



2022

# Impact Report





## A Message from the CEO

Welcome partners, funders and friends,

I am excited to share the latest results of our work with farmers around the world.

In 2022, we've unveiled a new brand, our team and partnerships grew, and we ventured into the carbon market. If you are returning after knowing us for awhile, I hope you will see "your" Trees for the Future evolving in this dynamic and exciting time. To our newcomers, welcome to a meeting place for those concerned about the fate of the planet and those seeking to support the most vulnerable of our fellow global citizens.

For 33 years, we have been proud of our model to reduce poverty among farmers and promote better family nutrition. We're now also seeing it as an effective response to the twin crises of climate change and the collapse of biodiversity.

Within the pages of this impact report, you'll see the landscapes you help restore. You'll meet the women who are reshaping agriculture in their communities. You'll discover how Forest Garden farmers are benefiting from the carbon market. You'll explore the impact you make possible every single day. Thank you for planting change with us.



Tim McLellan



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# The Forest Garden Approach: Increasing Resilience of Smallholder Farmers

Unsustainable land use traps farmers in deepening poverty and increases their susceptibility to increasingly more common extreme weather events due to climate change. The Forest Garden addresses this by restoring land and promoting profit for the farmer. **The Forest Garden Approach is a regenerative agroforestry method that revitalizes soil and rebuilds the value and potential of the land.** It has four key components:



**Protect**  
Farmers plant a living fence (“green wall”) with thousands of closely-planted trees and bushes that produce a protective and soil-stabilizing barrier.



**Diversify**  
A variety of fruit and timber trees are strategically integrated with various crops. This eliminates the need for synthetic fertilizer and increases nutrition and income.



**Optimize**  
Farmers learn about advanced Forest Garden management and conservation to optimize their space and the long-term health and productivity of their land.



**Graduate**  
A sustainability strategy for the future is implemented with each farmer. A graduation ceremony is held to celebrate the farmers’ growth and success.

## 33 YEARS OF IMPACT: LIFETIME TOTALS



**278 MILLION**  
Trees planted



**332,000**  
Beneficiaries\*



**71,000**  
Acres restored

\*Beneficiaries are defined as farmers and their family members.





# 2022 Impact: Our Triple Bottom Line

Trees for the Future's (TREES) reporting focuses on the triple bottom line: household food security, economic resilience, and environmental impact. Our data is publicly available and includes the Household Food Insecurity Access Score (HFIAS) and Household Dietary Diversity Score (HDDS), both recognized and developed by USAID.

## ENVIRONMENT

53,415,631

Trees planted\*



30,561

Acres in restoration\*

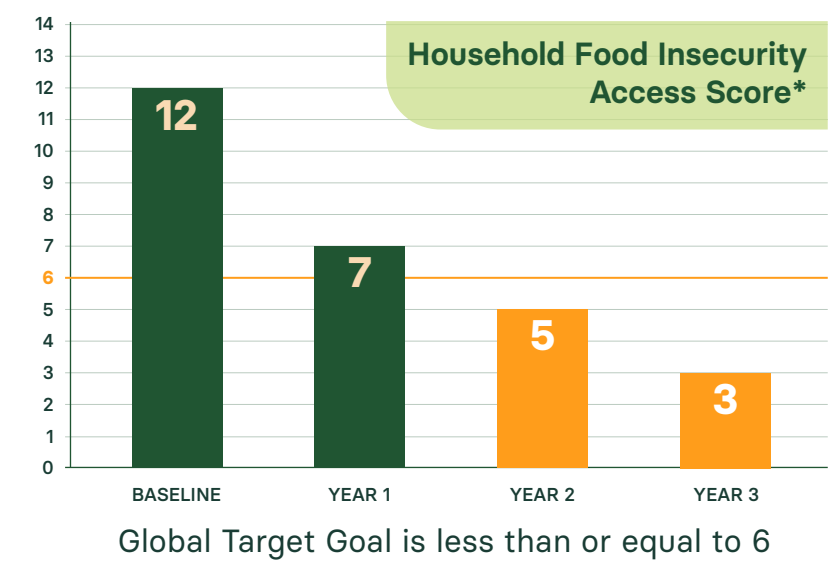
10,121

New Forest Gardens established\*


4,420,395

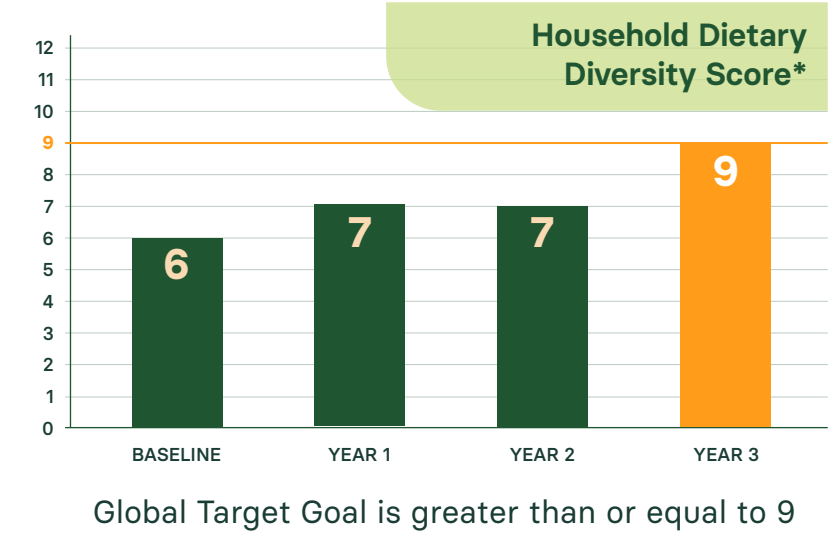
Metric tonnes of CO2 sequestered\*\*

## NUTRITION AND FOOD SECURITY



In **YEAR 2**, farming families exceeded the global target for food security and in **YEAR 3** they met the goal for household dietary diversity.\*





175%

Increase in access to meat and eggs\*



74%

Increase in access to yellow & orange fruits and vegetables during the lean season\*



\*Data from July 1, 2021-June 30, 2022    \*Over a 20 year period



## 2022 Impact: Our Triple Bottom Line

### ECONOMIC RESILIENCE AND INCOME

Resilience is the capacity of a household to bounce back to a previous level of well-being after a shock.

98%

of farmers across all projects said they were confident they would be able to cope financially in the future by year 3.\*



"This project has been a revival in terms of work and economy for us."

- Sitan, Mali

\*Data from July 1 2021-June 30, 2022

Over the past three years, TREES has partnered with the International Rescue Committee to work in extreme conflict zones in the Central African Republic to train farmers and increase their income. Our income case study in CAR revealed the following:



16

Types of crops grown\*



210,000

Kilograms of organically-grown crops produced annually\*



2x

Farmers **doubled** their income through their vegetable and fruit sales.\*





## 2022 Impact by Country



“I can’t imagine where I would be given my disability and COVID. I don’t know if I would be able to feed my family during this time if it wasn’t for this project.”

- Gusino, Uganda

\*Data from July 1, 2021 - June 30, 2022  
Beneficiaries are defined as farmers and their family members





## PLANTING IT FORWARD

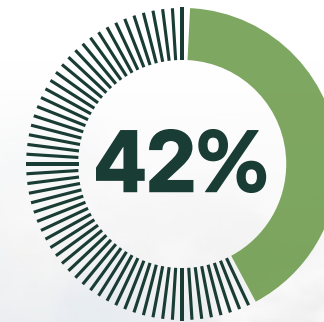
Farmers in our program are paying it forward through Plant it Forward! After they complete our training program, farmers have the opportunity to pass on what they've learned to other farmers in the region. To date, we've reached 3,100+ farmers in this way – farmers like Alice.

“I wish to encourage other farmers who have not trained in Forest Gardening to join TREES Forest Gardening groups so that they can train and get techniques as I have.”

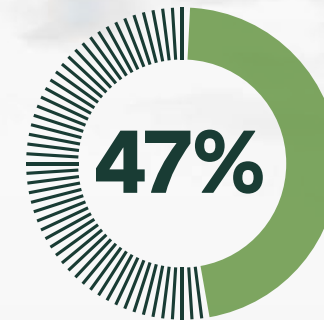
- Alice, Kenya



## WOMEN IN ACTION\*



of Forest Garden farmers are female



of our 35-and-under cohort are women



“My fears have been transformed to hope.”

- Teresa, Kenya

“If all Senegalese women had the support I received from TREES, many problems would be solved in this country.”

- Jeanne, Senegal

\*Data from July 1, 2021 - June 30, 2022





## FIELD PARTNER HIGHLIGHTS

TREES trains dozens of partners in Africa to implement the Forest Garden Approach within the contexts of their existing work. This way we are able to collaboratively and thoughtfully reach more people and landscapes.

TREES is working with Helvetas in Singida, Tanzania to reach organic cotton farmers. Merging our specialties, TREES staff taught Helvetas staff about the Forest Garden Approach and Helvetas shared their successful Village Savings and Loan Association (VSLA) training model. In our first year of partnership, we've already reached 221 farmers and planted more than 476,000 trees.

In Kolda, Senegal, we're working with the United Nations International Organization for Migration (IOM) to provide Forest Garden training to returned migrants and farmers directly affected by forced migration.



"A chance to have the means to succeed at home, that's what this initiative gives me!"

- Tidiane, Senegal



"I consider myself lucky to be part of this initiative because, according to me, in African agricultural development, this is as good as it gets."

- Ephrem, Deputy Director of Partnerships





## Bringing Farmers into the Carbon Market

TREES commenced a ground-breaking program with a new partner to include smallholder farmers in the global voluntary carbon markets. Voluntary and compliance markets have been evolving for decades but the complexity and long-term nature of nature-based solutions have meant that smallholders have largely been excluded from participation. Our program will change that.

15,000 farmers in Western Kenya will be supported to install Forest Gardens on their property. They will receive the income and nutrition benefits and a share of the carbon credits created by their gardens. Credits will be validated at the highest global standard and sold by our investor on the expanding global carbon market.

**TREES' goal is to bring equity, transparency and inclusion as we transition to a green economy.**



“

Getting money was not very easy, but I can now get something to put in my pocket.”

- Tobias, Kenya

### HOW IT WORKS

**\$21 MILLION**

Carbon sequestration investment

**15,000**

Kenyan farmers



**80 MILLION**

Trees planted

**4.5 MILLION**

Tons of CO<sub>2</sub> sequestered over 25 years



**4.5 MILLION**

Verified Carbon Units generated over 25 years





# Supporters Plant Big Change

Thanks to the support of individuals, companies, and institutions that care about farmers and our planet, we have been able to see an incredible impact this year.

## CORPORATE PARTNER HIGHLIGHTS



"We remain incredibly proud of the milestones we have accomplished and the impact we have made through our work with TREES and look forward to our continued partnership in the years ahead!"

- Eminence, partner since 2012



"As a baby company, we are very proud to support an organization that so profoundly impacts our children, their future, and our planet. Since 2015, we have paid for the planting of one tree for every Munchkin diaper pail sold. We have passed the 3,000,000 tree mark and look forward to supporting TREES' critical work until there is no longer a need."

- Munchkin, partner since 2015

FAST FACTS\*

4,000+

Supporters

650

Sustainers  
(monthly donors)  
from 43 different  
countries

300+

Corporate sponsors

37

NFT supporters

1000+%

Increase in  
cryptocurrency  
support

## INSTITUTIONAL HIGHLIGHTS



## INDIVIDUAL HIGHLIGHTS



"My first connection with Trees for the Future dates back more than 15 years, and since then I've become a Sustainer Circle member. I was and am really impressed by the grassroots approach of TREES...I like the fact that TREES prefers long-time-projects with local partners to create sustainable results."

- Peter, Supporter since 2009 and Sustainer since 2020

Cameron, Keith, Rich, and Ross biked 4,200 miles across the U.S. in 30 days in June of 2022. They raised over \$5,000 for TREES with their For a Fitter Planet fundraiser.



"We all have a role to play and everyone's contribution makes a difference."

\*Data from July 1, 2021 - June 30, 2022



## A Look at our Financials

### STATEMENT OF ACTIVITIES

	Audited 2021	Audited 2020	Audited 2019	Audited 2018
<b>Revenues</b>				
<b>Contributions</b>	\$8,374,224	\$11,315,604	\$5,261,022	\$3,597,540
<b>Interest &amp; Dividends</b>	817	1,193	10,407	599
<b>Investment Loss</b>	155	309	2,480	-113
<b>Paycheck Protection Program loan forgiveness</b>	252,538			
<b>Other</b>	1,750	31,605	18,143	9,597
<b>Total Revenues</b>	8,629,484	11,348,711	5,292,052	3,607,623
<b>Expenses</b>				
<b>Program Expenses</b>				
<b>Tree Planting</b>	9,238,746	5,809,198	3,834,163	1,889,011
<b>Supporting Services</b>				
<b>Management &amp; General</b>	1,535,898	882,587	356,556	265,891
<b>Fundraising</b>	892,645	882,373	888,264	532,268
<b>Total Expenses</b>	11,667,289	7,574,158	5,078,983	2,687,170
<b>Change in Net Assets</b>	-3,037,805	3,774,553	213,069	920,453
<b>Net Assets - Beginning</b>	6,085,111	2,310,558	2,097,489	1,177,036
<b>Net Assets - Ending</b>	\$3,047,306	\$6,085,111	\$2,310,558	\$2,097,489

“

“Right now, there is a great awakening. Even other villagers want to join the group knowing that this project has many benefits.”

- Pili, Tanzania



## A Dedicated Team on a Mission

The TREES team is passionate and committed to creating a better world for people now and in the future. From our HQ staff managing operations and spreading the word to our field team with boots on the ground at every project, we are proud of our growing team who make a difference each and every day.



“There is nothing more beautiful than allowing people to feed themselves properly. Every evening when I come home from work, I am satisfied with the support that I and TREES provide to farmers and the land.”

- Sellé, Senegal Trainer



211

Total number of locally-based agroforestry trainers

TREES staff work directly with farmers conducting field-based training. They reach last mile farmers, working through the rain, mud, and sun to equip farmers with the technical skills to transform their land, adapt to climate change, and improve their lives.

30%

Female staff



294

Total number of staff



“We all have a role to play when it comes to combatting our world’s most pressing problems. Through my role at TREES, I’m honored to support thousands of individuals from around the world in realizing their potential by investing in our mission. By working together, we can empower communities most vulnerable to the impacts of climate change while changing the course of our future.”

- Alexa, Individual Giving Manager





## What's Next? Planting Our Way to 2030

Together with the United Nations Decade on Ecosystem Restoration, TREES has a goal to plant 1 billion trees with 250,000 farmers by 2030.

FOR COMMUNITIES,  
BY COMMUNITIES,  
IN COMMUNITIES

2030

**1 BILLION**

Trees planted with  
250,000 farmers

2022

**277,989,099**

Trees planted with  
farming families

2019

**160 MILLION**

Trees planted around the  
world with farmers

2015

**100 MILLION**

Trees planted  
around the world

2003

**30 MILLION**

Trees planted  
around the world

**1989**

TREES founded



## Let's Get Planting

Planting trees and changing  
lives starts with you.

Go to *trees.org*  
to get involved.







“

“I come to my Forest Garden early and leave late, because when life gives you a second chance, you seize it.”

-Jeanne, Senegal



**TREES  
FOR THE  
FUTURE**

P.O. Box 7027, Silver Spring, MD 20907

Photos on the cover and pages 11-12, 13-14, and 20 courtesy of our partner Helvetas.



**trees.org**  
**EIN: 52-1644869**