# TREE FACTS

## WHO, WHERE AND WHAT

### WHERE ARE THE TREES PLANTED?

Our trees are planted by charitable organisations around the world as part of long-established tree planting schemes. We pay for trees to be planted where they are needed most. The ongoing projects we currently support are based in Madagascar, Haiti, Nepal, Indonesia, Mozambique, Kenya and Central America.

Occasionally, we plant in other areas in order to tackle a specific problem or emergency, such as the wild fires in Australia, or North America, or to support a specialist wildlife project such as within the Amazon Rainforest, or in Scotland to help save the habitats of Red Squirrels. These more specialist campaigns are reserved for specific fund-raising events as they cost more to plant and therefore more to sponsor/participate in.

### WHO PLANTS THE TREES?

We have a number of links with well established organisations. We chose our tree-planting partners carefully. We have four main standards that the organisations must meet before we work with them:

1. They must work with, and support, the local communities, offering fair pay and good working conditions
2. The trees must have a good survival rate, or can be proven to propagate at a level that will ensure long term survival
3. The charity must have a long term plan for the tree-planting schemes to ensure that the forest are protected in the future
4. There must be transparency in communication about the trees and the schemes.

Many of our charities work with impoverished communities, helping create better livelihoods by empowering them to restore and protect the forests they work in. They offer a reliable income that allows the local communities to thrive.

## WHAT TYPE OF TREES ARE PLANTED?

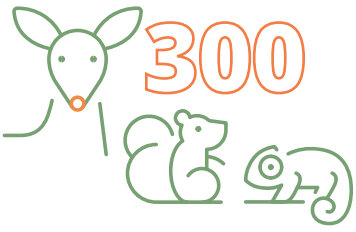
Our tree species are dependent on where they are planted. Our partners only plant native trees to the area. Often the seeds are collected and propagated from existing trees by the local communities working within the scheme.

## WHAT EFFECT DO THE TREES HAVE?

One tree, doesn't seem a lot when you hear of rainforests the size of 10 football pitches being cut down every minute, but when you discover that just one tree can do. It makes it worthwhile.

One tree will grow to provide enough oxygen for approximately 2 people for a year, it will offset about 25kg of CO2e, and it will provide shelter and habitats for around 300 animals, birds, and reptiles. The tree will help filter our water, clean our rivers and protect our shorelines. Not only that, it will provide paid work and a sustainable living for the people planting them, keeping them out of poverty and illegal logging rings. And it can last 200 years after you have done your bit.





# SOME OF OUR TREE PLANTING SCHEMES

**NEPAL.** Nepal is a diverse nation with snow-capped mountains to the north and tropical plains to the south. Chitwan National Park alone hosts more than 700 species of wildlife, including leopards and the Bengal tiger. The planting sites are located around Community Forests from the mountainous Nawalparasi District to the lowland alluvial plains in the Terai Region and around Chitwan National Park to develop a buffer zone around this national biodiversity treasure. Women empowerment is a core principle and goal for us in Nepal. In a country where gender inequality is pervasive, the local projet leadership team is composed entirely of women.

**KEY WILDLIFE INFORMATION:** There are twenty-seven endangered mammal species located in Nepal's forests. Some of the wildlife species our restoration efforts help protect include; Bengal tigers, Indian rhinoceros, snow leopards, red pandas, Asian elephants, gharials, barasinghas, water buffaloes, Chinese pangolins, sloth bears, wild yaks, and Bengal monitors.

**MOZAMBIQUE.** In response to the large-scale loss of mangroves in Mozambique, we are working to restore the forests that fringe the rivers and coastline of Maputo Bay in southern Mozambique. The project supports local communities to plant and manage mangrove forests, offers long-term employment and livelihoods to local communities, and protects the critical biodiversity that relies on mangrove forests to survive. Our work helps protect coastal communities from environmental disasters, improve fisheries, remove carbon from the atmosphere, and increase biodiversity while also addressing the urgent need for poverty alleviation and women's empowerment.

**KEY WILDLIFE INFORMATION:** Mozambique is home to 685 species of birds, 195 mammals, 228 reptiles, and 59 amphibians. There are over 200 endemic mammal species. By planting and protecting millions of mangrove and terrestrial trees every year we help reduce soil erosion, decrease flooding, and increase water quality, benefiting both oceanic and land-dwelling species. The restoration efforts of mangrove forests help a multitude of aquatic species such as fish, sharks, and turtles. Some land-dwelling species that benefit from reforestation in Mozambique include lions, cheetahs, elephants, leopards, rhinoceros, antelopes, zebras, hyenas, and buffaloes.

**MADAGASCAR.** Deforestation has long been an issue for Madagascar. It is one of the world's top biodiversity conservation priorities because of its high concentration of endemic species and severe habitat loss rates. Deforestation threatens one of the world's rarest and most diverse forest systems. Our chosen projects work collaboratively with different communities and have full support from national, local, and tribal governments to reforest large areas of mangrove and dry deciduous forests along the coast and inland areas.

**KEY WILDLIFE INFORMATION:** Madagascar is one of the world's greatest conservation priorities, with over 200 species of mammals, 100 species of lemurs, 300 species of birds, and almost 300 species of amphibians. Around 90% of all wildlife in Madagascar is native only to that area.

**KENYA.** Our projects are in the 5,000-hectare protected Kijabe Forest. The Kijabe Forest sits in a complex, dynamic landscape. The forest grows on the steep edges of the Great Rift Valley. Once home to herds of buffalo, leopards, and elephants, this forest is an essential home and corridor for wildlife. Animals use this area to move between the Rift Valley's dry floor and the Kenyan highlands' protected, lush forests. We partner with a local forest trusts, regional and national government institutions, and the surrounding agricultural and pastoral communities to restore this crucial forest.

**KEY WILDLIFE INFORMATION:** Our projects are in two distinct regions within Kenya: the Great Rift Valley and the Northern Coast. The reforestation projects in these two regions help protect species such as; elephants, buffaloes, leopards, lions, rhinoceros, giraffes, hyenas, jackals, antelopes, warthogs, wildebeests, baboons, monkeys, zebras, and hippopotamus.

**INDONESIA.** Situated in the Coral Triangle in Indonesia is West Papua, an area recognised as the global centre of marine biodiversity, including at least 500 species of reef-building corals. The focus is on the restoration of mangroves and tropical forests and promoting food security by helping local people plant agroforestry trees.

**KEY WILDLIFE INFORMATION:** Indonesia is one of the most biodiverse regions in the world and home to 12% of the world's mammals, 16% of the world's reptiles and amphibians, 17% of the world's birds, and 25% of global fish populations. Examples of the wildlife that are positively impacted by our planting efforts in Indonesia include Sumatran tigers, rhinoceros, giant squirrels, sun bears, orangutans, Sumatran elephants, komodo dragons, and babirusas.

**HAITI.** Our Haiti reforestation project restores tree cover by planting agroforestry systems that protect watersheds, improve food security and protect local habitats. The project equips local farmers with the training, tools, and trees needed to design their plots, grow, and care for their trees while increasing their farms' food production and biodiversity. This helps stabilise the land and increase soil fertility and moisture retention, resulting in higher production of fruits and other agriculture products which help increase household income while bringing back the natural ecological function to a highly-degraded landscape.

**KEY WILDLIFE INFORMATION:** Only two percent of Haiti's original forests remain today, which has had a massively damaging affect on the wildlife there. As the agroforestry systems are developed, and the degraded areas restored, we are working towards reducing the threat of extinction for wildlife species such as Hispaniolan solenodons, Hispaniolan hutias, West Indian manatees, Greater bulldog bats, American crocodiles, brown racers, and Hispaniolan trogons.

**BRAZIL.** Encompassing the Amazon rainforest, the Cerrado savanna, and thousands of miles of mangrove coastline, Brazil is one of the most biodiverse countries in the world. These habitats are home to fifteen to twenty percent of the world's diversity including the blond capuchin monkey, the maned three-toed sloth, and the golden parakeet. Rampant deforestation from cattle ranching, agriculture, and logging threaten these ecosystems and the people who rely on them. Our charities work closely with indigenous groups and local teams to restore forests and create financial opportunities for nearby communities, beginning in the Amazon, Cerrado, and coastal mangrove habitats.

**KEY WILDLIFE INFORMATION:** Central America has diverse ecosystems varying from tropical forests, subtropical forests, mountains, grasslands, mangroves, and wetlands. This region is home to thousands of bird, reptile, mammal, and amphibian species. Some of these species do not exist anywhere else in the world. Jaguars, capuchin monkeys, howler monkeys, toucans, margays, ocelots, three-toed sloths, northern tamanduas, crocodiles, and armadillos are a few examples of wildlife species that are helped through reforestation.

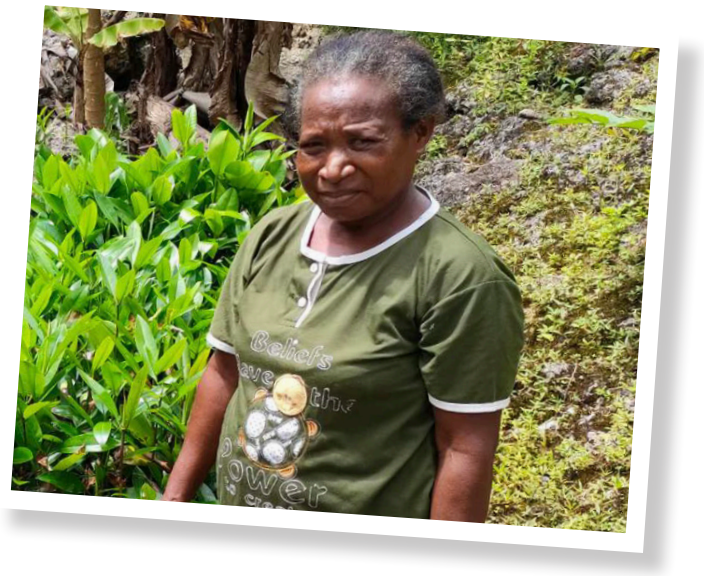
# THE COMMUNITIES

## THE PEOPLE BEHIND THE TREES

**Planting trees and getting fitter isn't all that you've done.**

**Behind every tree-planting scheme is a community that you're helping out of poverty.**

### MEET YUBELINA...



## FROM SEEDS TO TREES

Yubelina collects seeds and plants trees in Indonesia. Her husband is a fisherman, but the income he earns is inconsistent. They cannot afford a boat with an engine, so he uses a small rowboat to fish.

Often, it takes several days to catch enough fish and make a profit, meaning Yubelina and her husband were in constant search of reliable income.

In 2019, Yubelina started working as a planter. With the consistent income she earns, she is able to afford their daily expenses and set aside savings in case of a family medical emergency. She is also saving money for a trip to visit her grandchildren in Jayapura and to purchase a motorbike for transportation.

Yubelina and her husband were also given the opportunity to collect seeds and store them at their house until planting season. Together they have collected over 5,000 seeds! Yubelina says her work brings goodness to her, her family, and nature, and she is proud to see the seeds she has collected grow into trees.