

## **Pledge Acknowledgment**

MAP: The Million Acre Pledge (“MAP”) is intended to encourage commitments by individuals, families and organizations to protect or restore large areas of forest and other bio-rich ecosystems.

Pledge: Pledger, \_\_\_\_\_ (“Pledger”), would like to make a pledge (“Pledge”) to save or restore \_\_\_\_\_ million acres of forest and other bio-rich ecosystems. Past actions shall qualify towards meeting the Pledge.

MAP Publicity: MAP will publicize the Pledger’s name and pledged acreage amount via MAP media, including MAP’s website and MAP’s presence on social media such as Facebook, Twitter and/or Tumblr, and in public references to MAP’s pledgers and their pledge amounts, subject to the limits set forth below. Any additional information that Pledger provides for publication by MAP regarding Pledger or its Pledge may also be publicized by MAP.

MAP Pledges: (a) MAP may have multiple acreage recognition levels, including some below one million acres. Different levels of recognition may be given to different categories of pledgers, whether by acreage amount or type of projects (such as land purchase versus protected area status declaration, given different relative levels of costs and protection, for example), by dollars spent or by nature of pledger (such as individuals versus institutions, for example). MAP reserves the right to determine if acreage protection projects have sufficient protection of the natural environment to be listed on MAP, and to determine any category of protection to which they may be assigned. MAP may change recognition levels and categories (and the criteria for such levels and categories) over time. MAP shall have reasonable discretion determining what qualifies as bio-rich.

(b) MAP intends to not favor any one organization or reasonable method of saving or restoring forest, and MAP intends to publicize reasonably equally all organizations and methods used by all pledgers to MAP to meet a substantial portion of their respective commitments, subject to the prior written consent of the respective pledgers (and, in MAP’s discretion, consent or lack of objection by the respective organizations).

(c) Because multiple parties may be involved in important ways in saving or restoring the same acre of forest, a pledger may receive credit for saving or restoring an acre of forest that other parties may have also contributed to in a substantial manner to saving or restoring. MAP reserves the right, when multiples parties are involved in saving or protecting an area, to not recognize the acreage for such area for the Pledger if the Pledger contribution’s is not sufficiently substantial in the reasonable judgment of MAP. MAP may publicize that multiple parties, including governments, non-government organizations and individuals, have contributed to protect areas in general or particular areas, and name such other parties in the case of particular projects.

Other Pledgers: With Pledger’s consent, MAP may introduce Pledger to other pledgers (current, new or potential) who wish to contact Pledger to obtain or share information on methods or organizations to assist in meeting pledges. With Pledger’s consent, MAP will introduce Pledger to such other pledgers.

Modification or Withdrawal of Pledge: At any time, Pledger may inform MAP that Pledger is modifying or withdrawing Pledger’s Pledge from MAP, and MAP will then modify promptly MAP’s communications (including its website and social media presences) appropriately. Pledger shall also provide reasonable verification of timely progress towards the Pledge to MAP at the request by MAP, and lack of verification in the judgment of MAP of reasonable and timely progress may result in appropriate changes to MAP communications, Pledge level and inclusion within MAP. MAP may require reasonable verification of Pledger’s intent and ability to fulfill the Pledge prior to publicizing the Pledge on the MAP website and other media, including requiring verification of substantial initial financial contributions towards the Pledge. Verification of timely and reasonable success of supported conservation projects totaling the pledged acreage amount and continuing success of such projects is a requirement for continued listing on MAP. MAP may at its reasonable discretion remove Pledger and Pledge from MAP’s communications if Pledger engages in conduct or develops a reputation that is materially damaging to the purposes of MAP. Given the threat to the world’s bio-rich areas, timely shall mean within several years.

Non-Binding on Pledger: This is merely a good faith pledge by Pledger and, notwithstanding anything else to the contrary, shall not be legal binding on Pledger but the terms hereof shall be legally binding on MAP.

Pledger acknowledges that MAP may be discontinued at any time.

**Acknowledged:**

Pledger: \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

**Agreed:**

Million Acre Pledge:

By: \_\_\_\_\_

Brett D. Byers, President