

# Terralingua

**2022 Annual Report**



Unity in Biocultural Diversity

# Message from Our Executive Director



Dear Terralingua Friends and Supporters,

Looking back at 2022, it's hard to avoid feeling a great deal of concern about the grim reality of war, strife, and social injustice that we are experiencing worldwide, compounded by climate change, biodiversity loss, and ecosystem breakdown. Why is it, then, that at the same time I can't help feeling some optimism about our prospects for the future? That's thanks to an emerging, if still tiny, momentum of people around the world who are embracing an aspiration toward unity in biocultural diversity!

This momentum seems to be building in spite of (or perhaps as a reaction to) the daunting environmental and social challenges the world is facing. The idea of biocultural diversity seems to resonate with a growing number of people, as it reminds us that a different world—a "just, equitable, sustainable world in which the biocultural diversity of life is valued, protected, and perpetuated for generations to come," as Terralingua's vision statement goes—is not only necessary, but also possible and desirable.

During the past year, we saw this forward movement manifest itself at all levels in our work: in the growth of our base of *Langscape Magazine* contributors and readers, followers on social media, users of our website and resources, and other organizations proposing collaborations, and in the remarkable qualitative shift we experienced in the support we have been receiving from donors and funders.

It is often said that it can take a generation for a new idea to become mainstreamed. It may well be that, after over 25 years, the idea of biocultural diversity, which we pioneered and spearheaded, is coming of age. And it may be seen as all the more relevant and inspirational the deeper the world plunges into an unprecedented existential crisis. More and more people are realizing that there is no way out of the crisis unless we work together, united in our biocultural diversity, to sustain the life systems that sustain us.

## In 2022

### Our Board of Governors

Jessica Brown, Chair  
Christopher P. Dunn, Secretary-Treasurer  
J,SINTEN John Elliott, At-Large  
Susan Fassberg, At-Large  
Lara Koerner Yeo, At-Large

### Director

Luisa Maffi

### Collaborators

Coreen Boucher  
Suzan Denis  
Akshara Sangiorgio  
Rob Wiltzen

The transformation required in the way we think and act, and in the prevailing worldview that has taken us to the brink, is nothing short of epochal. There is no question that we still have a long way to go. But, as they say, a long journey begins with the first step ... And, with your support and encouragement, we've been taking step after step, seeking to respond to the emerging momentum and help it grow.

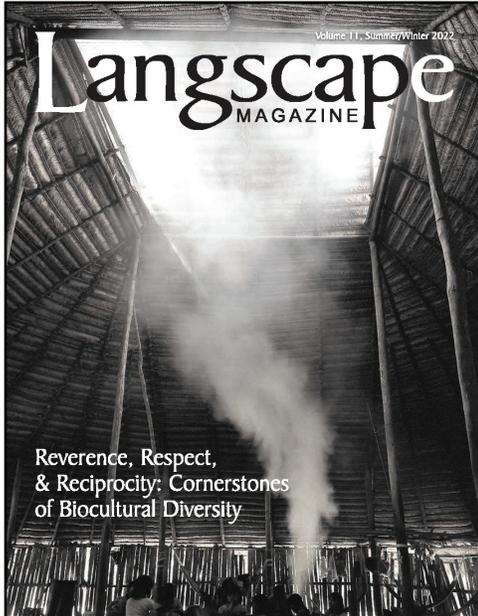
In the following pages, you'll find a brief summary of what we were up to in 2022 and the impact of our work. We look forward to 2023 with renewed passion, enthusiasm, and commitment.

With much gratitude,

Luisa Maffi, PhD  
Co-founder and Director

## Program Activities

For the past several years, Terralingua’s educational work has focused on **outreach and awareness raising through storytelling**, in an effort to help transform the dominant narrative and bring about a profound shift in human values to make sustaining biocultural diversity a primary societal goal.



*Langscape Magazine*, our flagship publication, has continued to be at the core of this effort. We were honored to be able to feature 26 stories in the 2022 issue of the magazine on the theme of “Reverence, Respect, and Reciprocity: Cornerstones of Biocultural Diversity.” It is a remarkable and inspiring collection of written essays, interviews, poetry, photo and video essays, and artwork. As always, these stories are free for all to read online, and are also available in the beautifully designed PDF and print versions.

To foster community and conversations about biocultural diversity, we hosted an online event in October with the same theme—reverence, respect, and reciprocity. We invited several authors from that issue to be on a Zoom panel and participate in meaningful discussion. The event was well attended: 86 of the 154 registrants attended. The audience’s comments were so appreciative that we decided to make this an annual event corresponding with the release of each new *Langscape* issue.

*I feel so very proud to be able to publish something honest, something that allows me to write without fear, for an organization that appreciates true openness, genuine inquiry and real discussion. That is increasingly rare these days.*

—Chang Norman Liu

The **Indigenous Youth Storytellers Circle (IYSC)**, a complementary project we started in 2019, has continued to grow. Each year, its Call for Stories attracts young contributors who have something poignant to say about re-connecting with their ancestral languages, cultures, and lands. All of the youths we’ve published so far tell us how much they appreciate the positive, affirming experience of working with us, and the personal, long-lasting relationships we establish with them.

Our outreach efforts include collaborative events with other organizations. In spring of 2022, we partnered with 7000 Languages, a provider of free teaching and learning tools for endangered-language communities, to co-host an event titled “Exploring the Connection between Land and Language,” featuring two remarkable Indigenous guest speakers. Our 300 people registered, of whom 95 attended.

# Year at a Glance

14% ↑  
from 2021

## NUMBER of STORIES

By the end of 2022, we had published 215 original stories in the pages of *Langscape Magazine* since 2014.

70% ↑  
from 2021

## NUMBER of READS

At the end of 2022, the cumulative number of unique reads of our online *Langscape Magazine* stories surpassed 50,000—since May 2019.

7.5% ↑  
from 2021

## INDIGENOUS YOUTHS

By the end of 2022, 54 talented young storytellers from 36 Indigenous groups on all continents had been published in the IYSC.

30% ↑  
from 2021

## SALES & SUBSCRIPTIONS

In 2022, sales and subscriptions of *Langscape Magazine* increased by 30% from the previous year.

6.3% ↑  
from 2021

## SOCIAL MEDIA

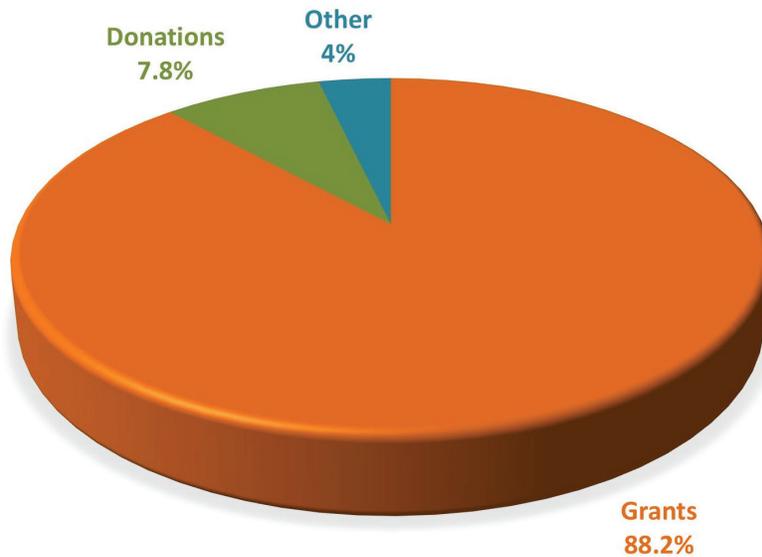
In 2022, our social media followings across all 4 platforms (Instagram, LinkedIn, Facebook, & Twitter) grew to nearly 8800.

# 2022 Finances

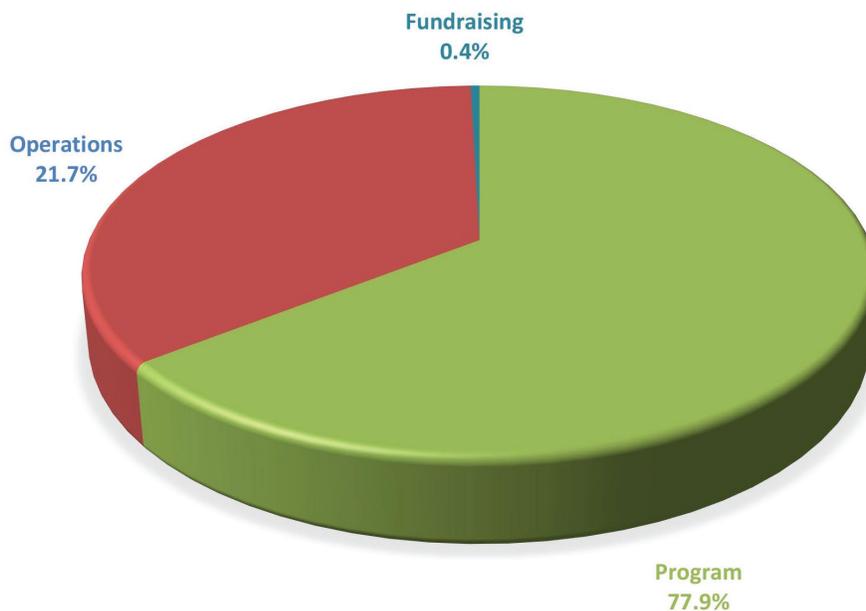
Our funding comes mostly from foundation grants, with smaller amounts coming from individual donors and other minor sources. We spend most of this income to support our program of work, with lesser amounts devoted to general operations and fundraising.

The two pie charts below show the picture of our income and expenses by category in 2022.

TERRALINGUA 2022 INCOME



TERRALINGUA 2022 EXPENSES



## 2022 Funders

As a nonprofit organization, Terralingua relies on public support to operate and carry out its program of work. We gratefully acknowledge the foundations and individual donors who support us.

In 2022, our major funders were:

THE  
REVA & DAVID LOGAN  
FOUNDATION



**LUSH**



We also wish to acknowledge the support of a major philanthropic organization that chooses to remain anonymous.

## Our Mission

Terralingua's work stems from our fundamental belief in the vital value of biocultural diversity — the diversity of life in nature and culture. That belief illuminates our mission, purpose, and vision, and guides our approach.

**Our mission** is to promote understanding and appreciation of the vital value of the world's biocultural diversity for the thriving of all life on earth.

**Our purpose** is to bring about a profound shift in human values to make sustaining biocultural diversity a primary societal goal.

**Our vision** is a just, equitable, sustainable world in which the biocultural diversity of life is valued, protected, and perpetuated for generations to come.