

Our mission - To rapidly accelerate tropical reforestation by inspiring and channeling feminine nature-based leadership into local and global action

Introducing treesisters

A global movement on behalf of the forests and the feminine

Context

Reforestation is one of the “recognised solutions” to reduce carbon. Global warming is finally taking central stage and the public are waking up to the need for action NOW. We believe that we have the collective capacity to redefine what it means to be human and collectively choose to protect life on earth.

Concept

TreeSisters inspires and supports women worldwide to unify around a collective life giving mission: to protect future generations by strengthening humanity’s relationship with nature, reinstating a culture of care towards life and accelerating the restoration of the global forest.

Who are we?

TreeSisters is a UK charity and a global non profit organisation. Our focus on women and trees serves two primary functions:

- To grow, educate and inspire a global network of women to lead in ways that support humanity’s shift from a consumer species to a restorer species
- To embed ecological restoration into every lifestyle, by making it a new norm for all of us to give funds every month to plant fast growing tropical trees to cool our world

Our Uniqueness and Approach

TreeSisters stands at the meeting place of five of the most crucial and widely accepted issues of our time: climate change, gender, consciousness shift, behavioural change and ecological restoration. We need to restore ourselves before we can restore our world.



Women - Mobilising a global network on behalf of the forest

'If I had to use one word about TreeSisters it is HOPE. After despairing for so long about the state of our planet and humanity, TreeSisters has given me so much hope for our future and the feeling that it is possible to change this mess around.' ~ Nikki Shabbo

Women drive 85% of consumer choices. When enough women step into leadership and embed ecological awareness into their everyday choices, global markets will change and future generations will be educated. TreeSisters exists to help women find their voice, their gifts and their courage to step into leadership and action on behalf of the natural world and the children who are to inherit it.

TreeSisters five pathways to empowerment:

- New perspectives that inspire hope and possibility
- Global community for mutual support
- Nature connection for strength and belonging
- Multiple pathways of impactful action
- Provides opportunities to share their gifts

Impacts within the network:

- 83%** report an increased sense of belonging, encouragement and mutual support
- 88%** report empowerment through community
- 87%** report increased experience of interconnectedness with nature

Our Charitable Women's Programs

1. Education & Awareness: providing online courses, tools, meditations, leadership offerings and global campaigning to activate inspiration, creativity, leadership, shared action and activism.

'It woke me up to the point that I can never fall back asleep. If enough people take this journey, humanity will save itself and enjoy doing so.' ~ Sandy Ibrahim (about the 'Inner Journey' online course now taken by over 20,000 women)

2. Community Engagement: dynamic social community platforms, offerings and volunteers unify the diverse creativity, perspectives and leadership of over 270K treesisters across 200 countries.

3. The Groves: we provide content, structure and support for women to start TreeSisters groups in their local communities (150 Groves in 30 countries) providing the resources needed to start and sustain local actions (For example, our Uganda Grove has planted 50,000 saplings and is now preparing 1M for 2019).



Trees - Restoration through tropical reforestation

If we can make it as normal for everyone to give back to nature as it currently is to take nature for granted, how much ecological restoration could we achieve, and how fast could we achieve it?

Our Charitable Reforestation Program

TreeSisters exists to generate mass public awareness of the role that grassroots led reforestation can have in both ecosystem restoration and climate mitigation. We have planted over 6 million tropical trees across 8 diverse ecosystems providing significant social and ecological impact and benefits. Over 3,200 monthly donors are currently funding over 2 million trees a year.

Our Strategy:

We seek projects that reforest around remaining intact forest landscapes, restore watersheds and soils, protect endangered species and match our social requirements. We partner with exemplary reforestation organisations who are experts in their regions. We educate globally to invite monthly giving towards the trees. We channel 80% of those funds directly to our planting partners (20% is allocated to our women's work, awareness raising, campaigning and network growth).

Our Current Reforestation Partners and Regions:

WeForest: Cloud forest in North East India and forest corridors between the last fragments of intact Atlantic Rainforest in Brazil

Eden Projects: Mangrove and dry deciduous forests in Madagascar and community forest (jungle) in Nepal

International Tree Foundation: reforesting the African water towers of Mt Kenya in Kenya and Mt Bamboutos in Cameroon

Project GreenHands: Agro-forestry in Tamil Nadu, Southern India where monsoons have now declined

We are currently exploring four new projects in Mozambique, Papua, Haiti and Amazonia.



What's new?

- TreeSisters is initiating a collaborative network of forest alliances focused on making 2021 Year of the Tree, exploring how an NGO and grassroots led reforestation campaign strategy can reverse current deforestation trends and implement appropriate targets through 2030
- We are in initial stages of scoping a capacity mapping project that would map available lands for planting, species, costs and local, vetted NGO planting partnerships
- We are laying the ground and infrastructure for local tree planting through the network
- We are launching our corporate partnership invitation and we invite you to join us today

Current growth requirements

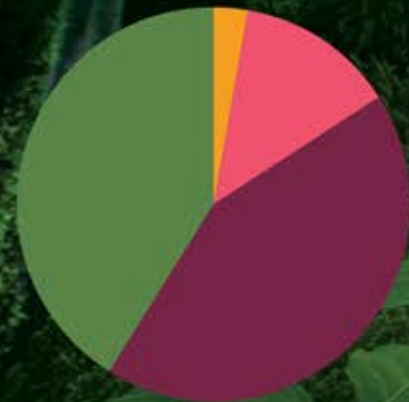
We aim to expand our reach from 250K to over 1M people. A quantum growth shift requires diversification of audience, reach and message, new trainings, staff expansion and infrastructure development - we aim to be self sustaining and planting 1M trees or more per month (26K donors) by 2021.

Allocation of funds

Total Charitable Expenditure

84% is allocated to charitable activities:

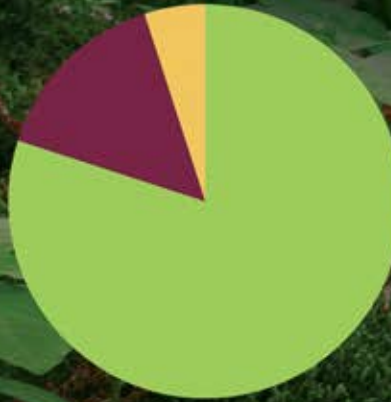
- 41% to Reforestation
- 43% to Women's Work
- 13% Fundraising
- 3% Admin



Allocation of Monthly Donations

95% is allocated to charitable activities:

- 80% to Reforestation
- 15% to Women's Work
- 5% to Fundraising and Support



Request for support

TreeSisters' service to the world is limited only by the rate of growth we can achieve. We're seeking individuals who want to bring gender equality, climate change and forest restoration into their philanthropic portfolio to commit to multi year gifts that underpin our growth. We require \$2.5M to go to scale and generate our own self sustainability. We would love to discuss this with you.

Please contact Maren Ohaks Kataroff maren@treesisters.org, CFO Louise Tarrier louise@treesisters.org, or visit www.treesisters.org for more information. Thank you.