

Save the Dates!

Please take a moment to note the dates of the following upcoming RF-US events.

2003

April 29th to May 6th - Rainforest Awareness Week

May 6th - The Annual Rainforest Foundation US Benefit

Corporate Support

Swarovski

The RF-US has been developing a three-year marketing partnership with the well-known Austrian crystal company Swarovski. In 2001 the RF-US received its first $25,000 donation from the sales of the Swarovski 'Harmony Pin', the first design in the Garden of Tranquillity trilogy. In 2002 Swarovski introduced their 'Beauty Pin' and graciously donated $25,000 to underwrite the Oklahoma! Broadway event. In addition, Swarovski also held a store opening at their Flagship store on March 23rd that benefited the RF-US by donating 5% of all sales for the month of April in honor of Rainforest Awareness Week.

As we enter our third year of collaboration, we would like to express our deep appreciation and thanks to Swarovski for their support which enables us to continue our mission.

Planned Giving

The term "planned giving" refers to charitable gifts that require some planning before they are made. Planned gifts are popular because they can provide valuable tax benefits and/or income for life.

Whether you use cash or other assets, such as real estate, artwork, or partnership interests, the benefits of funding a planned gift can make this type of charitable giving very attractive to both you and the RF-US.

Potential benefits of planned gifts:

- Increase current income for you and others
- Reduce your income tax
- Avoid capital gains tax
- Pass assets to family at a reduced tax cost
- Make significant donations to charity

Planned gifts include bequests, trusts and contracts between a donor and the RF-US. To find out more about the most popular types of planned gifts, contact our Development Director, Lisa Stamm at 212-431-9098 or check out our web site at www.rainforestfoundation.org.

Planned Giving Term of the month:

Bequest – When a donor decides to leave assets to charity in his or her will, they are making a bequest. The donor's estate will receive a charitable estate tax deduction upon the donor's death, when the gift is made to charity.

Fundraising

Oh What a Beautiful Evening!

The corn wasn't as high as an elephant's eye but the tables of delectables at the RF-US First Annual Theatre Benefit held at the "21 Club" on February 23rd was an 'All American "Oklahoma" feast fest' indeed. The pre-theater party featured a Blue-Grass Band, and a caricature artist that sketched some of the over 200 supporters and their families attending. Swarovski Crystals sponsored the cocktail party and set up a tattoo parlor that offered crystal American Flag tattoos.



L-R Mark Erenstein and William Lauder. Credit - Suzanne Vreeland

Even the silent auction was an All-American theme that featured trips to Dude Ranches and ski resorts. Immediately after the buffet dinner the guests then proceeded to catch the first revival preview of the award winning Broadway hit "Oklahoma!" Rave reviews were across the board for the entire evening that raised over $70,000 to support our work.

Honorary Chairs for the event were Rainforest Foundation Co-Founders Trudie Styler and Sting, with the Benefit Committee including: James Nederlander, Jr., Rick Baker, Fran Costigan, Larry Cox, Maggie and Michael Delia, Mark and Susan Dalton, Charles and Cynthia Henden, William and Karen Lauder, Henry Meer, Michael Mitnick, Jimmy Nicholas, and Laurie and Paul Sturz.

In addition to Swarovski, Benefit Chairs, Benefit Committee, and Volunteers who made the evening possible; we'd also like to thank Jimmy Nicholas, ZeZe Flowers, B. Kamins, Real Simple Magazine, Aveda, Tasty Baking Company, Skyline Guest Ranch, Sassy Moose Inn, Cowgirl Enterprise, The Fairmont Chateau Lake Louise, Miramax Sound and Fiji Water.



L-R Michael Tammaro, Sting, Hillary Swank and Trudie Styler
Credit - Suzanne Vreeland

First Annual Rainforest Photographic Exhibit

The First Annual Rainforest Photographic Exhibit was held June 12-15th at C & M Arts, 45 East 78th Street in New York to benefit the RF-US. Curated by photographer Michael Tammaro, the 3-day exhibit featured the works of 100 photographers who donated proceeds from the sale of the 135 images on display.

The exhibition had something for everyone and images on display ranged from rock and roll icons to breathtaking outdoor scenes. Contributing artists included: Patrick Demarchelier, Michael Thompson, Max Vadukul, Patrick McMullan and Brigette Lacombe.

Those in attendance included: Rainforest Foundation Co-Founders Trudie Styler and Sting, Hillary Swank, Glenda Baily, Donna Karan, and Eric Schaeffer.

The RF-US would like to especially thank Calvin Klein, Joe Spanzo, Ted, Inc. and C & M Arts for making the event possible.



Promotions

Paging all supporters…



Now you can complete your holiday shopping and support the RF-US at the same time by giving your family and friends the RF-US 2003 Appointment Calendar. Available November 2002, the limited-edition, hard cover book is both a high-quality weekly appointment calendar and a great source of information.

This year's collector's item features magnificent paintings from an educational program developed in the Amazon. Paintings inspired by the world that surrounds the Ticuna Indians illustrate this, the seventh edition of the Rainforest Foundation Appointment Calendar.

Sponsored this year by Swarovski, the calendar contains pages from the performers from this year's Carnegie Hall performance as well as special messages and quotes from previous artists.

Calendars cost $25.00 plus $5.50 shipping and handling. Credit cards, money orders, and checks are accepted. To order a calendar, call Beverley Hadfield at (212) 431-9098.

Website Launch
www.rainforestfoundation.org

Log on to our newly designed website and check out the latest on the RF-US. Get to know our history, achievements, programs and forthcoming projects. The site offers a great wealth of information and news, plus kids stuff, upcoming events and RF merchandise.

As an organization, we rely on contributions from individuals and corporations to undertake our work.

To donate to our work, please send a check made payable to the Rainforest Foundation and mail to 270 Lafayette Street, #1107, New York, NY 10012. Your donation will help make a difference.

name: _____

address: _____

_____

city: _____

state: _____ zip: _____

phone: _____

amount: $500 ____ $250 ____ $100 ____ Other: _____

order ___ calendar/s at $30.50 each (includes S&H) = $_____

Houston Gala
Texas - November 2002

The 11th Annual Houston Gala happily exceeded all expectations in a tough fundraising environment. Not only did a plethera of activities and parties preceed the gala but at the actual event, funds raised are projected to surpass the previous years. Joining the Houston's Gala founder and creator, Lucho Florez as Co-Chair was renowned legendary volunteer fundraiser and philanthropist Carolyn Farb. Guests at the sold out event were treated to a silent and live auction that included a new Infiniti automobile as well as unique one of a kind experiences and treasures.

The honorary Chair for the event was Rainforest Foundation Fund Chairperson and Human Rights Activist Dr. Franca Sciuto. RF-US Board Chairperson Michael Mitnick also attended with fellow board member Jimmy Nicholas, Executive Director Ana Valéria Araújo, and Development Director Lisa Stamm. Franca and Mike spoke from the podium to thank the Houston community and to inform them of our successes.

The Rainforest Foundation would like to sincerely thank Carolyn Farb and Lucho for making this event possible.

The Vogue / Ellen Tracy Event

On August 7th at the Boathouse in New York Central Park, the RF-US was the beneficiary of a fun-filled reception hosted by fashion powerhouse Ellen Tracy and given by Vogue Magazine.



L-R Illeana Douglas, Muffie Potter Aston, Ana Valéria Araújo, Kristin Davis and Linda Allard. Credit - Vogue

The honored guests included Illeana Douglas, Kristin Davis, and Muffie Potter Aston. Ellen Tracy generously presented the RF-US with an additional donation on a night that raised over $24,000 for the RF-US that featured a live Brazilian band, informal modelling and silent auction of wonderful trips and experiences.

The RF-US would like to take this opportunity to thank Ellen Tracey and Vogue Magazine for making the evening a success. Without their vision and support this event would not have been possible.



Credit - Suzanne Vreeland

Most Valuable Volunteer

…And the award this year goes to Susan Lubin. Every week for the past year Susan has devoted her time to help RF-US staff and assist at many of our events. Her readiness to help, commitment and hard work have been extremely beneficial and the entire team at the RF-US wishes her every success for the future.

We would also like to thank interns Kristen Hansen, Adelin Cai, Rebekah Rollo and Michael Greenberg for their dedication and hard work throughout the summer. Last but not least thanks to our loyal RF-US volunteers. Without you, we would not be able to carry out our work.

Front Header Image: “Tracajá Dance” - Dance performed for children during the Moça-Nova Festival. Gouache on paper. Hilda Tomás do Carmo, São Domingos II Community, São Paulo de Olivença, Brazil, 2000.

Back Header Image: Sloths in the Tree”. Gouache on paper. Jonas Jorge, São Domingos I Community, São Paulo de Olivença, Brazil, 2000.

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