



**MIGHTY  
EARTH**

# **A FORCE FOR NATURE**

**A GIGATON-SCALE CLIMATE ACTION PLAN**



# DEFENDING A PLANET IN PERIL

Mighty Earth is tackling the biggest challenges to Nature and climate. We are obsessed with impact and aspire to be the most effective environmental advocacy organization in the world. Our goal: protect Earth for Nature and secure a climate that allows life to flourish.

We focus on the issues that receive little investment relative to their potential: **protecting Nature, restoring wildlife, and decarbonizing industry.**



**37%**

**IMPACT**

Protecting and restoring Nature represents more than one third of the potential to reduce climate emissions, yet receives just three percent of climate funding. That gap is where Mighty Earth comes in.

**3%**

**FUNDING**

# A PERFECT STORM

Mighty Earth transforms industries by creating a 'Perfect Storm' of campaigns, communications, and practical engagement with decision-makers that rapidly disrupts even the most entrenched interests.

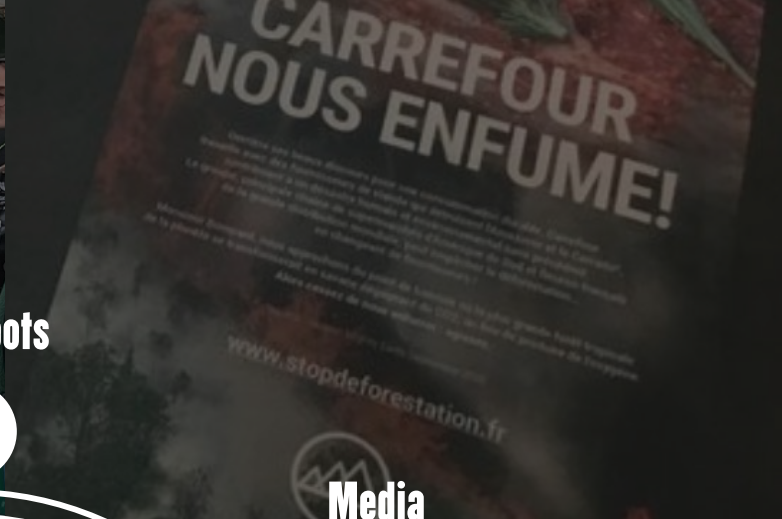
Our work aims to break the link between economic growth and environmental destruction by creating a virtuous cycle of private sector, government, and community action.

To achieve this, we do more than just draw attention to bad actors. We strategically apply pressure, targeting fulcrum parts of value chains to catalyze industry-wide change. While we partner with companies to drive concrete solutions, we also maintain our independence to ensure we can hold those companies accountable should they fail to deliver on their promises.



Grassroots

Online



Media



Supply Chain



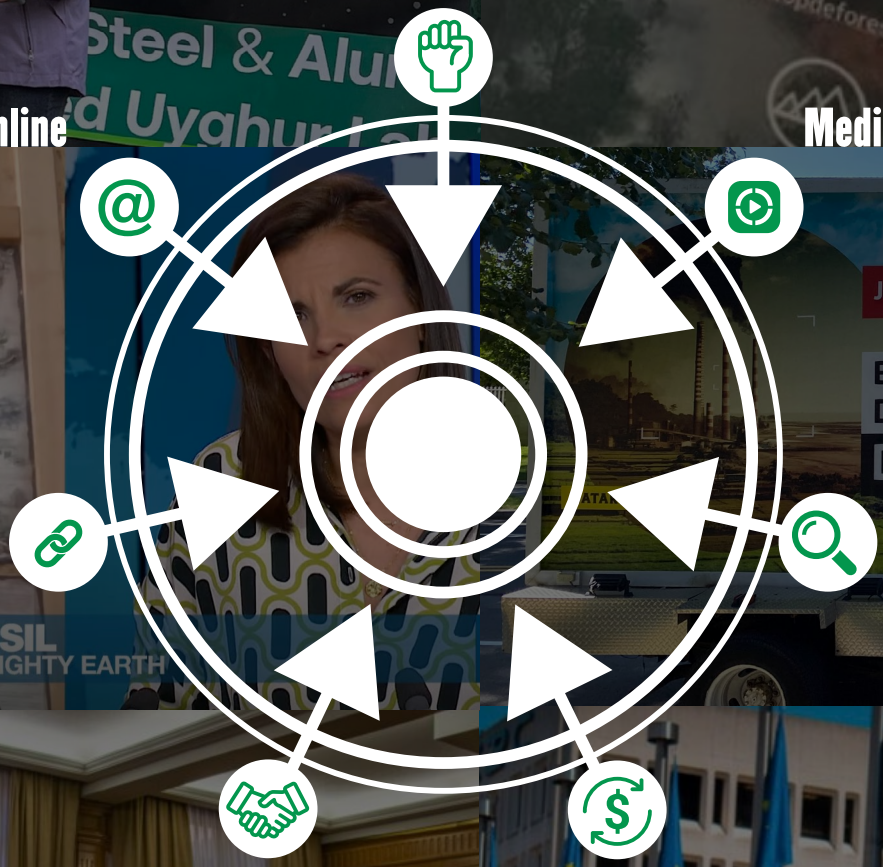
Investigations



Direct Engagement



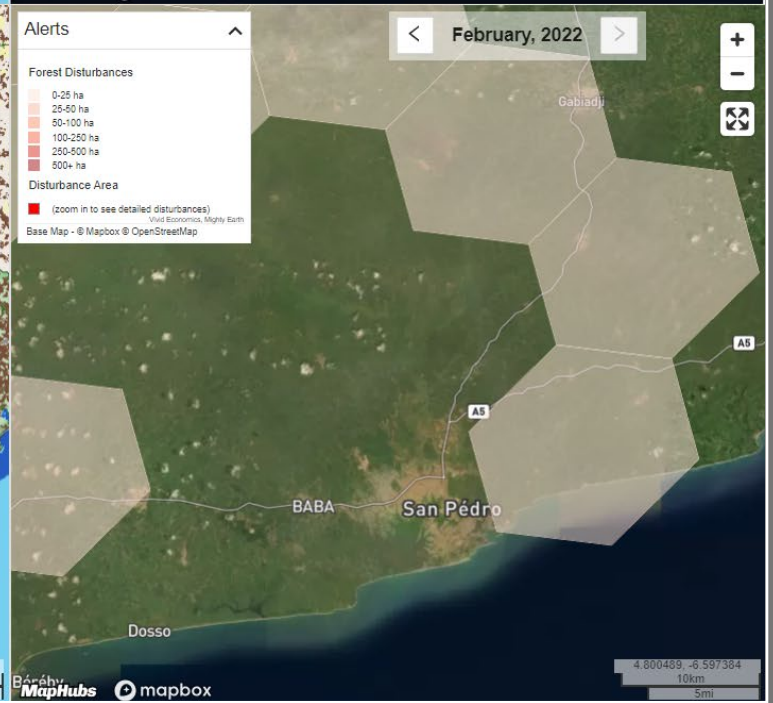
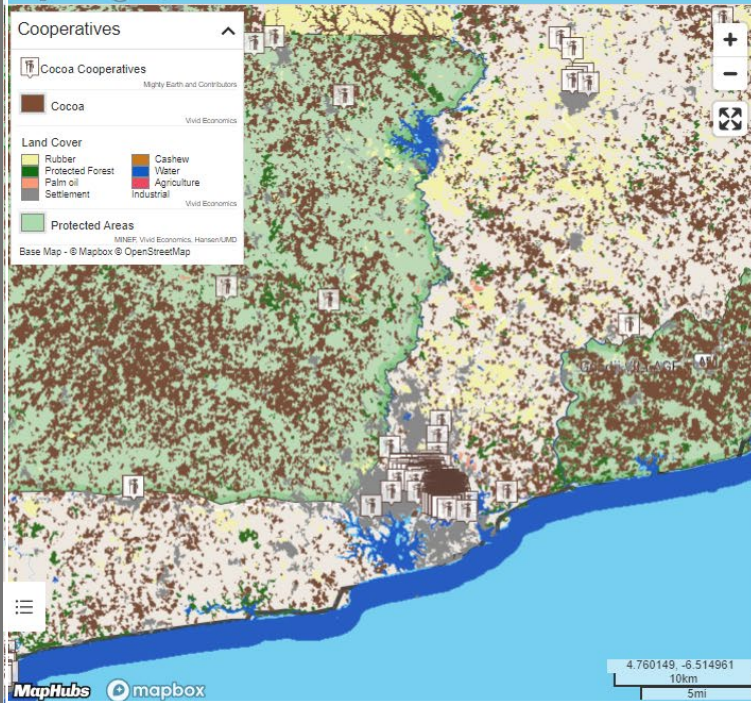
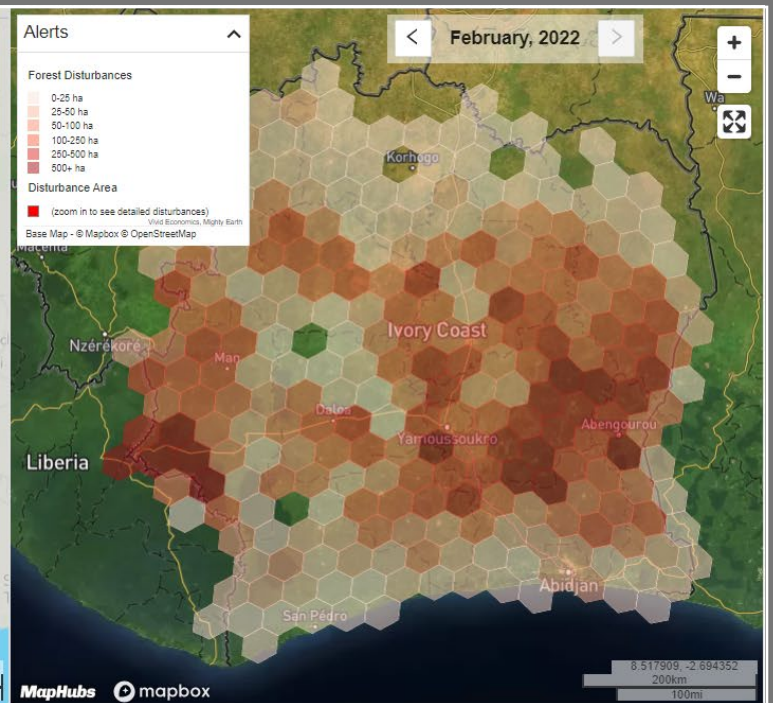
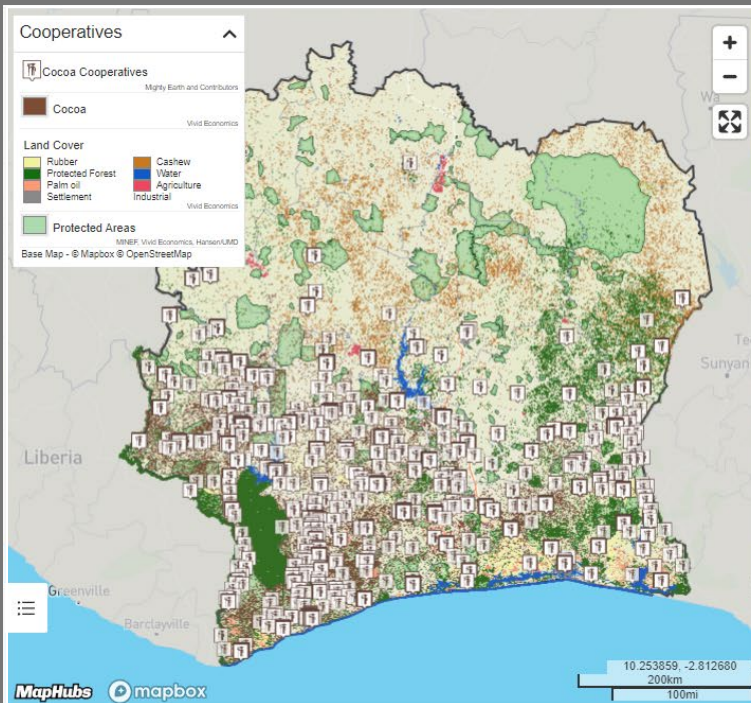
Finance



# OBSESSED WITH IMPACT

Mighty Earth is laser-focused on delivery. We're well known for our campaigns that can catalyze commitments from the largest industries. But **more than half of our work focuses on ensuring delivery of those commitments.**

At Mighty Earth, we let data show us the truth and challenge assumptions with science as our guide. Our data comes from best-in-class research, satellite monitoring, and partnering with local communities to be our on-the-ground eyes and ears.



# DELIVERING MIGHTY RESULTS

Founded in 2016, Mighty Earth has already achieved transformative impact.

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## **Driving Sustainable Palm Oil**

Helped drive a 90% reduction in deforestation for palm oil and rubber in Southeast Asia. This win has protected an estimated five million acres of forests, reduced climate pollution by 1.6 gigatons over a decade, and saved species like orangutans, forest elephants, and tree kangaroos.

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## **Ensuring Protected Areas are Off Limits**

Secured commitments from many of the world's largest cocoa and animal feed companies to cease sourcing from inside national parks and protected areas, restore forests and other ecosystems, and protect the rights of Indigenous communities.

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## **Championing a Landmark Policy for the World's Forests**

Helped pass a new European Union law to ban imports linked to deforestation, considered the most significant conservation law in the world of the last ten years - delivering a projected 320 million tons of avoided climate pollution over a decade.

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## **Stopping Japanese Coal**

Helped persuade the government and companies in Japan to end financing of two mega-coal plants in Southeast Asia, leading to cancellation of the plants.



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## **Decarbonizing the Steel Industry**

Secured science-based decarbonization plans and timelines from the world's largest steel companies, sparking transformation of an industry responsible for eight percent of global pollution.

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## **Protecting the World's Great Apes**

Persuaded the Bank of China to withdraw financing from destructive infrastructure projects that imperiled great apes in Asia and Africa.



# 7 YEARS OF OUTSIZED IMPACT



**WHERE:** Southeast Asia  
**INDUSTRY:** Palm Oil  
**APPROACH:** Leveraging Investors

Mighty Earth launches with a campaign to tackle rogue palm oil producers such as Korindo, which announces a moratorium on palm oil-linked deforestation following a Mighty Earth pressure campaign.

**2016**



**WHERE:** North America  
**INDUSTRY:** Poultry  
**APPROACH:** Public Pressure Campaign + Coalition Building

Tyson Foods, America's largest meat company, agrees to improve agricultural practices across two million acres following a Mighty Earth public pressure campaign joined by more than 300 national and local environmental, business, farmer, and labor groups.

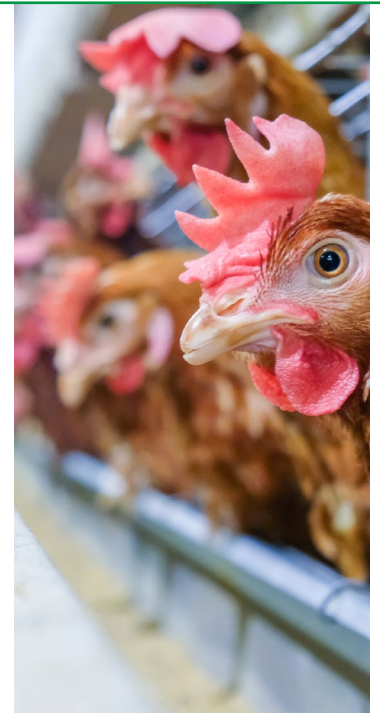
**2018**



**2017**

In response to a Mighty Earth report about illegal cocoa practices in Ghana and the Ivory Coast, the chocolate and cocoa industry bans sourcing inside national parks and protected areas, promising to end links to deforestation.

**WHERE:** West Africa  
**INDUSTRY:** Cocoa  
**APPROACH:** Investigative Report

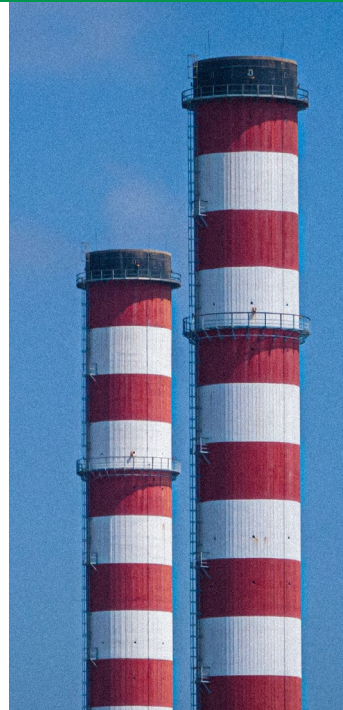




**WHERE: South America**  
**INDUSTRY: Soy**  
**APPROACH: Public Pressure Campaign**

A concentrated public campaign by Mighty Earth results in almost all supermarkets in France announcing measures to end the use of products tied to soy produced on deforested land, mostly from Latin America.

**2020**



**WHERE: Latin America**  
**INDUSTRY: Beef**  
**APPROACH: Investigation + Direct Engagement**

Hard-hitting investigations by Mighty Earth result in global supermarket chain Carrefour publicly committing to both stop sourcing beef from slaughterhouses in the Amazon and announcing new beef sourcing targets that will relieve pressure on critical areas.

**2022**

**2019**

Mighty Earth launches its Rapid Response satellite monitoring system—which has led to 250 supply chain discontinuations and more than 50 new No Deforestation policies in the palm oil industry alone.

**WHERE: Southeast Asia and Beyond**  
**INDUSTRY: Palm Oil**  
**APPROACH: Technology**



**2021**

Mighty Earth releases report to Sumitomo Corporation shareholders prompting the corporation to close a loophole in its climate policy and pull out of overseas coal construction projects.

**WHERE: Asia**  
**INDUSTRY: Heavy Industry/Coal**  
**APPROACH: Leveraging Shareholders**




# BUILDING A MIGHTY REPUTATION

**"Mighty Earth is a wise investment for philanthropists interested in protecting climate and forests."**

**– Ben Goldsmith, Founder,  
UK Environmental  
Fundors Network**





**"It's hard to imagine a more  
effective organization in  
which to invest."**

**– Annie Sanders,  
Executive Director,  
Green Corps**

**"Mighty Earth simply  
makes what seems at first  
impossible into reality."**

**– Lukas Haynes,  
Executive Director,  
David Rockefeller Fund**

# A MIGHTY PLAN TO BEND THE CURVE

**BY 2030:**

**10 gigaton reduction** in greenhouse gas emissions

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**30% cut** in agricultural methane pollution

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**10% of global protein sales** are either plant-based or cultivated meat.

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**85% reduction in deforestation** from major agricultural commodities like beef, animal feed, cocoa, and rubber, avoiding 25 million acres of deforestation

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**80%** of global steel, aluminum, and cement industries  
**on path to full decarbonization by 2050**

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**250 million acres “rewilded”** through restoration of keystone species

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**100% recognition of land rights for Indigenous communities**  
on the agricultural frontier



**WE HAVE AMBITIOUS GOALS.  
TO ACHIEVE THEM, WE NEED TO  
CONTINUE TO BUILD THE TEAM,  
INFRASTRUCTURE, AND CULTURE  
THAT ALLOWS US TO SCALE.**

Elements of our approach are unusual in the NGO sector. We purposefully draw not only from the world of campaigns, but also from best business practices, market research, and classical military strategy. We have adopted principles such as concentration of force, momentum, and persistence. And we promote a nimble, entrepreneurial, results-focused culture that allows us to punch way above our weight.

# HOW MIGHTY EARTH WILL DELIVER GAME-CHANGING IMPACT

Our ambitious goals are achievable, but only if we can scale our program in a way that is both flexible and durable. In the pages that follow, we outline Mighty Earth's strategic plan for efficiently and effectively achieving this crucial growth.





# MISSION

To transform industries, improve government policy, protect Nature, and secure the rights of Indigenous and local communities.

## 2030 GOALS

### AGRICULTURE

85% deforestation-free agricultural production

### CLIMATE

Reduce climate emissions by at least 10 gigatons by 2030 through decarbonization and restoration of Nature.

### POLICY

Institute improvements to save forests, protect land rights, and fight climate change



## VISION

Half of Earth is protected for Nature and we have secured a stable climate that allows life to flourish.

## STRATEGIC PLAN

### PEOPLE

Create dream team consisting exclusively of stunning colleagues.

### PROGRAM

Build communications and grassroots presence in focus countries.

### VALUES

Build a culture of freedom and responsibility

### FUNDING

At least \$12 million in funding, with 1/3 from flexible sources.

### INFRASTRUCTURE

Operations scale along with program to provide a foundation of excellence

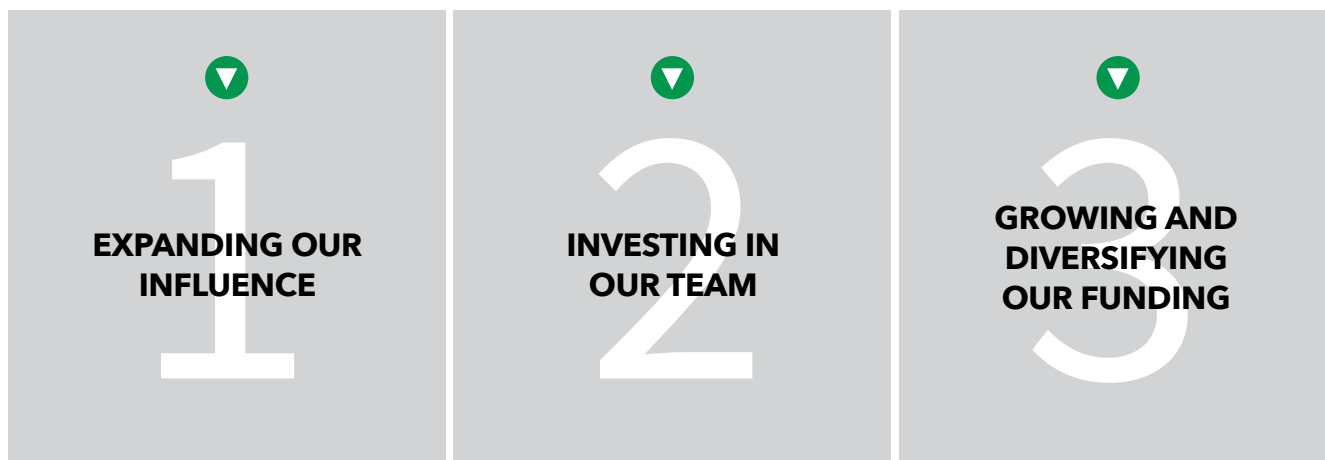
A large gorilla is the central focus, sitting in a lush green field. A baby gorilla is clinging to its chest, looking up at it. The background is a soft-focus green landscape. The text is overlaid on the left side of the image.

Mighty Earth has proven time and again that we can punch above our weight—but we're working to transform trillion-dollar industries. To do this requires financial resources commensurate to the challenge.

## WHAT IT WILL TAKE TO SCALE OUR IMPACT

We will apply pressure to leading industries through inside-outside campaigns that engage CEOs and political leaders to drive practical solutions. Working alongside local partners and affected communities, we will grow our campaigns to build communications, grassroots organizing, and elite advocacy to a scale commensurate with the challenges.

We will achieve this by focusing on three strategic areas:



A group of five people are seated in a circle on a stage, engaged in a panel discussion. The stage floor is partially red and partially dark. In the background, there is a large screen displaying the text "arrefour" and "s enfume!".

## CHALLENGE

# 1

**Changing corporate behavior is key to solving the climate crisis. Mighty Earth has the communications savvy to drive that change. We need to extend our communications presence in the markets that matter most.**

## SOLUTION

### EXPANDING OUR INFLUENCE

Going after the largest companies in the world means we must be a trusted—and recognized—expert with both the media and the public. We will work to increase our global profile to further leverage our advocacy and programmatic work.



**Cultivate relationships with key influential media outlets. Double media hits to 4,000 per year, with an earned media value of \$100 million.**



**Expand our digital presence, growing our influence to 100,000 followers across social platforms.**

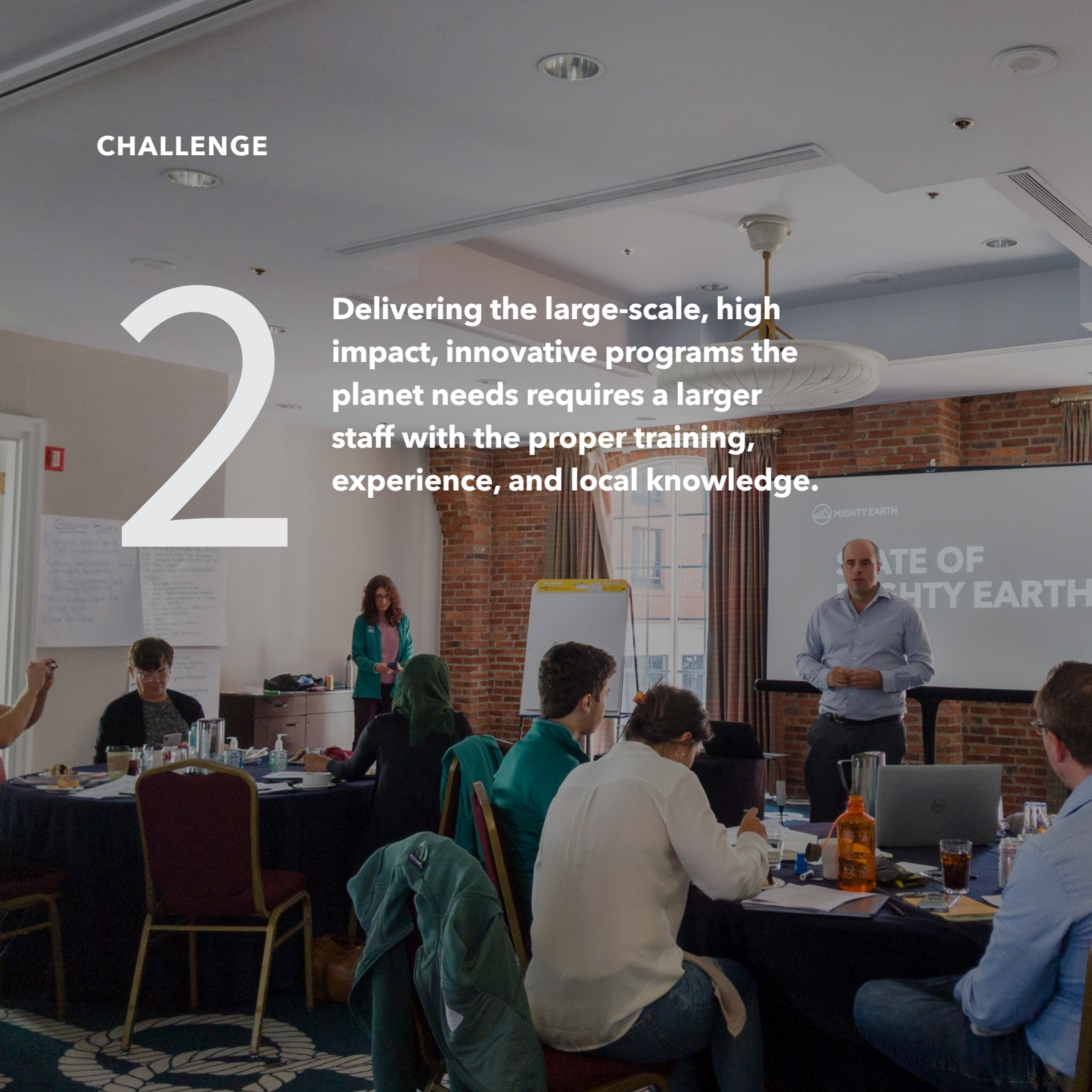


**Launch a refreshed website that is cohesive, memorable, and globally resonant.**

## CHALLENGE

# 2

Delivering the large-scale, high impact, innovative programs the planet needs requires a larger staff with the proper training, experience, and local knowledge.



## SOLUTION

### INVESTING IN OUR TEAM

We've already forged a team of strong leaders who are laser focused on impact. Now, we need to invest in building out the workforce that will multiply the impact of this core team. We will accomplish this by growing staff from 33 to 50, focused on building capacity for strategic functions, regions, and campaigns.



**Recruit key top talent who share our entrepreneurial spirit and commitment to impact.**



**Scale teams in the countries where we work who can capably represent local communities.**



**Cultivate a results-oriented culture by attracting high-performing staff who embody the virtues of being humble, hungry, and smart.**

## CHALLENGE

# 3

The scale of the threats we face requires the nimbleness on which Mighty Earth is based. We need flexible funding to be able to back our entrepreneurial spirit with the resources that allow our impact to scale.





## SOLUTION

### GROWING AND DIVERSIFYING OUR FUNDING

We will secure flexible, stable, diverse funding, raising \$10 million annually by 2025 with 30% of that amount unrestricted. That will allow us to be more responsive and more opportunistic while making stronger investments in our campaigns, driving additional impact, and ensuring our operations grow with our programs.



**Proactively expand the pipeline of new donors and build an international funding base.**



**Build communities of supporters who are dedicated to impact.**



**Cultivate donors from differing backgrounds and areas of expertise.**

# BE MIGHTY WITH US

Impossible is not in our vocabulary. But to make the change we need requires broader financial support. Our goal is \$10M by 2025 with \$3M in flexible funding.

You play a key role in unlocking our true potential, helping us **build capacities instead of just programs**—which in turn will allow us to strengthen an organization that can deliver increasingly outsized results.

The chart at right shows our three-year plan to achieve the financial growth required to meet the moment. It shows how we must grow from

just 7% flexible support in 2023 to 30% by 2025. This will require both individual donors to step up and foundations to provide greater flexibility in their grants.

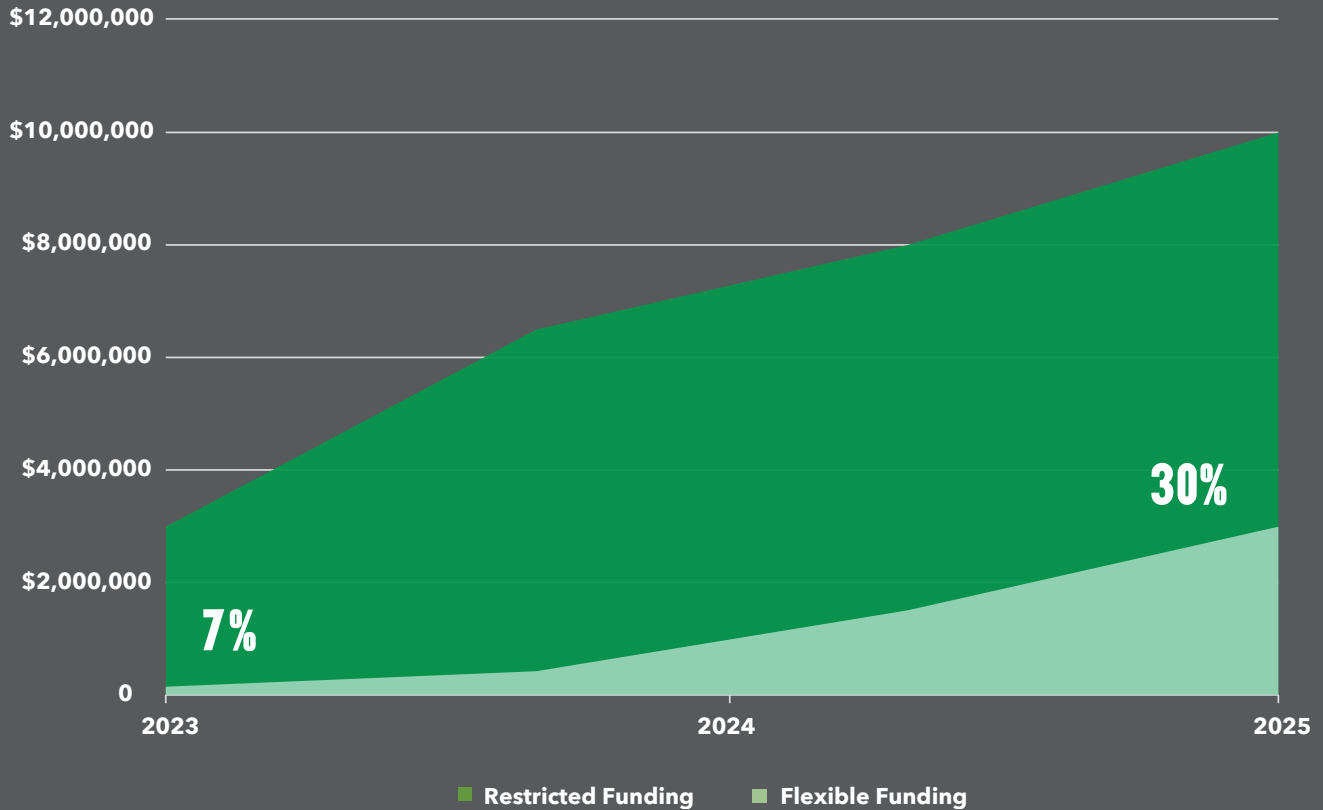
We invite you to **join us in defending a living planet and securing a stable climate that allows life to flourish**. Together we can turn the impossible into reality.

**FOR ADDITIONAL INFORMATION PLEASE CONTACT:**

**Justin Williams**, Major Gifts Officer  
justin@mightyearth.org | (617) 866-0842

# MIGHTY EARTH FUNDING PLAN 2023–2025

## Scaling Funding & Impact



### GOAL: \$3 MILLION IN FLEXIBLE SUPPORT BY 2025.

To achieve this goal, we need the following commitments:

|                          |                                     |                                     |                                    |
|--------------------------|-------------------------------------|-------------------------------------|------------------------------------|
| <b>10X</b><br>\$100,000+ | <b>15X</b><br>\$50,000-<br>\$99,999 | <b>25X</b><br>\$10,000-<br>\$49,999 | <b>100X</b><br>\$1,000-<br>\$9,999 |
|--------------------------|-------------------------------------|-------------------------------------|------------------------------------|



**[mightyearth.org](https://mightyearth.org)**

Mighty Earth is a global advocacy organization working to defend a living planet. Our goal is to protect half of Earth for Nature and secure a climate that allows life to flourish. We are obsessed with impact and aspire to be the most effective environmental advocacy organization in the world.