

UPDATE



2019 ISSUE 13

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- **HOW WE'RE WORKING TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS**



Matching your donations with



Read about the She Grows appeal, and the project it will fund in Koulikoro, Mali – all thanks to you and the UK government.

TREES MEAN LIFE TREES MEAN LIFE TREES MEAN LIFE



Hello from Mali

Hi, I'm very proud to be working on the *She Grows* project, and it's particularly exciting to get to share our plans with you, TREE AID's dedicated supporters.

While out speaking with prospective project members in the Koulikoro region, I met many great women who desperately want to lift themselves and their families out of poverty. Using the match

funding from the UK government, we will empower 1,000 women in Mali to grow their way out of poverty through the power of trees.

In this edition of Update you'll read all about our plans for the project – why we've chosen the Koulikoro region, as well as the stories of women I met and interviewed while we scoped out the project. These are just some of the women we hope to work with in our *She Grows* project. You'll also read about how our Strengthening Forest Management in Mali project is already changing lives in the Segou region. I'm so proud to share with you the stories of the project members, because it's thanks to you, and supporters like you, that projects like this are happening. Thank you.

Amadou Tangara, Mali Country Manager

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Front cover image: **Ané**, a member of the **Strengthening Forest Management in Mali** project, with tree products

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Please get in touch if you would like to stop or change the information you receive from us.



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NEWS

UK AID MATCH OUR SHE GROWS APPEAL

Matching your
donations with



– a note from John Moffett, TREE AID CEO

We're so excited to be in the middle of our first ever UK Aid Match appeal. Called the *She Grows* appeal, every gift made before 30th June 2019 will be doubled by the UK government. Match funding from the UK government will be used to help 1,000 women in Mali to grow their way out of poverty through the power of trees – the *She Grows* project that Amadou mentions. Your donation will fund similar work helping communities across the drylands of Africa.

This is a huge opportunity for TREE AID, both to raise vital funds and to raise the profile of the work your support makes possible.

I've been getting involved by collecting sponsorship for my first marathon at the very end of April. By the time you read this I hope to have crossed the finish line!

SUPPORTER SURVEY 2019

Thank you so much to every supporter who has completed and returned their supporter survey so far, the response has been phenomenal. If you'd like to share your views, please complete and return by the end of May. You can also complete it online at www.treeaid.org.uk/supportersurvey. We'll be sharing some topline results in your August edition of Update.



Matching your
donations with



You can donate to the
She Grows appeal online at
www.treeaid.org.uk/shegrows,
or via phone or post.



SPOTLIGHT ON MALI

Mali is one of the poorest countries in the world where women have few job opportunities. The majority of women depend on the land for survival but deforestation, poor farming practices and frequent droughts are making this even harder. From 1990-2015, Mali lost a staggering 30% of its forest area, equating to nearly two million hectares (FAO 2015). With little food to feed their

children and no way of earning an income, women are facing a struggle for survival every single day.

Women are most affected by deforestation, but decision-making power at the household and community level lies almost entirely with men. Only men currently own land and women only gain access with their consent.

CASE STUDY: Sékoutra Diarra

Sékoutra lives in Ouolodo, in the Koulikoro region of Mali, with her 3 year old daughter Assa. Sékoutra's husband has had to leave his wife and daughter to travel to the goldmining regions, to pan gold for a meagre income. She says "I'm not happy but what can I do,

there aren't any jobs and agricultural production is not enough, so he has to go and get money to support the household."

Sékoutra's income is also largely bound to agriculture and forestry, and this is becoming even harder to make. She says: "I am confronted by a lack of trees because of abusive farming, the poor quality of farming soil – the degradation of our sources of income."

Sékoutra would like to see things change. She says "I hope for ways to earn an income that are more rewarding and respectful of the environment."

We support women in Mali to use the power of trees to grow food to feed their children and earn an income. Trees are a lifeline, providing fruits and nuts all year round, for generations to come. We provide the training and tools a woman needs to turn these tree products into nutritious food and goods to sell at the market, such as shea butter, enabling her to grow her way out of poverty. With the *She Grows* project, we want to bring this approach to Sékoutra's region, Koulikoro.



THE SHE GROWS PROJECT

We are currently running the *She Grows* appeal, a UK Aid match-funded fundraising appeal. The 3-year *She Grows* project will improve the economic and social status of 1,000 rural women in the Koulikoro region, one of the world's poorest places.

Matching your donations with



UKaid

The project will be funded by the UK government, but it will only happen with the help of TREE AID supporters. Every pound donated before 30th June 2019 will be matched by

the UK government. Match funding from the UK government will be used to fund the *She Grows* project, and your donation will fund similar work helping communities across the drylands of Africa.

Bringing forest management under female leadership will give women a way to demonstrate leadership, increasing their decision-making power in the household and increasing household incomes within the area.



Ané, a member of the **Strengthening Forest Management in Mali** project, has experienced this herself.

Ané has three children that she has worked hard to care for and send to school. Through a TREE AID project in her community, Ané has come together with other women in her village to protect shea trees and make shea butter and shea soap. She now earns enough money to pay for



school fees, medicine and clothes to give her children the future she had dreamed of. Here, she explains her story:

"My eldest daughter was forced to drop out of school. The school was in a different village and we couldn't afford to buy a bike for her to travel there."



Ané was determined to change this because she wanted her daughter to get the education she didn't have.

"My own parents didn't enrol me in school. I think it is because I am a woman as my brothers went to school."

Continued on next page

I know that it would be better had I gone to school. **Before the project, I was entirely dependent on my husband. I felt basically useless in the family. In our family, a woman is not allowed her own field.**"

With support from the TREE AID project, Ané and other women in her village learnt to plant and protect trees, were trained on the laws of the land and their rights, and received training and equipment to turn shea nuts into shea butter and shea soap.



Bernadette is a member of the same project as Ané. She says:

"I have benefitted from a lot of training and the project provided us with equipment. This allowed us to completely change our lives, and as proof, all our school-aged children are now at school." **Importantly for Bernadette, she has been an important part of changing the lives of her family.** She tells us: *"I can say that despite the many difficulties before the arrival of the project, together we fought with the support of the project to become who we are today. Together we contribute to the well-being of our family."*

It's not just the group's income that has improved because of the project. Bernadette has seen an improvement in their surrounding environment too:

"Now with the support from the project, we notice a lot of changes. We've received training in planting techniques, shea butter processing techniques, in degraded soil recuperation techniques, and soap making, and awareness about protecting the environment is starting to show their results. We can see an increase in the number of trees around us and in the fields. Trees are important in our community as we use them for quite a few of our needs."



*"We are lucky that the project brought us women together and equipped us. We learnt to make good shea butter and the shopkeepers know us now. **It allowed me to sell and have money for myself. It's like a kind of freedom.** This year I planted 20 baobabs and I'm waiting for them to grow so that I am freer. My children all go to school and we are now more capable to guarantee enough food."*

HERE'S HOW THE SHE GROWS PROJECT WILL WORK:

WOMEN WILL BE SUPPORTED TO FORM COOPERATIVES

THEY WILL BE TRAINED TO NEGOTIATE THEIR ACCESS TO TREES

TREE AID WILL TEACH THEM ABOUT SOIL AND WATER CONSERVATION AND HOW TO LOOK AFTER AND PLANT TREES



WE WILL SUPPORT THEM TO FORM ENTERPRISE GROUPS AND TRAIN THEM IN BUSINESS ACTIVITIES

WE WILL GIVE GROUPS THE TOOLS THEY NEED TO MAKE SHEA BUTTER AND HONEY TO EARN AN INCOME



A £50 donation could give a woman tools such as bowls, pestles and mortars to collect shea nuts and turn them into shea butter to sell.

A £75 donation could train a woman in the skills she needs to earn an income from selling nuts and tree products at market – giving her an income to help lift her family out of poverty.

A £300 donation could provide training and support for a group of women to learn how to collect and sell tree products such as shea butter as a group.

TREE AID's work contributing to the UN's Sustainable Development Goals

Our **Director of Operations, Tom Skirrow** and **Lead Technical Advisor, Pietro Carpena**, explain how our Forest Governance project in Burkina Faso contributes to the SDGs:

In 2015, the 193 Member States of the United Nations adopted the 2030 Agenda for Sustainable Development to provide a framework for a better and more sustainable future for all. The Agenda, centred around 17 Sustainable Development Goals (SDGs), is an urgent call to action for all countries to work in a partnership to transform our world through social progress, economic growth and environmental protection over the next 15 years. **Both the SDGs and TREE AID's framework are geared**

towards tackling the root causes of poverty and hunger, building a fairer society and leaving no one behind.

Sustainable Development Goal 1: END POVERTY

In 2015, there were still about 737 million people living under \$1.90 a day. About three-quarters of these people live in rural areas and are almost entirely dependent on agriculture for their livelihoods and food security. Since the start of our Forest Governance project in Burkina Faso in 2007, we have been helping some of the poorest communities in rural Africa to lift themselves out of poverty.

Following the decentralisation of forest management across Burkina Faso in the 1990s, there was widespread confusion over the roles and responsibilities of individuals, local authorities and the central government in forest management. As a result, communities were often unable to use or protect the forest in ways that they would like to and their access to trees was jeopardised.





Through collaboration with the local government and community training, we have helped to transfer the power and responsibility of natural resource management back to the community. This has allowed the poorest sections of society to have a greater voice and improved access to the resources that they rely upon.

Sustainable Development Goal 5: GENDER EQUALITY

Despite women making up about half of the agricultural labour force in developing countries, their rights over land and assets are far more limited than those of men. By developing and supporting legal frameworks to improve women's access to, and control over, land TREE AID has helped to open up opportunities for rural women. Women entrepreneurs in project communities have become more involved as community leaders and now have a greater voice in decision making about their local forests.

Sustainable Development Goal 8: DECENT WORK AND ECONOMIC GROWTH

The promotion of the sustainable use of forest products to generate community income has brought real economic progress to these villages and is one of the greatest achievements the project has delivered to date. Our project

participants are now able to produce three times as much income from non-timber forest products compared to other non-participating neighbouring communities.

Sustainable Development Goal 15: LIFE ON LAND

Before our Forest Governance project, uncertainty over who was responsible for forest management resulted in many trees being harvested in an unregulated and unsustainable way leading to a worrying increase in deforestation.

By improving the way forest resources are being managed in West Africa, the project has not only protected against forest degradation and deforestation but also ensured the restoration and regeneration of over 22,000 hectares of degraded forest.



This is an excerpt from a blog published on the TREE AID website.

FANTASTIC

**Fundraise
for us until
30th June and
DOUBLE
YOUR
IMPACT**

Matching your
donations with



**Every pound you raise for TREE AID
before 30th June will be matched by
the UK government!**

From hosting a cake sale, to throwing a summer solstice party for your friends, whatever your fundraising idea, don't miss this incredible opportunity to double your impact this spring.

For every £1 raised during the *She Grows* appeal, the UK government will match this to help 1,000 women in Mali to grow their way out of poverty using the power of trees. Your fundraising will fund similar work helping communities across the drylands of Africa.

If you would like any further information on fundraising during this time, please don't hesitate to contact our **Supporters Team!** Just email rowena.clay@treeaid.org or call **0117 916 6498**.

We would love to hear from you!

World Environment Day

5th June

Next month we'll celebrate World Environment Day – and what a great opportunity to show your support for TREE AID!

Get your friends, family or work place to take part in a tree-themed fundraising day to raise awareness of our work. Get in touch to let us know your plans.



*Feeling that
Easter over-
indulgence?
Looking to make
a difference this
spring?*

Take on the grains 'n' greens May Challenge and all donations raised will be matched by the UK government! Take on 1 week, 2 weeks or the whole month...whatever you choose you will **DOUBLE YOUR IMPACT** while raising awareness about the foods that are a vital lifeline for families living in Africa's drylands.

Why take part?

For many of the world's poorest families, trees and plants are an essential source of valuable calories and nutrients that help prevent malnutrition and ensure families stay healthy for generations to come. You can help communities who rely on the tree leaves, nuts and seeds to lift themselves and their families out of poverty.

Trees mean life!

Moringa trees provide one of the world's most nutritious vegetables. Just 100g of leaves contains as much:

- vitamin A as a carrot
- vitamin C as an orange
- protein as an egg
- calcium as a glass of milk

Sign up for the grains 'n' greens challenge today!

We have all the resources needed to get you started, including a grains 'n' greens guide and a fundraising pack to help you smash your target!

**Register to double your impact via:
www.treeaid.org/grainsngreens
or contact us directly at info@treeaid.org
or on 0117 916 6598**

FUNDRAISING

SHOW your SUPPORT!

During our *She Grows* appeal, come along and visit us at some of the South West of England's most popular family friendly shows and days out!

◆ **The North Somerset Show**

Bank Holiday Monday 6th May

◆ **The Royal Bath and West Show**

29th May – 1st June

◆ **Bristol Festival of Nature, Bristol**

8th and 9th June

Visit our TREE AID stand for your chance to walk away with green and sustainable goodies for you and your garden!



MARATHON MANIA!

As we go to print, two runners will be preparing to take on the Virgin Money London Marathon for TREE AID!

A huge thank you to Simon Nolan and our very own CEO John Moffett, who have chosen to take on this 26.2 mile race in order to raise money for TREE AID! Not only will their achievements help change lives for some of the poorest families in the world, but thanks to the UK government, the sponsorship they raise before 30th June will go twice as far. From everyone at TREE AID – thank you!

Driving for the drylands!



Earlier this year David and Nick drove across 7 countries, from Plymouth to The Gambia, to raise money for TREE AID!

"It was an incredible trip, harder than I expected, but very worthwhile. I am now thinking about what to do next!"
(David Chudleigh)

By taking on this incredible challenge they raised a staggering £3270.91 for TREE AID! Thank you from everyone at TREE AID for your commitment to change the futures of communities living in Africa's drylands. We are so grateful to all who supported them and donated!

If you don't live near any of these events but would like to hold a fundraising event more local to you, please do 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**



Any gift made via the Gifts that Grow range before 30th of June will be doubled by the UK government. Our range of products are used across Africa's drylands wherever the need is greatest. Match funding from the UK government will be used to help 1,000 women in Mali to grow their way out of poverty using the power of trees.

Matching your donations with

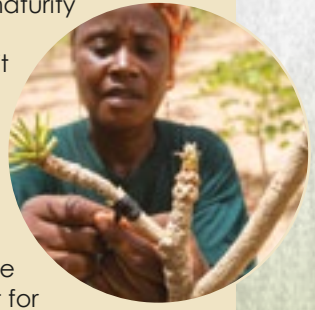


Shea tree – £10

Shea trees are an essential source of vital income, helping lift families out of poverty. Their nuts can be made into shea butter that enterprise members can sell at market all year round.

Grafting Training – £19

Teach a cooperative member to graft tree seedlings. Grafted trees reach maturity sooner and give more fruit to eat. This invaluable skill can be passed on to the community, meaning more trees and fruit for everyone!



Tree Skills Training – £35

Bring communities together to learn sustainable tree and land management techniques. This training helps improve their skills so they can look after their trees better, and produce more crops for their families to eat and sell.



Bicycle – £40

Bicycles are an essential and sustainable way for communities to travel around their nurseries and orchards.