



YOUR UPDATE

SUMMER 2025
ISSUE 28



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Dear Supporters,

The year is well underway, and we've got so much to share with you in this edition of your Update Magazine. We're proud to bring you inspiring updates that show the real impact of your support.

Your ongoing contribution makes everything we do possible - from empowering communities to planting trees across West Africa and Ethiopia. Thank you.

In this edition, you'll meet Sana Diop and learn more about our growing work in Senegal - see page 4 for an introduction to her role and the projects she's helping to lead. We're also delighted to share a Q&A with our Advocacy Adviser, Rabeca Lauriciano, on page 6, where she reflects on the future of our advocacy efforts and what lies ahead.

Finally, we're celebrating the huge success of our recent appeal, thanks to you, our incredible supporters, for helping us create lasting impact across the countries where we work.

Thank you again for your generosity. We hope you enjoy reading about the difference you're making.

Best wishes,

Tom Skirrow, CEO

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Registered office: Tree Aid, Brunswick Court, Brunswick Square, Bristol, BS2 8PE.



NEWS & UPDATES

Big Give - Big Thanks!

Our Big Give Green Match Fund appeal, which ended earlier this year, **raised an incredible £157,192**, including Gift Aid. Thanks to your support, this appeal has raised significant funds to support Tree Aid's work across the Africa.

These donations are helping provide communities with the tools and training they need to grow and protect vital trees. By producing goods like nuts and seeds, people can not only restore their environment but also grow sustainable incomes to support their families for years to come.

Strengthening roots across West Africa & Ethiopia

April marked an important milestone for our international team and our work across West Africa and Ethiopia as our Country

Directors met all together for the first time at our annual strategic planning workshop. Sana Diop, our new Country Director for Senegal, joins the existing team, which is comprised of Desire Ouedraogo in Burkina Faso, Mohamed Toure in Mali, Fikru Tessema in Ethiopia, and Jonathan Naaba in Ghana. The Country Directors play a vital role in strategic programme planning, as well as advancing national and regional advocacy strategies. It was a productive week that strengthened leadership, built shared vision, and aligned our goals for the future.

Country Directors from left to right: Fikru Tessema (Ethiopia), Desire Ouedraogo (Burkina Faso), Sana Diop (Senegal), Mohamed Toure (Mali) and Jonathan Naaba (Ghana).



EXPLORING SENEGAL THROUGH SANA'S EYES

Meet Sana, the Country Director for Tree Aid in Senegal. She is an expert in environment and sustainable development and has 17 years of experience in developing environmental policies, managing complex projects, and addressing climate change challenges.



Tell us about yourself:

Hello, I'm Sana Diop from Senegal, and I am the Country Director for Tree Aid Senegal, based in Dakar. I am an expert in environmental safeguarding, with a particular focus on biodiversity, forestry, land degradation, and desertification—major challenges facing Senegal.

Regarding my background, I have spent most of my life in Senegal, and I also used to spend holidays in my father's hometown, a rural area where I helped with farming activities. Those are some of my fondest memories.

In my current role, I am working to influence forest governance and land restoration efforts. What I find most rewarding is working directly with communities.

Why did you join Tree Aid?

I joined Tree Aid after 17 years working in environment and development because I realised how important trees are. Trees mean a great deal in terms of development, resilience, and social inclusion.

The social inclusion aspect is especially significant—when working with communities, I see

how their collective activities bring about positive change, particularly for women. It offers them a valuable opportunity to come together, discuss the challenges they face, and strengthen social solidarity. Trees are much more than just trees—I truly believe that.

What excites you about Tree Aid?

What excites me most about Tree Aid is the chance to work directly with communities. We play a role in influencing and supporting communities to understand their responsibilities for ecosystem preservation, empowering them to own and implement strategies themselves. This process is ongoing, and we continually strive to improve.

Can you tell us about a moment during your time at Tree Aid that has been significant to you?

There are many moments, but one that stands out was during

my recent visit to Tambacounda, where we visited the Olympic Forest Project. What really touched me was the courage and kindness shown by the women involved.

Although I have always been inspired by women, this time I was especially moved by their courage, honesty, and generosity. They share with others and support one another in such a genuine way. It taught me that kindness is both the first and last thing we should have, and that small acts of courage, when combined, can have a profound impact.

I believe change starts with...

I believe change starts with courage, kindness, and planting a tree. These small acts, when combined, can change the world. Communities are shining examples of kindness, courage, and bravery, especially when it comes to planting trees. Their motivation and commitment inspire me, and I believe they can change the world.





Rabeca at COP29

MEET RABECA LAURICIANO, TREE AID'S ADVOCACY ADVISOR

Rabeca works to shape policies and funding so that dryland communities in Africa can lead land restoration and fight climate change. In this spotlight, discover Rabeca's journey into advocacy, what gives her hope, and a memorable encounter at COP.

Where it all began

Hi, I'm Rabeca! I'm Tree Aid's Advocacy Advisor, and I'm excited to share a little about my journey, my work, and what inspired me to get into advocacy.

I'm half English, half Mozambican, and I grew up mostly on the motherland! Because of my parents' profession, I hopped around between South Africa, Mozambique and Uganda, getting my education from international schools. That experience was really cool because I got to meet such a wide range of people—it really shaped my worldview and inspired me to go on to study international development at university.

How I got into advocacy

Growing up in places where inequality was highly visible, I always felt uncomfortable with how unfair things could seem and feel. But I didn't really know how to create change, or even where to begin—until I was 16 and in school in Uganda. As part of the curriculum, we had to do community service. Around that time, I was friends with a local young woman who invited me to join her campaigning work for girls' access to education and entrepreneurship.

Through that, I met an amazing group of girls who totally inspired me. Their determination, their creativity in mobilising public support—it hit me: this is what it

means to really do something. From there, I discovered the nuance between advocacy and campaigning, met some incredible mentors, and now, a few years later... here I am!

Why I love working at Tree Aid

So many things. The brilliant expertise of my colleagues, the collaborative environment, and the fact that I get to work directly with communities in parts of the world facing some of the most unique climate challenges. Together, we work to create lasting, meaningful change—and that's incredibly rewarding.

Career highlight so far?

Attending COP with one of our community members, Awa, who was recognised as a climate champion for food security. She—and people like her—give me so much hope. Without their historic and local knowledge of the land, restoration efforts wouldn't be nearly as resilient or sustainable. Locally led initiatives are a real game changer.

Also, a bit of a fun highlight: I ended up sitting next to Theo James at COP. Yes, that Theo James. It was very random—but made for a great story!

What gives me hope

In the fight against climate change, communities give me hope. Their innovation, resilience and leadership are unmatched. People often underestimate the power and knowledge that lies within local communities—but they are the backbone of successful, long-term restoration.

The biggest misconception about tree planting?

That "just planting trees" doesn't make a difference. That's simply not true. When you look beyond the simplicity of the phrase and really understand what it takes to plant trees at scale, and the resilience they bring to communities and ecosystems—it's clear that it matters. A single tree species can carry immense biodiversity benefits. The value of trees goes way beyond carbon.

What's coming up next?

In June, I attended the Bonn Climate Change Conference. This was a mid-year meeting, where countries came together to negotiate and work towards agreements on climate related issues. The conference helped set the stage for what we can expect to take place at COP30, which will fall at the end of the year.



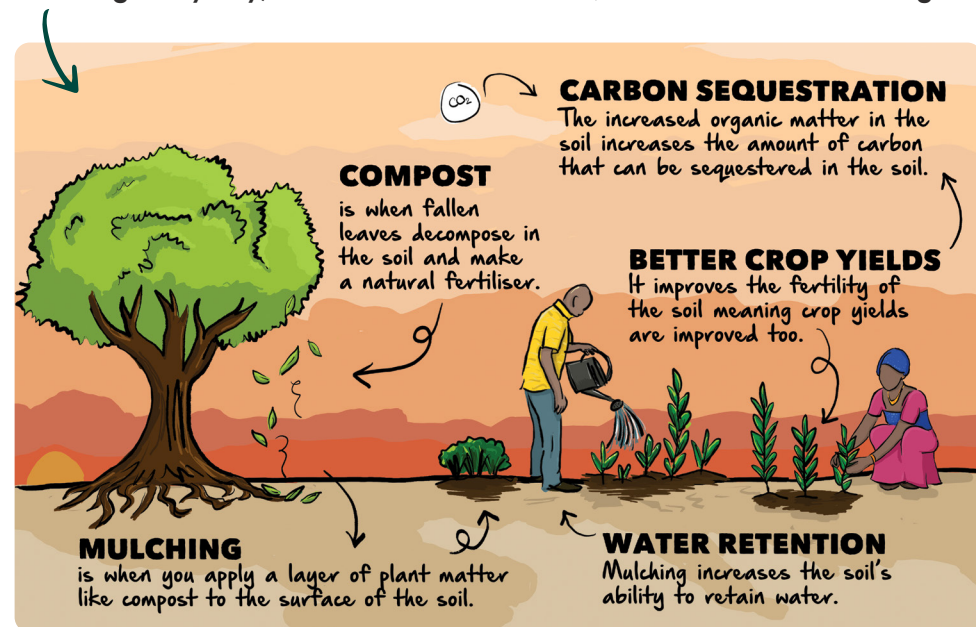
COMPOSTING AND YABOUBA'S LASTING IMPACT

In the UK, composting is a great way to help keep gardens and veg patches healthy and reduce food waste. However, in the dryland region of Africa, which is bearing the brunt of the climate crisis, it can mean so much more. Compost is offering communities a real lifeline, providing a vital means of conserving water and restoring degraded land – an important part of our incredible projects.

Composting is the natural process of turning every day, natural waste

products – like food and manure – into nutrient-rich plant feed called compost. The organic waste is piled, mixed and moistened, creating a natural product which boosts the fertility and water-holding capability of soil.

Compost is an entirely natural way of fertilising degraded soil and a fantastic alternative to artificial fertilisers, which are costly, energy intensive to produce, and can be harmful to the environment. As such, Tree Aid has been working



Zai pits

with the communities to support them to make and use compost themselves as part of our forest restoration efforts.

The Zai's the limit!

Tree Aid projects have been implementing sustainable tree planting methods across Africa. One such method is the construction of zai pits: holes filled with compost that conserve water and nutrients.

Zai pits were invented by Yacouba Sawadogo, also known as 'The Man Who Stopped The Desert'. Tree Aid is proud to have worked with Yacouba, supporting him to create a local land ownership charter for his land, to help him protect it and teach others about land management techniques. We also worked closely with Yacouba to create a forest management plan in Burkina Faso, which incorporates the use of his zai pit technique.

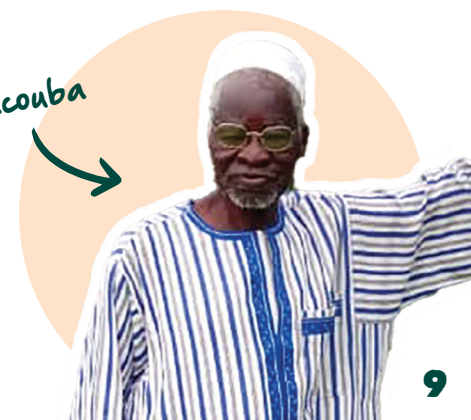
Before passing away in 2023, Yacouba dedicated more than 40 years of his life to the fight against desertification through the protection of a 27-hectare forest and the improvement of the fertility of soils. Yacouba was an incredible

innovator, successfully adapting and improving an ancestral farming technique called zai to restore soil damaged by desertification and drought.

The zai pit technique involves digging multiple holes in the earth, which are filled with manure. After the first rain arrives, seeds are planted in the pits. The way these pits are constructed allows the soil to retain more water and infuse the soil with nutrients.

Here at Tree Aid, we are continuing to see the benefits of compost in vital reforestation and lasting restoration efforts across Africa. Compost is a fantastic nature-based solution to the climate crisis – organic, readily available, and highly successful!

Yacouba



FANTASTIC FUNDRAISING

Did you spot us in your local Brewers Decorator Centre?

Earth Month was an exciting time for Tree Aid as we launched our partnership with Brewers Decorator Centres - you may have seen us featured in-store and online! Throughout the month, Brewers donated 50p for every litre of Albany Woodcare, helping us grow trees and restore landscapes across Africa's drylands.

The month-long campaign **raised £6,347.50**. Thank you to Brewers and their customers!

Running to Grow Trees

This year we had six amazing supporters run the Great Bristol Run 10K and Half Marathon on 11th May.

During this glorious sunny and vibrant day in Bristol, our supporters managed to raise £1,375. Thank you so much to everyone that took part, fundraised and donated! We really appreciate your support. Well done team Tree Aid!

The Whoosh team went on another cycling adventure — this time to raise money for Tree Aid!

Whoosh is a South London-based community cycling group and for nearly two decades they've grown into an inclusive, social, bike-minded fellowship—riding, fundraising, and growing friendships along the way.

Their ride followed the historic St Aidan's Way, starting from Lindisfarne in Northumberland!



Here's what Eamonn Wall from Eamonn Wall & Co, a woodland design and management company that has been supporting Tree Aid for 26 years, had to say:

"Having suggested that Tree Aid could be the charity for WHOOSH 25 to sponsor, I'm really pleased it was chosen — and thrilled that fundraising has gone so well."

Thank you so much, Whoosh, for raising an outstanding £31,000 so far! We truly appreciate the time, energy, and dedication you've put into making this fundraiser such a success and your incredible effort, both on the road and off!

Get involved!

If you'd like to take part in an event or fundraising activity in your community, please get in touch. Any funds you raise will help to tackle poverty and food insecurity today while restoring land and protecting the environment for tomorrow.

If you have an idea for fundraising, or you would like some resources, please contact our Supporters Team at info@treeaid.org or by calling **0117 909 6363**.

FUNDRAISING IDEAS...

- Walk, run or cycle 80, 800 or even 8,000km in the Great Green Walk



- Get together with friends for tea and cake at your Tea for Trees fundraiser



- Explore a range of amazing outdoor challenges with Elite Adventures



Scan here!





"Some of my daughters are still at school - one is studying fashion; one works in a restaurant. I hope for something better for them tomorrow. I want my daughters to be successful."

Assetou

A gift in your Will can help women like Assetou grow trees that not only provide food and income during the dry season but also protect the environment for generations to come.

Thanks to a Tree Aid project, Assetou can now buy her daughter a bike so she can get to school. She has big hopes for her family and she's already seeing the difference your support can make.

DISCOVER HOW YOU CAN CREATE A LASTING LEGACY BY LEAVING A GIFT IN YOUR WILL

To find out more, you can email giftsinwills@treeaid.org, call 0117 909 6363, or see the enclosed donation form.

*Get in touch to
request your
legacy pack
today!*

