



PLANET
WOMEN

Celebrating the First Year

July 2020–June 2021



PLANETWOMEN.ORG

It's important to define how we use the word "women." Planet Women's definition includes cisgender women, femme/feminine-identifying, genderqueer and non-binary individuals who have historically been excluded from the environmental space.

Dear Friends,

What a time to be creating a bold organization that challenges the status quo! Establishing a new nonprofit during a global pandemic seemed crazy. Yet nothing could have been more energizing in a year when many crises converged: catastrophic climate events like wildfires and hurricanes, political divisions, racism and the corresponding swell of the Black Lives Matter movement, and the Covid-19 pandemic that has now killed more than 4.5 million people globally.

Clearly, the old way of doing things is not working. In the conservation space, our teams are not diverse enough. According to Green 2.0, 88% of staff at environmental organizations are white and 76% of executive directors and CEOs are men. We believe that more diversity leads to greater resilience, more creativity and more effective solutions.

Planet Women was founded on this simple principle: diverse leadership and gender equity are essential to innovation and success at all levels of the environmental movement, from the field to the boardroom. Right now, half the world's population are left out of making decisions around environmental issues. That needs to change.

We have evidence that more women leading is better for climate change, soil health, and air and water quality. Studies show that including women in conservation results in stricter extraction rules and better compliance, greater transparency and accountability and better conflict resolution. Countries that have a greater representation of women in government pass stricter environmental laws and ultimately have lower carbon emissions.

But more women leading isn't just better for the environment, it's also better for our workplaces and our societies. Data from the Pew Research Center bears out that women are 34% better at working out compromises, 34% more likely to be honest and ethical, 25% more likely to stand up for their beliefs, and 30% more likely to provide fair pay and benefits.



It's time to transform the way we work and live so that we can heal ourselves, heal each other and heal the earth. But let me be clear, I don't think that all women are better at leading or better at healing. I think that nothing effective or enduring happens when women are left out. I think that when the best leadership attributes of people of all gender identities, all races, all backgrounds, all generations are brought to bear, humanity is capable of anything.

Our vision is for a world where the vibrant diversity of earth's people collaborate on equal footing to care for the planet. And our path to get there is with women leading the way.

Thank you so much for being part a part of this journey. Your generosity, energy and ideas are changing the lives of women and their communities around the world.

A handwritten signature in blue ink that reads "Kristine Zeigler".

Kristine Zeigler
Co-Founder & Chief Executive Officer
Planet Women

Strategy: Protect Nature & Support Communities

With this field strategy, we are focused on creating grassroots change in local communities. Your support is helping to restore and protect forests and waters that are critical to a healthy planet, using solutions that are co-created and led by women in the communities most affected by environmental degradation.

WOMEN IN RWANDA planting trees with Kula Project and One Tree Planted, our partners in an effort to support women smallholder farmers through leadership and business training.



Our First Year

During this first year of Planet Women, the focus of our conservation field work was on establishing pilot projects and nurturing relationships with partner organizations in three geographic regions: Sub-Saharan Africa, the Andes-Amazon and the Colorado River Basin. We chose these places for their strategic importance in stabilizing climate change, protecting nature and improving human wellbeing. These are places where our team members already have close relationships to people and organizations working on the ground, so we have been able to make an impact and build connections quickly.

What are we working toward?

- Increased women’s leadership and gender equity
- Improved forest, water and biodiversity health
- Reduced carbon emissions

Thanks to the incredible generosity of our supporters who have given us funding, opened doors, made phone calls and connected us with wonderful leaders—we have signed agreements with 12 partner organizations and invested in on-the-ground work in all three geographic regions, as of June 2021.

For this first year, our priority was to invest funding directly in our partners to help build trust and impact the outcomes that we care about. We took this time to get to know the needs of our partner organiza-



tions, as well as have conversations with local women and community leaders to hear what they’re looking for. All this work laid the foundation for our Shescapes Program, which will launch in five ecoregions in 2022. What the heck is a Shescape, you ask? Check out the facing page to find out!

In the pages ahead, you can read more about our partners and the projects that you are making possible. We hope that you feel awe inspired as you read about the amazing women leaders that you are supporting in Colombia, Rwanda, Uganda, New Mexico and beyond. Despite covid and climate disasters and daunting disparity, they wake up every single day to plant seeds of hope. Their commitment to forging a better future is what drives us to keep going as well. Thank you for being a part of this movement.



Shescapes Program

The idea for a “Shescape” came from Karl Morrison and Jamie Bechtel’s experiences in the field, watching nonprofits overlook opportunities to make a greater impact by coordinating action across the intersecting issues of conservation and gender equity.

Karl defines a Shescape as, “an area that encompasses a distinct set of ecosystems that are an environmental priority, where gender equity and inclusion are being integrated as a fundamental component of conservation strategy, action and funding.”

The development of a Shescape builds on conservation efforts already underway in a region. Working closely with our partners, our team will identify opportunities to support local women leaders and strengthen women-led organizations. We will also help build the capacity of organizations, so they can effectively embed gender equity and inclusion into all of their investments and programs—a process that is called “gender mainstreaming.”

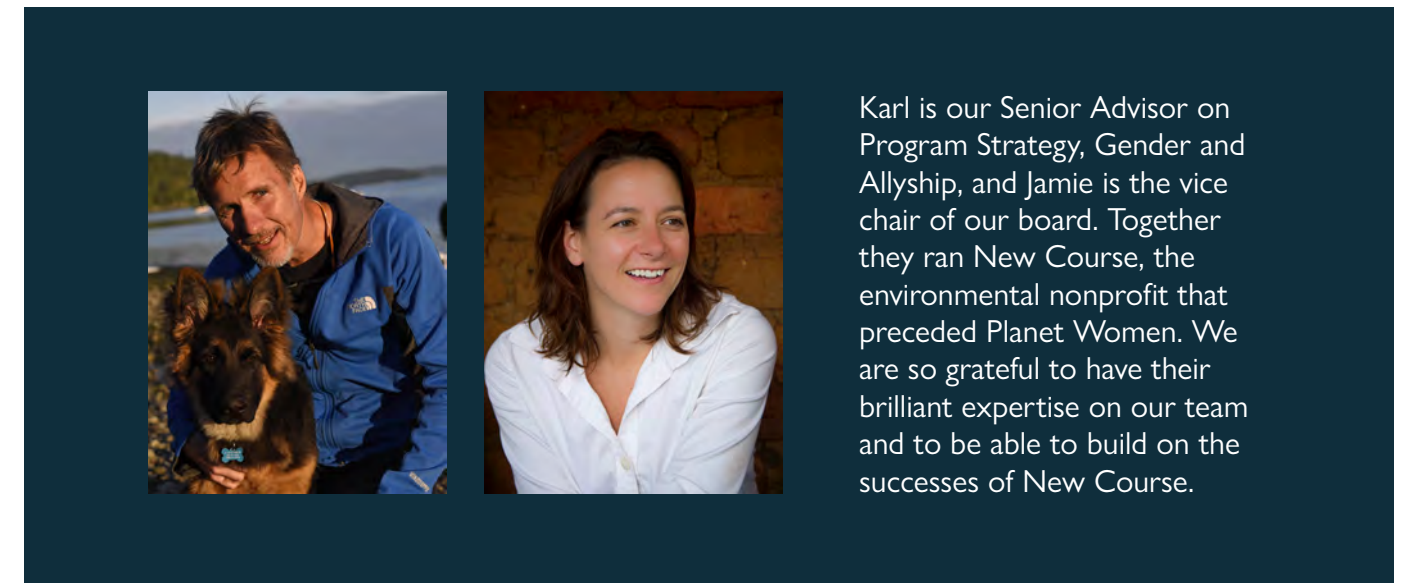
Gender mainstreaming is a wonky phrase, but it conveys an important concept. It is a strategy for making women’s, as well as men’s, concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of policies and programs in all political, economic and societal spheres—so

that women and men benefit equally, and inequality is not perpetuated.

Planet Women will use Shescapes to test our hypothesis that investing in these often neglected and under-resourced areas will ultimately empower women and marginalized groups and result in more resilient communities and healthier ecosystems.

Our goal is to scale up efforts in five Shescapes in early 2022. Right now, we’re in the first phase of this project: identifying the right partners, investing in pilot projects, building networks and developing Shescape strategies tailored to each region.

Investing in these areas will empower women and marginalized groups and result in more resilient communities and healthier ecosystems.





The Greater Virunga Landscape, Africa Region

The Virunga Mountains run along the border between Rwanda, Uganda and the Democratic Republic of Congo, an area that is part of the Albertine Rift. With more than half of Africa's birds, 40% of Africa's mammals and about 20% of its amphibians and plants, the Albertine Rift is a biodiversity hotspot that contains more vertebrate species than anywhere else on the continent. It also contains more threatened and endemic species than any other region of Africa. Alongside this biodiversity, there is a dense human population with many living below the poverty line and in rural communities where life is deeply intertwined with the natural world. As you will see, this situation is both a problem and a solution for ecosystem health.

The Greater Virunga landscape is one of the first places where we are launching a Shescape because our team already has a trusted network of partners in place. For 10 years, New Course—the nonprofit that preceded Planet Women—worked on gender equity, sustainable livelihoods and environmental protection in the region, so we are leveraging those connections.



THIS SPREAD: Landscape in southwestern Uganda, at the Bwindi Impenetrable Forest National Park, at the borders of Uganda, Congo and Rwanda, home of the mountain gorilla. Previous spread, left to right: Planet Women staff on retreat!; Woman bringing fruit from the ProAves El Dorado Reserve orchard to feed her children; Karl Morrison; Jamie Bechtel.

PARTNER SPOTLIGHT

Conservation Through Public Health

Building on New Course's

successful partnership with Conservation Through Public Health (CTPH) in Uganda, Planet Women is ramping up support for this wonderful women-founded and women-run organization. CEO Dr. Gladys Kalema-Zikusoka has made it her life's mission to protect the endangered mountain gorillas who live in Bwindi Impenetrable Forest National Park. At only 26 years old, she became the first-ever wildlife veterinarian for the Uganda Wildlife Authority. Through her research and experience, she found that a critical piece of protecting the gorillas was improving the health and wellbeing of the local communities who live in and around the gorilla's habitat. She started CTPH in 2002 to do just that.



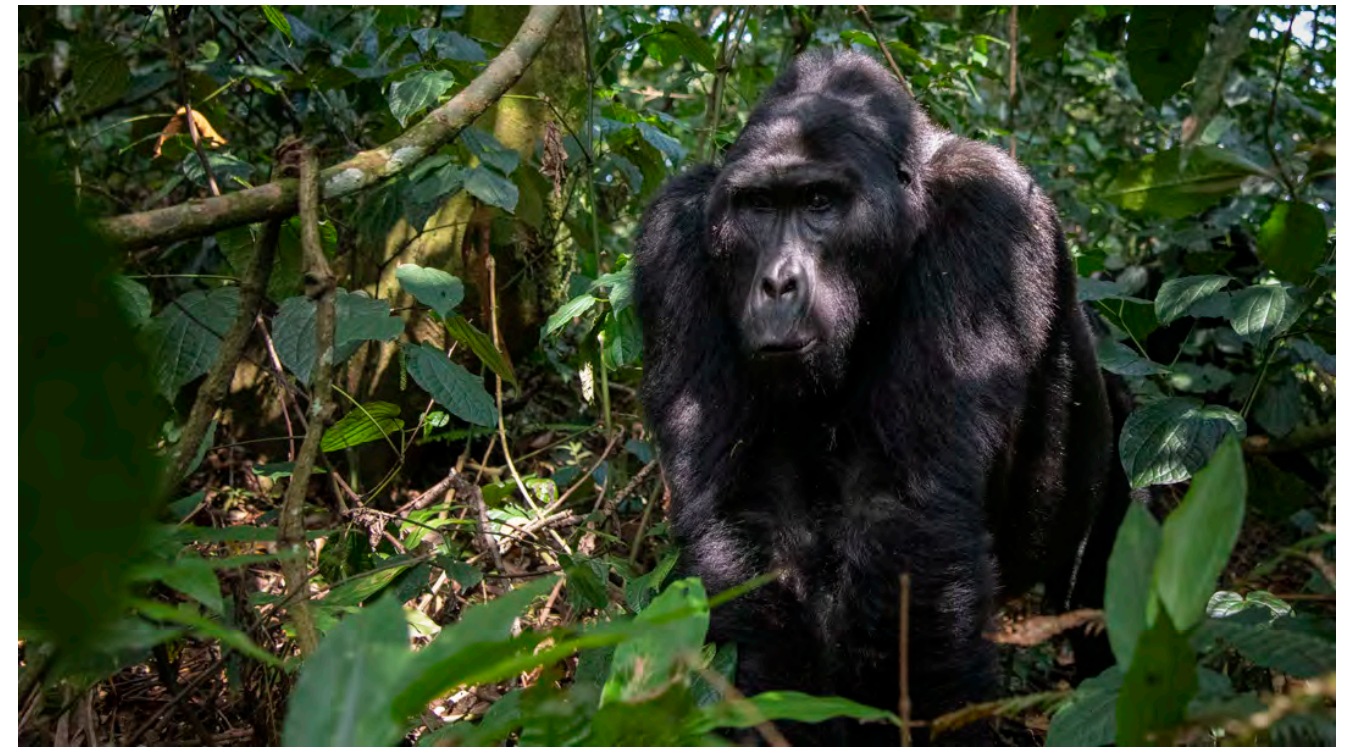
CTPH provides veterinary medicine to mountain gorillas and also serves people with mobile health clinics, public health classes and sustainable livelihoods programs. Planet Women and CTPH worked together to identify key areas for our investment, using the results of a needs assessment that New Course conducted in 2019.

The first area of investment is in increasing the engagement of women who participate in, and benefit from, Village Health and Conservation Teams. Currently, CTPH has 270 volunteers (51% of whom are women) on these teams who are trained to educate households about public health and conservation issues. Because they've spent years building trusted relationships with the communities around Bwindi, Village Health and Conservation Teams are instrumental in understanding and addressing the needs of women and their families. These volunteers offer essential education and support for women and girls, as well as education for the broader community on issues such as hygiene, sanitation and nutrition; how to avoid waterborne, zoonotic and infectious diseases; and the risks of hunting and eating bush meat.

Our second area of investment is in serving the needs of women farmers involved with Gorilla Conservation Coffee, one of CTPH's social enterprise projects. Projects that help provide stable and sustainable livelihoods offer one of the greatest returns on investment for both conservation and community development; and this has become particularly important during the pandemic. Covid caused a crash in tourism, which plunged many more people into poverty and desperation and led to an uptick in wildlife poaching and other illegal activity. Gorilla Conservation Coffee supports smallholder farmers around Bwindi National Park by providing a market and a higher price for quality coffee. Now more than ever, this coffee business is helping local families stay afloat while reducing impacts to wildlife.

Since it began in 2016, Gorilla Conservation Coffee has grown from 75 farmers to 500, and the number of women-led farms from 5 to 120. With Planet Women's support, CTPH is addressing the special needs of women farmers and seeking out more women to benefit from training in sustainable agriculture and agribusiness, conservation ethics, microfinance and leadership skills. CTPH will also help women explore other sustainable livelihood options, including establishing Village Saving and Loans Associations. These microfinance cooperatives provide a sustainable safety net for women to support themselves through times of crisis or provide a loan facility for investment.

CLOCKWISE FROM UPPER LEFT: Dr. Gladys Kalema Zikusoka; Mountain Gorilla; Annette harvests food on the steep hillside outside Bwindi in Buhoma, Uganda.



PARTNER SPOTLIGHT

Dian Fossey Gorilla Fund International



Not far from where Dr. Gladys

and her team are working in Uganda, our partners at the Dian Fossey Gorilla Fund International (DFGFI) are working with landowners in the Democratic Republic of the Congo to maintain Nkuba Conservation Area—321,000 acres of privately owned land where critically endangered Grauer’s gorillas and their habitat are protected.

Planet Women is partnering with DFGFI to support more than 100 women in four local women’s associations. Together, we will help with coaching on leadership, governance and management for these associations. The project will also provide livestock, agricultural equipment and supplies, as well as training in sustainable agriculture and livestock breeding.

The goal is to make sure these women have agency over their lives and the health of their families, as well as a voice in conservation decisions. Women’s groups have been shown to increase the resilience of their members, as well as increase women’s voices in community decision-making. The project will directly support over 100 families with increased income and food security. It will also strengthen these women’s groups and their ability to reinvest in their members’ priorities, while reducing pressures on the forest and wildlife of the Nkuba Conservation Area.

This project also had a most welcome indirect benefit! Due to the support Planet Women provided, DFGFI decided to hire a consultant to develop an institutional strategy for mainstreaming gender into its programs. We have offered to review the strategy and support them any way we can.

Why Women?

For conservation to succeed, it must include support for the livelihoods and food security of local people, especially women. In most households, women make decisions about what families eat—farmed or foraged produce, livestock, fished protein—decisions that have a direct impact on local ecosystems. Women are most often the water and fuel collectors for households. These roles give women unique knowledge of the natural environment, which makes them instrumental in the success of conservation strategies.

PARTNER SPOTLIGHT

Reteti Elephant Sanctuary and Sarara Foundation



Reteti Elephant Sanctuary

is the first community-owned and -run elephant orphanage in Africa. Young elephants can become lost or abandoned for many reasons; they might lose their family to poaching or get stuck in a water well and left behind. Reteti and its sister organization Sarara Foundation were established with the indigenous Samburu community to rescue, rehabilitate and rewild orphaned and abandoned elephant calves and care for the beautiful landscape of the Namunyak Wildlife Conservancy in Northern Kenya.

Due to the generosity of an anonymous donor, Planet Women is supporting Reteti’s Milk-to-Market project. Milk-to-Market is scaling up the production of a goat-milk-based formula for the elephants—one that is locally produced and more nutritious than the powdered milk they were using.



Not only is the project increasing the survival of orphaned elephants, it is also providing economic opportunities for local women and engaging the broader community in educational workshops. To help restore and protect the local ecosystem, the project is offering training in sustainable pasture management and improved animal husbandry. This summer, 50 men and 30 women participated in the first training, which covered animal husbandry, land management, entrepreneurship and exercises on equitable gender roles and relations!

Planet Women has provided Reteti and Sarara Foundation with technical expertise in gender mainstreaming and project design. Over the next three years, our team will continue to support the project’s implementation, monitoring and evaluation.

CLOCKWISE FROM TOP LEFT:

Grauer’s Gorilla; Reteti keeper bottle feeding an elephant calf; Samburu women pouring fresh goat’s milk into containers.



WOMAN collecting wood in Lukolela, Democratic Republic of Congo.

Congo Rainforest, Africa Region

Protecting the rainforest of the Congo River Basin is critical for reducing the impacts of global climate change. This rainforest, the second largest in the world after the Amazon, helps regulate atmospheric carbon levels, global temperatures and rainfall patterns at continental and global scales. And it is home to an immense wealth of biodiversity. Because of the peatlands under its extensive swamp forests, the Congo Basin rainforest stores more carbon than the Amazon and Asian rainforests combined. Humans have lived within the Congo Basin for more than 50,000 years and it supports more than 75 million people with food, water and shelter. Sixty percent of the rainforest exists within the borders of the Democratic Republic of Congo.



PARTNER SPOTLIGHT

Congo Education Partners



Successful rainforest conservation

relies on local community engagement and educated local leadership. That's why we jumped at the opportunity to work with Congo Education Partners (CEP) and Djolu Technical College in the heart of the Congo rainforest. Djolu Technical College's mission is to serve as a hub for environmental, agricultural and health education in this remote and biodiversity-rich region—one of the most heavily forested and remote parts of the Democratic Republic of Congo.

CEP is a nonprofit that exists to support, advise and advocate for Djolu Technical College. Planet Women is working with CEP to increase gender equity within the student body and faculty at Djolu Technical College.

Women play a critical role in creating and implementing solutions to environmental and sustainability issues, but in this region they don't often have equal access to education, financial resources or leadership opportunities. Traditional cultural expectations for women are to marry and have children early and families generally prioritize the education of their sons over that of their daughters. However, since CEP has been providing scholarships to women students, the percentage of female students at the college has risen from 20% to over 40%.

PHOTOS, top: Studying at Djolu Technical College; bottom: DTC student.



Planet Women is excited to partner with Congo Education Partners and Djolu Technical College in developing the next generation of women environmental leaders. Your generosity has already helped fund faculty salaries, eight full scholarships for female students and aid for student research, as well as support construction on the college's new school building. Together, we can help women and men in the Democratic Republic of Congo pursue their dreams, shape their communities and create a better future for the Earth and its people.



PHOTOS, top: Aerial view of the DTC school buildings; bottom: DTC's women students.





OVERLOOKING Sierra Nevada de Santa Marta, the second highest coastal range in the world. Its highest peaks rise above 18,000 feet only 26 miles from the Caribbean Sea.

Colombia, Andes-Amazon Region

Colombia holds about 10% of planet earth's biodiversity. Species from rare orchids to colorful birds live within 314 types of ecosystems. Colombia's forested watersheds feed into the massive sub-continental basins of the Amazon, Orinoco and Magdalena-Cauca Rivers. But its precious natural resources face major threats due to social inequality, armed conflict, weak policy and land titling, mining operations and conversion to farming.



PARTNER SPOTLIGHT

Women For Conservation

Our first partner in the

Andes-Amazon region is a Colombian nonprofit called Women For Conservation—a women-run group with a kindred mission to foster environmental and social justice through women’s leadership. Together, we are working directly with women to protect forest habitat and support the local communities that are ready for positive change. Women For Conservation is run by two special women: Sara Ines Lara and her daughter Isabella Cortes. (It’s truly a family affair: their logo is an illustrated portrait of Sara’s own mother.)



These women are deeply invested in saving Colombia’s natural heritage and helping women, men and indigenous communities overcome obstacles to lead environmentally conscious lives.

The group manages nine nature reserves across Colombia and works with their partner Fundación ProAves (of which Sara is also Executive Director) to steward 26 nature reserves, as well as tend to the rural communities that surround the reserves. Our first project together was in November 2020, when we funded the expansion of the Tití Nature Reserve. This saved a key piece of land to prevent a mining operation from destroying forest habitat for the critically endangered Cotton-top Tamarin monkey.

One of Women For Conservation’s main strategies is empowering local women and Indigenous groups with classes in environmental science, career training, family planning and public health. This year,



with support from Planet Women, they have been able to expand workshop locations and provide funding for more people to attend. They have been pleased to see increasing interest and rising attendance from the local people.

Since January 2021, your support has allowed Women for Conservation to conduct 75 workshops and activity days, serving more than 300 women and children in rural Colombia. For example, 25 of these workshops supported women from the communities that exist in the buffer zone around the ProAves El Dorado Nature Reserve—2,500 acres of subtropical cloud forest in the Sierra Nevada de Santa Marta, which boasts some of the highest rates of bird endemism in the world. The El Dorado Reserve’s primary forest is extremely important to protect, as much of the cloud forest in the region has been lost to development and

many rare species are dwindling. By helping fund Women For Conservation’s career training, family planning programs and environmental education, you are providing vital tools to women in the local community so they can protect the remaining forest habitat, while taking care of their health and providing for their family and neighbors.

Over the next year, we’re planning for a program to jumpstart a new generation of conservation leaders by providing 15 rural women with specialized education to become forest rangers and naturalists. A recent bright spot: One of the rangers trained by Women For Conservation, Ninfa Estella Carinialli, was recently awarded the IUCN’s International Park Rangers Award!



PHOTOS, clockwise from upper left: Sara Ines Lara with two future environmentalists; Cotton-top Tamarin; Choco toucan; Isabella leading a reforestation workshop at ProAves El Dorado Reserve, focused on endemic plants and seedling rescue, 2021; Isabella Cortes.





Colorado River Basin, Southwestern U.S. Region

The monumental, roaring lifeline that is the Colorado River has carved canyons and sustained cultures and wildlife for millions of years—yet now it’s drying up. The Colorado River runs from the Rocky Mountains through seven U.S. states and into Mexico where it has historically flowed into the Gulf of California. Now the river rarely makes it that far. Demand for water in the U.S. exceeds the river’s capacity and the past 20 years of megadrought have further imperiled the system. Researchers estimate that Arizona, California and Nevada will have to cut their use of Colorado River water by 40% over the next 30 years due to climate-driven drought. In August, the federal government declared a first-ever water shortage at Lake Mead, one of the river’s main reservoirs. To save this important river and the 40 million people that depend on it, a holistic approach and more diverse voices are needed.



THE SAN JUAN RIVER winds through Goosenecks State Park in the Upper Colorado River Basin.

In scoping our strategy for the basin, we spoke with local women leaders, scientists, educators and organizers from within Indigenous communities and beyond—listening to what they need to keep their families healthy and protect their local ecosystems. With their input and guidance, Planet Women is investing in three critical program areas to improve water management in the Colorado River Basin:

Women's Leadership

Recently a diverse group of tribes, academic institutions, NGOs, and regional water agencies formed the Water & Tribes Initiative to enhance tribal capacity and advance sustainable water management in the basin through collaborative decision-making. One of its nascent programs is the Indigenous Women's Leadership Network, in which Planet Women is investing funding and expertise.

To grow women leaders across the Southwest and beyond, we have partnered with Women's Earth Alliance (WEA) and Sierra Club on the U.S. Grassroots Accelerator for Women Environmental Leaders. In August, WEA announced the 33 women leaders who will participate in the three-month accelerator program. They represent diverse communities from Hawaii to Tennessee and as far away as Puerto Rico and the Northern Mariana Islands. Through virtual and in-person mentorship, participants will receive the training they need to scale their existing environmental and climate initiatives to meet the urgent needs of their communities and reach global sustainability goals.



Freshwater Access & Habitat Restoration

All of the Native women we interviewed said that access to piped water is a top priority. One in three Navajo, or more than 35,000 people, do not have access to running water. To kick off our investment in the region, we funded the Navajo Water Project—an Indigenous-led, officially registered enterprise on the Navajo Nation—to provide life-saving equipment, including a water cistern, pump and piping for 12 months of water delivery to Navajo homes in New Mexico, Arizona and Utah.

We are also supporting on-the-ground restoration projects with the Sonoran Institute in both the United States and Mexico. Planet Women will join with Indigenous, Mexican, and American women on both sides of the border to help restore the Colorado River Delta, a globally significant ecosystem with more than 385 bird species, breeding and nursery grounds for diverse and economically important marine fisheries, including shrimp, finfish, and shellfish, as well as the endangered totoaba—a marine fish endemic to the Upper Gulf of California.

The ultimate goal is to reconnect the river to the sea through a series of restoration sites, which serve as homes and corridors for wildlife, and to make the restoration of the Colorado River Delta permanent. With the many women leaders of the Sonoran Institute, we will seek protected area status for the entire riparian corridor and create a model for future cross-border river restoration.



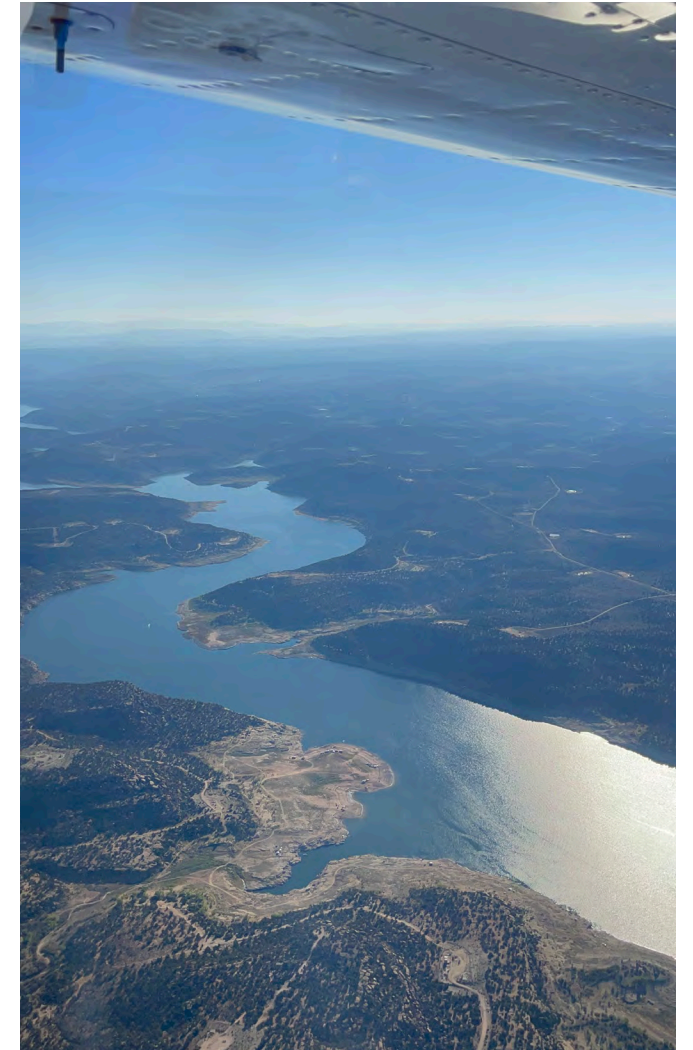
Colorado River Overflight Project

This storytelling project brings together Indigenous women and youth from across the Colorado River Basin and pairs them with women pilots for the first-ever women-led overflight of the entire Colorado River—from the Rocky Mountains to the Gulf of California. We see an opportunity to broaden the reach of local environmental justice efforts by amplifying the voices of Indigenous women leaders—and one facet of that work is sharing their valuable stories and traditional knowledge. And what better way to light a creative spark than to see something from a new vantage point—like a bird's eye view!

Planet Women will build a digital storytelling platform to share the stories, videos, and creative pieces inspired by the river, including footage and interviews captured before, during and after the flights. On September 5th, our first flight soared out of Durango with Lorelei Cloud, a member of the Southern Ute Tribe and a leader for the Water and Tribes Initiative, along with high school senior Lexy Young. And we have 11 other flights in planning stages with eight women who have volunteered as pilots and six Indigenous women leaders and youth to ride along.

We will also be hosting creative writing workshops for the youths to learn how to turn pictures, videos, notes and memories into stories for impact. Our hope is that they can create works of art that will be meaningful for their communities and inspire the public to support the Indigenous environmental justice movement.

PHOTOS, left: Sonoran Institute staff with native tree saplings at the Laguna Grande restoration site, Colorado River Delta; right: Navajo Reservoir in New Mexico seen from our first flight!



Why Women?

Planet Women board member Craig Leisher and his fellow researchers conducted a review of 17 studies from around the world, which showed that including women in conservation and natural resource governance resulted in stricter and more sustainable extraction rules, greater compliance with rules, greater transparency and accountability, and better conflict resolution. Yet women in local communities are often left out of conservation planning, a missed opportunity.



The Cubango-Okavango River Basin and Okavango River Delta, Africa Region

The Cubango-Okavango River Basin supports over one million people across three countries (Angola, Namibia and Botswana) and is among the world's last undisturbed river systems. The Okavango River Delta in northern Botswana and is one of the largest freshwater wetlands in Southern Africa, yet it sits in the heart of the Kalahari Desert. The delta has perennial wetland habitat that doubles in size when seasonal rains flow down from the headwaters in Angola, calling forth a surge of wildlife. This lush oasis is home to some of the world's most endangered species of large mammals, like the cheetah, white rhinoceros, black rhinoceros, African wild dog and lion. Over half of the remaining elephants on the planet reside in the delta, alongside lions, leopards, buffaloes, giraffes and hippos. Yet, this river basin faces a number of threats to its integrity including climate change, mining, oil exploration, encroaching development and rising water needs for urban populations.



THIS SPREAD: Aerial view of the Okavango River Delta. Next spread, left to right: Koketso "Koki" Mookodi; Women planting trees with Kula Project and One Tree Planted in Rwanda.

PARTNER SPOTLIGHT

Botswana Wild Bird Trust



In the first phase of the Shescape

for the Cubango-Okavango River Basin, Planet Women is focused on building the groundwork in the Okavango Delta. Our first partner is the Botswana Wild Bird Trust (BWBT) and their country director Koki Mookodi. Koki is passionate about reconnecting her countrypeople with their natural and cultural heritage. Based on her own experience as an ecotour operator, she developed the Educators Expeditions program, which engages local teachers and their students in studying the rich biodiversity and wildlife heritage of their homeland. Educators Expeditions combines field trips in the delta with science, research, storytelling and indigenous knowledge to excite and motivate teachers and their students. Koki believes that the future lies with the youth, and particularly with young women—a belief that Planet Women shares too.

With funding from Planet Women, BWBT has hired a female graduate social science researcher from the University of Botswana, Okavango Research Institute to collect data from local communities to understand their education needs. The researcher will focus on the declining academic performance of regional schools and increasing drop-out rates, especially for young women and girls. The results of this research will allow BWBT to provide more targeted and effective support to students in the area.

Unfortunately, in Botswana many young girls never get the chance to progress from primary school to secondary school because of home workloads and cultural norms that often prioritize boys' education. Planet Women is funding a scholarship program for eight young girls to attend the Delta Waters International School (a secondary school in Maun), so that they will be able to continue their education. These girls will also be mentored by the BWBT's Project Director for Education with the hope that they will become interns or staff for BWBT's education work across the delta. We hope you are as excited as we are to support Koki and her amazing environmental education program, which is changing the lives of women and girls in Botswana and inspiring the local community to reconnect to their natural and cultural legacy.

Planet Women is continuing to develop partnerships with a number of other organizations in the Okavango area, including Kalahari Research and Conservation, a group that studies and conserves wildlife in the Kalahari, and Women for Conservation Botswana, a budding network of local Botswanan women leaders who are passionate about nature protection.



Women's Fund for Forests

In March 2020, Planet Women kicked off a partnership with One Tree Planted, a global reforestation organization. One Tree Planted has a simple pitch—one dollar plants one tree—which has helped them gain a swell of support from the nonprofit and corporate sectors, doubling their impact year over year since they were founded in 2014. Some of their biggest partners include AstraZeneca, Pepsi and Nestle.

Our first coordinated effort was on a social media campaign to raise money during the week of International Women's Day 2021 to plant trees and benefit women at One Tree Planted's agroforestry projects in Rwanda, Tanzania and Malawi. Planet Women donated \$25,000 to plant trees and 300 donors gave another \$14,385 through the digital campaign, which transformed into almost 40,000 trees for planting! Your support also allowed us to fund scholarships for five women in Rwanda to attend a fellowship program for business and personal development through Kula Project. Read their personal stories on our blog. After that successful campaign and because our organizations share a mission to restore forest health, stabilize climate and help communities thrive, we decided to aim higher and create the Women's Fund for Forests.

The goal of the Women's Fund for Forests is to plant five million trees on three continents (North America, South America and Africa) while demonstrating the benefits of conducting conservation with gender-balanced, diverse teams and metrics that are co-created with local communities.

For us, success is about more than just trees, it's also about people. And when all people are given an equal seat at the decision-making table, then conservation results will be longer lasting.

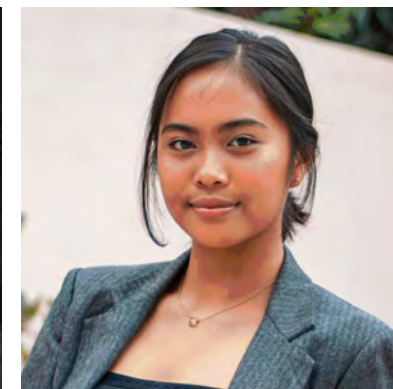
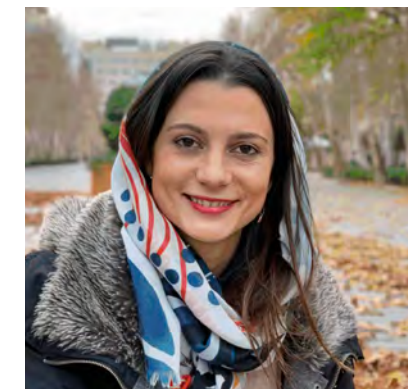
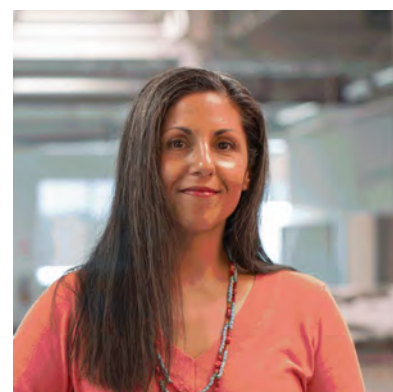
In the coming months, we will issue a Request for Proposals to our partners and networks. We aim to be as inclusive as possible and provide funding for the people who are most eager and equipped to receive it while creating a portfolio of high-quality forest restoration and agroforestry projects. The projects will be developed and implemented by women-led organizations or groups that are actively working to increase women's leadership. We haven't launched this fund publicly yet, but we have approached a few major donors about investing in the start-up phase. Let us know if you would like to join the fund!



Strategy: Transform the Culture of Conservation

In tandem with our field work, Planet Women is igniting top-down systemic change in the conservation sector through two main projects to transform the culture of conservation. The 100 Women Pathway is designed to get more women—particularly women of color—into top leadership positions at environmental organizations so that our conservation movement is guided by more diverse voices. And the Regenerative Leadership Project is designed to help people of all identities foster a culture of shared power, collaboration and anti-oppression in the conservation movement.

Planet Women was created to bring to life a world where the vibrant diversity of earth's people collaborate on equal footing to care for the planet. We're not there yet, but with these projects we hope to make strides toward that vision.





Liza has designed a learning journey based on the principles of feminism and decolonization, which helps participants connect to their roots, understand how systemic oppression impacts their thinking and their work practices, and explore the unique tools they have to offer as a Regenerative Leader. The curriculum is designed to help leaders integrate their knowledge, expertise, and life experience to create positive change for themselves, their teams and their organizations. We believe that by supporting Regenerative Leaders to understand systems and their individual place in those systems, we can help the conservation sector become more inclusive, equitable and diverse.

From June through September 2021, the Planet Women team has been undergoing the learning journey with Liza’s guidance. Together, we are expanding our minds with new practices and ways of thinking—many of which are perpendicular to the corporate habits that we are used to. (We are going to publish a story on our blog with the most surprising things our staff learned, so stay tuned...)

The initial external launch will be in January 2022 with two groups of 10 participants from U.S.-based nonprofits across the conservation sector. We will continue to collect feedback and iterate our programming to best serve the needs of the conservation community. Our intention is to teach the principles of Regenerative Leadership throughout the sector so that it creates a network of leaders who can collaborate in the effort to make conservation a more diverse and equitable field.

Regenerative leadership is anchored in a personal commitment to activate positive cultural transformation in our personal and professional lives. The way we treat ourselves and each other is indelibly connected to the way we treat the earth. Part of the impetus for starting a new NGO was to shake up the systems and culture of a traditional conservation nonprofit. This project is helping us demonstrate a new model for the way we work and live.

Regenerative Leadership Project

In March, we hired Liza Keānuenuēokalani Williams to be Director of Cultural Transformation and lead our Regenerative Leadership Project. Liza is an indigenous Hawaiian writer, scholar, activist, healer and life coach. She has a PhD in American Studies and her research focused on how Native Hawaiians navigate colonialism through tourism, the military and the private prison industry. We are lucky to benefit from her academic knowledge as well as her deep personal wisdom.

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With the 100 Women Pathway, Planet Women aims to double the number of women, particularly women of color, in c-suite roles at environmental organizations over the next five years. With our partners, we will support participants through activities like anti-oppression education, skill-building workshops and networking, as well as work with recruiters to match them to senior positions.

Currently, Janet is focused on establishing the necessary infrastructure to support the 100 Women Pathway and cultivating relationships with existing female CEOs of conservation organizations. These CEOs will form a powerful network of allies for our 100 Women Pathway and we are seeking their help to identify a pipeline of female leaders to participate in the program.

Janet has also begun to identify and select program partners, looking for established organizations that specialize in leadership development, recruiting, skill building and networking. In addition to our unique Planet Women curriculums and events, we will work with these partners to provide our participants with top-of-the-line professional development and exposure to great job opportunities.

100 Women Pathway

Janet Nguyen joined us in June as our Senior Vice President of the 100 Women Pathway. Previously, Janet worked at Rare, a nonprofit that helps communities adopt more sustainable behaviors and practices to protect and conserve natural resources. At Rare, Janet led the international benefits and compensation strategy, as well as the diversity, equity and inclusion initiative. Prior to Rare, Janet spent more than 20 years building and leading HR teams in both federal and commercial tech companies. We are grateful to have Janet and her expertise at the helm of our program to propel more women into senior leadership roles.

PHOTOS, left to right: Liza K. Williams; Janet Nguyen.

Fostering Friendships and Future Leaders

Beyond our two main projects focused on transforming the culture of conservation, your support is also allowing us to create ripples of change across the sector through projects like...

Planet Women Presents Speaker Series and Friendship Circles:

The Planet Women Presents series brings together insightful speakers to illuminate topics like how to support Black women in the workplace, the importance of Indigenous practices in fire management and the history of gender equity in Latin American conservation strategy. We've hosted four speakers this year and connected with more than 150 attendees. We also co-hosted an event on International Biodiversity Day with the Government of Costa Rica and the UN Food and Agriculture Organization that had 12 speakers from three continents, 135 attendees and live Spanish and English interpretation. Our Friendship Circles bring together friends, colleagues and partners in a safe and intimate space for processing landmark moments in our lives, like at the passing of Supreme Court Justice Ruth Bader Ginsburg or checking in on how people are caring for themselves during the ongoing pandemic. We've hosted four friendship circles with colleagues calling in from New Zealand to New York and Colombia to Canada.

Jumpstarting Green Careers at Historically Black Colleges and Universities:

This partnership with National Wildlife Federation and Re:Wild is connecting leaders in the environmental space with students at Historically Black Colleges and Universities through career fairs and skill-building workshops designed to engage students and recent grads in environmental careers. Simone Lightfoot at National Wildlife Federation is leading this wonderful project to build a diverse pipeline of future conservation leaders and Planet Women is very proud to support this work that aligns so well with our own mission.

Partnership with William & Mary's Institute for Integrative Conservation:

Over the last year, we have been thrilled to grow a deep relationship with the Institute for Integrative Conservation, from partnering on events to brainstorming field projects. A few highlights: an undergraduate student from their program, Sophie Pittaluga, is conducting a research project for us, exploring the role of gender equity in conservation and how the gender diversity of teams can influence outcomes. After an inspiring speaker event in October 2020 that Kristine moderated on "Trailblazing Women in Conservation," William & Mary students decided to launch a continuation of the series featuring student-led discussions with conservation change-makers—early-to-late career women and nonbinary environmental leaders. Our event also led to undergrad student Anne Turner launching a podcast called, "Trailblazing Women in Conservation," which is going to be released in October.

Thank you for all that you do for our planet and its people!

Thank you to everyone who took our calls, who gave us advice, who read our rough drafts, who introduced us to your friends and network, who gave us \$10 and \$10,000, who treated us to lunch, who brainstormed conservation strategy, who reviewed our strategic plan, who gave us marketing tips, who came to our events, who helped us design our logo and build a website, who listened to our stories and shared our stories with others.

We are lucky to know all of you and to call you our friends! You collectively make up Planet Women. And you are lighting up the world by reaching out a hand for nature, for women, for justice and for a better future.

Financials—Statement of Activities

July 1, 2020–June 30, 2021

Support & Revenue

Contributions	\$1,125,525
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Total Support & Revenue	\$1,125,525
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Expenses*

Partnership Investments: Andes-Amazon, Congo, Virunga, Okavango Delta, Colorado River, Women's Leadership	\$246,131
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Support Services: Initial Infrastructure Development, Administration, Program Management & Operations	\$401,610
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Start-Up Communications and Contracts: Website & Design Work, Strategic Planning & Program Development	\$117,709
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Total Expenses	\$765,450
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Net Income	\$360,074
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* In this first year, a large share of our spending went to start-up expenses to build the foundation for our new organization. This included contracting for extra support in areas like business planning, infrastructure development, program development and marketing. We are proud to say that we hired women- and minority-run businesses to achieve most of our contract needs, like our beautiful marketing materials and our strategic planning. In the future, we expect our overhead expenses to decrease, as we have most of our foundational business elements now in place.

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