

The Earthly Advocate

2024-2025 Impact Report



earthlyadvocate.com

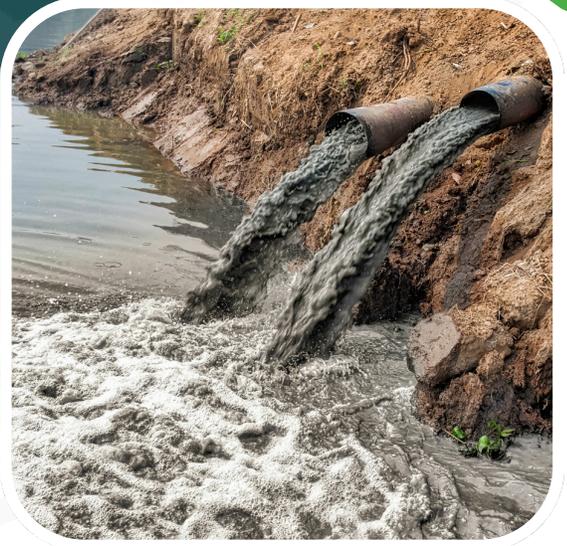
*Empowering Communities
Through Geographic
Knowledge*

Prepared by Daja Elum: Founder, President, CEO

MISSION

The Earthly Advocate is committed to addressing environmental injustice through evidence-based solutions and educational resources.

Our goal is to provide comprehensive consulting and educational services in environmental science, geographic information systems, and remote sensing to underserved communities affected by air pollution.





VISION

To provide educational programs for communities and youth centering environmental science, geographic information systems (GIS), and remote sensing (RS). Our goal is to foster the next generation of environmental scientists.

To execute full-scale environmental research while collaborating with communities affected by environmental injustice, ensuring our research is responsive to their needs and priorities.

Research

Education

Outreach



About our FOUNDER

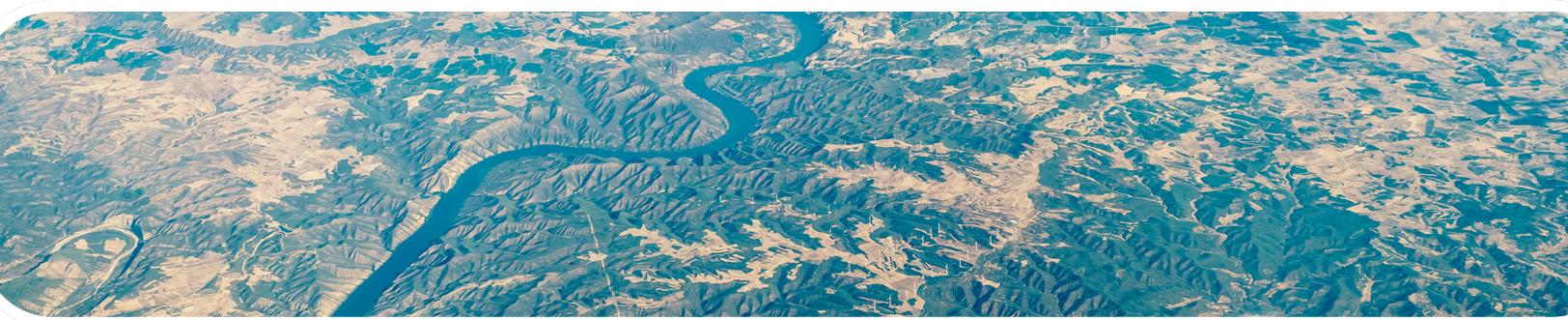
Daja Elum, MSc



Daja Elum is an environmental scientist specializing in GIS and remote sensing. She earned her bachelor's and master's degrees in environmental science from Tuskegee University, where she focused on natural resource management and geospatial sciences. She is currently pursuing a Ph.D. in atmospheric science at Howard University and works as an Imagery Scientist for the Department of Defense. She is also the author of the children's book "The World of Imagery," which introduces youth to the science of remote sensing and how it helps us understand our world.

Growing up in Detroit, Michigan, and witnessing the impact of environmental injustice inspired her to become an environmentalist. Her mission is to mentor the next generation of minority scientists and work toward mitigating environmental racism through scientific research.





SERVICES

We offer vast expertise in GIS/RS environmental research and public communication. This allows us to assist communities in meeting their environmental objectives and educate the public.

Education/Outreach

Our educational and outreach services include but not limited to environmental justice workshops, environmental science grade school programs, consultation, and local organizational support.

Research/Analysis

Our GIS and remote sensing services include but not limited to impact/vulnerability assessments, change detection, monitoring, material detection, and data visualization.





PROGRAMS



During the 2024-2025 Fiscal Year (FY), The Earthly Advocate launched two programs: The Environmental Literacy Book Drive and Mapping for Environmental Justice paid community workshop.

Environmental Literacy Book Drive

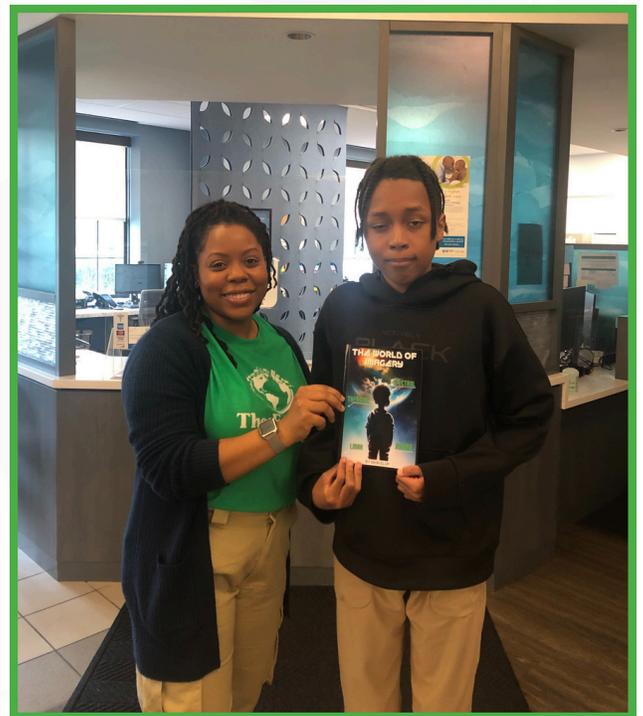
Mapping for Environmental Justice
paid community workshops



PROGRAMS

Our environmental literacy program donates copies of environmental education books to various hospitals, schools, and organizations. In 2024, we donated 50 books to programs in Detroit, MI and Zimbabwe.

In the 2025-2026 FY, we pledge to donate 30 books to Detroit public schools.



IMPACT

Our book donations aid in bridging the literary gap between global communities.

With only 5% of Detroit's fourth graders reading at grade level, access to books is more than a gift—it's a lifeline. Our donation supports local literacy programs, such as Wayne Pediatrics' Reach Out and Read program, working to change these numbers one child at a time.



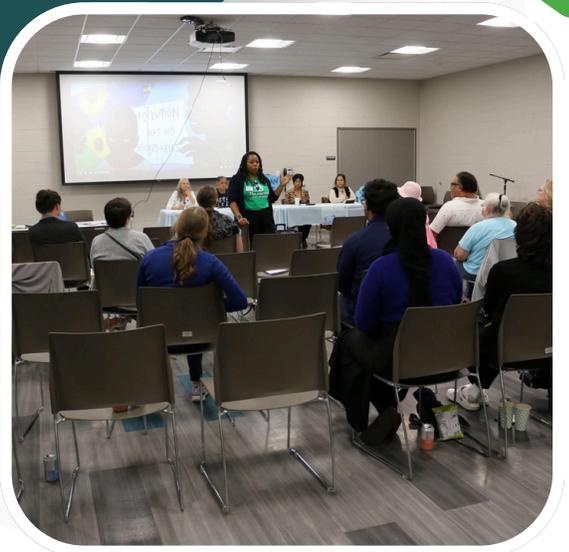
Source: National Center for Education Statistics. (2024). NAEP Report Card: Reading Assessment, Grade 4 — Detroit Public Schools [Data set]. U.S. Department of Education, Institute of Education Sciences.
<https://nces.ed.gov/nationsreportcard/subject/publications/dst2024/pdf/2024220XR4>



IMPACT

Our Mapping for Environmental Justice Workshop equipped Wayne County, MI residents with the knowledge and tools to take action on local air pollution.

Through training on EPA EJScreen, Carbon Mapper, and the MI EJScreen, along with hands-on practice writing public comments, participants gained both the technical skills and civic confidence to advocate for healthier, more just communities.





COLLABORATIONS



During the 2024–2025 FY, The Earthly Advocate published an article in NPQ Magazine on the importance of GIS and remote sensing (RS) in K–12 education and community projects and was interviewed by AGU on bridging the gap in Earth sciences.

Nonprofit Quarterly Article:

Navigating Climate Justice: Empowering BIPOC Youth with Geographic Information Systems and Remote Sensing

American Geophysical Union Interview:

Shaping the Future of Biogeoscience



Upcoming Programs



July 2026

Spatial
Justice
Summer
Camp

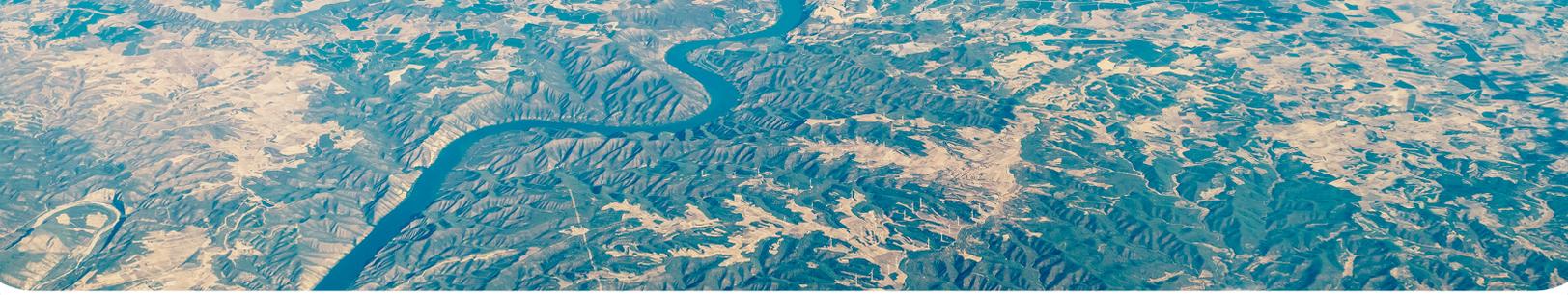


Voyageur
College Prep
HS

Hosted by The Earthly Advocate, this week-long program empowers Detroit high school students to explore how pollution impacts their communities and how mapping technology can drive change.

- **Pollution Justice Tour** – Explore Detroit’s industrial corridors and traffic hotspots to observe and record pollution firsthand.
- **Field Data Collection** – Use portable air quality monitors and mapping tools to capture real-time data.
- **Tech Training** – Learn online geospatial tools to turn raw data into maps and insights.
- **Environmental Justice Focus** – Connect every lesson to Detroit’s health and environmental challenges.
- **Paid Experience** – Each student receives a stipend for their time and work.





Spatial Justice Summer Camp

Program Overview

Dates: July 6–10, 2026

Location: Voyageur College Prep High School, Detroit, MI

Audience: 15 high school students

Time: 9am–3pm

Organizer: The Earthly Advocate

The Spatial Justice Summer Camp is a week-long, in-person program hosted by The Earthly Advocate. It introduces Detroit high school students to the intersections of environmental justice, health, and geospatial technology. Students will explore how industrial and vehicle pollution shape their communities, and learn how digital mapping tools can document, analyze, and tell powerful stories about environmental inequality.

Each day begins with lectures (9–10:30 AM), followed by hands-on demos, field trips, and data collection (12:00–3 PM). By the end of the week, students will collaborate in teams to create a capstone presentation, combining field data, mapping, and analysis to highlight pollution challenges and solutions.

By the end of the Spatial Justice Summer Camp, students will:

- Understand how environmental justice and health connect to their lived experiences
- Gain practical skills in ArcGIS Online, Google Earth Engine, and field data collection
- Collect and analyze air quality and spatial data in Detroit neighborhoods
- Build StoryMap capstones that communicate their findings to peers and the community
- Strengthen civic awareness while building STEM career pathways
- Receive stipends as recognition for their contributions and engagement



Growth-Timeline



Strategic Growth Timeline 2025-2027: The Earthly Advocate's three-year roadmap outlining key organizational milestones, from expanding membership and developing online programs to establishing research partnerships and creating employment opportunities.





Friends of The Earthly Advocate

Donor Program

We invite you to be part of our mission to advance environmental justice and uplift marginalized communities. As a supporter of our 501(c)(3) nonprofit, your tax-deductible gift directly fuels youth camps, community mapping, research, and educational programs that make lasting change.

Book Donations

**Workshops and
Camps**

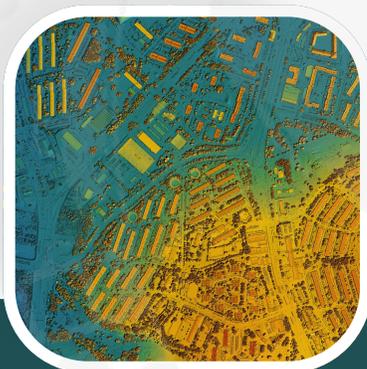
Mission Support

<https://www.earthlyadvocate.com/donate>



Earthly
Advocate

Thank You



*Empowering Communities
Through Geographic
Knowledge*

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Touch**

  @earthlyadvocate
info@earthlyadvocate.com
www.earthlyadvocate.com