

FRIENDS OF THE RAINFOREST



2019 ANNUAL REPORT

OUR MISSION

Friends of the Rainforest is dedicated to promoting a sustainable world by educating and inspiring children and adults to take action to protect, support and expand the Rainforest in Costa Rica

AND BEYOND!!

IN 2019 OUR DONORS FUNDED THE FOLLOWING GRANTS

#24 Environmental Education

One of the most important ways we can protect the CER is by educating children and young adults in the communities that surround it. These young people are tomorrow's educators, politicians, biologists, guides, and park guards. Through effective environmental education, we can help to ensure the future conservation of the CER, one child at a time. This grant request provided one month of salary and benefits for the environmental educator.

#25 Critical Equipment for Building and Trail Maintenance

Keeping trails, buildings, and other facilities in top shape requires a qualified staff and good equipment to offer high quality experiences to rainforest guests. The current proposal seeks funding to purchase key Maintenance equipment, in order to increase our efficiency and self-sufficiency, reduce operational costs for the organization, and channel more funds into forest protection. Doing the work in-house is more economical than contracting out the jobs; it also allows us more control over the specific jobs to be performed. Includes: Air compressor (1), 14" metal cutting saw (1), Heavy duty pressure washer (1).

IT ALL STARTED WITH...

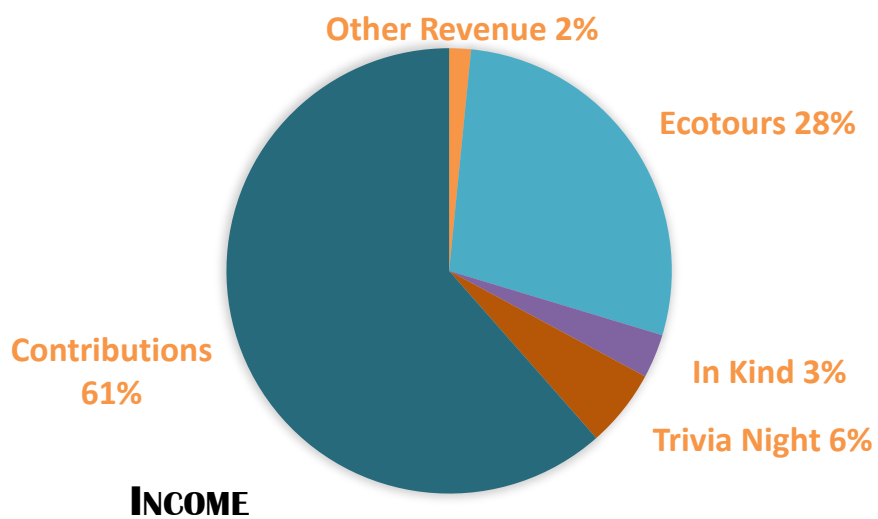
A group of Swedish school children started a worldwide effort in 1987 by sending money to Monteverde, Costa Rica to purchase rainforest land in an effort to protect its priceless natural treasures forever. Today, children and adults from over 44 nations have continued this tradition by taking action to protect this precious land.



#26 Critical Forest Protection Equipment

A key challenge in ensuring the adequate protection of the CER is purchasing and maintaining the equipment our Protection and Maintenance staff need to get the job done. In spite of our best efforts to care for and maintain equipment, all of our gear – particularly equipment with electronic components – is subject to wear and tear due to the rough, tropical conditions of the CER. The current proposal seeks funding to replace critical field equipment for our Protection and Maintenance staff. Includes: Portable radios (4), Gasoline-powered line-trimmer (2), Chainsaw (1), Large field backpacks (6), Waterproof tactical LED flashlights (12), Digital cameras (2), GPS unit Garmin GPSMAP 64s (1), Motion sensor trail cameras or "camera traps" (6).

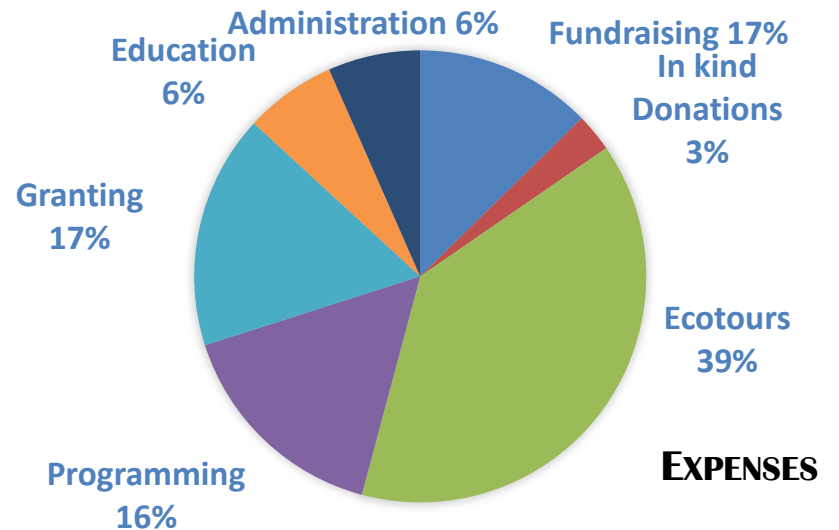
2019 BY THE NUMBERS



INCOME

TOTAL INCOME: \$217,143.43

TOTAL ASSETS: \$791,056



EXPENSES

TOTAL EXPENSES: \$216,426.39

TOTAL LIABILITIES: \$791,056

We are grateful for our FRIENDS

Our work with The Fulton School facilitated in them receiving a grant from the Innovative Technology Education Fund of \$56,000. The grant, entitled “Innovative Partnerships with Nonprofits,” was designed as a student and community-based collaboration to collect, analyze and catalogue data in partnership with two other local nonprofits: Friends of the Rainforest (FOTR) and Shaw Nature Reserve. Students from The Fulton School collected butterfly specimen from Missouri Botanical Garden’s Butterfly House and learned how to properly preserve and mount them. The students then took the mounted butterflies and made display cases that we use in our classrooms for an up-close look at some of the most beautiful creatures in the Rainforest!



LETTER FROM THE EXECUTIVE DIRECTOR



Lessons from the Rainforest teach us to adapt, diversify, and always keep growing.

Dear Friends,

In this past year, I have stepped out of my comfort zone more than ever.

As an organization, we have a dedicated and loyal donor base, but we were not seeing much growth in attracting new donors to our mission. In an effort to increase our reach, our staff made a decision to put our energy into getting as much publicity as possible. As a result we were featured on two news channels, Weird and Wacky Science podcast, featured in three local newsprint publications, and had a spot on a local radio show. We also guest taught a graduate nonprofit management course at St. Louis University, attended and had staff present at the National Science Teachers Association conference, tabled at the St. Louis Science Center twice, and had a booth at Earth Day 365 in the famous Forest Park.

We also used this year to branch out and attract people to our mission in new ways. 2019 saw the birth of our Protect-a-Pal program which allows donors to be thanked with one of our featured plush pals. In addition to getting a cuddly friend, recipients are given more information about the species, our mission, and those donations directly support our granting and education programs. Wear your cause also made its debut and our "Pura Vida" shirt became an immediate hit! We continue to grow our options of pals and shirt designs to strengthen these revenue streams and become a household name.

Lastly, we remained committed to growing our local education program. Our work with The Fulton School was instrumental in them receiving a \$56,000 grant from ITEF which we are benefitting from by having them create educational materials we are using in the classroom. We also partnered with Missouri Botanical Garden's Butterfly House to acquire samples of butterflies found in the rainforest to bring into classrooms. Our education program has grown beyond what I had imagine. We reached over 2,300 people directly through our education and outreach efforts, and countless more through our media engagements. We are also on track to see over 1,000 students in the classroom in the first semester of 2020! We have seen staffing changes this year, but our departing staff has remained committed to our mission and expressed interest in becoming Board Members in order to continue to be involved. Our new staff have brought vibrancy and skill sets we didn't know we were missing, and I am excited to plan an extraordinary year with them.

Chelsea Raiche

Chelsea Raiche
Executive Director



Our dedicated Board & Staff

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