



MAKE IT  
PERSONAL



Top Actions I Can Take for a Healthy Planet:

## BUY CARBON CREDITS

Many natural and man-made actions cause carbon emissions. And that's perfectly fine, as long as the natural carbon-sequestering ecosystems—like forests, mangroves, and algae—can keep pace. But too much carbon creates a thick blanket around the earth that doesn't just go away.

The average American generates 16 metric tons of carbon that goes into the atmosphere every year.<sup>1</sup> That would require nearly 21 acres of US forest per person to sequester.<sup>2</sup>

While it's important that individuals, businesses, and government all do what we can to reduce our carbon emissions, carbon credits offer another way to accelerate our efforts to stave off the worst of climate change.

**A tax-deductible donation of less than \$12 per month can make a big difference.**

Contributing even \$12 per month to support projects that protect critical ecosystems and remove carbon from the atmosphere is an important way to do more for the climate. Twelve dollars is the typical cost to offset the average American's footprint.

If just 10% of Americans purchased carbon credits annually, we could save 552 million metric tons of CO<sub>2</sub> equivalents per year.<sup>3</sup> That's the same amount sequestered by nearly 95% of the forested land in the United States.<sup>4</sup>



For over 40 years and in 60+ countries, Rare has led over 450 behavior change campaigns to inspire and empower millions of people to adopt new behaviors and better protect the natural resources that sustain us. As part of our "Make It Personal" campaign, we identified 7 key behaviors that offer the most potential for climate impact if adopted by individual Americans. The goal of Rare's Make it Personal campaign is to encourage 10% of Americans to adopt at least 1 of these 7 actions. **If we all do our part, we can reduce the greenhouse gas emissions responsible for climate change.**

# EXAMPLES OF TAX-DEDUCTIBLE CARBON CREDIT PROJECTS



## Preserving of Peat Swamps

Under attack from palm oil and paper production, the powerful carbon-sequestering soil under these swamps can be up to 40 feet deep. In addition to carbon, these swamps stabilize water flows and provide clean water while preserving natural habits for animals like the endangered Bornean Orangutan.

[Learn more >](#)



## Tree Planting

Initiatives to reforest lands devastated by drought can help poor communities get back on their feet while reinvigorating their lands. [Learn more >](#)



## Saving Old Growth Forests

Clearing mature forests to support logging and clear fields for cattle grazing has immeasurable costs to the environment. Protecting otherwise unprotected old growth forests helps save carbon and important ecosystems. [Learn more >](#)

## Make It Personal CHALLENGE

Support one of these important projects with your tax-deductible donation now.

DONATE ONCE

DONATE MONTHLY

\$10

\$25

\$50

\$100

OTHER

Share the results of your challenges with us on social media:



@Rare\_org

#BuyCarbonCredits

Visit [rare.org/MakeItPersonal](https://rare.org/MakeItPersonal) for more information.

1. <https://www.eia.gov/environment/emissions/state/analysis/pdf/stateanalysis.pdf> (accessed November 6, 2020)

2. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator> (accessed November 6, 2020)

3. Rare and California Environmental Associates, 2019. Changing Behaviors to Reduce U.S. Emissions: Seven Pathways to Achieve Climate Impact. Arlington, VA: Rare.

4. [https://www.fia.fs.fed.us/library/brochures/docs/2012/ForestFacts\\_1952-2012\\_English.pdf](https://www.fia.fs.fed.us/library/brochures/docs/2012/ForestFacts_1952-2012_English.pdf) (accessed November 6, 2020)