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Jane Goodall's  
**roots&shoots**

**"If you know your  
history, then you  
would know where  
you coming from."**

– Bob Marley

## Cultivating Conservation and Heritage

**Using Art to  
Educate About  
Endangered  
Species**

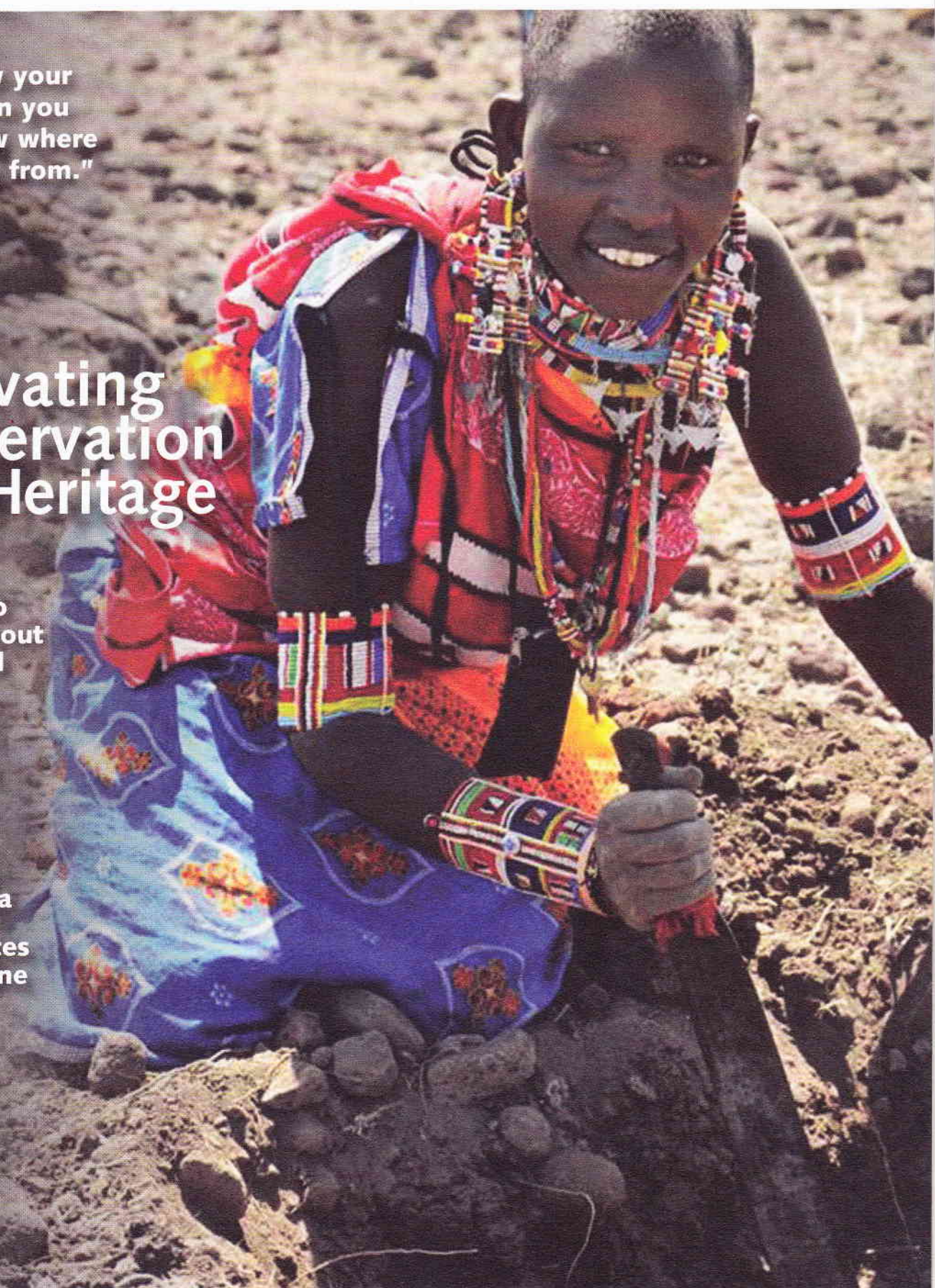
**Doves Fly  
Around the  
World**

**Riverbank  
Clean-up in  
South Africa**

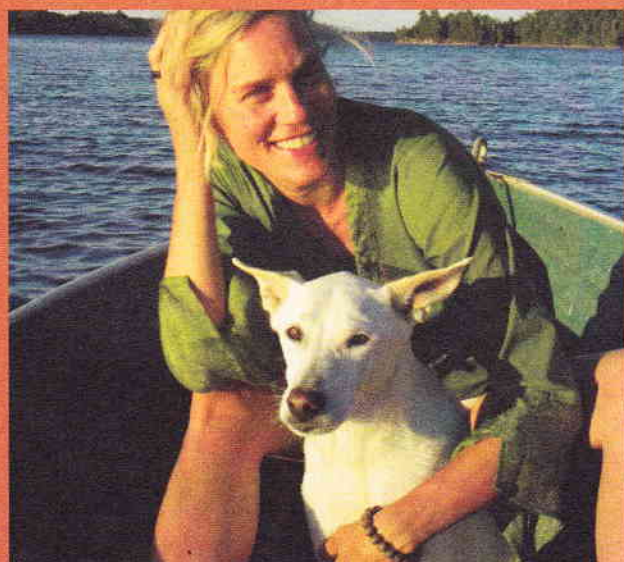
**Journal Notes  
from Dr. Jane**



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Anouk Bickers is the owner of and artist for Anouk's Ark, a company she started that creates educational games about endangered species. She has designed each of the games from her own artwork and related facts. Saving species and art have been Bicker's life-long passions. Anouk's Ark puts her passions to action. Bickers also makes sure her games are eco-conscious by having them manufactured locally and uses 100 percent Forest Stewardship Council-certified paper. To learn more about Anouk's Ark, visit [www.anouksark.com](http://www.anouksark.com).

**R&S:** What is your educational and/or professional background?

**AB:** Art and animals are two huge passions in my life. I didn't realize the two would come together until years after graduating from Ontario College of Art and Design in Toronto, Canada. After school, I moved to California and volunteered at the Wildlife Waystation rehabilitating indigenous species. I also worked in film and became distressed at the use of animals in entertainment. I knew I needed to be a voice for animals and my art was the best vehicle. Back in Canada I created my Endangered Species Memory Game, which is filled with information on endangered animals—why they're threatened, what's being done to save them and fun facts. Eventually I started my company Anouk's Ark.

**R&S:** Tell us about your work responsibilities and daily routine.

**AB:** Being self-employed requires serious motivation. Every morning, while walking with my dog, I plan my day. I research endangered species and environmental issues by searching the Internet and reading newspapers. I post updates on my blog and website. I

finally finished the artwork for the second edition of my game, as well as a new series of puzzles. Producing it locally in an eco-friendly manner is the biggest challenge—so I am sourcing that right now. Also, I keep in touch with retailers and organizations that carry my game. On top of all that, I find time to create new images, product ideas and ways to get the word out about helping animals and the planet.

**R&S:** What is your favorite part of your job? Your least favorite?

**AB:** Ah! So many favorites! I love the freedom to design my own day—literally and figuratively. To spend time amongst animals and nature. That through my work I can stimulate dialogue on how we can help better our planet. I love the possibility of making an impact just by drawing or painting what matters to me and seeing how my work affects people. My least favorite thing would have to be the "business" side: the marketing, the cold calls, and the paperwork.

**R&S:** What advice would you give to young people who want to start their own nonprofit organization?

**AB:** Ok, I'm going to sound cliché, but—do what matters to you. Do what you love. Know that there will be road blocks that may make success seem impossible. Persevere and maintain your integrity. Talk to those who've succeeded before you. Create a support system. Ask questions, research and think ahead. Be open to opportunities that cross your path—however small. You never know where they may lead.

**R&S:** In your opinion, what is the best action that young people today can take to make a difference?

**AB:** I think if you want to make a difference, it has to come from a genuine place within you. Don't say or do things just because you think people expect you to do so. Also, finger pointing and passing judgment, in my experience, never work. People will switch off. I try to appeal to our sense of humor by illustrating mischievous, silly, naughty or sweet animals—personalities that we can relate to and hopefully then feel compelled to learn more about! I want to inspire people to help animals and the planet.