Earth Guardians

“A Platform Where Everyone Can Make A Positive Impact

for the next seven generations...
Earth Guardians formed in response to thousands of youth who are feeling the weight of inheriting some of the most pressing issues we face as a global community with an emphasis on social, climate, and environmental crises.
The Earth Guardians organization inspires, informs, engages and invests in its impactful community of over 300 youth activist crews across the world. We provide the platform, resources and the collaborative opportunities necessary to elevate their voices and strengthen the positive impact they are having in their communities and the world.

**Mission**

The Earth Guardians organization inspires, informs, engages and invests in its impactful community of over 300 youth activist crews across the world. We provide the platform, resources and the collaborative opportunities necessary to elevate their voices and strengthen the positive impact they are having in their communities and the world.

- **27 Years**  
  Youth-led Activism
- **Over 1 Million**  
  Educated
- **Historic Lawsuit**  
  Plaintiffs
The Earth Guardians Advantage - We are a network of over 300 crews across 60+ countries. Our youth-led organization incorporates intergenerational wisdom with an emphasis on Indigenous knowledge. This makes Earth Guardians a unique organization when it comes to creating sustainable impact across diverse communities and age groups.
Inspire

Earth Guardians inspires youth around the world through our long history of on the ground creative, impactful, action. We focus on sharing the stories, creativity and success’s of our youth through various platforms including newsletters, social media, sponsored content, mainstream media, and our website. We have a dedicated Speakers Bureau that includes a select group of youth leaders who share the Earth Guardians vision with larger audiences and open an invitation to those interested in joining our community. Through many different campaigns in collaboration with some of our well known partners and non-profits, our youth help our communities stay inspired by bringing their fresh, youthful perspectives.

54 million
People Reached

Over 450
Campaigns

61 Countries
With Crews
Our Community

Earth Guardians is a platform that focuses on inspiring and educating youth across the world. We create resources for our youth crews as well as their families & communities, so that everyone has an opportunity to make a positive impact.
We empower our crews

With a diversity of youth engaging with Earth Guardians, it is important to create and support our multifaceted audience with ways to make an impact in our world.

**Youth & Students**
University Divestment Campaigns & Climate Action Curriculum

**Activists**
Mobilizing for Mass Direct Action through Strikes, Rallies & Lawsuits

**Artists**
Creating Awareness Through Storytelling, Art, Poetry, and Music

**Indigenous Youth**
Reclaiming Traditional Wisdom, Sovereignty & Building Community Resources
Speakers Bureau

Our Speakers Bureau empowers a select group of highly engaged youth to spread the Earth Guardians vision. They keep our communities inspired and are models of the values we hold as an organization.
Earth Guardians informs and educates a diverse community of engaged citizens. Through webinars, trainings (in-person & virtual), the EarthTracks app, and micro-grants, we provide the essential resources and tools needed to enact effective change.
Monthly Updates

We keep our community updated regarding global crew activity, current campaigns and partners to foster and inspire a collaborative movement towards social and environmental change.

15k Subscribers
Monthly Newsletter
Our monthly newsletter informs our community of global crew updates.

170k Views
Website
In 2019, our website received over 170,000 page views.

185k Followers
Social Media
Our collective social media following boasts over 185,000 followers.
Online Learning Platform

Our virtual trainings inform our community in some of the most popular engagement topics for creating an impact on pressing global issues.

ORGANIZE A CLIMATE STRIKE
IDENTIFY LOCAL ISSUES
BUILDING A CREW
SELF CARE + ACTIVISM
VOTING
ORGANIZE A DIRECT ACTION
DECOLONIZATION
GROUP FACILITATION
This Training brings together Indigenous youth leaders from over 20+ tribal North American Nations. All participants will honor and share their traditional ways of life, while honing in on developing leadership skills and their inherent wisdom around social and environmental justice issues directly impacting their communities. This year's training will specifically focus on designing national cross-tribal campaigns such as food sovereignty, an Indigenous Green New Deal, divestment, voter registration & frontline actions.
Trainings
Earth Guardians provides virtual and in-person trainings. As a precaution, our in-person trainings will now be hosted online.

Crew Leadership Training
This training is built for youth, by youth. Senior youth leaders, crew leads, and mentors will train, discuss, and teach active crew members how to become more effective leaders so that they can go back to their communities and strengthen their own on the ground crews by passing on the skills to them.

Regional Director Training
Our Regional Director training is imperative to Earth Guardians. This training equips the leaders in charge of crew development across the world with skills and tools to support and develop the organizational and connective experience the crews need to grow and flourish.
It's a visual world, so we measure the impact of our crews and share our findings through EG's various communication channels. Whatever our crews are working on, we share and encourage successful stories across the globe.
EarthTracks

EarthTracks offers gamified challenges to tens and thousands of people worldwide to make small individual behavioral shifts that result in a massive impact on climate change.

In the climate movement, every step counts.

Download EarthTracks to see the difference you can make!
Divestment

If we can stop the flow of money, we can stop the flow of oil. Our youth are targeting some of the world’s largest funders of fossil fuels to demand divestment now; while simultaneously educating the masses on what it means to invest in a regenerative, just and equitable future.

Voter Registration & Education

More than 65 million young voters will be eligible to vote. Of any age group, they are expected to have the greatest influence on the election. More than any other time in history, the results of this election will determine the course of our future and the world.

Strikes & Lawsuits

From strikes and rallies to international lawsuits, we focus on encouraging civic engagement that leads to a more direct impact on some of the systems that fuel many unsustainable actions in the world.

Our Approach

We take considerable value in campaigning for change through specific actions including divestment, strikes, lawsuits and civic engagement.
Invest

We believe in the power of our youth and we invest in those making a difference across our network. We reward our community to keep them inspired and to continue the important changes they are championing everyday. Our top Earth Guardian leaders are rewarded with micro-grants, earth swag and one-on-one mentorship.

Events
We host community events to share the creative ways we engage with the social and environmental movements.

Featured Content
As a youth-led organization, we highlight content from our most active youth who are on the frontline of current initiatives.

Education
We keep our crews updated on what's happening across the world and how they can take action.

Gamification
We gamify our online learning platform and EarthTracks app to encourage our crews to stay inspired and engaged.
Our Sponsors

Our sponsors are key to the success of our movement at large. We are extremely discerning in who we work with, and choose select companies and corporations that are doing good work in the world. Earth Guardians only highlights and promotes businesses that stand out in their deep commitment to building a more regenerative and sustainable future.
## Our Sponsorships

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Ally $10k</th>
<th>Champion $25k</th>
<th>Solutionary $50k</th>
<th>Moonshot $100k</th>
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<tbody>
<tr>
<td>Exclusive mention as our only title sponsor</td>
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<td>Dedicated marketing &amp; PR mentions on global media channels</td>
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<td>Signature custom email blast to community of 18,000 supporters</td>
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<td>Sponsor a solutionary - Have a powerful changemaker mention your brand &amp; initiatives</td>
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<td>Custom video to be featured on EarthTracks app</td>
<td>✓</td>
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<td>Custom survey to select youth leaders</td>
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<td>Exposure to millions of youth via our social media, programs &amp; events</td>
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<td>Build relationships with youth leaders, speakers &amp; activists</td>
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Our Values

Our team & youth crews are guided by a specific set of values to help guide us towards some of the positive changes we’d like to see in the world.

Deep Listening
Community Building
Living in Connection to Earth
Honoring Diversity
Adaptability
Creating Measurable Impact
Respecting Our Elders and Mentors
Commitment to Non-Violence
The future is bright for Earth Guardians across the world. Below, are a few projects we are launching in 2020.

We collaborate on and create youth-led campaigns on an annual basis.

<table>
<thead>
<tr>
<th>Project</th>
<th>Quarter</th>
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<tbody>
<tr>
<td><strong>Website Redesign</strong></td>
<td>Q1 2020</td>
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<tr>
<td><strong>Online Learning Platform</strong></td>
<td>Q2 2020</td>
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<tr>
<td><strong>EarthTracks v2</strong></td>
<td>Q3 2020</td>
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<tr>
<td><strong>Global Crew Campaign Directory</strong></td>
<td>Q4 2020</td>
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Contact Us

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