



AMAZON CONSERVATION: **Business Partnerships**

*Working together to protect the
greatest wild forest on the planet.*

20+ Years of Protecting the Amazon

Mission: To unite science, innovation, and people to protect the Amazon – the greatest wild forest on Earth.

We envision a thriving Amazon that sustains the full diversity of life. Since 2000, Amazon Conservation has worked on the ground in Peru and Bolivia.

Our focus on protecting wild places, empowering local people and putting science and technology to work has been shaped by the people and land where we began.



A thriving Amazon matters to the people who live there, to the countries it encompasses, and to the entire world.

The Amazon contains the single largest tropical rainforest on the planet. **Covering about 40% of the South American continent, it spans more than 1.6 billion acres across nine countries,** creating the world's largest river basin and most important terrestrial biome.

Across the Amazon, **deforestation has claimed more than 185 million acres of forests since 1978 and the rate has been steadily increasing.** From illegal gold mining, illegal logging, fires, and limited governance, we are taking action against the many drivers of deforestation and threats to these forests.



Why Amazon Conservation?

- **Holistic strategies:** Our three-pronged approach to conservation (protect wild places, empower people, and put science and technology to work) strives for long-term and climate-smart solutions that adapt to local needs; are self-sustaining; create local empowerment, not dependence; and invest in future generations of conservationists.
- **Reputation:** Since 2000, we have worked closely with local partners, from private landowners, local and national governments, indigenous communities, and non-governmental organizations. In many instances, we are the go-to organization in helping fight deforestation, training community leaders in the latest monitoring technology, and models for strengthening a sustainable forest-based economy.
- **Reach:** Through our Alliance and partnership model, we strive to maximize our impact across the region while maintaining localized solutions. We're able to provide technical, logistical, and knowledge support to local conservation organizations, communities, and government agencies across the entire Amazon that can be adapted to each local situation.
- **Local:** Our roots are local, stemming from more than 20 years of conservation efforts on the ground in Peru and Bolivia. To this day we prioritize local solutions and empowering local people, communities, and governments, ensuring your support has a positive local impact.

Our Partners

Our partners share our core values about protecting the biodiversity, ecosystems, and the future of the planet through promoting sustainability, accountability, and environmental justice.

They strive to **make a difference and raise awareness** through multiple channels including but not limited to:

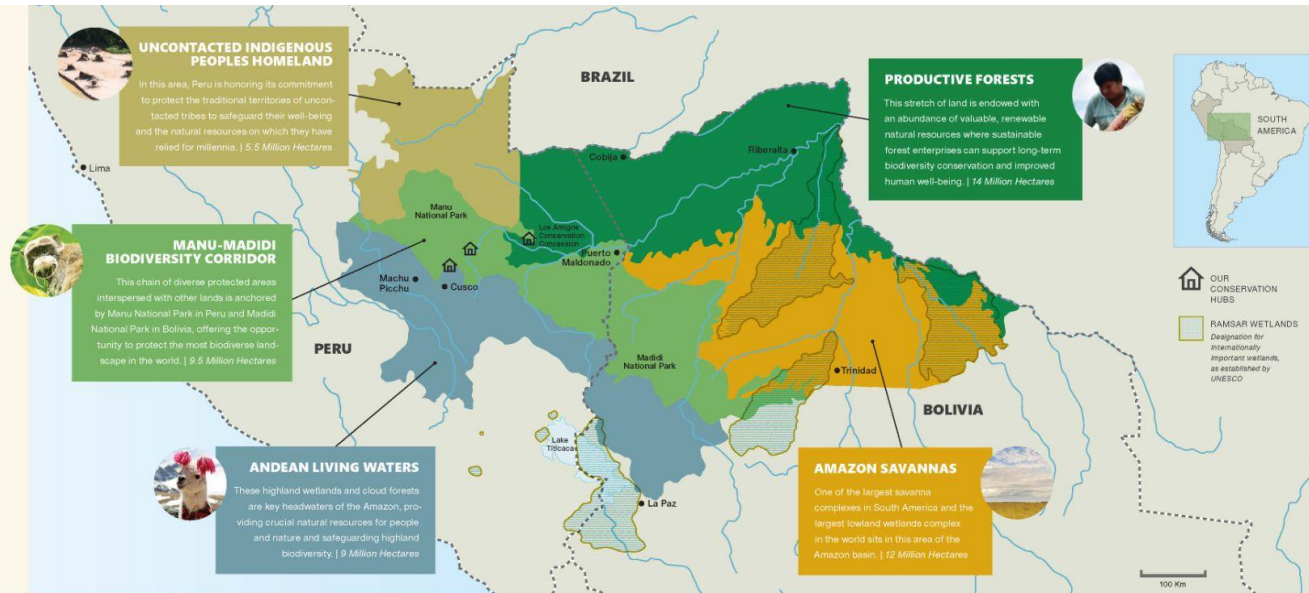
- encouraging employees to donate and volunteer for aligned causes
- committing to reducing their business' and individual footprints through CSR, ESG, etc.

Their **mission and values align** with those of Amazon Conservation and they see the value of **utilizing their platform to advocate** for the Amazon and all who depend on it.



Amazon Conservation Alliance

Amazon Conservation is part of an international alliance of 3 sister organizations. Our organizations have offices in the US (Washington, DC), Peru (Lima, Cusco, Puerto Maldonado), and Bolivia (La Paz, Cobija, Beni). Each organization operates independently but shares a common mission, vision, and strategy.



The Alliance works directly on the ground in Peru and Bolivia; through partnerships with local organizations in Brazil, Colombia, Ecuador, and Venezuela; and through satellite monitoring across the region via our [MAAP program](#).

Next steps towards a business partnership

1. **Introductory meeting**
 - a. share your business's goals, values, and aligning interests
 - b. what type of partnership interests your business, questions for Amazon Conservation
2. **Paperwork**
 - a. both parties develop and sign a partnership agreement to establish details and formalize partnership
3. **Resource sharing**
 - a. Amazon Conservation communications packet and other marketing materials needed
 - b. provide Amazon Conservation with your business logo and information to add your business to our partner page
4. **Ongoing feedback, communication, and partnership renewal**
 - a. open line of communication to request updates, photos, stories, etc. as needed.
 - b. develop joint campaigns as applicable, including Amazon Conservation's forest-friendly shopping guide leading up to holiday season.
 - c. standard partnership agreement expires after one year and should be renewed at the start of each calendar year, when both parties will review and renew agreement and partnership details.

What can a business partnership look like?

- Fundraisers or marketing campaigns to raise awareness and/or funds
- Ongoing donation of a portion of proceeds (a percentage of monthly/quarterly proceeds)
- Host an event for your employees and/or clients where Amazon Conservation shares our mission and conservation work through engaging activities like tabling or a presentation
- Other creative ideas you may have! Some fun ideas include:
 - run a special Amazon-themed sale where X% of proceeds go to our conservation initiatives
 - host a raffle where each \$X donation = 1 entry
 - host an Earth Day event and invite us to table or present

All of the charities we donate to are ranked 4 out of 4 stars by Charity Navigator, America's premier independent charity evaluator.
 Disclaimer: Marc Skid selected charities at launch based on ranking; MS will re-evaluate at 2018's end. Charity Navigator ranks rotationally; there could be temporary disparities in MS selections.



These charitable organizations are merely the chosen recipients of Marc Skid's charitable donations. These charitable organizations are not affiliated in any other way with Marc Skid, do not endorse the Marc Skid brand or products, and are in no way involved in the distribution, marketing, packaging, production, or promotion of Marc Skid products.

Other Business Partnership Ideas

- Make a direct financial contribution to advance our mission or to support a specific project
- Encourage customers to round up their totals to the nearest dollar and donate the difference
- Provide pro-bono consulting services, such as advice on impact investing, legal matters, fundraising, web/social media platforms, marketing, and communications
- Donate key equipment for our Conservation Hubs, such as solar panels, cameras, lab equipment, laptops, and other supplies, and specialized technology to help monitor biodiversity in local forests, such as camera traps and acoustic monitoring tools
- Photography and video-editing support to help us tell impactful stories from the ground in the Amazon
- Sponsorship support for our scholarship program for young local researchers at our Conservation Hubs by creating a sponsorship
- Set up a workplace giving program to encourage employees to donate directly through their payroll
- Create a corporate match program by matching your employees' contributions to Amazon Conservation and maximize the impact of workplace giving and developing a workplace culture of philanthropy
- Utilize your business's internal and external platforms and brand reputation to promote Amazon Conservation and our mission and raise awareness about the importance of protecting the Amazon

Perks for your business

- share logo, mission, photos, stories, and other materials to help raise awareness and funds to make a real impact in the Amazon
- tax-deductible donations for your business, employees and clients to support long-term conservation in the Amazon
- add your business's logo and site to our [business supporters page](#)
- customize donation page for a campaign/event to simplify donations from your clients or attendees
- include your business in our “forest-friendly shopping guide” leading up to the holiday season



Amazon Conservation is excited to partner with Seattle-based tattoo artist [Matt Hildebrand](#) in raffling off a full day of tattooing at his shop in Seattle. For each \$25 donation to Amazon Conservation between March 10-31, 2023, you will receive one entry in the raffle.

Matt has always been interested in protecting the environment and the Amazon. After learning that many of his clients share this concern for the future of the planet and rainforests, he decided to find a way to make a big impact through his business and online community. Inspired by these shared interests, Matt decided to partner with Amazon Conservation to raise awareness about the importance of conserving the greatest forest on Earth and make a direct impact across the region.

their forest homes.

\$25 Donation

1 entry: Safeguards 15 acres of forest to protect the forest home and resources of local families and communities, including indigenous groups living in voluntary isolation in the Amazon.

Custom

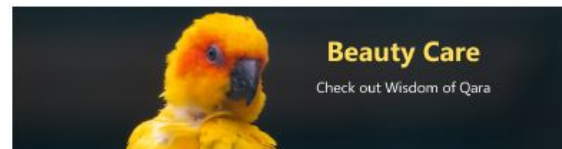
Empowers local families and communities in the Amazon to protect the greatest wild forest on Earth for future generations.

\$ USD

One Time

[Dedicate This Gift](#)

Our top picks:



Wisdom of Qara skincare uses botanicals from the Amazon combined with science to create wellness products that will help you exist in balance with yourself, your community and Mother Earth. Their commitment to ethical skincare affects every decision they make about formulas, ingredients and packaging. [View their skincare line here.](#) (Currently only shipping to within the European Union).



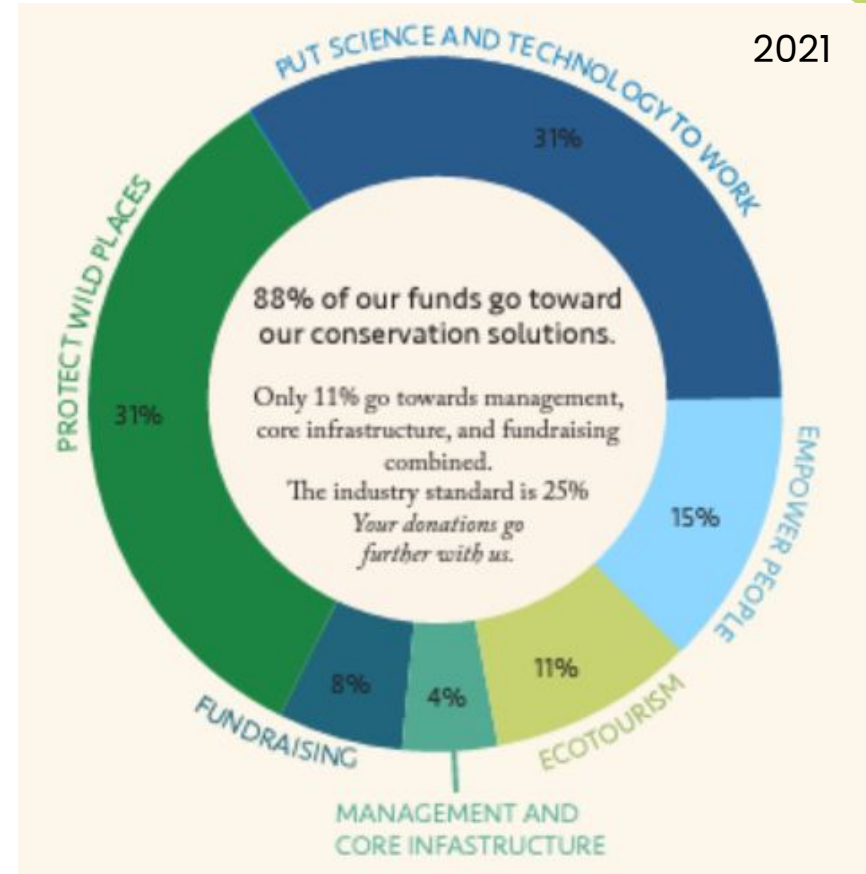
Marc Skid underwear is made with the world and its people in mind, crafted using organic Pima cotton grown on family farms that strictly adhere to tried-and-true farming practices that exclude GMOs.

YOUR BUSINESS'S IMPACT

- **Your \$100 donation** can sponsor an environmental education program for local schoolchildren
- **Your \$250 donation** can train one local community member in using drones to monitor acres of forests
- **Your \$500 donation** can buy a solar panel to boost power at one of our biological stations or local communities
- **Your \$1,000 donation** can give an indigenous community the technology tools, legal support, and training needed to protect their ancestral lands
- **Your \$5,000 donation** can train 50 local members of a firefighting brigade on how to combat and prevent forest fires
- **Your \$10,000 donation** can provide ten months of real-time high-resolution satellite images that expose deforestation in the Amazon, which are the base information that governments need to take action.

YOUR SUPPORT GOES TO WHERE IT MATTERS MOST

"**Only 11%** of the charities Charity Navigator evaluates have received at least 6 consecutive 4-star evaluations, indicating that **Amazon Conservation Association outperforms most other charities in America**. Attaining a 4-star rating verifies that Amazon Conservation Association **exceeds industry standards and outperforms most charities in your area of work.**"



Useful Resources

[Website](#)

[10-year Alliance Strategy](#)

[2021 Impact Report](#)

Social Media



@ACA_DC



Amazon Conservation



@AmazonConservation



Amazon Conservation



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