21-22 ANNUAL REPORT
**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.

**Planeteer Alliance**

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.

**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.
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
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.

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**.

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.

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

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

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

PLANETEER ALLIANCE

CAPTAIN PLANET Foundation

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

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.

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.

ABOUT CPF
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.
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.

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 FINANCIALS**

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<thead>
<tr>
<th>HOW WE SPEND OUR DOLLARS</th>
<th>BEST PRACTICE</th>
<th>CAPTAIN PLANET FOUNDATION</th>
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<tr>
<td>PROGRAMS</td>
<td>65.0%</td>
<td>80.0%</td>
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<tr>
<td>FUNDRAISING &amp; ADMINISTRATIVE</td>
<td>35.0%</td>
<td>20.0%</td>
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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

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## GUARDIANS

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## FRIENDS

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