



The mission of Natural Partners is to assist grassroots environmental groups to mobilize the financial and human resources needed for them to acquire the rights to and manage strategic areas of the world's most threatened ecosystems to ensure their long-term preservation and stewardship for generations to come.

■ Who are we?

We are professionals and volunteers from different walks of life, who have worked for various international and development organizations. Most of us have practical experience in the business world and the public sector, both in the USA and abroad. Natural Partners is a non-profit organization incorporated in Washington, D.C., with 501(c)(3) status granted by the IRS.

■ An urgent need

Many of the world's most important ecosystems have already been significantly degraded and reduced in size. In many cases, less than 10% of original areas remain, with only a small fraction of remnants in near pristine condition with their original biodiversity intact. Time is running out, as the losses continue unabated.

Indeed, communities are facing the loss of their local natural heritage and related benefits of clean air and water. All of us stand to lose the aesthetic and recreational value of many uniquely beautiful places, not to mention the value of their biodiversity for future medical cures.

Thinking globally, but knowing that action must be carried out locally, Natural Partners was created to mobilize financial and human resources to assist local groups, who are literally on the frontlines of today's environmental challenges, to find the means "to get the job done".

■ How does Natural Partners work?

Natural Partners works to build the local capacity of grassroots environmental groups and mentor them in how to partner successfully with leaders of major companies to do legacy conservation projects.

■ An Innovative Approach

As a first step, Natural Partners provides training, as needed by each group, in such key areas as strategic planning and financial management, not only to ensure the achievement of project goals but also to attain more cost-efficient management of their activities. The objective is to get partners to adopt best practices for the serious business of conservation.

Second, to help bridge the communications gap with the corporate world, Natural Partners assists local nonprofit groups to write better project proposals by using business language to reach out and build long-term relationships with major firms (particularly ones with local operations) and win their ongoing support to sustain 'legacy' projects.

Third, Natural Partners employs an innovative project funding paradigm involving the development of a portfolio of carefully designed projects as "sponsorship opportunities" that corporations can choose from, each of which offers a way for them to make their mark and leave a natural legacy in the country where they operate. Through the Recognition System described on the next page, they then receive, in return, recognition that is commensurate to their contribution.

■ Accountability

Since nonprofit groups do not always have the best record keeping and sometimes are remiss in reporting in a timely manner, Natural Partners works with each of its local partners to set up an Accountability System that provides timely financial reports and detailed 'progress reports' on each project with clear 'measures of success'. It also seeks feedback from funders to ensure that reports submitted to them are fully satisfactory.

■ Focus on the Field

By working locally and keeping administrative overhead trim, Natural Partners and its local partner organizations undertake to invest a higher percentage of total funds in the field. Also, it seeks to enhance the overall value of each project through 'strategic investments' that have multiple benefits, such as the low-budget but high-use visitors centers, which will serve as a venue for environmental education programs with local schools, community meetings, research and park administration.





■ Benefits Offered Through Our Recognition System

With its local NGO partners, Natural Partners develops systems to recognize corporate sponsors of parks and private conservation reserves, including:

1. Recognition at the Visitors Center through a prominent display showing the area protected thanks to a company's sponsorship;
2. Recognition as a part of local environmental education campaign;
3. Recognition in a "natural legacy" PR campaign developed with local media;
4. Designation as a 'Natural Legacy Partner' with a high-profile event in the local community to present the corresponding award to the company for its long-term 'legacy' commitment;
5. Recognition on the Web sites of Natural Partners and participating NGO partners; and
6. Membership in the Natural Partners Executive Club (providing VIP tours to visiting corporate executives and their families)

We invite you and your company to join our efforts to make a difference and leave a natural legacy, duly recognized (locally, nationally and internationally), for now and generations to come. We will be glad to provide you a detailed Prospectus on current sponsorship opportunities.



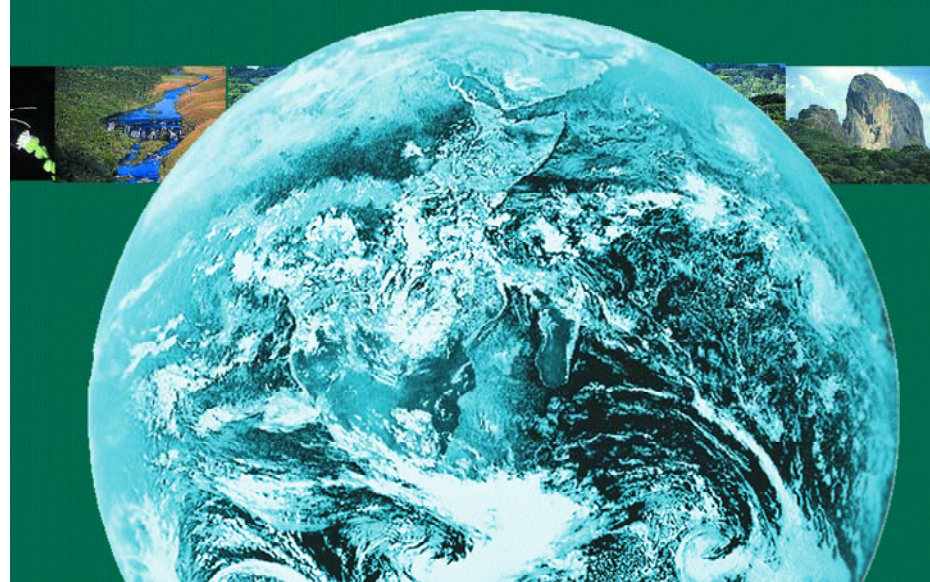
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CORPORATE OVERVIEW



NATURAL PARTNERS

In the serious business of conservation

SPRING 2006