

## Roots & Shoots Compassionate Leader Profile

### MADISON VORVA, 21



Madison Vorva joined Jane Goodall's Roots & Shoots at age 11 when she learned that palm oil, an ingredient in the Girl Scout cookies she sold, was responsible for the destruction of orangutan habitat. Inspired by Dr. Jane, she embarked on a personal campaign to save orangutans. Her Roots & Shoots campaign, Project ORANGS, is going on seven years and has been endorsed by over 300,000 people. Madi has been interviewed by the Wall Street Journal, TIME Magazine, ABC World News and NPR.

As a result of her hard work, in 2011 Girl Scouts USA announced its new palm oil policy. This was the first change in the organization's 100 year history ever driven directly by one of its own girls. In February 2014, Girl Scout cookie baker Kellogg's announced a commitment to source palm oil that is "produced in a manner that's environmentally responsible, socially beneficial and economically viable." Wilmar International, a company that trades over 45% of the world's palm oil, also adopted these deforestation-free standards.

Madi graduated from high school in the top 10% of her class. She just graduated cum laude from Pomona University where she was studying Environmental Public Policy with an emphasis on analysis. Recently, the United Nations honored Madison as a "North American Forest Hero." And she was later awarded the Mount Vernon Leadership Fellowship. In 2016, Madison was appointed to the Jane Goodall Institute Board of Directors. She also began an internship with ESRI, a JGI mapping partner.

"Dr. Jane inspired me to follow in her footsteps and turn my passion into action. I would not be who I am today without her example and the lessons I learned from the Roots & Shoots program." – Madison Vorva