

2024

Annual Report

January 1, 2024 — June 30, 2024



RAINFOREST
TRUST®

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Melissa Hohimer Chief Financial Officer/Chief Operating Officer
James Lewis Vice President, Conservation

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Dr. Bernie Tershy Chair
(as of June 2024)
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Red Panda, a species found in the Puwamajhuwa Community Red Panda Conservation Area, Nepal | PAOLO GALLO

Letter from our CEO

This brief report marks and celebrates milestones and transitions during Rainforest Trust's short financial year of January to June 2024.

The most notable milestone was protecting 50 million acres of critical habitat since our founding in 1988, an area roughly equal to the total area of all U.S. national parks. This was our goal when we embarked on the SAVES Challenge in 2016. The global COVID-19 pandemic slowed down protected area creation for several years, but it has picked up since. Indeed, as this letter goes to press in June 2025, we have now protected 56,519,441 acres, and are working to protect an additional 66,863,552 acres with our active projects.

Our most notable transition was the retirement of our truly superb board chair, Dr. Eric Veach. Eric joined the board in 2015 and became chair in 2018. He guided us through a challenging leadership transition, oversaw our progressive increase in impact and professionalism, and always safeguarded the interests of our donors by maximizing the conservation value of their philanthropic investment. Eric has accepted the title of Emeritus in recognition of his significant and ongoing contributions. He and his wife, Luanne Lemmer, continue to be active donors and advisors to Rainforest Trust.

In June 2024 we welcomed Prof. Bernie Tershy as board chair, after only one year on the board but many years on the council. A global leader in the science of species extinction, marine conservation, social enterprise entrepreneurship, and the role of Indigenous people and local communities in conservation, Bernie challenges us to scale up our impact and fully apply both modern and traditional knowledge to our work.



Okapi and baby, a species found in the Lomami National Park, Democratic Republic of the Congo | VLADIMIR TURKENICH

We also transitioned our financial year, which is why this extraordinary report covers a six-month period from January to June 2024. It was a record six months for grant-making, with \$42.2 million in new projects approved, and a solid one for fundraising, with \$18.27 million in revenue. Moving forward, we will close the gap between these two numbers as we spend out several multi-year grants.

All of these milestones and transitions result from our healthy growth and, more importantly, expanding impact. That results entirely from the extraordinary generosity of our donors. We are sincerely grateful to every one of you.

Yours Faithfully,



Dr. James C. Deutsch, CEO

50 Million Acres Safeguarded

Rainforest Trust's approach to land conservation is one of successful collaboration. Every acre protected is possible only with the support of our generous donors, the on-the-ground work of our partners, and the dedication and commitment of our own experienced staff. **Together, we safeguarded our 50 millionth acre in 2024.**

From the largest antelope migration on Earth to some of the rarest of songbirds, Rainforest Trust—together with our partners and supporters—has helped safeguard more than 3,000 threatened or endangered species around the world.

We do this by protecting the places these species rely upon. Since 1988, we and our partners have worked together on more than 457 projects that each safeguard essential acres throughout the world's tropical and subtropical regions.

In April 2024, those acres added up to a milestone number: 50 million acres protected around the world. That's roughly the same size as England and Scotland combined. The impacts are immense. These 50 million acres support 3,089 threatened species, safeguard 34.6 billion trees, and store an estimated 7.5 gigatons of carbon dioxide equivalents.

Our work hasn't slowed since then. As of June 2025, we have helped safeguard 56.5 million acres, with another 66.8 million acres in the process of being protected.

It all started 37 years ago with a frantic phone call.

Magali Rey Rosa, then director of the Guatemalan conservation group Defensores de la Naturaleza, had been approached with the

opportunity to purchase 11,000 acres of cloud forest in Guatemala's Sierra de las Minas mountain range. The land was undeveloped, supported an incredible diversity of species, and would only be available to purchase for a short time at a cost of just \$4 per acre.

With this offer in hand, Magali Rey Rosa called one conservation organization after another, seeking funding to buy the parcel and protect the land. Again and again, she was met with disappointment. Then she reached out to Rainforest Trust founder, Byron Swift. At the time, Rainforest Trust was only an idea. But, with this one phone call, that was about to change.

What followed was a whirlwind few weeks of officially launching Rainforest Trust—then called World Parks Endowment—finding donors, and securing the property before it could be sold for development or agriculture.

In the end, 11,000 acres were protected and a new conservation organization was born. Except this was not the end. It was only the beginning. In the months and years and decades that followed, we kept going. With the support of our donors, we built partnerships, identified key priorities for conservation, grew our expertise, and always remained committed to our mission to protect threatened tropical habitats and wildlife by safeguarding the land they rely upon.

Again and again, we have proven this approach works—**almost 97% of our projects successfully protect acres, and approximately 99% of the forests safeguarded within those acres remain standing today.** This includes those first 11,000 acres, which are now a part of Guatemala's 594,379-acre Sierra de las Minas Biosphere Reserve. Almost four decades since our founding, safeguarding critical habitat is still the most effective way to protect species.



Protecting land is the critical first step in halting extinctions and stabilizing our climate. It can only happen through partnerships, and Rainforest Trust is working to build partnerships and scale impact worldwide."

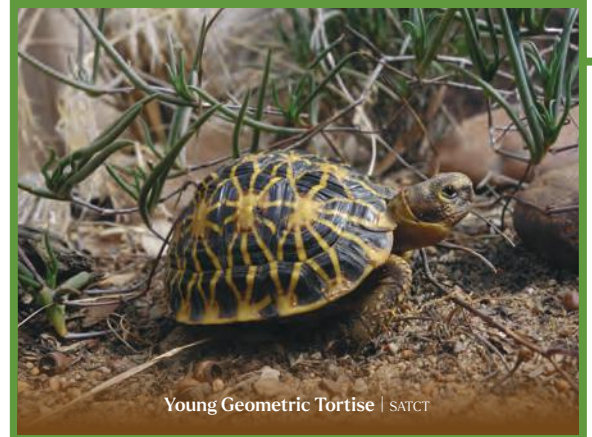
James C. Deutsch – CEO, Rainforest Trust

Land Protections Around the World

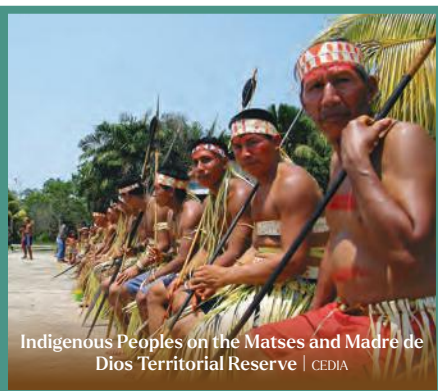
From 11,000 to more than 50 million, every single acre we protect is possible only with your support and commitment. Here, we take a look at a few of the places you helped safeguard over the years. Together, we are quite literally helping protect these species from potential extinctions. Thank you for standing beside us. We could not do this without you.

Sierra de las Minas Biosphere Reserve, Guatemala 11,000 acres protected in 1989

Rainforest Trust partnered with Defensores de la Naturaleza to purchase 11,000 acres of undeveloped cloud forest habitat, protecting the landscape from being cleared for agriculture or other uses. Those acres were the very first we helped protect, and are now part of the 594,379-acre Sierra de las Minas Biosphere Reserve, which safeguards critical habitat for hundreds of bird, mammal, amphibian, and reptile species, and protects the headwaters for more than 60 rivers.



Young Geometric Tortoise | SATCT



Indigenous Peoples on the Matses and Madre de Dios Territorial Reserve | CEDIA

222 Indigenous communities secure land titles in Peru 4,409,133 acres protected in 2023

Without legal titles for their ancestral lands, many local and Indigenous communities are unable to protect their territories from forest-clearing threats such as logging and agriculture. Working together, Rainforest Trust and partner Centro para el Desarrollo del Indígena Amazónico (CEDIA) supported 222 Indigenous communities in the Peruvian Amazon in obtaining land titles to their territories. Combined, these Indigenous lands safeguard 4,409,133 acres of Amazon rainforest.



- Protected
- Protection in Progress

Geometric Tortoise Reserve, South Africa

1,063.54 acres protected in 2015-2022

South Africa is home to more tortoise species than any other country in the world. This includes the Critically Endangered Geometric Tortoise, which is among the world's rarest reptiles and has already lost nearly 95% of its habitat. Rainforest Trust and local partner South African Turtle Conservation Trust began purchasing land in 2015 to establish the Geometric Tortoise Reserve and save the species' final acres of habitat. Today, the reserve safeguards 1,063.54 acres and supports 40% of the wild Geometric Tortoise population.

Prey Preah Roka National Park, Cambodia

223,287 acres protected in 2016

Known as the Serengeti of Southeast Asia, Cambodia's Northern Plains hold the last intact representation of a landscape that once dominated the region. Rainforest Trust and partner Wildlife Conservation Society-Cambodia worked with the Cambodian government to designate the 223,287-acre Prey Preah Roka National Park in 2016, safeguarding vital habitat for at least 28 threatened species, including the Endangered Asian Elephant and the Critically Endangered White-shouldered Ibis and Giant Ibis—two of the world's most at-risk water birds.

Lomami National Park, Democratic Republic of the Congo

2,193,948 acres protected in 2016

The Congo Basin is home to the world's second largest rainforest and is the last rainforest to absorb more carbon dioxide than it emits every year. In 2016, Rainforest Trust and partner Lukuru Wildlife Research Foundation—with support from local communities—helped establish the 2,193,948-acre Lomami National Park, safeguarding essential habitat for many threatened species, including Bonobos, Tshuapa Red Colobus, and Okapi.

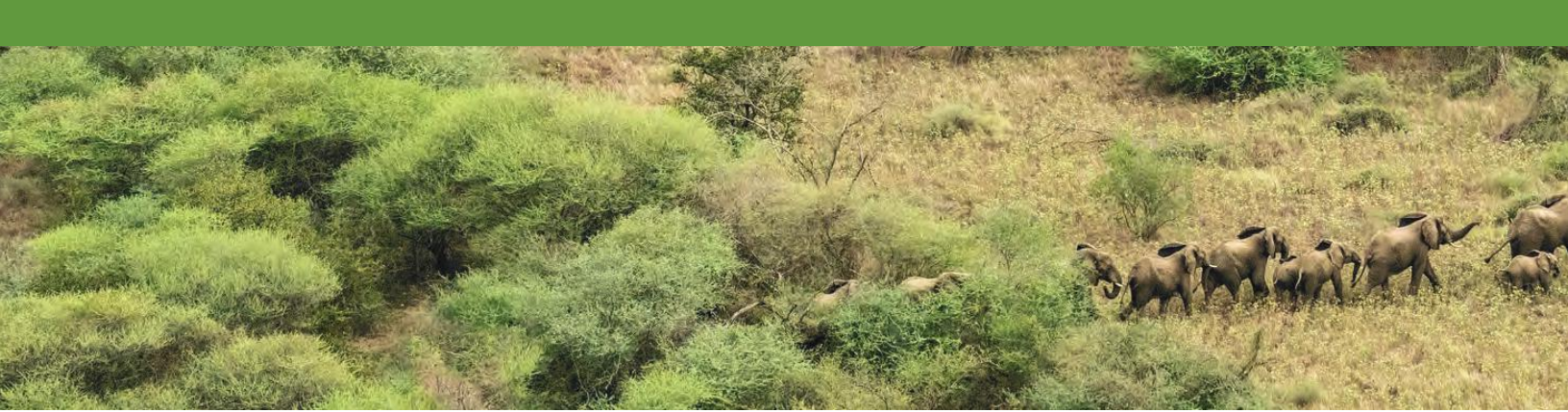


Red Panda | GANGA RAJ SUNUWAR

Puwamajhuwa Community Red Panda Conservation Area, Nepal

287 acres protected in 2024

Rainforest Trust and partner Red Panda Network, in partnership with local communities, helped establish the 287.16-acre Puwamajhuwa Community Red Panda Conservation Area in 2024. This is the first-ever Community Red Panda Conservation Area to be declared in Nepal, and is part of an ongoing Rainforest Trust project that seeks to ultimately protect 430,050 acres for Endangered Red Pandas and other threatened species.



Financials

Switch in Fiscal Year

Unlike past annual reports, this report covers a six-month period. This is due to the six-month shift in our fiscal year; as of June 30, 2024, we are now using a July-through-June fiscal year. This change allows us to take our critical end-of-year fundraising results into account when setting the budget for the upcoming fiscal year.

To accommodate this change, we treated January 2024 through June 2024 as a short six-month fiscal year. As a result, all amounts shared here are for half the time period of our past and future annual reports. Our 2025 annual report will be the first to report on our new fiscal cycle, and will share results from the 12 months of July 2024 through June 2025. All future annual reports will follow this pattern.

Prioritizing Efficiency & Transparency

Our core values of efficiency and transparency remain central to everything we do, allowing us to maintain our 100% Charity Navigator rating year after year. By streamlining our processes, leveraging technology, and retaining a talented team of professionals across six countries and 16 states, we maintain a high program expense ratio and an efficient fundraising ratio, allowing us to direct the vast majority of our funds to our network of implementing partners.

91.2%

Program Expense %

Percentage of total expenses that support our programs versus overhead.

\$0.059

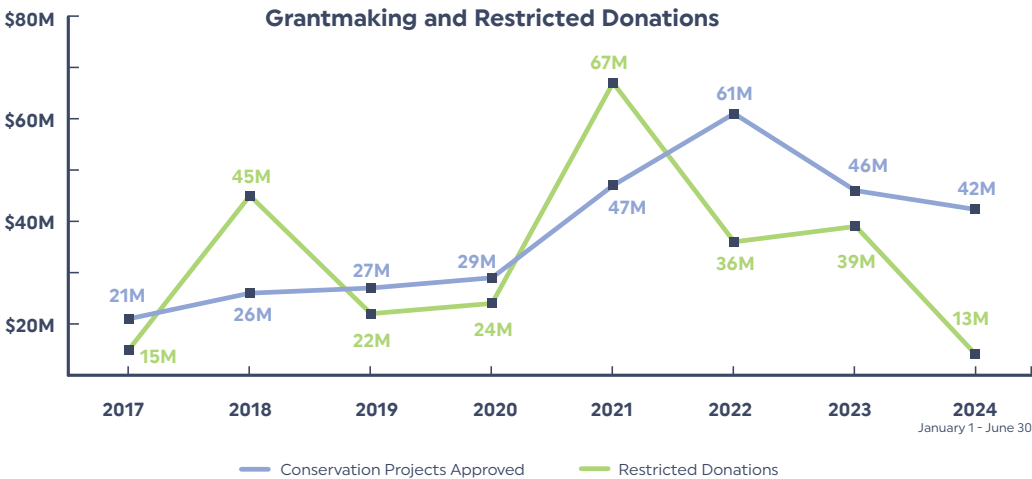
Fundraising Efficiency

Our average cost to fundraise each dollar.

Conservation Through Grantmaking

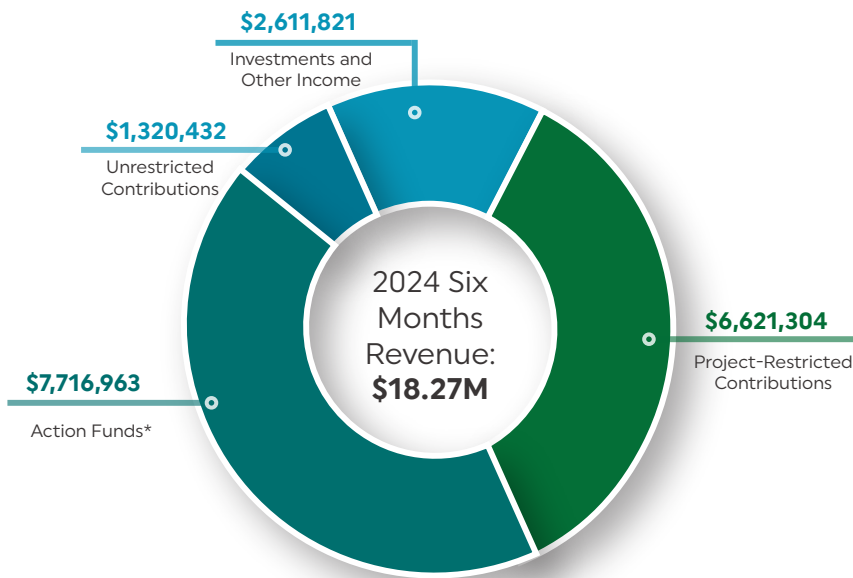
Our board approved \$42.2M in new projects during the first six months of 2024—including 23 new full projects in 14 countries. This is almost equal to the amount approved for the entire calendar year of 2023. Once complete, these 23 new projects will protect an anticipated 11.8M acres of essential habitat for threatened and endangered species.

We committed to approving \$200M in new conservation projects over the five-year period of our 2021-2025 Strategic Plan. By the close of our 2024 fiscal year—with 18 months left in our Strategic Plan—we have approved more than \$183.8M in new projects during this period, putting us on track to hit our goal by the close of the 2025 calendar year.





African Elephants in the Boma and Badingilo National Parks, South Sudan | © MARCUS WESTBURG



*Action Funds include pooled contributions that enable regional strategies (such as the Brazilian Amazon Fund), support multiple projects (such as the Conservation Action Fund and Rainforest Climate Action Fund), and provide critical funding for implementing partners (such as the Sustainability Action Fund).

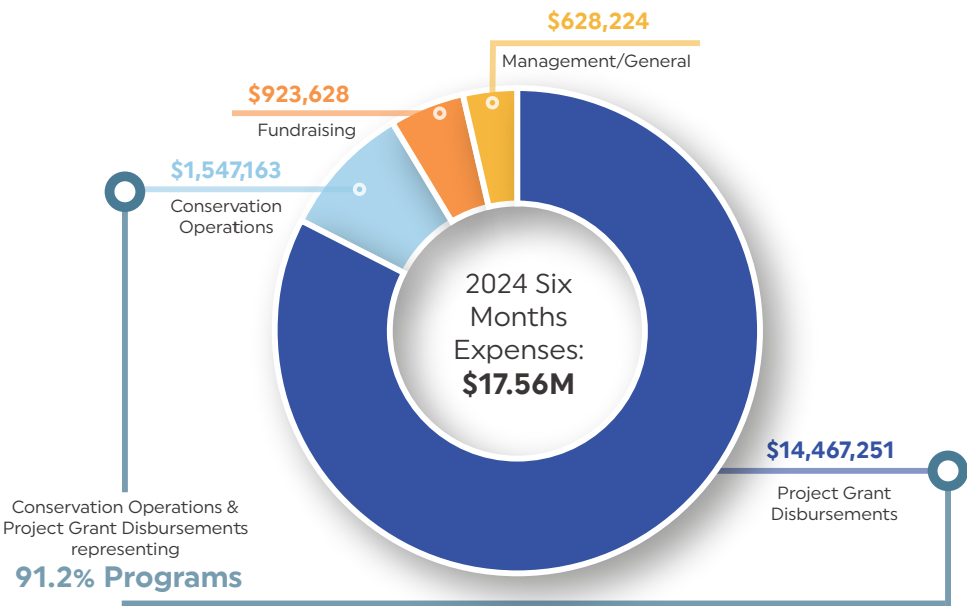
Our Revenue

We received \$18.27M in revenue during the short 2024 fiscal year. This is right on target for the first six months of the calendar year.

Our revenue comes primarily from individual contributions and family foundations, and the majority of these donations are made toward specific projects or our Action Funds, such as the Conservation Action Fund and the Brazilian Amazon Fund. Of note, we brought in more gifts of \$500K or more in these six months than in any other six-month period in our history.

Our Expenses

Our expenditures for the first six months of 2024 equaled \$17.56M, which is on track for the first six months of the calendar year. Of these, 91.2% of our expenses were programmatic in nature—including 82.4% that went directly to our local partners to support their conservation efforts and 8.8% to support our internal conservation operations. The remaining 8.8% supported our fundraising efforts and other overhead expenses.





With Your Help

Every acre we safeguard is possible only with the support of our donors. Thank you to every individual, foundation, and corporate sponsor who helped protect species and acres by donating to our work in our 2024 fiscal year. Among these, the following stand out as leaders. Please accept our sincere gratitude for all you do and everything you make possible.

Aaron & Lisa Bloch

Adlibris Campus

Anadel Law Maidenherren Fund

Anonymous

Ariel Premium Supply Inc.

Bertram Schnitzer Family Trust

Big Life Journal

Bonafides Laboratory Inc

Boston Foundation

BrandBase

BTS USA Inc.

Clay Gardner

Dr. Cullen Geiselman

Cynthia Starr

Daidone Foundation

Dominic & Maryl Widdows

Donald & Carole Chaiken Foundation

Donald & Karen Stearns

Doris Duke Foundation

Dots.eco

Douglas J. Forsell

Edward L. Golding & Linda R. Golding

Eric Veach & Luanne Lemmer

Eric Wang & Naili Gu

Finley's Green Leap Forward Fund

Gala One

Grove Collaborative

Harney & Sons Tea Corp.

Head and Heart Foundation

Hugh Lynch

In Loving Memory of Richard R. Bates MD

James and Diane Judson Family Foundation

Jane Johnson

Jennifer Puck & Robert Nussbaum

Johannes Möst

John D. & Cissie Mitchell

John R. Zey

Joseph Higgins

Josh Sohn & Dr. Amy Palin

Ka'Chava - Tribal Nutrition LLC

Katong Fund

Ken Hu

Kozubal Family Trust

Light and Nature Fund

Lippincott Foundation

Lisa Climo

Loopy Cases LLC

The Louis Stewart Foundation

A lush tropical forest scene with a bamboo fence and a body of water. The image shows a dense forest with tall trees and thick foliage. In the foreground, there is a body of water, possibly a river or a lake, with a bamboo fence running along the edge. The scene is bathed in warm, golden light, suggesting a sunset or sunrise. The overall atmosphere is serene and natural.

Lynn A. Glesne
Marjorie Klayman
Marcus Peinado
Mark & Susan Stutzman
Mary Sphar
Meredith James
Mitul Shah
Nantucket Spider
New England Biolabs Foundation
Nisarg Kothari
Norma & Jim Ewing
Once Upon A Time ...
Patience & Tom Chamberlin
Patricia & Alan Koval
Patricia Ann Kaupp
Petchers Foundation

Peter & Rita Van Stelle
Petfive Brands LLC
Pura Vida
Robert & Nita Sell
Ronnie & Steve Kanarek
Sally Davidson
Savings.com
Smoke Rise Foundation
The Spurlino Foundation
Svetlana Mavrina
Tag Purvis & Pablo Mirabel
Tom & Catherine Strong
Turnbull-Burnstein Family Charitable Fund
Wagmore Foundation

We are also grateful to donors who are based in the UK, and who give through our partner Rainforest Trust UK. Thank you for your shared commitment to protect threatened tropical habitats around the world.

Make Your Impact

Thank you for your financial partnership with Rainforest Trust

Online Giving

Credit/Debit Cards,
Paypal/Digital Wallets, and more:
RainforestTrust.org

Gifts via Phone

1 (800) 456-4930

Gifts via Check

P.O. Box 841, Warrenton, VA 20188

Asset-Based Gifts

Contact **Donations@RainforestTrust.org**
to learn more about giving via:

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

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

Planned Giving

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

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