

# Grow trees, protect forests



*Updated: 15 June 2022*

Since its foundation in 2009, WeForest has placed the equivalent of over **49 000 hectares** under restoration, regenerating and growing more than **61 million trees**.

This has been made possible by the collaboration of more than **400 partners**.

# Grow **trees**, protect **forests**

A guide to partnering with WeForest

It's great news that you're interested in joining forces to halt global warming in our lifetime! This overview gives you more information about how to collaborate with us.

## Fund forest restoration: protect, grow and plant trees

As well as drawing carbon out of the atmosphere, trees balance the Earth's water cycle which is essential for cooling our climate. Not only that, but growing trees through WeForest helps provide income to local people, improves the health of the soil and benefits biodiversity.

WeForest is currently working in Ethiopia, Senegal, Zambia, Malawi, India, Brazil and Tanzania. Some projects are led by our local teams, and others by our expert partners. Each project has its own sponsorship price per hectare or tree that depends on the location and restoration methods. Once we know your estimated budget and funding cycle, we can recommend a project that has availability and is well-matched to your needs.

Your funding is directly translated into measurable impacts:



**Number of hectares under restoration**



**Number of trees (approx.)**



**Diversity of tree species**



**Number of families supported**



**No carbon credits**



**No offset claims**

## By funding forests, you'll be...

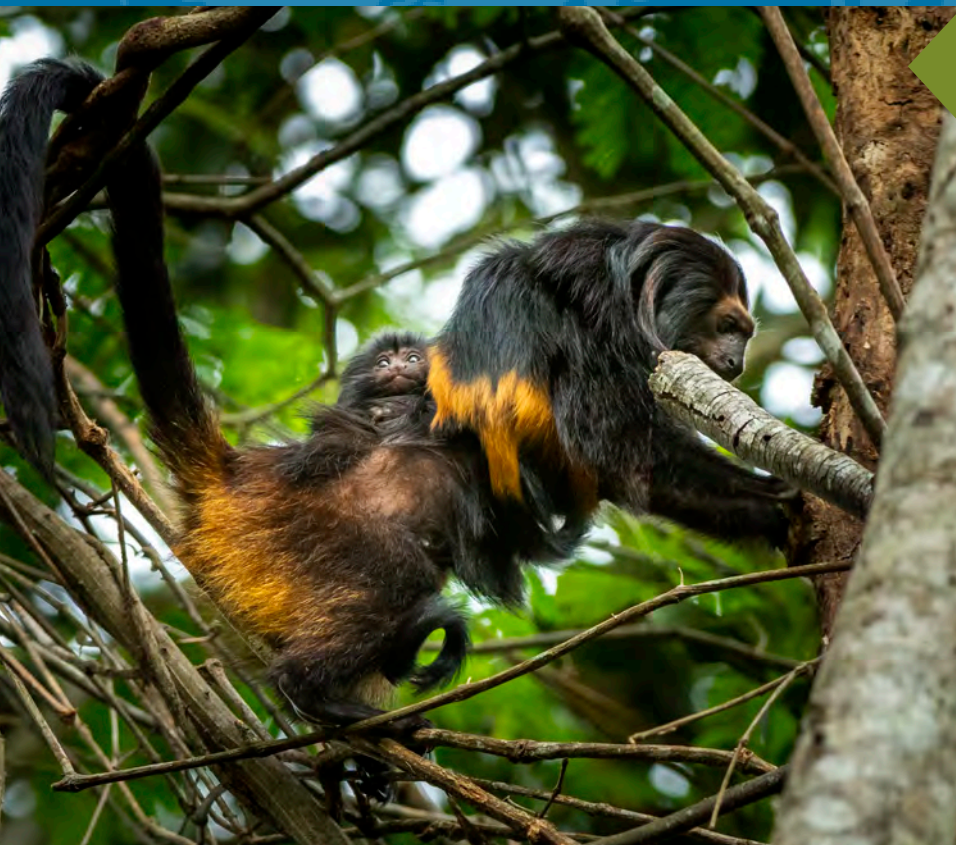
### ...reversing desertification and improving soil and water quality

In Ethiopia, the new seedlings survive the dry season thanks to the microbasins we create that store water in the rainy season (right). The new roots bind soil together to prevent erosion. Building dams using stones and sandbags reduces the speed and intensity of rain floods and rehabilitates gullies, increasing soil infiltration and improving water availability for local communities.



### ...boosting biodiversity

In Brazil, our Atlantic Forest projects reconnect forest fragments to create migration routes so that endangered species such as black lion tamarins (left), jaguars, tapirs and macaws will thrive again. In Ethiopia, native flora such as *Olea europaea*, *Juniperus procera* and the threatened Dragon tree, *Dracaena ombet*, which is categorized as endangered on the IUCN Red List, are planted and protected. In Malawi we're conserving the forest habitat of endemic flora and fauna such as Mulanje cedars and the threatened Mulanje chameleon.



## ...supporting community resilience

New forest-friendly activities such as beekeeping, poultry, agroforestry and fodder schemes will provide incomes, and efficient cookstoves and solar lamps reduce pressure on forests for fuelwood. Water harvesting structures and training in sanitation and hygiene will increase access to and availability of water, and can support fruit and vegetable farming.



## ...empowering women

Women are typically the ones collecting water and gathering firewood, which effectively makes them the primary users of forest resources - yet they are often overlooked or even excluded from governance and decision-making in forest management. Our projects have a special focus on enhancing women's participation and leadership. Nurseries supported by our projects are often women-led, and female headed households are given priority in our alternative livelihood schemes.



## ...taking Climate Action

As forests are regenerating and new trees grow, they draw carbon from the atmosphere and store it, creating new carbon sinks. Each year, the world's forests absorb roughly 15.6 billion tonnes of CO<sub>2</sub> – that's around 40% of global CO<sub>2</sub> emissions. Forests are vital tool in regulating the global temperature and achieving net-zero emissions by 2050.



# What's in it for you?

Consumers today prefer brands that contribute to the wellbeing of the planet over those that don't. By collaborating with WeForest, you can enhance your **corporate vision for doing good**, engage your workforce and customers in a **sustainable journey**, make your products more visibly **responsible** to your customers and generate **impactful and inspiring** marketing content.

When you join us by sponsoring your own areas of restoration\*:



Depending on the project you support, you receive access to our **exclusive digital map** of the area where your trees are growing, as well as stories from the field.



You receive a **personalised company web page\*** showcasing the impact of your contribution, and your logo will appear on our Partners web page.



All **videos, photos and content** from the project are available for you to use in your own communications.



You receive twice-yearly **progress reports** on the project's socio-economic and ecological impact.



We can issue tree certificates to help you publicise or present your contribution, or if you'd like to give your trees as a gift.



We advise on how best to share the content and impact of **your partnership with us** by providing logos and other materials.

*\* This refers to sponsorships, to which VAT applies within the EU. For details about donations (tax-deductible), see the back page.*

# How other companies are collaborating with us



Some companies fund the growth of a tree or the restoration of one m<sup>2</sup> or hectare per product or service sold:



**Brabantia funds a tree in Ethiopia for every rotary dryer sold and have now funded nearly 2 million trees and 1297 hectares.**



Others contribute a percentage of their revenue or a fixed amount per product sold to forest restoration:



**Illustration X is a member of 1% for the Planet and donates 1% of its profits to fund trees in Zambia, aiming to reach 10 million trees.**



For companies interested in carbon sequestration, long-term compensation is a good option. This involves growing enough trees to compensate over time for your carbon footprint:



**Nike funds trees in Brazil to compensate emissions and funds important scientific research.**



Please write to Louise or Jessica at [sponsorship@weforest.org](mailto:sponsorship@weforest.org) for more details about ways to participate.



# I'm in! What do I do now?

If you're interested in joining us in Making Earth Cooler, write to [sponsorship@weforest.org](mailto:sponsorship@weforest.org)

Please also consult our general [Terms and Conditions](#), which can be found on our website.

## Step 1 Let us know:

- **Which impacts of our restoration projects match your company's goals and values.**  
**For example:**  
*Protecting nature and boosting biodiversity - Improving soil and water quality - Alleviating poverty - Empowering women - Building forest-friendly businesses*
- **The best funding model for you**  
*(e.g. give a % of profits to restore forests, one tree for one product or service, protect and restore 1000m<sup>2</sup> / 1 ha / 1 football pitch)*
- **The scale of your ambition and size of your (estimated) budget.** Is this one-time or multi-year?

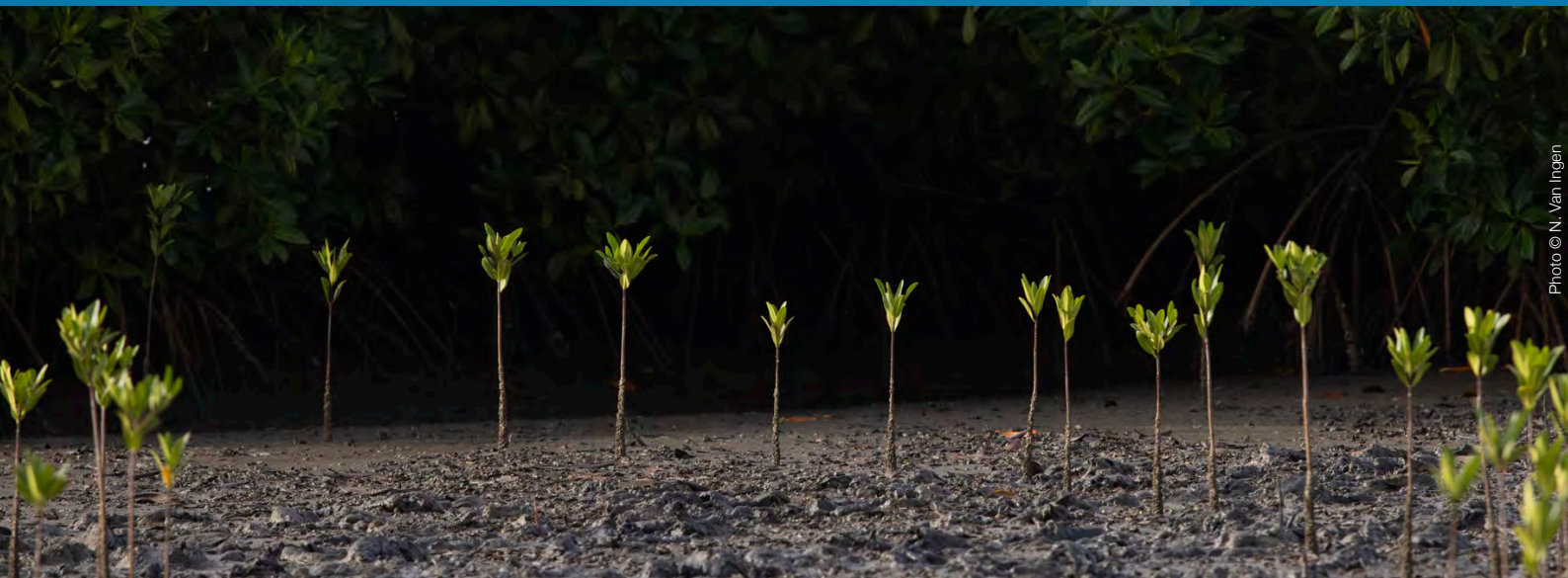
## Step 2 We'll share several project options that suit your needs.

## Step 3 You select the one that aligns best with your goals.

## Step 4 Sign a contract or letter of intent (optional).

## Step 5 Make your first payment.

## Step 6 Your new sponsor webpage goes live. Your project communication toolkit guide, photographs and videos are sent to you.



[www.weforest.org](http://www.weforest.org)

[sponsorship@weforest.org](mailto:sponsorship@weforest.org)

Tel +32 (0) 23 08 49 43

*WeForest.asbl/vzw is a non-profit organisation in Belgium (BE 0826.151.968). Donations are tax-deductible in USA and most of Europe.*

## Can I make a tax-deductible donation instead?

Donors also join one of our existing projects, making a charitable gift that can be tax-deductible instead of setting up a VAT-applicable sponsorship.

There are three ways to do this:

- For tax deductibility, donate through one of our **network partners** in your country, who can offer a certificate for tax deduction.
- Donations can also be made through **Global Giving** (tax-deductible in the US only).

For larger donations your logo can be featured on our website, and you can have impact certificates. Contact the team to ask about requirements. As this support is not subject to VAT, you do not receive a personalised webpage.