



## BECOME A GUARDIAN ACTION TOOLKIT

ABOUT THE FILM

ABOUT THE ISSUE

IMPACT GOALS

UNDER 1 MIN - ACTIONS

5 MINS - ACTIONS

DIVE DEEPER - ACTIONS

# THE FILM

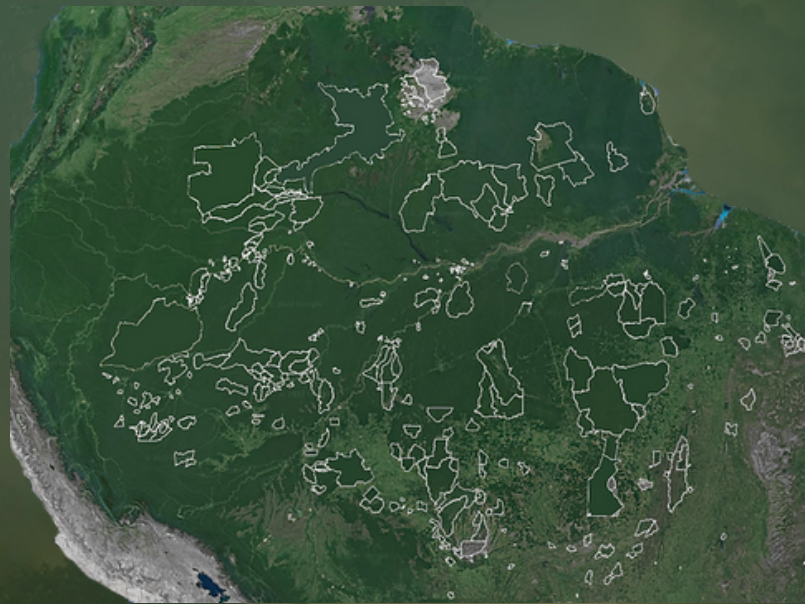
[WATCH TRAILER](#)

We Are Guardians depicts the diverse group of Indigenous people who endeavor to save what is left of the Brazilian Amazon. The film dissects the economic drivers that fuel large-scale environmental destruction, while exposing the corruption and partisan politics that enable it. This is about more than just a feature film -- it's a movement.

# THE ISSUE

Although Indigenous peoples comprise less than 5 percent of the world's population, they protect 80 percent of the Earth's biodiversity. Nearly 400 distinct Indigenous peoples depend on the Amazon rainforest for their physical and cultural survival.

The Amazon Rainforest stands as an irreplaceable force in climate stabilization and biodiversity conservation. But in the past five decades, the Amazon has lost a devastating 20 percent of its once-pristine cover, teetering on the edge of a dangerous tipping point that could transform it into a barren savannah.



# IMPACT CAMPAIGN GOALS

At the heart of our campaign lies a profound mission: to empower the unsung heroes of the Amazon, the Indigenous Forest Guardians. The We Are Guardians Impact Campaign aspires to be their steadfast ally, rallying global audiences to join us in preserving, protecting, and celebrating the Amazon Rainforest and its remarkable people. Together, we aim to fortify its resilience, inspire regeneration, and safeguard its legacy for generations to come.

## EMPOWERMENT OF INDIGENOUS FOREST GUARDIANS AND COMMUNITIES

Empower Indigenous Forest Guardians with tools, technology, and training to protect their territories. Provide educational training in agroforestry and solar energy for autonomy and financial independence.



## REFORESTATION AND AGROFORESTRY

We will help the communities replant areas of forest that have been destroyed in both territories. We'll leverage both local knowledge and outside expertise to grow saplings, collect indigenous seeds, and replant swathes of forest.



## EDUCATIONAL OUTREACH AND STORYTELLING FOR CHANGE

Distribute a Guardians Toolkit and educational materials for change. Launch "Futura Amazonia" media platform with Indigenous filmmakers for environmental stories. Provide curriculum guides to 2 million U.S. educators to foster future guardians.



# HOW CAN YOU HELP?

Whether you have just thirty seconds, five minutes, or would like to get more involved, you can lend a hand in saving the Amazon. We strongly believe that financial constraints and busy schedules shouldn't hinder anyone from joining the battle against deforestation, which is precisely why we offer various ways for people to contribute and become guardians of the Amazon rainforest. We have thoroughly researched each option below to make sure that these options actually help the Amazon so you don't have to.

## UNDER ONE MINUTE

### [SIGN MIGHTY EARTH'S PETITION TO JBS](#)

Agricultural expansion to rear cattle or to grow soy to feed farm animals is the biggest driver of deforestation in the Amazon and the Cerrado, harming Indigenous and local communities and decimating wildlife populations.

[Tell JBS - the world's largest meat processing company - to cut ties with suppliers that are deforesting the Brazilian Amazon.](#)



### [SIGN AMAZON WATCH'S PETITION TO KEEP MINING OUT OF THE AMAZON](#)

Amazon Watch's report [Complicity in Destruction IV](#) reveals that mining giants with well-known track records of devastation and rights violations are eyeing Indigenous lands and other protected areas in the Amazon.

Sign the petition to keep mining companies out of the Amazon and Indigenous lands. Speak out against them and their investors.



FOLLOW OUR INSTAGRAM CHANNEL AND  
KEEP UP-TO-DATE ON OUR IMPACT  
CAMPAIGN AND OTHER WAYS TO HELP!



Follow our partners on social media  
to stay up to date on new impact  
campaigns and petitions

IF NOT US  
THEN WHO?

RANDOM  
GOOD



MIGHTY EARTH



Global Canopy



GREENPEACE

AVAAZ  
THE WORLD IN ACTION



The Nature  
Conservancy



## DONATE DIRECTLY TO THE GUARDIANS

The Temb  and Guajajara forest guardians make routine surveillance missions of their land on foot, by motorcycle, and by boat, but they need support in the form of supplies, food, and equipment to continue their work in best and most effective way.

**These Guardians have immediate needs to continue their work, such as equipment, resources and training. Your donations will directly support the direct needs of these Forest Guardians.**



## STAND WITH SURVIVAL INTERNATIONAL AND HELP PROTECT THE UNCONTACTED AW  PEOPLES

In some of the most remote reaches of the globe, uncontacted tribes continue to live without electricity, grocery stores, and any of the other conveniences of modern life that the rest of us take for granted.

The Aw  are currently the most threatened Indigenous group in the world.

Over the years, the Aw  tribe has lived under constant threat of being pushed out of their home in the Amazon, so they have learned to be invisible. They need your support.



**Send an email to the Brazilian government to urge them to support the Forest Guardians and evict the illegal loggers that are destroying their forest home and their uncontacted Aw  relatives.**

## BECOME A SOCIAL MEDIA AMBASSADOR

Social media has the power to engage people, influence policy decisions, and create movements of change every day. Urge your family and friends to spread awareness about the film and the issues surrounding the film.

[Use this in-depth social media guide for sample copy and more info to get started.](#)



## CHECK OUT OUR EDUCATIONAL RESOURCES

Read more about the biggest destroyers of the Amazon, find out which banks are financing deforestation, learn about the companies behind the burning of the Amazon, and so much more. Knowledge is power! With your help we can make a lasting impact.



# DIVE DEEPER (FOR EDUCATORS)

## REQUEST A CLASSROOM VERSION OF THE FILM

Interested in hosting an educational screening of “We Are Guardians” in your classroom or community? Email us here and we’ll get back to you ASAP: [weareguardiansfilm@gmail.com](mailto:weareguardiansfilm@gmail.com).

Engagement of students on these issues is critical. We also want to screen the film for corporate executives and policymakers at meetings and events and bring together celebrities, communities, and influencers for screenings to build enthusiasm for the cause.





## EDUCATE YOUR STUDENTS ABOUT THE AMAZON AND MORE

Are you a teacher? Rainforest Trust offers rainforest-themed lesson plans for K-12 covering topics such as the global benefits of tropical ecosystems, biodiversity and the connection between rainforest and climate change.

Use these free lessons to educate your students about the importance of rainforest ecosystems and the urgent need to protect them.



## DIVEST FROM DEFORESTATION

Discovering the large banks and companies that support deforestation might come as a shock, but there are simple steps you can take to realign your financial choices with your values. Divesting can be as straightforward as switching banks or stock.

Join the movement and learn how you can effortlessly divest from deforestation!



## FIND 'GREEN BANKS' IN YOUR AREA

As a climate-conscious consumer, it's crucial to consider the environmental impact of where you store your money. Your funds are often used to finance projects that can harm or benefit the planet, making it vital to align your banking choices with your values.

To assist you in making sustainable banking decisions, follow the link above to find a list of financial institutions dedicated to offering eco-friendly services.



## MAKE LIFESTYLE CHANGES TO SAVE THE RAINFOREST

Wondering how you can make a difference in preserving the rainforest? Surprisingly, there are numerous actions you can take, regardless of your geographical proximity! The choices we make in terms of consumption, the causes we endorse, and the influence we wield with our voices can have profound effects that extend far beyond our immediate surroundings.

**Join us and make a stand! Vote with your dollar without spending a dime.**

