



## **Allies in the Rainforest**

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## Introduction

### **You can help save tropical forests today!**

Individuals, school groups or clubs can help save threatened rainforests through the Rainforest Alliance's Allies in the Rainforest program. Become an ally by supporting local groups in the tropics that are working to stop the destruction of the world's rainforests.

### **Pick a Project and Get Involved.**

Get involved and support an Allies in the Rainforest project in Mesoamerica (Mexico and Central America). While some of the Allies projects support the purchase of tropical forest lands, others were developed to protect threatened wildlife or help people make a living without destroying forests. Learn about the conservation efforts of local Allies projects and find out how your fundraising activities can help them.

For your efforts, you will receive a special certificate citing your contribution. You'll also enjoy the satisfaction of knowing that your donation has gone directly where it is most needed.

### **A Conservation Success Story**

Close to \$15,000 a year is contributed to our locally based conservation partners through the Allies in the Rainforest program. Through the efforts and contributions of people like you, Allies in the Rainforest projects have helped save threatened tropical forests and wildlife.

Remember: a small amount of money goes a long way in the countries where these projects are located. Every dollar makes a difference!



## Frequently Asked Questions

### **How Were the Allies Projects Selected?**

The Allies in the Rainforest projects were carefully selected from the many that are underway in tropical countries. Our selection criteria include the following: a vital need for the project to exist; competent project staff and management; a good chance of success; and, operating methods that are easy to replicate. The projects we choose are carefully planned and efficient – the only thing they lack is sufficient financial support.

### **What Will Happen to My Donation?**

The Rainforest Alliance will keep donations in an audited bank account. Whenever donations for a specific project accumulate to \$2,000 (or after six months, whichever comes first), we will send a check to the managing organization. Ten percent is kept to help pay for administration and program selection/monitoring.

### **How Can I Be Sure My Donation is Being Put to Good Use?**

The Rainforest Alliance has been very careful in selecting projects that will make the most out of every penny. But, if something happens to disable the project or the managing organization, we will apply your donation to another Allies project. We will notify you in case of this unlikely event.

### **How Can I Learn More About the Project I've Chosen to Support?**

See pages 5-11 for an overview of each Allies project. From time to time, we will provide updates on Allies projects on our web site ([www.rainforest-alliance.org](http://www.rainforest-alliance.org)) as well as in *The Canopy*, the newsletter sent to all members of the Alliance. If you need further information on a specific project, call the Rainforest Alliance at (212) 677-1900.

### **Are There Other Worthy Projects to Support?**

Absolutely. Current Allies projects are just a few examples of the great work being done by local groups in the tropics. We will continue to expand our project base in the future to include more of these noble efforts worldwide.



## Fundraising Ideas

You have the power to make a difference. No matter what your experience, you can help raise money for current Allies in the Rainforest projects through fundraising drives and events. In addition to raising desperately needed funds, your efforts help generate interest in the cause of rainforest conservation. Here are a few guidelines to help you with planning your fundraising event:

### Checklist

- Choose one or more Allies Projects to support (see following pages).
- Set a goal for how much money you'd like to raise.
- Get your friends, classmates and group members to help.
- Decide how much time you want to spend on the fundraising activity or event.
- Choose appropriate fundraising activities and events for your community.
- Figure out if you can obtain donations of materials and sale items or if you need to buy things.
- Think about various ways to publicize your fundraising event (e.g., posters, flyers, announcements in local newspapers, etc.)
- Choose and collect fundraising and educational support materials.
- Use your imagination, and don't forget to have a good time!

Remember, your greatest resources are your creativity and energy. Think positively, have fun and go for it! You can take pride in the fact that you helped save a very special place on our planet...the rainforest.



## Colombia:

### Adopt An Acre of Ancient Oak Forest in the Tropical Andes

The Andes Mountains of Colombia contain all of the country's major cities and half of its rural population. At the same time, the rugged Andes are home to a wealth of biodiversity, including many species of plants and animals that are found nowhere else on Earth. Because of the variety of altitudes on the mountain slopes, the area includes many different ecosystems: high-altitude paramo, mountain forests, dry tropical forest and lowland rainforest. However, due to the demands of a growing population, the Andes' ecosystems have deteriorated, and many flora and fauna species are threatened or endangered.

In 1984, the Natura Foundation, a local conservation group, began doing biological research in the Andes and working with local residents to preserve the forests. The group's efforts resulted in the creation of the Cachalú Biological Reserve – 1,800 acres of forest mainly comprised of majestic, ancient oak trees (*Quercus Humboldtii*). From a biologist's point of view, the reserve is ideally located on the western slopes of the Andes Mountains. The oak forests protect some 225 species of birds and 70 species of mammals, including the endangered spectacled bear, the only bear found in Latin America. It's a small but vital reserve, and Natura is working to add more acres of forest to Cachalú.

#### How You Can Help Save This Rainforest

To help secure land to add to the reserve, the Natura Foundation has launched an "Adopt an Acre" campaign. Because the Andean oak forest is so special and rare, it is important to protect more land before developers and loggers cut down the area's regal and moss-laden trees. Each acre that Natura can add to the cool, moist forests of Cachalú, which conservationists call "the land of heaven," offers more hope for the future of this special ecosystem AND the people of Colombia.

Regardless of the size of your donation, your contributions are added to Natura's Adopt-An-Acre fund. As soon as land becomes available, Natura negotiates with landowners and works with attorneys to get the best price and clear title to the land. When an agreement is reached, it is important that Natura be able to act quickly!

#### Suggested Donation

Any donation is welcome and will be put to good use. Here are some examples of what your donation will secure:

- \$25 One acre of land to add to Cachalú
- \$50 One hectare, which is equal to 2.5 acres  
(A hectare is the standard land area measurement in Latin America.)



## **El Salvador: Help Save the Last Expanse of Rainforest**

Tiny El Salvador has the highest population density (245 people per square kilometer) and the smallest amount of primary forest remaining (about 2%) in all of Latin America. Much of the country is intensely farmed, even on its steepest slopes.

El Imposible National Park is a beautiful forest – a refuge for rare plants, wildlife and people. Traders from Guatemala used to travel to El Salvador's markets through this forest, carefully leading their mules through the steep "Impossible Pass," from which the park takes its name. At almost 9,000 acres, El Imposible has more species of plants and animals than any other remaining natural area in El Salvador.

Conservationists managed to stop an illegal road from being built in the area and are having some success at controlling unlawful hunting and firewood gathering. However, the park is surrounded by coffee farms; some of these farms are nibbling away at the park's borders while others are being converted from traditional growing techniques to more environmentally destructive farming methods.

The Rainforest Alliance is working with SalvaNATURA, Fundación Ecológica de El Salvador – a young citizens' group with more than 50 active volunteers – to help to save El Imposible. Saving El Imposible is SalvaNATURA's highest priority. Besides buying key habitat to add to the rainforest, SalvaNATURA is promoting shade-grown coffee plantations, a traditional technique that maintains forest cover and provides a home to wildlife (especially birds) while simultaneously increasing income to local farmers. Coffee harvested from farms that have met the Rainforest Alliance's Conservation Agriculture Program standards is sold under the ECO-O.K.™ label.

### **How You Can Help Save This Rainforest**

Bosque El Imposible National Park is one of the last remaining remnants of El Salvador's original forests. More land needs to be purchased or maintained by private landowners as forest. If a forest is too small, there is little hope to protect its plants and animals. This forest is El Salvador's hope for the future. If SalvaNATURA can add habitat to the park and work with landowners to restore eroded land outside El Imposible's borders, then the country's wildlife will face a more certain future.

### **Suggested Donation**

A donation of any size will be used quickly and efficiently to help secure this rich remnant of El Salvador's natural heritage.



## **Mexico:**

### **Help Maya Indians and Forest Birds in Chiapas**

Scientists know that southern Mexico is especially rich in wildlife species. They call the region a "biodiversity hotspot." However, the forest in this area is going fast, which is bad news for many songbirds. About 100 species of migratory birds from the U.S. and Canada spend the northern winters in the Mexican state of Chiapas. Many warblers, flycatchers, swallows, orioles, vireos and hawks are finding their winter homes in flames as farmers clear more forest.

In tropical countries, you can't simply draw lines on a map and say, "Okay, this is a park. Now, everybody out!" People already live in most forests in southern Mexico. Maya Indians have small farms inside or near the last remaining forests. Conservationists are helping the Maya learn better farming techniques so that forests don't have to be continually cleared in the search for fresh soil. These techniques also help farmers grow enough corn and other vegetables to feed their families.

Pronatura, one of Mexico's leading conservation groups, has an innovative, multi-faceted program in Chiapas. Pronatura technicians live in Maya villages, helping the Indians improve their crops, plant trees and protect the environment. Pronatura sends environmental education teams to remote villages, using theater, storytelling, and dance to convey ecological messages as well as feelings of hope and confidence. Also, Pronatura biologists are studying the habits of migratory birds to learn how to best conserve them. The group manages its own sanctuary and helps guard the two most important reserves in the region.

#### **How You Can Help Save This Rainforest**

Join Mexican conservationists in their urgent campaign to save the country's dwindling rainforests. In doing so, you'll help the native Maya people while also conserving threatened songbirds that nest in North America but migrate to Mexico every winter. Its people, especially the Maya Indians living in and near the remaining forests, are experiencing many social and environmental problems. Your involvement will help poor Indian families improve their lives and protect their environment while also saving winter habitat for the migratory birds whose melodious songs signal spring in the U.S.

#### **Suggested Donation**

Any donation is welcome and will be put to good use. Here are some examples of how your donation will be put to use:

- \$50 Support an agriculture technician for part of a month
- \$75 Cover expenses for an environmental education workshop in an isolated Maya village
- \$100 Help a biologist collect useful data on songbirds



## Nicaragua: Rescue the Rainforest Along the Historic San Juan River

One of the biggest threats to rainforests in Mesoamerican countries like Nicaragua is their continual invasion by land-hungry farmers who cut and burn the forest to plant survival crops like corn and beans. Once deforested, most rainforests can't support crops for very long. So the farmers have to move on, clearing more and more forest.

The forest in question drapes along the San Juan River, which divides Nicaragua from Costa Rica. It is rich with plant and animal species and is part of an international park shared with Costa Rica called "Si-A-Paz," or "Yes-to-Peace" in English. When Nicaragua's long civil war ended in 1991, thousands of displaced, impoverished farmers began searching for unclaimed land, and the forest of Si-A-Paz beckoned.

The park's borders are very near the limits of a reserve in neighboring Costa Rica. Environmentalists hope to connect parks from Mexico all the way south to Panama so that there is an unbroken, protected forest corridor stretching along the Caribbean coast of the Isthmus. Si-A-Paz is integral to the plan's success.

The Rainforest Alliance's partner in the area is the Center for Research and Promotion for Rural and Social Development, or CIPRES, its Spanish acronym. CIPRES ecologists and technicians work side-by-side with farmers, giving them information about agriculture and the environment that gets passed on to their neighbors. The need to grow food will not go away, but it's possible for families to farm without destroying the rainforest. Farmers learn how to plant non-traditional, nutritious crops and use organic farming techniques that slowly transform worthless land into productive gardens. They also plant trees for fruit, firewood and lumber.

### **How You Can Help Save This Rainforest**

Impoverished farming families living in and around southern Nicaraguan rainforests must learn new ways to earn a living without destroying the environment. By supporting efforts to improve agricultural practices, you can help these farmers become more productive so they won't need to destroy the rainforest – forests that the area's people and wildlife will need for generations to come.

### **Suggested Donation**

Any amount is welcome and will be put to good use. Here are some examples of what your donation will help buy:

\$10 - \$50	Tools (shovels, rakes, hammers), fruit tree seedlings
\$50 - \$100	Chickens, improved corn and bean seed, grain silo
\$100 - \$200	Farming equipment and animals that can help sustain an entire community





## Nicaragua: Help Schoolchildren Protect a Mountaintop Cloudforest

Cloudforests are rainforests that are found at higher elevations. They are cool, misty and filled with brilliantly hued orchids, bromeliads and hundreds of species of wildlife. In Central Africa, cloudforests are home to mountain gorillas, and in Central America, these special ecosystems safeguard the crimson-breasted, emerald-plumed resplendent quetzal, which many believe to be the most beautiful bird in the world. Unfortunately, cloudforests are also rapidly disappearing from the Tropics all over the world.

One of Nicaragua's most important cloudforests drapes the slopes of the inactive Mombacho Volcano, southwest of the capital city of Managua and near the shores of Lake Nicaragua, also known as Lake Cocibolca. Mombacho is a 2,500-acre reserve, surrounded by coffee plantations and small farms. The park has an amazing variety of orchids and birds and is home to howler monkeys, along with the Mombacho Salamander and Mombacho butterfly, two species found nowhere else on Earth. The protected area is carefully managed by the Cocibolca Foundation, a local conservation group.

Students from 18 local schools help the Cocibolca Foundation by working as park rangers and local guides. These volunteers also show their classmates how to restore Mombacho's forest by tending tree nurseries and planting two tree seedlings every time they visit the reserve.

### **How You Can Help Save This Rainforest**

Volunteer students need your support to receive training, uniforms and equipment. This will help them in their efforts to protect the cloudforest and gain the support of their families and classmates.

Your donation will also help the Cocibolca Foundation bring schoolkids from local rural communities to visit the reserve. Each student plants two tree seedlings every time he or she visits Mombacho. When the students return, they always make sure that at least one of their trees has survived, then each student plants two more. This is a simple but important way to show their personal commitment to preserving Mombacho's forest. The Cocibolca Foundation needs your support to buy tools and maintain a tree nursery.

### **Suggested Donation**

Any amount is welcome and will be put to good use. Here are some examples of what your donation will be help buy:

\$10-\$50	Uniforms and boots for volunteers
\$50-\$100	Transportation to Mombacho and a guided visit for 25-50 students
\$100-\$200	New tree seedlings and tree nursery maintenance



## **Panama: Adopt a Rainforest Park Near the Panama Canal**

Right in the heart of Panama City lies Metropolitan Natural Park, one of the few patches of Pacific tropical forest remaining in this Central American nation. There are so many plant and animal species in the park's 655 acres that many have not been studied or even identified.

Located at the Pacific end of the Panama Canal, this green refuge is a vital resting area for migratory birds that fly south from the United States and Canada to escape northern winters. Birds such as the yellow warbler, turkey vulture, cedar waxwing and scarlet tanager revisit Metropolitan Natural Park year after year and depend on the forest for food and shelter.

The park is also important to local schoolchildren. Guides lead them on hikes through the forest and teach them about the area's ecological significance. The park is one of Panama's most important environmental education tools, but it currently faces many outside threats.

### **How You Can Help Save This Rainforest**

Because it is so close to a growing urban area, there are tremendous pressures on Metropolitan Natural Park – from wildlife poachers and illegal wood cutters, who often set fires and steal natural resources, as well as from politically powerful developers who eye the park for its valuable real estate.

Metropolitan Natural Park does not receive support from the government; the small but dedicated park staff must raise its own funds to protect the park and finance educational programs for schoolchildren. Your donation will help them provide training and needed equipment for park guards. Your contribution will also fund programs for students from Panama City and communities in the Panama Canal watershed, allowing them to visit the park, learn about birds and other wildlife, and become lifelong park advocates. As outside pressures on the reserve continue to grow, it is critical that the next generation learns the importance of keeping Metropolitan Natural Park forever intact.

### **Suggested Donation**

Any amount is welcome and will be put to good use. Here are some examples of what your donation will help buy:

\$25	Environmental education materials for schoolchildren
\$50	Transportation, talks, games and a guided visit for 30 students
\$50	Ecological training course for nature guides
\$100	Equipment for park guards (boots, uniforms)



## **The Tropics – Catalyst Grants: Help Local Groups Respond to Conservation Crises**

In the Tropics, there are hundreds of well-run grassroots conservation organizations that are working hard to protect the rainforests. However, sometimes these groups face unexpected problems or emergencies. Oftentimes, these groups have excellent projects that are ready to go – all they are missing is a small amount of money to make them happen.

At times like these, the Rainforest Alliance's Catalyst Grant program can step in and save the day. With this small but important fund, the Alliance can respond to the unanticipated problems that local conservation groups frequently confront as they take on the challenging task of saving biodiversity.

### **Some Examples of Past Recipients**

- Committee for the Defense and Development of the Gulf of Fonseca (CODDEFFAGOLF) in Honduras – Hurricane Mitch pummeled Central America in late October and early November 1998, leaving behind some 9,000 dead and countless homeless, injured and starving residents. Honduras was particularly hard-hit. In the aftermath of the storm, CODDEFFAGOLF rushed emergency supplies to the Pacific Coast of Honduras where this nonprofit organization has long worked to protect the valuable natural resources of the Gulf. The Rainforest Alliance gave CODDEFFAGOLF a Catalyst Grant to help the group continue its emergency-relief efforts.
- Fuel Wood Nursery Project in Cameroon – A Catalyst Grant was awarded to the Fuel Wood Nursery Project to involve rural women's groups in forest conservation. Through the project, women around Mount Cameroon are assisted and encouraged to establish nurseries in their villages in order to develop community wood lots and sources of planting material for farms, and alternatives to wood used for cooking and fish drying.

### **How You Can Help Save These Rainforests**

Your donation to the Catalyst Grants program goes directly to the valiant, grassroots conservation groups worldwide when they need help the most.

### **Suggested Donation**

A donation of any size will be used quickly and efficiently to help local groups in the Tropics in their efforts conserve rainforests.





## Allies in the Rainforest Donation Form

**Please mail this form with your donation to:**  
Allies in the Rainforest c/o Rainforest Alliance  
65 Bleecker Street, New York, NY 10012, USA

[Checks should be made payable to the Rainforest Alliance]

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone (optional):** \_\_\_\_\_

**Email address (optional):** \_\_\_\_\_

**Project(s) I / we want to support:**

- Colombia:** Cachalú Biological Reserve
- El Salvador:** Bosque El Imposible Rainforest
- Mexico:** Maya Indians and songbirds
- Nicaragua:** Si-A-Paz International Park
- Nicaragua:** Mombacho Volcano & Cloudforest
- Panama:** Metropolitan Natural Park
- The Tropics:** Catalyst Grants Emergency Fund
- I / we will let the Rainforest Alliance allocate my/our donation.**

**Amount of donation:** \$ \_\_\_\_\_

**The certificate of acknowledgment should be made in the name of:**

\_\_\_\_\_

**Address of certificate recipient (if different from above):**

\_\_\_\_\_

\_\_\_\_\_

**I want to join the Rainforest Alliance and support its tropical conservation programs. An extra \$25 is enclosed.**

[Please fill out the Donor Information section on the back of this form.]



## Allies in the Rainforest Donor Information

**Please take a moment to answer the following questions.**

In order to give you the credit you deserve and encourage others to participate in the Allies program, we'd like your permission to use your name or the name of your group and a description of your fundraising activities on our Web site and in other Rainforest Alliance materials. Please check off the applicable boxes below and sign your name.

You may list me (or my group) on the Donors Page on your Web site. (Visit [www.rainforest-alliance.org/programs/allies/donors.html](http://www.rainforest-alliance.org/programs/allies/donors.html) to see how others are listed.)

You may write about my (or my group's) donation in your newsletter, *The Canopy*.

You may call or email me to find out more details about my/our fundraising activities so that you may send an announcement about my/our donation to our local press.

**[Please be sure to fill in your contact information on the other side of this page.]**

**Signature:** \_\_\_\_\_

### 1. How did you learn about the Allies in the Rainforest program?

Internet     Electronic discussion list     Newsletter or other publication  
Please specify (URL, name of list/publication): \_\_\_\_\_

From a friend/colleague

### 2. Are you (please check one):

A student – If so, what is your age? \_\_\_\_\_

An educator – If so, what grade/age are your students? \_\_\_\_\_

A member of a group or club

If so, what is your group's main focus?     Environmental     Cultural

Religious     Other (please specify): \_\_\_\_\_

Other (please specify): \_\_\_\_\_

### 3. Why did you choose the Allies project that you are supporting?

\_\_\_\_\_

### 4. How did you raise the money?

[Feel free to attach additional information describing your fundraising event and/or photos, or send us an email at [canopy@ra.org](mailto:canopy@ra.org)]

\_\_\_\_\_

**THANK YOU FOR YOUR SUPPORT!**