

**STREAM FOR  
COOL EARTH**



**YOUR GUIDE TO  
PROTECTING RAINFORESTS**

# WHO IS COOL EARTH?

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**We champion the relationship between people, rainforest and climate.**

For over 15 years, we've been working alongside people living in the world's largest rainforests.

Rainforests are vital in the fight against the climate crisis, and it's crucial that we look after both the forests and the people living in them.

By supporting those who live alongside and protect these forests, we help ensure the rainforest stays standing and helps cool our planet.



# WHY DO WE EXIST?

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## Our planet is at a tipping point.

The climate crisis isn't some far-off threat – it's here and now.

Lucky for us, rainforests are vital in regulating global weather and storing immense amounts of carbon to keep Earth cool.

But, rainforests are at risk. Last year alone ten football pitches worth of rainforest was destroyed every minute.

Indigenous peoples and local communities, with generations of experience, are the true guardians of these forests.

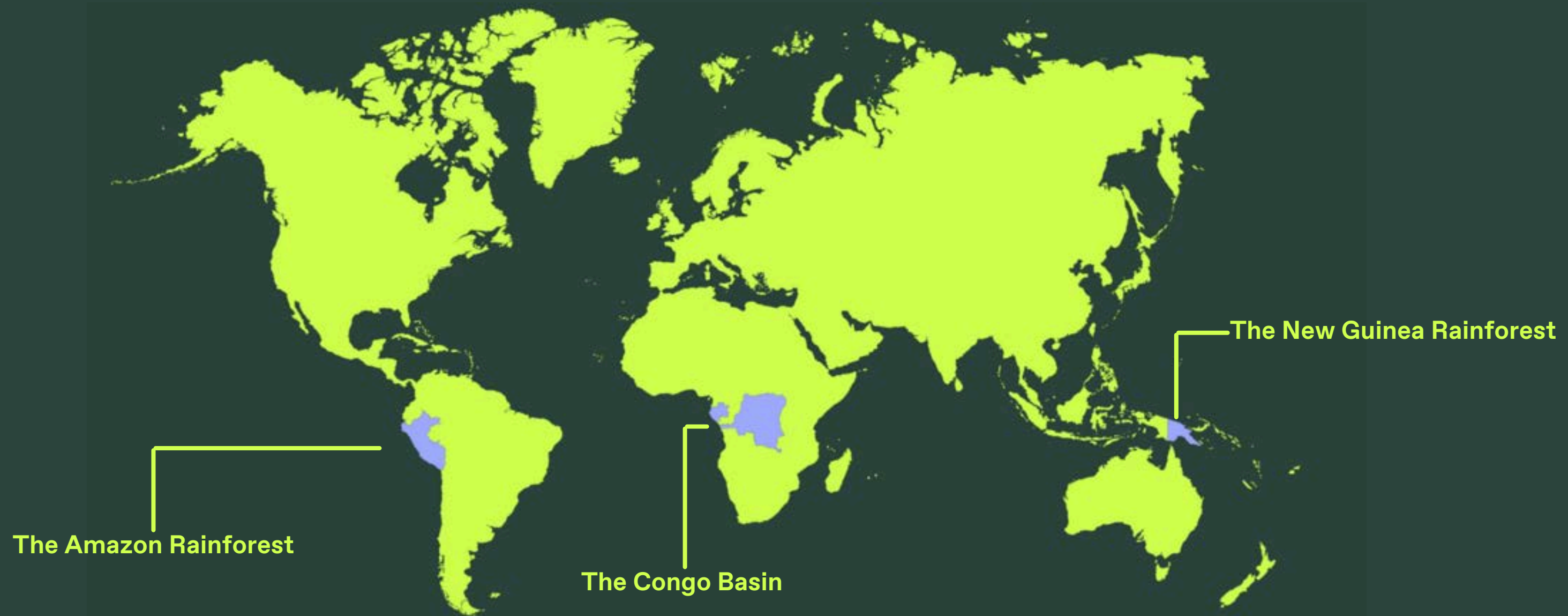
By supporting them, we can ensure rainforests continue to stand strong and fight the climate crisis.



# WHERE DO WE WORK?

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We work in the three biggest rainforests on Earth. That's the Amazon rainforest, the New Guinea rainforest and the Congo Basin.



**337,000** HECTARES OF RAINFOREST  
PROTECTED BY **59,000** PEOPLE



**141 MILLION** TREES PROTECTED  
IN OUR PARTNERSHIPS

**210 MILLION** TONNES OF  
CARBON STORED



SUPPORTING **31**  
RAINFOREST COMMUNITIES

# WHY PEOPLE?

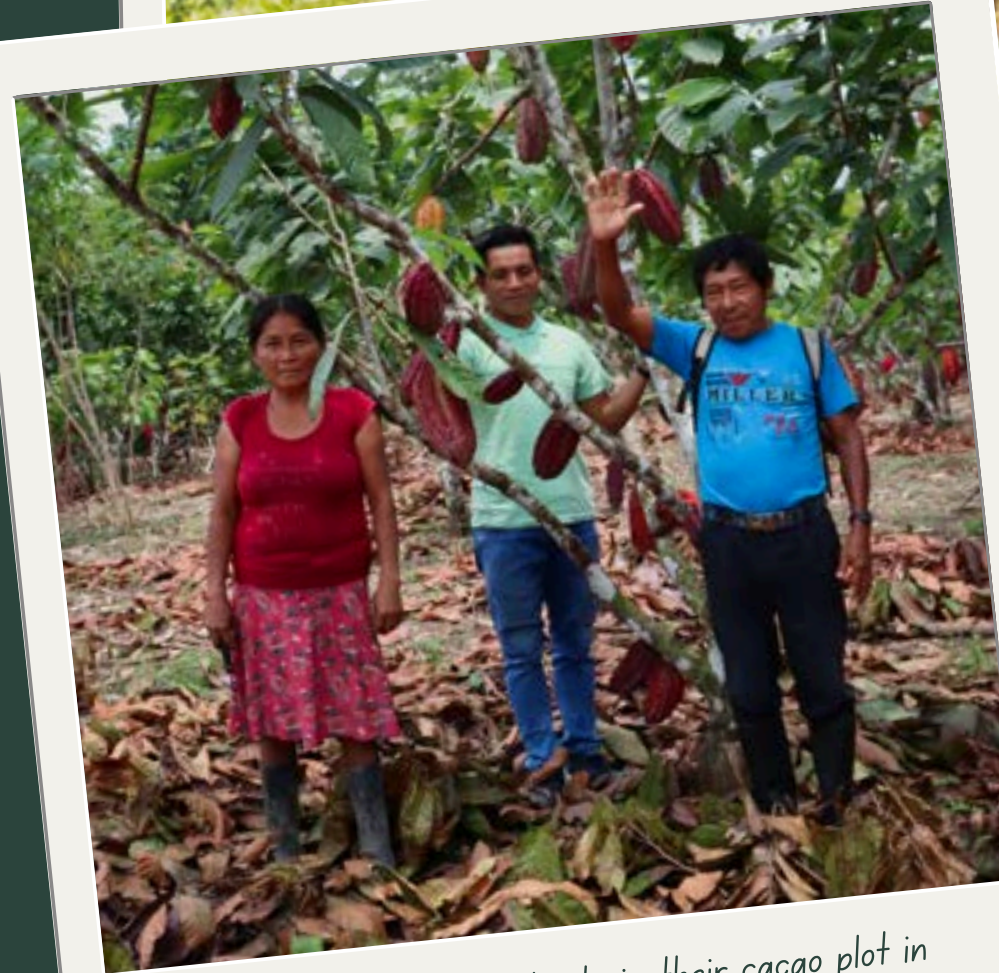
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## Healthy people = healthy rainforest

Indigenous Peoples and local communities are groups of people who have historic ancestral ties to a country or region before any other settlers arrived.

Indigenous peoples have lived in harmony with rainforests for thousands of years. They steward 25% of the world's land and protect 80% of global biodiversity.

Extreme weather linked to climate change, combined with pressure from industries like logging, often forces rainforest communities to sell their land for much-needed income.



Luciana, Jose and Humberto in their cacao plot in Huaracayo (an Awajun Indigenous community) in Peru.



Jessie a local community member from Gadaisu, Papua New Guinea.

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# DID YOU KNOW?

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Can you imagine a world without coffee and chocolate or Mario Kart without bananas? Many of our favourite foods originate from rainforests.

Glitching out? The okapi from the Congo rainforest look like a cross between a giraffe and a zebra. It's zebra print legs help it to camouflage.

No BRB if you're a sloth. They go down to the forest floor to use the bathroom just once a week.

The "Last of Us" IRL? The spores of the "zombie ant fungus" cordyceps hijack the ant's body, eventually leading it to its death and using its corpse to reproduce.

Need more HP? Over 25% of modern medicine originates from rainforest plants.



*Cacao pods are the beginning of a chocolate bar.*



*Not a glitch. This is the okapi from the Congo forest.*



*Hoffmann's two-toed sloth.*

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# HOW DO WE WORK?

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We give cash directly to people in the rainforest so they can purchase what they see as most essential for their community - whether that be food to feed their families, or a roof over their heads.



We partner with communities living in the rainforest and listen to their needs to deliver projects that create jobs, which means they don't have to sell their rainforest to the likes of illegal loggers for desperately needed cash.



We install Rainforest Labs to provide maps, data and internet so that rainforest communities have access to information about their land and can identify threats, such as forest fires and logging.



We ensure the rainforest people we work with are safe and healthy, by improving access to healthcare and sanitation.



An aerial photograph of a lush tropical forest. In the lower-left quadrant, a small settlement with several buildings and a dirt clearing is visible. The rest of the image is dominated by dense green trees, with a thick layer of white mist or fog rising from the forest floor in the center and right, partially obscuring the trees. The lighting is bright, suggesting a sunny day.

**DEFORESTATION IN  
COOL EARTH'S  
PARTNERSHIPS IS  
UP TO **82%** LOWER  
THAN SURROUNDING  
AREAS**

# COOL EARTH IN A NUTSHELL

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How to explain Cool Earth to your community in under 5 seconds:

*“Cool Earth is a charity that works with people to protect rainforests and fight the climate crisis.”*

How to explain Cool Earth to your community in under 20 seconds:

*“Cool Earth works with the very best rainforest protectors; the people who live there.*

*They fund projects that combat poverty and strengthen rainforest communities to keep the forests thriving.*

*By supporting them, we're all joining the battle against climate change. As every tree standing is absorbing carbon and keeping our planet cool.”*

# WHAT YOUR SUPPORT CAN DO

**STREAM FOR  
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**£15**

Can help rainforest children access school.

**£30**

Can help buy GPS devices to track forest threats.

**£52**

Can support a person living in rainforest for a month. So they can continue protecting it.

**£100**

Can help remote villages access healthcare.

**£250**

Can help a village to protect their forest.

# WHAT YOUR SUPPORT CAN DO

**STREAM FOR  
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**£500**

Can help a  
rainforest village  
access clean water.

**£700**

Can support a  
person living in  
rainforest for an  
entire year.

**£1000**

Can help equip a  
forest monitoring  
station with forest  
threat tracking  
tech.

**£2000**

Can help deliver  
conservation and  
biodiversity  
training to  
rainforest  
communities.

# DOWNLOAD YOUR ASSETS

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- Find everything you need to shout about your stream on social with our [Social Media Pack here](#).
- Get your Cool Earth [Icons and Logo Pack here](#).
- Grab everything you need to make your stream pop, with our [Twitch Pack here](#).



# NEED HELP? WE'RE HERE

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Chat to us



**Shannon Kessell**

Senior Manager, Individual Giving  
and Engagement



**Kirsty Hoare**

Individual Giving and  
Engagement Officer

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