



treeisters



22,921,713

Trees funded to date

10

Reforestation  
Projects



Reforestation locations:

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

6

Reforestation  
partners

# TreeSisters Seasonal Impact Report Winter 2021



# Welcome

It is an honour to have you with us, and welcome to our community.

Every six months, we stop and take note of the achievements that we have made and share some of the highlights with you.

It is only through the incredible dedication of donors, partners, fundraisers, volunteers and the TreeSisters team that we are always moving forward with our mission and continue to reforest areas across the tropics, restore landscapes, provide habitat and support local communities.



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

- Updates from our planting partners around the globe
- Hear stories from our network of Original communities through our Indigenous Wisdom for the Earth series
- Learn about the Ethical Tree Growing Framework and our journey with this collaborative project so far
- Some of the exceptional Business Partners demonstrating sector leadership in supporting TreeSisters to accelerate tropical reforestation
- Our overwhelming gratitude for the success of our Big Give Christmas campaign, which planted over 112,500 trees. Thanks for your generosity and support!

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

## The TreeSisters Team

# Table of Contents

## 01 - Reforestation

- The Promise of Renewal!

## 02 - Community

- Indigenous Wisdom for the Earth  
- Ethical Tree Growing  
- Groves  
- Volunteers

## 03 - Partnerships

- Growing Together

## 04 - Organisation Update

- Growing & Changing  
- Big Give Christmas Challenge



# 01 Reforestation

## The promise of renewal!

Over the past six months, our primary focus has been to develop the new Green Cover (regeneration) strategy that replicates the organic patterns of nature. As this process has evolved, we have continued growing and expanding our partnerships with our tree planting partners.

We have been excited to witness the ongoing reforestation activities with the Ashaninka tribe in the Brazilian Amazon. They have been hard at work planting over 30,000 trees during the current rainy season.

We've also had the opportunity to speak directly with Benki, the Ashaninka leader. The conversations with Benki have been deeply inspiring. We hope to share more of his vision and work with the network through an Indigenous Wisdom For The Earth interview as soon as we can.

Our partner International Tree Foundation (ITF) has continued to do phenomenal tree planting in Kenya, planting over 190,000 trees in this most recent planting season. Our partnership continues to go from strength to strength and we are currently working on a new multi-year agreement to continue our support of their inspiring work. We also had the opportunity to meet with ITF's Kenya

Programme Manager, Teresa Gitonga, while in the UK for COP26. You can see a conversation between [Teresa and TreeSisters' Tree Partnerships Manager Madeleine here](#). Unfortunately, in addition to this good news, we sadly had to close the ITF project in Cameroon due to a combination of the Anglophone Crisis civil war and Covid-19 limiting the implementation of project activities.

Health in Harmony have reported their local partner ASRI has planted over 40,000 seedlings in the peat swamps of the Gunung Palung National Park in Borneo. They also built a permanent tree nursery with the capacity for 60,000 trees and dug fire breaks around reforestation plots to protect seedlings from the risk of wildfires.

In October, Madeleine spoke at the "Size of Wales" learning event alongside experts from across the sector. She shared TreeSisters' vision and views on why reforestation and women's empowerment go hand in hand, detailing the transformational potential of women's involvement in community-based tree planting initiatives

Please watch out for more updates from our other planting projects on our tree pages over the coming months.

[Find more here](#)





Image courtesy of World Wide Initiative for Development / Hands For The Little

## 02 Community Indigenous Wisdom

As the world moves into more awareness about inclusion for all, our [Indigenous Wisdom for the Earth](#) series has never felt more important. The latter half of 2021 saw the largest increase in our series distribution list, which currently stands at 5,023 participants.

Several indigenous tribes and past guests have reached out with updates on their situations and brought forth messages highlighting what is most important in their lives. The Kuntanawa Nation spoke about the need to preserve the old-growth, as the medicine and diversity in these areas are irreplaceable. We met a leader from the Mbyá Guarani tribe in Argentina, who is single-handedly trying to save and raise the unique tree species as he watches the jungle being destroyed around him. We met our first original tribe in the Democratic Republic of the Congo, a group of original people consistently driven out and desperately trying to find a way to hold on to their way of life. You can hear from these and many other amazing individuals whose [stories are on our website](#).

In 2022, Indigenous Wisdom for the Earth will continue to be where we champion and hear indigenous voices. We will also

seek to bring more content to further awareness and education as our planet continues on its ever-changing course.

## Ethical Tree Growing

Over the last year, TreeSisters has built a reciprocal relationship with the Mother Earth Delegation of United Original Nations and began our listening process around the framework.

This process of building trust and deep understanding underpins a key message of the framework. It is therefore, crucial to establish a relationship before undertaking a project. We are honoured to announce that we have a draft framework for ethical landscape restoration co-written by Mindahi Bastida of the Otomi-Toltec Nation, and a representative of the Delegation.

We would like to express our gratitude to Mindahi, Jyoti Ma, founder of The Fountain, and their amazing staff for biweekly sessions throughout 2021. They have shared their wisdom, perspectives, understanding of Original Principles, and appropriate regional protocols. Working with the coalition of NGOs, we will broaden the listening process to include other Original Peoples and constituencies going forward.

[Hear Indigenous stories](#)



# Groves

Our Groves community is ever-expanding and evolving! We are pleased that even more people are establishing community circles to support the trees and visiting the Nest, TreeSisters' online community space. Each month, you have been gathering with Grove Tenders on Zoom, sharing ideas and inspiring others to start a Grove or begin different creative projects within Groves.

We currently have 548 members in our Nest Grove Tenders group, and 296 people are engaging with the "Becoming a Grove Tender course". The purpose of these spaces and materials is to co-create a supportive, interdependent network, from those beginning their journey of Grove Tending to those very experienced Grove Tenders and everyone in between. At TreeSisters, we believe everyone and anyone can share their wisdom and deep knowledge to inspire others.

The Grove's footprint can be viewed worldwide, with the expansion of circles seen in the Groves Map, which shows 42 Groves, spanning 11 countries!

We celebrate each person who enriches the community with their unique gifts.

# Volunteers

Our volunteers continue to amaze us with their resilience and dedication, even in light of another difficult Covid year. We have navigated the tricky territory together through clear communication about volunteers personal needs by incorporating a space for grief and honouring rest periods. The TreeSisters volunteers have inspired us with their emotional intelligence and expressed this in the recent satisfaction survey, with 100% of volunteers feeling valued for their service.

Our listening process, which started last year, has concluded, and we have incorporated the feedback into our work together. From January 2022, we will be introducing a space to 'drop-in' to meet someone from the TreeSisters team. This time will provide volunteers with an opportunity for informal communication and allow a clear flow of information between us. Input from the volunteers is then communicated to our Marketing and Operational team regularly, ensuring that all voices are heard.



Image courtesy of Ursula Dutkiewicz

[Visit the Grove Map](#)



# THE Shift

## MUSIC FESTIVAL

AND

## VISIONARIES SUMMIT

## 03 Partnerships Growing Together

We are in an exciting period of consolidation with our Business Partnerships, ensuring values are aligned and forming meaningful, mutually beneficial relationships with our current partners. Our Business Partnership community currently sits at 444, and it's inspiring to feel this growing network of conscious businesses committed to the journey of Earth restoration.

In September, The Shift Network kicked off a year-long impact initiative to plant ONE MILLION trees with TreeSisters at their annual [Music Festival and Visionaries Summit](#).

The festival was a highlight for TreeSisters, with almost every artist or visionary speaking about their love of trees or the global imperative of reforestation. The festival is an inspirational example of an organisation stepping up as an educator and an inspiration for its global network. The three-day event was entirely philanthropic, with all funds raised ultimately funding a staggering 250,000 trees! We're blown away by Shift's commitment and level of engagement. We are excited about the growth of this

relationship as they continue to find ways to embed trees into multiple other events happening throughout 2022.

[Haws Watering Cans](#) are a wonderful example of demonstrating sector leadership in supporting TreeSisters to accelerate tropical reforestation. They are partnered with [1% for the Planet](#) and plant a tree for every purchase made. Additionally, Haws Watering Cans pledged a generous £15K for The Big Give's Christmas Challenge as a match donor, allowing us to reach our goal of funding 112,500 trees within a week! We are deeply appreciative of our relationship with them and their incredible generosity.

We continue to be inspired by our community of Business Partners advocating for the shift in mindset from consumer to restorer. We are grateful to [Weleda](#), [Canopy & Stars](#), [Pukka](#) and [Formula Botanica](#), who have also contributed to planting thousands of trees and are raising awareness of our mission by engaging their whole ecosystem. They remind us that we are making a world of difference and restoring our planet to health through collective action.

[Restoration in your  
business](#)



# 04 Organisation Updates

## Growing & Changing

Over the last six months, we have continued to strengthen and stabilise our roots to allow us to grow and flourish in the coming years.



**Beth Baker**



**Joanna Nicholson**



**Miriam Holmeide**

Beth joined as our Head of Human Resources (HR) at the end of June 2021, bringing a vast knowledge of HR and jumping straight into work on our People and Culture and DEI strategies.

Joanna (Jo) joined us in June as Admin Assistant for the Executive Team and the Board. In September, we gained Miriam, Business Partnership Programme Manager, to develop and manage our Business Partnerships Programmes.



**Kari Abbaci**



**Tory Offord**



**Georgina Gorman**

Kari also joined this team in September, as a Business Partnerships Development Consultant, and Head of Finance, Tory came onboard in October. Lastly we welcomed Georgina who initially joined us in May as a consultant, covering the role of Interim Chief Operating Officer, and we are pleased to announce that she has joined the permanent team as our COO as of December.

## Quick Facts



**Volunteers:** 60+

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

**Business Partnerships:** 440+

**Nest Online Community:** 8,000+



**Social platforms:** Facebook 263,774

Instagram 23,500 Twitter 6,464

YouTube 3,750 LinkedIn: 1,585

Pinterest 4,900



## The Big Give Christmas Challenge

From the 30th of November (Giving Tuesday) to the 7th of December, we took part in the Big Give and aimed to raise enough money to plant **112,500** trees!

This was the most immense amount we have ever dreamed of raising on an end of year appeal and an ambitious target. Thanks to your extraordinary generosity, we raised **£45,806** which will fund **114,515 trees!**

This will help us reforest areas across the tropics, restore landscapes, provide habitat and support local communities. These trees will create food forests and forest corridors, protect already established forests, restore soil health and revitalise water systems. Find out more about your donation's impacts on our website.

A final massive thank you goes to our match funding champion and Business Partner, [Haws Water Cans](#). They kindly committed to matching 67% of all donations given through the Big Give website. We are grateful for their generosity and support.

Thanks to everyone who gave, large or small or supported us on social media across the world. It was a time of coming together when so often we can feel divided. Together we united for the trees.

Thank you for putting your love for the earth into action!

## 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 or percentage of sales.

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