

Growing Hope



TREE AID Strategy 2017 - 2022

TREE AID unlocks the power of trees to lift people out of poverty and protect the environment in the drylands of Africa.

TREE AID works with some of the poorest people in the world in the drylands of Africa. Families depend on the land for food and income, and harsh conditions have always meant survival is tough - but it is getting tougher. Millions of people struggle to break free from poverty and hunger due to growing populations, increased demand for farmland, and changing weather patterns that cause droughts and flooding which damage crops.

Trees are an essential element in the battle against poverty and hunger. Their fruits, nuts, seeds and leaves provide nutrition and income. Trees are crucial for healthy environments, they encourage biodiversity, protect against water and wind erosion, reduce desertification, help retain water in soils and contribute to soil fertility.

TREE AID is at the forefront of the fight against poverty, malnutrition and deforestation in Africa's drylands, and the need has never been greater.



Who we are

Our vision

Thriving communities across the drylands of Africa where trees sustain livelihoods and enrich the environment.

Our mission

To enable people living in the drylands of Africa to unlock the potential of trees to reduce poverty and protect the environment.

Our values

We
stand together

and respect the people we work for and with

We are
bold, ambitious

determined and impatient for change

We are
professional

We are
honest,

transparent and accountable

We are always
learning

We have
integrity

We review and
adapt

to maximise our impact

What we do

Enterprise development

Helping poor people to make a living from tree products.

Natural resource management

Helping communities to protect the environment through sustainable use of resources such as trees, land and water.

Forest governance

Ensuring communities have access and rights to use the trees that they rely on for their survival.

Food and nutrition

Educating people about the benefits of fruits, seeds, nuts and leaves as part of a healthy diet.

Our objectives

Growing incomes



The poorest people in the drylands of Africa need trees for income and food.

We bring people together to form tree enterprises that share labour, and are linked to markets. We set up savings and loans groups so their businesses can grow.

More trees means greater availability of wild foods that can be eaten as part of a nutritious diet.

We will help
2.5 million people by growing incomes, creating **jobs** and diversifying **diets**

Growing trees



Unless there is rapid action to halt deforestation, the livelihoods of millions will be at risk from land degradation.

As experts in forest management we support local government and communities to restore and replant trees - to ensure forests are sustainably managed for the future.

We will grow over **8 million trees** and restore over **250,000 hectares** of degraded land

Growing influence



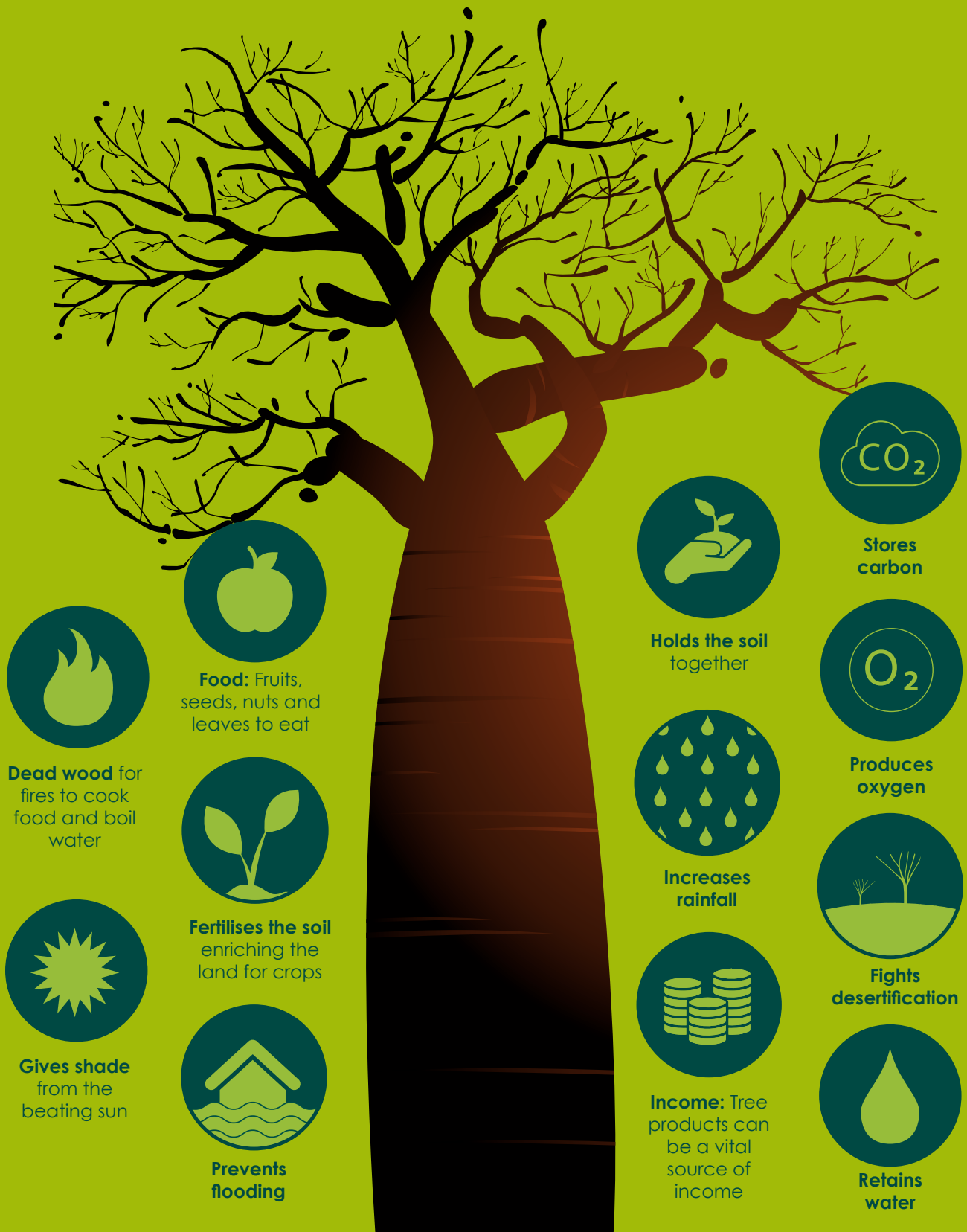
To maximise our impact, we want to share our learning, expertise and passion to fight for the rights of poor forest communities.

We influence forest policy to ensure the needs of the poor are taken into account during decision-making.



We will participate in **international forest research** and work with local and national policy makers to promote poor people's rights

In Africa, trees mean life



We help people unlock the potential of trees

TREE AID is a registered charity and a company limited by guarantee, incorporated in England.
Registered Office: Brunswick Court, Brunswick Square, Bristol, BS2 8PE
Charity no: 1135156. Company Registration no: 03779545

www.treeaid.org

