



BJF Key Accomplishments 2016

Continuing to invest in a solid foundation for a bright future

General statement 2016

1. Mission & Vision

We are the Black Jaguar Foundation (BJF). We are driven to restore the balance between nature and mankind. We offer a tangible solution for the drastic degradation of two of our most precious ecosystems: the Amazon rainforest and the Cerrado savanna in Brazil. The Black Jaguar Foundation pursues one clear objective: planting indigenous trees on a massive scale to help realize the Araguaia Biodiversity Corridor, in order to improve the lives of each of us and of all future generations on our planet. With partners who match our values, we will reach our goal through well-defined tasks, step by step. We all have the power to change.

2. 3 phases of activities

All of our activities and efforts to ultimately realize our tasks for the Araguaia Corridor in the field in Brazil, can be divided in 3 phases:

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|---|----------------------|---|------------------|
| 1 | Preparation phase | > laying the groundwork for our foundation | Year 2013 - 2017 |
| 2 | Fundraising phase | > generating the required funds in cash | Year 2018 > |
| 3 | Implementation phase | > carrying out the tasks in the field in Brazil | Year 2018 > |

3. 2016: Continuing to invest in a solid foundation for a bright future

The Araguaia Biodiversity Corridor in itself is a conservation project on a massive scale. The tasks set forth by the BJF to contribute to the realization of the Araguaia Corridor are equally ambitious. To prepare ourselves and present our tasks for such an enormous project to donors, potential sponsors and landowners, we must set high standards for our organization. High standards refer to a professional and unique approach to our (sponsor) partners in terms of systems, marketing and campaigns on the one hand. On the other hand, it refers to our approach to landowners with the best possible technical partners in ecological land restoration. In 2016, we have further invested in building a healthy base for our foundation and made a start with the fieldwork on the ground in Brazil.

We only have 1 project. All of our energy and received funds are dedicated to realize our 3 tasks for 1 project: the Araguaia Biodiversity Corridor. Building a healthy base for our foundation in terms of systems, operating manuals, information handbooks, attending specific congresses on forest restoration, building a network of Ambassadors – it's all dedicated to the one and only project we fight for. This makes the work of the BJF clear and transparent for the members of our team and our technical and sponsor partners alike.

Each euro or Brazilian real we receive from donors or sponsor partners is used directly or indirectly for our tasks to realize the Araguaia Biodiversity Corridor. In 2016, we had our first paid team member, at BJF Brazil. All other work is carried out by volunteers pro bono or at charitable rates. We intend to finalize all the required and carefully planned marketing and PR tools by the end of 2017. In this way, by 2018 we can start activating our team of lobbyists and fundraisers and really commence with the fundraising phase.



Our pilot project and first fieldwork to map 6,000 hectares in different biomes has proven to be a success. Landowners who were presented with our mission have become partners, eager to cooperate. The mapping is only the first of three phases. In 2017, we will carry out the Biodiversity Planning phase on their land. In 2018, we intend to build the first nurseries for native trees on their land. The next step will be to plant 350,000 trees as part of the pilot project, and 650,000 native trees as part of the second phase of our fieldwork, together accomplishing the goal of 1 million trees to be planted in 2019. The planting of the first 1 million native trees will set an example for duplicating our success on the ground.

Generating more and more of the right examples of success is the key to *our* success. From making our pilot project in the field in Brazil a success to selecting the best possible technical restoration partners in Brazil, to the selection of new Ambassadors and Official Suppliers, to the expansion of our team of devoted professionals who donate their time and talent to the BJF.

In the following pages, you will read about the milestones of the Black Jaguar Foundation in 2016. Our goal is to build a community of supporters and partners on a global scale, as well as building a 'community of change' locally. This community will consist of *transition landowners* in Brazil, who own land in the Araguaia Corridor zone.

4. Financials 2016

We work with and are sponsored by Salesforce for our CRM online database, and we've done so since 2014. The complete history of donations, contacts, background information on each donor and (sponsored) gift items sent are all recorded with great precision in our Salesforce CRM tool. Reference: [BJF's video testimonial](#) in support of Salesforce's sponsorship.

The value of soft sponsoring up to 2016: €1,9 million

The cumulative amount of €1,9 million in soft sponsoring, or 'sponsoring in kind', was raised from 2013 to the end of 2016. This amount relates to all sponsored services and goods from our official suppliers and the donated hours from our extensive team of volunteers, based on a calculation of €10 per man-hour. The amount of €1,9 million is not reflected on our balance sheet, but it has given us the power to continue to build a healthy base for our foundation.

The value of cash sponsoring raised up to 2016: € 301,790

Although we have not started our official fundraising phase yet, which is why we've dedicated a minimal amount of time and effort to this task, we have raised € 301,790 from both individuals and companies between 2013 and 2016. These early donors and partners have believed in our mission from the start and made it possible for us to continue to lay the groundwork of our foundation.

Our goal is to have an overhead of a maximum of 15% of all raised funds. Taking into consideration the far-reaching preparation phase of investing the past 5 years in creating a healthy foundation for the BJF, we will achieve this level when we have reached raising the cumulative amount of € 3 million in cash.



5. How the 2016 cash funds raised were invested in 2016

* Field developments in Brazil for the Araguaia Corridor

Selecting forest restoration partners

During the year of 2015 and the start of 2016, we invested in selecting the best possible BJJ technical partner for reforestation and land restoration in Brazil. These entities turned out to be the company BIOFLORA / NBL Engenharia Ambiental. With 30 years of experience in the field of forest restoration all over Brazil, the company is considered to be part of the elite of forest restoration companies. The company works in close partnership with LERF (Laboratory of Ecology and Forest Restoration) at the University of São Paulo (USP). Both of them are located in Piracicaba (164 km from São Paulo). The partnership between the BJJ and Bioflora was signed in January 2016.

Starting our pilot project of the first 6,000 hectares

In March 2016, we began carrying out our first BJJ field project. Our goal was to create the first instance of forest restoration that will serve as a model for all of the Araguaia Corridor Zone. Fully financed by the BJJ, this foundational mission was carried out by our Brazilian technical partners: LERF and BIOFLORA.

The first step of this pilot project was to map a total area of 6,000 hectares in three different regions within the Araguaia Corridor Zone: Caseara (Tocantins), Marabá and Limoeiro do Ajuru (Pará). Identifying the landowners, examining the land borders and the land use were just the first three elements of the Mapping Project Process. Direct cash payments to BIOFLORA, as per our agreement, were €4,785. This excludes all travel and lodge expenses of several trips to the three different regions spread along the Araguaia Corridor. Travel, food and lodge cash expenses were €7,000.

Production of video testimonials of Bioflora and LERF directors in support of the BJJ

In 2016, beautiful video testimonials of both directors of Bioflora and LERF were produced, edited and subtitled in English. The video production company Lux PV in São Paulo became BJJ's official supplier and sponsored the production of both video testimonials:

Video testimonial Bioflora / Dr. André Nave	http://www.thelast600.org/22
Video testimonial LERF / Prof. Ricardo Rodrigues	http://www.thelast600.org/19

* Paid out salaries and cash remunerations

BJJ Board members and Ambassadors do not receive any cash remuneration. They are only reimbursed for basic expenses such as transport to attend BJJ meetings. In 2016, the amount of €15,500 was paid out in cash as remuneration for the full-time services of BJJ Brazil's project coordinator. BJJ's initiator B. Valks invoiced a remuneration expense fee for his full-time services. However, only €1,700 in total was paid out to him during the whole of 2016. No other cash remunerations were made to BJJ Team members in 2016, other than remuneration of costs incurred.



*** TheLast600 campaign expenses paid**

Donors of the BJJ who donate €1,000 and above receive a unique benefits package, including a handmade sculpture of a jaguar head and a poster. Donations from € 5,000 and above receive a satellite print of the Araguaia Corridor. The materials to produce these sculptures are purchased at charitable rates. Consequently, only a small part of the real cost was paid in cash to the suppliers. In 2016, we invested in new molds for new medium-sized jaguar sculptures. We also invested in enabling BJJ team members in Brazil to reproduce the sculptures in Brazil itself, so we can ultimately avoid the considerable expense of transportation and material costs.

*** Expanding the team of BJJ volunteers and sponsor suppliers worldwide**

The team of professionals who donate their time and talent to the BJJ increased to over 120 members in 14 countries worldwide in 2016. Over 20 companies donated their services and/or products in 2016. A high number of meetings took place to discuss tasks to be carried out by existing team members or to share the BJJ's mission with potential team members. Most meetings took place at the BJJ office in Amsterdam, others at restaurants or lobbies around the world. The BJJ paid for the expenses of lunches and dinners with these potential and existing team members. As the team is spread out over 14 countries, travel expenses took up a large portion of the Travel & Accommodation expenses. The upside, however, is an unbelievable amount of positive energy which translates into sponsored talent, services, products and man-hours totaling over €200,000 in 2016 alone.

*** Setting up BJJ Brazil in São Paulo: Instituto Black Jaguar**

The name of BJJ Brazil is officially registered as Instituto Black Jaguar. The selection of the three board members for the legal entity was finalized in 2015 and the lengthy administrative process was carried out over the course of 2016. By early 2017, we expect the entity to be fully registered and approved by the Brazilian authorities and classified as an official non-profit organization. The administrative process of setting up BJJ Brazil was fully sponsored by the company Pro Result. However, additional costs to third parties during the entire administrative process needed to be paid for by the BJJ.

*** Setting up the BJJ's German representative office in Munich**

In the year 2015 and 2016, a partnership with the company Drehmoment Film GmbH was made. Until the moment that the BJJ will set up its own legal entity in Germany, the company will act as the BJJ's office for Germany. Drehmoment is a young and fast growing company, which fully supports the ambition of the BJJ. Statement by Drehmoment's owners: *'It is very nice and even fun to donate our facilities, time and talent to the BJJ. We provide them with the free use of our office, network and facilities in order to give them a solid base to approach and involve German companies and individuals for a partnership with the BJJ.'*



* Participating at the IUCN World Conservation Congress

In 2016, the BJF participated in its first global congress for conservation: the IUCN World Conservation Congress. It was held in September in Hawaii and has become a milestone for growth for the BJF in many aspects. The BJF team delivered two presentations: the BJF e-poster and a speech at the UNCCD event 'Tackling land degradation on-the-ground'. The BJF invested in the participation of 4 team members to fly to Hawaii and attend the congress. Total expenses in cash come to about €11,000.

It was a real investment for the BJF, but soon thereafter it already proved to be more than worth it. We had the chance to meet Princess Basma bint Ali, the 'Green Princess of the Middle East', and invited her to become part of our team, which she did later in 2016 when she became an official BJF Ambassador. As a result of the news articles about the BJF that were generated during the congress, we have had the pleasure to not only welcome another landowner to become part of the Araguaia Corridor but also convince him to become a cash sponsor for the amount of €2,000 per month, indefinitely.

During the congress, we held meetings with top conservation organizations such as the IUCN, Conservation International, World Resources Institute, the Rainforest Alliance, and the Ministry of Environment of Brazil, a major supporter of ecological corridors. In total, we met over a 100 people in the world of conservation to initiate partnerships to help realize the Araguaia Biodiversity Corridor.

Other strategic accomplishments realized and paid for in 2016

* Partnership with Brazilian based *Instituto Etnia Planetária*

As a result of our participation in the IUCN Congress, the BJF met the owner of Etnia Planetária Institute. In the months that followed the congress, several meetings took place with team Etnia and a technical partnership took shape. Etnia Planetária Institute is an environmental NGO based in Brazil, its goal consists of reconciling nature conservation with economic and social development, giving true meaning to the word sustainability. They will cooperate with the BJF in elaborating on projects, fundraising, networking and the implementation of reforestation actions in the Araguaia Corridor.

* First royal joins the BJF as ambassador: HRH Princess Basma bint Ali of Jordan

As a result of our participation at the IUCN Congress, BJF team had the honor to meet HRH Princess Basma bint Ali. Two official meetings took place in Hawaii and it soon became clear that Princess Basma would be open to discuss her future role as Ambassador for the BJF. In November 2016, a meeting was organized in Amman, Jordan to formalize her role as Ambassador. During that particular meeting, she signed the BJF Ambassador Document. Princess Basma is known as the 'Green Princess of the Middle East' and her list of achievements to preserve our planet is extensive. She will help the BJF with promoting our mission in general as well as with introductions to potential affluent sponsor partners in the Middle East and beyond. The costs incurred to travel to Amman and lodg expenses were around €2,000.



Marketing, fundraising & preparation accomplishments realized and paid for in 2016

* **First Brazilian landowner becomes important sponsor partner**

As a result of our participation in the IUCN Congress, several significant articles were published in leading newspapers in Brazil and Spain. A nature loving businessman from Brasilia, was attracted by the Brazilian newspaper article on the BJF. BJF Brazil's project coordinator Ivan Nisida followed up and met with him personally in Brasilia. This resulted in a lasting friendship and (sponsor)partnership contribution. This support in all aspects, coming from a Brazilian landowner himself, is an amazing example that change is possible! It is the start of creating a beautiful and powerful community of transition farmers and landowners for the BJF and the Araguaia Corridor.

* **First 3 companies have upgraded their sponsor partner contribution to €50,000 per 2 years**

In spite of the fact that only little time has been devoted on fundraising and creating sponsor partnerships with companies and corporates so far, we did approach several companies. As a result of the dedication of our Ambassador Kees Rijnhout, the introduction to several global privately held companies was made. Over the course of 2016, the companies Actiforce, Scelta Mushrooms and J. Zandbergen upgraded their commitment to the BJF with a sponsor partnership of €50,000 per 2 years. These three family-owned businesses, together with a number of German based companies have enabled the BJF to grow to the next level and are examples for many other companies and corporations to follow in 2018 and beyond. Several existing and important sponsor partner companies in Germany are likely to upgrade their commitment in 2018.

Other strategic accomplishments – realized and paid for in 2016

* **Trip with BJF Diamond Sponsors visiting the Araguaia Corridor region**

In August 2016, the first BJF Diamond Friend Trip took place in Cantão national park in the heart of the Araguaia Corridor. It was a great success and, above all, a fantastic experience for our Diamond Friends and all the BJF staff involved. During the four days and three nights, several boat excursions on the Araguaia river took place as well as jungle walks to learn about the enormously rich biodiversity of the region. One of the many highlights was the planting of a native tree by each of the sponsors. All expenses of the trip were paid for by each of the Diamond sponsors who had joined. However, it was an arduous job to organize the Trip, which took much of our time between April and August 2016. The bond among these first Diamond Sponsors had grown and close friendships were made. The sponsors who had joined feel much more connected with our project these days and have become true (unofficial) Ambassadors of the BJF. We have made a short video compilation of the trip which we would love to share with you: <http://black-jaguar.org/BJFDiamondFriendTrip2016>.



*** Sculptor Chris Tap has crafted a new life-size 'black jaguar head' for the BJF**

The award-winning sculptor Chris Tap has spent several months working on a life-size head of a black jaguar, donated in full to the BJF. This large head is the start of an even larger artistic project: the making of a life-size sitting jaguar, planned to be completed by mid 2017. The life-size head is called the XL edition and will be gifted to Diamond Friends who donate €25,000 or more. To reproduce these sculptures, a mold needed to be paid for.

The first 1000 kilograms of material, 'AlphaK Cement', was fully sponsored by the industrial company Saint-Gobain. Further requirements for this cement were offered at charitable rates. However, this still amounted to about €2,000, paid for in cash in 2016.

*** The English edition of the story behind the BJF was published: 'No Risk, No Life'**

The book '*No Risk, No Life*' tells the story and adventures that led to the founding of the BJF. In 2016, much time was allocated by a small team of professionals who (mostly) donated their skills to write an additional chapter about '*The Dream of the Black Jaguar Foundation*'. Hereafter, the complete book was translated from Dutch to English over the course of 2016. This arduous project was fully sponsored by translator Jolanda Treffers and editor Virginia Hamilton. In 2017, special editions for sponsor partners will be made. The last and new BJF chapter tells the reader the story behind the BJF and the building of the foundation from 2011 to 2016. At the very end of the book, the reader is given many incentives to become a donor or sponsor partner him or herself, which will make the book another marketing tool for the BJF fundraising phase in 2018 and after. Daniel Hillel Tuch wrote this final chapter was paid a relatively small amount in cash for his work. The cash out expense of services paid for the entire process does not exceed €1,000. Initiator B.Valks also invested much time in this book project, time diverted from raising funds or other important BJF tasks. At the end of 2017, the book will be launched at the same time the brand new website will go live.

*** BJF Netherlands was approved by Transnational Giving' in Germany**

Good news for our donors and sponsor partners in Germany. In 2016, the BJF in the Netherlands was approved by the German branch of the network Transnational Giving Europe (TNG). Donations to the BJF in the Netherlands from Germany-based donors or corporations are now fully tax deductible. The downside is that TNG takes a 5% commission for the work of handling the fiscal tasks required. Only translation expenses were made, around €500 in cash. However, it took time and talent to make the process happen. Just click on [this link](#) to view the new donation payment link.

Other strategic accomplishments – realized and paid for in 2016

*** Preparing BJF's brand proposition for the future (no cash expenses)**

In 2016, the BJF team has worked together with strategic communication agency Elevate GmbH on the brand positioning of the BJF for 2017 and beyond. This process was led by Elevate, who offered their high-end services and skills as well as travel expenses from Munich to Amsterdam as a donation to the BJF. This brand positioning was indispensable for drafting the framework of the brand new website for the BJF, which was contracted out to Elevate. No cash payments were made for the brand positioning services.



*** Preparing the BJF's brand new website**

In 2016, a beginning was made with the design of an all-new and modern website for the BJF. The existing website is outdated. Currently, the website and the campaign site (TheLast600) are two separate websites. This needs to change into one integrated website. The BJF has contracted out the design and building of this massive project to the German-based Elevate GmbH, who had already carried out the brand positioning for the BJF at the start of 2016. The all-new website will ultimately be launched in the fourth quarter of 2017. Cash out payments to Elevate in 2016 were €13,100.

Media developments: sharing the BJF's mission with the world – realized in 2016:

*** Article published in newspaper *Estado de São Paulo* – Brazil**

As a result of our participation in and presentations at the IUCN Congress in Hawaii, a large article was written and published in *Estado de São Paulo* – one of Brazil's most influential newspapers. The positive involvement of this nationwide (quality) newspaper has already given us access to a number of landowners who have become 'pearls' of the Araguaia Corridor!

Link to the article: <https://goo.gl/hRz2LN>

*** Article published in *Página22*, the sustainability magazine of *Getulio Vargas University* – Brazil**

In April 2016, a well-documented article on the mission of the BJF was published in *Página22*, the magazine linked to the Center for Sustainability Studies (GVces) at the Business Administration School of Fundação Getulio Vargas (FGV-EAESP). The article was published in print and online. This article forged a link between the BJF and another landowner in the Araguaia Corridor, who later became one of the great examples of 'Transition farmers' for the Araguaia Corridor in Brazil.

Link: <http://pagina22.com.br/2016/04/05/a-casa-do-jaguar/>

*** Article published in newspaper *El País* – Spain**

As a result of our participation in and presentations at the IUCN Congress in Hawaii, a large article was written and published in *El País*, one Spain's most influential newspapers. A video compilation on the Araguaia Biodiversity Corridor was even made by the science department of *El País* in the Spanish language. The article raised positive awareness for the BJF in Spain as well as a new group of donors.

Link: https://elpais.com/elpais/2016/11/16/ciencia/1479327580_843285.html