



PHILANTHROPY

ELEMENTARY STUDENTS SUPPORT RAINFOREST TRUST

WHITNEY KEELER, a teacher at Hopi Elementary School in Scottsdale, Arizona, was paying attention to the recent student-led climate movement. In response, she decided to take a proactive approach to educating her students about conservation. Along with assistance from fellow teachers Jacqueline Comerford and Kelsey Wolf, Keeler created the Environmental Leaders Club for upper elementary students. Some of the club's activities involve fundraising for environmental organizations, and over the past two years they've donated money to Rainforest Trust through their Penny Wars Challenge.

The Penny Wars Challenge is a way to motivate students while educating them about the climate crisis. Students ask for donations in pennies, competing with other classes to see who can collect the most in a week. "Last year was our first Penny War. We made an insane amount of money in change, and we donated it all to Rainforest Trust." This year, students raised \$2,424 for rainforest conservation.

Rainforest Trust is keenly aware of how important it is to engage students in the fight against deforestation. Students that participate in a Penny Wars Challenge, or any other educational fundraising

initiative, become part of Rainforest Trust's Rainforest Ambassadors Program. If you have a student or school that would like to raise funds and awareness for rainforest conservation, please call us at (800) 456-4930!



ZOO ATLANTA'S QUARTERS FOR CONSERVATION

A ZOO is a great place to see and learn about wildlife from all over the world and many zoos are also taking conservation action to protect the natural habitats of the species in their care.

Zoo Atlanta hosted a contest beginning in 2018 and concluding the summer of 2019 called "Quarters for Conservation." With each ticket purchase, they set aside 25 cents and visitors got to vote on the specific animal they wanted to protect. Thanks to the efforts of zookeeper Kelly Daire, the winner this year was the Fossa, Madagascar's largest native predator.

The International Union for Conservation of Nature's Red List lists the Fossa, native only to the island nation of Madagascar, as "Vulnerable" to extinction. Much of this threat comes from habitat loss: 80% of the Fossa's forest habitat has been destroyed. This deforestation has contributed to a 30% decrease in the Fossa population. Now, these already solitary animals are finding it even more difficult to find food and mates.

But Zoo Atlanta's contest and marketing raised \$7,000 for Rainforest Trust and the Ivohibory Protected Area. Rainforest

Trust is working to protect this area with MICET, the Madagascar Institute for the Conservation of Tropical Environments. This forest reserve will be a safe haven for Fossa and many other species found only in Madagascar.

