

# Protecting Our Living Planet



## Rainforest Trust Strategic Plan Update: Progress Towards 2025 Goals

June 2023



RAINFOREST  
TRUST®

In January 2021, Rainforest Trust embarked on an extraordinarily ambitious five-year Strategic Plan with formidable goals and objectives spanning all aspects of our work. Here we report on progress towards achieving those goals and objectives at the halfway point, June 30, 2023.

We are making excellent progress. Out of 26 objectives, we are well ahead of schedule on 5, including grantmaking, prevention of deforestation, and staff engagement, and on track to achieve targets on 14. On 7 objectives, however, we need to catch up. These include high-priority conservation objectives: protection of mammals, protection of species not currently found in any protected area, and protection of high-integrity forest. We look forward to working with all Rainforest Trust stakeholders to develop, resource and implement a program to achieve these critical objectives by the end of 2025.


## Goal 1


### Save Endangered Species


By 2025, Rainforest Trust will have provided a lasting home for half of all known threatened bird and mammal species on Earth—and a fifth of all known threatened terrestrial and freshwater species.

● On Target  
 ● Slightly Under Target  
 ● Significantly Under Target

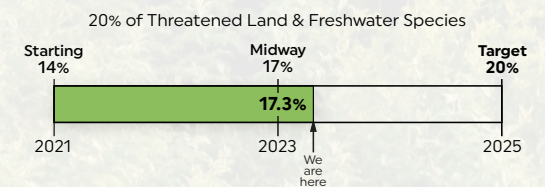
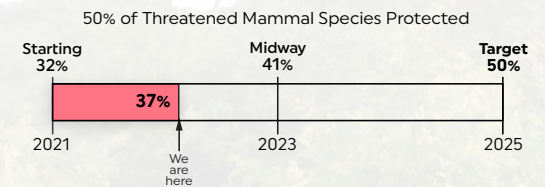
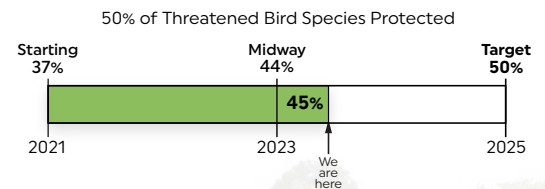
#### Species Objectives

Provide a home for half of all known threatened bird species; we are ahead of the halfway target at 45%. 

Provide a home for half of all known threatened mammal species. Here we are well behind the halfway target at 37% (given where we started in 2021). 

Provide a home for a fifth of all known threatened terrestrial and freshwater species. Here we are on track to achieve the target at 17%. 

**Mixed Progress:** As of June 30, 2023, we are on track, ahead, or close on 6 of 8 species objectives, including 2 out of 3 of the ones that are highlighted in the overall goal at left. But we have real work to do to protect mammals and species not currently in any protected area.



Protect habitat for 160 species not currently found in any protected area. This is one of our two most concerning metrics with only 31 species covered so far.

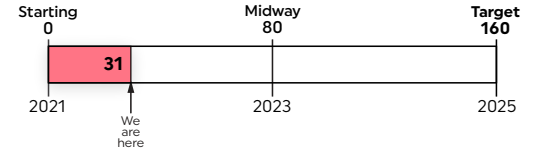
Protect at least 10% of the global range for each of at least 150 Endangered or Critically Endangered species in addition to those already protected by Rainforest Trust. We are slightly behind with 65 new species added so far.

Contribute to the projected down-listing of 50 IUCN Red Listed species. Thirty Red Listed species have >70% of their range within Rainforest Trust project areas but whether down-listing is projected will require further information-gathering.

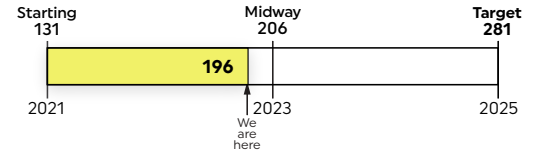
We have supported our partners in developing sustainable financing for 70% of our new reserves, precisely in line with our objective.

We proposed to raise and allocate \$250 million to projects and we are already at \$142 million.

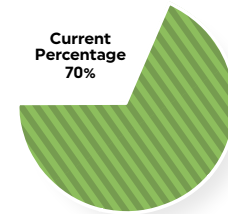
Create Reserves for 160 Threatened Species Not Found in Any Other Protected Area Globally



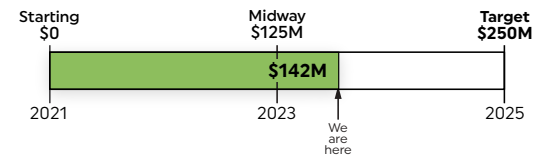
Protect 10% of Global Range for 150 New Endangered or Critically Endangered Species



Support the Development of Sustainable Financing Mechanisms for 70% of New Reserves



Raise & Allocate \$250M to Projects





# Protect Our Planet

By 2025, Rainforest Trust will have protected or be in the process of protecting 125 million acres including 7% of all currently unprotected high-integrity tropical and subtropical forests, permanently locking up 17.5 billion tons of carbon.

- Significantly Over Target
- On Target
- Slightly Under Target
- Significantly Under Target

## Planet Objectives

We proposed to protect or be in the process of protecting 125 million acres. We are ahead of our midway goal by 5 million acres, with 88.5 million acres protected or in-process.

Protect 7% of unprotected high-integrity forests. This is proving challenging. We are at 17.4 million new acres towards a goal of 95 million.

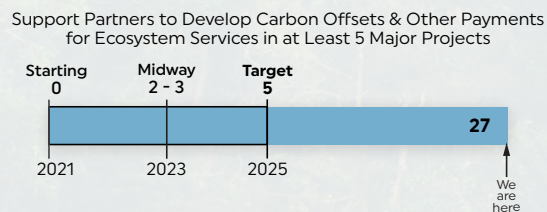
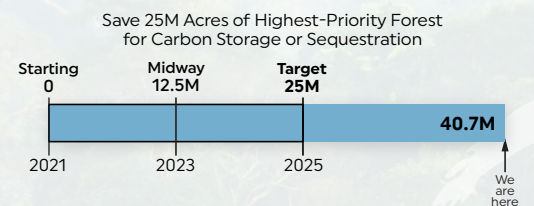
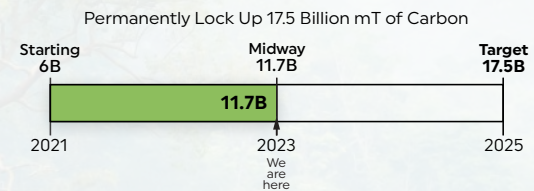
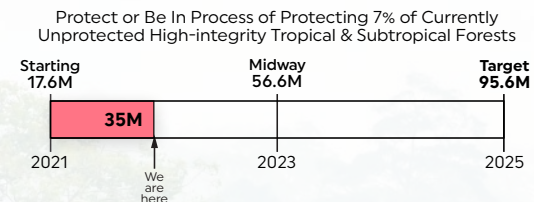
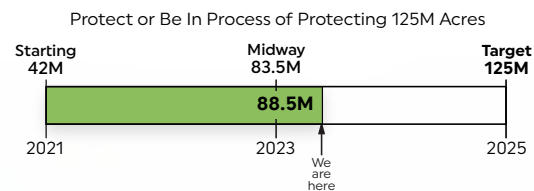
Lock up 17.5 billion metric tons of carbon. We are right on target with 5.7 billion new tons locked up so far (just short of the total annual emissions of the U.S.).\*

\*Note: Our original goal was 15 billion metric tons of CO<sub>2</sub>, and this goal was based on a dataset that only included carbon stored in aboveground vegetation. We now use a newer carbon dataset that includes carbon stored in plants, roots and soil that is expected to be lost through land conversion, so we have adjusted our goal accordingly to 17.5 billion metric tons.

Save at least 25 million acres of the highest-priority forest for carbon storage or sequestration, including swamp forests, mangroves and areas at high risk of deforestation without our intervention. We have already achieved 163% of our 2025 goal with 40.7 million acres of high-priority forest protected or in the process of being protected for climate change.

Support partners to develop carbon offsets and other payments for ecosystem services in at least five major projects; in fact we are already supporting 27 such projects.

**Mostly on Track:** Our progress has been strong on most objectives with the exception of protecting 7% of all currently unprotected high-integrity forest and protecting large new areas across all of the world's intact tropical forests.





Provide real-time satellite forest monitoring for partners reporting annually on deforestation, and ensure that at least 90% remain >95% intact. All achieved with 92% of protected areas >95% intact.

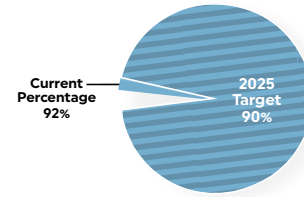
Reduce Rainforest Trust's carbon footprint by 50%. The pandemic complicates this, but if we compare the pre-pandemic year 2019 with the post-pandemic years 2022-2023, we are doing well, having reduced our carbon footprint per year 71% through reduced travel, office space and commuting.

Raise and allocate at least two-thirds of our funding for projects with planetary impact. We are well ahead on this goal, having raised and allocated \$104.8 million for projects with planetary impact since 2021.

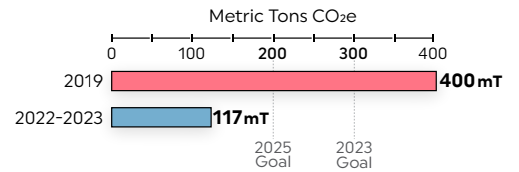
Create, or be in the process of creating, large-scale protected areas (>1 million acres) in the world's last great intact tropical forests, including:

	Goal	Current Value
Andes-Amazon	5	2
Congo	3	1
Southern Africa & Sahel	1	0
Northern Myanmar	1	0
Borneo	1	0
New Guinea	1	0

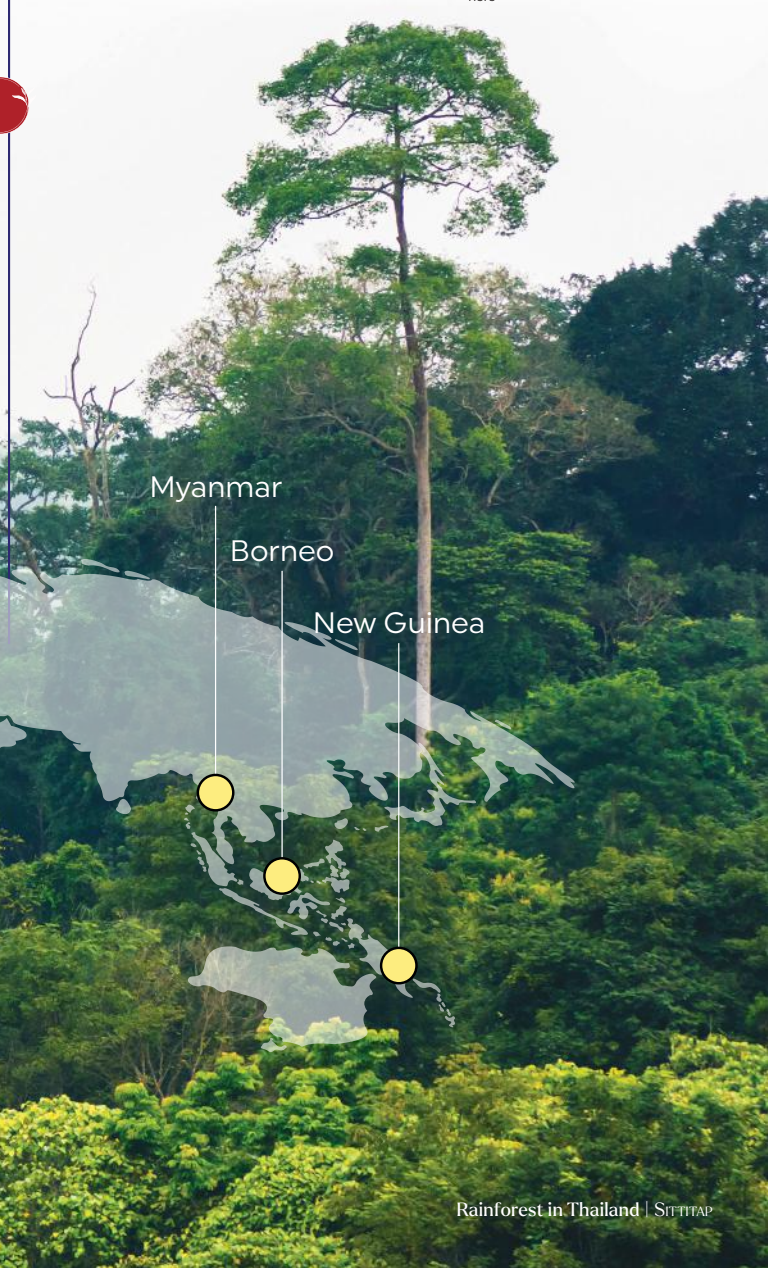
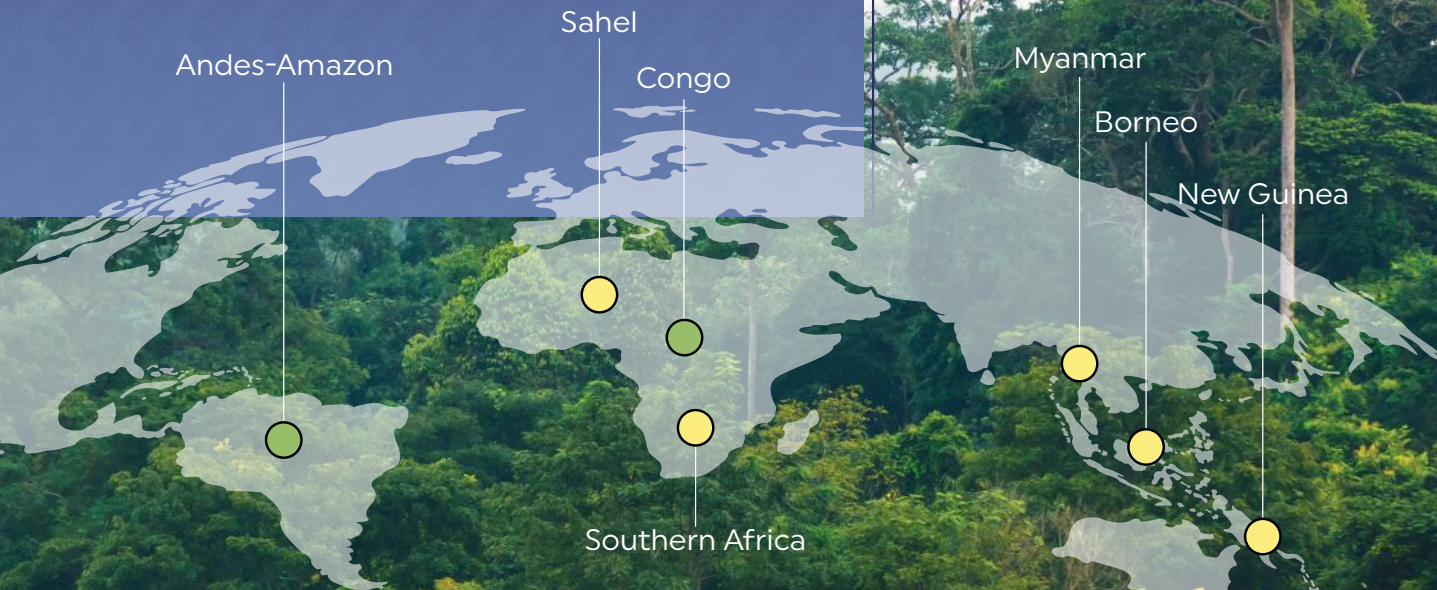
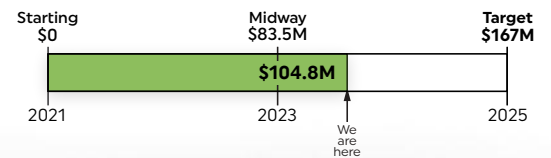
Ensure at Least 90% of Forests Remain at Least 95% Intact



Reduce Rainforest Trust's Carbon Footprint by 50%



Raise & Allocate \$167M Over Five Years for Projects with Planetary Impact





# Engage People in Our Conservation Mission

By 2025, Rainforest Trust will have reached half a billion people with our brand and mission and will have respected, engaged and empowered people in all aspects of our work.

## People Objectives

Reach half a billion people with our brand and mission. The cumulative number of readers and viewers reached by our brand passed 1 billion some time ago. While we cannot say how many of these people are repeat viewers, we are easily on track to achieve our target.

Support Indigenous Peoples and local communities in securing the legal ownership and/or management rights of at least 50 million acres. We are slightly behind target here with 22,345,456 acres contributing towards this target. This is 46% of the total acres we have supported since January 2021.

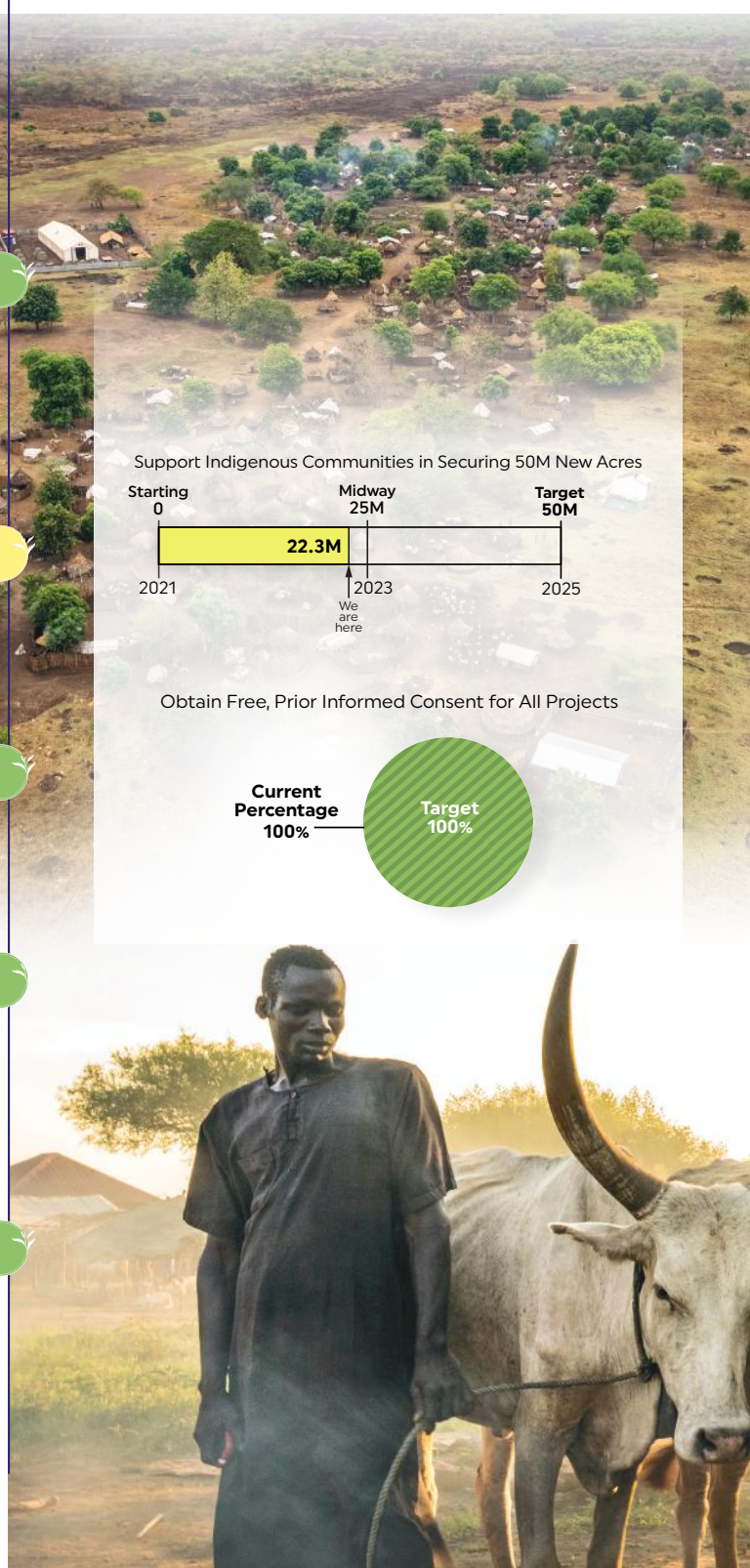
Obtain Free, Prior Informed Consent for all projects. All new projects are on track to do so.

Develop partnerships to co-develop projects and provide technical assistance, and support implementers to build capacity. We have done so with partners including Conservation Capital, Maliasili and International Land Coalition.

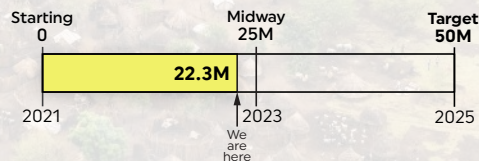
Raise awareness of our mission and enhance our reputation through public relations and policy engagement with IUCN, Convention on Biological Diversity (CBD) and Intergovernmental Panel on Climate Change (IPCC). The policy partnerships that have borne fruit for us are CBD, Protecting Our Planet Challenge, High Ambition Coalition, and International Conservation Caucus Foundation.

**On Track:** We are on track or ahead on 8 of 9 of our People Objectives, and just slightly behind on 1 objective.

- Significantly Over Target
- On Target
- Slightly Under Target
- Significantly Under Target



Support Indigenous Communities in Securing 50M New Acres



Obtain Free, Prior Informed Consent for All Projects



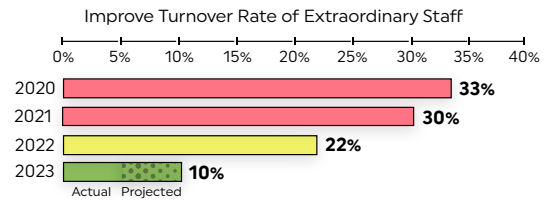


Attract and retain extraordinary people with diverse backgrounds and points of view for our staff, board and council. Though we have not yet implemented a diversity monitoring program, we have internationalized our staff, attracted 13 new talented and diverse members to our board and council, and significantly reduced staff turnover from 33% in 2020 to 5% in the first half of 2023.

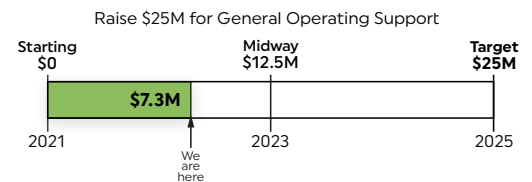
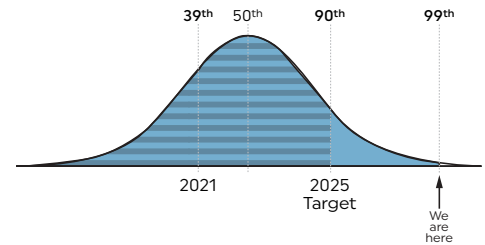
Engage, develop and fairly compensate our staff, reaching the top 10% of NGOs surveyed for staff engagement. Staff engagement has increased from the 39th percentile of surveyed NGOs to the 99th, and all staff salaries are within 25 percentiles of the median for that position among surveyed NGOs.

Raise \$25 million for general operating support. This overestimated our need. While we have only raised \$7.3 million so far, we have contained costs and generated an appropriate operating reserve.

We have maintained our reputation for absolute integrity and fiscal responsibility, including our perfect Charity Navigator rating.



Reach the 90th Percentile of NGOs Surveyed for Staff Engagement



Perfect 100 Score from Charity Navigator



The Otollo Anuak community | MARCUS WESTBERG/AFRICAN PARKS  
Bala Mundari tribe members, South Sudan | MARCUS WESTBERG/AFRICAN PARKS

# Ways to Donate

## Various Online Options

Credit/Debit Cards,  
Paypal/Digital Wallets, and more:  
[RainforestTrust.org](https://RainforestTrust.org)

## Phone

1 (800) 456-4930

## Mail

P.O. Box 841, Warrenton, VA 20188

## Corporate Partnerships

To learn more about the many ways companies from around the world partner with Rainforest Trust, contact: [Corporate@RainforestTrust.org](mailto:Corporate@RainforestTrust.org)

## Become a Conservation Hero

Conservation Heroes is a global network of dedicated individuals who give monthly to support our most urgent conservation work. To learn more, visit: [RainforestTrust.org/hero](https://RainforestTrust.org/hero)

## Planned Giving

Create a conservation legacy by including Rainforest Trust in your will or estate planning. To learn more, visit: [RainforestTrust.org/plannedgiving](https://RainforestTrust.org/plannedgiving)

## Other Ways to Give

Contact [Donations@RainforestTrust.org](mailto:Donations@RainforestTrust.org) to learn more about giving via:

- **Electronic Funds Transfer (EFT)**
- **Stock Donations**
- **Donor Advised Funds (DAF)**

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**No charitable investment you could make will do more per dollar to end climate change than preventing tropical rainforests—and especially swamp forests, peatlands and mangroves—from being destroyed.”**

— Prof. Bernie Tershy,  
University of California, Santa Cruz,  
Rainforest Trust Board Member



**Perfect 100 Score**  
from Charity  
Navigator



The highest rating  
from Guidestar for  
transparency