



YOUR UPDATE

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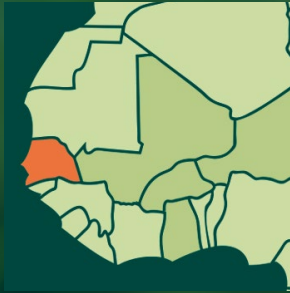
- New strategy launches
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HIGHLIGHTS IN THIS ISSUE...



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Our new strategy has now launched



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Fantastic fundraising: Barbara's baobabs!

Dear supporters,

It's an exciting time at Tree Aid as we embark on a new strategy period. This strategy will set the direction for the next five years, and so I wanted to take the opportunity to share it with you.

Our new strategy can be summarised into three distinct areas: **empowering families** – giving 2.4 million people the skills needed to lift themselves out of poverty, **empowering communities** – growing 12 million trees and restoring 220,000 hectares of land, and finally **empowering “systems”** – and by this we mean partnering with

governments to develop restoration plans, fighting for increased climate and development funding, and much more. See page 4-5 for more on this.

Your support will be vital over the coming years, we will be so grateful to have you with us as we embark on the next five years of our journey. Thank you.

Best wishes,

Tom Skirrow
CEO



Cover image: Diana Kuwudongpaga holding a tree sapling in Navio, Ghana © Tree Aid 2019.



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NEWS

Leaves for Livelihood appeal update

Thank you for your support for our Leaves for Livelihoods appeal. Together we raised £142,000, which will be truly life changing for families in the Sahel.

Your support means that communities can get involved in nutrition gardens, growing super trees such as baobab and moringa, and providing them with a more diverse diet.

We believe the key to tackling poverty in a way that will sustain generations is to empower women and remove barriers that prevent their access to the natural resources they depend on. With your support we can provide the tools and training to help people to plant, grow, process and sell sustainable tree products. Thank you for your support for our Leaves for Livelihoods appeal.



World Day to Combat Desertification and Drought

To mark the world day to combat desertification and drought, our CEO wrote a fascinating blog on desertification and how tackling this is key in our new strategy. Read the blog online and read more about our strategy on pages 4-5.

Looking back over the last strategy period (2017-2021)

So much was achieved over the last strategy period thanks to your support and some significant funding from corporates and institutions. We were able to scale up work across five countries and, in 2021, started to operate in a 6th country – Senegal.

Over the strategy period we have:

- Grown 10.7 million trees
- Supported over 1.3m people across 6 country programmes
- Ensured that 137,000 hectares of land have benefited from land restoration activities
- Worked with 978 enterprises with a membership totalling nearly 35,000
- Grown incomes by on average of 104% as a result of our work
- Secured around £40m in grant funding and £6m in donations

See pages 4-5 for details of our new strategy.

Read the blog online by scanning here:



© Rowan Griffiths, Daily Mirror

TREE AID'S FIVE-YEAR STRATEGY



Tree Aid's work plays a vital role in tackling the climate crisis and helping communities lift themselves out of poverty. Together, we are dedicated to transforming lives.

The need for this transformation has never been more profound or more urgent. Yet the opportunity to cause a seismic shift across the drylands of Africa has never been so real.

This strategy is the next step towards achieving our wider 20-year vision, that of a thriving natural environment where deforestation and land degradation rates have been reversed. Together, we can build resilient communities, who have the tools and training needed to manage their landscapes and grow their businesses.

What we aim to achieve over the next five years

1. Empowered families

Thriving households are central to achieving lasting change across the drylands. 2.4 million people will gain the skills needed to raise themselves out of poverty. We will:

- Train farmers in conservation techniques
- Enhance year-round access to nutritious tree foods
- Support women's access to employment opportunities

- Upskill enterprise members to grow their incomes

2. Empowered communities

We know that collective action is vital to achieve change. We will:

- Support 4,000 communities to manage their landscapes
- Restore 220,000 hectares of land
- Grow 12 million trees
- Support landscape management committees and their plans
- Work alongside people to restore their natural environment
- Strengthen partnerships between communities and government
- Develop cooperatives and trade associations

3. Empowering and enabling systems

Our work is part of a broader movement and the scale of the challenges are too great to tackle alone. We will work in collaboration to change systems and empower communities. We will:

- Endorse national level policies and action
- Partner with governments to develop restoration plans and markets
- Collaborate to encourage sustainable investment

- Work with international trading associations
- Raise the voice of those we represent at international forum
- Demand increased international climate and development funding

How will we achieve this?

- **Programming and country office growth** – to deliver large-scale action we need to secure new and larger funding.
- **Building our evidence** – it's vital we conduct research, demonstrate the impact of our work, and share our learnings.
- **Advocacy** – we will be a voice for those we serve and use that voice to influence a range of people.
- **Communication** – to build local

engagement, we must amplify our voice within the countries we work.

- **Fundraising** – increased public support is essential for us to deliver on our strategic goals.
- **Financial oversight and controls** – as Tree Aid grows we will continue to support that growth with transparency and excellence.

Your support for our work is so gratefully received. Thank you.

If you would like to read the full length version of our strategy, please contact us on info@treeaid.org, 0117 909 6363, or visit our strategy page on our website.

Read the full strategy online by scanning here:



Better national policy
Increased climate financing
Enhanced value chains
Raising voices of Sahel communities

Improved ecosystems
Improved access
Improved management
Increased gender equity
Increased collective enterprises

Increased incomes
Increased nutrition
Increased skills
Increased gender equality
Increased resilience



If you don't already support us with a regular gift, please consider setting one up today. Regular support in the form of a direct debit enables us to plan our activity into the future, which helps us carry out our work in a more cost-effective way.

To set up your regular gift today, please use the form provided or visit www.treeaid.org/donate



EXPANDING OUR WORK INTO SENEGAL

We are delighted to announce that we have expanded our work into a 6th country – Senegal. Working in partnership with International Olympic Committee, we will grow thousands of trees and restore huge areas of land across Mali and Senegal, contributing to the Great Green Wall initiative.

Together with communities living in the path of the Great Green Wall, we will grow trees and restore degraded land, helping to sequester 200,000 tonnes of CO₂ equivalent over 25 years and offset more than 100% of the IOC's estimated 2021-2024 carbon footprint.

Why is this project needed?

The climate crisis is causing temperatures to rise and weather patterns to shift across Africa. Land is losing fertility and people can't grow enough food. As a result, over one third of the population of Mali (43%) and Senegal (39%) are living in poverty. Here, many people face insecurity over their rights to natural resources. Women in particular rarely have access to the land, equipment and training they need to grow food to eat and sell.

Trees provide a solution, improving soil

fertility and absorbing carbon dioxide to tackle the climate crisis. When crops fail to grow, trees will survive, and they produce products to eat and sell, helping communities build resilience to the effects of the climate crisis.

Our aims

This project aims to grow over 350,000 trees across Mali and Senegal. We will grow native tree species selected in collaboration with locals, including trees that produce fruit, nuts and seeds that they can eat or sell. Trees offer a more resilient source of food and income than crops in the face of the climate crisis. And every tree grown will also contribute to the Great Green Wall – an initiative to re-green land across Africa and tackle the climate crisis.

By promoting agroforestry – growing trees alongside farmland – we aim to restore degraded farmland to boost soil fertility and improve productivity. We will also support locals with conservation techniques like rainwater harvesting to ensure they can care for trees and land for many years to come.

We will bring you more updates on this exciting new project as it progresses.

FANTASTIC FUNDRAISING

Donate to Barbara's fundraiser by scanning here:



Barbara's Baobabs!

Nonagenarian Barbara, who is blind and deaf, recently walked up North Berwick Law to raise money for a cause close to her heart – protecting the environment and planting trees in Africa's drylands.

The baobab tree is a particular favourite because they provide communities with nutritious fruit and leaves, and they help restore the land. At the time of going to print, Barbara had raised more than £2,000! Thank you, Barbara.

It's not too late to show Barbara your support, you can donate to her fundraising page by scanning the QR code or visiting www.justgiving.com/fundraising/barbara-reid4.



Want to get involved? Start a Great Green Walk!

Across the drylands of Africa people are living on the frontline of the climate crisis. The Great Green Wall is an African-led initiative that aims to see an 8000km wall of restored land across the Sahel that will build resilience against climate change and transform the lives of millions of people.

Be part of this initiative by starting your very own Great Green Walk fundraiser. Walk, run or cycle 80, 800 or even 8000km to raise funds for the Great Green Wall. Simply set up a JustGiving page and use an app like Strava to update everyone on your amazing efforts. Why not get your family and friends involved to join in on the fun?

If you'd like to start a Great Green Walk or do another fundraising activity like Tea for Trees, we would love to hear from you. Any funds you help raise will mean we can work with communities to tackle the climate crisis on the frontline.

If you have an idea for fundraising or would like some resources, please do contact our Supporter Team at info@treeaid.org or call us on 0117 9090 6363.



YOUR NAME IN LEAVES

Make a donation and add your own personalised tree to our virtual forest. Use your own name or dedicate your tree to a loved one – perhaps your friend has a birthday coming up or there's a new baby in your family. Buy a tree, gift it if you like, and watch it grow! You can share your personalised virtual forest page with friends to spread the word about your contribution to our vital work.

Together, we can grow the Great Green Wall across Africa, transforming the lives of millions of people in its path.

Visit www.treeaid.org/virtualforest to add your tree to the forest or scan the QR code.

Join the virtual forest today by **scanning here:**



ADD YOUR NAME

