

Seacology

In 1988, ethnobotanist Paul Cox, PhD, was in Falealupo, Samoa, working with native healers to identify natural compounds that might have medicinal value. While Cox was there, the Samoan government issued an ultimatum: either the villagers build a better school or the government would pull the school's teachers from the village, leaving no way to educate the community's children.

Having no money to fund construction, the town's elders prepared to sell logging rights to the local rain forest, a ready source of cash but an environmental tragedy. Cox heard of the village's predicament and issued his own solution: he would raise the money needed for the school in exchange for a covenant protecting the 30,000-acre rain forest. And thus, Seacology was born.

Where: The world's 100,000-plus islands.

What: Preserving island cultures and natural resources while providing essential services and infrastructure.

How many: Seacology's efforts have saved nearly 165,000 acres of terrestrial habitat; protected 1.8 million acres of coral reef; built 76 infrastructure projects, including schools, community centers, and water delivery systems; and provided 26 scholarship programs, vital medical services and supplies, and other crucial support for island communities.

Sobering fact: Over the past 400 years, most plant and animal extinctions have occurred on islands.

What your gift will buy:

\$100 Preserves 9 acres of forest.

\$200 Saves 282 acres of coral reef.

\$500 Funds 3 percent of building costs for an island school.

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