



**30**  
**YEARS**

The logo features the number '30' in a large, bold, lime-green font. The zero is stylized as a circle containing a black silhouette of a toucan bird perched on a white globe. Below the '30' is the word 'YEARS' in a large, bold, white sans-serif font. The entire graphic is set against a dark green background with a faint, repeating pattern of rainforest foliage.

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**RAINFOREST ACTION NETWORK** | ANNUAL REPORT 2014-2015



**RAINFOREST ACTION NETWORK** campaigns for the forests, their inhabitants and the natural systems that sustain life by transforming the global marketplace through education, grassroots organizing and non-violent direct action.

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## THE STRATEGY

RAN takes on some of the biggest corporations, banks, and global institutions on the planet — and we get results.

We work at the intersection of three core issue areas:  
**preserving rainforests, protecting the climate and upholding human rights,**  
all through the lens of **corporate accountability.**

So what does that mean?

That means we run strategic campaigns designed to influence not just individual corporations, but to shift entire industrial sectors and transform the global marketplace.

We partner with local, indigenous and frontline communities across the globe to exert pressure and extract actionable policies from the worst of the worst — the corporate and financial culprits responsible for rainforest destruction, massive pollution, human and labor rights abuses, and the near extinction of countless endangered species.

We do this through:

- » high-profile, direct communication
- » peaceful direct actions
- » coordinated media and social media campaigns
- » highly researched and detailed reports
- » activist organizing and collaborative partnerships
- » high-level corporate negotiations — and relentless follow-up to make sure promises are kept.

But we can't do it without you.

Join us, won't you?

PHOTO: RHETT BUTLER / MONGABAY



## A HISTORY OF INNOVATION: MARKET CAMPAIGNS

RAN was an innovator and early proponent of market campaigns — the tactic of targeting corporations in order to shift the public conversation and elevate awareness on crucial issues.

These campaigns have leveraged consumer influence to prompt real action from major corporations. RAN has a nearly unparalleled track record of holding major global players accountable for the environmental and social consequences of their operations.

Due in part to this success, today most major corporations and RAN targets have social responsibility teams, or “green” marketing campaigns. They employ social media consultants pushing out messages of sustainability and climate awareness.

Yet RAN has been able to keep ahead of the curve. Through relentless campaigning, collaborative partnerships, and by amplifying the struggles and stories of frontline communities, RAN continues to succeed in getting our targets to sit down to negotiations and eventually adopt and implement actionable policies for accountability and transparency.

Our goal is to achieve systemic shifts in the international industries that are primarily responsible for driving tropical deforestation, climate change and the human rights abuses that far too frequently accompany those practices.

On the following pages we have compiled just a few of RAN’s campaigns throughout our 30 year history.

And we are ready for more . . .



## THE GOLIATH PRINCIPLE

In order to move whole industrial sectors, RAN will frequently target the largest or most well known brand, project or corporate player in a specific field. From Disney to Home Depot, from Bank of America to the KXL pipeline, this tactic has proven highly successful.

Moving high-profile players makes it possible for other companies and other players to follow. It provides sector-wide momentum and creates an opportunity for corporate targets to tout newfound environmentally and socially responsible solutions.

In many cases, though, critical players can be entrenched, faceless middlemen — such as agribusiness giant Cargill, the oil company Transcanada or the pulp and paper behemoth Asia Pulp and Paper.

In these cases, RAN may target high-profile customers, such as well known grocery store brands or banks that finance worst practices.

## INSIDE / OUTSIDE STRATEGY

RAN combines a variety of specific tactics to bring corporate targets to the negotiation table. Specifically, RAN utilizes an “inside/outside” approach that exerts as much external pressure on the target as possible — while simultaneously holding out the possibility of resolution through high-level negotiations.

These external pressure tactics include grassroots organizing, peaceful and newsworthy direct actions, aggressive and sophisticated traditional and social media campaigns, and “brand-jamming” campaigns that parody corporate identities — all of which is supported by solid environmental science, in-depth supply chain research and deep stakeholder engagement.

Over the course of weeks, months or years, RAN negotiators will help educate and persuade corporate decision-makers on critical accountability measures — and ensure that promises are kept.



## FRONTLINE COMMUNITY PARTNERSHIPS

A central tenet to RAN's theory of change is the firm belief that local communities — especially Indigenous communities — are best positioned to act as stewards and decision makers in regards to their traditional territories. From the Appalachian communities dealing with mountaintop removal coal mining to Indigenous peoples in Ecuador and Indonesia, these communities have firsthand, generations-old knowledge about the specific, place-based threats, vulnerabilities, political relationships, history, and ecological functioning of their landscape.

On the international front, the right of Free, Prior and Informed Consent of Indigenous peoples is all too often overlooked or ignored by corporate and government entities making land use decisions.

Even where ancestral land rights are acknowledged in theory, practice is a different matter. Inaccurate maps, shifting governments, unreliable authorities and countless other situations present constant obstacles to progress.

Often local residents are not fully apprised of the legal ramifications of questions being posed to them during negotiations — or there may be a lack of practical knowledge to implement agreements. Confusion can be the prevailing atmosphere — until chainsaws and bulldozers arrive and it is too late to save their forests, watershed, ancestral lands or livelihoods.

Community gardens, hunting grounds and even villages themselves are regularly destroyed under circumstances where those most directly impacted have little to no voice to stop it.

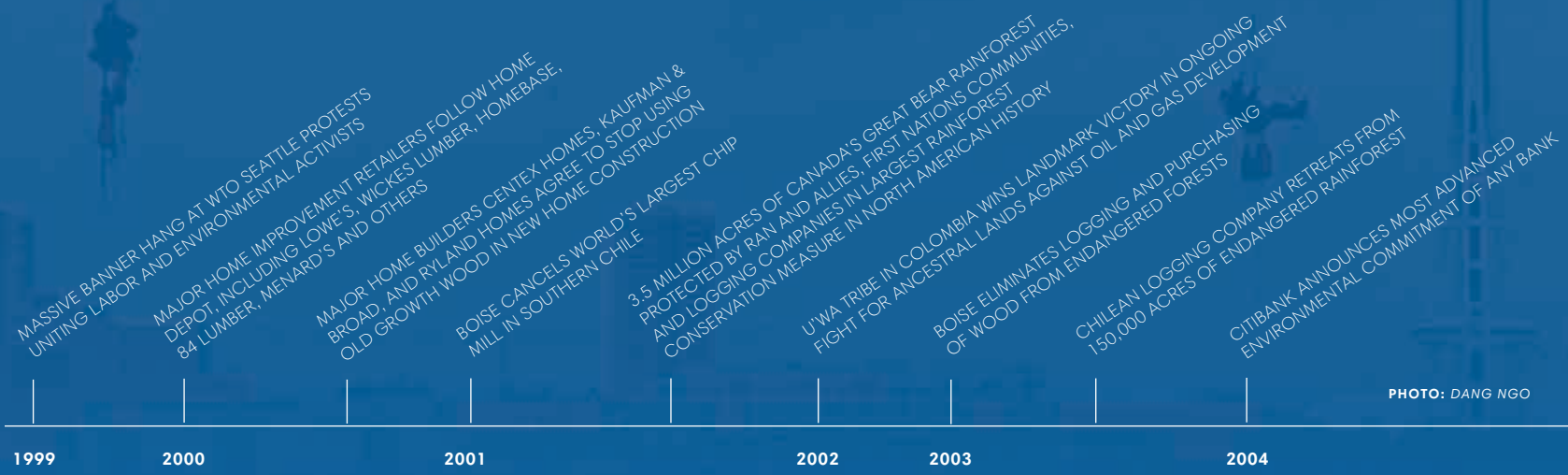
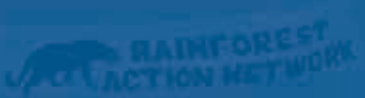


PHOTO: DANG NGO

## THE HUMAN RIGHTS BOTTOM LINE

RAN is firm in our resolve — with targets and allies — that the voice of impacted local or Indigenous communities are present at the negotiating table. And we will not accept corporate commitments that do not include robust human and labor rights protections in addition to environmental and climate considerations.

Honest, authentic and culturally fluent communication with local allies, combined with an up-to-date understanding of regional social and political nuances, are often critical to the success of RAN campaigns.

Security concerns for outspoken local activists, political backlash from opposing parties, cultural sensitivities — these are the considerations that are fundamental to mutually beneficial, long-lasting relationships.

Often it is the ability and willingness to take direction and strength from local leadership that will create a successful place-based RAN campaign.

This understanding that supporting the rights of Indigenous and frontline communities is almost always the most reliable way to secure lasting victories.

That is why these principles are woven into all levels of RAN campaign strategy — from scoping to planning to execution to follow-up. In many cases it may be easier for an international company to craft a policy that will eliminate environmental destruction from its supply chain than it is to eliminate human exploitation. However, RAN considers such policies unacceptable.

Our bottom line will always include human rights assurances that extend far beyond land conflict issues and address child labor, modern slavery and a host of other labor abuses that are still shockingly common in today's global marketplace.



PHOTO: LINDA WELLS





# IT'S NOT WHAT IS POSSIBLE. IT'S WHAT IS NECESSARY.

Compared to 30 years, twelve months seems like a very short time.

As we celebrate our 30th year here at Rainforest Action Network, we can look back on incredible victories. From forcing Burger King to abandon cattle ranch contracts in the Amazon in 1987 to supporting the U'wa Tribe's successful efforts fighting off oil and gas companies from their ancestral lands in 2002. From getting Disney, the world's biggest publisher of children's books, to cut out deforestation not just from their books but from all their paper products across the globe in 2012, to hearing our key target in our palm oil campaign Cargill announce their new global zero deforestation policy at the U.N. in 2014.

Yet so much can also happen in just one calendar year.

This past year we've seen more and more headlines calling to keep rainforests intact in Indonesia and Malaysia. We've seen the defeat of the KXL pipeline and a growing movement to keep fossil fuels in the ground. We've seen global awareness of Conflict Palm Oil continue to rise and some of the biggest snack food companies in the world change their palm oil policies. And we've seen

a real shift in the financial sector as major banking institutions pull out of the coal industry.

At RAN, we take the "Network" in our name seriously. It is only through our partners and our supporters that we are able to create such an impact in the world. Because at RAN, we are not looking to stop one project or change one company. We are always focused on shifting systems and creating sector-wide change. For a relatively small group of activists, these are big targets — but that's been our strategy for 30 years.

But if I look back at 2015 and remember one thing, it may not be the Paris climate accords,

PHOTO: RHETT BUTLER / MONGABAY



*It's not just about protecting species from extinction. It's not just about protecting the climate from fossil fuels. It's not just about protecting the rainforests from destruction. It's about fighting systemic injustice. It's about all of it.*

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or the announcement that our target Bank of America has pulled out of coal, or even the final rejection of the Keystone XL pipeline. It will most likely be a meeting in the Indonesian rainforest.

In September, I was privileged to join a cadre of RAN staff and attend a groundbreaking meeting in North Sumatra near Lake Toba. RAN had organized a first-of-its-kind gathering of nearly 30 organizations in the region, hosted by one of our long time partners KSPPM.

That group has been fending off some of the biggest and most destructive pulp and paper companies for 30 years — just like RAN.

The conference saw activists from the region coming together and meeting for the first time as RAN staff and other partners shared information and led trainings on corporate campaigning, organizing efforts, and communications tactics. Labor rights, land rights, Indigenous rights, species preservation,

water protection — the activists in attendance worked on an incredibly wide spectrum of issues. And it reinforced for me the importance not only of supporting our partners in frontline communities, but how we can learn and take leadership from those partners.

And that is just one way that RAN makes change in the world. And that is why RAN has always made the explicit connection between environmental protections and human rights protections.

Because it's not just about protecting species from extinction. It's not just about protecting the climate from pollution caused by burning fossil fuels. It's not just about protecting the rainforests from destruction. It's about fighting systemic injustice. It's about all of it.

That's the RAN model.

And I could not be more proud to continue that journey with you.

For the Future,



Lindsey Allen  
Executive Director



# PRESERVING FORESTS

Even if you live thousands of miles away from the nearest rainforest, they are essential to your survival. Rainforests provide livelihoods for millions of local communities across the globe. They keep massive amounts of carbon in the ground and out of our atmosphere and they provide a home for millions of people and some of the world's most threatened and endangered animals.

Celebrating 30 years of challenging corporate power, 2015 was a pivotal year for Rainforest Action Network. We stood in solidarity with communities and workers in Indonesia, Malaysia, Papua New Guinea and Liberia. We called out some of the biggest corporate laggards on their greenwashing, and we demanded that critical ecosystems be left standing and intact.

Our achievements in 2015 are the direct result of the unrelenting campaigning and tireless support from people all over the world. Millions of emails, thousands of phone calls, hundreds of actions, dozens of high-impact media stories and countless hours of intensive, behind-the-scenes corporate negotiations and stockholder engagement finally convinced key laggards and held some of the biggest multinational corporations in the world accountable to cut their ties to forest destruction, human rights abuses, exploitative labor and carbon pollution

RAN continued to put the pressure on Asian Pacific Resources International Holdings, or APRIL, Indonesia's second biggest pulp and paper company. Part of this pressure was to demand that clothing companies get forest destruction Out of Fashion! RAN's Out of Fashion campaign, successfully pressured Ralph Lauren to come to the negotiation table and we are helping the company develop a strong policy that will have a powerful impact on the communities and

forests of Indonesia. The goal is to ensure that companies avoid egregious sources of forest-based fabric in the future.

Our Conflict Palm Oil campaign also increased the pressure on the entire Snack Food 20. RAN released our scorecard ranking processed food giants on their supply chain — including America's most popular instant noodle brand, Maruchan, and global snack food giant PepsiCo.

This year also saw Executive Director Lindsey Allen outline the connection between the disastrous forest fires in Indonesia and rampant palm oil and pulp plantation development in an Op-Ed published in *The Guardian UK*. Lindsey drew attention to the catastrophic effects burning forests have on our global climate and how this issue touches down everywhere — from the grocery stores of America to the communities of Indonesia.

PHOTOS: PAUL HILTON FOR RAN





*“They were using Cheerios, GM’s most iconic brand [to force change in sourcing methods.] It was no fun those first few months fighting with RAN...But it actually worked pretty well.”*

— FORMER GENERAL MILLS DIRECTOR OF SOURCING AND SUSTAINABILITY  
AGRI-PULSE, APRIL 25, 2015



# CONFLICT PALM OIL CAMPAIGN

We may not be able to see it, but Conflict Palm Oil is found in roughly half the packaged products sold in US grocery stores, including snack foods like cookies, crackers, instant noodles, cereals, and potato chips. In fact, palm oil is likely present in some form in nearly every room of your home.

Conflict Palm Oil production is also one of the world's leading causes of rainforest destruction. Plantation expansion is pushing deep into the heart of some of the world's most culturally and biologically diverse ecosystems. Irreplaceable wildlife species like the Sumatran Rhino, Sumatran Elephant and the Sumatran and Bornean orangutan are being driven to the brink of extinction. And the search for this commodity gives rise to rampant human rights violations as corporate interests often forcefully remove Indigenous Peoples and rural communities from their lands. Child labor and modern day slavery are happening today on plantations in both Indonesia and Malaysia.

But Conflict Palm Oil is not only a local problem. The clearing of rainforests and carbon-rich peatlands for new plantations is releasing globally significant carbon pollution, making Conflict Palm Oil a major driver of human induced climate change.

Working with allies from around the world, RAN is exposing the supply chains that link Conflict Palm Oil to the foods are sold all over the world, pressuring key corporate palm oil end-users we call the Snack Food 20. Together, the Snack Food 20 have the power to transform the way their suppliers produce palm oil, if they each adopt strong policies with clear public commitments and meaningful time-bound implementation plans.

RAN has already secured new policies and commitments from many members of the Snack Food 20 and in 2015 we released a detailed report evaluating the progress — or lack thereof — within this sector. But our goal is nothing less than to fundamentally change the global marketplace for this commodity.



PHOTO: PAUL HILTON FOR RAN





PHOTOS (CLOCKWISE FROM ABOVE): ROBIN AVERBECK / RAN; DANIEL CASILLAN; PAUL HILTON FOR RAN





# OUT OF FASHION CAMPAIGN

Rainforests in Indonesia and around the world are being destroyed to produce rayon, viscose, and other textiles found in some of the biggest brands on the market. RAN's Out of Fashion campaign addresses this growing threat to forests, animals and forest-dependant communities, by demanding that deforestation, human rights abuses, and the destruction of critical habit be eliminated from their supply chains.

Asia Pulp and Paper (APP) and Asia Pacific Resources International Limited (APRIL), Indonesia's two largest pulp and paper companies, have a long history of rainforest destruction. APRIL and its affiliates like Toba Pulp Lestari (TPL) are also clear cutting and draining huge areas of Indonesia's diverse rainforests and peatlands creating a climate disaster by releasing massive amounts of carbon into the atmosphere. Peatlands and peat forests act as natural carbon sinks and play a critical role by keeping carbon in the ground.

RAN's Out of Fashion campaign is currently targeting companies such as Guess, Abercrombie and Fitch, Forever 21, Under Armour, Foot Locker, Prada Group, Marc Jacobs, Louis Vuitton and more. We have labeled them the Fashion Fifteen.

As part of this campaign, RAN activists made a stop at the Ralph Lauren 2015 shareholder meeting in New York on August 6th, to coincide with the released our new report, *Lessons from the Incense Forest: How Irresponsible Fabric Sourcing is Leading To Land Grabbing And Forest*

*Destruction In Some Of The World's Most Precious Forests.*

The report highlights the case of the community of Pandumaan-Sipituhuta, in Northern Sumatra, Indonesia, and their six-year struggle against Toba Pulp Lestari (TPL). In 2009, the Indonesian government ignored the community's rights to the land and handed over 4,100 hectares of community-owned forests to that pulp and paper company. TPL began to clear cut the forest to plant mono-crop eucalyptus plantations, to provide the material for rayon, viscose, and other wood-based fabrics. This not only destroyed the community's livelihood, it also destroyed priceless habitat and damaged a critical watershed.



**ABOVE:** BRIHANNALA MORGAN / RAN  
**OPPOSITE (CLOCKWISE FROM ABOVE RIGHT):** JOHN DUFFY; BIRCH XAVIER DILWORTH; BRIHANNALA MORGAN / RAN; TOBEN DILWORTH / RAN







# PROTECTING THE CLIMATE

In the 21st Century, we should not be using deadly and outdated technology to power our homes, schools, hospitals, and businesses. Extracting, burning and transporting fossil fuels all carry significant risks to our public health, to the climate and to those directly involved in these archaic industries. They are systems that will inevitably fail — with terrible consequences.

From taking on the fossil fuel industry, to cutting off Wall Street financing for dirty energy projects, to creating a new way to think about a sustainable energy future, RAN fights alongside people directly impacted by dirty energy, challenging corporate power that place profits above people and planet.

In 2015 we secured major wins, stopping key fossil fuel industry developments, including the Keystone XL pipeline. Big banks like Bank of America and Morgan Stanley have made groundbreaking commitments to step away from coal mining.

In Paris, the COP21 climate summit brought together leaders from nearly 200 nations, sending a clear signal to the world that we must work towards a goal of limiting global warming to less than 1.5 degrees. If the role of Paris was to raise the level of stated ambition about climate change, our role at RAN is to push corporations and governments to action that meets this ambition. Of course, opinions on the Paris climate agreement have been wildly mixed to say the least. The inclusion of the aspirational goal to reduce warming to 1.5 degrees Celsius was considered unthinkable just a few years ago. And explicitly addressing the loss and damage experienced by developing nations

from the pollution of developed nations — and agreeing that developed nations should help absorb the cost of those impacts — is groundbreaking.

Yet others have pointed to the lack of binding inclusion for Indigenous and human rights the lack of actionable plans to limit warming to even the formal goal of 2 degrees.

But the Paris climate agreement is not about the national delegates and the lobbyists. Ultimately, real change is always led by people power. The Paris talks only underlined the truth that real leadership on global climate change will come from Indigenous communities, frontline communities, and everyday activists who were not represented during those negotiations or in the final text — but who are driving action on the ground.

ABOVE: TERRY VIRTS / NASA

OPPOSITE (ABOVE): PAUL CORBIT BROWN; BONNIE CHAN



“Perhaps more threatening to the fossil-fuel industry are campaigns by environmental groups such as the **Rainforest Action Network**.”

– FORTUNE MAGAZINE, APRIL 25, 2015





# COAL FINANCE CAMPAIGN

The theory of change at Rainforest Action Network has never been focused on one bad actor — we are always focused on systemic change. And that is exactly what we are seeing in the finance industry as more and more major banks respond to RAN's campaign and turn away from financing the dirtiest of all fossil fuels: Coal.

In May of 2015, after four years of strategic pressure from RAN and our allies, Bank of America made the groundbreaking commitment to cut funding for coal mining. While we knew that Bank of America's announcement was going to signal a tipping point throughout the financial sector, we also know we needed to keep up the pressure on other Wall Street banks.

Citigroup followed by announcing a new policy in October that would greatly reduce their lending to the global coal mining industry. Citigroup's move followed the launch of the Paris Pledge — a joint effort by a global coalition of over 160 organizations calling on the banking sector to end its support for coal mining and coal-fired power. The Paris Pledge was intended to build the pressure on banks in the months preceding the U.N. Climate Conference (COP21) in Paris, which took place in December.

And in late November — following a sharp, focused campaign that included high-profile visits to bank branches from coast to coast — RAN was able to force Morgan Stanley's hand. The banking giant adopted a policy committing to cut financing for coal mining companies and end financing for new coal-fired power plants in developed countries.

On that very same day, Wells Fargo also issued a policy to transition away from financing the global coal mining industry.

RAN's coal finance campaign is part of a global campaign stretching across both sides of the Atlantic, and banks are getting the message that coal means climate change and human rights violations. Over the course of the year, our friends at BankTrack, Friends of the Earth-France, and the German nonprofit *urgewald* have won similar policies at European banks BNP Paribas, Crédit Agricole, ING, Natixis, and Société Générale.

Then, JPMorgan Chase became the fifth major U.S. investment bank to commit to transitioning away from financing the global coal mining industry. This means that five out of the six largest U.S. banks have publicly moved away from financing coal mining!



PHOTO: NELL REDMOND





ABOVE: PAUL CORBIT BROWN  
OPPOSITE (TOP TO BOTTOM): WORLD WILDLIFEWONDERS / SHUTTERSTOCK;  
PAUL CORBIT BROWN; ERIK MCGREGOR



# PUBLIC LANDS CAMPAIGN

In 2015, RAN was a key player in launching a broad new coalition to keep fossil fuels in the ground and place a moratorium on fossil fuel extraction on public lands.

One quarter of U.S. carbon emissions come from fossil fuels extracted from public lands and waters. And the rights to extract this fuel is being sold for pennies to private corporations. In short, some of the wealthiest companies in the world will get richer — and we will be left with environmental disasters in their wake.

But if we keep these fossil fuels in the ground, we can keep a staggering 450 billion tons of carbon pollution out of the atmosphere. That's almost half of all potential emissions from remaining fossil fuels in this country. For comparison, the Obama administrations' Climate Action Plan would keep less than 6 billion tons of carbon out of the atmosphere.

RAN has organized a coalition of more than 400 organizations asking the federal government to put a full moratorium on fossil fuel leasing on public lands and waters. Our partners are groups from across the country, from Alaska to Florida; from survivors of BP's Gulf Coast disaster, to Chaco Canyon, where communities are fighting to protect sacred sites from the fracking industry. And we

have begun organizing actions to peacefully disrupt these auctions across the country.

Tackling the fossil fuel industry is no small project. But as individuals, as a movement, and as a society we have to stop thinking about what is considered politically possible and start focusing on what's necessary.

Economic forces, political considerations, public opinion polls, global energy systems — these are all very real obstacles to systemic change. Yet we cannot allow that to limit our goals. We need to ask more from ourselves because the situation demands it. It's not about incremental fights — it's about changing our entire outlook on fossil fuels.



PHOTO: ROBERT JACKSON





**KEEP IT**

IN THE **GROUND**



PHOTO: RUTH BREECH / RAN



PHOTOS: SUCHAT PEDERSON; ROBERT JACKSON



# STOPPING THE KXL PIPELINE

"When we fight, we win!"

That was RAN's message in November 2015, when the Keystone XL pipeline was finally rejected after a seven year battle to stop this environmental disaster.

Keystone XL has always been about power: people power vs. the power of Big Oil. Against a tidal wave of business-as-usual corporate money funnelled to lobbyists and paid advertisements, an unprecedented coalition came together. It's important to remember that the KXL was considered a done deal — yet another rubber-stamped fossil fuel project. But when Congress supported the KXL, our movement pressured President Obama to issue only the third veto of his term.

The KXL victory is a testament to the power of grassroots organizing. It is the result of millions of people taking action to prioritize long term climate justice over short term corporate profit. From gathering petition signatures and making phone calls to hosting vigils, concerts and house parties, to engaging in direct action and principled arrests — communities rose up to stop this project. Nebraska landowners and Indigenous activists participated in civil disobedience alongside long time environmentalists. Urban climate justice advocates worked with faith groups from the Midwest. People from all walks of life took a look at this this issue and decided to make it a referendum on the future of our country.

People launched tree-sits in the piney woods of East Texas, they encircled the White House by the thousands and nearly one hundred thousand of supporters signed a Pledge of Resistance to risk arrest if necessary to stop business-as-usual if Obama indicated imminent approval.

And it is just the beginning for the newly invigorated climate movement. There will be many more battles to fight in the struggle against climate change. But thanks to RAN supporters and activists across the continent, the doubters were proved wrong yet again.



PHOTO: BONNIE CHAN





PHOTOS: KAYANA SZYMCAK; ERIC SLOMONSON; KIRA MARDIKES



# COMMUNITY ACTION GRANTS

## FRONTLINE COMMUNITIES: *Where Small Grants Have a Huge Impact*

Indigenous and frontline communities are the best stewards of the world's rainforests and the best organizers against climate change. History has proven that time and again — and that is why RAN created the Community Action Grants program.

RAN Community Action Grants provide crucial and rapid funding for people fighting in their own communities across the globe to protect millions of acres of forest, to keep millions of tons of carbon in the ground, and to protect the rights and self-determination of local communities. And you can be a part of this effort right now.

### Direct Support to Grassroots Leadership

Indigenous and frontline communities suffer the disproportionate impacts to their health, livelihood and culture from the effects of global climate change and from destructive and invasive extractive industry mega-projects. From plantation expansion into rainforests to mountaintop removal coal mining; from illegal animal poaching to illegal land grabs; from massive water-source contamination to massive carbon pollution from profit-driven land management — these communities know these threats because they live with their environmental impact and their cost in human rights and species extinction.

And that is why RAN Community Action Grants are designed specifically to strengthen the capacity of Indigenous and frontline communities and to support grassroots leadership. Because local and Indigenous activists know how to co-exist with natural resources and they know how to organize in order to protect the planet and their communities.

With your support, we can create a stronger global movement to protect our planet.



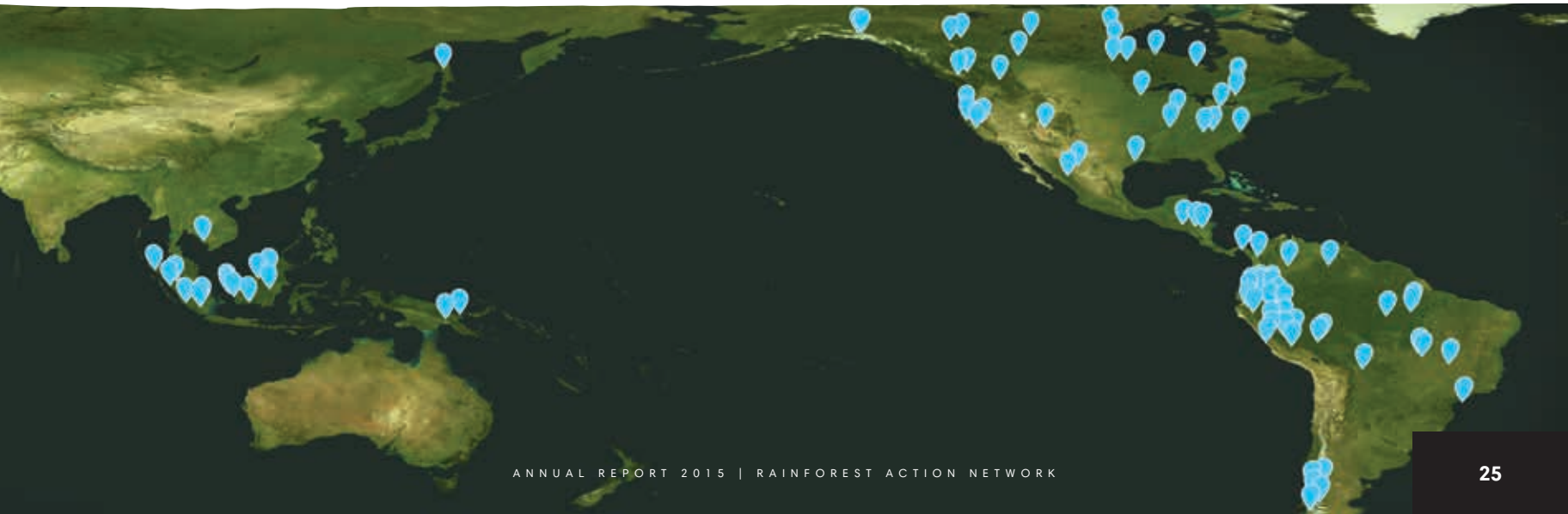
COMMUNITY MEMBERS OF JOGBAHN CLAN (GRAND BASSA) AT A MEETING IN TARLOE TOWN DISCUSSING EPO PLAN TO EXPAND ONTO THEIR CUSTOMARY LAND.  
PHOTO: SUSTAINABLE DEVELOPMENT INSTITUTE



*Small grantmaking is also a strategy to support RAN's model of campaigning, which includes direct engagement with corporate players while also working in partnership with local NGOs and communities. Our small grants allow us to increase our support of strategic efforts by local partners and, when appropriate, to coordinate linking efforts on the ground with market attention and leverage.*



**MOTHER NATURE, IN COORDINATION WITH LOCAL COMMUNITIES AND BUDDHIST MONKS FROM ACROSS CAMBODIA, ORGANIZES HIGHLY VISIBLE TREE BLESSING CEREMONIES AMIDST THREATENED FORESTS OF THE ARENG VALLEY.**  
PHOTO: LUKE DUGGLEBY / LUKEDUGGLEBY.COM



# PROTECT-AN-ACRE

*Where Human Rights and Forest Protection Come Together*

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Protect An Acre (PAA) grants supports grassroots leadership and local organizations in forest regions to protect threatened forest lands and to protect the human rights of communities that have co-existed with and depended on these regions for generations.

These grants are critical to help local activists regain control of and sustainably manage traditional territories. With your support, grassroots organizations can launch successful land title initiatives, create powerful community education programs, develop sustainable economic alternatives and build lasting grassroots resistance to destructive industrial activities.

Since it began in 1993, RAN's PAA program has distributed more than one million dollars in grants to more than 200 frontline communities and Indigenous-led organizations to protect millions of acres of forests around the world. PAA is core to RAN's commitment to supporting the livelihoods and right to self-determination of forest communities, promoting safe and respectful labor rights, and fighting against human rights abuses frequently associated with logging, pulp and paper mills, mining and other extractive industries.

## SMALL, BUT STRATEGIC ... AND POWERFUL

PAA grants are typically \$5,000 or less, and they are targeted to regain control of and sustainably manage traditional territories. These grants are critical for local activist campaigns such as launching land title initiatives, creating community education programs, developing sustainable economic alternatives and building grassroots resistance to destructive industrial activities.

PAA is a direct alternative to "buy-an-acre" programs that seek to provide rainforest protection by buying tracts of land. Too often, those programs fail to address the priorities and rights of local

Indigenous peoples. Also, uninhabited forest areas often go unprotected, even if purchased through a buy-an-acre program. It is not uncommon for loggers, oil and gas companies, cattle ranchers and miners to illegally extract resources from areas "protected" by these programs.

At the heart of PAA lies RAN's firm belief that traditional forest communities are the best stewards of the land — because their way of life depends upon the health of their environment. Recent studies add to the growing body of evidence that Indigenous peoples are better protectors of their forests than governments or industry.

With your support, we can create a stronger global movement to protect our planet.

**Other recipients include:** Amazon Watch (supporting Pueblo Originario Kichwa de Sarayaku), Associação Sociocultural Yawanawa – ASCY, Ceibo Alliance, Forest, Nature and Environment Aceh/ Hutan Alam dan Lingkungan Aceh (HAKA), Indonesia Center For Conflict and Investment (ICCI), Jambi Network of Peat Communities – JARINGAN MASYARAKAT GAMBUTJAMBI (JMG-J), Land is Life (on behalf of Waorani Nationality of Ecuador – NAWÉ), Link-AR Borneo, Oro Community Environmental Action Network (OCEAN), Pueblo Originario Kichwa de Sarayaku (Tajjasaruta), Riau Network of Peat Communities, South Sumatra Network of Peatland Communities (JMGS), Tenaganita, United Farmers of Jambi, WALHI East Kalimantan, WALHI Jambi (Wahana Lingkungan Hidup Indonesia Yayasan/ Indonesian Environmental Forum Jambi)



## PROTECT-AN-ACRE HIGHLIGHTS

### **Movimento Munduruku**

\$5,000 to support the demarcation and monitoring of the Sawré Muybu territory of the Munduruku people, the last large un-demarcated swath of Munduruku territory in the Tapajós Basin, a jewel of the Amazon and home to an incredible array of plant and animal biodiversity that is threatened by Brazil's plans to build three major dams in the region.



### **Peruvian Federation of Achuar Nationalities – FENAP**

\$5,000 to support an advocacy delegation to Iquitos, Peru of elected leaders, elders, youth and women representing the Achuar people of Peru's Pastaza river basin to request that the Peruvian state annul the Block 64 oil concession for having been created in violation of the Achuar people's right to prior consultation and to submit paperwork for land title recognition for the entire Achuar ancestral territory, which would help secure the long-term rainforest protection.



### **Yayasan Wahana Bumi Hijau (WBH)**

\$15,000 to support monitoring APP's implementation of its social and environmental commitments and work with communities to both help resolve ongoing conflicts as well as to prepare others that haven't been impacted yet to enter into Free, Prior and Informed Consent processes related to APP's OKI Pulp and Paper Mill, set to be the biggest paper mill in Asia and potentially impacting over 750,000 hectares and 11 villages.



**For a complete list of grant recipients,  
visit: [www.ran.org/paa](http://www.ran.org/paa).**

**PHOTOS (TOP TO BOTTOM): AMAZON WATCH; RAQUEL YRIGOYEN (IIDS/ILLS);  
YAYASAN WAHANA BUMI HIJAU (WBH)**

# CLIMATE ACTION FUND

*Supporting Communities to Keep Fossil Fuels in the Ground*

The Climate Action Fund (CAF) supports frontline communities directly challenging the fossil fuel industry. CAF provides small grants (generally \$2,500 or less) to local groups tackling the root causes of climate change – the extraction and combustion of dirty fossil fuels such as coal and oil.

The Climate Action Fund is also an operational system to reduce RAN's carbon footprint — and we are offering this system to any individuals and organizations looking for a grassroots alternative to carbon offset programs.

## DIRECT SUPPORT V CARBON OFFSETS

RAN estimates that each of our staff members is responsible for an average of five tons of CO<sub>2</sub> per year for their work-related activities, including travel and resource consumption. Instead of purchasing carbon credits to offset this climate impact, RAN has calculated relevant dollar amounts for this carbon footprint and commits these funds to empower frontline communities to keep fossil fuels in the ground.

Began in 2009, CAF supports thousands of local communities and activists across the globe who are the key players in directly challenging the source of climate change and getting lasting results. In their efforts to stop new carbon-emitting projects and to shut down old ones, these communities are protecting their livelihoods against polluting industries and fighting to secure a clean energy future for everyone. And your support to this program can have a huge impact — these groups are on the frontlines of efforts to stop the largest, dirtiest, and most carbon intensive industries, and many of them are volunteer-based and have very few resources.

PHOTOS (OPPOSITE PAGE TOP TO BOTTOM): WANGAN AND JAGALINGOU FAMILY COUNCIL; HISTORICALLY BLACK COLLEGE CLIMATE CHANGE INITIATIVE; INDIGENOUS PEOPLE'S POWER PROJECT (IP3)

## HOW IT WORKS

After years of careful tracking, RAN estimated the carbon impact of the work-related activities of our staff. This 'baseline emission' estimate is an average of five tons of CO<sub>2</sub> per year for each staff person.

RAN then contributes an equal amount to the Climate Action Fund to provide grants to activists fighting against the drivers of climate change such as the fossil fuel industry.

You can be part of this innovative response to climate change. By using this RAN baseline and contributing to CAF at one of the following sponsorship levels, you will help build the grassroots climate activist movement:

- » **Bronze** – \$5 per ton of CO<sub>2</sub> – equivalent to the price set by low-end carbon offset schemes
- » **Silver** – \$25 per ton of CO<sub>2</sub> – equivalent to the price set by mid-level carbon offset schemes
- » **Gold** – \$85 per ton of CO<sub>2</sub> – based estimates by former World Bank Chief Economist, Sir Nicholas Stern. Stern holds that each ton of CO<sub>2</sub> we emit causes \$85 in social and environmental damages.





## CLIMATE ACTION FUND HIGHLIGHTS

### Wangan Jagalingou Traditional Owners Aboriginal Corporation

\$2,500 to support an international tour to meet with major banks and Indigenous community and NGO allies as part of the Wangan and Jagalingou peoples' campaign to prevent Australia's largest coal mine from being established on ancestral land.



### Deep South Center for Environmental Justice, Inc.

\$2,500 to support a student delegation from the Historically Black College Climate Change Initiative to participate in the United Nations Framework Climate Change Convention (UNFCCC) Conference of the Parties 21st convening (COP21) in Paris, France from November 30, 2015 through December 11, 2015.

### Indigenous People's Power Project (IP3)

\$2,500 to support IP3's Training for Indigenous Trainers bringing together Indigenous activists and organizers from the frontlines of challenging fossil fuel extraction and combating the climate crisis to support and build their capacity to carry out self-determined acts of resistance for their lands and communities.



*Other recipients include: The Alliance for Appalachia, Coal River Mountain Watch, Extreme Energy Extraction Coalition (E3C), Kanawha Forest Coalition, Marec Creciente México (Rising Tide Mexico), Mountain Justice, Wangan*

*For a complete list of grant recipients, visit: [www.ran.org/climate\\_action\\_fund](http://www.ran.org/climate_action_fund).*





# SUPPORTERS

JULY 1, 2014 - JUNE 30, 2015

PHOTO: PAUL HILTON FOR RAN



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## THE PANTHER CIRCLE - ( \$ 2 5 , 0 0 0 a n d u p )

### (\$100,000 and up)

Environmental Investigation Agency  
Ford Foundation  
Foundation For The Carolinas  
Humanity United  
Jackie and Michael Klein  
Monica Winsor and Josh Mailman  
Alice and Fred Stanback  
The Grantham Foundation  
The Norwegian Agency for Development Cooperation (NORAD)  
The Tilia Fund

### (\$50,000 - \$99,999)

ClimateWorks Foundation  
Fidelity Charitable Gift Fund  
Dan Houser  
JMG Foundation  
Mertz Gilmore Foundation  
Dan Scales  
Schmidt Family Foundation  
Silicon Valley Community Foundation  
The Houser Foundation Inc  
William H. Donner Foundation, Inc.

### (\$25,000 - \$49,999)

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Anne Butterfield  
Chet and David Barclay  
André Carothers  
Jodie Evans  
Urs Hoelzle  
Bokara Legendre  
Christina Mednick-Singleton  
Overbrook Foundation  
Pentera Trust Company Limited

Quan Yin Foundation  
Robin Russell  
Sandy Spring Trust  
Nancy G. Schaub  
The Benindi Fund  
The Josh Mailman Foundation  
The Schaffner Family Foundation  
World Centric

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## CATALYZING A MOVEMENT - ( \$ 1 , 0 0 0 t o \$ 2 4 , 9 9 9 )

### (\$10,000 - \$24,999)

Arntz Family Foundation  
AuctionCause  
David Berge  
Mimi and Peter Buckley  
California Community Foundation  
Canopy  
Kim and Andrew Castellano  
Cornell Douglas Foundation  
CREDO  
Earthshine Foundation  
Hidden Leaf Foundation  
ImpactAssets, Inc.  
The Israel Family  
Jane Smith Turner Foundation  
Segal Herschel  
Artemis Joukowsky  
Dasa and Bruce Katz  
Katz Family Foundation  
Jennifer Ladd  
Dal LaMagna  
Mental Insight Foundation  
Nature's Own / Roy Young  
Dawn and Justin Newton  
Matthew Palevsky  
Julie and Will Parish  
Rainy Day Investments, Ltd.  
Rosemary Pritzker  
Rose Foundation for Communities and the Environment  
Schwab Charitable Fund  
Steve Silberstein  
Philippa Strahm  
Mary Tarbotton  
Texas Trustee Services, LLC  
The San Francisco Foundation  
The William Kistler Charitable Fund  
USAA, In Memory of Morris and Rose Kraft

### (\$5,000 - \$9,999)

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Allan Badiner  
John Bailey  
Pamela Ball  
Barbara Bosson  
Allen Carroll  
Mr. and Mrs. Mark Cohen  
Sandra Davidson  
EarthShare California  
Pam Polite Fisco and Dennis Fisco  
Cindy Gantz  
Bina and Brian Garfield  
Garfield Foundation  
Lynda Goldstein  
Adelaide Gomer  
Lauri Hughes  
Jewish Community Federation & Endowment Fund  
Virginia Jordan  
Frances and Michael Kieschnick  
Charlotte Levinson  
Pamela and Don Lichty  
Pamela Lippe and Guy Morris  
Livingry Foundation  
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John Lyddon Family Foundation  
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Barbara Meyer  
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The Davidson Family Foundation  
The Max and Anna Levinson Foundation  
The Warrington Foundation  
Tides Foundation  
Paula Hawthorn and Michael Ubell  
Gay Dillingham and Andrew Ungerleider  
Ariane Van Buren

### (\$1,000 - \$4,999)

Acterra Fiduciary Account  
Tracy McCulloch and Dean Alper  
Angelica Foundation  
Anonymous  
Cynthia Holcroft Argani  
Marilyn and Charles Averbeck  
Bank of America Charitable Gift Fund  
Cynthia Beard  
Andy Behar  
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Ann Berdy  
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Deb Bohrer  
Alex Bomstein  
Helen and Joseph Bouscaren  
Bruce Ford Brown Charitable Trust  
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Robert Cannon  
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Tova and Ron Claman  
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Kelly and Jane Clark  
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Gregory Depasquale  
Anna DiRienzo  
John Disterhoff  
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Elise Dose  
Griswold Draz  
eQuilter.com  
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Amy Roth and Robert Epstein  
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Jeani and John Ferrari, in Memory of Justin Ferrari  
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Elizabeth Goodman  
Elizabeth Gordon  
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Patsy Graham  
Kenneth Greenstein

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Ann Stokes  
Stoller Family Charitable Lead Annuity Trust  
Suzanne Stone  
Anne and Elliott Sumers  
Superior Nut Company, Inc.  
Mary Ta  
Elizabeth Taylor  
The Jim and Patty Rouse Charitable Foundation, Inc.  
The Mane Kay Foundation  
The Mennonite Foundation, Inc.  
The Thompson Street Charitable Fund  
The Vangaurd Charitable Endowment Fund  
Penny and Ted Thomas  
Transamerica Life Insurance Company  
Trillium Asset Management Corporation  
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Lara and Gar Truppelli  
Natascha and Bob Weir  
Mariquita West  
Mani White  
WildWoods Foundation  
Kathrin Williams  
Julia Winiarski  
Ethan Yake  
Leigh Marz and Matthew Zeigler

## ***In-Kind Gifts***

A16 San Francisco  
ABC Home & Planet Foundation  
Lindsey Allen and Brent Maness  
Alpha Omega Winery  
Anonymous  
Allan Badiner  
Beach Chalet  
Boulder Blooms  
Mimi and Peter Buckley  
Bungalow Munch Organic Granola  
Cavallo Point, The Lodge at Golden Gate  
Shaari Ergas  
Esalan Institute  
Gabrielle Sanchez, Inc  
Good Clean Love  
Grace Organics  
Gräsplan  
Grassi Wine Company  
Bruce Gray  
Green Toys  
Michael Honack  
Tamar Hurwitz  
Barbara Kingsolver  
Michael Klein  
Anna Lappé  
Lionette By Noa Sade  
Lonely Planet  
Susan Meade  
Kimberly Hughes Moazed and Steve Moazed  
Margaret O'Leary  
Patagonia  
Peko Peko  
Play Hard Give Back  
Post Ranch Inn  
RUNA  
Russian River Adventures  
San Francisco Ballet Association  
Sawtooth Brewery  
Silver Oak  
Slow Food for Fast Lives

Solar Living Institute  
Spirit Works Distillery, LLC  
SPQR  
Surfmonk  
Mary Tarbotton  
Terrapin Crossroads  
Bryant Terry  
Tesla Motors  
The Cleaver Co. and The Green Table  
The Plant Cafe Organic Restaurant Group  
The Serena Fund  
Transformational Bodywork  
Michael Ubell and Paula Hawthorn  
Veggie Evolution  
White Cedar Fund

## ***Bequests***

Estate of Clara Niemoller  
Estate of Elisa Gray  
Estate of Eugene Luschei  
Estate of Richard Blum Richman



## ***30-Year Donors***

Judith Gire  
Joan Herke and William Herke  
Ted McAndrew  
Christine Proctor  
Perry Scott  
John Ursu  
Lornie White



“

I often cite **Rainforest Action Network** as an example of a small organization that squeezes a lot of impact out of a small budget.

- Jacob Harold  
President and CEO, **Guidestar**



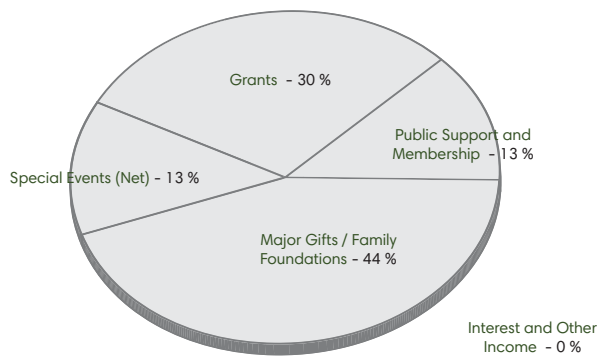
PHOTO: JUSTIN LANIER



# STATEMENT OF ACTIVITIES

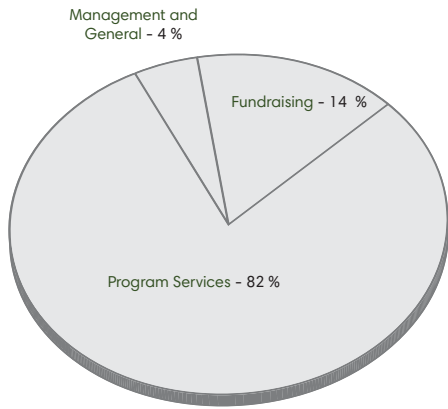
## SUPPORT AND REVENUE

<i>Public Support and Membership</i>	\$ 555,987
<i>Major Gifts / Family Foundations</i>	1,954,813
<i>Special Events (Net)</i>	557,600
<i>Grants</i>	1,342,185
<i>Interest and Other Income</i>	533
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ 4,411,118</b>



## EXPENSES

<i>Program Services</i>	\$ 4,368,040
<i>Management and General</i>	201,573
<i>Fundraising</i>	763,410
<b>TOTAL EXPENSES</b>	<b>\$ 5,333,023</b>



<i>Change in Net Assets</i>	\$ (921,905)
<i>Net Assets at Beginning of Year</i>	\$ 5,131,874
<i>Net Assets at End of Year</i>	\$ 4,209,969

For a complete financial report by Armanino LLP, contact RAN's Development Office

PHOTO: PAUL HILTON FOR RAN



# STAFF AND BOARD

## STAFF

**Aidil Fitri** *Indonesia Senior Advisor*  
**Alison Kirsch** *Climate and Energy Program Assistant*  
**Amanda Starbuck** *Climate and Energy Program Director*  
**Andrea Skinner** *Executive Programs Manager*  
**Ashley Schaeffer Yildiz** *Responsible Food Campaigner*  
**Ben Collins** *Senior Research and Policy Campaigner*  
**Bill Barclay** *Policy and Research Director*  
**Brad A Schenck** *Digital Engagement Director*  
**Brihannala Morgan** *Senior Forest Campaigner*  
**Carine Terpanjian** *Foundations Director*  
**Chelsea Matthews** *Forest Campaigner*  
**Christopher J. Herrera** *Director of Communications and Chief Storyteller*  
**Cyriac Joseph** *Membership Coordinator*  
**Demetrius Martin** *Data and Donor Services Coordinator*  
**Emm Augusta Smith Talarico** *Stack Developer*  
**Emma Rae Lierley** *Forests Communications Manager*  
**Esteban Duarte Diaz** *Media Producer*  
**Ethan Nuss** *Palm Oil Campaign Organizer*  
**Fitri Arianti Sukardi** *Indonesia Coordinator*  
**Gabe Smalley** *Digital Campaign Strategist, Forest Program*  
**Gemma Tillack** *Agribusiness Campaign Director*  
**Ginger Cassidy** *Forest Program Director*  
**Irina Pekareva** *Senior Staff Accountant*

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**Jason Opeña Disterhoft**  
**Jeri Howland**  
**Jessica Serrante**  
**Katrina Mendoza**  
**Kelsey Baker**  
**Lafcadio Cortesi**  
**Laurel Sutherlin**  
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**Peter Dakota Molof**  
**Robin Averbeck**  
**Ruth Breech**  
**Scott Parkin**  
**Sophie Roudané**  
**Stayson Varghese**  
**Toben Dilworth**  
**Tom Picken**  
**Toyoyuki Kawakami**  
**Tracy Solum**

*Online Production and Design Coordinator*  
*Digital Campaign Strategist, Climate and Energy Program Development Director*  
*Rainforest Agribusiness National Organizer*  
*Digital Content Editor and Strategist*  
*National Organizing Outreach Coordinator*  
*Asia Director*  
*Senior Communications Strategist*  
*Executive Director*  
*Foundations Coordinator*  
*Office Manager*  
*Chief Operating Officer*  
*Climate and Energy Organizer*  
*Senior Forest Campaigner*  
*Senior Climate and Energy Campaigner*  
*Senior Climate and Energy Campaigner*  
*Development Coordinator for Major Donors and Special Events*  
*Accounting Clerk*  
*Art Director*  
*Forest Finance Campaign Director*  
*RAN Japan Director*  
*Community Action Grants Program Officer*

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Anna Lappé *Secretary*  
Deepa Isac *Governance Chair*  
James Gollin *Board President*  
Jodie Evans *Development Co-Chair*  
Marsela Pecanac  
Michael Northrop  
Scott B. Price *Treasurer / Finance Chair*

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Catherine Caufield, Pamela Lippe

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Bob Weir  
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Chris Noth  
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Woody Harrelson  
Daryl Hannah

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Mike Roselle  
Randall Hayes

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Adrienne Fitch-Frankel, Avani Mody, Christy Tennery-Spalding, Claire Sandberg, Elise Nabors, Jessica Nuti, Lauren Bourke, Saba Sadeghi, Susana Cervantes, Todd Zimmer, Vivien Trinh



**30**  
**YEARS**



425 Bush Street, Suite 300 | San Francisco, CA 94108  
[RAN.org](http://RAN.org)

PHOTO: TAMBAKO THE JAGUAR / FLICKR