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### Eco Philanthropy is Making a Big Difference

#### How Big Eco-Philanthropists are Making a Difference

You may not have heard of her, but you may want to send a thank you note to her for making a big difference for the planet. Her name is Kristine Tompkins and she's an eco-philanthropist working to preserve the wilderness in South America, and she's just one of the many eco-philanthropists moving their money where it'll count the most. As Thanksgiving approaches, let's collectively express our gratitude to those big givers making a big difference.

#### Kristine Tompkins - Eco-Philanthropist Wild Spaces

Former CEO of the eco-clothing company Patagonia, Tompkins has recently hung up her hat as a high-powered business woman to create a movement of well-financed eco-barons who are giving to environmental causes. Working with other individuals with extraordinary wealth (people like Intel founder Gordon Moore, heiress Katharine Ordway, and former Burt's Bees

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owner Roxanne Quimby), Tomkins and her cohorts are buying up vast tracts of land around the world to preserve them as national parks and wilderness areas.

Having grown up with a love for wildlife, Tompkins recently commented in a CS Monitor interview, "I do not want to live in a world where there are no orangutans, or Magellanic woodpeckers."

Similar movements, including the Land Trust Alliance in the US, have spurred a huge trend toward entrepreneurial conservation. In all, these groups have created more than 1,600 land trusts and national parks, including:

- Two million acres of land in Argentina and Chile.
- Pumalin Park - A swath of land that runs from the Argentine border in the Andes to the Pacific, almost cutting the country in two.
- A large area of land in Maine's Great North Woods.
- 8,100 acres of land in Kansas to preserve the Konza Prairie Research National Area.
- 48,000 acres in the Florida Panhandle.

Thanks Kristine and friends.

### **David Gelbaum - Clean Tech Philanthropist**

He's another name you may not recognize, but he's also making waves in the environmental sphere. So far, he's given away and invested nearly \$1 billion to environmental companies and causes, primarily in clean tech. In fact, he covers nearly every aspect of the green economy from renewable energy to the smart electric grid to oil spill clean-ups to sustainable agriculture.

If we're going to get off oil and turn to renewables, we need visionary people like Gelbaum willing to risk their money to make new technologies work. But he's not just investing in portfolio businesses, he also donates hundreds of millions to groups like the Sierra Club and the Wildlands Conservancy for environmental preservation and renewable energy adoption. Thanks David.

### **Michael Bloomberg - Green Mayor and Philanthropist**

Michael Bloomberg is known for many things, but did you know of his green investments and

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philanthropy? Not only has he established the PlaNYC program that is combating climate change and preparing the city for sustainable population growth, he is also responsible for promoting renewables in this iconic city. In fact, as the 400<sup>th</sup> richest person in the US, he's given more than \$28 billion to the promotion of clean energy technologies. Thanks Michael.

### **Michael Otto - Green Products Advocate**

As the retired head of the world's second largest mail-order company (after Amazon) based in Germany, Otto has been promoting greener products for many years. In particular, he phased out certain chemicals from the products he carried and banned fur and tropical wood products from their catalog, making it easier for consumers to make ethical purchases. He has also donated large funds to environmental preservation. Thanks Michael.

Have a great Thanksgiving,

The Team at I Care

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## **One Man Cleans Up The Mississippi River**

### **When None Exists, Invent Your Own Eco Solution**

If you think one person can't make a difference for the environment, you haven't met Chad Pregracke. He's been called the one man Mississippi clean-up crew, and the description fits. He grew up playing and working along the Mississippi River witnessing the trash firsthand, and at age 17 was already advocating for the river's clean-up. But call after call to government officials and agencies resulted in no action at all.

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## The Largest Conservation Initiative in History

One of the most environment-changing agreements of all time was recently signed, and it affects a precious Canadian resource – the Canadian Boreal Forest. If successful, The [Canadian Boreal Forest Agreement](#) may well be the biggest conservation initiative in history, and that means incredibly positive things for the planet.

### Why is Canada's Boreal Forest so Important?

The Canadian Boreal Forest is a vast region – 1.4 billion acres – that accounts for one-quarter of all intact, original forest land remaining on the planet.<sup>[1]</sup> To get an idea of the scale of this region, consider that Canada's

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## Several Companies We Applaud

These are several companies that we applaud for their commitment to developing products and business models that contribute to a more sustainable planet.

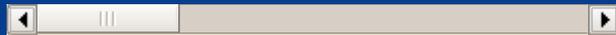
### Nike

- [Amazon Policy](#): Nike has agreed to no longer use leather from cattle raised in the Amazon. This will significantly help to slow the rate of Amazon deforestation due to cattle grazing within the basin.

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A screenshot of a Facebook page for 'I Care'. The page header shows the profile picture (a globe), the name 'I Care', and '4,780 likes'. Below the header is a banner image with the text 'I CARE' and 'the Earth as if we intend to stay here. - Sir Crispin T'. There are 'Like Page' and 'Share' buttons. Below the banner is a post area with the text 'Be the first of your friends to like this' and three small thumbnail images.



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