



Annual Report

Going Beyond in 2024



1 *Going Beyond Together*

2 Our Unique Approach & Why It Matters

3 Our Impact in 2024

4 The Year in Action: Stories from the Field

5 Financial Transparency & Growth

6 What's Next: Our Vision for 2025 & Beyond

7 Our Restoration Supporters & Partners

Letter from Leadership

Dear Friends of WeForest,

The climate crisis is at a tipping point. We are on track to surpass +1.5°C of warming—a threshold we had aimed to avoid until 2050 under the Paris Agreement. Yet, here we are, 25 years ahead of schedule. This stark reality demands that we rethink our approach and accelerate action.

Even with the most ambitious net-zero targets, reducing emissions alone will not be enough. Achieving net zero is critical, but it does not erase the damage already done. We must go further. At least 20% of the carbon pollution in our oceans and atmosphere must be removed, and nature-based solutions are the most effective way to achieve this.

Many companies are making great strides in decarbonization, and this is commendable. But now, we must *go beyond*. We must inspire and challenge businesses to take responsibility for their historical emissions and actively contribute to restoring and regenerating ecosystems.

Nature is our most powerful ally in tackling the climate, biodiversity, and water crises we face.

No one can solve this alone. It will take all of us—companies, employees, suppliers, customers, and communities—working together. Forward-thinking brands are already leading the way, engaging their entire ecosystem in this movement. This is what we call *going beyond*.

As business leaders, we hold a dual responsibility: to our employees, who trust us to build a sustainable future, and to the generations to come, who will inherit the world we shape today. Protecting nature is not just a business imperative—it is a responsibility to humanity, to biodiversity, and to the health of our planet.

**The time to act is now.
Let's go beyond, together.**



Marie-Noëlle Keijzer
CEO and co-founder, WeForest

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WeForest.asbl/vzw is a global non-profit organization headquartered in Belgium (BE 0826.151.968).

Donations are tax-deductible in the USA and most of Europe.

Our Unique Approach

Our unique restoration model is based on four core principles that offer lasting benefits for people, nature, and climate.

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Restoring the overlooked

We go *beyond* the landscapes in the headlines to support overlooked ecosystems and communities. **90% of our projects are outside corporate value chains**, supporting people and nature that would otherwise remain underfunded. Additionally, **85% of our projects restore biodiversity hotspots** – safeguarding threatened species, regulating natural cycles, storing carbon, and building climate resilience.



Locally-led, actively supported

We go *beyond* top-down solutions and **restore from the ground up** instead. Projects are locally-led (steered by those who know and depend on the land the most) and directly supported by our teams on the ground. This approach leverages **community agency** to build green livelihoods, sustained stewardship, and ensures **long-term success**.



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Our Unique Approach



Rooted in science

We *go beyond* good intentions to deliver verified outcomes. Each project is science-backed and implementation-driven, using **rigorous monitoring, evaluation, research, and learning** (MERL methodology) to track impact. We combine advanced technology (such as remote sensing and bioacoustics) with **on-the-ground validation** by local teams. This ensures restoration delivers real, lasting results.



Holistic yet focused

We *go beyond* single-focus solutions to deliver **urgent** social and environmental impact. Our projects align with **global goals to support climate action and adaptation**, economic agency, and biodiversity protection. Yet, we also focus on **landscapes with outsized impact on the front lines of climate change**, where communities and wildlife are most at risk.



Together, we go beyond conventional restoration efforts to repair the world's most critical yet overlooked ecosystems. We prioritize biodiversity hotspots, put people and nature first, and work alongside local leadership to provide science-driven, lasting results.

Our Impact At A Glance

We're really proud of the remarkable results our team, communities, and partner organizations achieved together. Here are some key highlights:

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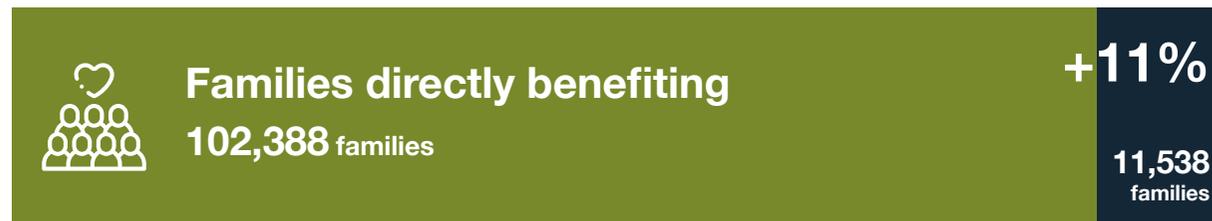
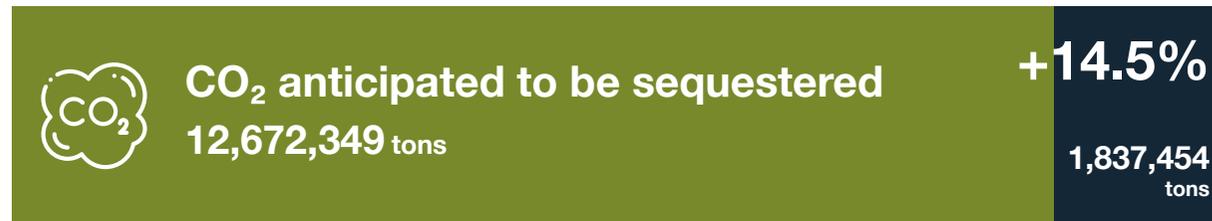
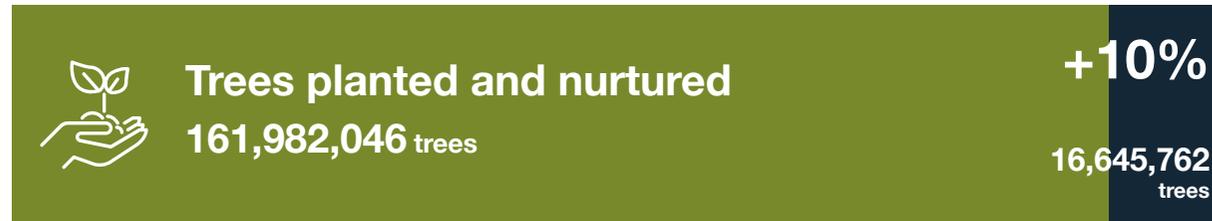
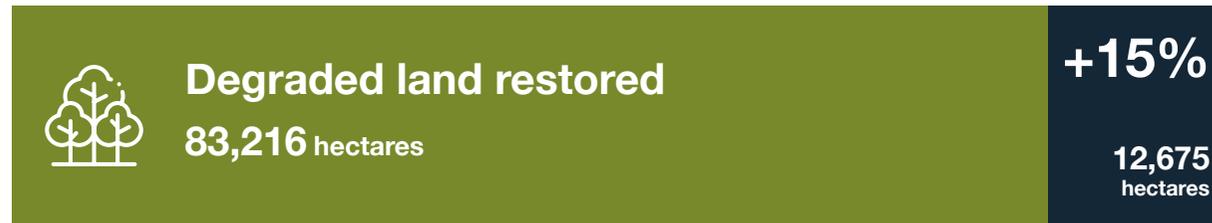
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Overall since WeForest inception:

In 2024



Since WeForest inception:

517

species have been protected in biodiversity hotspots



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Part Of A Global Movement

WeForest is part of a worldwide movement to restore nature, strengthen communities, and combat climate change. These challenges are bigger than any one organization. Together, we're making a real difference – creating local and global collaborations to shape a hopeful path forward.

Advancing the UN Sustainable Development Goals (SDGs)

Our collective work aligns directly with this collective ambition, developing new solutions and achieving measurable results across many of the United Nations' SDGs:



Removes carbon from the atmosphere:

We've restored 83,266 hectares of degraded landscape, anticipating 10,107,010 tons of CO₂ sequestered.



Protects biodiversity hotspots:

85% of our projects are in biodiversity hotspots, ensuring high ecological impact.



Improves food security:

In the Desa'a Forest in Ethiopia, WeForest supports agroforestry, beekeeping, and small livestock farming.



Brings people together for restoration:

We connect over 800 corporate and science partners, governments, NGOs, and communities to scale restoration and create impact across sectors.



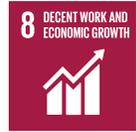
Boosts livelihoods & reduces poverty:

WeForest projects generate sustainable jobs, diversify incomes, and provide alternative livelihoods. This year, we boosted the average annual household income by up to US\$500.



Strengthens water security:

In the Desa'a Forest in Ethiopia, collective efforts will capture rainwater equivalent to 1.7 million m³ annually - the equivalent of 680 Olympic-sized swimming pools.



Also aligned with:



A Milestone Moment

WeForest contributed **2.7%** to the **UN Global Forest Goals** by growing 100 million trees – surpassing our goal **two years ahead of schedule** in 2024!

Heroes Of The Forest

When we say we're 'locally-led,' we mean it – because the people who call forests home are the best ones to shape their future and that of the forest. Here are some of their inspiring stories, fresh from the field:

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Generation Forest Ranger

Exhildah is a farmer, mother, teacher, and Honorary Forest Officer (HFO) with a bold vision: creating a new generation of female forest rangers in Zambia. Working with the Forestry Department and local communities in the Copperbelt, she's protecting the lush Imanda mushitu forest – and calling for women forest rangers to join forces for these vital ecosystems.



Buzzing Conservation

At 77, retired accountant Mr Kamanga isn't slowing down. As Treasurer of the Imanda Community Forestry Group, he's turned part of his farm into a conservation haven buzzing with bees! His beekeeping doesn't just give him extra income from honey sales; it also helps combat climate change by protecting the forest. A win-win for nature and his community.

HEROES
— of the —
FOREST

**For more
stories visit:**

[www.weforest.org/
heroes-of-the-forest](http://www.weforest.org/heroes-of-the-forest)

Heroes Of The Forest

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Mushroom Magic

A group of women from Zambia's Katanino project are transforming their lives through fungal farming. By growing mushrooms under controlled conditions in their 'mushroom house,' they're tapping into a forest-friendly income that supports both their livelihoods and conservation. Last year, nearly 30 women learned to grow and harvest mushrooms, creating a steady income while meeting local market demand.



Fruitful Futures

Hailemariam is a mixed-crop farmer whose journey took a fruitful turn with our support. He received 20 apple seedlings: 14 thrived, and six produce up to 3 kg of apples per tree annually! But he didn't stop there; he trained with WeForest to produce apple seedlings and advise local farmers on growing their own orchards. Now, he's not just growing apples – he's growing opportunities!

HEROES
— of the —
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Fueling Impact

2024 was one of our most successful years yet — not just in funding, but in what that funding made possible. We entered the year with over half of our income goal already secured and closed with €9.26M raised. These resources drove immediate restoration while also enabling the forward-looking investments needed to scale our impact in the years to come.

Highlights of 2024: One of our strongest years of fundraising to date!

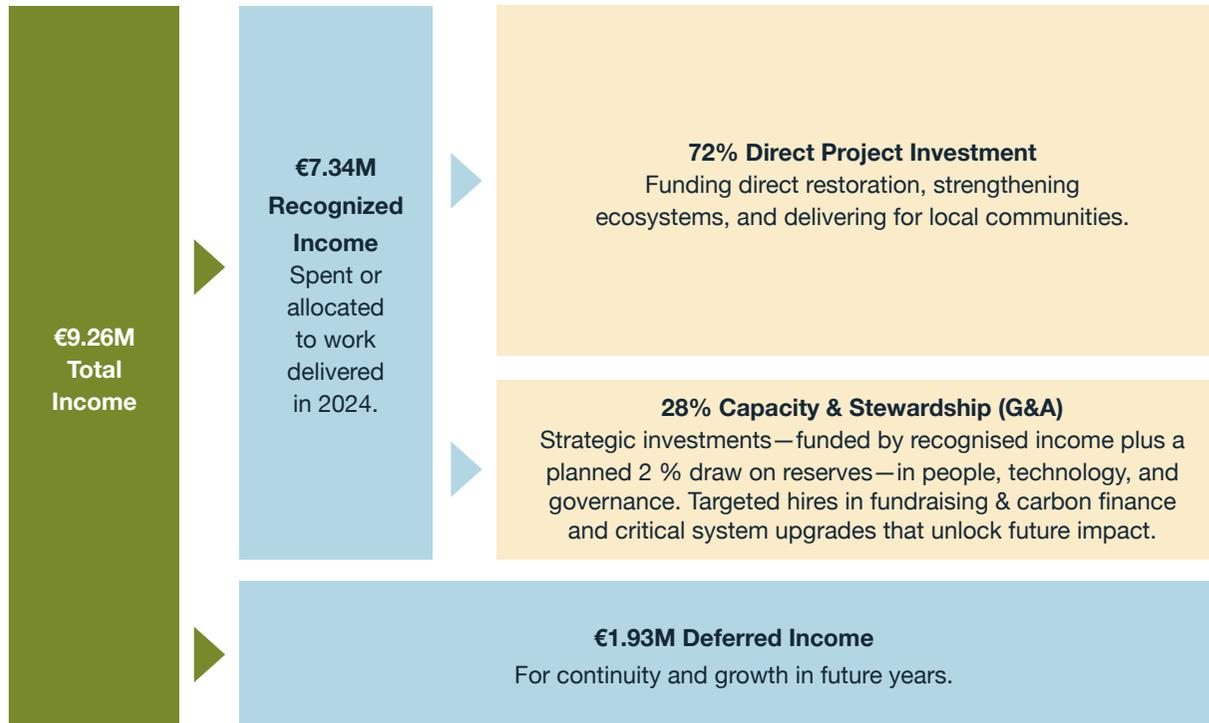


With **20 new partnerships** secured and strengthened existing collaborations



The 2024 financial year began with **over 50% of the annual goal** already achieved with your support

Income and how we invested it



What this means

We ended 2024 with healthy reserves and a strong pipeline, positioning us for even greater impact in 2025.

This financial stability allowed us to make forward-looking investments in the people and systems that will drive.



WeForest's next chapter

Growing our expertise, strengthening delivery, and ensuring long-term success.



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Forest Funder Stories

Here are some of the fantastic funders who made a real difference in 2024:

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Beyond Zero Impact

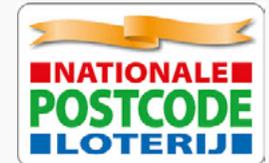
Brambles is dedicated to going beyond ‘zero’ impact – regenerating forests and eliminating waste to become a regenerative, nature-positive business. Through their Forest Positive strategy, they’ve committed to sustainably growing two trees for every tree they use. Their value-added philanthropy supports native forest restoration and provides sustainable income opportunities for communities.



2 Our Unique Approach & Why It Matters

Building Bridges for People and Wildlife

A €1M gift from the Nationale Postcode Loterij is fueling restoration in two of the planet’s richest ecosystems. In Malawi’s UNESCO-listed Mount Mulanje, home to the endemic Mulanje cedar and chameleon, forests are being revived and protected. In South America’s Atlantic Forest, which holds 5% of global biodiversity, new wildlife corridors are reconnecting vital habitats. This values-aligned partnership links communities across the Netherlands, Malawi, and Brazil in a shared mission to protect our planet’s natural heritage.



3 Our Impact in 2024

Going the Distance for Brazil's Forests

In Brazil’s Pontal do Paranapanema, where forest once gave way to farmland, the trees are growing back, and so is the sound of life. With Nike’s decade-long support, WeForest is reviving one of the last remaining jaguar corridors in the Atlantic Forest. Nike also funded innovative monitoring solutions, like acoustic biodiversity tracking, where richer birdsong signals the return of wildlife and ecosystem health. This is restoration that resonates: a ten-year commitment to regeneration, community, and bold leadership in the fight for our planet’s future.



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Beyond Value Chain Mitigation (BVCM)

Several European Deloitte Firms have established the DCE Climate Fund and partnered with WeForest to restore degraded land and grow thousands of trees in Senegal as part of the Great Green Wall initiative. Recognizing that climate action must extend beyond its own operations, Deloitte is implementing “Beyond Value Chain Mitigation”. This goes beyond cutting emissions to restoring ecosystems and boosting climate resilience for Sahelian pastoralists on the frontlines of climate change.



Reaching New Heights

We're not slowing down now. With you by our side, we're preparing for an even bigger impact in the years ahead. Our ambitious plans include:

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Leading and Delivering for the Next Decade



In 2024, WeForest reached a major milestone: 100 million trees restored. We're ready for more. As our current strategy enters its final year, we're laying the groundwork for the next phase of our evolution. Our new organizational strategy, launching in 2026, will build on our strongest assets to deepen local partnerships, channel funding to overlooked ecosystems, and ensure every hectare restored delivers real benefits for people, nature, and climate.

Shaping the Future of BVCM* with Deloitte



As we build our BVCM strategy for 2026 and beyond, we're moving to tap well-aligned potential corporate partners. While more companies recognize the need to invest in climate action beyond their supply chains, funding remains limited and tied to voluntary carbon markets. This pro bono collaboration with Deloitte DCE's Climate Crew aims to identify market gaps, assess key players, and reshape the BVCM narrative, shifting investment towards better science-backed and nature-based solutions.

*Beyond Value Chain Mitigation

The next decade demands more than impact.

It demands intention, integrity, and bold alignment.

That's the path we're on.

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Amplifying Impact Through Storytelling



We believe the most powerful voices (and stories) come from those doing the work on the ground. As a direct implementor, we're strengthening our fundraising and communications to amplify these voices, influence the global conversation, and showcase the incredible impact of our teams and partners.

**With the right funding, we can double our current impact in less than 5 years!
Our work changes people's lives and you can help us accelerate it.**



Did you know...

That we've committed to growing an additional **100 million** trees within the next **5 years?**



Thanks For Going Beyond With Us

This year's success is thanks to our supporters who believe in going beyond conventional restoration methods and impact. Your partnership directly supports forests, wildlife, and communities who need exactly that – partnership – to meet the challenges of a changing climate.

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Thanks for joining us in 2024:



Thanks for your continued support:





Restoring what others overlook. Growing impact that lasts.

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