



treesisters  
women seeding change

# Seasonal Impact Report

## Summer 2020





# Quick Facts

A quick summary of facts and figures showing the impact of our work throughout the season.

## Organisation

**Volunteers:** 60+

**Monthly Donors:** 4000+

**Trees 4 Transactions business partners:** 215

**WaterCarriers (creatives funding trees):** 124

**Reach through social platforms:** Facebook 271,000, Instagram 17,500, Twitter 6,000

**Donor Countries:** 78

## Other Charitable Programs

**Groves (local women's circles):** 100+

**Members of our Nest Online Community:** 5800

## Tree Projects

**Trees funded January to June 2020:** 2,932,760

**Total number of trees funded to date:** 11,652,572

**Reforestation partners:** 5

**Ecosystems currently being restored:** 10

**Countries impacted:**

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

**Projects completed:** 1 (Khasi Hills, N.India)





# Here

Here, in the great questioning and not knowing.  
Here, in the pause between two worlds.  
Here, as our eyes sting and our hearts clench  
for all that we love.  
Here we stand, arm in arm.  
Bowed in gratitude for what becomes possible,  
when the light of life breaks through the darkness  
to illuminate our true selves.  
And we step forward together, united,  
in service to the one who birthed us all.

~ Clare Dubois



## Table of Contents

### 01 - Reforestation

- New projects: Mozambique, West Papua & Brazilian Amazon
- 10 million trees funded!
- Covid-19 update from our planting partners

### 02 - Community

- Indigenous Wisdom for the Earth
- Groves Map & Course
- Campaign results
- Course Success and Courage

### 03 - Partnerships

- Growing Together

### 04 - Organisation Update

- Growing & Changing
- Thanking our new volunteers

# Founder's Letter

Hello! Thank you so much for being here, and for your ongoing support of TreeSisters. It really matters.

What an astonishing and sobering year 2020 has been thus far. The year began with the burning of millions of hectares of forest in Australia, followed by the pandemic we are all still dealing with - a disease scenario with strong links to deforestation. Then the global spotlight moved to the entrenched worldwide systemic racism that underpins so many of our systems of governance, the ways we live and work, and is even threaded through our language.



There is a clear intersection between all systemic injustices, whether they be racism, misogyny, and other forms of discrimination against human beings, or environmental destruction, and a disregard for the lives of non-human species as well as the future of our own. We cannot address one without understanding that the others are also having an impact and need addressing. At TreeSisters we are beginning to really see those intersections and to make adjustments to our ways of working and our systems so that we can better fulfil on our mission to reforest the tropics and restore balance to our world.

Like so many organisations, we have been impacted by Covid-19 and its restrictions. We operated on a very small team during April, May and June. Our in person Groves have been unable to meet for much of this year and one of our planting partners in India temporarily suspended their planting activities. Some of our business partners have been hit hard. However, thanks to a devoted, passionate and deeply caring network of individual donors and businesses, who even amidst these crises have remembered the planet that gives us everything, we have been able to keep our doors open and continue to fund tropical trees. For that, we are deeply grateful. In fact in May we started celebrating 10 million trees funded - an incredible milestone, that has already grown to 11.6 million since then - and rising.

Whilst reforestation is an incredibly important way to support the restoration of our planet, in order to make it as normal to give back to Earth as it currently is to take, behaviour change is needed. During May and June we ran an amazingly successful online course designed to help the shift from consumer to restorer species - the Courage to Shine. In a world gripped by uncertainty and fear, it was extraordinary to have over 500 people take the course and commit to liberating their energy in service to life.

I have also been in the midst of a huge personal transition, as I stepped back for two months earlier this year to address personal health issues, and began the transition out of the CEO role and into the role of Founder. My replacement is more than a dream come true both for myself and for TreeSisters... more on that later in the report!

What might lie around the next corner is anyone's guess, but this unravelling of structures and certainty, whilst potentially stressful, is also an opportunity to remake the world as we wish it to be. To rebuild structures that serve all life, not just the few, to normalise giving to the planet, and to restore our own hearts as we also restore Earth. There may never have been a more meaningful, catalytic and co-creative time to be alive or to find ways to live our most courageous lives.

We hope that you will continue to walk with us in this crucial work.

Clare Dubois  
Founder, TreeSisters





# 01 - Reforestation

## New Projects in Mozambique, West Papua and the Brazilian Amazon

We are thrilled to announce the launch and funding (from late last year) of three new planting projects. Thanks to your dedicated support, we are now funding tree planting in: Mozambique, West Papua and the Brazilian Amazon. Our deepest thank you for making this possible.

Mozambique: Our new planting project is in Bela Vista, in the district of Matutuíne. Here, we are funding the planting of mangroves with the goal of planting 750,000 trees in the first year with our planting partner Eden Reforestation Projects (Eden).

People in Mozambique use mangrove trees for multiple reasons including: building materials, firewood, fencing, fish traps, and for medicinal purposes. By planting in this area, we are contributing to the Maputaland Coastal Forest Mosaic, a major ecosystem that hosts more than 470 bird species with 4 species and 43 subspecies endemic or near endemic. We are also working with local communities to plant the trees, creating jobs and livelihoods in Mozambique. [Read more here](#)

Our West Papua project is also an Eden mangrove project and is underway near the village of Ansas on the remote island of Yapen. The Ansas people primarily make their living as farmers, fishermen, gatherers and hunters. Women, in particular, feed the family from mangrove resources such as crabs and shellfish.



The Yapen Mangrove Restoration Project began on December 1st, 2019. A minimum of 500,000 mangrove trees will be planted in the first year. The project will also be planting at least 10% agroforestry trees beginning in the second year, to take pressure off the mangroves.

We are delighted to be funding a project that will not only restore mangroves, but also: help families send their children to school through increased income; encourage microenterprises from savings generated, enhance stewardship, improve fisheries, enhance biodiversity and wildlife, and increase resilience to storms and flooding events.

[Find out more about this project here!](#)

Your donation now supports a reforestation project developed by the Ashaninka indigenous people who live in the Amazonian forest basin in Brazil.

We have a new planting partner for this project - Aquaverde, a Swiss non-profit organisation.

The Ashaninka people are growing a 'forest garden' over 10 hectares of deforested land in the Brazilian Amazon, based on their philosophy of life. The Ashaninka have managed their forests sustainably for millennia through their strong cultural heritage, high dependency on forests for their livelihood, and the spiritual value of the forest.

This project is building their capacity to continue living a healthy and wealthy traditional life. The hope is that the Ashaninka's sustainable resource management and wisdom will inspire others to create similar projects, helping to save the Amazon rainforest, and other forests, from destruction.

[Find out more about the Ashanika project!](#)

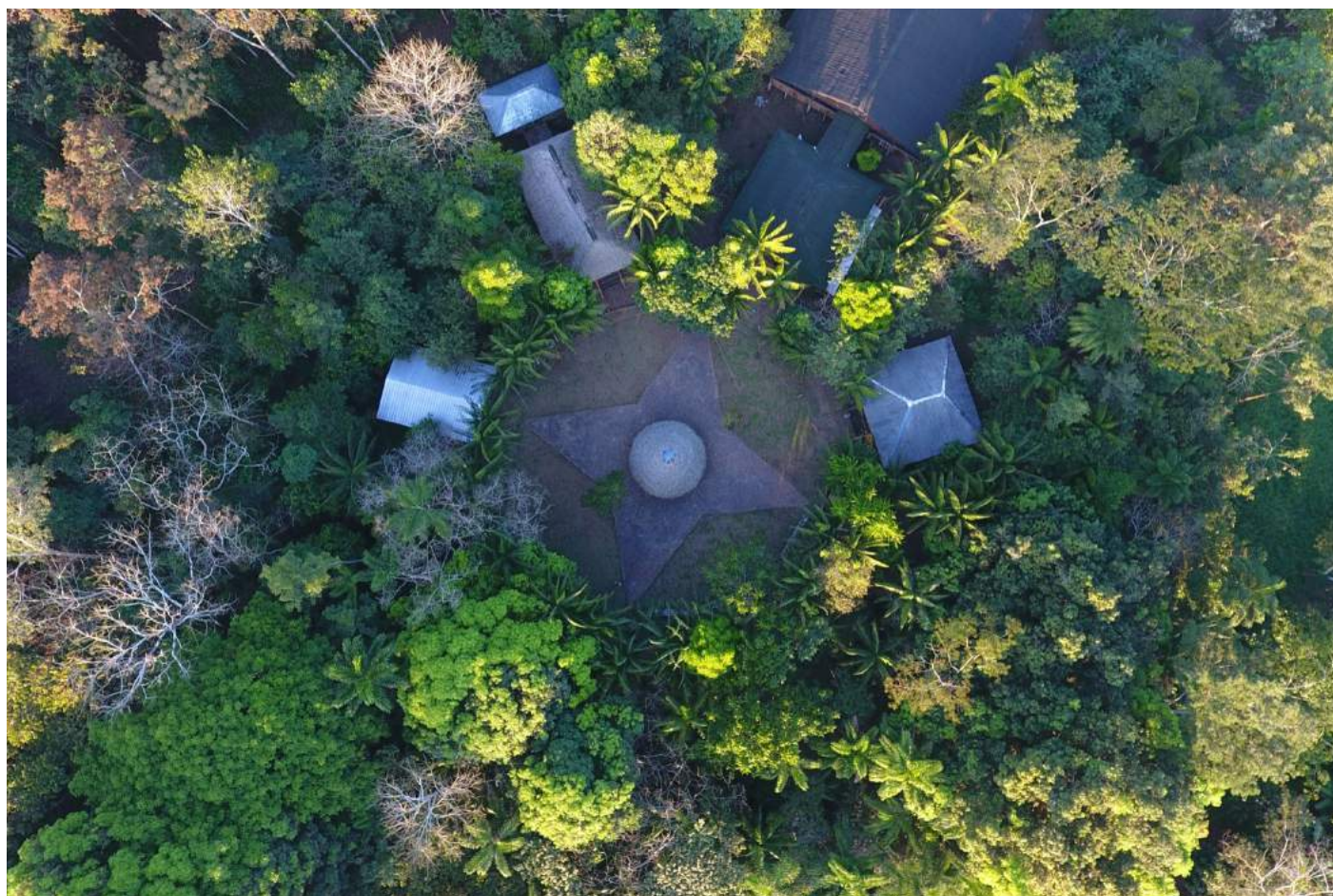


Image Credit: Aquaverde



# 10 Million Trees Funded!

---

In April this year, we reached 10 million trees funded - What an incredible milestone! We are so proud and deeply appreciative of each and every treesister around the world who has ever given for the trees.

This achievement is yours! We have all done this together by stepping into intentional community. Thank you! To express our gratitude, we created a video to celebrate [click to watch it here!](#)

As of the time of writing, we have now funded:

## **11.6 million trees!**

We're also celebrating that TreeSisters is now an Ecosystem Level partner with Eden Reforestation projects. This means that together we have funded over \$1,000,000 of trees in the ground with Eden. This is another huge milestone for us and it's only possible because of you!



# Covid-19 Update from our Planting Partners

How is Covid-19 impacting our planting partner communities and are trees still going into the ground? Eden Reforestation Projects (Mozambique, Madagascar, Nepal, West Papua) and Aquaverde (Brazilian Amazon) are still planting, as their project areas are remote and/or well away from urban areas (where lockdown is happening). Project Greenhands/Isha Foundation in India paused their planting activities on April 1st due to lockdown. Our other planting partners, WeForest (Brazil) and International Tree Foundation (Cameroon) are planting as usual.

## From Eden:

*“Our teams in the US and internationally are doing well given these difficult times.*

*We are in daily contact with key international leaders and planting operations are moving forward as planned at this point. To date, our planting teams and international staff remain healthy and encouraged. Face masks, hand sanitizer/ hand washing stations are being made available and social distancing is being practiced at our sites. Reports from the field include messages of how amazed and pleased the workers are with the continuance of their jobs, while so many around them have lost their income source. Due to the remote nature of our work and planting sites, trees are still being planted by the millions and hundreds of employees are able to care for their family members.”*

## From Aquaverde:

*“The situation has not changed for the tribes we work with. The Ashaninka have no cases of Covid. They have an efficient confinement strategy, and the local association Kaninde has been providing the Surui basic food needs with Aquaverde financial support, thus avoiding them going to Cacoal town which seems quite heavily touched by the virus.”*







## 02 - Community

### Indigenous Voices on the Pandemic

On June 10th our Indigenous Wisdom for the Earth call series hosted a gathering that gave the indigenous peoples of both North and South America a space to voice the realities they are facing during this ongoing pandemic, and to share first hand accounts with our network. The guests were Jo Overon of Protect Native Elders, Atossa Soltani of Amazon Watch and her guest Patricia Gualinga from the Kichwa people of Sarayaku in the Ecuadorian Amazon, Jyoti (Jeneane Prevatt, PhD) Center for Sacred Studies Founder and her guest Alexis Bunten, Yup'ik Nation Co-director at the Bioneers Indigeneity Program, and the leaders of the Kuntanawa tribe direct from the Amazon, Haru and Hayra Kuntanawa with Rudá Ribeiro who translated into English.

Hosted by Clare Dubois, this gathering highlighted the harsh factors these people are dealing with from lack of basic needs like water, to the everyday challenges of food security. This multifaceted webinar has prompted a call for more discussions and awareness around indigenous needs which we will continue to develop. The live webinar was well attended with over 300 guests, the replay video watched 1000 times in the first 3 days alone and from the time it aired until the end of June it has been the second most viewed page on our website - a testament to the fact people want to learn more and find ways to help. Here is what one attendee said:

*"Throughout the Indigenous Voices on The Pandemic webinar, we were again reminded of how rarely indigenous stories and experiences are shared at all on mass media. In common with other embedded social issues, the emergency of this pandemic also emphasised the ways governments continue to fail indigenous people living within their borders. Through this first contact with you and your organisation, TreeSisters, we wanted to express our gratitude for your presence in the event and the important ideas you contributed to this essential discussion regarding indigenous perspectives during the COVID-19 pandemic." ~ Claudia Blanco, US Green Chamber of Commerce*





## Reaping the Rewards of Reaching Out

Towards the end of last year we ran our annual campaign inviting everyone to Grow Your Own Forest with TreeSisters. This campaign coincided with the launch of updated tech on our website that shows donors how many trees they have funded to date. The campaign was a wonderful success! Through the campaign period we gained an additional 240 new monthly donors, 820 people gave us a 'one time' donation, our campaign video was viewed nearly a million times through Facebook and our Facebook advertising reached over 1,090,000 unique users! Overall, the Grow Your Own Forest campaign funded the planting of over 466,000 extra trees (assuming new monthly donors continue donating to TreeSisters for the following 12 months).

### **240 new donors, 820 one time donations & the funding of 446,000 extra trees with our Grow Your Own Forest campaign**

Earlier this year, for Earth Day 2020 (April 22nd), we had planned to run a fundraising campaign called 'Sing For The Trees' which would see women around the world gather in small groups and sing for, and with the trees whilst raising money for TreeSisters. Due to COVID-19, we had to postpone Sing for the Trees, however we still wanted to create a small campaign which would nourish our community and fund trees.

We created 'Plant Hope' - a campaign that enabled people to send TreeSisters eTree Cards to loved ones with a message of hope in these uncertain times. For the campaign we created 7 new eTree Cards which generated 366 sales, raised £2,323.73 and funded 5809 trees during the campaign period. This was an extraordinary success, given the lockdown situation and the level of uncertainty that people were facing at the time. We are hugely grateful to everyone who recognises the needs of Nature, even when human beings are in turmoil.



## Groves Map & Course

Although our Groves (in person women's circles) have been unable to gather in person for several months, many have continued to meet online. We look forward to an easing of the global pandemic situation and restrictions so that these resilience building gatherings can recommence. In the meantime, we have completed our Groves world map that allows women all over the world to find local Groves to join. The map is a work in progress, and our Groves around the globe are slowly putting themselves on the map!

This year, we also completed the creation of our Becoming a Grove Tender course - a free resource available to anyone in our online Nest community, that leads women step-by-step through the process of dreaming into, creating and running an in-person women's circle. So far over 100 women around the world have enrolled in the course.



## Course Success: Alchemy for change

In April 2020 we opened registration for The Courage to Shine - a virtual, 21 day process, and intimate course offering created by Clare Dubois. The course is designed to provide powerful internal growth tools, perspectives and processes to alchemise fear, climb out of comfort zones and step into leadership. The course was taken by over 527 people, with 29 scholarship places given to indigenous participants or people who had recently lost their income due to the impact of COVID-19. Participation in The Courage to Shine was our highest ever, raising over £50,000 and funding the planting of 40,070 mangrove trees!



# 03 - Partnerships

## Growing Together: Business that gives back

Since 2018 our partnership with Pukka Teas has gone from strength to strength thanks to their long term commitment to embed reforestation into their business model. Their creative “buy a tea, plant a tree” campaign will see the Pukka forest grow to 700,000 trees this year, an important milestone on their way to 1 million trees and a shining example of how business can be a force for good.

### **Their creative campaign will see the Pukka forest grow to 700,000 trees this year**

Taking the learnings from our Pukka partnership, in 2019 we challenged companies everywhere to do as much radical good on behalf of the planet as possible. We ran a small pilot program and then in Autumn launched our Trees for Transactions (T4T) program inviting aligned companies to embed trees into their business models. Companies can choose to donate trees every time a product or service is sold, or make a donation as a percentage of sales or profits. Our aim is to make embedding ecological restoration into every financial transaction and business model the norm.

Since launch, over 200 companies of all sizes and from diverse industries have enrolled in T4T. Trees are now being planted with the sale of products from t-shirts, board games and yoga mats, to organic skincare, health foods and watering cans.

Service and technology companies are planting trees for new members, class participants and tickets sold. Companies are inviting their customers to plant trees at checkout. Formula Botanica is an accredited Organic Cosmetic Science School with over 9000 students in 162 countries.

They have pledged to plant 250,000 trees by 2025 through donating a percentage of turnover as their way of giving back to Nature. As their graduates go on to set up their own skincare businesses, some are also signing up to our Trees for Transactions program and embedding restoration into their work from the outset.





Woman Unleashed is an organisation founded by Amber Kuileimailani Bonnici aimed at helping women reconnect with their feminine powers, discover their purpose and share their creative gifts. Twice a year they run an online solstice retreat program for thousands of women around the world. A tree is planted for every woman who registers and together they are growing their own Woman Unleashed Forest which reached 30,000 trees this year.

## The Woman Unleashed forest has reached 30,000 trees this year

The global pandemic has significantly impacted our partnership program. During March and April we saw a reduction in the number of new companies signing up, as well as the devastating effects on existing partners within the festival, events and tourism sectors. Many others however, have experienced positive upturns especially in the food and drink, online retail and technology-led sectors.

Regardless of whether the impact has been positive or negative, the global lockdown has required all businesses to rethink strategies and strengthen their commitment to sustainable business practices. As the world slowly re-opens, it's heart-warming to see T4T applications increasing from companies across the spectrum intent on doing good.

We are noticing a surge in creativity as we awaken to the reality that business as usual is over and that we are all part of the solution to planetary restoration. With crisis comes opportunity and our partners are showing us that large-scale reforestation is most definitely possible when we come together!





# 04 - Organisation Updates

## Growing & Changing

Meet our new team members ... in the last six months, and with the impact of the pandemic, the TreeSisters team has experienced some changes.

---



**Cali White**



**Angharad Barlow**



**Abi Denyer-Bewick**

Cali White, a passionate treesister, is our new Business Partnerships Development Manager and is focused on the growth of our Company Partnerships programs as TreeSisters invites the commercial sector to embed restoration into sustainable business models.

We'd love you to meet the wonderful Abi Denyer-Bewick & Angharad Barlow who joined us to jointly hold our TreeSisters Groves programme. We are thrilled Abi & Angharad are with us, and with their experience and expertise we know that our Groves and Grove Tenders are in safe loving hands.



**Rose Ciappara**



**Kate Williams**



**Ellie Herndlhofer**

We're also happy to introduce three amazing new additions who started with us as interns and are now full team members - Rose Ciappara, Kate Williams and Ellie Herndlhofer. They have wonderful skills in diverse areas including tech support, design, film editing, women's work and network engagement.

---



# Thanking our volunteers...

Our commitment to our volunteers continues to grow as we move towards a network led model of feminine leadership. Our volunteers are crucial to our work. We have over 60 volunteers in diverse roles across the globe. From our Tree Pod volunteers who research and consolidate academic learning in areas such as reforestation and Geographical Information Systems, to our Scribe Tribe who transcribe the regular Full Moon and New Moon calls so that women who can't access the audio can participate in the healing and community offered by TreeSisters.

**“We give our deepest thanks and admiration to the dedicated and wonderful women and men who volunteer for us.”**

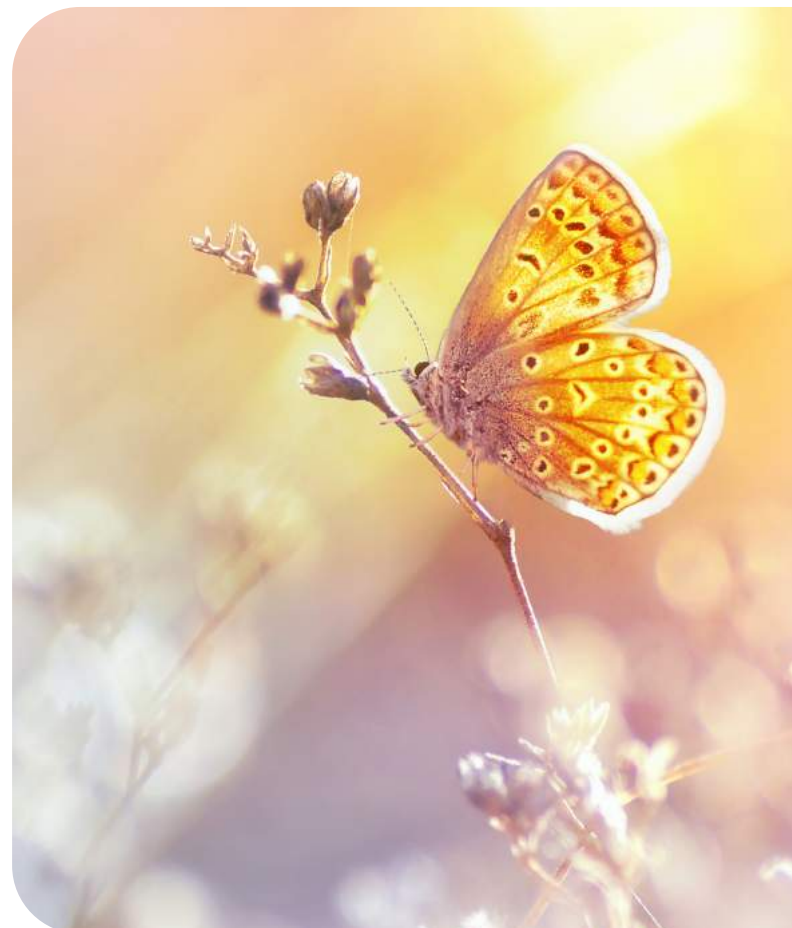
The work of each and every one of these dedicated people ensures that our reach as a change-making organisation extends much further and wider than the charity itself. Merrilee Baker has been a volunteer for 2 years. “Whilst housesitting in coastal rainforest in Costa Rica, surrounded by magnificent trees, birds and monkeys I heard the call (via Clare on Facebook) to join TreeSisters. That was August 2017.

Soon after I began volunteering first as a Pollinator for the BillionTrees Campaign then as a moderator (River Tender) in the Inner Journey. I am now following my latest calling and have volunteered to host the Global Meditation and Intention Circle in the Nest. I offer my gifts freely in service of Mother Earth, and I am open to unlimited possibilities to sustain myself by helping others.”

Clare-Marie Chapman, TreeSisters Volunteer Coordinator says “Myself and everyone involved in TreeSisters would like to offer their thanks and admiration to the dedicated and wonderful women and men who volunteer for us. They are as solid as the mountains themselves; turning up, showing up, stepping up and giving their very best to a cause which is literally saving the planet. Deep bow.”

Into the future, we are looking to recruit volunteers with knowledge of academic research, Geographical Information Systems and Business Partnerships. These are areas of growth and we'd love to be able to support their blossoming. If you have any experience in these fields and can offer service please contact us.

Email: [volunteer@treesisters.org](mailto:volunteer@treesisters.org)





# Ways to provide support and contribute to our growing movement

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

Become a WaterCarrier!

WaterCarriers are individuals, women or men who want to fundraise in aid of TreeSisters through the giving of their gifts and creativity. Contribute a portion of your proceeds to the trees. [Please visit our webpage](#) or contact Terra at:

[support@treesisters.org](mailto:support@treesisters.org)

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 [check out our new fundraising webpage](#) where you'll find helpful tips and can register your event.



**treesisters**  
women seeding change