



ARC restores African rainforests through grassroots conservation and community development. By providing new economic and educational opportunities to local men, women, and children, we empower villages to preserve their natural heritage for all mankind...

—Mission Statement, 1991

Tanzania Mountain Rainforest Project, 2008

Over 130 communities in 4 mountain ranges are now managing their local forests, enabling over 2000 square kilometers of rainforests to recover from decades of exploitation.

Thousands of families have increased their income through small eco-friendly businesses—from fish ponds to bakeries to maize milling machines. The most innovative is butterfly farming. Over 300 farmers have been trained to produce butterfly pupae in the forest for export to butterfly display centers around the world. Working for themselves part-time, they've raised their household incomes an average of 50%.

Over 10,000 people, now trained in agro-forestry, have planted over 8 million trees both to supply villages with fuel wood and timber, reducing pressure on the natural forest, and to convert cleared forests back to wildlife habitat and water catchment. Over 2000 households now use fuel-efficient stoves that require 50% less fuel wood.

A number of new species of plants and animals have been discovered by project staff. The Eastern Arc Mountains of Tanzania form one of the most bio-diverse habitats on earth. Acre for acre, there are more species unique to this habitat than to any other eco-system in the world.

Our Community Conservation Network, through village to village study tours, publications and country-wide gatherings, links grass root projects across Tanzania, letting them learn from each other and creating a common voice to lobby the government on forest issues. The Network study tours show villages who are just starting projects how they can transform their lives and re-green their barren landscapes.

Only by empowering the local villages to stop people from clearing the forest, only by helping villages plant trees and raise fish and get their crops to the market, only by teaching the school children the value of the forests, only this way can these precious and rich forests survive.

With 16 years' experience on the ground, ARC has learned how to end the forest destruction that afflicts most of Africa. The Tanzania Project has grown to employ 40 staff—20 university graduates and 10 with specialized forestry training. With a budget of over \$1 million, it is a lean, efficient organization that knows how to motivate communities.

Every dollar donated saves 50 old growth trees for a year. \$250,000 more yearly could end the devastation of the Rubeho, Nguru and Pare Mountains, three ranges where there is no conservation, where the forests and people need your help.





ARC'S 17TH ANNUAL ARTISTS FOR AFRICA BENEFIT GALA INVITATION TO CONTRIBUTE TO GREEN BAGS

ARC works to conserve and restore African rainforests - among the oldest and most bio-diverse in the world - by empowering local men, women, and children, to preserve their natural heritage for all present and future generations.

THE AFRICAN RAINFOREST CONSERVANCY'S ARTISTS FOR AFRICA BENEFIT is a high-profile event that draws an A-List crowd each year from the worlds of art, fashion, and society.

DATE AND VENUE Monday, April 21st at The Bowery Hotel www.theboweryhotel.com to coincide with Earth Day, April 22nd. More information online: www.africanrainforest.org

FORMAT 250 Guests. Cocktail Reception, Dinner, Awards, Sotheby's Auction and After Party

OUR MESSAGE supporting progressive companies is the critical link between protecting the world's climate and conserving our shared planet's resources.

JOIN US by contributing to the Green Bags and promoting your company's commitment to the earth. Guests will each receive 'Green bags' filled with earth friendly products in place of traditional 'gift' bags, as part of our 'think global, act local' philosophy.

SPONSORS include Vanity Fair (Green Issue), Ethos Water, Fresh, Devachan, Miraval Life In Balance, Nomad Tanzania and the Natural Gourmet Institute. Wholefoods are eliminating plastic bags in time for Earth Day and providing 'Green Bags' for benefit guests.

NEW SPECIES AWARD HONOREE: top environmentalist, Gloria Flora (*Eleventh Hour*) will be honored with ARC's 2008 New Species Award. Previous Recipients: George Plimpton, Peter Seligmann, Harrison Ford, James Gandolfini, Lewis H. Lapham, Professor Michael Oppenheimer

NOTABLE SUPPORTERS: include Peter Beard, Naomi Campbell, Matt Dillon, Harrison Ford, Eric Goode, Fisher Stevens, Anne Hearts, Lewis Lapham, Patrick McMullan, Nicole Miller, George Plimpton, Ringo Starr, Christy Turlington and Denzel Washington.

ARC BACKGROUND Since 1990, ARC has been at the vanguard of grassroots conservation in the Eastern Arc mountains of Tanzania –in which there are more endangered species than anywhere else in the world. Where ARC is working the forests are coming back and the villagers are better off. Our sustainable nature based programs ensure that the next generation will not have to choose between conserving and destroying their forests to survive. ARC is New York City based, 501(c)3 non profit, all donations are fully tax deductible.

WORLD LEADING PHOTOGRAPHERS INCLUDING Patrick DeMarchelier, Norman Jean Roy, David Bailey, Arthur Elgort, Steve McCurry, Lyle Owerko, Nigel Parry, Mirella Ricciardi, Spencer Tunick and Bruce Weber have generously donated stunning images of Africa year after year, raising over \$1 million for grass roots community development and conservation.

INTERESTED? CONTACT: Emily MacDonald at 212.431.5508 or emily@africanrainforest.org

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**African Rainforest Conservancy's 17th Annual
Artists for Africa Benefit, April 21st 2008**

In-Kind Contribution Form

Please complete and email to emily@africanrainforest.org

Contributor Name	Email	Phone Number
(your Company)		
Contact Person	Email	Phone Number
ADDRESS OF CONTRIBUTOR		
Website (URL):		

TYPE OF DONATION:

CORPORATE INDIVIDUAL

DESCRIPTION OF ITEM OR EXPERIENCE:
TERMS AND/OR CONDITIONS

Fair Market Value \$ _____

CONTRIBUTOR'S SIGNATURE: _____

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and most biodiverse in the world.***