



— Friends of the —
RAINFOREST[™]
St. Louis, Missouri

2021 Annual Report



1342 Clarkson Clayton Center #312
St. Louis, MO 63011

www.friendsoftherainforest.org



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 through our education programs, grants, and ecotours.

IT ALL STARTED IN 1987...

... when a group of Swedish school children started a worldwide fundraising effort to purchase rainforest land in Monteverde, Costa Rica to protect its priceless natural treasures forever. This land became the Children's Eternal Rainforest, one of the largest private preserves in Costa Rica. Our founder, Rachel Crandell, took her passion for the Rainforest, conservation, and education and created Friends of the Rainforest (then called the Monteverde Conservation League U.S.) to carry on her mission of connecting kids and adults to the Rainforest and sharing her love and enthusiasm.



HAPPY NEW YEAR FROM FRIENDS OF THE RAINFOREST!

Thank you to our wonderful community of supporters, educators, and partners for helping us achieve such an incredible year full of exciting new accomplishments and successes.

Despite the challenges that 2021 posed, we were able to reach as many kids and adults through our education program as in years past. With our take-home kits and lending library, we interacted with students in new ways. Through our new partnerships with Exploring by the Seat of Your Pants and the St. Louis Public Library, we engaged with more students virtually on a range of new platforms.

In 2021, we held a variety of different virtual events. We brought our donors together to celebrate and share memories of the Rainforest. We presented on Environmental Racism and how we can support Climate Justice initiatives in our cities. In November, we virtually hosted 13 teams from all over the world for our 7th Annual Trivia Night event in support of our mission and programming.

In 2022, we celebrate our 20th Anniversary as an organization. We began 2022 strong with a crucial land purchase grant to the Monteverde Conservation League, fully funded in Winter 2021 by our incredible donors. This grant permitted the purchase of a 46.9-acre piece of previously-private-owned farmland.

We have scheduled our first EcoTour trip since the start of the pandemic for this March. We are excited to reestablish this essential part of our programming. Our EcoTour programming is a meaningful way to connect kids and adults to the Rainforest in a way that minimizes their impact on the forest itself.

Thank you so much to everyone for an amazing year. We are so excited for what 2022 holds.

Sophie Arp
Interim Executive Director

2021 IN REVIEW

SPRING



In April, Friends of the Rainforest celebrated **Environmental Education Week** for the second year in a row. We released four new YouTube videos that week and then hosted our first-ever **Educational Happy Hour** where Jamie and Sophie discussed Environmental Racism and Climate Justice.

In May, we participated in **Give STL Day**, an annual day of giving in the St. Louis area, raising \$8,627 for Friends of the Rainforest.

SUMMER



June 22nd was **World Rainforest Day**. For this day, Friends of the Rainforest hosted our first ever Rainforest Chat for our supporters to come and share their stories, and then we were out in the community hosting a fundraiser at Earthbound Brewing in St. Louis.

July and August presented two tabling opportunities, one at the **Dragonfly Festival** at the Butterfly House and another at a **Local Homeschool Resource Fair**.

FALL



In October, Friends of the Rainforest partnered with the **St. Louis Public Library** to host two virtual lessons, one incorporating one of our Lending Library lessons.

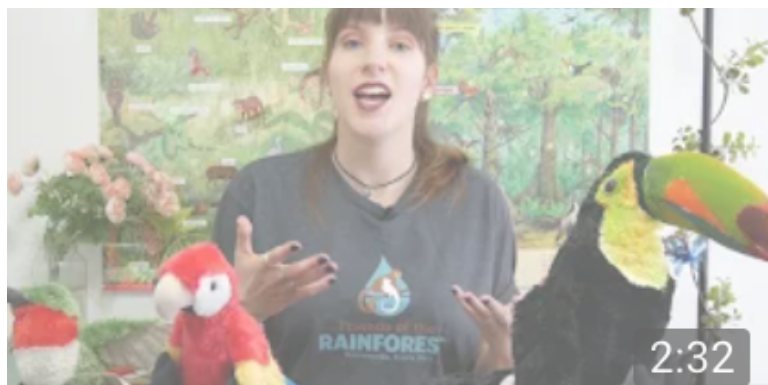
In November, Jamie was featured on **Exploring by the Seat of Your Pants**, reaching new classrooms all over the world. The following week, we held our **7th Annual Trivia Night** virtually, raising \$7,084. After not being able to host Trivia last year, we were thrilled to have pulled off such a successful event!

To watch our videos, stay up to date with future events and upcoming volunteer opportunities, don't forget to check out our website:
www.friendsoftherainforest.org

IN 2021, WE REACHED...

1,456

kids and adults through our virtual
and take-home rainforest lessons

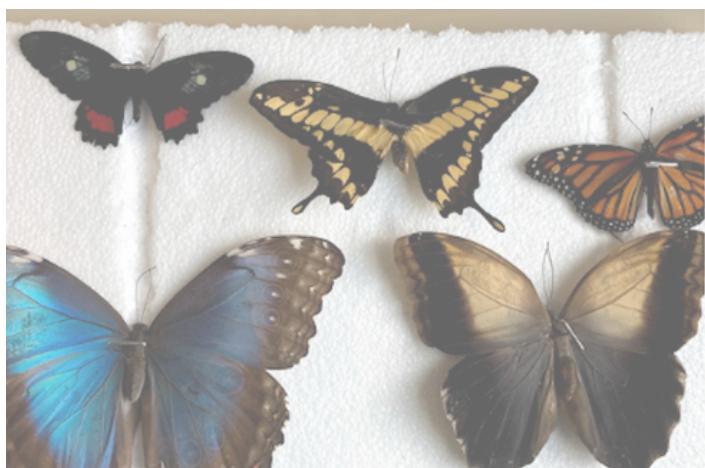


1,611

kids and adults through our
YouTube channel

424

kids and adults through
outreach opportunities



and we provided

146

free boxed butterfly mounting kits to
schools and other community groups



Grant #32

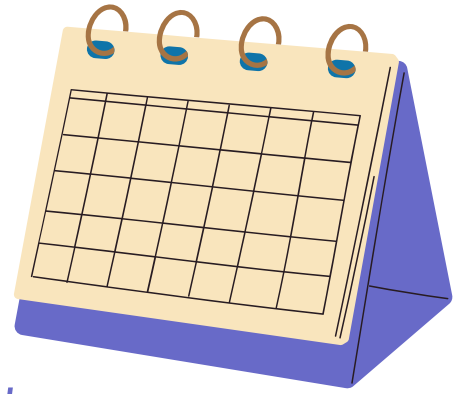
Environmental Education in Monteverde

Effective environmental education programming is one of the most important ways we can ensure the conservation of the Children's Eternal Rainforest (CER) in perpetuity. Environmental education is particularly important for Costa Rican youth because of their proximity to the Rainforest itself. While there are many communities and schools surrounding the CER, it's not always accessible to nearby schools and families. In 2021, Friends of the Rainforest provided the Monteverde Conservation League with a grant to support MCL's newest education initiative: the Puntos de Cultura project. MCL has been able to bring groups from local schools and orphanages, as well as family groups, to the Rainforest to learn about the flora, fauna, climate change, and what they can do to protect the Rainforest. They planted trees, did yoga by Lake Pocosol, and had reflective drawing time after. For many of the participants, it was their first time visiting the Rainforest, despite living so close by.

This was one of MCL's first in-person education programs since March 2020 when they closed at the beginning of the pandemic, and we're super excited to see the success they had in engaging kids through this outdoor learning programming!



JOIN US IN 2022!



EXPLORING BY THE SEAT OF YOUR PANTS

February 18th, 2022

Virtually on YouTube

Join us as Exploring by the Seat of Your Pants hosts our own Jamie Kisela. We're excited to reach new classrooms and share our favorite rainforest animals with kids around the world.

TAPPED STL

April 5th-9th, 2022

7278 Manchester Rd, Maplewood, MO 63143

Come grab a snack and try out some awesome beers at Tapped in Maplewood. In lieu of tips, Tapped donates to a different charity each week, and Friends of the Rainforest was selected. Come out and support us!

ENVIRONMENTAL EDUCATION WEEK

April 18th-21st, 2022

Virtually on YouTube

For the last three years, Friends of the Rainforest has hosted a virtual EE Week event by premiering a different video each day! Join us this year for a whole new series of different educational videos.

Q&A WITH LINDSAY STALLCUP OF MCL

April 22nd, 2022

Virtually on Zoom

Join us for an hour-long discussion with Lindsay Stallcup, the executive director of the Monteverde Conservation League, to learn about their most recent land purchase, how our granting efforts have impacted their work, and any other information you would like to know about MCL and the Children's Eternal Rainforest.

EARTH DAY 365

April 23rd-24th, 2022

Muny Grounds in Forest Park

1 Theatre Dr, St. Louis, MO 63112

Friends of the Rainforest will be tabling at the Earth Day Festival in Forest Park. The St. Louis Earth Day Festival is a community tradition to learn about sustainable products and services offered by local businesses and organizations, meet local area non-profits that share Earth Day values.

POLLINATOR FAIR DAYS AT THE BUTTERFLY HOUSE

April 23rd-24th, 2022

Sophie M. Sachs Butterfly House
15050 Faust Pk, Chesterfield, MO 63017

We will be tabling at the Pollinator Fair at the Sophia M. Sachs Butterfly House in Chesterfield. We will be discussing different rainforest butterflies and their host plants, and how they identify them. Come visit!

EXPLORING BY THE SEAT OF YOUR PANTS

May, 27th, 2022

Virtually on YouTube

Join us as Exploring by the Seat of Your Pants hosts Friends of the Rainforest again! Topic TBD, but it will be sure to be fun!

WORLD RAINFOREST DAY

June 22nd, 2022

All Over St. Louis

Celebrate World Rainforest Day with Friends of the Rainforest by joining us in supporting a number of different businesses around St. Louis. Our partners will have special deals so you can grab a coffee, snack, or beer and know you're supporting Friends of the Rainforest. More details to come.

BUTTERFLY MOUNTING CLASS

June 22nd, 2022

Thomas Dunn Learning Center
3113 Gasconade St. St. Louis, MO 63118

Join us at the Thomas Dunn Learning Center for a free class where you'll be able to mount your own butterfly* to take home.

*Butterflies have died of natural causes and are provided by the Butterfly House in Chestfield

TRIVIA NIGHT

October 15th, 2022

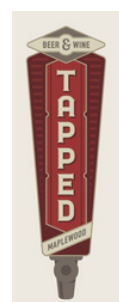
TBD - St. Louis

Mark your calendars and get ready for our 8th Annual Trivia Night event (to be hosted in person this year). More details to come.

All made possible by:



**EXPLORING BY THE
SEAT OF YOUR PANTS**





Get in Touch

We are always happy to hear from you! If you have questions about scheduling a lesson, planning a trip, making a donation, volunteering or anything else - just drop us a line!

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