



treesisters
women seeding change



15,544,648
Trees funded to date

11

Reforestation
projects



Reforestation projects:

Brazil, India, Cameroon,
Nepal, Mozambique,
West Papua, Borneo,
Madagascar, Kenya

6

Reforestation
partners

TreeSisters
Seasonal Impact
Winter 2020

Founder's Letter

Dear amazing supporters of the trees,

What a year we have all had!

I hope this finds you safe and well. Here in California, after my first evacuation from fire, months of smoke, an insane election and now COVID-19 on the wild rise, 'normal life' seems indefinitely on hold. Time for dreaming in the new ...



Meanwhile, I am deeply proud of all that the TreeSisters team, volunteers, trustees and wider network have achieved as we continue to grow. To have started 2019 at 7 million trees and end 2020 with 15 million is no small thing. Thank you so much for being part of this huge giving back to Nature.

Highlights to share include:

- Funding one of the most beautiful and intelligent new planting projects: a 'rainforestation' [project in Borneo](#) that marries health care with forest protection and reforestation.
- A successful campaign that included our [first ever animation](#) and the incredible panel event that blew hearts and minds wide open.
- By inviting more businesses to embed trees into products and services: we now have our first few "million tree" companies taking leadership in their sectors!
- The TreeSisters team and Board began an anti-racism and inclusivity training that will continue into 2021 and ripple out into our network.
- Our planting partners are still delivering, still taking great care and managing to stay safe, despite the difficulties of COVID-19.

This has been a year of waking up to what matters and re-prioritising our lives. As the tree sector grows exponentially, we are holding steady to what we are for: humanity's invitation into reciprocity with Nature and the rise of feminine consciousness as a vital ingredient for the global rebirth that is upon us.

Thank you from the bottom of my heart for your ongoing support, for staying with us amidst the uncertainty and for continuing to prioritise the restoration of Nature.

Clare Dubois
Founder, TreeSisters

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01 Reforestation

Launching a new project in West Borneo, Indonesia

In October 2020, we were delighted to welcome a new project located in Gunung Palung National Park in West Borneo, Indonesia, to the TreeSisters portfolio along with a new reforestation partner - Health In Harmony.

The project is near the village of Sedahan Jaya (Sukadana town) in Kayong Utara District. The rehabilitation potential is 5,400 hectares and we aim to plant an average of 34,100 trees per year. The objective is to reforest 50 hectares in 5 years.

Health In Harmony is completely guided by what communities identify as the drivers of, and solutions for, deforestation. The projects that the communities design are

focused on connecting human health care services with entrepreneurship and environmental programs such as reforestation and deforestation monitoring. The projects exist to support local communities to find alternative and viable livelihoods to logging.

Find out more about this amazing project:

- [Borneo project details.](#)
- [Clare Dubois Facebook live introduction .](#)
- [15 minute interview with Lauriane Cayet-Boisrobert, TreeSisters Reforestation Director, Key things to know about this project.](#)
- [A conversation with Health in Harmony and Alam Sehat Lestari.](#)
- [Indigenous Wisdom for the Earth interview with Health and Harmony.](#)

[Read the latest update from our reforestation partner WeForest](#)

02 Community

Groves & the Nest

"I love my Grove and know how thankful every member is for the safe space it provides to be themselves and share their deepest yearnings, troubles, hopes and fears. The transformative power of listening, sharing, sitting in silence and sitting in ceremony is our birthright and yet each time it is magical." **Anonymous**

Many of our Groves (which provide safe community containers to address issues, explore ways to take action and provide support) were unable to meet in person this year, instead moving to online meetings. The Groves world map now covers 11 different countries and is growing. When it has been safe to meet, TreeSisters Groves are taking incredible action! Our Birmingham Wildheart Grove brought their local community together to plant 100 native trees and learn about tree care. Throughout 2020, more and more women have joined and connected with the Oruro Grove in Bolivia and they are currently preparing to plant native trees in December in Chusakeri as well as focusing on protecting areas of forest damaged by fires.

[TreeSisters Nest](#), our private online community, has grown into a thriving community reaching over 6.5k members this year. It has become a home where treesisters and treebrothers of all cultures gather, co-create, share, listen and take action for Mother Earth. We have invited everyone to join our bi-weekly "Sistering Calls", interactive zoom gatherings that offer deep connection, listening and solidarity to support the enormous challenges of 2020.

A variety of groups are flourishing in the Nest including Grove Tending, SoulTree Partnership, Marketplace Offerings, Forest Floor Sisterhood, Well of Creativity, Green Living and News Pulse & Educational Resources. We also hosted courses in the Nest this year including the Courage to Shine led by Clare (with over 500 students), Becoming a Grove Tender, and the Inner Journey. In addition, our three creative journeys: "Liberating our Creative Voice for Earth" which began in June, have funded the planting of over 10,000 trees with over 300 registrants. The Nest has blossomed into an incredible place to plant and nurture the seeds of our Nature-based evolutionary potential.

Image Credit: Jenny Earheart





Indigenous Wisdom

Our Indigenous Wisdom for the Earth series is a place for indigenous people to share their wisdom, cultural heritage, beliefs, and the challenges that they face. It is also for groups who work to help indigenous people to voice their needs and offer ways to get involved.

The series has continued to grow, expanding in new ways that inform the network and at the same time support indigenous peoples. It has become our 7th most viewed page on the website with over 10k unique page views, and our recordings have collectively had over 6k replays.

Our guests have included: the wandering [Saints of Tamil Nadu](#) in India discussing

how the pandemic affected their lives; two gentlemen from [Saving the Amazon](#) who have invented technology to track the growth of trees for their donors while embracing and paying indigenous tribes as the guardians of the rainforest to decide what and how to plant trees there; an inspirational singer connecting people with Nature through ancestral music in [Praising the Earth](#); and the well loved author and poet [Luisah Teish](#) who also graced us with her voice for our animated video ["The Year It All Changed..."](#)

You can learn more about these guests and how to access the monthly series on our [website](#).

Quick Facts



Volunteers: 60+
Groves (local women's circles): 100+
Business Partnerships: 300+
Nest Online Community: >6,400



Social platforms: Facebook 269,172
Instagram 18,600 Twitter 6,224
YouTube 3,070 LinkedIn 863
Pinterest 8300



Image Credit: Jenny Earheart

Volunteer Survey Results

Volunteers are crucial to the TreeSisters mission and we now have over 60 volunteers in different roles across the globe!

Earlier this year, TreeSisters ran the first Volunteer satisfaction survey. It is important for us to know how the volunteer experience is for the people who generously donate their time and energy to us. We had over 25 responses which have allowed us to better understand the experience of volunteering at TreeSisters. Thank you to everyone who filled out the survey!

In response to the results, TreeSisters will now be highlighting the work done by our volunteers in the Nest and on social media. Our organisation is so much more than the sum of its parts - the vitality and energy that our volunteers bring deserves to be shouted about!

Through our survey we also learned that 100% of volunteers surveyed would recommend the experience to a friend or family member and 96% felt deeply appreciated and valued for the work that they do.

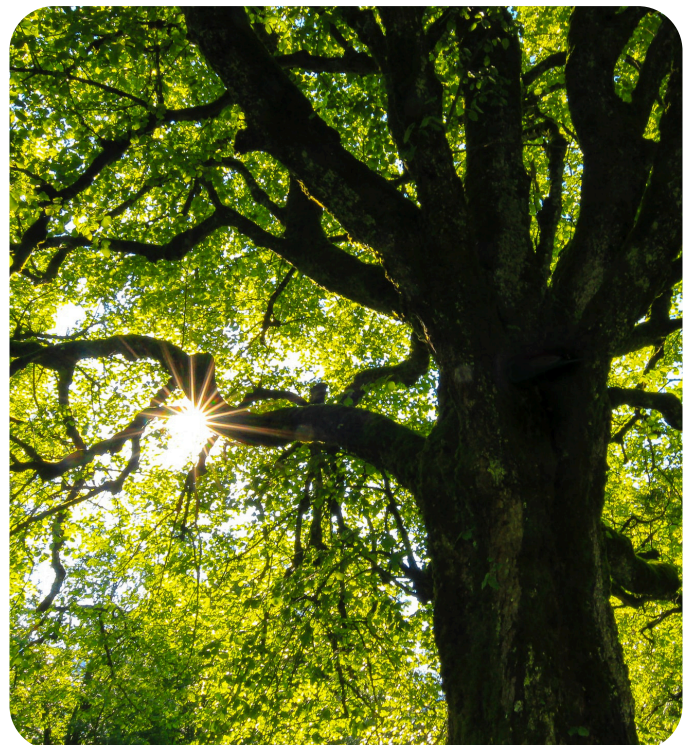


Image Credit: Photo by Jan Huber on Unsplash

03 Partnerships

Growing Together: Business that gives back

In September we relaunched our business partnership programs to improve accessibility and appeal for companies wishing to embed reforestation into their ongoing business models. Over 100 new partners have already signed up our new SoulTrees, Company Forest, TreeHouse, and Trees for Tickets programs putting our total at 300+.

Our exciting Catalyst partnership work continues with Pukka Teas, My Green Pod, Canopy & Stars, Formula Botanica and Boomtown. In September we were thrilled to welcome two new partners, Weleda UK and Haws Watering Cans, to this radical work of engaging business ecosystems on behalf of the trees!

Weleda

Founded in 1921, Weleda produces a range of certified natural skincare and holistic health products globally. In 2021 Weleda turns 100 and they are choosing to celebrate this remarkable milestone by planting a 1 million tree Weleda forest!

The campaign was launched during their September Annual Gathering featuring our very own Clare as a guest speaker and followed by funding trees through the sale of every Christmas gift set, engaging their community of 700+ Weleda Advisors, and a year-long multi-media marketing campaign. In October we were blessed to have their Managing Director, Jayn Sterland, be part of our Reforest Our Future Campaign Live Panel.

Haws Watering Cans

Established in 1886, Haws is a medium-sized family-run business founded on the principles of craftsmanship and ecological sustainability. They have committed to planting one million trees by 2025 through a daring and creative campaign designed to engage their whole ecosystem. You can see the beginnings of this coming alive on their website as they begin by inviting customers to buy trees at checkout.



Image Credit: HAWS Watering Cans

04 Organisation Updates

Growing & Changing

We're delighted to introduce you to our newest team member, Natalie Harvey, who is our new Head of Marketing! She has over 18 years experience heading up effective marketing campaigns for a range of diverse industries from telecoms and leadership development to the Testing, Inspection and Certification (TIC) sector. She brings a wealth of knowledge and hopes to amplify the TreeSisters' message of protection and restoration of individuals and the world far and wide.



Natalie Harvey

The Year it All Changed

In October, we invited the world to help us [reforest our future](#) back to thriving and vibrant health. We did this by creating a beautiful and innovative animated film and hosting a groundbreaking live panel event with 5 incredible guest speakers.



So far we have generated over 4,225 views of [our video](#) on YouTube and over 13,000 views on Facebook! We had over 975 people sign up to watch our [live panel](#) and donations to attend have now funded over 13,282 trees.

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

Ways to provide support & contribute to our growing movement

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

Support TreeSisters by donating from your business through our [Trees for Transactions 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.

