

# UPDATE



2020 ISSUE 16



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## Highlights in this issue



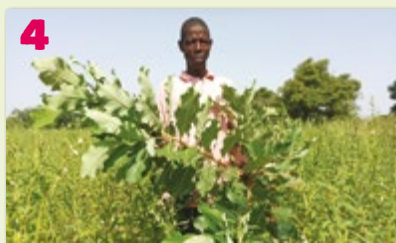
Dear supporters,  
As country manager in Mali, I always find it exciting when a project enters its final year. It's when everything comes together and you really start to see the big changes in communities' lives. One example is the Strengthening Malian Forest Management project which is now in its final year and has helped communities to bring 390,000 hectares under sustainable land management. Being responsible for their own natural resources is so important and you can read about the positive impact it's having on communities in the Ségou region of Mali on page 4. It is also with sadness in this edition that we say goodbye to TREE AID's chief executive John Moffett, you can read a note from John reflecting on his time at the charity on page 6.

In some other news I'm pleased to say the She Grows project started at the beginning of the year. A special appeal ran from April to June 2019 to fund the project and raised £343,542. With the addition of match funding from the UK government, a grand total of £638,091 was raised. The project, which is now underway, will empower 1,000 women in Mali to grow their way out of poverty through the power of trees. We'll be sharing progress on the project in the next issue of Update magazine in July.

Thank you so much for your continued support.

Amadou Tangara,  
Mali Country Manager

Front cover image: Sounkoura, from de Djekouma village, Koulikoro, Mali.



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How effective forest management changes lives



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John's reflections on his time at TREE AID



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Get the latest news and insights about our work on our website  
[www.treeaid.org.uk](http://www.treeaid.org.uk)

Sign-up to receive TREE AID email updates for the latest news, insights and information on how to get more involved.

[www.treeaid.org.uk/subscribe-to-our-email-newsletter/](http://www.treeaid.org.uk/subscribe-to-our-email-newsletter/)

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Tel: 0117 909 6363 | Email: [info@treeaid.org](mailto:info@treeaid.org)

Website: [www.treeaid.org.uk](http://www.treeaid.org.uk) | Twitter: @TREEAID | Instagram: @tree\_aid

TREE AID, Brunswick Court, Brunswick Square,  
Bristol, BS2 8PE

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# NEWS

## TREE AID's CEO John Moffett left in March

**John Moffett joined TREE AID in June 2015,**

and during that time TREE AID's income has increased from around £2m a year to £7m. That means that more communities than ever are receiving support to plant and protect trees, while sustainably earning an income. I'm sure supporters will join us in thanking John for his dedication over the last 5 years and wishing him all the best in the future. He is going on to become CEO of Misesan Cara an international charity based in Dublin that works with marginalised and vulnerable communities in developing countries. TREE AID is in the process of recruiting a new CEO and will share news of a replacement as soon as we can.



## CORONAVIRUS OUTBREAK

COVID-19 has rapidly spread across the world over the last few months including in the countries that TREE AID works in Sub-Saharan Africa. The governments in all of our countries of operation are taking similar measures to the UK to restrict movement and promote self-isolation. Our UK staff are following the official advice and working from home. The communities that we work with depend on natural resources for their livelihood. We are working with our network of locally-based partners, staff and community leaders to ensure our work continues where possible. Our priority is to protect the health of our beneficiaries so we will continue to deliver this vital support only where we do not risk the health of those we work with.

We will continue to keep all of our supporters updated on our projects. Over the coming weeks, we will be relying more on email and telephone communication. If you intend to make donations please do so online, by bank transfer or by calling 0117 909 6363 rather than by post. Donations sent to us by post are still appreciated but there may be delays in processing these donations and in thanking you for them. Thank you for your understanding and your support.

## GRETA THUNBERG VISITS BRISTOL



On Friday 28th February, Greta Thunberg came to Bristol to join the school climate strike. As the UK office is based in central Bristol, some members of the TREE AID team joined the youth climate strike with the younger members of their families. Despite heavy rain, there was a turnout of 30,000 for speeches on College Green and a march through the city centre.



# STRENGTHENING MALIAN FOREST MANAGEMENT

July 2017 – June 2020

Over the last three decades, Mali has seen a devastating decrease in its forest area. Between 1990 and 2015 nearly two million hectares of forest were lost.

The Duwa and Sutebwo forests in Ségou, Mali, have seen severe degradation through unsustainable tree felling, overgrazing and agricultural expansion. Communities here depend greatly on tree resources as a source of food and income. As a result, tree loss has deeply intensified the poverty of families that were already struggling to survive.



## Improving natural resource management

The Strengthening Malian Forest Management project started in July 2017, with the support of the Darwin Initiative and Sahel Eco. The project is working to protect and restore the biodiversity of Duwa and Sutebwo forests in the Ségou region of Mali, while developing sustainable opportunities for the community to earn an income from forest resources.

Now that the project is in its final year, real progress has been made in entrenching sustainable forest management practices with the local communities.

The project is helping to preserve and restore forests while securing the future of the natural resources that these communities rely on.

So far the project has directly helped 6,549 people, when you include family members who are also benefiting from the project the total rises to 34,000 people. Other progress includes:

- 390,000 hectares under sustainable land management
- 317,000 trees planted
- 130,000 regenerated
- 2 forest trade associations
- 4 community forest management groups

## ABDIAS'S STORY

Abdias lives in Bankouma-Mandiaku and is part of the Strengthening Malian Forest Management project. He grows cereals millet, sorghum and corn. And used to be entirely reliant on the yields of these crops to feed his family. This was particularly difficult during the dry season.

Now thanks to the techniques he's learnt such as soil and water conservation, assisted natural regeneration and the creation of Zai pit rock barriers, he and his family are a lot less vulnerable to the hardship of a bad harvest:

*"Now, I buy less fertiliser and I produce well every year regardless of the rainfall. My cereal production is enough to feed my family. Thus, I manage to ensure the health and the well-being of children much more than before. I know that when my trees grow, I will have wood, fruit and leaves to eat and sell. Through my trees, I see that tomorrow will be better."*



Abdias has also been a key part of his community's drive to get the proper legal access and rights to their forests. He has personally planted more than 370 trees and regenerated more than 300 others on his 2 hectare plot. While being instrumental in the new local governance of his community's forest.

Now that the project is in its final year Abdias reflected on the changes that he's seen in his village. Before the project started many people in his village resorted to cutting trees down and burning them to make charcoal to sell. Now he and his neighbours work together to protect trees and have learnt Assisted Natural Regeneration (ANR) techniques:

*"Today, our way of seeing the tree has changed. Before, to make a new field, we cut down all the trees. Now we understand that we only have to make room between the trees for the cereals to grow and we'll benefit from both. We also now understand that while every tree we plant is of individual importance, forests have a much greater importance for the whole community. Field productions alone cannot support our growing needs."*



## A note from outgoing CEO John Moffett



**They say time flies when you're having fun and the last five years, working at TREE AID, have passed in the blink of an eye. It has been an incredible experience.**

One of my earliest memories is from the first visit I made to TREE AID's projects in Burkina Faso. I had specifically asked the team to take me to a project that had finished so that we could see what lasting impact had been achieved. We went to Fada N'gourma to meet the Yemboama Union of Non-timber forest product (NTFP) producers, which was established with TREE AID's support in 2012.

Yemboama is still operating and has expanded the range of NTFPs that member groups harvest and process for sale and currently they trade shea, baobab, gum Arabic, honey, balanites, tamarind and moringa. Their distribution base includes international buyers from Europe, national buyers and local wholesalers.

Before TREE AID's support people were poor and isolated in their villages with limited skills in business and forest management, trees were cut down for cash and there were no forest management practices in place. But after, there is a thriving community working with tree enterprises that has invested in their farms, homes and families, created jobs and has the resilience to withstand the seasonal shocks that happen more frequently with changing weather patterns that have arisen as a result of the climate crisis.

TREE AID's founders had a vision for our work of thriving communities across the drylands of Africa where trees sustain livelihoods and enrich the environment. I am constantly inspired by the ability of our programme teams in Africa to translate this vision into workable solutions that drive positive and lasting change, using trees to improve the social, economic and environmental conditions for some of the poorest communities in our world.

Thanks to the efforts of TREE AID's teams in Africa and the UK and the support of our donors to deliver our Grow Hope strategy, TREE AID's impact has grown beyond all expectation over the last five years. Trees play an essential role in Africa's drylands. In the drylands, trees regulate soil temperature and water availability – essential for growing food, as well as storing carbon. Both trees and the habitats they provide are an essential additional source of food for rural communities providing nutritious, fruit, nuts and leaves as well as fodder for livestock and pollen for bees. TREE AID plays an essential role in restocking the African parklands with planted and regenerated trees, restoring degraded land and creating opportunities for decent work with reliable income.





It's our teams in Africa that lead on programme design, identifying the most vulnerable communities, often in remote and difficult parts of countries to reach, who live on degraded land and have limited opportunities to earn an income. Through the projects they have developed and implemented, they've demonstrated that people living in rural communities can use trees to their advantage and can be incentivised to regenerate parklands and woods to restore the productive capacity of land.

Our programmes consistently show that tree enterprises have the ability to lift households out of poverty with a minimum upturn of 25% in household income and often much more, thanks to TREE AID's efforts to plant or regenerate over 17million trees since TREE AID was established.

As I reflect on my time at TREE AID and prepare to hand over the leadership, I can honestly say that team TREE AID are some of the best and most committed

people that I've had the privilege to work with.

And I am looking forward to moving from leader to supporter and joining the many other supporters and donors who enable our team to grow hope in some of the most challenging environments on our planet.

Goodbye and keep up the great work.



John Moffett

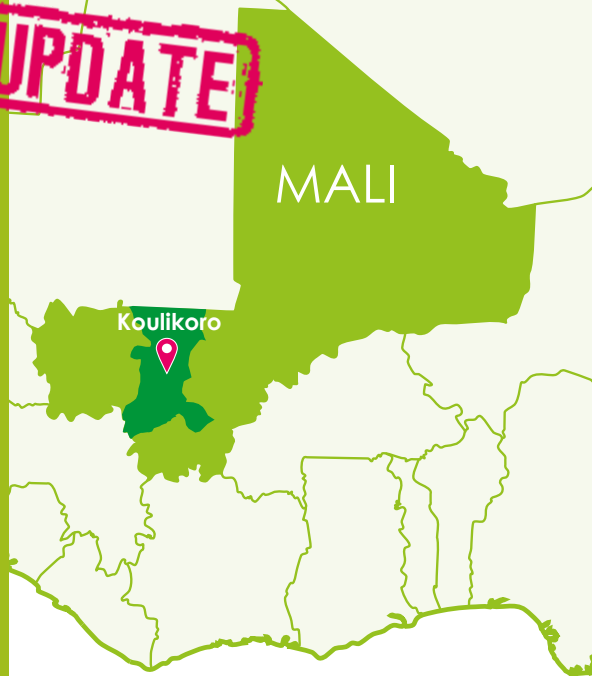
We would like to thank John for his dedication over the last five years and wish him all the best in the future and his new role as CEO of Misen Cara, an international charity based in Dublin that works with marginalised and vulnerable communities in developing countries.

# RE-GREENING KOULIKORO

UPDATE

In Mali, the impacts of climate change and over-exploitation of natural resources means the environment is becoming more degraded everyday – and the region of Koulikoro is no different.

Living in one of the world's poorest countries, the majority of people in Koulikoro rely heavily on their land to grow food for themselves and their families. For these communities, the pressures of land degradation are having devastating effects. With the land becoming more infertile every day, growing enough food to support their families is no easy task.



## Growing a greener future

Since March 2019, TREE AID has been working in the Koulikoro region to restore this degraded land through planting trees and supporting farmers with tools and training to regenerate trees. Through this project, we hope to plant 10,000 trees and regenerate 140,000 trees in the region by 2022.







## PROTECTING THE LAND FOR THOSE WHO RELY UPON IT

Since its launch, the project has already made good progress and is now supporting 21 communities in the region. Just six months in, two tree nurseries have already been established and communities are now growing saplings at a low cost. When mature, these trees will then be planted out in the surrounding area.

As well as planting new trees, almost 1,500 farmers, over 50% of which were women, were trained in Farmer Managed Natural Regeneration – a technique used to regenerate existing trees in the area.

Tree planting is now well underway with 5,102 trees having already been planted out of the planned 10,000 trees. In addition, a staggering 27,396 trees have been regenerated over 69 hectares of land.

A large majority of the trees planted were 'service wood' species that will provide communities with a sustainable source of fuel for stoves or even fodder for cattle. The remaining trees are 'economic value' species, such as baobab and tamarind, which produce tree products that can be sold to generate an income.

To prevent further land degradation, farmers were also encouraged to install stone bunding – a technique which helps to improve the land by preventing rainfall from washing away nutrient rich soil. Since the project launch, 1,757 farmers (45% women) have established almost 20,000 meters of stone bunding over 49 hectares of degraded land.

In addition, these farmers were also provided with compost to enrich the land and carried out soil and water conservation techniques which will help to protect the region for now and for the future.

The benefits of improving tree cover in Koulikoro are numerous. Not only will an increase in trees help to improve soil fertility and therefore help crops to grow, but many of the trees planted can also provide food and a source of income to the communities living here. Through regenerating the land, we aim to build stability to climate shocks that could otherwise have detrimental effects on these vulnerable communities.

# FANTASTIC

## ROYAL PARKS HALF MARATHON



**At the time of writing the Royal Parks Half Marathon is still scheduled to go ahead.** With everyone in need of more fresh air and exercise, it's a good time to join TREE AID's team running the Royal Parks Half Marathon in October.

This beautiful course through London's four Royal Parks takes in some of London's greatest landmarks. So if you're looking for a scenic and exciting half marathon this is the one for you. You'll run past Westminster, the London Eye, and Buckingham Palace. Join TREE AID's team on 11th October 2020.

**Please contact our Supporters Team on 0117 909 6363 or email [info@treeaid.org](mailto:info@treeaid.org) to register.**



**Thank you to Pat Farrington and Angela Royston** who both held coffee

mornings recently. They invited about a dozen local friends for each event and enjoying some home-made cake with lively chat. TREE AID leaflets were passed around and they raised £610 from the two events plus extra contributions from family members.

Pat Farrington told us why they were inspired to fundraise:

*"In dark times, planting trees sounds like the most positive thing you can do. Even more so when it's helping people living on the edge of the Sahara, as TREE AID does" so she recruited an old friend, Angela Royston, and they organised two fund raising events at their homes in North London: one a coffee morning and the other dubbed 'Tea for Trees'.*



If you have any bright ideas for your own fundraising event, particularly in these testing times, please get in touch. With so many events cancelled due to the coronavirus pandemic, we all need to get creative. So if you have an idea for a virtual event or want to fundraise online get in touch and we'll do everything we can to support you.

**Contact the Supporters Team to chat through any ideas. Or to request a copy of our brilliant fundraising guide, call us on 0117 909 6363 or email [info@treeaid.org](mailto:info@treeaid.org).**

If any of these stories have inspired you to get involved.

# FUNDRAISING

## COMPANIES CORNER

**TREE AID works in partnership with a number of companies who support our work across dryland Africa.**

### Prestige

We're delighted to announce that a partnership with Prestige has recently started. Prestige are well known for their range of homewares which they've been making for more than 80 years.

Prestige have just launched the world's first plant based non-stick range of pots and pans.



They feature an innovative plant based non-stick, and are made from 75% recycled aluminum.

As part of the partnership, Prestige will be making a donation for every pan sold and TREE AID will be planting 1 tree in the drylands of Africa for every pan sold.

### Ohh Deer

A company that has been a partner for over three years now is Ohh Deer.

Ohh Deer is a greetings card, stationery and gift company based in Loughborough. They work with over 100 talented creatives based around the world to create a host of quirky, arty and funny illustrated products.

They've supported TREE AID's work through their stationery subscription box Papergang. Every month, a new artist designs a box of stationery which is sent out in the post to subscribers. In total they've donated an incredible £50,000 which has helped to plant trees and empower communities across dryland Africa.





# Gifts that make the world of difference

**GIFTS THAT GROW**

TREE AID's charity gifts for all occasions

With simple everyday essentials like watering cans and seeds, or training that teaches tree skills or beekeeping, you can help families out of poverty for good.

Each gift comes with a greetings card and information card describing your gift. You can either have the cards sent directly to you, to write your own message in or have us include your message and send it directly. Every card comes with the satisfaction that it will help to change lives across the drylands of Africa.

## 10 Grafted Fruit Seedlings

£16

Grafted trees reach maturity sooner and provide more fruit to eat. Give a family 10 grafted fruit seedlings to ensure they have nutritious food to eat all year round.



## Modern Beehive

£40

This improved hive design can increase harvests of honey by as much as four times. Meaning more nutritious honey for families to enjoy and more to sell locally – providing an income that can be spent on food, other essentials and their children's education.



## Tree Food Tools

£50



Pestles, mortars and bowls help communities to earn an income from their trees. These tools will enable people to turn their tree produce into nutritious food to eat and valuable items to sell at market.

**PLEASE NOTE**, fulfilment of orders may take a little longer than usual. If you'd prefer to receive an e-card instead, you can mention it when ordering over the phone on 0117 909 6363 or request it in the comments section when you order online.

Visit [www.treeaid.org.uk/GiftsThatGrow](http://www.treeaid.org.uk/GiftsThatGrow) to see the full range of gifts including online exclusives.

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