

## BJF Key Accomplishments 2017

### Promising milestones after years of investing in the foundation

#### General statement 2017

##### 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 and a step-by-step approach. *We all have the power to change.*



##### 2. 3 phases of activities

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

- |   |                      |   |                  |
|---|----------------------|---|------------------|
| 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 >      |

Year 2013 – 2017

Preparation phase:

laying the groundwork  
for our foundation

Year 2018 >

Fundraising phase:

generating the required  
funds in cash

Year 2018 >

Implementation phase:

carrying out the tasks in  
the field in Brazil

### 3. Message from the Board

#### ***2017: Promising milestones after years of investing in a solid foundation***

In 2017, we have continued to invest in building a healthy base for our foundation and have expanded our fieldwork on the ground in Brazil. This is in order to finalize the first 2 tasks for our 6,000 hectare Pilot project: 'Mapping' and 'Biodiversity Planning'.

After years of investing in the preparation-phase to create a solid foundation for the BJJ, the first promising milestones have been achieved in 2017. Firstly out in the corridor-zone in Brazil and secondly with the expansion of the BJJ network incorporating world leading institutional partners. Furthermore, much work has been invested in materializing long awaited marketing tools, such as BJJ's brand new website and the renewed fundraising campaign 'The First 600'. Both the site and campaign will be launched in the first week of 2018.

The Stichting Black Jaguar Foundation (BJF) is one of the most ambitious non profit organizations worldwide, with one clear goal to realize the Araguaia Biodiversity Corridor. In 2017 we learned that the Araguaia Corridor is not only the longest biodiversity corridor on earth but that our third and final task, the reforestation itself, entails one of the largest reforestation projects ever. Indications show that out of the 10,4 million hectares within the corridor zone, an estimated 2 million hectares will need to be reforested or ecologically restored.

It is necessary that we set high standards for our organization, so that we can confidently present our project to potential sponsors, landowners and technical partners such as world leading nature organizations. High standards refer to a professional and unique approach to (sponsor) partners in terms of systems, marketing and campaigns. It also refers to how we approach landowners in collaboration with the best possible technical partners in Brazil for ecological land restoration.

#### **Pilot project - first 6,000 hectares**

Our pilot project and first fieldwork in Brazil, which aimed to map 6,000 hectares in different biomes, has continued to prove a success. Landowners in the pilot project actually became our 'Ambassadors', willing to co-operate and share our mission with neighboring landowners. The Mapping was only the first of our three tasks.

In 2017, we started to carry out and finalized our second task: the Biodiversity Planning, of these 6,000 hectares, in close partnership with restoration partners Bioflora and the University of São Paulo. In 2018, we intend to build the first two nurseries for native trees on the land of the participating landowners. The next step in 2018-2019 will be to plant 15.000 native trees with the goal to planting the first 1 million native trees (or restoring 1,000 hectares) in the Corridor by the end of 2019. The planting of these first 1 million native trees will set an example for duplicating our success on a larger scale in the field. Moreover, it will be essential to help bring more landowners to the project and expand restoration areas.

The first successes accomplished on the ground in 2017 combined with the carefully prepared marketing tools will enable us to activate our team of lobbyists and really commence with the fundraising in 2018 and beyond. The commitment of National Geographic Magazine in March 2017 to publish an article about the BJJ in one of their 2018 editions, will further improve BJJ-confidence to potential partners and stakeholders.

#### 4. Financials 2017

Since 2014 we have worked closely with and become sponsored by Salesforce for our CRM online database. 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: BJJ's video testimonial in support of Salesforce's sponsorship.*

##### The value of soft sponsoring up to 2017: € 2,4 million

The cumulative amount of € 2,4 million in soft sponsoring, or 'sponsoring in kind', was raised between 2012 and the end of 2017. This amount 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 2017: € 416,682

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 € 416,682 from both individuals and companies between 2013 and 2017. 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.

In 2017 we raised in cash €114,892 in the Netherlands and € 24,000 in Brazil from both individuals and companies in 2017. The income in kind (sponsored goods, talent and services ) in 2017 was valued at € 410,000 and the total raised in 2017 in both cash and in kind was € 548,892,--.

Payments made in 2017 totaled € 106,817. The balance on 1-1-2017 of our AbnAmro account stated €4,607.20 +/-Credit. The balance on 31-12-2017 of our AbnAmro account stated € 12,861.61 +/-Credit.

The legal entity BJJ Brazil as 'Instituto Black Jaguar' was established in 2016 in Brazil. In 2017 the amount in Brazilian Real, equal to € 24,000 was raised by Brazilian entity. However the accounting of both BJJ Netherlands and BJJ Brazil are not integrated as yet in 2017.

<i>Stichting Black Jaguar Foundation</i>	<b>Actuals 2016 €</b>	<b>Actuals 2017 €</b>
<b>Income in kind</b>		
Volunteers time & talent	180.000	215.000
Official suppliers	160.000	195.000
Technical restoration partners		
Farmers co-payment		
<b>Total income in kind</b>	<b>340.000</b>	<b>410.000</b>
<b>Income in cash</b>		
The First 600 campaign	21.220	64.892
Crowd funding - Tree adoption		
Exclusive corporate giving	40.000	50.000
Foundations and philanthropy		
Reforestation services & recurring carbon credits		
Raised in cash - Netherlands	124.520	114.892
Raised in cash - Brazil		24.000
<b>Total income cash NL &amp; Brazil</b>		<b>€138.892</b>
<b>Total income in kind &amp; cash</b>	<b>€464.520</b>	<b>€548.892</b>



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 6 years in creating a healthy foundation for the BJB, we will achieve this level when we have reached raising the cumulative amount of € 3 million in cash. Each euro or Brazilian real we receive from donors or sponsor partners is used directly or indirectly for our tasks to realize one (ambitious) project. All of our energy and received funds are dedicated to promote or help realize our 3 tasks for one 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 BJB clear and transparent for the members of our team and our technical and sponsor partners alike.

## 5. BJB Team and remuneration of the Board & Ambassadors

### How can we do so much with so little funds?

The driving force behind the BJB is the large number of dedicated professionals who donate their talent and time. Some donate a few hours a month, some work almost full-time! The thousands of man-hours of the BJB Team in recent years have been essential to help the BJB transition from the Preparatory Phase into the Fundraising and Implementation phases in 2017 and 2018. Our team of professionals has increased up to more than 120 members in over 10 countries around the world in 2017.

We do however see the need to expand our 'core team' of dedicated professionals who are full time employed or contracted by BJB to carry out the many tasks ahead of us.

Additionally, the BJB Team consists of a large group of 'Official Suppliers': companies offering their services or products to the BJB at no costs or at charitable rates.



### TEAM

Meet our amazing and ever growing team of successful professionals from all over the world. They contribute their time, talent and services free of charge or work at charitable rates.

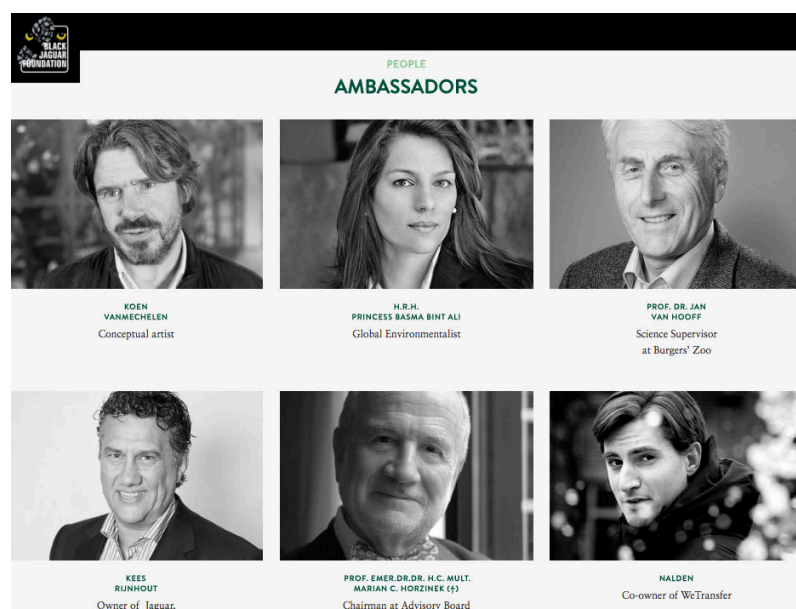


## Remuneration of the Board and of the Ambassadors

The board of BJF Netherlands and the board of BJF Brazil (Instituto Black Jaguar) consists of three members and are appointed for an indefinite period. Our Board members receive no remuneration for their duties. They do however have the right to be reimbursed for travel expenses to attend BJF meetings.

The foundation has (2018) 6 ambassadors and BJF is very grateful for their efforts.

BJF Ambassadors are a group of highly respected and commendable men and women who share the values of the BJF and act as a role model for our society. The 6 Ambassadors receive no remuneration for their work, but may receive reimbursement for travel expenses to attend BJF meetings.



## 6. How the 2017 cash funds raised were invested in 2017

Funds to BJF Team in Brazil and Netherlands were dedicated to accomplish the following field developments:

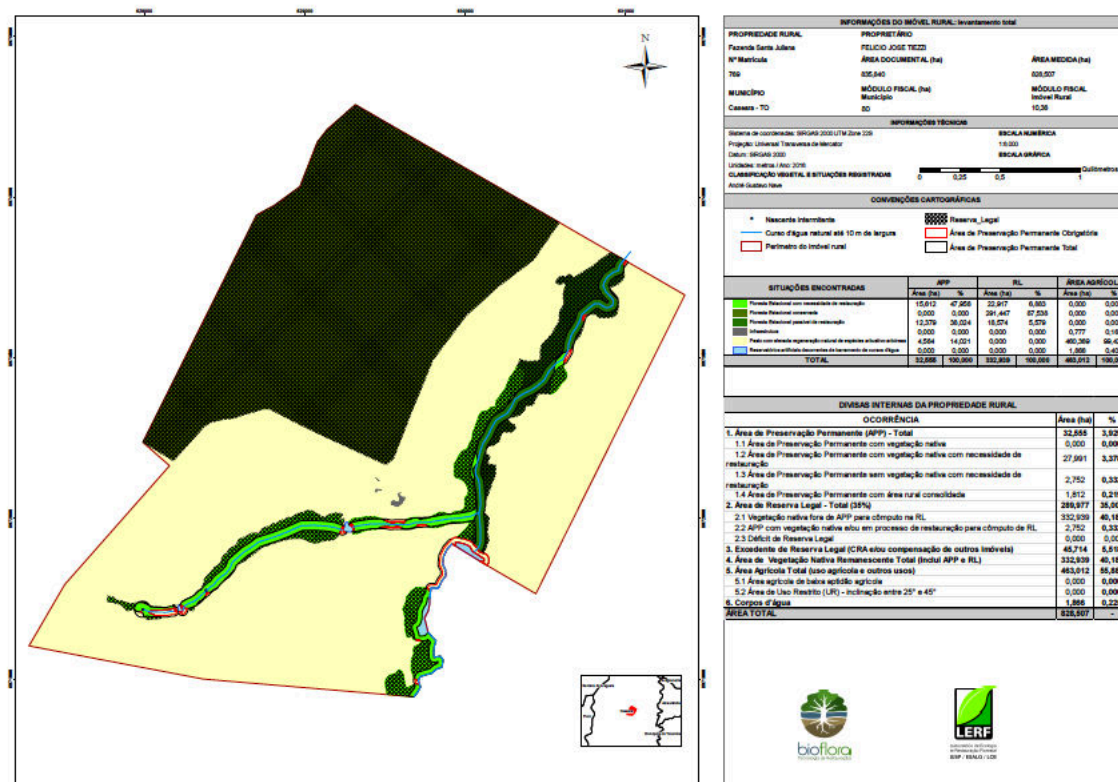
### \* Field developments in Brazil for the Araguaia Corridor

*Finalized entire Mapping task of the 6.000 HA Pilot project in partnership with Bioflora & LERF*

To start our reforestation efforts according to the environmental laws of Brazil we first have to identify the landowners, examining the land borders and determining the land use as per the Forest Code.

BJF carries out these services for landowners who are part of the Pilot Project to determine how they can comply and how they will be able to grow healthy and productive forests in the future. BJF contracted the specialized company for ecological restoration 'Bioflora' and the University of Sao Paulo, department of Ecological Restoration (LERF) for its task to map and identify the environmental commitments according to the Forest Code. This extensive but vital task within the Pilot Project was completed at the end of 2017. As a result the farms of 6 landowners were examined with the available data from government satellite databases and local databases and then analyzed in detail. In addition, the key areas were determined which need to be reforested. All the detailed maps will create the base for the next phase in 2018: The Biodiversity Planning and consequently the last task: Reforestation (otherwise known as Ecological Restoration).

Over a total of 6000 hectares, in three different regions within the Araguaia Corridor Zone: Caseara, Santana do Araguaia and Limoeiro do Ajuru, have been analyzed. Most of the work was carried out from the Piracicaba and Sao Paulo office and in addition several field trips to the farms in the Corridor took place by scientist from Bioflora and the project coordinator of BJB, in close cooperation with the landowners themselves.



### Start is made with the task of Biodiversity Planning of the 6.000 HA Pilot project

A start has been made with the study for the selection of native trees required for the reforestation phase for each property. In addition the groundwork was done to select the method of restoration and the rough sketches of the nurseries were drawn, to begin the production of seedlings in 2018.

This pilot, where BJB is performing all our 3 tasks on a relatively small scale, will serve as first success-case to be scaled up for other and larger areas within the Araguaia Corridor Zone.

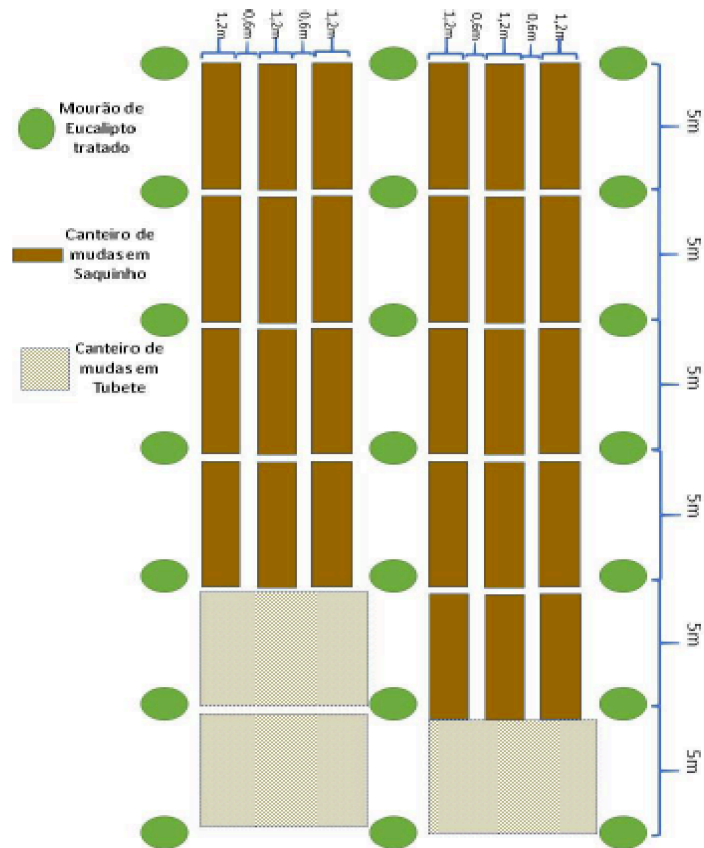
August 2017 brought a landmark for the BJB: planning, design and budget phase was completed for the first two nurseries of indigenous trees for the Araguaia Biodiversity Corridor. Along with our technical restoration partners, we carried out field visits to Caseara (Tocantins) and Santana do Araguaia (Pará) in order to budget and design these nurseries in close partnership and full support with the landowners.

Direct cash payments made to BIOFLORA, as per our agreement for both the Mapping and Biodiversity Planning tasks, amounted to €16,550. 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 directly related to Bioflora scientists were €11,500.





Para comportar a produção anual de 30.000 mudas, serão necessários 27 canteiros com o tamanho de 1,2m de largura por 5,0m de comprimento, com o espaço de 0,6m entre canteiros para que possa haver livre trânsito de pessoas e carrinhas



**Figura 14: Alocação dos canteiros de produção dentro da Casa de Sombra.**



### *Video testimonials of Bioflora and LERF directors in support of the BJF*

Video testimonials of both directors of Bioflora and LERF were produced in 2016 and edited and subtitled in English. These video testimonials are commonly used in 2017 to share the profile of both of our technical restoration partners:

Video testimonial Bioflora / Dr. André Nave

[www.black-jaguar.org/the-first600/22](http://www.black-jaguar.org/the-first600/22)

Video testimonial LERF / Prof. Ricardo Rodrigues

[www.black-jaguar.org/the-first600/19](http://www.black-jaguar.org/the-first600/19)



“Forest restoration is not something that will hamper the producer. On the contrary, it will bring huge benefits.”

DR. ANDRÉ NAVE

Director of Bioflora

### *Start of building the community of ‘Transition Farmers’ in the Araguaia Corridor*

The Tiezzi family own two cattle farms along the Araguaia river in Tocantins state. They are truly setting the example for all other landowners in the Corridor Zone. They have embraced the idea of starting to reforest key areas of their two farms and join the Araguaia Corridor initiative. As ‘transition farmers’, they are also transforming their cattle farms into an ecologically friendly operation, while aiming to increase its productivity. In March 2017, two of the members of the Tiezzi family visited the BJF office in the Netherlands to discuss plans to extend our partnership. Later in 2017, the Tiezzi family decided to start mobilizing their own community of ‘First 60 Landowners’ located around their own farms. This is a community of landowners who will join their efforts as transition-farmers to become part of the Araguaia Biodiversity Corridor.

This inspiring video testimonial was recorded and is now at display to get to know the first Farmers of the Future:

Video testimonial Landowners Tiezzi

[www.black-jaguar.org/the-first600/071](http://www.black-jaguar.org/the-first600/071)





### \* Participating at the SER Congress in Foz do Iguaçu - Brazil

In 2017, the BJF participated in its first international congress focused on ecological restoration: *the VII World Conference on Ecological Restoration*, hosted by the Society for Ecological Restoration (SER). This congress is considered the most important congress on Ecological Restoration and was held from August 27th to September 1st in Foz do Iguaçu, Brazil, and received over 1,000 delegates from all over the world to share their projects and experiences on ecological restoration. BJF's Team present at the congress was composed of Caspar Burn, Ben Valks, Guilherme Fleury and Ivan Nisida.

It was truly great to learn and discuss about the different methodologies available for forest restoration, among other topics that can help us achieve our goal. Many "seeds" were planted for technical cooperation's in the Araguaia Biodiversity Corridor. We also started to build on future partnerships with key nature organizations such as and the *World Resources Institute (WRI)* and attended a lecture of the CEO of the renowned CommonLand organization.

The BJF invested in the participation of 4 team members to fly to Foz do Iguaçu and attend the congress. Total expenses in cash come to about € 6,400. It was a real investment for the BJF, but 5 months later it proved to have been an immensely successful one. The congress resulted in a vital partnership with *WRI Brasil* at the start of 2018 and other partnerships such as *The Nature Conservancy Brazil* followed. In total, we met over a 100 people who worked in ecological restoration and initiated vital partnerships to help realize the Araguaia Biodiversity Corridor.



### \* TheLast600 campaign – paid expenses

Donors of the BJF 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 2017, a considerable amount of time was dedicated to guide the process of 2 more jaguar-sculptures.

Renowned sculptor Chris Tap donated all his time and talent for the process of crafting these sculptures. However, BJF afforded the materials required to craft these sculptures and invested in 2 new molds for these 2 life-size sculptures, totaling €2,400. The official launch of both new sculptures will be in 2018. This will bring the 'family of BJF sculptures' to four and no other sculptures will be added in the future. Full preparations were in motion to convert the campaign name and trailers to its new name: The First 600. The new campaign will be launched in 2018.

**\* Paid out salaries and cash remunerations**

BJF Board members and Ambassadors do not receive any cash remuneration. As said earlier, they are only reimbursed for basic expenses such as transport to attend BJF meetings. In 2017, the amount of €17,800 was paid out in cash as remuneration for the full-time services of BJF Brazil's project coordinator. BJF's initiator Ben Valks invoiced a remuneration expense fee for his full-time services. However, only €13,450 in total was paid to him during 2017. The total amount of €5,400 was paid in cash to all other BJF Team members during the year, other than remuneration of costs incurred.

**\* Expanding the team of BJF volunteers and sponsor suppliers worldwide**

The team of professionals who donate their time and talent to the BJF increased to over 140 members in 14 countries worldwide in 2017. Over 25 companies donated their services and/or products in 2017. A high number of meetings took place to discuss tasks to be carried out by existing team members or to share the BJF's mission with potential team members. Most meetings took place at the BJF office in Amsterdam, Munich and São Paulo. Other meetings at restaurants or lobbies around the world. The BJF paid for the expenses of lunches and dinners with these potential and existing team members. As the team is spread out over 10 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 €280,000 in 2017 alone.

**Search has started for BJF Brazil's first Forest Engineer**

In the end of 2017, the BJF initiated the search for its first Field Coordinator, to operate weekly and on-site at the farms selected to partner with us in our pilot project with LERF/USP and Bioflora. This professional is key in the implementation of BJF's field operations in Brazil and represents a major landmark for our organization.

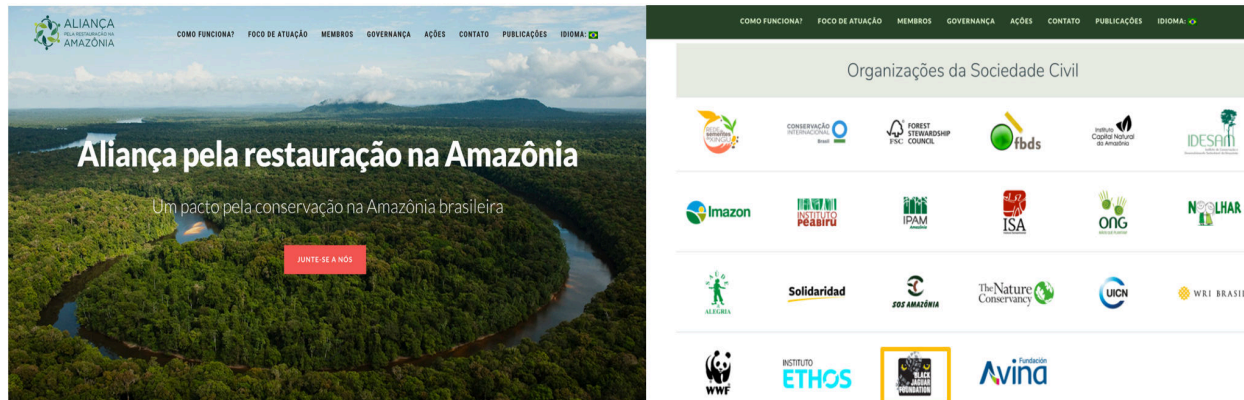
**Other strategic accomplishments realized and paid for in 2017**

**\* BJF part of top 20 NGOs in Brazil to be part of *Alliance for Restoration in Amazon***

We are proud to share with you that we have been invited by *Conservation International* (CI) to be among the first 20 environmental NGOs in Brazil to form the *Alliance for Restoration in Amazon*. This new and prestigious multi-stakeholder network aims to catalyze and strengthen all forest restoration initiatives in the Brazilian Amazon. Our key developments for realizing the Araguaia Biodiversity Corridor will be amplified on an international scale through our fellow members of the Alliance.



## BJF part of top 20 NGOs in Brazil to be part of *Alliance for Restoration in Amazon*



### BJF's participation at major Event : Verena Project (WRI Brazil & IUCN)

The main purpose of this event was to communicate the outcomes of the VERENA initiative on relevant forest restoration projects. VERENA consisted in a major study about forest restoration cases **with** economic return to the landowner. The BJF was invited to attend this special event about the future of the “forest economy” in Brazil along with many top organizations from the sector.

#### \* Partnership with The Nature Conservancy (Brazil)

In April 2017, the BJF was officially invited to join a field day, organized by TNC Brazil and partners in the context of Project Campos do Araguaia, with a community of 50 farmers in the state of Mato Grosso. The event aimed to involve local producers in sustainable practices and forest restoration techniques. Such an event was paramount to set the relationship between BJF and TNC Brazil, which today is officially formalized in an official partnership agreement to start building demonstrative units together. The BJF attended the TNC event in Mato Grosso alongside our technical partner, Instituto Etnia Planetária.



#### \* Partnership signed with JCF

The Jaguar Conservation Fund (JCF), headed by the renowned jaguar conservationist Dr. Leandro Silveira, initiated and architected the Araguaia Biodiversity Corridor (ABC) in 2008. Later on, the JCF introduced the BJF to this immense project. In 2017, both parties have signed a partnership agreement to divide the roles for each organization to help realize the Corridor. The BJF will focus ultimately on its task of ecological restoration.



### \* Partnership with SSB LAW & Dr. Fernando Bedaque

The BJJ signed a cooperation agreement with the boutique law firm SSB Law, to obtain high-level and sponsored legal support. Thanks to the dedication of Dr. Fernando Bedaque, specialist in Brazilian environmental law, the BJJ expanded its network of official and committed suppliers in Brazil.



## Marketing, fundraising & preparation accomplishments realized and paid for in 2017

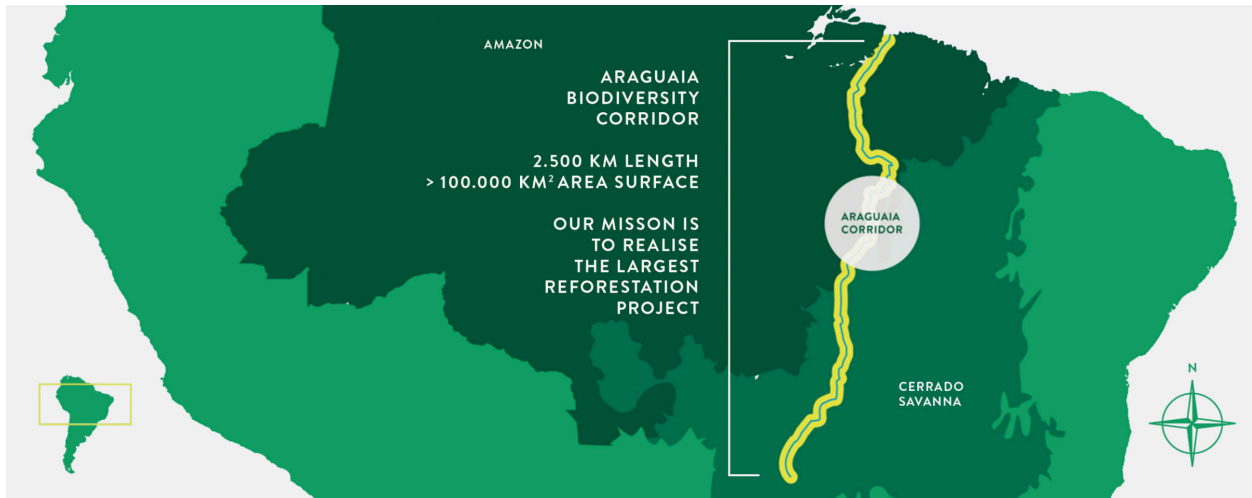
### \* Brand new website in full preparation in 2017

From March to December, much time has been dedicated to prepare the design and content for the all new BJJ website, which will be released at the start of 2018. Currently we are using an outdated design website with an overkill of information on each page. In addition, we currently have a separate website for BJJ and a separate website for our campaign TheLast600. Some of the most striking reasons for a brand new BJJ website:

- To portrait the professionalism of our organization and to give clear insight in our massive conservation project to help 'Re-Green the World'.
- To integrate both the current website with our campaign siteTheLast600
- To give clarity on the 3 specific tasks set forth by BJJ
- To engage the visitor and to get him or her involved as a donor or sponsor partner
- To position BJJ as a high-end brand

We worked with the best designers at Elevate Munich and programmers from 2 website agencies PXL Industries and Brain Agency, to position BJJ as a high-end brand. Both designers and programmers from these 3 companies have donated hundreds of hours to the BJJ. As a result, cash out payments to Elevate, PXL Industries and Brain Agency in 2017 were € 0.

With the new website the BJB Trailer and the video animation of the Araguaia Corridor needed to be updated for 2018 and beyond. Additionally a trailer of the newly named 'TheFirst600' campaign was made. All of these trailers were either subtitled in 11 languages or original voice-overs were recorded and inserted. Most of this extensive work was sponsored but not all. For video-editing, cash out payments to the company Cinemeta in 2017 were € 1,800. For subtitling and translations, cash out payments to the company InVision were € 381.



**\* Expansion of Dutch office with presentation room - for up 12 guests**

In the summer of 2017, the Amsterdam based company Cinemeta offered the BJB its own executive presentation room. Cinemeta already partly sponsors the BJB with its current office where 6 people are able to work. However in the past BJB had to share a meeting-room on the ground floor with a number of other companies. As the number of BJB meetings in the Amsterdam office increased drastically, so did the need for a private meeting room, sound-proof and decorated in the BJB style.

In short, Cinemeta offered BJB its large meeting room on the first floor as a donation. The only expenses not sponsored were maintenance of € 50,- per month and the costs of new equipment and furniture for presentation room.. BJB paid out in cash for purchasing the 2nd hand furniture of €695,- and €1.500,- for a new large presentation screen a 3-meter Araguaia Corridor print and the Airtex full wall-cover of Amazon Forest with BJB Taglines printed on in at a cost of € 684,20.



### \* BJJ Event: Rotary Beach Volley Tournament

In April 2017, the Rotary Club Amstelveen organized a dynamic fundraising event: the Rotary Beach Volleyball Tournament! Twelve teams, one of which was a BJJ Team, faced each other to share nice moments and raise funds for our cause. The entire event was dedicated to the BJJ's mission. The final result was € 8.000 in donations for the BJJ.



### \* The Multinationals visiting the BJJ office for Info & Dinner Night

In May 2017, we had the pleasure of sharing our ambitious project with The Multinationals, a group of entrepreneurs and managers in the food and agro industry based in the Netherlands but all with global client based. This inspiring evening was initiated by our Ambassador Kees Rijnhout. During the event, a live-video-update of BJJ's field-results in Brazil was given by Ivan Nisida. The energetic group shared their knowledge and interest to start supporting our work. As a result, several of the participants decided to become an official (cash) Corporate Friend of the BJJ and moreover we can now count on 40 new unofficial Ambassadors who will promote BJJ in their network with global reach. The cash-out expenses of this great event for the (biological) catering by TrekCatering were in total € 1.305,--. However BJJ did not need to pay for these expenses either. All these expenses were paid by the group 'The Multinationals' and our Ambassador 'Kees Rijnhout' themselves.





### BJF attends 2-months course with Victor Pinedo in Sao Paulo

In October 2017, the BJF participated of the 2-month program about the Workers of the Future, delivered by Victor Pinedo, a world-renowned consultant who specialized in the growth of organizations. The sessions offered over 10 workshops and several dynamics between the 20 participants to discuss the value of elements as trust, vision and purpose for any organization. It was a great opportunity to gather insights for evolving as an organization and to confirm that the BJF already holds many of those assets. BJF invested to have its project-coordinator Ivan Nisida participate in this 2 month program at charitable cash expense rate € 700,--.



### Media developments: sharing the BJF's mission with the world – realized in 2017:

#### \* Reporter from National Geographic travels to the Araguaia Corridor

In May 2017, a reporter/photographer working for National Geographic Magazine traveled to the Araguaia Corridor region in Brazil to prepare an article on the work and mission of the BJF. During an intense period of three weeks, the rich biodiversity of the Cerrado and Amazon were photographed, team members of BJF Brazil and landowners in our pilot project were interviewed. This commitment of National Geographic Magazine to publish an article about the BJF in one of their 2018 editions, will further improve BJF-confidence to all existing stakeholder and potential partners.

