

Form **990**

Department of the Treasury  
Internal Revenue Service

# Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter Social Security numbers on this form as it may be made public.
- ▶ Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

# 2020

Open to Public Inspection

**A** For the 2020 calendar year, or tax year beginning , 2020, and ending , 20

<b>B</b> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> Name of organization RAINFOREST ALLIANCE HOLDING, INC.			<b>D</b> Employer identification number 82-4110897
	Doing Business As			<b>E</b> Telephone number (212) 677-1900
	Number and street (or P.O. box if mail is not delivered to street address) 125 BROAD STREET, 9TH FLOOR		Room/suite	
	City or town, state or province, country, and ZIP or foreign postal code NEW YORK, NY 10004			<b>G</b> Gross receipts \$ <b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) <b>H(c)</b> Group exemption number ▶
<b>F</b> Name and address of principal officer: ALIK HINCKSON 125 BROAD STREET, 9TH FLOOR, NEW YORK, NY 10004				
<b>I</b> Tax-exempt status:	<input checked="" type="checkbox"/> 501(c)(3)	<input type="checkbox"/> 501(c) ( ) ◀ (insert no.)	<input type="checkbox"/> 4947(a)(1) or	<input type="checkbox"/> 527
<b>J</b> Website: ▶ WWW.RAINFOREST-ALLIANCE.ORG				
<b>K</b> Form of organization:	<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Trust	<input type="checkbox"/> Association	<input type="checkbox"/> Other ▶
<b>L</b> Year of formation: 2018			<b>M</b> State of legal domicile: DE	

## Part I Summary

<b>Activities &amp; Governance</b>	<b>1</b> Briefly describe the organization's mission or most significant activities: RA WORKS AT THE INTERSECTION OF BUSINESS, AGRICULTURE & FORESTS TO IMPROVE LIVES & PROTECT NATURE BY TRANSFORMING HOW LAND IS USED, PRODUCTION OF GOODS & CONSUMER CHOICES.				
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.				
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	19.		
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	19.		
	<b>5</b> Total number of individuals employed in calendar year 2020 (Part V, line 2a)	<b>5</b>	0.		
	<b>6</b> Total number of volunteers (estimate if necessary)	<b>6</b>	19.		
	<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	0.		
<b>b</b> Net unrelated business taxable income from Form 990-T, line 34	<b>7b</b>	0.			
<b>Revenue</b>	<b>8</b> Contributions and grants (Part VIII, line 1h)	Prior Year	0.	Current Year	0.
	<b>9</b> Program service revenue (Part VIII, line 2g)	0.	0.		
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0.	0.		
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0.	0.		
	<b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	0.	0.		
	<b>Expenses</b>	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0.	0.	
<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)		0.	0.		
<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		0.	0.		
<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)		0.	0.		
<b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶		0.			
<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		0.	0.		
<b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		0.	0.		
<b>19</b> Revenue less expenses. Subtract line 18 from line 12	0.	0.			
<b>Net Assets or Fund Balances</b>	<b>20</b> Total assets (Part X, line 16)	Beginning of Current Year	0.	End of Year	0.
	<b>21</b> Total liabilities (Part X, line 26)	0.	0.		
	<b>22</b> Net assets or fund balances. Subtract line 21 from line 20.	0.	0.		

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	Signature of officer	11/19/2021			
	ALIK HINCKSON	Date			
<b>Paid Preparer Use Only</b>	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	RICHARD L RUVELSON	RICHARD L RUVELSON	11/19/2021		P00234075
	Firm's name ▶ WITHUMSMITH+BROWN, PC	Firm's EIN ▶ 22-2027092			
Firm's address ▶ 4600 EAST WEST HWY 900 BETHESDA, MD 90814-3423		Phone no. 301-272-6000			

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

For Paperwork Reduction Act Notice, see the separate instructions. Form **990** (2020)

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III  Yes  No

**1** Briefly describe the organization's mission:

SEE SCHEDULE O

**2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O.

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O.

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

**4a** (Code: ) (Expenses \$ 0. including grants of \$ 0. ) (Revenue \$ 0. )

SEE SCHEDULE O

**4b** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

**4c** (Code: ) (Expenses \$ including grants of \$ ) (Revenue \$ )

**4d** Other program services (Describe on Schedule O.)

(Expenses \$ including grants of \$ ) (Revenue \$ )

**4e** Total program service expenses ▶ 0.

Part IV Checklist of Required Schedules

Table with 3 columns: Question Number, Question Text, Yes, No. Rows 1-21 with 'X' marks in the Yes/No columns.

Part IV Checklist of Required Schedules (continued)

Table with 3 columns: Question number, Question text, Yes, No. Rows 22-38 covering various organizational requirements.

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V [ ]

Table with 3 columns: Question number, Question text, Yes, No. Rows 1a-1c regarding Form 1096 and backup withholding rules.

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

Table with columns for question number, question text, and Yes/No response boxes. Includes questions 2a through 16 regarding employee reporting, tax returns, unrelated business income, foreign accounts, prohibited transactions, and charitable contributions.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include 1a (19), 1b (19), 2, 3, 4, 5, 6, 7a, 7b, 8a, 8b, 9.

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include 10a, 10b, 11a, 11b, 12a, 12b, 12c, 13, 14, 15a, 15b, 16a, 16b.

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed
18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, address, and telephone number of the person who possesses the organization's books and records

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
  - List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
  - List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
  - List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
  - List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.
- See instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) JOHANNES DE GROOT CEO (THRU 10/1/2020)	1.00 40.00						X	0.	292,477.	19,723.
(2) ALIK ODINGA HINCKSON CHIEF FINANCIAL OFFICER	1.00 40.00			X				0.	266,974.	34,538.
(3) MOLLY STARK GEN CNSL & SECY (EFF 4/1/2020)	1.00 40.00			X				0.	212,531.	10,221.
(4) LESLIE PARK SECRETARY (THRU 3/31/20)	1.00 40.00			X				0.	113,274.	6,413.
(5) DANIEL R. KATZ BOARD CHAIR, DIRECTOR	1.00 1.00	X		X				0.	0.	0.
(6) ANTONIUS VAN DER LAAN VICE BOARD CHAIR, DIRECTOR	1.00 1.00	X		X				0.	0.	0.
(7) PETER M. SCHULTE TREASURER, DIRECTOR	1.00 1.00	X		X				0.	0.	0.
(8) LABEED M. ABBODD DIRECTOR	1.00 1.00	X						0.	0.	0.
(9) TASSO AZEVEDO DIRECTOR	1.00 1.00	X						0.	0.	0.
(10) MARILU HERNANDEZ DE BOSOMS DIRECTOR	1.00 1.00	X						0.	0.	0.
(11) SONILA COOK DIRECTOR	1.00 1.00	X						0.	0.	0.
(12) DANIEL J. COUVREUR DIRECTOR	1.00 1.00	X						0.	0.	0.
(13) WENDY GORDON DIRECTOR	1.00 1.00	X						0.	0.	0.
(14) NINA HAASE DIRECTOR	1.00 1.00	X						0.	0.	0.

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 15) DANIEL HOUSER ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 16) PETER LEHNER ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 17) NALIN K. MIGLANI ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 18) VANUSIA M. CARNEIRO NOGUEIRA ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 19) DR. ANURAG PRIYADARSHI ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 20) ERIC ROTHENBERG ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 21) KERRI A. SMITH ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 22) JUAN ESTEBAN ORDUZ TRUJILLO ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
( 23) ANNEMIEKE WIJN ----- DIRECTOR	1.00 ----- 1.00	X					0.	0.	0.	
<b>1b Sub-total</b> . . . . .							0.	885,256.	70,895.	
<b>c Total from continuation sheets to Part VII, Section A</b> . . . . .							0.	0.	0.	
<b>d Total (add lines 1b and 1c)</b> . . . . .							0.	885,256.	70,895.	

**2** Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **▶** 0.

	Yes	No
<b>3</b> Did the organization list any <b>former</b> officer, director, or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i> . . . . .	X	
<b>4</b> For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i> . . . . .	X	
<b>5</b> Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i> . . . . .		X

**Section B. Independent Contractors**

**1** Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

**2** Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization **▶** 0.



**Part VIII Statement of Revenue**

Check if Schedule O contains a response or note to any line in this Part VIII

				(A)	(B)	(C)	(D)	
				Total revenue	Related or exempt function revenue	Unrelated business revenue	Revenue excluded from tax under sections 512-514	
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1a</b>	Federated campaigns . . . . .	<b>1a</b>					
	<b>b</b>	Membership dues . . . . .	<b>1b</b>					
	<b>c</b>	Fundraising events . . . . .	<b>1c</b>					
	<b>d</b>	Related organizations . . . . .	<b>1d</b>					
	<b>e</b>	Government grants (contributions) . .	<b>1e</b>					
	<b>f</b>	All other contributions, gifts, grants, and similar amounts not included above .	<b>1f</b>					
	<b>g</b>	Noncash contributions included in lines 1a-1f. . . . .	<b>1g</b>	\$				
	<b>h</b>	<b>Total.</b> Add lines 1a-1f . . . . . ▶			0.			
<b>Program Service Revenue</b>	<b>2a</b>	_____	Business Code					
	<b>b</b>	_____						
	<b>c</b>	_____						
	<b>d</b>	_____						
	<b>e</b>	_____						
	<b>f</b>	All other program service revenue . . . . .						
	<b>g</b>	<b>Total.</b> Add lines 2a-2f . . . . . ▶			0.			
<b>Other Revenue</b>	<b>3</b>	Investment income (including dividends, interest, and other similar amounts). . . . . ▶			0.			
	<b>4</b>	Income from investment of tax-exempt bond proceeds . ▶			0.			
	<b>5</b>	Royalties . . . . . ▶			0.			
	<b>6a</b>	Gross rents . . . . .	<b>6a</b>	(i) Real	(ii) Personal			
	<b>b</b>	Less: rental expenses	<b>6b</b>					
	<b>c</b>	Rental income or (loss)	<b>6c</b>					
	<b>d</b>	Net rental income or (loss) . . . . . ▶			0.			
	<b>7a</b>	Gross amount from sales of assets other than inventory	<b>7a</b>	(i) Securities	(ii) Other			
	<b>b</b>	Less: cost or other basis and sales expenses . .	<b>7b</b>					
	<b>c</b>	Gain or (loss) . . . . .	<b>7c</b>					
<b>d</b>	Net gain or (loss) . . . . . ▶			0.				
<b>8a</b>	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18 . . . . .	<b>8a</b>		0.				
				0.				
				0.				
<b>b</b>	Less: direct expenses . . . . .	<b>8b</b>						
<b>c</b>	Net income or (loss) from fundraising events. . . . . ▶			0.				
<b>9a</b>	Gross income from gaming activities. See Part IV, line 19 . . . . .	<b>9a</b>		0.				
				0.				
				0.				
<b>b</b>	Less: direct expenses . . . . .	<b>9b</b>						
<b>c</b>	Net income or (loss) from gaming activities. . . . . ▶			0.				
<b>10a</b>	Gross sales of inventory, less returns and allowances . . . . .	<b>10a</b>		0.				
				0.				
				0.				
<b>b</b>	Less: cost of goods sold . . . . .	<b>10b</b>						
<b>c</b>	Net income or (loss) from sales of inventory. . . . . ▶			0.				
<b>Miscellaneous Revenue</b>	<b>11a</b>	_____	Business Code					
	<b>b</b>	_____						
	<b>c</b>	_____						
	<b>d</b>	All other revenue . . . . .						
	<b>e</b>	<b>Total.</b> Add lines 11a-11d . . . . . ▶			0.			
<b>12</b>	<b>Total revenue.</b> See instructions . . . . . ▶			0.				

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

**Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.**

	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
<b>1</b> Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 . . . . .	0.			
<b>2</b> Grants and other assistance to domestic individuals. See Part IV, line 22 . . . . .	0.			
<b>3</b> Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16 . . . . .	0.			
<b>4</b> Benefits paid to or for members . . . . .	0.			
<b>5</b> Compensation of current officers, directors, trustees, and key employees . . . . .	0.			
<b>6</b> Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0.			
<b>7</b> Other salaries and wages . . . . .	0.			
<b>8</b> Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) . . . . .	0.			
<b>9</b> Other employee benefits . . . . .	0.			
<b>10</b> Payroll taxes . . . . .	0.			
<b>11</b> Fees for services (nonemployees):				
<b>a</b> Management . . . . .	0.			
<b>b</b> Legal . . . . .	0.			
<b>c</b> Accounting . . . . .	0.			
<b>d</b> Lobbying . . . . .	0.			
<b>e</b> Professional fundraising services. See Part IV, line 17 . . . . .	0.			
<b>f</b> Investment management fees . . . . .	0.			
<b>g</b> Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.) . . . . .	0.			
<b>12</b> Advertising and promotion . . . . .	0.			
<b>13</b> Office expenses . . . . .	0.			
<b>14</b> Information technology . . . . .	0.			
<b>15</b> Royalties . . . . .	0.			
<b>16</b> Occupancy . . . . .	0.			
<b>17</b> Travel . . . . .	0.			
<b>18</b> Payments of travel or entertainment expenses for any federal, state, or local public officials . . . . .	0.			
<b>19</b> Conferences, conventions, and meetings . . . . .	0.			
<b>20</b> Interest . . . . .	0.			
<b>21</b> Payments to affiliates . . . . .	0.			
<b>22</b> Depreciation, depletion, and amortization . . . . .	0.			
<b>23</b> Insurance . . . . .	0.			
<b>24</b> Other expenses. Itemize expenses not covered above (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
<b>a</b> _____				
<b>b</b> _____				
<b>c</b> _____				
<b>d</b> _____				
<b>e</b> All other expenses _____				
<b>25</b> Total functional expenses. Add lines 1 through 24e . . . . .	0.			
<b>26</b> Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) . . . . .	0.			

**Part X Balance Sheet**

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year
<b>Assets</b>	<b>1</b> Cash - non-interest-bearing . . . . .	0.	<b>1</b>	0.
	<b>2</b> Savings and temporary cash investments . . . . .	0.	<b>2</b>	0.
	<b>3</b> Pledges and grants receivable, net . . . . .	0.	<b>3</b>	0.
	<b>4</b> Accounts receivable, net. . . . .	0.	<b>4</b>	0.
	<b>5</b> Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons . . . . .	0.	<b>5</b>	0.
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B). . . . .	0.	<b>6</b>	0.
	<b>7</b> Notes and loans receivable, net . . . . .	0.	<b>7</b>	0.
	<b>8</b> Inventories for sale or use . . . . .	0.	<b>8</b>	0.
	<b>9</b> Prepaid expenses and deferred charges . . . . .	0.	<b>9</b>	0.
	<b>10 a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D . . . . .		<b>10a</b>	
	<b>b</b> Less: accumulated depreciation. . . . .	0.	<b>10b</b>	0.
	<b>11</b> Investments - publicly traded securities. . . . .	0.	<b>11</b>	0.
	<b>12</b> Investments - other securities. See Part IV, line 11 . . . . .	0.	<b>12</b>	0.
	<b>13</b> Investments - program-related. See Part IV, line 11. . . . .	0.	<b>13</b>	0.
	<b>14</b> Intangible assets . . . . .	0.	<b>14</b>	0.
	<b>15</b> Other assets. See Part IV, line 11 . . . . .	0.	<b>15</b>	0.
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 33) . . . . .	0.	<b>16</b>	0.	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses . . . . .	0.	<b>17</b>	0.
	<b>18</b> Grants payable . . . . .	0.	<b>18</b>	0.
	<b>19</b> Deferred revenue. . . . .	0.	<b>19</b>	0.
	<b>20</b> Tax-exempt bond liabilities. . . . .	0.	<b>20</b>	0.
	<b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D. . . . .	0.	<b>21</b>	0.
	<b>22</b> Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons . . . . .	0.	<b>22</b>	0.
	<b>23</b> Secured mortgages and notes payable to unrelated third parties . . . . .	0.	<b>23</b>	0.
	<b>24</b> Unsecured notes and loans payable to unrelated third parties. . . . .	0.	<b>24</b>	0.
	<b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D . . . . .	0.	<b>25</b>	0.
	<b>26 Total liabilities.</b> Add lines 17 through 25. . . . .	0.	<b>26</b>	0.
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow FASB ASC 958, check here</b> <input checked="" type="checkbox"/> <b>and complete lines 27, 28, 32, and 33.</b>			
	<b>27</b> Net assets without donor restrictions . . . . .	0.	<b>27</b>	0.
	<b>28</b> Net assets with donor restrictions. . . . .	0.	<b>28</b>	0.
	<b>Organizations that do not follow FASB ASC 958, check here</b> <input type="checkbox"/> <b>and complete lines 29 through 33.</b>			
	<b>29</b> Capital stock or trust principal, or current funds . . . . .		<b>29</b>	
	<b>30</b> Paid-in or capital surplus, or land, building, or equipment fund. . . . .		<b>30</b>	
	<b>31</b> Retained earnings, endowment, accumulated income, or other funds. . . . .		<b>31</b>	
	<b>32</b> Total net assets or fund balances . . . . .	0.	<b>32</b>	0.
<b>33</b> Total liabilities and net assets/fund balances . . . . .	0.	<b>33</b>	0.	

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response or note to any line in this Part XI

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	0.
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	0.
<b>3</b>	Revenue less expenses. Subtract line 2 from line 1	<b>3</b>	0.
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	<b>4</b>	0.
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	0.
<b>6</b>	Donated services and use of facilities	<b>6</b>	0.
<b>7</b>	Investment expenses	<b>7</b>	0.
<b>8</b>	Prior period adjustments	<b>8</b>	0.
<b>9</b>	Other changes in net assets or fund balances (explain on Schedule O)	<b>9</b>	0.
<b>10</b>	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	<b>10</b>	0.

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response or note to any line in this Part XII.

- 1** Accounting method used to prepare the Form 990:  Cash  Accrual  Other \_\_\_\_\_  
 If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant? . . . . .  
 If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:  
 Separate basis  Consolidated basis  Both consolidated and separate basis
- b** Were the organization's financial statements audited by an independent accountant? . . . . .  
 If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:  
 Separate basis  Consolidated basis  Both consolidated and separate basis
- c** If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? . . . .  
 If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.
- 3a** As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . . . .
- b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits . . .

	Yes	No
<b>2a</b>		X
<b>2b</b>	X	
<b>2c</b>	X	
<b>3a</b>		X
<b>3b</b>		

Form **990** (2020)

**SCHEDULE A**  
**(Form 990 or 990-EZ)**

**Public Charity Status and Public Support**

OMB No. 1545-0047

**2020**

**Open to Public Inspection**

Department of the Treasury  
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

Name of the organization

RAINFOREST ALLIANCE HOLDING, INC.

Employer identification number

82-4110897

**Part I Reason for Public Charity Status.** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

- 1  A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2  A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E (Form 990 or 990-EZ).)
- 3  A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4  A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: \_\_\_\_\_
- 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6  A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8  A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9  An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: \_\_\_\_\_
- 10  An organization that normally receives (1) more than 33 1/3 % of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3 % of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 11  An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 12  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**.  
Check the box in lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.
  - a  **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
  - b  **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
  - c  **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
  - d  **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
  - e  Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
  - f Enter the number of supported organizations . . . . .
  - g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
<b>Total</b>						

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2020

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Table with 7 columns: (a) 2016, (b) 2017, (c) 2018, (d) 2019, (e) 2020, (f) Total. Rows include: 1 Gifts, grants, contributions, and membership fees received; 2 Tax revenues levied for the organization's benefit; 3 The value of services or facilities furnished by a governmental unit; 4 Total. Add lines 1 through 3; 5 The portion of total contributions by each person; 6 Public support. Subtract line 5 from line 4.

Section B. Total Support

Table with 7 columns: (a) 2016, (b) 2017, (c) 2018, (d) 2019, (e) 2020, (f) Total. Rows include: 7 Amounts from line 4; 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources; 9 Net income from unrelated business activities; 10 Other income. Do not include gain or loss from the sale of capital assets; 11 Total support. Add lines 7 through 10.

12 Gross receipts from related activities, etc. (see instructions) 12
13 First 5 years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here. [X]

Section C. Computation of Public Support Percentage

Table with 3 columns: Line number, Description, and Percentage. Rows include: 14 Public support percentage for 2020 (line 6, column (f), divided by line 11, column (f)) 14 %; 15 Public support percentage from 2019 Schedule A, Part II, line 14 15 %; 16a 33 1/3% support test - 2020; 16b 33 1/3% support test - 2019; 17a 10%-facts-and-circumstances test - 2020; 17b 10%-facts-and-circumstances test - 2019; 18 Private foundation.

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**  
 (Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II.  
 If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►	(a) 2016	(b) 2017	(c) 2018	(d) 2019	(e) 2020	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
<b>2</b> Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose . . . . .						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513 . . . . .						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .						
<b>6 Total.</b> Add lines 1 through 5 . . . . .						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons . . . . .						
<b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year . . . . .						
<b>c</b> Add lines 7a and 7b. . . . .						
<b>8 Public support.</b> (Subtract line 7c from line 6.) . . . . .						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►	(a) 2016	(b) 2017	(c) 2018	(d) 2019	(e) 2020	(f) Total
<b>9</b> Amounts from line 6. . . . .						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources . . . . .						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 . . . . .						
<b>c</b> Add lines 10a and 10b . . . . .						
<b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on.						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) . . . . .						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.) . . . . .						

**14 First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** . . . . .

**Section C. Computation of Public Support Percentage**

<b>15</b> Public support percentage for 2020 (line 8, column (f), divided by line 13, column (f)) . . . . .	<b>15</b>	%
<b>16</b> Public support percentage from 2019 Schedule A, Part III, line 15 . . . . .	<b>16</b>	%

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for <b>2020</b> (line 10c, column (f), divided by line 13, column (f)). . . . .	<b>17</b>	%
<b>18</b> Investment income percentage from <b>2019</b> Schedule A, Part III, line 17 . . . . .	<b>18</b>	%

**19a 33 1/3% support tests - 2020.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization .

**b 33 1/3% support tests - 2019.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization

**20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

**Part IV Supporting Organizations**

(Complete only if you checked a box in line 12 on Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

**Section A. All Supporting Organizations**

	Yes	No
1 Are all of the organization's supported organizations listed by name in the organization's governing documents? <i>If "No," describe in Part VI how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.</i>		
2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? <i>If "Yes," explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2).</i>		
3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? <i>If "Yes," answer lines 3b and 3c below.</i>		
b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? <i>If "Yes," describe in Part VI when and how the organization made the determination.</i>		
c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? <i>If "Yes," explain in Part VI what controls the organization put in place to ensure such use.</i>		
4a Was any supported organization not organized in the United States ("foreign supported organization")? <i>If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.</i>		
b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? <i>If "Yes," describe in Part VI how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.</i>		
c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? <i>If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.</i>		
5a Did the organization add, substitute, or remove any supported organizations during the tax year? <i>If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in Part VI, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).</i>		
b <b>Type I or Type II only.</b> Was any added or substituted supported organization part of a class already designated in the organization's organizing document?		
c <b>Substitutions only.</b> Was the substitution the result of an event beyond the organization's control?		
6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? <i>If "Yes," provide detail in Part VI.</i>		
7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? <i>If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).</i>		
8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? <i>If "Yes," complete Part I of Schedule L (Form 990 or 990-EZ).</i>		
9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? <i>If "Yes," provide detail in Part VI.</i>		
b Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? <i>If "Yes," provide detail in Part VI.</i>		
c Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? <i>If "Yes," provide detail in Part VI.</i>		
10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? <i>If "Yes," answer line 10b below.</i>		
b Did the organization have any excess business holdings in the tax year? <i>(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)</i>		



**Part IV Supporting Organizations (continued)**

	Yes	No
<b>11</b> Has the organization accepted a gift or contribution from any of the following persons?		
<b>a</b> A person who directly or indirectly controls, either alone or together with persons described in lines 11b and 11c below, the governing body of a supported organization?		
<b>b</b> A family member of a person described in line 11a above?		
<b>c</b> A 35% controlled entity of a person described in line 11a or 11b above? <i>If "Yes" to line 11a, 11b, or 11c, provide detail in Part VI.</i>		

**Section B. Type I Supporting Organizations**

	Yes	No
<b>1</b> Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? <i>If "No," describe in Part VI how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.</i>		
<b>2</b> Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? <i>If "Yes," explain in Part VI how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.</i>		

**Section C. Type II Supporting Organizations**

	Yes	No
<b>1</b> Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? <i>If "No," describe in Part VI how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).</i>		

**Section D. All Type III Supporting Organizations**

	Yes	No
<b>1</b> Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?		
<b>2</b> Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? <i>If "No," explain in Part VI how the organization maintained a close and continuous working relationship with the supported organization(s).</i>		
<b>3</b> By reason of the relationship described in line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? <i>If "Yes," describe in Part VI the role the organization's supported organizations played in this regard.</i>		

**Section E. Type III Functionally Integrated Supporting Organizations**

<b>1</b> Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (see instructions).		
<b>a</b> <input type="checkbox"/> The organization satisfied the Activities Test. Complete line 2 below.		
<b>b</b> <input type="checkbox"/> The organization is the parent of each of its supported organizations. Complete line 3 below.		
<b>c</b> <input type="checkbox"/> The organization supported a governmental entity. Describe in Part VI how you supported a governmental entity (see instructions).		
<b>2</b> Activities Test. Answer lines 2a and 2b below.		
<b>a</b> Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? <i>If "Yes," then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.</i>		
<b>b</b> Did the activities described in line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? <i>If "Yes," explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.</i>		
<b>3</b> Parent of Supported Organizations. Answer lines 3a and 3b below.		
<b>a</b> Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? <i>If "Yes" or "No," provide details in Part VI.</i>		
<b>b</b> Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? <i>If "Yes," describe in Part VI the role played by the organization in this regard.</i>		

**Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations**

**1**  Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in Part VI*). See instructions. All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

<b>Section A - Adjusted Net Income</b>		(A) Prior Year	(B) Current Year (optional)
<b>1</b> Net short-term capital gain	<b>1</b>		
<b>2</b> Recoveries of prior-year distributions	<b>2</b>		
<b>3</b> Other gross income (see instructions)	<b>3</b>		
<b>4</b> Add lines 1 through 3.	<b>4</b>		
<b>5</b> Depreciation and depletion	<b>5</b>		
<b>6</b> Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	<b>6</b>		
<b>7</b> Other expenses (see instructions)	<b>7</b>		
<b>8 Adjusted Net Income</b> (subtract lines 5, 6, and 7 from line 4)	<b>8</b>		

<b>Section B - Minimum Asset Amount</b>		(A) Prior Year	(B) Current Year (optional)
<b>1</b> Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
<b>a</b> Average monthly value of securities	<b>1a</b>		
<b>b</b> Average monthly cash balances	<b>1b</b>		
<b>c</b> Fair market value of other non-exempt-use assets	<b>1c</b>		
<b>d Total</b> (add lines 1a, 1b, and 1c)	<b>1d</b>		
<b>e Discount</b> claimed for blockage or other factors ( <i>explain in detail in Part VI</i> ):	<b>1e</b>		
<b>2</b> Acquisition indebtedness applicable to non-exempt-use assets	<b>2</b>		
<b>3</b> Subtract line 2 from line 1d.	<b>3</b>		
<b>4</b> Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	<b>4</b>		
<b>5</b> Net value of non-exempt-use assets (subtract line 4 from line 3)	<b>5</b>		
<b>6</b> Multiply line 5 by 0.035.	<b>6</b>		
<b>7</b> Recoveries of prior-year distributions	<b>7</b>		
<b>8 Minimum Asset Amount</b> (add line 7 to line 6)	<b>8</b>		

<b>Section C - Distributable Amount</b>			Current Year
<b>1</b> Adjusted net income for prior year (from Section A, line 8, column A)	<b>1</b>		
<b>2</b> Enter 0.85 of line 1.	<b>2</b>		
<b>3</b> Minimum asset amount for prior year (from Section B, line 8, column A)	<b>3</b>		
<b>4</b> Enter greater of line 2 or line 3.	<b>4</b>		
<b>5</b> Income tax imposed in prior year	<b>5</b>		
<b>6 Distributable Amount.</b> Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	<b>6</b>		
<b>7</b> <input type="checkbox"/> Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).			

**Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)**

Section D - Distributions		Current Year
1	Amounts paid to supported organizations to accomplish exempt purposes	1
2	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2
3	Administrative expenses paid to accomplish exempt purposes of supported organizations	3
4	Amounts paid to acquire exempt-use assets	4
5	Qualified set-aside amounts (prior IRS approval required - <i>provide details in Part VI</i> )	5
6	Other distributions ( <i>describe in Part VI</i> ). See instructions.	6
7	<b>Total annual distributions.</b> Add lines 1 through 6.	7
8	Distributions to attentive supported organizations to which the organization is responsive ( <i>provide details in Part VI</i> ). See instructions.	8
9	Distributable amount for 2020 from Section C, line 6	9
10	Line 8 amount divided by line 9 amount	10

Section E - Distribution Allocations (see instructions)		(i) Excess Distributions	(ii) Underdistributions Pre-2020	(iii) Distributable Amount for 2020
1	Distributable amount for 2020 from Section C, line 6			
2	Underdistributions, if any, for years prior to 2020 (reasonable cause required - <i>explain in Part VI</i> ). See instructions.			
3	Excess distributions carryover, if any, to 2020			
a	From 2015 . . . . .			
b	From 2016 . . . . .			
c	From 2017 . . . . .			
d	From 2018 . . . . .			
e	From 2019 . . . . .			
f	<b>Total</b> of lines 3a through 3e			
g	Applied to underdistributions of prior years			
h	Applied to 2020 distributable amount			
i	Carryover from 2015 not applied (see instructions)			
j	Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4	Distributions for 2020 from Section D, line 7: \$			
a	Applied to underdistributions of prior years			
b	Applied to 2020 distributable amount			
c	Remainder. Subtract lines 4a and 4b from line 4.			
5	Remaining underdistributions for years prior to 2020, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
6	Remaining underdistributions for 2020. Subtract lines 3h and 4b from line 1. For result greater than zero, <i>explain in Part VI</i> . See instructions.			
7	<b>Excess distributions carryover to 2021.</b> Add lines 3j and 4c.			
8	Breakdown of line 7:			
a	Excess from 2016 . . . .			
b	Excess from 2017 . . . .			
c	Excess from 2018 . . . .			
d	Excess from 2019 . . . .			
e	Excess from 2020 . . . .			

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**Part VI** **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

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**SCHEDULE C**  
**(Form 990 or 990-EZ)**

**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

**2020**

**Open to Public Inspection**

**For Organizations Exempt From Income Tax Under section 501(c) and section 527**

▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**

▶ **Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.**

Department of the Treasury  
Internal Revenue Service

**If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then**

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

**If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then**

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

**If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (See separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (See separate instructions), then**

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization RAINFOREST ALLIANCE HOLDING, INC.	Employer identification number 82-4110897
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**Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.**

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV. (See instructions for definition of "political campaign activities")
- 2 Political campaign activity expenditures (See instructions) . . . . . ▶ \$ \_\_\_\_\_
- 3 Volunteer hours for political campaign activities (See instructions). . . . .

**Part I-B Complete if the organization is exempt under section 501(c)(3).**

- 1 Enter the amount of any excise tax incurred by the organization under section 4955. . . . . ▶ \$ \_\_\_\_\_
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 . . . . . ▶ \$ \_\_\_\_\_
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? . . . . .  Yes  No
- 4a Was a correction made? . . . . .  Yes  No
- b If "Yes," describe in Part IV.

**Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).**

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities. . . . . ▶ \$ \_\_\_\_\_
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities . . . . . ▶ \$ \_\_\_\_\_
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b . . . . . ▶ \$ \_\_\_\_\_
- 4 Did the filing organization file **Form 1120-POL** for this year? . . . . .  Yes  No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2020

**Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**

**A** Check  if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).

**B** Check  if the filing organization checked box A and "limited control" provisions apply.

<b>Limits on Lobbying Expenditures</b> (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
<b>1a</b> Total lobbying expenditures to influence public opinion (grassroots lobbying) . . . . .															
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying) . . . . .															
<b>c</b> Total lobbying expenditures (add lines 1a and 1b) . . . . .															
<b>d</b> Other exempt purpose expenditures . . . . .															
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d) . . . . .															
<b>f</b> Lobbying nontaxable amount. Enter the amount from the following table in both columns.															
<table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e.														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.														
Over \$17,000,000	\$1,000,000.														
<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f) . . . . .															
<b>h</b> Subtract line 1g from line 1a. If zero or less, enter -0- . . . . .															
<b>i</b> Subtract line 1f from line 1c. If zero or less, enter -0- . . . . .															
<b>j</b> If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year? . . . . .			<input type="checkbox"/> Yes <input type="checkbox"/> No												

**4-Year Averaging Period Under Section 501(h)**

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.

See the separate instructions for lines 2a through 2f.)

<b>Lobbying Expenditures During 4-Year Averaging Period</b>					
Calendar year (or fiscal year beginning in)	(a) 2017	(b) 2018	(c) 2019	(d) 2020	(e) Total
<b>2a</b> Lobbying nontaxable amount					
<b>b</b> Lobbying ceiling amount (150% of line 2a, column (e))					
<b>c</b> Total lobbying expenditures					
<b>d</b> Grassroots nontaxable amount					
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					
<b>f</b> Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

Table with 3 main columns: (a) Yes/No, (b) Amount. Rows include: 1 During the year, did the filing organization attempt to influence foreign, national, state, or local legislation...; 2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?; b If "Yes," enter the amount of any tax incurred under section 4912; c If "Yes," enter the amount of any tax incurred by organization managers under section 4912; d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

Table with 3 columns: Question, Yes, No. Rows include: 1 Were substantially all (90% or more) dues received nondeductible by members?; 2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?; 3 Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

Table with 2 columns: Question, Amount. Rows include: 1 Dues, assessments and similar amounts from members; 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid); 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues; 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?; 5 Taxable amount of lobbying and political expenditures (See instructions)

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, lines 1 and 2 (See instructions); and Part II-B, line 1. Also, complete this part for any additional information.

Blank lines for providing supplemental information as required by Part IV.

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**Part IV** Supplemental Information *(continued)*

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SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

2020

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

Attach to Form 990.

Go to www.irs.gov/Form990 for instructions and the latest information.

Name of the organization

RAINFOREST ALLIANCE HOLDING, INC.

Employer identification number

82-4110897

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate value of contributions, grants, and end of year, and two Yes/No questions regarding donor advisement.

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Rows include purpose(s) of conservation easements, total number of easements, acreage, and number of easements on historic structures, and several Yes/No questions regarding monitoring and reporting.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Table with 3 columns: Question, (a) Donor advised funds, (b) Funds and other accounts. Rows include questions about reporting art and historical treasures, and amounts required to be reported.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2020

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply):

- a Public exhibition, b Scholarly research, c Preservation for future generations, d Loan or exchange program, e Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?

b If "Yes," explain the arrangement in Part XIII and complete the following table:

Table with columns for Amount and rows for 1c Beginning balance, 1d Additions during the year, 1e Distributions during the year, 1f Ending balance.

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

Table with columns (a) Current year, (b) Prior year, (c) Two years back, (d) Three years back, (e) Four years back and rows 1a-1g for various endowment fund metrics.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment %, b Permanent endowment %, c Term endowment %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) Unrelated organizations, (ii) Related organizations

Table with columns Yes, No and rows 3a(i), 3a(ii), 3b.

b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Table with columns (a) Cost or other basis (investment), (b) Cost or other basis (other), (c) Accumulated depreciation, (d) Book value and rows 1a Land, 1b Buildings, 1c Leasehold improvements, 1d Equipment, 1e Other.

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives . . . . .		
(2) Closely held equity interests . . . . .		
(3) Other _____		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 12.) . ▶		

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 13.) . ▶		

**Part IX Other Assets.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.) . . . . . ▶	

**Part X Other Liabilities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) . . . . . ▶	

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII .

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include line numbers and a final total column.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include line numbers and a final total column.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

SCHEDULE D PART X, LINE 2

THE ORGANIZATION HAS EVALUATED UNCERTAIN TAX POSITIONS AND CONCLUDED

THERE ARE NO SUCH POSITIONS AT DECEMBER 31, 2020 AND 2019. THE

ORGANIZATION HAS OPERATIONS IN OTHER COUNTRIES AND IS SUBJECT TO THE LAWS

AND REGULATIONS OF THOSE COUNTRIES. THE ORGANIZATION DID NOT RECOGNIZE

ANY TAX RELATED INTEREST OR PENALTIES DURING THE PERIODS IN QUESTION.

**Part XIII** Supplemental Information *(continued)*

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**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
- ▶ Attach to Form 990.
- ▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

**2020**

**Open to Public  
Inspection**

Name of the organization

RAINFOREST ALLIANCE HOLDING, INC.

Employer identification number

82-4110897

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |  |
|--|--|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use   |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence   |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees     |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (such as maid, chauffeur, chef) |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain . . . . .

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a? . . . . .

**3** Indicate which, if any, of the following the organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |  |  |
|--|--|
| <input type="checkbox"/> Compensation committee              | <input type="checkbox"/> Written employment contract                     |
| <input type="checkbox"/> Independent compensation consultant | <input type="checkbox"/> Compensation survey or study                    |
| <input type="checkbox"/> Form 990 of other organizations     | <input type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment? . . . . .
  - b** Participate in or receive payment from a supplemental nonqualified retirement plan? . . . . .
  - c** Participate in or receive payment from an equity-based compensation arrangement? . . . . .
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

**5** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization? . . . . .
  - b** Any related organization? . . . . .
- If "Yes" on line 5a or 5b, describe in Part III.

**6** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization? . . . . .
  - b** Any related organization? . . . . .
- If "Yes" on line 6a or 6b, describe in Part III.

**7** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III. . . . .

**8** Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III . . . . .

**9** If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)? . . . . .

	Yes	No
<b>1a</b>		
<b>1b</b>		
<b>2</b>		
<b>3</b>		
<b>4a</b>	X	
<b>4b</b>		X
<b>4c</b>		X
<b>5a</b>		X
<b>5b</b>		X
<b>6a</b>		X
<b>6b</b>		X
<b>7</b>		X
<b>8</b>		X
<b>9</b>		

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2020

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 JOHANNES DE GROOT CEO (THRU 10/1/2020)	0.	0.	0.	0.	0.	0.	0.
MOLLY STARK	129,256.	0.	163,221.	19,723.	0.	312,200.	0.
2 GEN CNSL & SECY (EFF 4/1/2020)	0.	0.	0.	0.	0.	0.	0.
ALIK ODINGA HINCKSON	189,300.	22,884.	347.	8,926.	1,651.	223,108.	0.
3 CHIEF FINANCIAL OFFICER	0.	0.	0.	0.	0.	0.	0.
	266,510.	0.	464.	13,582.	21,537.	302,093.	0.
4							
5							
6							
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16							

**Part III Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

SCHEDULE J, PART I AND II

AS A RESULT OF THE MERGER OF RAINFOREST ALLIANCE, INC. WITH STICHTING RAINFOREST ALLIANCE, THE BOARD AGREED TO AN ASSIGNMENT AGREEMENT THAT BECAME EFFECTIVE ON MAY 8, 2018, UNDER WHICH JOHANNES DE GROOT, THE DIRECTOR OF THE STICHTING RAINFOREST ALLIANCE, WAS ASSIGNED TO RAINFOREST ALLIANCE, INC. TO FULFILL HIS ROLE AS CHIEF EXECUTIVE OFFICER OF THE MERGED ORGANIZATION, WHICH ENDED AS OF DECEMBER 31, 2019. THE ENTIRE COMPENSATION AND BENEFITS REPORTED ON THE 2020 FORM 990 WAS PAID TO HIM DIRECTLY FROM STICHTING RAINFOREST ALLIANCE UNTIL HIS TIME OF SEPARATION FROM STICHTING RAINFOREST ALLIANCE.

IN 2020, JOHANNES DE GOOT RECEIVED A SEVERANCE PAYMENT OF \$163,221.



**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2020**

**Open to Public  
Inspection**

Name of the organization

RAINFOREST ALLIANCE HOLDING, INC.

Employer identification number

82-4110897

FORM 990, PART III, LINE 1 - MISSION

RAINFOREST ALLIANCE HOLDING, INC. WAS FORMED ON JANUARY 1, 2018 TO SERVE AS THE COMMON NON-PROFIT PARENT CORPORATION PROVIDING CENTRALIZED GOVERNANCE AND OVERSIGHT OVER 2 WHOLLY-OWNED NON-PROFIT ENTITIES: 1) RAINFOREST ALLIANCE, INC, A NEW YORK CORPORATION AND SECTION 501(C)(3) PUBLIC CHARITY AND 2) STICHTING RAINFOREST ALLIANCE, A TAX-EXEMPT DUTCH FOUNDATION.

-WE BRING TOGETHER PRODUCERS, BUSINESS, GOVERNMENTS, AND CIVIL SOCIETY TO CREATE A MORE SUSTAINABLE WORLD.

-OUR STANDARD SETS THE BAR FOR SUSTAINABLE AGRICULTURE.

-WE TRANSFORM BUSINESS PRACTICES, DRIVE SUPPLY CHAIN INNOVATION, AND ENGAGE CONSUMERS IN POSITIVE CHANGE.

-WE WORK TO REJUVENATE AGRICULTURAL LANDSCAPES AND PROTECT FORESTS, FOSTER SUSTAINABLE LIVELIHOODS AND BUILD CLIMATE RESILIENCE ACROSS VULNERABLE REGIONS.

FORM 990, PART III, LINE 4A

LANDSCAPES AND COMMUNITIES

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THE RAINFOREST ALLIANCE DEVELOPS AND IMPLEMENTS LONG-TERM CLIMATE CONSERVATION AND COMMUNITY DEVELOPMENT PROGRAMS IN A NUMBER OF CRITICALLY IMPORTANT TROPICAL LANDSCAPES WHERE COMMODITY PRODUCTION THREATENS ECOSYSTEM HEALTH AND THE WELL-BEING OF RURAL COMMUNITIES. WE CO-DESIGN THESE INITIATIVES WITH OUR FRONTLINE COMMUNITY PARTNERS AND FOCUS ON IMPROVING RURAL LIVELIHOODS THROUGH SUSTAINABLE LOCAL ECONOMIES.

OUR INTEGRATED LANDSCAPE MANAGEMENT APPROACH EXPANDS OUR FOCUS BEYOND A SINGLE FARM OR FOREST TO COVER A FAR WIDER GEOGRAPHICAL AREA THAT ENCOMPASSES PRODUCERS, COMPANIES, COMMUNITIES, LOCAL GOVERNMENTS, AND NON-GOVERNMENTAL ORGANIZATIONS. BY INVOLVING A DIVERSE RANGE OF STAKEHOLDERS IN OUR LANDSCAPE MANAGEMENT PROGRAMS, WE BRING ALL LAND USERS TOGETHER TO DISCUSS COMMON INTERESTS AND DETERMINE COLLECTIVE ACTIONS. TOGETHER WE WORK TO PROTECT FORESTS AND BIODIVERSITY, TAKE ACTION ON CLIMATE, AND PROMOTE THE RIGHTS AND IMPROVE THE LIVELIHOODS OF RURAL PEOPLE.

ELEMENTS OF OUR LANDSCAPE PROGRAMS INCLUDE:

- TRAINING IN LAND MANAGEMENT BEST PRACTICES, INCLUDING CLIMATE-SMART AGRICULTURE AND SUSTAINABLE FORESTRY
- PROVIDING TRAINING OPPORTUNITIES TO RURAL PRODUCERS SO THEY CAN DIVERSIFY THEIR INCOME STREAMS OR ADD VALUE TO THEIR PRODUCTS

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- OPENING ACCESS TO SUSTAINABLE FINANCING THROUGH PARTNERSHIPS WITH LENDING INSTITUTIONS AND HELPING RURAL PRODUCERS IMPROVE THEIR FINANCIAL MANAGEMENT SKILLS

- FACILITATING PUBLIC-PRIVATE PARTNERSHIPS THAT STIMULATE RELIABLE, LONG-TERM MARKET DEMAND FOR MORE SUSTAINABLY PRODUCED GOODS

- CONNECTING FARMERS AND FOREST COMMUNITIES TO NEW MARKETS TO EXPAND SELLING OPPORTUNITIES

- AMPLIFYING THE VOICES OF RURAL PRODUCERS BY STRENGTHENING LOCAL AND REGIONAL REPRESENTATION GROUPS.

HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS IN 2020 INCLUDED:

- IN 2020, RA HAD APPROXIMATELY 85 ACTIVE PROGRAMS EXECUTED IN APPROXIMATELY 22 COUNTRIES. IN 2020, RA CONTINUED TO WORK WITH A DIVERSE DONOR BASE TO FURTHER EVOLVE INTEGRATED LANDSCAPE CONSERVATION AND VALUE CHAIN DEVELOPMENT IN THE AGRICULTURE AND FORESTRY SECTORS IN STRATEGIC WORKING LANDSCAPES. SOME OF THE LARGEST DONORS WERE THE DUTCH MINISTRY OF FINANCE, WALMART FOUNDATION, IKEA FOUNDATION, BHP BILLITON FOUNDATION, USAID, NORWAY'S INTERNATIONAL CLIMATE AND FOREST INITIATIVE, GLOBAL ENVIRONMENTAL FACILITY, NESCAFE, GREEN CLIMATE FUND AND UK DEPARTMENT FOR INTERNATIONAL DEVELOPMENT.

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- IN LATIN AMERICA, NINE FOREST COMMUNITIES IN GUATEMALA'S MAYA BIOSPHERE RESERVE MAINTAINED A NEAR-ZERO DEFORESTATION RATE IN THE VAST "WORKING FOREST" CONCESSIONS THEY HAVE MANAGED FOR ALMOST 20 YEARS SPANNING 353,000 HA. THAT RATE WAS 20 TIMES LESS THAN IN OTHER PARTS OF THE RESERVE. DESPITE THE CHALLENGES PRESENTED BY THE COVID-19 PANDEMIC, OUR PARTNER COMMUNITIES WERE GRANTED GOVERNMENT PERMISSION TO EXPAND PRODUCTION OF NON-TIMBER FOREST PRODUCTS ACROSS AN AREA COVERING 64,000 HECTARES-ALLOWING COMMUNITIES TO HARVEST MORE XATE LEAF IN 2020. ADDITIONAL 2020 IMPACTS INCLUDED 1,200 NEW JOBS CREATED BY COMMUNITY OWNED FORESTRY ENTERPRISES, COMBINED REVENUES OF THE 111 COMMUNITY-OWNED FOREST ENTERPRISES IN THE CONCESSIONS TOTALING APPROXIMATELY 7M USD AND 200 HECTARES OF DEGRADED LANDS HAVE COME UNDER PRODUCTIVE LANDSCAPE RESTORATION.

- RA CONTINUED TO LEAD THE ACCOUNTABILITY FRAMEWORK INITIATIVE (AFI), WHICH WORKS TO ACCELERATE PROGRESS AND IMPROVE ACCOUNTABILITY FOR SUPPLY CHAINS THAT ARE DEFORESTATION-FREE AND FULLY RESPECT HUMAN RIGHTS. THE ACCOUNTABILITY FRAMEWORK IS NOW USED ACROSS 68 COUNTRIES TO IMPLEMENT ETHICAL SUPPLY CHAINS BY COMPANIES WITH TOTAL ANNUAL REVENUES OF MORE THAN \$1.7 TRILLION. IT HAS ALSO BEEN ADOPTED BY 11 MAJOR INDUSTRY ASSOCIATIONS AND GUIDES CORPORATE DISCLOSURE ON DEFORESTATION RISK AND INITIATIVES BY NEARLY 700 COMPANIES. DURING 2020, THE AFI COALITION GREW FROM 11 TO MORE THAN 20 MEMBERS, INCREASING ITS REACH AND CAPACITY TO DRIVE FURTHER SCALING-UP OF RESPONSIBLE PRODUCTION AND SOURCING PRACTICES IN LINE WITH THE ACCOUNTABILITY FRAMEWORK.

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- IN SUMATRA, INDONESIA, WE PARTNERED WITH THOUSANDS OF LOCAL FARMERS WHO ARE NOT ONLY COMMITTED TO MORE SUSTAINABLE WAYS OF GROWING COFFEE, BUT ALSO TO REGENERATING DEFORESTED AREAS. TOGETHER, IN 2020, WE PLANTED AN IMPRESSIVE 124,000 TREE SEEDLINGS IN THE BUFFER ZONES BORDERING THE PARK.

- IN GUATEMALA, HONDURAS, AND MEXICO, WE RESTORED 1,313 HECTARES WITH NATIVE OR AGROFOREST SPECIES THROUGH PARTNERSHIPS WITH LOCAL PRODUCERS AND INDIGENOUS COMMUNITIES.

- WE BEGAN DESIGNING AND IMPLEMENTING MEASURES TO STRENGTHEN RA'S ASSURANCE PROGRAM IN THE COCOA SECTOR, INCLUDING ANNOUNCING OUR AFRICA COCOA FUND - A NEW US\$5 MILLION FUND TO SUPPORT COCOA FARMING COMMUNITIES AND PROTECT NATURE ACROSS WEST AND CENTRAL AFRICA. THE AFRICA COCOA FUND IS AN EXCITING OPPORTUNITY TO HELP FARMERS IN NEED OF ASSISTANCE TO IMPLEMENT KEY REQUIREMENTS OF OUR STRENGTHENED CERTIFICATION PROGRAM. IN 2020, WE SELECTED 8 PROJECTS FOR OUR FIRST DISBURSEMENT TO WORK ON MONITORING SYSTEMS TO TACKLE CHILD LABOR, INCREASING ON-FARM SHADE TREES THROUGH AGROFORESTRY, HARNESSING DIGITAL TECHNOLOGY TO DRIVE SUSTAINABILITY PROGRESS AND DIVERSIFYING RURAL LIVELIHOOD OPPORTUNITIES.

- IN THE WESTERN HIGHLANDS OF CAMEROON AND THE SOUTHERN PERIPHERY OF THE DJA FAUNAL RESERVE, WE HAVE PARTNERED WITH LOCAL FOREST COMMUNITIES TO BREAK DOWN BARRIERS TO BIODIVERSITY PROTECTION AND IMPROVE RURAL

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LIVELIHOOD OPPORTUNITIES THROUGH PARTICIPATORY LANDSCAPE MANAGEMENT.

- IN KENYA, ONE OF THE MAJOR DRIVERS OF DEFORESTATION IS THE TEA INDUSTRY WHICH RELIES ON WOODFIRED BOILERS TO WITHER AND DRY BLACK TEA. TO TAKE PRESSURE OFF LOCAL FORESTS, OUR KENYA TEAM IS WORKING CLOSELY WITH THE KENYA TEA DEVELOPMENT AGENCY (WHICH REPRESENTS 630,000 FARMERS) AND SOCIAL ENTERPRISE ENSO IMPACT TO PRODUCE AND PROMOTE BRIQUETTES MADE FROM WASTE MATERIALS, LIKE BAGASSE AND COFFEE HUSKS. IN 2020, 12 TEA FACTORIES HAVE BEGUN A PARTIAL TRANSITION TO RENEWABLE ENERGY, 200+ FACTORY BOILER OPERATORS AND TECHNICAL STAFF HAVE BEEN TRAINED ON BRIQUETTE USE, 24,000 KILOGRAMS OF BRIQUETTES WERE USED PER WEEK, EQUIVALENT TO 60 TREES SAVED EVERY MONTH, 20 FACTORY MANAGERS HAVE BEEN TRAINED ON THE IMPORTANCE OF RENEWABLE ENERGY AND 176,000+ TREE SEEDLINGS WERE PLANTED BY LOCAL FARMERS AND THEIR COMMUNITIES IN 2020.

- IN KENYA, WE PARTNERED WITH IKEA TO HELP ESTABLISH A COMMUNITY-LED LANDSCAPE MANAGEMENT BOARD TO HELP PROTECT THE CRITICAL MOUNT KENYA LANDSCAPE (PRIMARY COURSE OF WATER FOR 7+ MILLION PEOPLE) AND IMPROVE THE LIVELIHOODS OF LOCAL COFFEE AND COCOA FARMERS.

- WHEN LOCKDOWN RESTRICTIONS FORCED MANY OF OUR REGIONAL TEAMS TO SUSPEND FACE-TO-FACE AGRICULTURAL TRAININGS WITH FARMERS, WE NEEDED TO COME UP WITH INNOVATIVE ALTERNATIVES-AND FAST. WE PIVOTED TO ONLINE TRAININGS WHERE POSSIBLE, BUT MANY OF OUR COMMUNITY PARTNERS LIVE IN REMOTE AREAS WITH LIMITED INTERNET ACCESS. THE SOLUTION: WE STARTED RECORDING AUDIO

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TRAININGS FOR BROADCAST OVER RADIO AND PUBLIC ADDRESS SYSTEMS. FOR OUR MOST VULNERABLE PARTNERS, THESE BROADCASTS HAVE BEEN VITAL-PROVIDING PRACTICAL GUIDANCE ON HOW TO IMPLEMENT SUSTAINABLE GROWING PRACTICES THAT CAN BOOST YIELDS AND IMPROVE THEIR INCOMES.

FORM 990, PART III, LINE 4B

MARKETS TRANSFORMATION

THE MARKETS TRANSFORMATION TEAM WORKS TO INFLUENCE CORPORATE POLICIES, BEHAVIOR, PRACTICES AND ALLOCATION OF RESOURCES FOR THE BETTERMENT OF FARMERS AND FOREST COMMUNITIES IN SERVICE OF RAINFOREST ALLIANCE'S MISSION. WE WORK WITH MORE THAN 5,000 BUSINESSES AND 2 MILLION FARMERS TO DRIVE MORE SUSTAINABLE AGRICULTURE AND RESPONSIBLE SUPPLY CHAINS.

HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS IN 2020 INCLUDED:

- WE PUBLISHED OUR NEW 2020 SUSTAINABLE AGRICULTURE STANDARD-AN EVOLVED CERTIFICATION PROGRAM BASED ON THE PRINCIPLES OF SHARED RESPONSIBILITY AND SUSTAINABILITY AS A JOURNEY OF CONTINUOUS, DATA-INFORMED IMPROVEMENT. OUR 2020 CERTIFICATION PROGRAM INTRODUCES NEW REQUIREMENTS FOR COMPANIES TO INVEST IN AND REWARD MORE SUSTAINABLE PRODUCTION. AT THE SAME TIME, OUR NEW PROGRAM FULLY EMBRACES THE POWER OF DATA-FROM DETAILED RECORD-KEEPING SYSTEMS TO CUTTING-EDGE GEOSPATIAL ANALYSIS. THIS MEANS EXCITING NEW DIGITAL TOOLS TO HELP FARMERS IMPLEMENT MORE SUSTAINABLE PRACTICES, CLEARER PERFORMANCE INSIGHTS AND RISK ANALYSIS FOR COMPANIES, AND MORE EFFECTIVE AUDITING PROCESSES TO ENSURE TRANSPARENCY AND

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ACCOUNTABILITY. STAKEHOLDER OUTREACH, COLLECTING FEEDBACK AND PROVIDING TRAINING TO FARMERS AND SUPPLY CHAIN ACTORS ACROSS ALL SECTORS WAS A SIGNIFICANT PART OF OUR WORK.

- 2020 SAW THE CONCLUSION OF THE SECTOR PARTNERSHIPS PROGRAMME (SP) - AN 18 MILLION EURO, 5-YEAR LONG GLOBAL STRATEGIC PARTNERSHIP UNDER THE DUTCH MINISTRY OF FOREIGN AFFAIRS. SP FOCUSED ON 3 SECTORS (COFFEE, COCOA AND TEA), COVERED 6 THEMES (SUSTAINABLE PRODUCTION, FARMER GROUP STRENGTHENING, GENDER, CLIMATE CHANGE, LIVING WAGE AND CHILD LABOR) AND WAS IMPLEMENTED IN 9 COUNTRIES (CÔTE D'IVOIRE, GHANA, KENYA, INDONESIA, MALAWI AND UGANDA AND ONE REGIONAL PROGRAM IN CENTRAL AMERICA (HONDURAS, GUATEMALA AND NICARAGUA)). THE PROGRAM SOUGHT AN EVALUATION TO DRIVE POLICY CHANGE BY GOVERNMENTS, COMPANIES AND MULTI-STAKEHOLDER PLATFORMS; INCLUSION OF CIVIL SOCIETY ORGANIZATIONS, (FEMALE) FARMERS, FARM GROUPS AND WORKERS' VOICE, NEEDS AND INTERESTS IN THE POLICIES AND SERVICES PROVIDED BY PUBLIC AND PRIVATE SECTOR, AND; IMPROVED SERVICE DELIVERY FOR (FEMALE) SMALLHOLDERS, FARMERS AND FARM WORKERS BASED ON THEIR NEEDS AND INTERESTS. DURING THE LIFE OF THIS PROGRAM, RA HAS WORKED WITH 131 ORGANIZATIONS AND SUPPORTED 121 PROJECTS AS PART OF SP. THE EVALUATION FOUND SUFFICIENT EVIDENCE THAT THE PROGRAM DROVE EXPECTED OUTCOMES AT THE COUNTRY LEVEL FOCUSING ON FARM-LEVEL ISSUES. A CORE RESULT IS THAT WITH RA'S HELP, THE PROGRAM HAS STRENGTHENED THE CAPACITIES OF SP PARTNERS IN TERMS OF THEIR ORGANIZATIONAL LEGITIMACY, LEADERSHIP, THEMATIC KNOWLEDGE, ACCESS TO AND USE OF EVIDENCE, ADVOCACY SKILLS AND NETWORK RELATIONSHIPS. WITH THIS STRENGTHENED CAPACITY, THE EVALUATION FOUND EVIDENCE THAT



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PARTNERS HAVE BECOME MORE ENGAGED WITH SECTOR ACTORS AND TAKEN A MORE ACTIVE ROLE IN SECTOR FORA AND POLICY DISCUSSIONS. RA'S REPUTATION AND NETWORK HELPED TO OPEN DOORS FOR PARTNERS TO ACCESS KEY SECTOR ACTORS, HELPING TO INCREASE THEIR LEGITIMACY AND INCREASE THE EFFECTIVENESS OF THEIR ADVOCACY ACTIVITIES, BRINGING RA EVEN CLOSER TO THE FARMERS WE SUPPORT AND TO THE ISSUES THEY FACE.

- A TWO-YEAR COLLABORATION, CALLED PROJECT GUATEMALA, BROUGHT TOGETHER SUPERMARKET CHAIN LIDL, THE RAINFOREST ALLIANCE, AND CARE (AN ORGANIZATION FOCUSED ON ELIMINATING POVERTY) TO CONDUCT A CLEAR APPROACH TO STRENGTHEN THE POSITION OF WOMEN COFFEE FARMERS. FOR 111 WOMEN PARTICIPANTS, THIS RESULTED IN MORE DECISION-MAKING POWER, HIGHER CONFIDENCE IN PUBLIC, GREATER CONTROL OVER RESOURCES ON THEIR FARMS AND IN THEIR HOMES, AND INCREASED DESIRE TO PARTICIPATE IN WORK GROUPS. TODAY, 95% OF THE WOMEN LED COFFEE FARMS HAVE SYSTEMS IN PLACE TO GUARANTEE BETTER AGRICULTURAL PRACTICES AND ADAPTATION TO CLIMATE CHANGE. THIS IS AN EXCITING EXAMPLE THAT DEMONSTRATES THE POSITIVE IMPACTS OF INTEGRATED PROGRAMMING OVER A SILOED APPROACH TO GENDER/HUMAN RIGHTS AND ENVIRONMENTAL ISSUES.

- WALMART ANNOUNCED THAT 100% OF THEIR PRIVATE LABEL "GREAT VALUE TEA" IS 100% RAINFOREST ALLIANCE CERTIFIED.

- STARBUCKS BEGAN TRACING THEIR RAINFOREST ALLIANCE CERTIFIED TEA SUPPLY TO SUPPORT CORPORATE SOCIAL RESPONSIBILITY (CSR) CLAIMS FOR THEIR TEA AND

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COCOA PROGRAM. STARBUCKS' COCOA TEAM ALSO AGREED TO BEGIN TRACING A LARGE PORTION OF THEIR COCOA SUPPLY AS RAINFOREST ALLIANCE CERTIFIED IN PLACE OF THEIR IN-HOUSE COCOA ASSURANCE PROGRAM.

- WENDY'S BEGAN LABELING THEIR COFFEE AS RAINFOREST ALLIANCE CERTIFIED.

- WHOLE FOODS MARKET AND ITS ROASTER ALLEGRO BEGAN LABELING SOME OF THEIR PRIVATE LABEL BRANDED (365 BRAND AND THREE BEANS) COFFEE & TEA PRODUCTS.

FORM 990, PART III, LINE 4C

COMMUNICATIONS

THE COMMUNICATIONS PROGRAM IS RESPONSIBLE FOR OUTREACH AND EDUCATION OF THE PUBLIC ON CERTIFICATION STANDARDS, SUSTAINABLE PRACTICES AND THE RAINFOREST ALLIANCE'S WORK AROUND THE WORLD. WE ALSO PRODUCE AND PUBLISH STUDIES FOCUSED ON FORESTRY, AGRICULTURE AND CERTIFICATION. HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS IN 2020 INCLUDED:

- THE RAINFOREST ALLIANCE LAUNCHED A VIBRANT NEW SEAL IN SEPTEMBER OF 2020-AND WITHIN THREE MONTHS, OUR RE-INVIGORATED LITTLE FROG HAD ALREADY LEAPT ONTO 6,000 NEW PRODUCTS IN MORE THAN 100 DIFFERENT COUNTRIES. THIS NEW SEAL IS A SYMBOL OF OUR VISION FOR ACHIEVING A WORLD WHERE PEOPLE AND NATURE THRIVE IN HARMONY-A VISION ENHANCED AND EXPANDED BY THE 2018 MERGER OF THE RAINFOREST ALLIANCE AND UTZ.

- IN 2020 ONLINE RETAIL GIANT AMAZON BESTOWED A CLIMATE PLEDGE FRIENDLY BADGE UPON ALL RAINFOREST ALLIANCE CERTIFIED PRODUCTS-WHICH MEANS THAT

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CONSUMERS CAN FILTER FOR PRODUCTS THAT BEAR OUR GREEN FROG SEAL WHEN BROWSING AMAZON. THE RAINFOREST ALLIANCE'S CERTIFICATION PROGRAM IS ONE OF ONLY 18 TO EARN THE CLIMATE PLEDGE FRIENDLY BADGE, WHICH HELPS SHOPPERS IN THE US AND EUROPE MAKE CHOICES THAT ARE BETTER FOR PEOPLE AND NATURE.

- OUR ANNUAL FOLLOW THE FROG CAMPAIGN HIGHLIGHTS EVERYDAY ACTIONS-LIKE BUYING PRODUCTS WITH OUR GREEN FROG SEAL-THAT CAN MAKE A POSITIVE DIFFERENCE FOR PEOPLE AND NATURE. SOME OF THE RESULTS OF THE 2020 CAMPAIGN:

- 87 COLLABORATING COMPANY PARTNERS
- 12.8M PEOPLE REACHED ON SOCIAL MEDIA
- 21 INFLUENCERS WITH COMBINED REACH OF 5M PEOPLE

- IN SEPTEMBER 2020, THE RAINFOREST ALLIANCE JOINED #TOGETHER4FORESTS, A CAMPAIGN TO DEMAND A STRONG, NEW EUROPEAN UNION LAW TO PROTECT THE WORLD'S FORESTS AND OTHER ECOSYSTEMS BY KEEPING PRODUCTS ASSOCIATED WITH DEFORESTATION OUT OF THE EU MARKET. OUR ALLIANCE MEMBERS WERE AMONG THE 1.1 MILLION PEOPLE WHO PARTICIPATED IN THE EUROPEAN COMMISSION'S PUBLIC CONSULTATION ON DEFORESTATION, AND THEIR INPUT WAS DELIVERED TO THE EUROPEAN COMMISSION ON DECEMBER 14, 2020. IT WAS THE LARGEST NUMBER OF SUBMISSIONS TO A PUBLIC CONSULTATION ON THE ENVIRONMENT IN THE HISTORY OF THE EUROPEAN UNION.

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- IN MARCH 2020, THE COVID-19 PANDEMIC BROUGHT OUR ANNUAL FUNDRAISING GALA PLANNING TO AN ABRUPT HALT. AS THE RAINFOREST ALLIANCE DIRECTED ITS ENTIRE STAFF TO BEGIN WORKING FROM HOME, THE COMMUNICATIONS AND FUNDRAISING TEAMS THREW THEIR TRADITIONAL PLANS OUT THE WINDOW AND STARTED FROM SCRATCH. THE RESULT WAS THE MOST INCLUSIVE, INTERNATIONAL EVENT IN OUR HISTORY: A 1.5-HOUR LIVESTREAMED VIDEO PROGRAM THAT EMBODIED THE VERY BEST OF OUR ALLIANCE. OUR PROGRAM FEATURED A DOCUMENTARY-STYLE SEGMENT ON OUR FRONTLINE PARTNERS IN THE AMAZON, A VIDEO POEM BY ACTOR/DESIGNER/TEA PURVEYOR WARIS ALHUWALIA, AND INTERVIEWS WITH SOME OF THE WORLD'S LEADING YOUTH CLIMATE ACTIVISTS.

- IN CONNECTION WITH LAUNCHING OUR 2020 CERTIFICATION PROGRAM, OUR WEBSITE FEATURED WHAT'S NEW IN THE STANDARD, A LIBRARY TO ALL FARM CERTIFICATION AND SUPPLY CHAIN CERTIFICATION BINDING DOCUMENTS, ANNEXES, GUIDANCES, AND MORE, IN 11 LANGUAGES. WE ALSO BUILT AN ONLINE GLOSSARY FOR THE CERTIFICATION PROGRAM AND A TRANSITION TOOL TO HELP STAKEHOLDERS MOVE TO OUR NEW 2020 PROGRAM.

FORM 990, PART III, LINE 4D

RA-CERT

DURING Q4 2018, RA SOLD ITS RA-CERT PROGRAM. THIS SALE REPRESENTED A STRATEGIC SHIFT IN RA'S OPERATIONS. RA WILL CONTINUE TO COLLECT REVENUES

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EACH YEAR OF THE 5-YEAR SALE TERM BASED ON A PERCENTAGE OF APPLICABLE ANNUAL REVENUES. RA-CERT INCLUDED CERTIFICATION, VERIFICATION AND VALIDATION ACTIVITIES IN THE AREAS OF FORESTRY, AGRICULTURE, AND TOURISM. THESE SERVICES WERE FOCUSED ON CONSERVING BIODIVERSITY AND ENSURING SUSTAINABLE LIVELIHOODS. RA-CERT WAS SOLD TO PREFERRED BY NATURE (FORMERLY KNOWN AS NEPCON), AN INTERNATIONAL NON-PROFIT ORGANIZATION THAT PROMOTES AND DELIVERS SUSTAINABILITY CERTIFICATION SERVICES AND HAS BEEN WORKING COLLABORATIVELY ON CERTIFICATION AND OTHER INITIATIVES WITH RA SINCE 1998. RA AND PREFERRED BY NATURE CONTINUE TO UPHOLD THEIR COLLABORATIVE RELATIONSHIP, INCLUDING SYNERGIES ON STANDARDS DEVELOPMENT, IMPACTS REPORTING, AND CONTINUED INNOVATIONS IN CERTIFICATION DELIVERY.

FORM 990, PART VI, SECTION B, LINE 11B

THE CFO INITIALLY REVIEWS THE ORGANIZATION'S DRAFT FORM 990. THE GENERAL COUNSEL REVIEWS THE DRAFT 990 WITH RESPECT TO ANY QUESTIONS INVOLVING LEGAL MATTERS. THE DRAFT FORM 990 IS DISTRIBUTED TO EACH OF THE ORGANIZATION'S OFFICERS AND DIRECTORS IN ADVANCE OF FILING. EACH OFFICER AND DIRECTOR IS ASKED TO REVIEW THE DRAFT FORM 990 AND RAISE ANY QUESTIONS OR COMMENTS. THE CFO OVERSEES ANY REVISIONS BEFORE THE FINAL FORM 990 IS FILED.

FORM 990, PART VI, SECTION B, LINE 12C

A COPY OF OUR CONFLICT OF INTEREST POLICY, ALONG WITH A CONFLICT OF INTEREST DISCLOSURE STATEMENT, IS FURNISHED TO EACH DIRECTOR, OFFICER AND STAFF MEMBER OF THE RAINFOREST ALLIANCE UPON UNDERTAKING THE DUTIES OF SUCH OFFICE, AND ANNUALLY THEREAFTER FOR THE TERM OF SUCH PERSON'S

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SERVICE TO THE ORGANIZATION. ANY DISCLOSURES ARE REVIEWED BY AN INTERNAL COMMITTEE MADE UP OF THE CEO, CFO AND THE GENERAL COUNSEL, AND ARE REPORTED ON A PERIODIC BASIS TO THE AUDIT AND RISK COMMITTEE. THE AUDIT AND RISK COMMITTEE HAS AMONG ITS RESPONSIBILITIES THE DUTY OF REVIEWING AND MAKING DETERMINATIONS WITH RESPECT TO ALL TRANSACTIONS, AGREEMENTS, OR ARRANGEMENTS INVOLVING DIRECTORS, OFFICERS, AND KEY EMPLOYEES. IN ADDITION, A DETAILED FORM 990 DISCLOSURE STATEMENT IS DISTRIBUTED ANNUALLY TO MEMBERS OF THE COMMITTEE THAT AWARDS KLEINHANS FELLOWSHIPS AND THE RAINFOREST ALLIANCE'S DIRECTORS, OFFICERS AND KEY EMPLOYEES. IT REQUESTS DISCLOSURES THAT ARE REQUIRED TO BE REPORTED ON FORM 990 ABOUT ANY TRANSACTIONS BETWEEN THE ORGANIZATION AND THOSE WHO SERVE IT IN VARIOUS VOLUNTEER AND PAID CAPACITIES, AND ABOUT ANY TRANSACTIONS AMONG THOSE PERSONS.

FORM 990, PART VI, SECTION B, LINE 15A & 15B

THE ORGANIZATION DOES NOT COMPENSATE EMPLOYEES OR OFFICERS. HOWEVER, DIRECTORS AND OFFICERS OF RELATED ORGANIZATIONS ARE COMPENSATED.

RAINFOREST ALLIANCE INC POLICIES ARE AS FOLLOWS:

THE ORGANIZATION HAS DEVELOPED SALARY ADMINISTRATION GUIDELINES (THE "GUIDELINES") THAT APPLY IN SETTING THE COMPENSATION OF ALL OF ITS EMPLOYEES, INCLUDING ITS CEO, OFFICERS, AND KEY EMPLOYEES. UNDER THE GUIDELINES, THE ORGANIZATION UTILIZES SEVERAL SALARY SURVEYS WITH SIMILARLY SIZED, INTERNATIONAL NON-PROFIT ORGANIZATIONS TO ENSURE THAT ITS SALARIES ARE WITHIN THE RANGE OF THOSE OF COMPARABLE ORGANIZATIONS. GENERALLY, THE MIDPOINT OF THE ORGANIZATION'S SALARY RANGES FALLS WITHIN

Name of the organization RAINFOREST ALLIANCE HOLDING, INC.	Employer identification number 82-4110897
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THE SALARY RANGE AVERAGES OF COMPARABLE NON-PROFIT ORGANIZATIONS.

PERFORMANCE REVIEWS ARE THEN USED TO ESTABLISH AN INDIVIDUAL EMPLOYEE'S COMPENSATION WITHIN THE RANGE SET BY COMPARABILITY DATA. THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS APPROVES MODIFICATION OF COMPENSATION THAT EXTENDS TO SUBSTANTIALLY ALL EMPLOYEES. THE GUIDELINES ALSO REQUIRE THE EXECUTIVE COMMITTEE TO REVIEW AND APPROVE SEPARATELY THE COMPENSATION OF THE CEO AND CFO, UNLESS SUCH INDIVIDUALS RECEIVE A MODIFICATION OF COMPENSATION THAT EXTENDS TO SUBSTANTIALLY ALL EMPLOYEES. TO ENSURE RA PAY SCALES ARE CONSISTENT, FAIR AND COMPETITIVE, RA REGULARLY ENGAGES THE MERCER GROUP TO CONDUCT A GLOBAL REVIEW OF ITS DOMESTIC AND INTERNATIONAL PAY SCALES. THE MOST RECENT REVIEW WAS COMPLETED IN 2019.

FORM 990, PART VI, SECTION C, LINE 19

THE ORGANIZATION'S GOVERNING DOCUMENTS AND FINANCIAL STATEMENTS ARE AVAILABLE TO THE PUBLIC UPON WRITTEN REQUEST TO MANAGEMENT. IN ADDITION, THE ORGANIZATION'S AUDITED FINANCIAL STATEMENTS, 990'S, CONFLICT OF INTEREST AND WHISTLEBLOWER POLICIES, AND SUMMARIES OF ALL OF ITS POLICIES AND PROCEDURES TO ENSURE INDEPENDENCE, ARE AVAILABLE ON ITS WEBSITE.

**SCHEDULE R  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

Name of the organization

RAINFOREST ALLIANCE HOLDING, INC.

**Related Organizations and Unrelated Partnerships**

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ Attach to Form 990.

▶ Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

Open to Public  
Inspection

Employer identification number

82-4110897

**Part I Identification of Disregarded Entities.** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

	(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1)						
(2)						
(3)						
(4)						
(5)						
(6)						

**Part II Identification of Related Tax-Exempt Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related tax-exempt organizations during the tax year.

	(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
							Yes	No
(1)	RAINFOREST ALLIANCE INC. 125 BROAD ST, 9TH FLOOR NEW YORK, NY 10004 13-3377893	SUSTAINABILIT	NY	501 (C) (3)	7	RA HOLDING	X	
(2)	STICHTING RAINFOREST ALLIANCE DE RUYTERKADE 6 AMSTERDAM, NL 1013 AA	SUSTAINABILIT	NL			RA HOLDING	X	
(3)								
(4)								
(5)								
(6)								
(7)								

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2020



**Part III Identification of Related Organizations Taxable as a Partnership.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512 - 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1)									
(2)									
(3)									
(4)									
(5)									
(6)									
(7)									

Part V Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note: Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

Table with columns: (a) Name of related organization, (b) Transaction type (a-s), (c) Amount involved, (d) Method of determining amount involved, and Yes/No checkboxes. Rows include categories like Receipt of interest, Gift, Loans, Dividends, etc.

Table with columns: (a) Name of related organization, (b) Transaction type (a-s), (c) Amount involved, (d) Method of determining amount involved, and Yes/No checkboxes. Rows 1 through 6.

**Part VI Unrelated Organizations Taxable as a Partnership.** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under sections 512 - 514)	(e) Are all partners section 501(c)(3) organizations?		(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	
(1)													
(2)													
(3)													
(4)													
(5)													
(6)													
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(11)													
(12)													
(13)													
(14)													
(15)													
(16)													

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**Part VII** **Supplemental Information**

Provide additional information for responses to questions on Schedule R. See instructions.

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