

welcome to

PINAWWACA

FOUNDATION

Empowering Lives, Preserving Nature.

ABOUT US

The Pinawaca Foundation stands as a beacon of hope and action for the Amazon, the world's largest and most biodiverse tropical rainforest. Born from the visionary minds of Rodrigo and Pamela Salles, the Foundation is more than an organization; it's a movement driven by a profound passion for preserving the natural splendor and cultural richness of the Amazon and its indigenous communities.

With over two decades of dedicated experience in community-based tourism, Rodrigo and Pamela saw the crucial need to extend their impact beyond the confines of the private sector. The establishment of the Pinawaca Foundation marks a significant leap in this commitment, aiming to broaden the scope and deepen the impact of environmental conservation projects, social and economic development, and cultural preservation in the Amazon.



ABOUT US

Our journey is rooted in principles of sustainability, inclusiveness, and respect for local traditions and knowledge. The Foundation operates in close collaboration with Amazonian communities, ensuring their voices and needs are at the heart of our initiatives. We also seek strategic partnerships across different sectors of society to amplify the effectiveness and reach of our actions.

As the Pinawaca Foundation, we are more than a third-sector entity; we are a bridge connecting diverse worlds, a pathway to a more sustainable and equitable future for the Amazon and its people. We invite you to join us in this vital mission of preservation and development. Together, we can make a lasting difference.





OUR FOUNDERS

At the heart of the Pinawaca Foundation lies the visionary spirit and unwavering dedication of Rodrigo and Pamela Salles. As pioneers with a deep-rooted passion for the Amazon and its indigenous communities, their journey has been one of profound commitment and transformative influence.

With a rich background spanning over two decades in community-based tourism, Rodrigo and Pamela have been at the forefront of promoting sustainable and respectful engagement with the Amazon's unique landscapes and its inhabitants. Their experiences have not only highlighted the unparalleled beauty and significance of the region but also underscored the pressing need for concerted efforts in its preservation and support.



OUR FOUNDERS

Recognizing the limitations of private-sector initiatives in achieving large-scale, sustainable impact, Rodrigo and Pamela embarked on a new venture - the establishment of the Pinawaca Foundation. This foundation is a testament to their dedication to going beyond traditional boundaries, seeking to amplify support and make a more significant, enduring difference in the Amazon.

The Pinawaca Foundation is their legacy, a culmination of years of experience, learning, and deep connection with the Amazon. It stands as a platform for mobilizing resources, influencing change, and fostering a community dedicated to protecting and nurturing this vital region and its people. Rodrigo and Pamela's leadership continues to inspire and drive the foundation's mission, making it a powerful force for positive change in the Amazon.

OUR MISSION

At the Pinawaca Foundation, our mission is encapsulated in three powerful words: Protect, Preserve, and Prosper. We are steadfast in our commitment to safeguarding the Amazon — an invaluable treasure trove of biological diversity and cultural heritage. Our goal is not only to protect this vital ecosystem but also to ensure its resilience and prosperity for future generations.

In our pursuit to protect the Amazon, we focus on conserving its vast and diverse range of flora and fauna. We recognize that this magnificent rainforest is a global asset, critical for the health of our planet. Our conservation efforts are designed to maintain and restore the ecological balance of the Amazon, ensuring its rich biodiversity continues to thrive.

Preservation extends beyond the environment to the rich cultural heritage of the Amazon's indigenous communities. We are dedicated to maintaining and celebrating the unique traditions, languages, and knowledge of these communities, recognizing their integral role as stewards of the rainforest. Our initiatives support cultural preservation, ensuring that the indigenous heritage is honored and continued.

OUR MISSION

Prosperity for the Amazon and its inhabitants is a key aspect of our mission. We strive to promote sustainable development that aligns with the needs and aspirations of the local communities. This includes creating opportunities for economic growth that are in harmony with the environment, ensuring that the communities can thrive without compromising the health of the rainforest.

Education and awareness form the backbone of our mission. We are committed to fostering a deeper understanding of environmental issues among local and global communities. Through educational programs and awareness campaigns, we aim to cultivate a generation that is informed, engaged, and passionate about environmental conservation.

Ultimately, the mission of the Pinawaca Foundation is a call to collective action. We invite individuals, communities, and organizations to join us in this vital endeavor. Together, we can protect the Amazon, secure the future of its communities, and lead the way towards a more sustainable world.”



KEY AREAS OF FOCUS

The Pinawaca Foundation's strategy is multifaceted, focusing on key areas that are crucial for the holistic development and preservation of the Amazon. Our areas of focus include:

Environmental Protection:

Central to our mission is the commitment to safeguard the Amazon's ecosystem. This involves implementing various conservation projects, from protecting endangered species to preserving vital habitats. Our initiatives aim to maintain the ecological integrity of the Amazon, ensuring its rich biodiversity is protected for future generations.

Sustainable Development:

We believe in promoting development that harmoniously coexists with nature. Our sustainable development programs are designed to provide economic opportunities to local communities while respecting and preserving the environment. This includes supporting sustainable agriculture, eco-tourism, and renewable energy projects that benefit both the people and the planet.



KEY AREAS OF FOCUS

Community Well-being:

At the heart of our efforts are the indigenous and local communities of the Amazon. We work towards enhancing their quality of life by ensuring access to essential services such as healthcare and education. Our approach is to empower these communities, enabling them to be active participants in conserving their environment and culture.

Education and Awareness:

Recognizing the power of knowledge, we invest in environmental education and awareness programs. These initiatives aim to build a more informed and engaged society that understands the importance of environmental conservation. Our educational efforts extend from local schools in the Amazon to global outreach programs.



KEY AREAS OF FOCUS

Professional Training Initiatives:

We support a range of training programs aimed at enhancing the skills and employability of the local communities. This includes vocational training in fields such as sustainable fishing, eco-tourism, and environmental management. By providing these opportunities, we aim to foster a community that is economically self-sufficient and environmentally conscious.

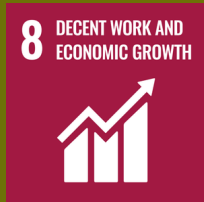
Through these focused areas, the Pinawaca Foundation endeavors to create a sustainable future for the Amazon and its people, bridging the gap between conservation and development. Our integrated approach ensures that every initiative contributes to the overall health and prosperity of this invaluable region.

UN SDGS



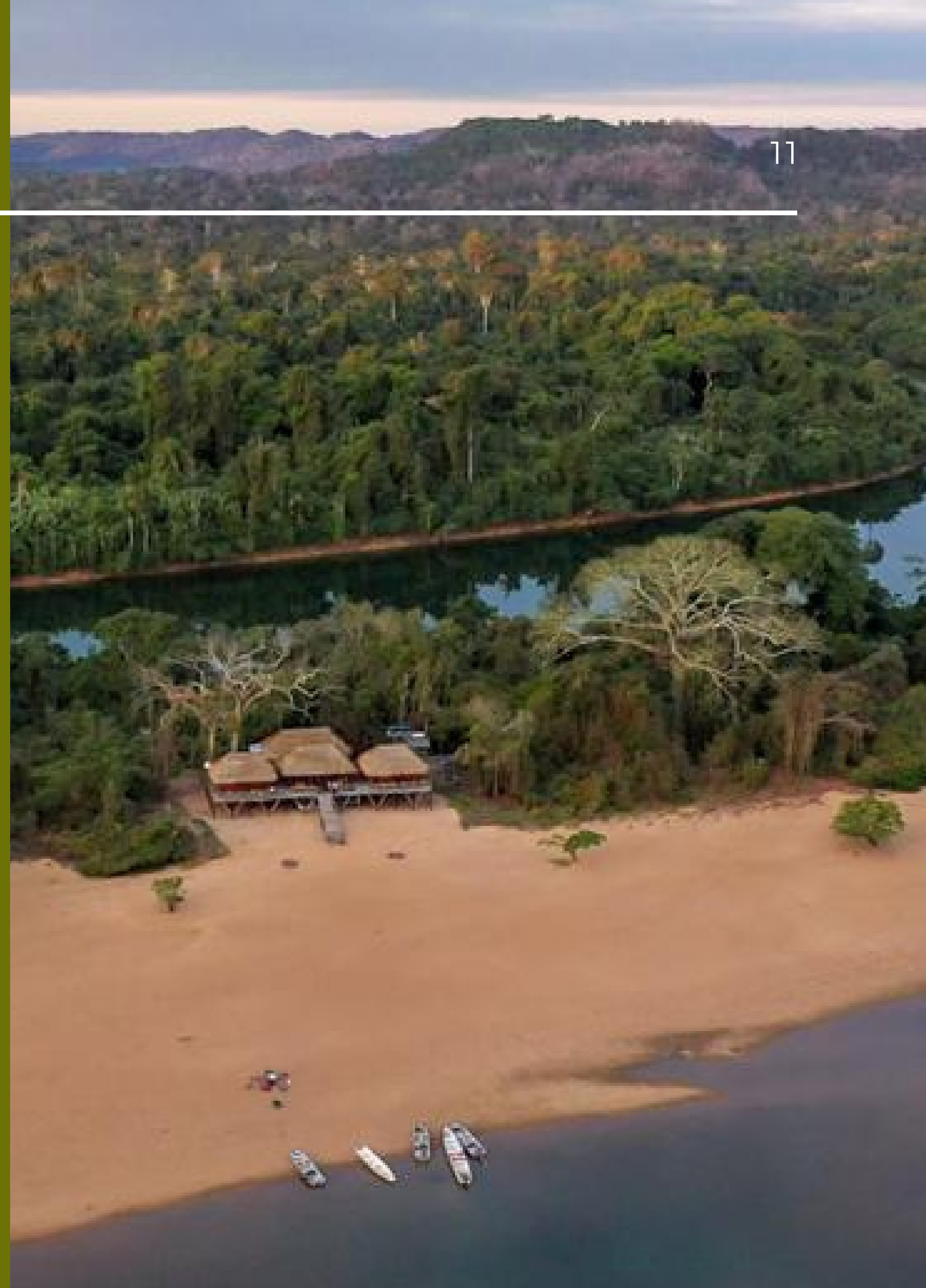
Environmental Protection:

Our primary goal is to safeguard the Amazon's diverse ecosystems. We undertake conservation projects aimed at protecting endangered species and habitats, thus contributing to global biodiversity conservation and ecosystem restoration.



Sustainable Development:

We promote development that coexists with nature. This includes supporting sustainable agriculture, eco-tourism, and renewable energy projects that create economic opportunities while preserving the environment.



UN SDGS

3 GOOD HEALTH AND WELL-BEING



Community Well-being:

Central to our mission is the well-being of indigenous and local communities. We ensure access to healthcare and education, empowering communities to actively participate in environmental and cultural conservation.

4 QUALITY EDUCATION



Education and Awareness:

Our educational initiatives foster a deeper understanding of environmental issues among both local and global communities. We aim to create a more informed society that values and engages in environmental stewardship.

4 QUALITY EDUCATION



UN SDGS

4

QUALITY
EDUCATION



Professional Training Initiatives:

We offer training programs in sustainable fishing, eco-tourism, and environmental management, enhancing the employability of local communities and promoting economic self-sufficiency.

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DECENT WORK AND
ECONOMIC GROWTH



By integrating these focus areas with the UN SDGs, the Pinawaca Foundation is committed to creating a sustainable and prosperous future for the Amazon. Our holistic approach ensures that every initiative not only contributes to the well-being of this vital region but also resonates with global sustainability goals.



HOW TO HELP

Joining the efforts of the Pinawaca Foundation means becoming a part of a larger movement dedicated to the sustainability and prosperity of the Amazon. There are several ways you can contribute to our cause:

Donations:

Your financial support is crucial in driving our projects forward. Whether it's a one-time donation or a recurring contribution, every amount helps us make a tangible impact. Donations can be made directly through our website, where you can choose the initiative you wish to support.

Volunteering:

We offer diverse volunteering opportunities both within the Amazon and remotely. Local volunteering includes hands-on involvement in our conservation projects, community development programs, and educational initiatives. Remote volunteering allows you to assist in areas such as digital advocacy, fundraising, and research, contributing from wherever you are in the world.

HOW TO HELP

Spreading Our Mission:

Advocacy is a powerful tool. By sharing information about the Pinawaca Foundation and our work, you help raise awareness about the importance of preserving the Amazon. Use your voice on social media, in your community, or through educational forums to spread the word about our mission and impact.

Partnerships and Collaborations:

We welcome partnerships with other organizations, businesses, and educational institutions. These collaborations can range from joint projects and events to research and development initiatives. If you represent an organization looking to make a difference, we'd love to hear from you.

Each contribution, no matter the form, is a step towards a more sustainable future for the Amazon and its communities. We invite you to join us in this vital journey to protect, preserve, and prosper.



OUR IMPACT

The Pinawaca Foundation's initiatives have been catalysts for remarkable change in the Amazon region, creating success stories that embody our mission. Our impactful projects and collaborations highlight the positive transformations we've facilitated:

World's First Indigenous Fishing Guide School:

We've established the world's first school for indigenous fishing guides in the Amazon. This pioneering institution offers specialized training that blends technical skills with respect for the cultural heritage and environmental stewardship of the Amazon.

Indigenous Chefs School:

Another groundbreaking initiative is our school for indigenous chefs. This unique culinary institution focuses on preserving and elevating traditional Amazonian cuisine, providing professional culinary training to indigenous communities.



OUR IMPACT

Fly-Tying Workshop:

We have set up an innovative workshop for fly-tying, where local artisans craft high-quality fishing flies using sustainable methods. This initiative not only preserves traditional skills but also opens up new economic avenues for the community.

Solar Energy Implementation:

We've brought sustainable energy solutions to over six Amazonian communities through our solar energy projects. These initiatives have significantly improved living conditions by providing clean, reliable energy.

Dignified Employment in Eco-Lodges:

By offering fair employment in eco-lodges across the Amazon, we help community members achieve sustainable livelihoods. These opportunities allow them to remain connected to their heritage while contributing to the local economy.



OUR IMPACT

Strategic Partnerships:

Our collaboration with organizations like Untamed Angling exemplifies our commitment to sustainable, community-based tourism. These partnerships have developed inclusive business models ensuring direct community benefits and sustainable resource management.

These initiatives represent the essence of the Pinawaca Foundation's efforts: innovative, community-focused, and always striving for sustainability and empowerment. Each success story is a step towards our goal of a thriving, preserved, and prosperous Amazon.

JOIN US

The journey of the Pinawaca Foundation is one of collective effort and shared passion. We believe that every individual has the power to make a difference, and we invite you to join us in our mission to protect, preserve, and prosper the Amazon and its communities. Here's how you can become a part of this transformative journey:

Become a Volunteer: Whether you have skills in education, conservation, or community development, or simply a desire to contribute, your time and talents can have a profound impact. We offer both on-site and remote volunteering opportunities, allowing you to make a difference from anywhere in the world.

Make a Donation: Your financial support is vital to our ongoing projects and initiatives. Every donation, big or small, contributes to the sustainability and growth of our programs. Visit our website to learn more about our projects and how your contributions can be directed.

JOIN US

Spread the Word: Help us raise awareness about the importance of preserving the Amazon. Share our story and mission with your community, on social media, or through educational and professional networks. Your voice can amplify our message and bring more support to our cause.

Forge Partnerships: If you represent an organization, business, or educational institution, we welcome strategic partnerships that align with our goals. Collaborations can range from joint projects to sponsorship and research initiatives.

Become an Advocate: Advocate for the Amazon and its communities. Support policies and practices that promote environmental conservation and sustainable development.

Your involvement, in any form, is a crucial contribution to our collective goal of a thriving, sustainable Amazon. Join the Pinawaca Foundation today and be a part of a movement that is shaping a better future for one of the world's most vital ecosystems and its inhabitants.

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