



WeForest

*Making Earth Cooler*

**ANNUAL REPORT 2012**

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Our vision is to restore the forests that have been destroyed as well as raise awareness and support research around large-scale sustainable reforestation as a solution for global warming.

Our aim is to have a tree planted for every act of consumption.

WeForest is an independent, international NGO with a headquarter in Belgium and a charity in the US, currently active in 8 countries. We are committed to the highest standards of transparency and reporting: our financial results are audited by Deloitte and we are member of the UN Global Compact.

## We can do it!

There are 39 million square kilometers of degraded farmland in the world today. Reforesting just over half, using permaculture techniques, would create an additional 2% cloud cover over our precious planet Earth.

The planet needs 2 trillion trees additional by 2020: If we planted just 50% of this, the other 1 trillion trees would naturally self-regenerate if protected from grazing and logging.

**It's only about 352 trees per person!**  
Assuming that it is acceptable to expect the world's corporates to fund the planting of 80% of these 1 trillion trees, if only 8% of the 7.1 billion people on the planet plant 352 trees we will have reached our target!

## Doing well while doing good

WeForest encourages companies to 'do **WELL whilst doing GOOD**' by incorporating the planting of trees into their day to day business to help re-plant the world's forests. This idea has proved popular for a number of reasons.

Our offering enables companies to have a measurable positive environmental impact and also can be used to **engage employees, reward customers and promote their brand.**

### Green branding

- Embed trees in your activity: 1 product, 1 order, 1 client, 1 contract or 1 m<sup>2</sup> built = 1 Tree planted!
- Sales promotion: "Buy 2 get 1 tree"
- Make your products or services carbon neutral
- "Do you want a tree with your order"?
- Who needs more stuff? Dematerialize company gifts!

### Develop customer intimacy

- Link loyalty cards to tree rewards.
- Drive customer behavior, plant a tree to reduce/recycle/return
- Send a customer their tree certificate.
- Get customers to respond to your surveys
- Get more followers: "For every like we will plant a tree"!



### Brand Engagement

Engage your employees.

- Reward them with trees
- Dematerialize Service Awards or year-end gifts
- Motivate participation in the local mobility week or forest week
- Celebrate company anniversaries and milestones. Plant a tree for every current and past employee!
- Get employees to volunteer for WeForest !

# Our impact to date



Seedlings in bags.



Women planting.



Mango seedlings.



Ethiopia – Aromo Village after reforestation.



60 year-old Awa Ndong lives in Moundé, DJIRNDA, a village near the project area.

She is educated and heads a family of 25.

She leads a group of 121 women who work together on solidarity, poverty alleviation, cultural value restoration and local resource conservation.

Senegal – Djirnda Village.

- Over 3.7 million trees planted from 2009 to 2012!
- 2,538 ha (1 hectare = 10,000m<sup>2</sup> or 100 acres)

2010 : 57 ha  
2011: 555 ha  
2012: 1,924 ha  
which equates to 1,924 rugby fields!



# The financial results

- A 300% increase year on year!

For 2012 we had a budget based on € 365.000 income: donations reached €420.141 (we exceeded our target by 15%).

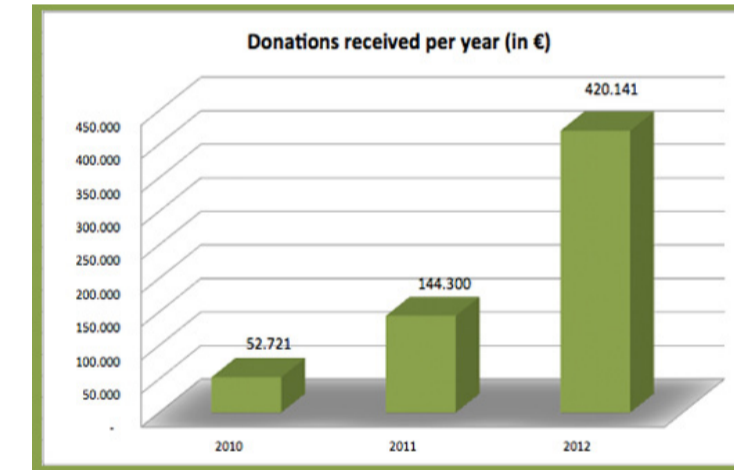
98% of the donations came from corporations; in 2010 when we started, corporate donations were only 58% of our total revenue.

As we develop, we are moving away from charitable donations and work more as a communication partner offering pragmatic solutions to companies for their employee and customer engagement: helping companies do Well and do Good.

- Our overheads are record low!

86% of the donations we receive go directly towards tree planting and tree care. Our overheads are as low as 13%. Our accounts are audited by Deloitte.

# The WeForesters



**Companies**  
60 organizations in 11 countries are Making Earth Cooler. Check them all on [www.weforest.org/corporates](http://www.weforest.org/corporates).

**Individuals**  
Individual donors are important to us: they talk about us and promote our cause in their network. There were 225 separate donations from individuals in 2012 for a total of €10.600, making the average individual donation size: €47.

We have chosen to plant in countries where the impact will be greatest on environmental restoration and social development.

86% of your donations go to planting trees

## Staff

The WeForest team is led by 3 passionate employees. 2 generous donors made that possible in 2012 by donating a total of 107K€, which did not go towards trees, just for salaries. Before that we operated exclusively on volunteers.

- Marie Noelle Keijzer, CEO
- Pascaline Haedrich, Director Marketing and Communication
- Avery Dorland replaced by Victoria Gutierrez in July 2013 (Director Planting Projects)



Marie-Noëlle Keijzer, CEO

## Board of directors

WeForest is governed by 2 independent Boards of Directors, 1 in the USA and 1 in Europe. They are responsible for major strategic and organizational decisions taken within WeForest.

President – Marie-Noëlle Keijzer  
Treasurer – Olivier Verstraeten  
Vice-President & Secretary - Annemiek Raemakers

Executive Director – James Haft  
Chief Operating Officer – Kamol Farid  
Chief Fundraising Officer – Molly Reams Thompson



The whole team, employees and volunteers

## Volunteers

Active volunteers are making a huge impact around the world. In spite of the barriers faced by a global network (distance and language), we strive to operate like a team, driven by the same passion and sharing the same commitment for a better world.

The estimated hours volunteers donated to WeForest were:

2010: 2,500 hours  
2011: 4,500 hours  
2012: 6,500 hours

## The Advisory board

Consists of a limited group of experts from different countries willing to support WeForest with their expertise and network

- Anthony Casey
- James Cooke
- Tom Eddington:
- Prabhu Guptara
- Lisa Lee Benjamin
- John Lloyd
- Marcelle Speller
- Bill Siemering

Check their detailed profiles on [www.weforest.org/advisory-board](http://www.weforest.org/advisory-board)

## Scientific advisors

Consists of a limited group of experts from different scientific backgrounds, willing to support WeForest with their knowledge, advice and scientific network.

- Walter Jehne:
- Mary Johnson MS
- Dr Cindy Morris
- Dr Miriam Ryan
- Dr David C. Sands, PhD
- Dr F Ranil Senanayake:
- Christian Shearer
- Prof. Brian Stone

Check their detailed profiles on [www.weforest.org/scientific-advisors](http://www.weforest.org/scientific-advisors)

*"Volunteering for WeForest has been one of the most enriching experiences, at every level, of my life. WeForest gave me the opportunity to represent a great cause, work as a team with highly talented, devoted, and passionate professionals, make a difference in the life of many individuals around the globe, as well as make a difference in the state of our treasured planet. Through this experience, I have grown to be more confident, committed, and inspired by the grand things that we, as human beings, can achieve when we work together for the common good."*

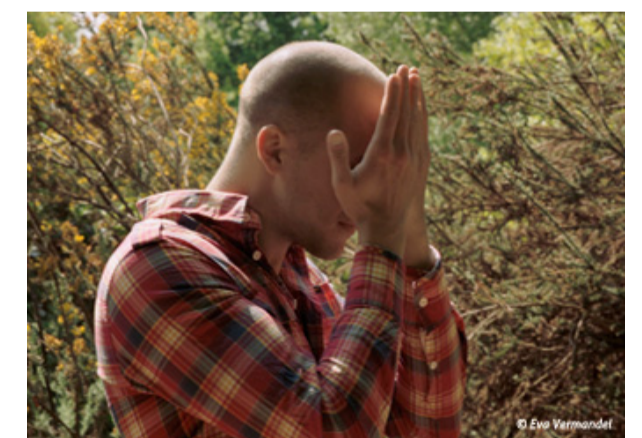
Joanie Quintanilla

## Our Ambassadors

Nobel Peace Prize Laureate  
Desmond Tutu  
and  
Milow



*"The World's Forests are a Shared Stolen Treasure that we must put back for Our Children's Future".*



*"If I could plant a tree for every time I used to hear you say 'life runs through your hands like water', our backyard would be a forest now". Building Bridges.*



*"Volunteering for WeForest has been one of the most enriching experiences, at every level, of my life"*



*"The world's Forests are a Shared Stolen Treasure" (Desmond Tutu)*

## What's next? We have ambitious objectives for 2013 and beyond.

- **Financial Targets**

We are planning an income in 2013 of €510.000

- **New countries**

WeForest will be commencing a project in Brazil to support the positive momentum of the reduction in deforestation rate there. It will also give us the opportunity to leverage the global enthusiasm surrounding the World Cup in 2014 and the Olympic Games in 2016.

- **Continuously raising the bar**

We are continuing to raise our performance standards for each tree planting project and are committed to bringing all planting partners up to our required reporting standards.

We are continuing to develop our set of criteria for evaluating new projects.

We are re-organising the planting systems in order to maximise volunteer involvement, develop a database of volunteers and local experts with skills to manage or audit tree planting projects. We are starting to develop self-sustaining programs with our planting partners so that donations are only required for the first few years.

- **TEAM:**

*Together Everyone Achieves More!*


We are always looking at new ways of increasing our impact. What do we need?

- > More companies engaging world wide
- > Committed volunteers who are willing to offer their skills to this cause
- > More public speaking opportunities



Should you have suggestions or questions, contact us !  
[contact@weforest.org](mailto:contact@weforest.org)



 Everyone can join the global movement and  
Make Earth Cooler.

 "The best time to plant a tree is 20 years ago.  
The second best time is now"