



19,015,625  
Trees funded to date

11

Reforestation  
projects



Reforestation locations:  
Brazil, Cameroon,  
India, Nepal,  
Mozambique,  
West Papua, Borneo,  
Madagascar, Kenya

6

Reforestation  
partners



TreeSisters  
Seasonal Impact  
Report  
Summer 2021

# Welcome Letter

Welcome to the amazing treesisters community! It's always an honour to sit down and write an update to you because it offers me a rare moment to look back at what we have achieved together over the past six months. Honestly, given everything that's going on in the world, and everything that we have all been going through both together and apart, what we've achieved is astonishing!

The passion of our partners, donors, fundraisers, volunteers and the TreeSisters Team is incredible, it always has been from the very start of TreeSisters and now as **we stand on the edge of funding 20 million trees**, we are reminded again of the power of the collective, grassroots action.



I want to personally thank all of you for your generosity, time, passion and continued love of the Earth. You are a beautiful, leafy green wave of love surrounding the world which is so needed right now!

As TreeSisters steps forward into a new phase of growth, there is a lot to update you on and celebrate. Personally, I am finally stepping fully into the role of Founder and **Wendy Stephenson, who has been a long term supporter and Trustee of TreeSisters, is taking the position of CEO**. Here are Wendy's own words, as she speaks about her transition into TreeSisters...

*"Clare and I have arrived in TreeSisters through a very different journey but our respective skills, knowledge and experience complement each other so well, the river and the river banks. We support each other and the team through our unique gifts that will take TreeSisters to another level."*

Throughout this impact report, you'll find the highlights from the last six months, including:

- Celebrating the launch of our brand new reforestation project in the Cauvery River Basin in India. [Read more about the project here](#)
- Hear how we gathered resilience stories from our network of TreeSisters Groves for International Women's Day
- Learn about the Ethical Tree Growing Framework and our journey with this collaborative project so far
- Our overwhelming gratitude for the success of our Big Give Earth Day campaign, which planted over 50,000 trees thanks for your generosity and support!

We all thank you from the bottom of our hearts for your ongoing support.

Clare Dubois  
Founder

Wendy Stephenson  
CEO

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# 01 Reforestation

## Launching a new project in India

We are delighted to be supporting our partner, Isha Outreach, in the evolution and expansion of their paradigm-shifting project in India.

In April, we reignited our partnership with Isha Outreach to support their phenomenally ambitious and innovatively evolved project, Cauvery Calling, which was inspired by the success of their previous endeavour, Project Greenhands which TreeSisters has supported for the past six years.

Cauvery Calling is a response to a crisis that has been building throughout the Cauvery river basin for over 50 years. Deforestation and decreasing rainfall have caused severe droughts, which have impacted farmers, their families and their livelihoods across the region.

The Cauvery Calling model encourages and supports farmers to make a partial shift towards agroforestry, through awareness campaigns, training and providing seedlings. The farmers then receive the triple benefits of improving soils, increasing and diversifying income, and restoring the river and groundwater. The project responds to the ecological need in a way that directly responds

to the needs of the communities and supports people to improve their livelihoods. The exciting and innovative aspect of this project is that participation in the project is voluntary and demand-driven. Rather than paying farmers to plant the trees, Isha Outreach gives them the information to support their decision to participate and offers seedlings from Isha Outreach nurseries. The overall project aims to plant 2.42 billion trees over the next 12 years, with an inspiring vision to restore the river basin. TreeSisters is honoured to collaborate with this immense undertaking.

In the past few months, we have also heard from International Tree Foundation (ITF) that TreeSisters' donors' support has enabled them to hire an additional member of staff on the ground in Kenya. This is very exciting news in terms of shifting the power balance towards communities and empowering local people to step into leadership. ITF has also run their first women's empowerment workshop for women involved in its project in Kenya to promote gender integration in water and forest management. We will be bringing you more updates from this incredible project over the next few months.

[Read more here](#)

# 02 Community

## Groves - International Women's Day 2021

Resilience is a word we have heard with greater frequency over the past year, and we were curious how women were able to remain resilient and what was resourcing them.

*"As TreeSisters we are defining resilience as our capacity to respond to change by accessing the support of our diverse global community, collaborating, adapting, and continuing to grow towards a thriving world, as Nature does."*

We invited women to come together and hold a circle, in person or online, to share personal stories of resilience and to be inspired by hearing the ways each other have overcome difficulty and met challenges. Over 30 circles came forward connecting to their brilliance and strength, women shared medicine bags of practices and elements that have supported them.

Some of the medicine gathered included...

*"Sleeping under trees"*

*"I go to Nature for my own personal healing"*

*"Being ok with and trusting the slow train of healing"*

*"Trusting that my being knows what I need"*

*"TREEumphant, planting trees for others who have something to heal and grow"*

*"I'm reminded of the Blessing in every situation, even in the roughest of situations, there is always a blessing"*

*"I may be crying but I'm still resilient"*

We held an online circle open to all on International Women's Day, which was deep, rich and inspiring.

[Listen again](#)





## Indigenous Wisdom

The Indigenous Wisdom for the Earth Series has continued to grow its audience and focus on the heart of what truly matters in its conversations. The level of awareness that has come from hearing original people speak on the many challenges they face, along with the ways they value the Earth and their culture, encourage us to change our behaviour.

The series has included conversations with the Shi'war Nation from the Amazon whose culture inspires reciprocity with the land as they protect one of the last virgin intact forest areas in Ecuador. Sister Zeph, a courageous woman in Pakistan who, in her education of young girls and women, has taught them skills and self-worth, along with challenging the society held beliefs that women have low to no societal value. We spoke with the Indigenous Leader Bill Jones and Mamas Movement who are on

the frontlines of saving Fairy Creek Forest in British Columbia. Bill Jones shared so much about the colonisation of his tribe that it opened our eyes to the issue on a very personal level and drove home the damage of colonisation. Lastly, we spoke with Anne Marie Chomat of Good Seed, who, through medical research, stumbled upon the essential values of bringing women into the community and giving them a voice in a country where they are discouraged to speak their thoughts or opinions.

The impact of hearing these stories and realising the depths of both their joys and struggles, changes how we view our own world. From finding ways to be in union with the Earth or never taking for granted the freedom to share our thoughts and passions. [Please join us as we continue our journey.](#)

## Quick Facts



**Volunteers:** 50+  
**Groves (local women's circles):** 100+  
**Business Partnerships:** 500+  
**Nest Online Community:** 7,500+



**Social platforms:** Facebook 269,440  
Instagram 21,300 Twitter 6,224  
YouTube 3,460 LinkedIn: 1,314  
Pinterest 3,500

# Volunteers

Our incredible community of Volunteers, known as Heartwood, supports TreeSisters at the core of everything we do. Made up of more than 50 unique and gifted individuals, working across five different Volunteer Pods and dedicated to different areas of the organisation, they offer their time and energy in areas as diverse as Geographical Information Systems for accessing tree monitoring reports, to translation and transcribing services.

In June, we celebrated Volunteer Week 2021 across our social media channels. We also held a Volunteer Party which was a fun-filled hour of dancing, laughter and togetherness. We actively cherish and celebrate our Volunteers often and their ongoing presence mirrors our efforts, with over 98% of Volunteers continuing work with us annually.

We have recently launched a deep listening process within our Volunteer community, inviting their voices and feedback into the heart of the organisation. We recognise the unique and personal experience of each individual and wish to ensure each voice and experience is centred and valued. This process is an ongoing journey and formulated from our organisation-wide diversity training. It will help ensure that our wonderful Volunteers are co-creators in shaping our culture and the work that we do at TreeSisters.



## Ethical Tree Growing Framework

For the past few years, TreeSisters has been in a collaborative process with allied reforestation and conservation NGOs to explore a definition of growing trees ethically with working practices and examples. We have learnt an enormous amount and consolidated that into the Ethical Tree Growing Framework. We are currently engaged in a Listening Process with the Mother Earth Delegation of United Original Peoples through a relationship with Jyoti Ma and Mindahi Bastida from the Fountain. Learning from people who have a cultural, practical, experiential and scientific working knowledge of Original Principles and ongoing dialogues with the beings of Nature is gently transforming our worldview. We are looking to announce our findings later in the year.

# 03 Partnerships

## Growing Together: Business that gives back

Our Business Partnership work continues to grow with 170 new businesses signing up to our five partnership programs between January and June, taking our total to over 500. It is exciting to feel this growing network of conscious businesses committed to the journey of Earth restoration.

In January, our 4-year partnership with Pukka Herbs reached the lofty milestone of 1 million trees funded, which they celebrated through an International Women's Day social media campaign. Working with Pukka has been a real privilege and an experience that has taught us a lot about the force for good that businesses can be.



In April, we were delighted to be chosen, along with the Woodland Trust, as official partners for the Trees for Tom campaign, in honour of the late Sir Captain Tom Moore.

As a man who inspired so many people around the world during the lockdowns of 2020, planting trees in his honour seemed a fitting legacy.



Thanks to the passion of his daughter, Lucy Teixeira, the campaign funded 50,000 tropical trees through TreeSisters and the creation of a memorial forest in his birthplace of Yorkshire through the Woodland Trust.

Our Trees for Tickets program has been particularly alive this year as workshop facilitators take their work online. Woman Unleashed plants a tree for every woman attending their online Solstice Retreats and have now funded 81,000 trees! We are grateful also to Willowing Arts, Voix de Gaia, Trees and Circles, and the UK's Mind Body Spirit Festival for the thousands of trees they are funding through their events too, and helping to raise awareness of our work at TreeSisters through their "ecosystems" of participants.

# 04 Organisation Updates

## Growing & Changing

We are delighted to introduce you to our new CEO, Wendy Stephenson! Wendy has been a trustee for TreeSisters from the beginning and was delighted to step into the role. She brings with her a wealth of professional experience from around the world managing leading climate change organisations and power to the people movements. Wendy shared her thoughts

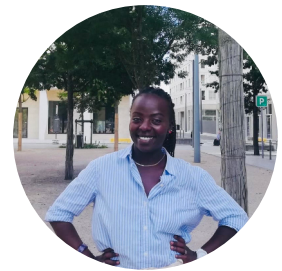
*"I have always thought TreeSisters a remarkable initiative, combining the need to shift our consciousness with Nature with practicalities of tree planting to improve biodiversity, absorb carbon and support the local community."*



Wendy Stephenson



Madeleine Scordellis



Huguette Kirhero

We are honoured to have this phenomenal woman with her wealth of skills and knowledge to support the team and take TreeSisters into the next phase of our journey. We have also grown our Reforestation team and are thrilled to introduce new additions Madeleine Scordellis and Huguette Kirhero who both bring a wealth of experience to their roles.

## Earth Day

In April, we celebrated Earth Day by inviting our network to help accelerate global reforestation through a match funding opportunity. Our incredible network responded in amazing ways, sharing our messages on social media and exceeding our goal of funding 50,000 trees, raising £20,000 in a little over 24 hours.

All this is only possible with your help. Thank you for your dedicated support and your life-giving generosity to TreeSisters. You are awe-inspiring!

## Ways to provide support & contribute to our growing movement

Become a monthly TreeSister member and fund leafy green trees! Join our 4,500+ Restorers by [signing up here](#)

Support TreeSisters by donating from your business through our [partnership program](#) where you can fund trees through product sales or as a percentage of sales.

To fundraise in aid of TreeSisters, please visit our [fundraising webpage](#) where you'll find helpful tips and can register your event.