



SUMMER 2022

Impact Report





Introduction

Like the seasons, TreeSisters is constantly evolving and changing, and you may have spotted a few changes across our website, newsletters and social media pages.

These past six months have been a period of review and consolidation here at the organisation. And that is no bad thing. While not always comfortable or easy, change and growth are essential for all living beings. Ensuring we stay current and remain true to our core purpose and values will allow us to reach many more people, elevating our message and the importance of ethical reforestation, inner and outer restoration and perhaps most importantly, reconnecting with nature.

That doesn't mean the work has stopped. While we have been streamlining and updating the inner workings of TreeSisters, we also have:

- Hit our **25 million trees** milestone
- Supported our ten thriving **planting projects across 10 locations**
- Celebrated **International Women's Day** with an 8-day countdown of listening to nature
- Started formalising our **partnership with the Fountain**, the body supporting the Mother Earth Delegation for our **Ethical Tree Growing Framework (ETGF)**
- Been **invited to Colombia** to visit and witness the opening ceremonies of **the Kogi's** sacred lands there

- With your support, funded **48,790 trees** in less than four days in our **Big Give Earth Day campaign**
- Grown our **Business Partner** numbers to **526**
- Had **237** people sign up for our **Liberating Our Creative Voice for Earth** courses
- Shared our **Indigenous Wisdom for the Earth** series with **1,200 people**
- Run monthly **Embodied Forest full moon meditations** to **857 live members** and **had over 2,300 replays**
- ...and so much more.

As well as direct climate action through ethical reforestation, humanity needs behavioural change on a large scale to tackle the environmental damage being done. Without shifting from our current consumer culture to a restorative one, we will continue to make the same mistakes. Only with your help can we continue to do this work.

Over the following pages, we'll be taking a deeper dive into some of these areas to give you a transparent insight into where your generous donations and support are going. We'll look at the impacts these are making at home and further afield and glimpse into the future TreeSisters wants to see and how we might achieve it together.

Let's be the change we want to see in the world.



Thank you!

Green Cover & PLANTING PROJECTS

25 Million Trees

Earlier this year, we hit an incredible milestone and together, we have funded over 25 million trees!

We're delighted, and it feels particularly apt to have fallen in April, coinciding with Earth Day. This funding and the subsequent trees will directly restore ecosystems and livelihoods whilst increasing protection against the extremes of climate change in multiple regions of the tropical forest belt. We work with planting partners that recreate and restore natural forest ecosystems using indigenous species, foster local knowledge and skills and promote women's participation. We always strive to ensure all of the projects we partner with plant intelligently, appropriately, respectfully and successfully.

“ If I had to use one word about TreeSisters it is **HOPE.**

- supporter feedback ”

Ethical Tree Growing Framework

As the reforestation sector grows faster than ever, a shared understanding of what it means to regenerate landscapes and reforest ethically is crucial. The Ethical Tree Growing Framework (ETGF) is a set of values, ethical principles and working practices. These have evolved collaboratively between conservation and reforestation NGOs, representatives of Original Peoples and Nations, communities, scientists, academics and economists. During



Photo credit: Jaguar, Brazil (WeForest)

Tapirs, Jaguars, Pumas, Orangutans, Hornbills, Elephants & Marble Cats

are among just some of the wildlife captured returning to forest corridors by camera traps set in Brazil and Borneo over this period



Green Cover

& PLANTING PROJECTS CONT...

these last six months, we have been formalising our partnership with the Fountain, the body supporting the Mother Earth Delegation.

We have developed a more profound, practical understanding of how to co-evolve working practices informed by the needs of these groups. As we start to finalise this last stage of the process, we see the ETGF as a living document designed to enhance existing standards. It is intended to bridge the ancestral knowledge of Original Peoples and Nations with Western science-informed approaches to landscape restoration.

The document is currently being reviewed and approved by all contributors with the hope of publishing in the near future.



26,079,874

trees funded to date

10

ethical reforestation
projects





Across Brazil, India,
Nepal, Mozambique,
West Papua, Borneo,
Madagascar & Kenya

100

different tree
species across 10
locations

90%

of which are native to
their respective
landscapes

50%

of those involved on
the ground and in
fieldwork are women

Green Cover & PLANTING PROJECTS

Our approach is one of a holistic project portfolio. This means that when you donate to us, you are contributing to a carefully and well-vetted project portfolio that supports planting across 10 different locations. We view each project as contributing equal value to make up the whole, with our focus on working with local and indigenous communities and supporting their needs.



Green Cover

CASE STUDIES

economic and sustainable empowerment through reforestation seeks to inspire others to create similar projects, helping to save the Amazon rainforest and other forests from destruction. It sets an example of healing the environment with reforestation and agroforestry systems.

State of Acre, Brazil

In partnership with Aquaverde, the State of Acre project **works directly with the Asháninka people** and one of their spiritual leaders, Benki Piyáko, to **grow a 'forest garden' deep in the intact Amazon rainforest** on the border of Brazil and Peru.

Despite threats from invaders going back to the time of the Inca to modern-day struggles against loggers, the Asháninka have managed their forests sustainably for millennia through their strong cultural heritage, high dependency on forests for their livelihood, and their alignment with the spiritual value of the forest.

The project aims to create a forest of **10 million native fruit trees** over ten years. It will provide sustainable and nutritious food for over **1,000 Indigenous People and non-indigenous locals** living in Marechal Thaumaturgo, as well as revenue for the welfare of the Indigenous community.

Utilising their sustainable resource management and ancestral knowledge, this investment in the Asháninka's

Borneo, Indonesia

Despite challenges, including working with tides and ongoing restrictions, our planting partnership with Health in Harmony and local partner Alam Sehat Lestari (ASRI) to **reforest over 50 hectares of pristine peat swamp** forests in Indonesian Borneo is going from strength to strength.

In the past year, **over 46,000 seedlings have been planted** in Gunung Palung National Park, with a **survival rate of 77.23%**. A permanent tree nursery has also been built, creating more job opportunities for the local communities.

The park is home to a nearly complete inventory of all of Borneo's fauna, including many **rare, protected and endemic species**.

It is a critical habitat for approximately **2,500 orangutans** of the 54,000 remaining orangutans in Borneo. In addition to the incredible biodiversity and a massive carbon sink, the park also contains much of the clean drinking water for the region.



Fundraising & PARTNERSHIPS



We are profoundly grateful to everyone who has set up a monthly donation, contributed to one of our fundraising appeals, signed up for our business partner programme, or shared our message during this period. It is only because of you that we can take ethical climate action and educate and push for the global social change humanity needs.

Protect, Restore, Reforest

Starting on Earth Day 2022 (22 April), TreeSisters ran a match funding campaign as part of the Big Give's Green Match Fund. This doubled every donation to our week-long Protect, Restore, Reforest campaign.

Our network had an incredible response to the campaign, sharing our fundraising page with family and friends and ultimately helping us exceed our goal by raising £21,955.75 in a matter of days. With our network's support, we now have funding for additional 48,790 trees.

Thank you for your generosity!

Social media reach across Big Give campaign:

- Facebook: **49k**
- Twitter: **5k**
- Instagram reach: **21k**
- LinkedIn impressions: **2k**



Business Partners

Business Partnerships continue to thrive and have grown to 526 partners. While we cannot highlight each of our partners, whether large or small, we are grateful to each of them for committing to ethical reforestation and restoration through their partnership with TreeSisters.

Highlights for the first half of the year include:

- An **£18,608** donation and live "coffee chat" with Weleda and their community of advisors

Fundraising & PARTNERSHIPS CONT...

- **Presenting to Pukka** and their team on our project in Madagascar. This project is particularly relevant to Pukka, and we highlighted the importance of sustaining the reforestation of mangroves and the positive impact this has on the communities there
- **Sooner Safer Happier** has donated a staggering **£38,115** since our partnership with them started
- We welcomed a new partner, **Puressentiel**, who is supporting TreeSisters through their **commitment of 10,000 EUR and raising awareness** through their networks and the media
- **The Shift Network** is nearing an incredible **310,000 trees** as part of their fundraising efforts
- And **Faith in Nature** continues to inspire us. As with all our donors, their latest **donation of £4,748.80** helps sustain forests, provides a natural solution to climate change and positively impacts communities worldwide. We are grateful for their support.

“

If the project continues reforesting as we are, then our **struggles in life will lighten** over time as we protect the forest.

- Alexis, Planting Team Manager

”

Invitation to visit the Kogi

In June, TreeSisters was honoured to receive an invitation from Jyoti Ma, founder of the Fountain and the Mother Earth Delegation of United Original Nations, to join her and members of the delegation to visit the Kogi in Colombia.

While COVID, unfortunately, stopped us from attending in person, we remain deeply honoured to have been invited. We are profoundly connected to the Delegation and steadfast in our commitment to listening and elevating the messages of the Kogi and Original People worldwide as part of our respect and reverence for the Earth.

526

business partnerships all
committed to ethical
reforestation & restoration

Social Media Followers & Users

(Jan - Jun 2022)

- TreeSisters Nest: **8.4k (+260)**
- Facebook: **259k (+1.5k)**
- Instagram: **24k (+1.9k)**
- Twitter: **6.5k (-15)**
- LinkedIn: **1.7k (+150)**

Events, Courses & RECONNECTION



Reconnection

Events and courses are part of the work that TreeSisters does to educate and inspire everyone to connect and rebalance with nature.

For so many, this relationship with the natural world is broken. We are nature, and by understanding the importance of this connection and living in alignment with our natural environment, we can start to move from consumer to restorer, protect our planet and make the necessary shift toward restoration.



#BreaktheBias

In March, we celebrated **International Women's Day 2022** and the global theme of #BreaktheBias.

At TreeSisters, we applied this by imagining a world free of bias, stereotypes, and discrimination, one that is diverse, sustainable, and equitable. We strive for a world where listening to nature and collective restoration is championed.

As part of these celebrations, we counted down to International Women's Day by offering a selection of daily activities, including listening to short conversations, providing personal tools, and sources of inspiration to explore and deepen relationships with the natural world. This culminated on International Women's Day with a live call to celebrate incredible women everywhere, uplift the voice of nature, and share experiences, tips, and tools.

#IWD22 STATS

- **951 views** of the International Women's Day landing page
- **1,806 views** (1,413 unique) across all of the campaign pages of the website
- **2,680 views** and listens across YouTube and Facebook of the various posts
- TreeSister social posts had a **reach of 31,984**



7 DAYS OF REST

In January, TreeSisters partnered with 7 Days of Rest. Taking place over the first seven days of the New Year, TreeSisters offered daily meditations on the themes of each day, inviting participants to sit in stillness and deepen their connection with our extended tree family.

This series of meditations have been **listened to 2,360 times** and counting.

You can learn more about 7 Days of Rest or [listen back to these meditations here.](#)

LIBERATING OUR CREATIVE VOICE FOR EARTH

This three-month course explores creativity as an essential tool to envision and reimagine a new world, listen deeply to nature, and liberate your creative voice. Together, **152 participants** joined our Spring Equinox and Summer Solstice courses.

Additional co-creative projects that have emerged over this period include:

- The culmination of '**100,000 Trees and a Forest of Thread**' by Sara Vrugt. This life-size embroidered forest was **co-created by 1200 volunteers** and aimed to draw attention to the issue of deforestation. It also **funded 100,000 trees**
- **No Ordinary Words** is a collaborative book project of women's wisdom developed by Kelly Herrick and released on International Women's Day 2022. All proceeds go **towards TreeSisters and the human trafficking response program, 'She Has Hope'**
- Lastly, the **MUSEA Intentional Creativity Museum** held a Mother Tree Art Call in honour of Earth Day, with **50% of the submission fee donated to TreeSisters**



FULL MOON MEDITATIONS

Starting in January, the Embodied Forest Meditation series began. This is a live, monthly guided meditation coinciding with each full moon.

The series takes you on a journey through the forest, inhabiting the diversity of life, learning from it as it constantly shifts and changes, creating a natural balance of harmony.

So far this year, **857 individuals worldwide** have joined us live to gather, slow down, listen and reconnect and another **2,300 have listened back** afterwards.



INDIGENOUS WISDOM FOR THE EARTH

We have seen some incredible guests on the series, including the **women of ASOMI** in Columbia, **Shaman Benki Piyāko**, a spiritual leader for the Asháninka, and **Robert Arangorin**, the Lead of Operations for the Centre for Sustainability Philippines, among others.

Between January and June, over **1,200 people** watched these interviews. The series aims to amplify and share those that honour our planet, providing insights we can use to connect more with nature and each other. [Learn more here.](#)



Organisation Update & LOOKING AHEAD

Tree Pricing

From 1st March 2022, TreeSisters increased its price from 40 to 45 pence per tree. This increase allows us to ensure donations continue to fund the most ethical, sustainable, and ecologically beneficial global solutions to climate and social change.

We continue to support projects that plant trees and restore ecosystems whilst assisting the communities that plant for them. Focusing on the local communities restores livelihoods and the capacity to access education and healthcare whilst deepening their relationships with the forest. You can find out [more here](#).

Video Project

In early 2022, we began working with three planting partners, Health in Harmony, the International Tree Foundation (ITF) and Aquaverde, to bring their stories, voices and images to our supporters.

So far, we have received some remarkable footage from local community members sharing the impact donations have made to them personally and to their communities, along with camera trap footage of Tapirs, Jaguars, Pumas,

Orangutans, Hornbills, Elephants & Marble Cats returning to forest corridors in Brazil and Borneo over this period.

We hope to be able to share the fantastic stories and footage with you soon.

Evolution

As nature constantly adjusts and adapts to its environment, so does TreeSisters. Network feedback asked for more clarity, and we have been working hard behind the scenes to provide this. We are refocusing our brand and message to provide our network with the most important things happening at the organisation.

Along with a refreshed look, we are continuously working to enhance our supporter experience by focusing on and sharing more from our planting projects and green cover work. We will bring real stories from the people and communities positively impacted by generous donations. We will highlight our ethical approach to planting and social change work by championing and amplifying the voices of Indigenous and Original Peoples and those most affected by climate change. We constantly strive to be the change we want to see in the world.

Thank you for your ongoing support.



Thank you to all of our
supporters, partners,
stakeholders and
friends worldwide.

Acknowledgements

Photo credits:

Cover photos: Stephanie Gee

Page 3: WeForest

Page 4: Eden Reforestation Projects

Page 6: Aquaverde & Health in Harmony

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