONDON
AND 2 IN BRITISH COLUMBIA**



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

-Dr. Steinbeck, Principal, Holly Springs Elementary



CREATING A NEW GENERATION OF HEROES

Project Hero is a free digital platform that leads K-12 students on a series of fun Quests [guided learning journeys] that explore issues facing locally threatened and endangered species and ecosystems. In the end, students design and implement solutions to address the threats they have uncovered.

Quests are co-designed with partner organizations to engage young people in their environmental missions. In 2021-22, CPF supported the implementation of five Quests for students of all ages: the **Pollinator Quest**, **Soil Quest**, **Minnesota Freshwater Quest**, **Wolf Quest**, and **Longleaf Pine Quest**.

In 2021-22, we also worked with **Waterkeeper Alliance** to develop a framework to develop watershed specific Quests in collaboration with Waterkeeper groups. The first Waterkeeper Quest will be available in 2023, focusing on the Hackensack River watershed in NJ/ NY with others to follow.



5

QUESTS

1,000+

EDUCATOR ACCOUNTS

20,000+

UNIQUE VISITORS
TO THE QUEST WEBSITES

INTRODUCING OUR NEWEST PROGRAM



Four years after co-founding and co-managing Ocean Heroes Network, Captain Planet Foundation expanded the scope of our work to engage young people around the world as effective advocates for a broader range of issues, including ocean and freshwater health, climate change, soil & food systems, biodiversity loss, and air quality - all through a lens of equity and inclusion. This new program was named **Planeteer Alliance**.



Planeteer Finlay Pringle from Scotland has protested climate inaction since 2018.

Having built a strong network of over 3,500 young activists from over 90 nations over those years, Planeteer Alliance started strong in February 2022 with the goal of providing a safe and supportive community for young people around the world to work together to accelerate known solutions to climate change. **How did we do it?**

DESIGN SQUAD

A team of global youth advocates were brought together to genuinely design how to meet the needs of young environmental champions everywhere. Thirteen (13) Design Squad members from seven (7) nations brainstormed, collaborated, and established all key functions of the Planeteer Alliance program.

3500

YOUNG PEOPLE TRAINED

90

NATIONS



CLIMATE SOLUTIONS

Planeteer Alliance is working with young Planeteers around the world to push for the adoption and acceleration of known solutions to climate change in order to create a climate positive future. We have organized known climate solutions into the five Planeteer Elements – Earth, Fire, Wind, Water, and Heart - based on the mythology of the original animated series.

The Planeteer Alliance is committed to being youth-led. Each year, we will host a series of working Summits (in-person and virtually), organized by Planeteer Element - EARTH, WIND, FIRE, and WIND - for Planeteers to discuss their successes and challenges over the previous year, and to agree on the highest priorities for the coming year. Based on the conversation and outcomes of these Summits, the Planeteer Alliance will organize and support new Climate Solution Projects with leadership from Planeteers in the Element communities.



Planeteers in Kenya, Peru, and Jamaica taking action during the 2022 Blue Climate Action Summit

BLUE CLIMATE ACTION SUMMIT

The Blue Climate Action Summit was a demonstration of the power of collective action when Planeteers come together in person to dedicate their minds and passions to climate work.

600
YOUNG PEOPLE
PARTICIPATED
IN BLUE CLIMATE

9
BLUE CLIMATE
ACTION SUMMIT
LOCATIONS

30
NATIONS
REPRESENTED

22
VIRTUAL TRAINING
EVENTS

New Delhi, India
Kingston, Jamaica
Kisumu, Kenya
Nairobi, Kenya
Mérida, Mexico
Lagos, Nigeria
Lima, Peru
Kings Beach, USA

COMMUNICATIONS

The CPF social and newsletter marketing strategy has been geared toward raising the profile for flagship programs such as Project Learning Garden and Project Hero as well as building excitement and drawing more supporters for new programs like Planeteer Alliance. On each platform, Captain Planet Foundation (and Planeteer Alliance) continues to vastly outperform in engagement rates when compared to the national averages for social media engagement for nonprofit pages. Engagement and organic audience growth has steadily trended, in some cases as much as 44%, in the first quarter of 2022. Below are some highlights of earned and owned media for CPF in 2022.

INSTAGRAM ACCOUNTS



5,400

ACCOUNTS REACHED

20,000

ACCOUNTS REACHED

EARNED MEDIA

404M

EARNED MEDIA
IMPRESSIONS

10.5M

SOCIAL MEDIA
IMPRESSIONS

EARNED MEDIA

- CPF worked with Sunshine Sachs Morgan & Lylis to design and implement PR strategy for its 30th Anniversary celebration and the launch of Planeteer Alliance.
- The internal PR release for the Blue Climate Action Summit outperformed other similar industry releases distributed by PRNewswire.
- The release was read more than 4,400 times on sites like Yahoo Finance and Bloomberg.

EMAIL ANALYTICS HIGHLIGHTS 2022:

- Planeteer Alliance **(16)** emails reached **20,141 subscribers** over the last year, garnering a 22.6% open rate and a 1.2% click rate overall **(highest click rate was 6.7%)** over the last year.
- CPF Newsletter emails **(9)** reached **119,627 subscribers**, garnering an average **19.7% open rate** and 0.9% click rate overall **(highest click rate 2.3%)** over the last year.

ABOUT CPF

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.

PROGRAMMATIC IMPACT & OVERVIEW

CPF is both a grant-making and programmatic foundation. For over 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 **1.7 million children** have directly participated in these educational projects and over **11.5 million** have been positively impacted.

Captain Planet Foundation operates the following programs: Project Learning Garden, Project Hero, and Planeteer Alliance.

WORKING PRINCIPLES

In all that the Captain Planet Foundation does, we 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:** Seek 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 for 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*).

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.



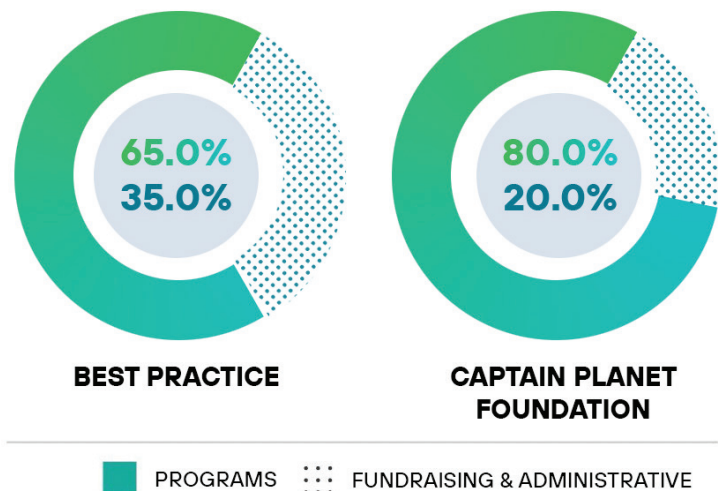
OUR FINANCIALS

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 be problem solvers for the planet. 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 operating programs that provide direct service, Captain Planet Foundation also advances the role of environmental education by spotlighting and funding exemplary, replicable models that engage young people in inquiry-based activities with real environmental outcomes.

HOW WE SPEND OUR DOLLARS



To that end, CPF has spent the last decade:

- Investing in the incubation of innovative environmental projects, designed by educators and young people that result in measurable benefits to natural systems.
- Taking the best ideas to scale through the development of outdoor living laboratories as instructional spaces and lessons through Project Learning Garden.
- Investing in the training, mentoring, and amplification of activated young people who are working to redesign systems for a climate positive future.



OUR TEAM

Leesa Carter-Jones
President & CEO

Alexis Chase
Director of Engagement

Courtney Kimmel
*Vice President,
Strategy and Technology*

Kathy Lively
Operations Director

Robin Okunowo
*Community Manager,
Planeteer Alliance*

Kendyll Romine
Creative Team Leader

Ashley Rouse
*Director,
Project Learning Garden*

H Storck
Youth Impact Manager

Stephanie Toone
Communications Director

CONTRACT SUPPORT

Laura Arndt
Curriculum Specialist

Jennifer Dickie
Curriculum Specialist

Austin Geter
Creative Designer

Bonnie Hester
*Web Development &
Technology Integration*

Hannah McCarthy
*Coordinator,
Project Learning Garden*

**Davis, Pickren, Seydel &
Sneed**
Legal

Sunshine Sachs Morgan & Lylis
Public Relations

OUR BOARD

Laura Turner Seydel
Chairperson

Letty Ashworth
Director, Diversity & Inclusion
Genuine Parts Company

Pamela Atkins
Attorney at Law
Atkins & Associates, LLC

Doll Avant
Founder & CEO
Aquagenuity

Christine Boucher
Vice President & Chief Compliance Officer
Delta Air Lines

Lili Buffett
J.P. Morgan

Costas Christ
CEO, *Beyond Green Travel*

Marilyn Mosley Gordanier
Founder
Laurel Springs School

Kiki Goshay
Founder & Filmmaker
Goshay Productions

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, *EY*

Randy Rudderman
MD, FACS
Plastic Surgeon

Erin Schrode
Journalist
Writer & Activist

John R. Seydel
Deputy Chief Sustainability Officer
City of Atlanta

Hannah Testa
Founder, *Hannah4Change*

Jalsa Urubshurow
CEO
Nomadic Expeditions

Ray Whitty
Senior Counsel & AVP
Voya Financial

Maury Wolfe
AVP, Corporate Responsibility
& Public Affairs
Cox Enterprises

WISDOM COUNCIL

CPF needs to maintain relevance to the young activists who join our network. Our Planeteer Alliance Design Squad mandated that a Wisdom Council, a group of 10-20 diverse and active members of the community, be formalized to provide input and counsel on the ongoing development of our programs and network growth. In Spring 2022, the Wisdom Council convened with 17 members and continues informing the development of pathways between all CPF Programs to build a truly unified network of global Planeteers.

John Abad, Peru
Robbie Bond, NV, USA
Chloe Mei and Ella Lin Espinosa, CA, USA
Stephanie Evans, AUS
Kaitlyn Gayle, Jamaica
Ashton and Zara Hawkins, UK
Sanna Jambang, The Gambia
Evan Michaeli, MA, USA
Madeleine Morris, GA, USA
Michelle Muchilwa, Kenya
Nicolina Pappas, IL, USA
Neev Pawar, India
Samantha Rizk, OH, USA
May Seydel, GA, USA
Chelsea Williams, Jamaica

OUR SPONSORS

VISIONARIES



**CAPSTONE
INVESTMENT**



**EUNJAE KIM &
ARTURO PERALTA-RAMOS
CHARITABLE TRUST**

**THE MODERN LUXURY
ATLANTAN**

**MOORE CHARITABLE
FOUNDATION**



WarnerMedia

GUARDIANS



**DAVIS, PICKREN, SEYDEL
& SNEED**

**Flotilla
FOUNDATION**



**SPROUTS
HEALTHY COMMUNITIES
FOUNDATION**



HEROES

accenture

The Coca-Cola Company

coolperx



DRUMMOND
experience reimagined

EJF PHILANTHROPIES

FedEx



*Jane Smith Turner
Foundation*



**STACEY & DAN
LEE BERN**

LIVE NATION

Novelis



Publix.
WHERE SHOPPING IS A PLEASURE



*the RAY C.
ANDERSON
foundation*

skoll



Jal Juvet
TURNER ENTERPRISES, INC.



Authentic American Dining

VOYA
FINANCIAL

FRIENDS

Accor Management US, Inc

Better Earth

General Mills

Charlotte & Paul Howell

Northern Trust

The Horn Foundation

Letty & William Ashworth

Vashti Canty

Georgia Aquarium

KHAOS Foundation

One Green Thing

Jalsa Urubshurow

Pamela Atkins

EarthCore Group, LLC

GOODR

Keller Williams Metro Atlanta

Pisces Foundation

Wade Family Research Foundation

Kristi & Paul Beckler

Freemantle

Great Range Bison

Mister Landscaper

Anita & Michael Thomas



**CAPTAIN
PLANET**
Foundation

Captain Planet Foundation
133 Luckie St, 2nd Floor, Atlanta, GA 30303
404-522-4270 info@captainplanetfdn.org

WWW.CAPTAINPLANETFDN.ORG