



* say it

POY-AH-DA

WHAT THE IS POLLADA



In Peru, if you need cash for a crisis you invite your friends round for chicken and beer and they give you the money you need. Peruvians call it a Pollada.

We call it a great way to save rainforest.

IT ALL STARTED IN PERU



Cool Earth's first partnership was with the the Asháninka village of Cutivireni in the Peruvian Amazon. Ten years ago they found themselves at crisis point.

With no money for medicine or food, the village received an offer from loggers for their trees. It was low, far less than the trees were worth. The Asháninka were desperate not to lose their forest, but they didn't see any other option. That's where Cool Earth came in. Not with chicken and beer, but with cash.

By providing funds that the whole community could use to invest in what they needed most, Cool Earth gave Cutivireni another choice: to turn away the loggers and continue to live and thrive in their beautiful rainforest home. Ten years on and one village has become

over one hundred. Cool Earth now partners with local people in all three of the world's major rainforest biomes and has a million acres of rainforest under protection.

But we don't want to stop there. There are villages all over the world queuing up to partner with us.

By 2020 we can double our impact. To do this, we need your help. This summer, we need you to channel your inner Peruvian and throw a party that saves rainforest.

HOW A PARTY CAN SAVE THE RAINFOREST

Invite your friends and family to your own Pollada.

Set up and promote your event online. Serve some spicy chicken (or veggies) and some cold beer. Get your guests to chip in some cash for Cool Earth. If six friends all give a tenner, Cool Earth can protect another acre of rainforest. Save the world, one party at a time.



Cool Earth is the charity that works alongside indigenous villages to halt rainforest destruction.

WHY THE SHOULD WE CARE ABOUT THE RAINFOREST?



Every fifth breath we take and every fourth drop of rain comes from rainforest that covers less than three percent of the Earth's surface.

Forest loss plays a major part in climate change, contributing to more than 21% of all CO2 emissions. Keeping rainforest standing is the simplest and cheapest way to mitigate climate change.

upon the forest for everything. These people are not just victims of deforestation. Local people have been conclusively proven to be the forest's most effective custodians.

Despite this, we are destroying the world's rainforest at a faster rate than ever. This loss is not just a crisis for the planet but a tragedy for local people who depend

This is why each of Cool Earth's partnerships starts with a rainforest village.



"We want our forest to be healthy, to breathe the clean air we breathe. We have to continue to protect what our ancestors have left us."

- Julian Quispe, Cutivireni

HOW COOL EARTH SAVES RAINFOREST



1 MEET

Cool Earth only works with communities who approach us, either by themselves or through a partner NGO.



2 DISCUSS

The community and Cool Earth learn about each other and see if it's possible to work together, and in what way. Each partnership is different.



3 SET GOALS

The community decides where Cool Earth funds will be invested to benefit everyone, and set long-term goals for the partnership.



4 AGREE

If everyone is happy they understand the partnership and consent to working with Cool Earth, a forest protection agreement is signed.



5 PREPARE

Cool Earth helps the community get ready - including community training, surveys and bank account.



6 EMPOWER

The development of sustainable livelihoods, along with investments in health and education, leads to empowered communities whose forest is safe.



7 MONITOR

Cool Earth seeks to continually measure our impact and swiftly act when things aren't working as planned.



8 REPORT

Cool Earth regularly reports on partnership successes as well as failures. We present reports to communities first, then donors.

COOL EARTH'S IMPACT



1 MILLION ACRES

of the world's most at-risk rainforest protected



118 VILLAGES

put back in control of the forest and their futures



80 SPECIES

on the IUCN red list protected



234 MILLION TONNES

of CO₂ locked in by keeping trees standing

WHERE DOES MY MONEY GO?



Funds from Cool Earth are given to communities to spend on whatever they need the most. Usually, investing in sustainable livelihoods is at the top of the list, along with improvements in health, education, and forest monitoring.

- £750** Setting up a women's craft cooperative to increase income in Peru.
- £3,000** Water tanks for a whole village in Papua New Guinea.
- £680** Training a health promoter in Peru to reach remote rainforest villages.
- £21** A fuel efficient stove for a family in the Congo to reduce fuelwood use.

Looking at Cool Earth's partnership areas as a whole, a donation of £60 is equivalent to protecting one acre of rainforest.



You're about to do something amazing.



Whether it's a ticketed event for 500 or a barbeque in your backyard, your Pollada will help Cool Earth partner with local people around the world to save rainforest.



- 1** Go to pollada.co.uk and sign up
- 2** Set up your online event page. Your guests can donate directly to your page on our website safely and securely, so they don't have to worry about bringing cash on the night. No excuses.
- 3** Receive your free Pollada party pack in the post. With posters, bunting and our exclusive spice mix, this pack has everything you need to throw the perfect Pollada. But if you need more of anything you can order it from our website.
- 4** Send out your invites. A Facebook event might be a great way to keep track of who you've invited (and badger your guests for donations). We've got some ready-made Facebook event images for you to use. Check out the downloads section at pollada.co.uk.
- 5** Throw your party. Don't forget to take pictures to share on social media. Tag them **#coolearthpollada** so we can see what you're up to.
- 6** Make sure you get your guests to donate to your event page. If you collect cash donations on the day, please make sure your guests fill in the Gift Aid form in your Pollada party pack. You can also download more copies online. Find out the best way of paying your donations in by emailing us:
7 pollada@coolearth.org.

Search for Cool Earth's Pollada playlist on Spotify.

You'll be able to see your impact on your profile page on Cool Earth's website. We'll send you a certificate, and updates from the partnerships you've helped support.

DO IT AT WORK

Whether it's a one off event, or part of a longer term partnership with Cool Earth, Pollada is a brilliant way to get your team together this summer and raise money for Cool Earth at the same time.

If your Pollada raises more than £500 for Cool Earth you can become one of Cool Earth's Business Sponsors. This means you can display our supporter logo on your website, and you'll get monthly content to use on your social channels, as well as quarterly updates about the work you're helping to achieve.

Fill in the form at bit.ly/businesspollada to register your interest. Make sure you let us know when you're planning to hold your event.



"Our Pollada was great fun! We're hoping to organize another one soon. Along with eating chicken and drinking beer, we held an auction at our Pollada. We auctioned off items donated by the talented people in our agency; from helicopter rides, to lunch at Soho house. We raised over £1,000 which we're incredibly proud of."

- Sophia Lane, St Luke's



AND THE SDGs

If your organisation is looking to promote the UN's Sustainable Development Goals, giving to Cool Earth could be a perfect solution. Our partnerships promote at least xxx of the 17 goals, in particular goal 15 which is all about forests.

Search *Cool Earth* SDGs for more information.

We don't want to be the fun police. But we do want your Pollada to be as safe as possible. With a bit of common sense and forward planning you can have a forest saving fiesta without a fiasco.



Permission: If you're holding an event in a public place, get permission first, whether that's from the local authority, property or land owner.

Photos: When taking photos of guests, please ask permission to do so first, and tell them if you're planning to share them online (or with us).

First Aid: If you're holding a Pollada for lots of guests, make sure you have the appropriate first aid support in place. For a small gathering, someone on hand should be sufficient but for 500 people plus, there should be a minimum of two qualified first aiders on site. Please follow advice from the relevant local authority.

Insurance: Particularly for business Polladas, ensure that Public Liability Insurance is in place if general public are involved. Often venues should already have this, but it's worth checking, and see if your insurance at home covers this kind of event too.

Food: It goes without saying that Cool Earth recommends using local, free range, organic produce. Please ensure food hygiene guidelines are followed when preparing, handling, cooking and storing food. Check all the advice from the relevant authority (food.gov.uk in the UK).

If you are under 18: You'll need to get permission from a parent or guardian to raise money for Cool Earth. And no beer for you.

Data Collection: Only collect the information you need, such as addresses for Gift Aid in the UK. Keep it safe, do not share it and only keep it for as long as you need before sending it off to Cool Earth. Please ask us if you have any questions about data protection.

If you have any queries or issues, please get in touch with info@coolearth.org.

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