



December 5, 2019

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Thank you for your generous contribution of \$98.19 to the Rainforest Alliance, and supporting our work to create deep-rooted change on urgent environmental and social challenges today. We can only do this with your continued support.

Last August's horrifying surge of manmade fires in the Amazon shined a powerful light on the destruction of rainforests around the world. According to Global Forest Watch, we lost 15.8 million hectares of tropical forests in 2017 alone, and rainforest loss continues at a rapid rate—threatening the millions of people who live in them and destroying one of nature's powerful solutions to the climate crisis.

The most effective, scientifically proven strategy for protecting forests from agricultural expansion, illegal logging, mining, and fires is to build sustainable, rural economies in collaboration with communities that live in and around them. Communities we work with in the Maya Biosphere Reserve have achieved a net-positive reforestation rate in the forestland they manage through the application of this strategy. Partner communities in the Peruvian Amazon have created bustling businesses from sustainable timber, ecotourism, and Brazil nuts. In Ghana, an innovative land management board we co-created with 36 cocoa farming communities (spread out over 29,000 hectares) carried out the planting of 58,600 native tree seedlings in degraded areas.

These inspiring successes are made possible through sustained collaboration and investment in a multifaceted approach that boosts rural prosperity, builds ethical supply chains, and influences policy to enable greater forest conservation and restoration. Thank you for investing in our mission. We look forward to achieving even more victories for forests and the people whose livelihoods depend on them with your support.

All the best,

Han de Groot
Chief Executive Office