
RAINFOREST ACTION NETWORK

GREATEST HITS

1985 - 2010

2010 ANNUAL REPORT

In Stereo

Backstage with Rainforest Action Network

It was 1985 and I was on a mission. Working to save the planet, save whales, stop nukes. I can't exactly remember which, but time always seemed to be running out. Ronald Reagan and his pious, robotic legion of tyrants were dismantling everything we held as good and green. The movement needed a new approach...we needed a new sound.

At least six people told me, "you gotta meet Randy Hayes." So I finally called him. "Sure," he said, "meet me at my office."

So I made my way to his office, which turned out to be a slightly seedy alehouse in the North Beach neighborhood of San Francisco. And there was Randy...elbows in, neck forward, surrounded by a circle of the west coast eco-underground. I remember getting the once-over: "Is this guy okay?"

And then we went straight to the 100-year-plan. Belly-laugh jokes alternated with blueprints scrolled on the back of bar napkins. We were like a garage band dreaming of playing uptown.

It was clear from the beginning that Rainforest Action Network was going to be a different kind of animal. Rainforests, bulldozers, direct action, brand vulnerability, pickets, lock-downs, media mind-bombs. That night was the environmental

movement's Big Bang. Hot and dense, followed by rapid expansion, and then gradual coolness. The ascent of RAN.

Fast-forward 25 years. A barnstorming tour of corporate smack downs—banks, timber companies, Burger King, big box stores—all with the RAN boot mark on their corporate derrieres. The sharpest team of campaigning ninjas in the business, grabbing some of the most important environmental victories of our time against unimaginable, insurmountable odds.

Today, that garage band is playing big arenas, but still hasn't lost its edge.

I am one of the lucky ones. It has been an activist dream to be backstage for most of RAN's first quarter-century, because there is nothing like watching this group take the stage. Usually, the house lights are low—no point in tipping everyone off before the show starts—but then a power chord and the spotlight blazes. RAN is out there. A thin green line on the horizon. A phalanx of buffed campaigners, arms linked, jacked into the internet, talking like MBAs and moving like Mick Jagger.

Who wouldn't want to be in this scene? Sure, it may sometimes stoke pitch-fork level outrage over the

state of our planet, and you may end up padlocked to a fence with Bonnie Raitt and a 32-year-old RAN-ster who left business school to man the barricades.

But not only does this band make social change meaningful, they also make it rock n' roll.

Here's to the next 25 years of making music together,

Andre Carothers

Andre Carothers
Chairman of the Board
Rainforest Action Network



RAINFOREST ACTION NETWORK GREATEST HITS 1985 - 2010

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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CATALYZING A MOVEMENT

“This will become the most important ecological issue through the next decade”



Shortly after graduating from college, a burgeoning young filmmaker found his way to the Painted Desert near the Grand Canyon where he began documenting the impacts of mining pollution on local ecosystems and communities. For the next 10 years, Randy Hayes lived off and on among The Hopi, inspired by their embodiment of long-term sustainability that had enabled them to live off the land for more than 10,000 years. It was there that he was introduced to Indigenous leaders from around the world who filled his imagination with pictures of tropical rainforests teeming with life as well as stories of their rampant destruction and the displacement of rainforest peoples. Along the way, author Edward Abbey introduced Hayes to environmental activist Mike Roselle. Through these eye-opening years and new friendships, Randy learned a pivotal lesson that

would forever shape the course of his life and his work: *“Those who live lightly on the land do not need our charity; they need us to remove our foot from the throat of the land.”*

It was this principle that led Hayes and Roselle, two emerging luminaries of the environmental movement, to found what would become the Rainforest Action Network – a group seated in a grassroots movement strong enough to remove the industrial footprint from the world’s tropical rainforests by challenging the root causes of their systematic destruction.

At the first organizing conference upon which Rainforest Action Network was founded in November, 1985, it was clear that RAN was going to be something different. Raising the profile of tropical rainforests was a significant departure from traditional conservation strategies, which tended to focus on charismatic species or distinct places rather than whole environments. Connecting the urgency of saving rainforests to human and ecological imperatives for planetary survival was seemingly more complex. It was going to entail a holistic approach connecting complex issues such as climate destabilization, global poverty, economic development and global trade with the destruction of irreplaceable ecosystems, species extinction and Indigenous rights.

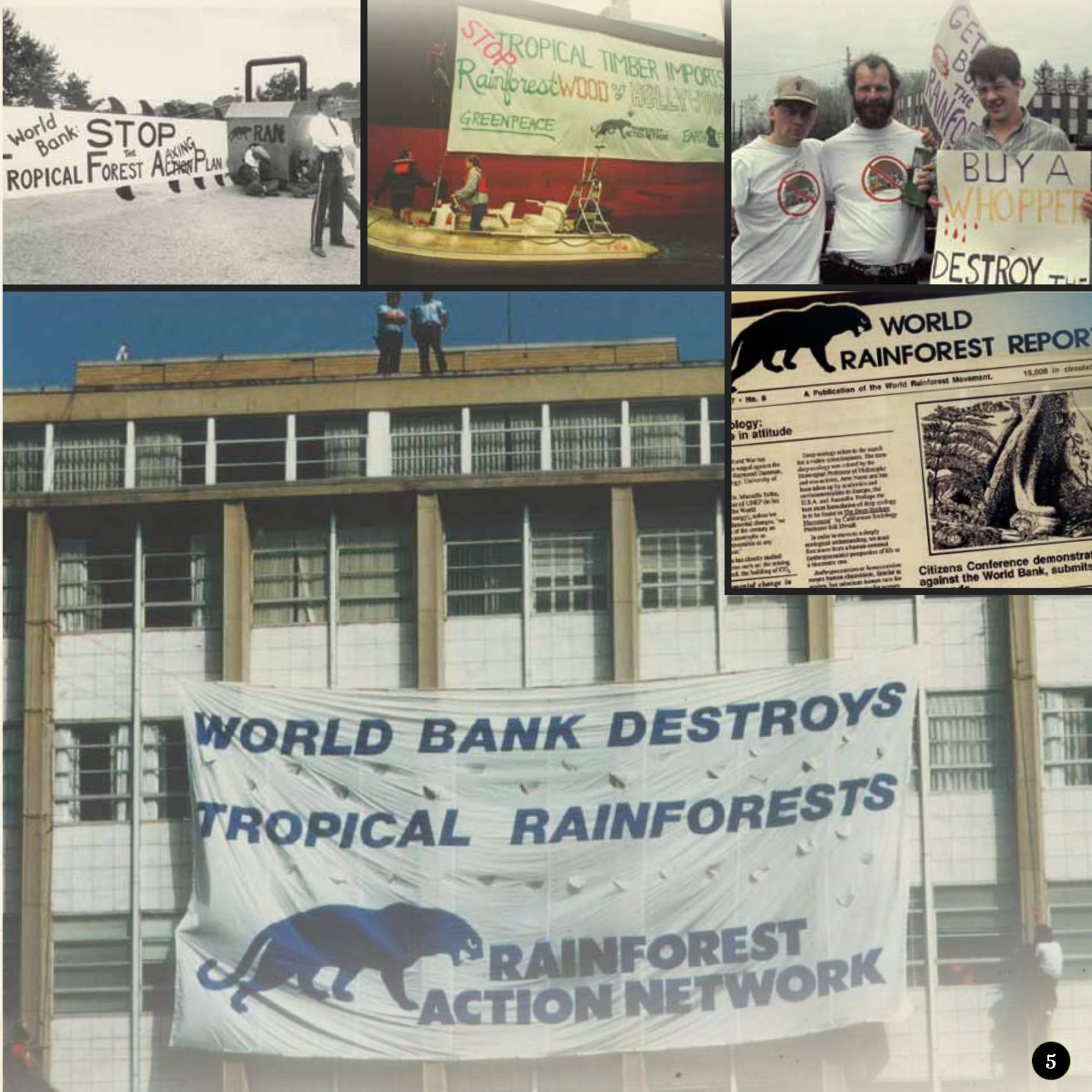
Hayes and Roselle were determined to make saving tropical rainforests the most important ecological issue of the decade and immediately outlined a bold strategy that could respond to imminent threats while maintaining a sharp focus on necessary long-term systemic changes. They quickly established an international network of activists, organizations, scientists and academics that could communicate vital information, coordinate strategy and activate grassroots networks from all corners of the globe. They leaned on the advice of other eco-luminaries such as David Brower, Gary Snyder, Herb Gunther, Catherine Caufield and Peter Coyote.

Within the first year, RAN helped kick off an international campaign highlighting the World Bank’s role in tropical rainforest destruction. By bankrolling mega-projects in the world’s most sensitive ecosystems, the World Bank was paving the way for irresponsible development and imposing mountains of debt on the world’s poorest countries. In September, 1986, RAN convened a Citizen’s Conference followed by an International Day of Demonstrations at the World Bank’s Washington, D.C. headquarters. The conference culminated in a dramatic action—the first act of civil disobedience at the World Bank and the hanging of RAN’s first banner—establishing RAN as a major force on the environmental movement’s stage and serving as a launch pad for grassroots actions to take place inside the U.S. to help protect rainforests around the world.

Simultaneously, RAN mobilized its first corporate campaign in 1987, utilizing a grassroots network of Rainforest Action Groups (RAGs) to take action against U.S. fast-food chain Burger King for its role in converting Costa Rica’s tropical rainforests into cattle ranches. Those actions resulted in Burger King canceling \$35 million worth of rainforest beef contracts—a major milestone against a leading driver of tropical deforestation. Similar campaigns would begin to mobilize thousands of RAN members to take action opposing destructive dams, pulp mills and other projects threatening to destroy rainforest ecosystems and displace Indigenous communities.

The seeds of a movement were beginning to grow. As the number of RAGs forming across the globe began to take flight, corporations and policy-makers began to take notice. In October, 1987, *The New York Times* published an article with the headline *“Concern for Rain Forest Has Begun to Blossom.”* RAN’s vision of bringing the plight of tropical rainforests to American hearts and minds was clearly gaining momentum, and it was just the beginning.

Photos: Jackie Heitshue / Greenpeace; Chuck Jackson; RAN Archives



CHALLENGING CORPORATE POWER

Corporate Campaigns and the Power of Grassroots Organizing

From the greatest risks come the greatest rewards. A primary distinction of RAN's campaigns has been the nerve to challenge some of the largest institutions in the world whose business models rely on the destruction of our environment, health and climate. RAN was one of the first organizations inside the U.S. to actively campaign against the World Bank, the International Monetary Fund (IMF) and the International Finance Corporation (IFC) – the three largest intergovernmental financial institutions controlling large amounts of the planet's monetary wealth.

Another distinction has been RAN's persistent strategy of focusing on corporations as an avenue of change. RAN was one of the first organizations to develop a corporate campaign model aimed at holding companies accountable in the court of public opinion. At the time, asking companies like Burger King to institute voluntary environmental policies was a risky departure from traditional activist tactics that focused on the political and legal systems. RAN blended this new strategic focus with traditional direct action techniques: sit-ins, protests, and other public displays of dissent.

It was a risk that has continued to pay off.

RAN's success against Burger King in 1987 accomplished two things: it exposed the vulnerable side of public-facing corporations and institutions and provided a glimpse of the emerging power of grassroots market activism. Fueled by frustration with Reagan-era environmental policies, RAN was able to catalyze a grassroots movement inside the United States to take action to help save rainforests around the world.

RAN quickly saw significant victories with measurable results: U.S.-based Scott Paper was forced to cancel a pulp mill that would have clear-cut two million acres of Indonesian rainforest, Dupont-owned Conoco pulled out of a multimillion dollar oil project within the

borders of Yasuni National Park in the Ecuadorian Amazon, Stone Container's plans to build a rainforest chip mill in Honduras were scrapped, The Puna rainforest in Hawaii was saved from a geothermal power plant, and Indigenous communities throughout South America secured title to millions of acres of their ancestral lands.

In addition to each of these campaign successes producing immediate, on-the-ground results, they also catalyzed a new, sophisticated stage in the evolution of RAN's corporate campaigns. In 1992, RAN launched a campaign to change the policies and practices of the Mitsubishi Corporation – at the time the single largest corporate contributor to rainforest destruction across the globe. After six years of tenacious campaigning, Mitsubishi agreed to substantial concessions, including a pledge to end the use of old-growth forest products and a transition to alternative fibers in its packaging products. Simultaneously, in 1994, RAN pushed Hollywood's major film studios to agree to phase out the use of lauau – a tropical forest hardwood used in set design – and to adopt a purchasing policy that had them using alternative wood products. This single action dramatically shifted demand for tropical hardwoods like lauau, with far-reaching implications on logging operations throughout the regions it was harvested.

In 1997, RAN's ambitions reached higher and began targeting entire sectors, starting with pushing Home Depot to stop selling wood torn from the world's last old-growth forests. The campaign unleashed thousands of grassroots activists who staged demonstrations at hundreds of Home Depot stores

across America. In 1999, Home Depot released a policy stating it would no longer sell or buy wood from old growth forests, a move *The Vancouver Sun* stated "did more to change B.C. logging practices than 10 years of environmental wars and decades of government regulation" and *TIME Magazine* referred to as "The Top Environmental Story of 1999." Within the next year, home improvement retailers Wickes Lumber, HomeBase, Menard's, Lowe's, 84 Lumber and Payless Cashways, along with homebuilders Centex Homes, Kaufman & Broad, and Ryland Homes, would all agree to phase-out products from endangered old-growth forests, an industry-wide shift that would eventually lead to the protection of more than three million acres in British Columbia's Great Bear Rainforest.

The Home Depot victory proved that targeting industry giants could transform whole sectors and lead to considerable outcomes for forests and the people who depend on them, successfully laying the groundwork for RAN's model of aggressive, strategic corporate campaigning.



Photos: Mark Westlund / RAN; Zachary Singer; RAN Archives; The San Francisco Examiner; Eric Slomanson / slomphotos.com

SHIFTING THE PARADIGM

Making the Radical Appear Reasonable

Building on the success of the Home Depot campaign, RAN turned its sights to Wall Street, recognizing that behind every environmentally-destructive logging, mining, or drilling project were financial institutions providing the capitol and underwriting to make them possible. In 2000, RAN set out to transform Citi (then Citigroup), the largest and most profitable bank in the world and the leading financier of some of the most environmentally-destructive projects on Earth. As the leader of the global financial industry, at the time, convincing Citi to adopt a serious environmental policy could help shift the marketplace toward ecological sustainability and human rights.

The campaign was met with both resistance and skepticism – the banking industry had never been subject to environmental or social scrutiny before – but grassroots activism prevailed. After four years of relentless campaigning, including demonstrations outside of Citi branches across the country, banner hangs at the Wall Street headquarters, full-page ads in major newspapers and a television commercial featuring celebrities cutting up their Citi credit cards, in 2004 Citigroup announced a sweeping environmental policy that considered the environmental and social impact of its lending practices. It was a stunning victory that would dramatically transform the entire banking industry. Within the next year, Bank of America, JP Morgan Chase, Morgan Stanley and Goldman Sachs all established policies that went even further than Citi's.

This particular milestone affirmed RAN's ability to shift entire sectors in order to change their policies and practices as well as compel them to become part of the solution – rather than part of the problem. RAN launched similar campaigns aimed at transforming the auto industry, U.S. agribusiness, and the publishing industry, establishing itself as a formidable force within the boardrooms of


the world's most powerful corporations. RAN's successes moving corporate giants and entire industries gave them the expertise and leverage to deepen and increase campaign demands to include larger ecological imperatives.

As the impacts of global climate change began to appear more rapidly, challenging America's continued reliance on dirty fossil fuels became more urgent. Without governmental action leading the way, RAN was able to succeed once again by challenging industry leaders. In 2008, RAN's campaign against the financial sector led to the formation of The Carbon Principles, a set of guidelines implemented by leading U.S. banks to limit the ability of utilities to secure funding for coal-fired power plants, the lead contributors to global warming.

In addition, RAN's forest work began to draw a bright line between deforestation and climate change. RAN highlighted the inescapable-but underexposed-truth: that you cannot solve the climate crisis without protecting the world's remaining forests, just as tropical rainforests can never be fully protected without curbing the underlying causes of global warming.


RAN's strategy continues to evolve to meet new challenges. With each new campaign comes innovation and improvement on the tools and tactics used to engage and pressure corporate targets and key decision-makers. With grassroots organizing at their core, RAN's campaigns have allowed thousands of concerned citizens to take meaningful action and amplify the voices of Indigenous and frontline communities most impacted by environmental destruction.

Blending banner hangs with boardroom negotiations and offline activism with online advocacy is the signature of RAN's success, and it is what will enable RAN to continue challenging and changing the status quo in the years to come.




Did you know
that someone is
using your Citigroup
credit card without
your authorization?

Citigroup is using your money to fund environmental destruction around the world.

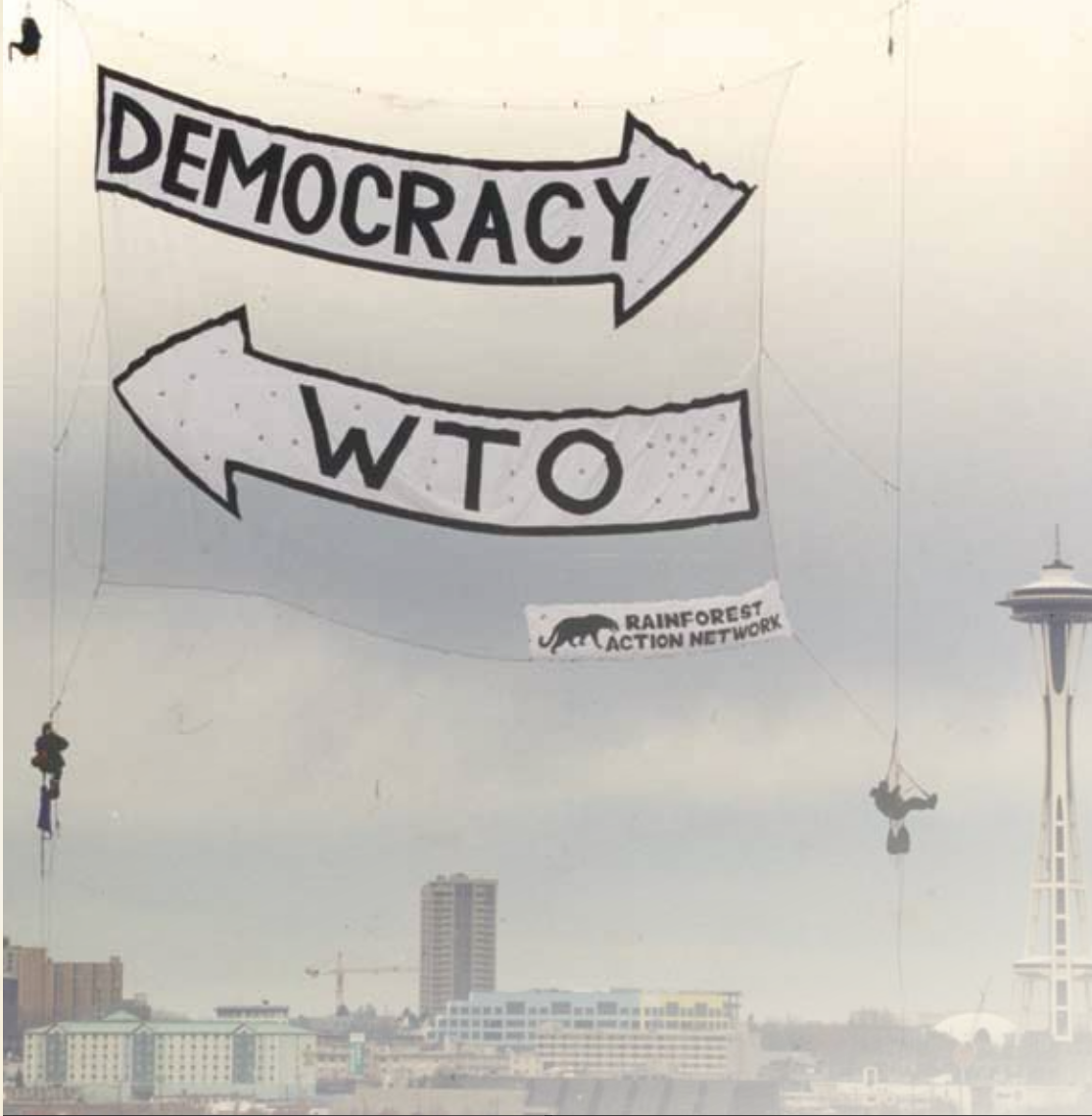


Citigroup is an ethically bankrupt company that cannot be trusted with your money. It is the leading financier of environmentally and socially destructive logging, mining, and fossil fuel projects around the world. Citigroup uses your money to profit off projects that destroy endangered forests, displace local communities, and accelerate global warming. The red umbrella is behind the charred and bulldozed trees in the Peruvian Amazon surrounding the Camisea gas project, endangered orangutan habitat.



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Photos: Dang Ngo, Andrew Stern, Jeremy Williams, Peter Holderness, Dan Miles, Carlos J. Ortiz



RAN'S VISION FOR THE FUTURE

The Intersection of Climate Change, Deforestation, and Human Rights

Making systemic change in the world is hard work, decades-long hard work – but with the right combination of issues, strategies, experience and tenacity it is possible to achieve victories that have lasting impacts. We know this because for the last 25 years, Rainforest Action Network has taken on corporate titans and secured real wins for the forests, climate and human rights.

While RAN's approach to social change has transformed over the years to meet new challenges, our core beliefs and strategies remain the same. Throughout our 25-year history, we have never strayed from our unique role of making the radical reasonable, utilizing the right combination of bold actions and savvy negotiations to raise the bar on business-as-usual. We have also never wavered in our belief that humans can live in harmony with the rest of nature while enjoying a wonderfully rich quality of life.

To get there, we need to drastically transform the way we do business and how we run our economy. A November 2010 article in *The New York Times* announced that in the last quarter, corporate profits were the highest on record. Ever. This, while the nations' workers are struggling to make ends meet, unemployment is crushing American families and the gap between rich and poor has grown to the widest on record. No great shock that corporate profits are delinked from prosperity, but never before has the need to address this disconnect been

greater. The same corporate profits that are failing to feed and clothe millions of Americans are also responsible for a suicidal rate of deforestation in the world's last remaining rainforests and dependence on fossil fuels that are cooking the climate. U.S. corporations are making more money than ever, while destroying our life support systems and.....not making us richer.

Twenty-five years ago, RAN pioneered a corporate campaigning model that has succeeded in moving companies and whole sectors towards a lighter footprint and away from the worst environmental and human rights abuses. Looking out on the next quarter century, this work is more relevant than ever. This past year will go down in history as the year that all governments failed to take bold action on climate. But it will also go down in history as the year that U.S. banks turned their backs on mountaintop removal mining, the Canadian banking sector committed to seriously addressing human rights in the tar sands and the U.S. food sector began to phase out palm oil grown on destroyed rainforests. Simply put, while governments were looking at their feet, RAN succeeded in pushing the corporate sector to take bold steps in support of forests, the climate and human rights.

Social change in the next 25 years is going to look, in the words of Poet William Stafford, like "millions of intricate moves." Unfortunately, we cannot rely on our lumbering, ailing democracy to meet the

challenges of this moment with the speed that is needed. RAN, with our expertise in corporate campaigning and ability to be tactically and strategically nimble while holding firm to our core commitment to work for what the earth needs and communities deserve, is poised and ready to keep pushing the boundaries of what is possible.

I invite you to join us.

For the future,



Rebecca Tarbotton
Executive Director



Rainforest Action Network envisions a world where each generation sustains increasingly healthy forests, where the rights of all communities are respected, and where corporate profits never come at the expense of people or the planet.



Photos: Jonathan McIntosh / RAN; Getty Images; Rhett Butler / Mongabay.com

RAINFOREST AGRIBUSINESS CAMPAIGN

Found in close to 50 percent of all consumer goods, palm oil is one of the world's cheapest feed and fuel sources of vegetable oil. Ninety percent of all palm oil comes from Indonesia and Malaysia. The demand for palm oil is rapidly spurring additional forest destruction as standing forests are converted into "deserts" of oil palm trees. These palm oil plantations are notorious for their negative environmental impacts and human rights violations. After three years of hard work led by the Rainforest Agribusiness Campaign, palm oil is becoming recognized as an increasingly controversial commodity. When RAN launched the campaign in 2007, very few consumers had heard of the problems with palm oil, and even fewer retailers cared enough to have purchasing policies in place.

All that has began to change. The palm oil landscape has shifted significantly over the last 12 months. Customers of the big agribusiness companies, including General Mills, Kraft and Nestle, have begun to recognize and use their power to demand change from their palm oil suppliers. That means that suppliers, like Cargill, are increasingly being made aware that key segments of their market are demanding change and have begun to take tentative initial steps toward improvement.

How'd we get there? Last year, RAN made a decision to focus on Cargill—the nation's largest importer of palm oil, and General Mills, one of its key customers.

In November 2009, RAN developed and released a model palm oil procurement policy that was sent to Cargill as a guide on how to drive needed improvements in the social and environmental

performance of Cargill's own operations, Cargill's palm oil suppliers, and the palm oil industry in general. RAN took that framework, along with a RAN-authored case study on Cargill's operations in Indonesia, to the 7th Roundtable on Sustainable Palm Oil. Both documents got Cargill's attention and sparked dialogue with the company.

As added pressure on Cargill, RAN launched a secondary target campaign in January 2010 that focused on General Mills, demanding that the company cancel its palm oil contracts with Cargill and develop a palm oil policy. The launch included on- and off-line activities to mobilize RAN's grassroots supporters to publicize General Mills' role in rainforest destruction as it related to palm oil. Shortly after, General Mills issued a public statement in which it—for the first time—publicly expressed support for a moratorium on palm oil expansion in tropical rainforests and provided clarity on its position on palm oil. This was followed by another statement in which General Mills announced it would no longer source palm oil linked to the Sinar Mas Group.

In the months that followed, RAN upped the pressure on General Mills with an ongoing grassroots presence that included lively engagement, ranging from a "classrooms against palm oil in breakfast cereal" poster competition to a flash mob of leprechauns; from publicly pressuring company executives speaking at local colleges to disrupting General Mills' award ceremony at the 2010 Edison Awards; from Valentine's Day appeals to hundreds of personal letters delivered directly to General Mills' CEO.

Meanwhile, RAN hadn't forgotten about Cargill. In May, RAN released an investigative report on Cargill's problems with palm oil on its own plantations and in the company's supply chain that included the clearing and burning of rainforests and peatlands and the displacement of local communities. RAN's executive director and 1,500 RAN supporters followed with letters to all of Cargill's board members and top executives, requesting that they address the issues surrounding Cargill's palm oil supply chain as documented in the report.

By August, General Mills was calling RAN to talk about a palm oil policy. Starting with an in-person meeting between RAN and General Mills representatives at its corporate headquarters, RAN negotiated with and helped General Mills develop a benchmark palm oil policy that was publicly announced, with RAN's public support, in time for its annual general shareholders meeting in September.

With this achievement under our belt, RAN is looking forward to continuing to put pressure on Cargill and raise the stakes for the industry. In the coming year, RAN will work with multiple Cargill customers to pressure the agribusiness giant to once and for all clean up its palm oil supply chain. Our work has gotten palm oil on the radar screen for many companies, and increasing numbers of CEOs are realizing that they don't want rainforest destruction in their supply chains.



Photos: David Gilbert / RAN; Mercury Miller

RAINFOREST-FREE PAPER CAMPAIGN

Indonesia is currently one of the world's hotspots of deforestation and climate change. Containing some of the last, most valuable stands of rainforest in the world, the world's fourth largest nation also has one of the fastest rates of deforestation. As a result, the non-industrialized country is also the world's third largest greenhouse gas emitter, with fully 80 percent of those emissions coming from the clearing and burning of rainforests.

Why so much destruction? Indonesia's rainforest destruction can be largely attributed to the demands of the global marketplace for commodities like palm oil and paper. The Rainforest-Free Paper campaign is taking on the two largest paper companies in Indonesia – Asia Pulp and Paper (APP) and Asia Pacific Resources International Limited (APRIL) – driving international paper buyers away from them so that they are forced to change their ways.

Last year, RAN launched and quickly won its “Don't Bag Indonesia's Forest” campaign, targeting APP subsidiary PAK 2000, a packaging supplier to the fashion and luxury retail sector that was using rainforest paper in its products. RAN communicated with more than 100 high-profile customers of PAK 2000 to explain how their supplier's role enabled Indonesian rainforest destruction, caused high carbon emissions and undermined the rights of forest dependent communities. Almost immediately, Tiffany & Co. and H&M agreed to cancel contracts with PAK 2000. They were subsequently joined by more than 20 other companies, including Gucci Group, Levi Strauss and Co., Versace, Cartier and

others that took action with contract cancellations, new supply chain commitment announcements and strengthened paper procurement policies. By year's end, RAN and PAK 2000 had established a framework agreement for the company to eliminate Indonesian rainforest fibers in its supply chain and to terminate its financial ties with APP.

At the same time, the Rainforest-Free Paper Campaign spearheaded RAN's efforts around the 2009 UN Framework Convention on Climate Change (UNFCCC) negotiations, focusing on the Reduced Emissions from Deforestation and Degradation (REDD) component of the Bali Action Plan. Throughout the course of the negotiations, RAN worked in close collaboration with the Ecosystem Climate Alliance. In Bonn, Bangkok and Copenhagen, we did a range of press events and brought Indonesian government and NGO representatives to tell their stories to the international media.

These two efforts prompted widespread media coverage on Indonesian forest and climate issues. Coverage linked to the PAK 2000 work and RAN's broader Indonesian forests campaign included a front page story in the New York Times, and other articles in Slate's The Big Money, Women's Wear Daily, Vogue UK, Scientific American and the Times of London.

With fashion on the side of the rainforests, the Rainforest-Free Paper Campaign built on its early success to launch a campaign against the publishing

industry. Toward the end of the grant period during the last week of May 2010, RAN released a report, entitled *Turning the Page on Rainforest Destruction: Children's books and the future of Indonesia's rainforests*, detailing the results of a RAN-commissioned book-testing of the fiber used in 30 top children's books. The report shows that despite environmental paper policy commitments by many U.S. book publishers, 9 of the top 10 publishers had fiber linked to Indonesian rainforest destruction in their books.

Shortly after, RAN's Rainforest-Free Paper team traveled to New York to attend BookExpo America (the biggest publishing event in the U.S.), meet with children's book publishers and host a tele-press conference to discuss the release of RAN's book report. Preliminary engagement with the top 10 U.S. children's publishers covered by the report have been encouraging, with the nation's most famous children's book publisher, Scholastic, confirming that it has ceased doing business with APP or APRIL and committing to use independent fiber testing to verify compliance with its policy.

After only a year of hard campaigning, the Rainforest-Free Paper Campaign is already having big impacts on the Indonesian paper industry. APP and APRIL are scrambling to put together PR campaigns, but even more publishing companies are likely to cancel as the campaign ramps up over the next year.



COAL FINANCE CAMPAIGN

In 2010, RAN's Coal Finance Campaign set out to achieve the following goals: win a commitment from JPMorgan Chase (JPMC) to phase out financing of companies practicing mountaintop removal mining; and convince President Obama's Environmental Protection Agency (EPA) to publicly oppose mountaintop removal. On both counts, the campaign exceeded its wildest expectations, nationalizing mountaintop removal as a cause célèbre that had both Wall Street and the White House taking powerful new stands.

When RAN launched its Coal Finance Campaign, the concept of targeting banks to slow, and ultimately stop, the expansion of the coal industry in the United States was a unique one. At the time, all the major U.S. banks were funding coal projects, including new coal-fired power plants and mountaintop removal (MTR) coal mining projects.

As of November 2010, the campaign secured eight bank policies that cut off financing to mountaintop removal coal mining companies from the biggest players on Wall Street—Citi, JPMorgan Chase, Credit Suisse, Bank of America, Morgan Stanley, PNC, UBS, and Wells Fargo. A majority of those banks also cut their financial relationships with Massey Energy, the largest mountaintop removal company in Appalachia.

While it's critical to move financing away from mountaintop removal coal mining operators, in order to stop the devastating mining practice once and for all it is also crucial that the Obama Administration take a direct stand to abolish the practice and protect the people, mountains and waterways of Appalachia.

After more than a year of pressure on the administration and the EPA, in April the EPA issued a landmark decision strengthening the guidelines it uses to approve mountaintop removal coal mining permits; it was the most significant administrative action taken to date to address the issue. The EPA also announced its intent to veto the Spruce Mine permit, the largest MTR mine site in West Virginia and the first time the EPA has flexed its veto power.

The EPA's guidelines are a giant leap toward eliminating new mountaintop removal coal mining projects in the Appalachian states. The new guidelines are designed to protect headwater streams by curbing the practice of dumping waste in neighboring valleys and requiring mining operators to control levels of toxins in nearby streams. In practical terms, the guidelines will minimize, if not outright preclude, the dumping of mining waste in valleys below mines. Because the coal industry maintains that most mountaintop projects wouldn't be worth the additional cost of trucking the debris to more distant dumping sites, the guidelines — if properly enforced — could end most new mountaintop projects before they ever begin.

The national movement to stop mountaintop removal came together this September in Washington, DC with Appalachia Rising, a mass mobilization calling for the abolition of the mining practice. Thousands of coalfield residents and supporters converged in Washington for a mass march and action that had people rallying in front of banks, regulatory agencies and the White House.

After thousands of emails and call-in days, intense negotiations, and dozens of protests—including a

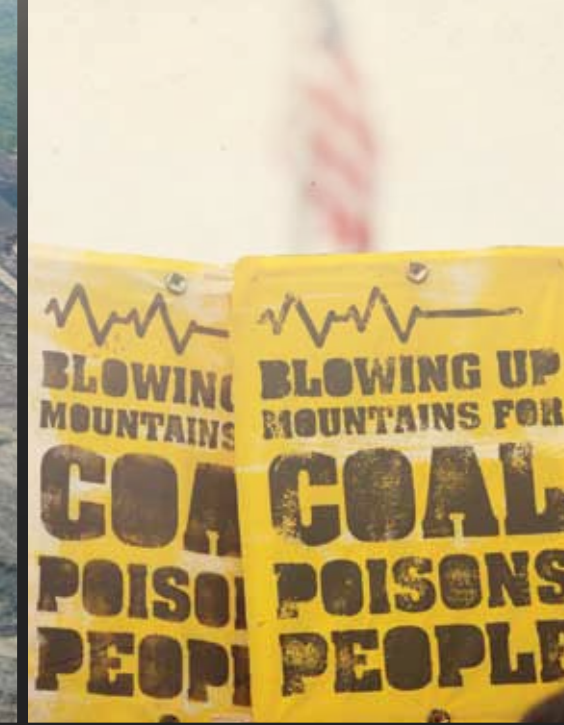
two-day lockdown at the EPA's national headquarters in Washington, D.C. and Appalachia Rising where 120 people were arrested for nonviolent civil disobedience at the White House — the people of Appalachia are finally seeing movement on Wall Street and in the White House.

In the coming year, the Coal Finance Campaign will continue the fight to end mountaintop removal, the Achilles heel of the coal industry. Over the next year, RAN will hold all eight banks' feet to the fire to ensure that their policies on paper impact reality on the ground for the people of Appalachia. We will also ensure President Obama's EPA stands firm in its commitments to protect the mountains and drinking water of Appalachia.

With coal supplying 50 percent of energy use in the U.S. and the leading cause of global warming, it is critical that we build on our bank, coal-fired power plant and mountaintop removal successes to inspire a coal movement powerful enough to weaken dirty energy's hold over Washington decision-makers, our climate, our health and our future. And that is exactly what we plan to do.



Photos: Branden Barber / RAN; Paul Corbit Brown, Rich Clement, Chris Eichler



FREEDOM FROM OIL CAMPAIGN

Our country's continued investment in expanding fossil fuel infrastructure is jeopardizing the health of our communities, the future of our economy and the stability of our climate. Nowhere is this drive to scrape the bottom of the fossil fuel barrel clearer than with the tar sands build-out in Alberta, Canada.

Extracting oil from sludgy tar sands deposits in the heart of Canada's Boreal forest results in three times more global warming emissions per barrel than extracting conventional oil. Despite the clarion cry for a transition to a clean energy future, 65 percent of this oil is sent across the border to feed growing U.S. demand.

It is banks, like leading financier Royal Bank of Canada (RBC), that make the tar sands expansion possible. At the end of last year, RAN committed to escalating our campaign to publicize RBC's role in financing the tar sands and pushing the bank to cut its financing to the devastating project. Suffice it to say, it's been an outstanding year.

The year started with a 1,500-word feature on RAN's tar sand's campaign in *Macleans*, the *Time Magazine* of Canada. As the piece put it: "RBC is, to be sure, a formidable target—it's a bank with over \$720 billion in assets. But RAN is also a force to be reckoned with. In the past 15 years, it has managed to get U.S. corporations like Citigroup, Home Depot and Boise Cascade to make concessions on environmental issues."

Three months later, after a 150+ person demonstration at the RBC Annual General Shareholder meeting in Toronto, which was covered in the *Wall Street Journal* and *Toronto Star*, RBC CEO Nixon said: "I used to think I could say 'we are a bank - go talk to the oil companies' but we

don't have that luxury and the public expects more." Nixon's statement was not only an incredible step forward for the bank, which had previously refused to engage on tar sands and Indigenous rights, but was also a big signal to the financial sector that their business models must include taking responsibility for the environmental and social impacts of their financing.

Over the course of the year, we continued intense negotiations with RBC internally and to draw a clear public line between RBC and the tar sands. From an April Day of Action with protests at RBC branches in 13 cities across Canada to tar sands demonstrations at 210 LUSH stores in the U.S. and Canada, the issue of tar sands, first nation's rights and their connection to the financial sector were front and center.

In addition to work in Canada, the campaign took the issue of bank financing of the tar sands onto the global stage. RAN's campaigner, Eriel Deranger, joined a delegation of Indigenous Canadian women on a 10-day European tour where they confronted the Royal Bank of Scotland (RBS) at the company's London headquarters to demand the bank stop financing the tar sands. A few weeks later, RAN joined allies in Copenhagen to coordinate a global day of action against the tar sands and to confront Canadian Prime Minister Stephen Harper during climate negotiations. At the same time, we sent letters to the 68 global banks that have signed on to the Equator Principles to request information about how they are addressing the damage caused by tar sands development.

As a result of the campaign's consistent pressure and the groundswell of opposition to the tar sands around the globe, in December 2010 the Royal

Bank of Canada publicly adopted environmental and social standards on its financing in the tar sands. It took nearly two years, but we did it!

RBC's about face on tar sands not only has huge implications for its own financing practices but also breaks significant new ground on Indigenous rights. For clients with operations within Indigenous territories, the bank will document the status of consultation with those groups and will document whether clients have "policies and processes consistent with the standard of Free, Prior and Informed Consent." That is a new bar the rest of the financial sector will now have to meet. No other bank has yet issued such an explicit expectation of its clients on Indigenous rights. RBC also extends this policy to its entire capital markets business—not just a handful of its biggest loans as is the standard established by the Equator Principles.

Policies are one thing, but results for communities facing off against RBC's clients are quite another. The first test of RBC's new policy will happen in the heart of the Great Bear Rainforest in British Columbia, where Calgary-based oil giant Enbridge is proposing a 727 mile long pipeline to carry more than half a million barrels of tar sands oil per day. Along the way, 61 First Nations are strongly withholding consent for the project due to failed consultation over its substantial social and environmental impacts to traditional territories.

In the coming year, RAN will continue to keep RBC's feet to the fire to ensure that policies on paper mean impacts on the ground—starting with a halt to the Enbridge pipeline. We will also be ensuring that a policy on Indigenous rights and tar sands that started with RBC ends with the entire financial sector.

Photos: Peter Essick / Aurora Photos; Ben Powless; Jonathan Dy; Jonathan McIntosh



CHANGE CHEVRON CAMPAIGN

Chevron is responsible for one of the biggest oil-related environmental disasters in history. During three decades of oil drilling, Chevron (then Texaco) dumped 18 billion gallons of toxic waste into Ecuador's Amazon rainforest, recklessly poisoning the lands of some thirty thousand Indigenous peoples and *campesinos*.

Although Chevron no longer operates in Ecuador, the oil giant never properly cleaned up its pollution, nor compensated local peoples. Today, residents continue to live in a degraded, toxic environment, without widespread access to potable water and suffer from a series of oil-related illnesses. Eighteen years ago local peoples united and filed a class-action lawsuit against Chevron that continues today. Chevron's response has been aggressive – the company is engaged in a heavily financed legal, lobbying and PR campaign to avoid taking responsibility.

In January of this year RAN launched the Change Chevron campaign – joining our Ecuador and U.S. allies in holding Chevron accountable for the disaster. RAN kicked off the campaign with running shoes on – taking the oil giant by surprise as activists distributed materials and ‘ran for human rights’ at the Chevron-sponsored Houston Marathon. As one event executive informed us, “...higher ups at Chevron [were] freaking out.”

The campaign launch coincided with the induction of Chevron's new CEO John Watson. RAN welcomed Mr. Watson with a glossy paid ad in *The New York Times* and *The Washington Post*. In just one month, some 350,000 people also signed a global petition circulated by RAN and our friends at Amazon Watch and Avaaz calling on Mr. Watson to clean up his company's toxic mess. Ecuadorean Cofán Indigenous leader Emergildo Criollo joined RAN and allies in delivering the petitions to Mr. Watson's home and Chevron's headquarters.

California legislators also welcomed Emergildo with a warm Sacramento reception, where many pledged to support the Ecuadoreans in holding Chevron to account.

RAN also took the campaign online – where our supporters have established a great Facebook and Twitter presence and have managed to flood Chevron's Facebook page. The campaign generated media with its “Greenwash of the Week” webisodes – a satirical look at the oil giant's greenwash tactics.

For Chevron's annual shareholder meeting in Houston last May, RAN co-organized the biggest showing of Chevron-affected communities from across the globe and around the country, including leaders from Kazakhstan, Nigeria, Burma, Colombia, Angola, Australia, Ecuador, Alaska, and Richmond, California. Chevron balked at strong showing of community dissent at its doorstep, and, although all were valid proxy-holders, only admitted a third of the group. Nevertheless, those who were able to get inside were so vocal that CEO John Watson had to adjourn the meeting early. The events received substantial media coverage in *The Houston* and *San Francisco Chronicles*, *Reuters*, *NPR*, *Democracy Now!* and several other national outlets.

In the spring, the devastation of the BP Gulf oil spill dominated the country's attention. The BP disaster tragically showed that oil spills are not an exception but the rule for a dirty and dangerous industry. RAN took that message and put it into action, intervening at three major oil hearings on Capitol Hill. RAN's core campaign message—Energy Shouldn't Cost Lives—got picked up in *The New York Times*, *The Financial Times*, *Reuters*, *AFP*, *Associated Press* and *The Washington Post*. At Congressman Markey's subcommittee hearing, RAN presented CEO John Watson with a bottle of oily water from Ecuador. Shortly after, RAN co-organized a delegation of Ecuadorean Indigenous leaders to meet with spill-

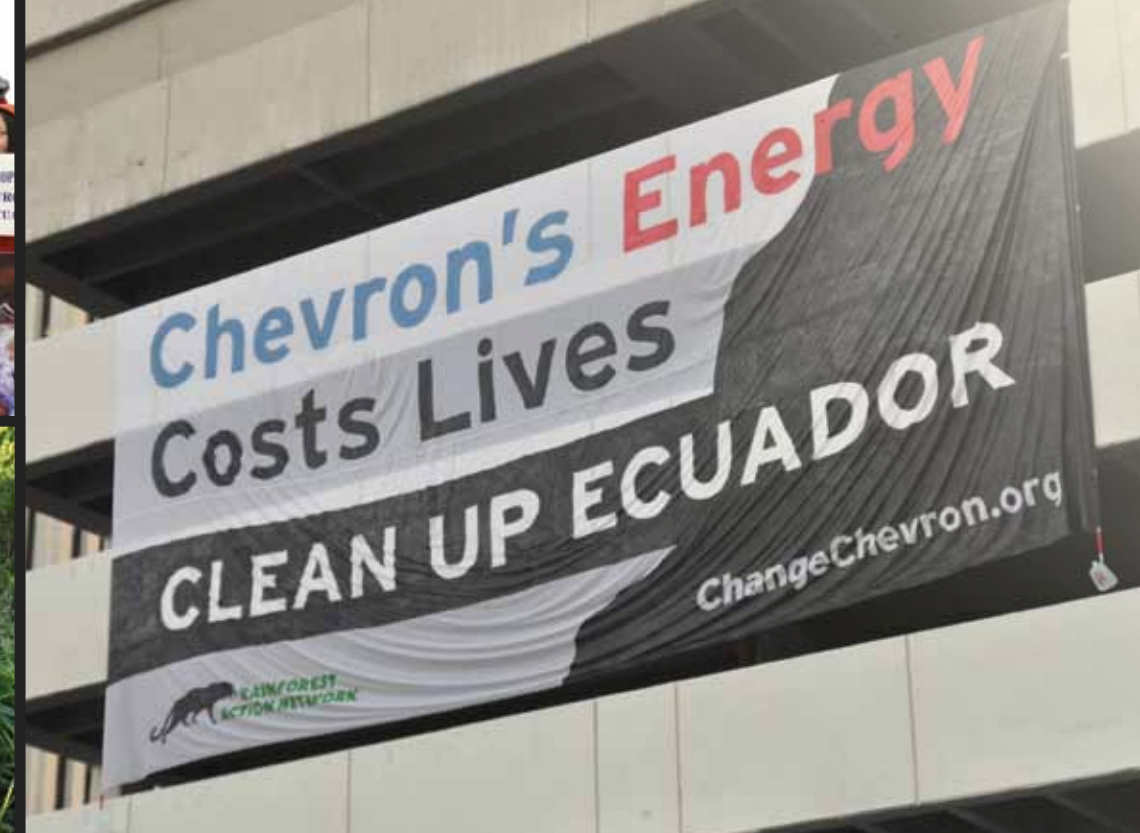
affected Native American tribes in Louisiana to exchange stories and strategies for cultural survival and corporate accountability.

This past year, RAN also targeted Chevron's board of directors. In July, we launched the “Adopt a Board Member” program, aimed at flooding the board with letters, emails, packages and posters from supporters calling on them to take responsibility and clean up Ecuador.

The coming year holds the promise of a trial verdict. Although the evidence stacks up against Chevron, don't expect the oil giant to quickly comply with a negative ruling. Once the gavel hits, RAN will be ready to mobilize a suite of creative pressure tactics to finally achieve justice for Ecuador.



Energy shouldn't cost lives



Photos: Jonathan McIntosh / RAN; Caroline Bennett; Lou Dematteis / Redux

PROTECT-AN-ACRE PROGRAM

Since 1993, RAN's Protect-an-Acre program (PAA) has distributed more than one million dollars in grants to more than 150 frontline communities, Indigenous-led organizations, and allies, helping their efforts to secure protection for millions of acres of traditional territory in forests around the world.

RAN established the Protect-an-Acre program to protect the world's forests and the rights of their inhabitants by providing financial aid to traditionally under-funded organizations and communities in forest regions. The PAA program supports projects that protect forests through grassroots efforts led by local communities, Indigenous federations and non-governmental organizations.

Our grants support organizations and communities that are working to regain control of and sustainably manage their traditional territories through land title initiatives, community education, development of sustainable economic alternatives, and grassroots resistance to destructive industrial activities.

PAA is an alternative to "buy-an-acre" programs that seek to provide rainforest protection by buying tracts

of land, but which often fail to address the needs or rights of local Indigenous peoples. Traditional forest communities are often the best stewards of the land because their way of life and well-being depend upon it. A recent study by Forest Trends found that forest communities and Indigenous peoples do a better job conserving woodlands than national governments or international donors.

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 so-called "protected" areas.

For a full listing of 2009-10 PAA grant recipients, please visit: www.RAN.org/PAA.

2009-10 highlights include:

Lestari Negri - Indonesia
\$2,500 to investigate and monitor the impact of palm oil producers Duta Palma and Wilmar Group on the Cerenti Indigenous peoples and the rainforests of Indonesia's Riau province.

Ya'axche' Conservation Trust - Belize
\$1,000 to support a comprehensive advocacy campaign to oppose a hydroelectric facility within Belize's Bladen Nature Reserve.

Keeper of the Mountains Foundation - West Virginia
\$1,500 to support protection of ancestral land on Kayford Mountain in West Virginia from mountaintop removal coal mining.

Traditional U'wa Authority - Colombia
\$2,500 to support a delegation and grassroots mobilization in defense of imminent gas extraction activities.

Photos: David Gilbert / RAN; Keeper of the Mountains Foundation; Thomas Quirynen; Ben Powless; Antrim Caskey; Robert van Waarden

CLIMATE ACTION FUND

Since 2009, the Climate Action Fund has given grants to nine extraordinary grassroots organizations working to defend their communities and their environment from the fossil fuel industry.

Increases in global awareness of greenhouse gas emissions have helped fuel demand for carbon emissions offset programs, providing businesses and organizations with a voluntary way to mitigate their emissions contributions from transportation, energy use, and other sources. While carbon offset programs can appear attractive at first glance, closer examination reveals they can have significant problems. Scientists estimate that upwards of 75 percent of carbon offset projects are doing nothing to slow climate change.

Based on the success of Protect-an-Acre, RAN launched The Climate Action Fund (CAF) in 2009 as a way to direct resources and support frontline communities and Indigenous peoples challenging the fossil fuel industry. Initially started as a way of taking responsibility for our own carbon footprint,

CAF is now a fully-fledged program for businesses and organizations looking for an alternative to traditional, markets-based offset programs. CAF directs resources in the form of small grants to frontline activist groups directly tackling the root causes of climate change: the extraction and combustion of dirty fossil fuels such as coal and oil.

Unlike traditional offset programs, contributions to the Climate Action Fund are tax-deductible, of which 100 percent go directly toward supporting communities and providing tactical leverage to stop climate change at its source.

You can learn more about the Climate Action Fund at www.RAN.org/CAF.

"Specifically, we must (1) phase out coal use rapidly, (2) leave tar sands in the ground, and (3) not go after the last drops of oil."

- James Hansen, NASA

During 2009-10, RAN provided funds to the following organizations through CAF:

Climate Ground Zero - West Virginia
\$2,000 to support the ongoing campaign of non-violent civil disobedience in southern West Virginia to end the practice of mountaintop removal coal mining.

Coal River Mountain Watch - West Virginia
\$1,577 to advocate for a wind farm to be built on Coal River Mountain as an alternative to the planned mountaintop removal coal mining operation.

Black Mesa Water Coalition - Arizona
\$1,577 to support efforts to stop Peabody Coal from mining Diné and Hopi traditional homelands in the Black Mesa region of Northeastern Arizona.

Indigenous Environmental Network - Canada
\$2,000 to support a tar sands action camp aimed at resisting the Northern Gateway Enbridge Pipeline.



SUPPORTERS

Panthers

(\$100,000 and up)

Anonymous (3)
The Christensen Fund
ClimateWorks Foundation
JMC Foundation
The David & Lucille Packard Foundation
Trudie Styler
The John Aspinall Foundation
Randall Wallace & Janet MacGillivray Wallace – Wallace Global Fund

Spirit Bears

(\$30,000 - \$99,999)

Anonymous (4)
Anonymous Donor of RSF Social Finance
Arkay Foundation
Kimo Campbell
Andre Carothers – Mary E. Weinmann Charitable Unitrust
John Densmore
Mark T. Logan
Roy Young & Rosa Venezia – Nature's Own
Overbrook Foundation
Sandler Family Supporting Foundation
The Energy Foundation
Tar Sands Group – Tides Foundation
Marion R. Weber – Flow Fund Circle
Working Assets & Tides Foundation

Sumatran Tigers

(\$10,000 - \$29,999)

Amoeba Music
Anonymous (4)
Arntz Family Foundation
Angelica Foundation
Ronald Baumgarten
Bellwether Foundation – Rockefeller Philanthropy Fund
Laurie & Bill Benenson – The Frances and Benjamin Benenson Foundation
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Amy Goldman
Josh Guberman
Hidden Leaf Foundation
Roy A. Hunt Foundation
Bruce & Dasa Katz – Katz Family Foundation
Anna Lappe – Small Planet Fund of RSF
Bokara Legendre
Louise Rosenberg & Claude Rosenberg, Jr. Family Foundation
Shelly & Tony Malkin – The Ripple Foundation
Anna & Rob McKay – The McKay Foundation
Linda Nicholes & Howard Stein
Scott B. & Patty Price
Douglas & Ellen Rosenberg
Jozef Ruck & Donna Ito
Sallie Smith & Jim Butterworth
Nancy C. Schaub
Scherman Foundation
Fred & Alice Stanback
The William Kistler Charitable Fund
Michael Ubell & Paula Hawthorne

Okapis

(\$5,00 - \$9,999)

Anonymous (2)
As You Sow Foundation
Christopher & Amber Marie Bently
Barbara Bosson – California Community Foundation
Cannon Family Foundation
Susan Clark & Alex Karras
Grant Couch & Louise Pearson
Donna Deitch – Banky-LaRocque Foundation
Adam Dell
Justin Ferrari & Maggie Hooks
Bina & Brian Garfield – Garfield Foundation
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Michele A. Grennon
Kent & Everett Healy
Jane Smith Turner Foundation
Jeanie & Murray Kilgour
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Salesforce.com Foundation
Deb Sawyer & Wayne Martinson
Katrina M. Smathers
Frances Stevenson
Sustainable Solutions Foundation
The Houser Foundation, Inc.
Sue Thompson

River Dolphins

(\$2,500 - \$4,999)

Anonymous
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Burt & Francine Harris
Sharmy & David Altschuler
Stephen Badger
Ben Cohen – Ben & Jerry's Foundation
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eQuilter.com
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Phillipp Strahm
The Key Foundation
Wyatt Troll
Nancy Ward
Warner Brothers, Inc.

Macaws

(\$1,000 - \$2,499)

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Peter Alexeas
American Express Foundation
Erin Aries
Walter Aschoff
Allan M. Badiner
Thomas Baldwin
William Barclay, III
Robert & Erika Barnhart
Mary Begley
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of Tides Foundation
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Fred Gellert Family Foundation
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Gideon Hausner Jewish Day School
GlaxoSmithKline Foundation
Global Greengrants Fund
Sylvia Golbin Goodman
Josefa Gonzalez
Elizabeth Gordon
Paula Gorlitz & Steven Zuckerman – Samuel & Grace Gorlitz Foundation

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Catherine Gund
Deborah Haggis
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Jacob C. Harold
Burt & Francine Harris
Jordan & Julie Harris
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Nadine Well
Westtown Lower School
White Cedar Fund of Tides Foundation
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Winky Foundation
Dennis Wise
Erik Wohlgemuth
Jody Zaitlin

Glasswing Butterflies

(\$500 - \$999)

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AMC Charitable Gift Foundation
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Leslie Wilson
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Ms. Rose Crane
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After Christopher Coppola passed away in November 2009, his family sought a charity which embraced an active mission that is consistent with the values and attributes that Chris demonstrated throughout his life. Gifts to RAN made in Chris' memory have to-date exceeded \$5,000.

Donations to Chris' memorial foundation can be made at: <http://cdubfoundation.homeip.net>

Photo: David Gilbert / RAN

RAINFOREST ACTION NETWORK **GREATEST HITS 1985 - 2010**

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.



STAFF

Amanda Starbuck, *Global Finance Campaign Director*
Annie Sartor, *Global Finance Campaigner*
Arielle Gingold, *Membership Associate*
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2009-2010 PAST BOARD MEMBERS

Austin Willacy

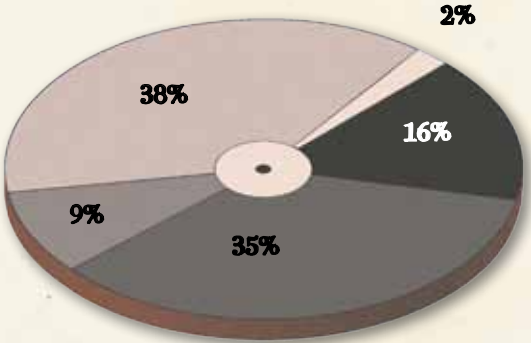
RAINFOREST ACTION NETWORK
STATEMENT OF ACTIVITIES

Year Ended June 30, 2010

Support and Revenue

Public Support and Membership	\$ 738,949
Major Gifts / Family Foundations	1,624,390
Fundraising Events	416,419
Grants	1,736,317
Interest	948
Other Income	84,122

Total Support and Revenue \$ **4,601,145**



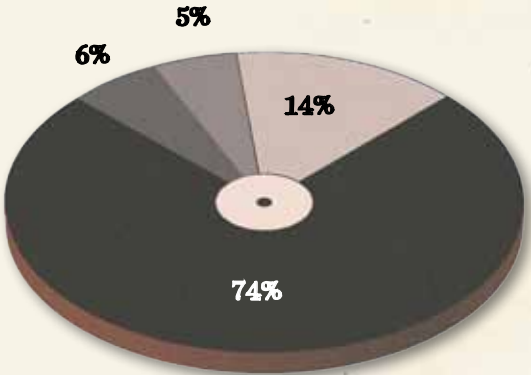
Expenses

Program Services	\$ 3,422,682
Public Education	292,468

Supporting Services

Management and General	233,505
Fundraising	648,716

Total Expenses \$ **4,597,371**



Change in Net Assets	\$ 3,774
Net Assets at Beginning of Year	\$ 1,403,506
Net Assets at End of Year	\$ 1,407,280

For a complete financial report by Regalia & Associates, contact RAN's Development Office

RAINFOREST ACTION NETWORK

GREATEST HITS

1985 - 2010



(c) 2010 Rainforest Action Network
Design: Toben Dilworth / RAN
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DOLBY STEREO



**RAINFOREST
ACTION NETWORK**

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