

Vision2030 ENGO Profiles

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Jane Goodall Institute of Canada



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The [Jane Goodall Institute of Canada](#) (JGIC) works across Canada and [chimpscape](#)¹ regions of Africa to advance community-led conservation and youth empowerment. They amplify and scale community-led actions to create a world where animals, people, and the environment thrive together. Rooted in Dr. Goodall's message of hope through action, they inspire people to embrace their individual power to make a difference.

Alison Cuffley is the Senior Manager, Canada Programs and they oversee the Canadian Programs portfolio, which includes the flagship Roots & Shoots program and the organization's new Hope in Action strategy. This three-year strategy supports youth-led, community-based conservation. Alison, along with other JGIC colleagues, participated in several of the *Sustainability Network's* Vision2030 programs, including a youth-friendly audit by *Apathy is Boring* in the fall of 2024 and the Youth-Friendly ENGOS workshop series with *Youth Climate Lab* in the fall of 2025.

The motivation for the audit was to help JGIC examine their strengths and weaknesses as a youth-serving organization. The organization had a strong sense that they were already doing many things well, and they wanted to understand if there were any challenges or ideas for further improvement. The audit allowed for anonymous youth feedback through a third party, enabling an unfiltered youth voice in the process. Alison and the team appreciate that *Apathy is Boring* maintains periodic check-ins after audit completion.

The audit provided feasible, tangible recommendations that drew upon existing resources, rather than requiring additional grant funding or staff time. The audit contributed to the development of a "sandboxing" approach whereby JGIC now provides structured guidance and mentorship while maintaining youth agency in their environmental action projects. Previously, when youth reached out with ideas, JGIC staff would offer general encouragement and resources, but would leave all decision making up to the youth themselves. Post-audit, youth

¹ Areas where chimpanzees, people, and the environment are inextricably bound.

were directed to specific partner resources so JGIC staff could shift their role to mentors rather than leaders in content creation. This led to a successful comprehensive social media campaign developed by Youth Advisory Council members highlighting Indigenous Protected and Conserved Areas. The campaign helped JGIC to reach a broader base of conservation-interested audiences who hadn't previously engaged with their content.

There is also now a formalized succession pathway for members of JGIC's Youth Advisory Council, including second-term youth members, alumni and mentorship opportunities, and Youth Council representation on the JGIC board. The JGIC team continues to refer to audit materials when updating application forms and evaluation processes. The audit results helped the Canada Programs team present specific, measurable outcomes to decision makers regarding youth leadership pillar in JGIC's strategic plan.

The Youth-Friendly ENGOS opportunity was identified by one of JGIC's Youth Advisory Council members, who works for Youth Climate Lab. Alison valued how the session facilitated conversations between programs and communications staff on topics outside of the program team's expertise, such as social media, search engine optimization, and algorithms. They also appreciated learning from other organizations' implementation experiences and networking amongst like-minded organizations.

The Youth-Friendly ENGOS sessions reinforced that JGIC was following best practices in youth engagement, validating current approaches and encouraging expansion. The workshops facilitated productive discussions about balancing youth voice with charitable organization requirements.

The Apathy is Boring audit and Youth-Friendly ENGOS workshop series both provide a pragmatic yet comprehensive way to strengthen how organizations effectively engage and support youth. For JGIC, these two programs helped build an even stronger understanding of youth's role and function within the organization. Alison reflects that organizations just beginning their youth engagement development would find even greater value. The breadth of resources, organizational examples, and specific recommendations from both Youth-Friendly ENGOS and Apathy is Boring would provide substantial foundation for organizations starting from scratch.