

WeForest asbl/vzw 2014 Annual Report

"Making Earth Cooler" - Transforming landscapes for Climate, People & Planet

1. A WORD FROM THE CEO

*"2014 was definitely a year to be remembered for 3 milestones: **our book**, a **record growth** and a **transformed organization**. Our book, which thanks to the foreword by Desmond Tutu and press coverage gave WeForest a great international visibility; a record-high income and the transformation from a volunteer-excel- based organization to a professional-digitally-empowered team. There is clearly a before and after 2014 for WeForest!"*

Marie-Noëlle Keijzer

2. HIGHLIGHTS FROM THE YEAR

Over 7,5 million trees

2.337.455 trees were added during 2014, totaling 7.506.333 trees since 2009.

An area almost the size of Manhattan

1.776 ha were restored in 2014, totaling 5.176 ha since 2010¹.

This area represents 88% of the size of Manhattan (59km²)!

A triple digit growth once again

In 2014 WeForest received a total of €709.464€, a 143% growth versus 2013.

2010: Revenue	52.712 €	Overheads: 37%	Trees planted: 276.650
2011: Revenue	144.300 €	Overheads: 22%	Trees planted: 0,9 m
2012: Revenue	419.020 €	Overheads: 18%	Trees planted: 2,5 m
2013: Revenue	495.932 €	Overheads: 16%	Trees planted: 1,6 m
2014: Revenue	709.464 €	Overheads: 28%	Trees planted: 2,3 m
2015: revenue target	2.1m€	Overheads: 25%	Trees to be planted: 7 m

In Summary: total trees planted at the end of 2014: 7.5 million or the equivalent of 5.176 ha restored.

Focus remains corporate donors (87% of income in 2014); individual contributions represented the remaining 13% with 1 large donation for operations. WF received no public funds in 2014.

Overheads as an investment in growth

2014 showed a 143% growth in revenue, yet these results were short of 6,5% versus target (€709.464 actuals vs. 750.000€ budget).

The overheads were budgeted at 31% in order to build a team for future growth: we were able to keep the actual overheads slightly under budget (28%).

The WeForest accounts are audited by **Deloitte** every year since 2011.

3. PROJECT ACHIEVEMENTS AND IMPACT

A project portfolio in constant evolution

In 2014 WF funded 7 projects, completed 2 sites and started 2 new ones.

7 active projects in 2014

1. INDIA - Restoring India's cloud forest. New in 2014!
A total of 416.500 trees were planted and protected (500ha).

¹ 5.176 ha = 12.847 acres=52km².

2. BURKINA FASO - Greening The Sahel Desert.
A total of 1.035.208 new trees have grown (from sown seeds) during 2014 (1035ha), creating an estimate of 3 direct employments (due to the fact that tractors are used to prepare the soil and no nurseries are needed).
3. TANZANIA - Permaculture at the center of landscape restoration.
A total of 104.457 valuable trees (super-food, fruit trees) were grown in the nursery and distributed to farmers to plant during 2014, creating an estimate of 17 direct employments.
4. BRAZIL- Restoring the Atlantic Forest. New in 2014!
A total of 64.290 trees were planted during 2014 after seedlings were grown in local community nurseries led by women.
5. ZAMBIA – Planting trees with prisoners in the Ndola prison.
A total of 17.000 trees were planted for timber near the prison during 2014 in order to bring additional long-term income for healthcare and better food.
6. ETHIOPIA – In the Rift Valley, South of Ethiopia.
A total of 300.000 trees were planted during 2014, creating an estimate of 29 direct employments.
7. MADAGASCAR– Mangrove restoration in the North West of the island.
A total of 400.000 mangrove trees were planted during 2014, creating an estimate of 76 direct jobs.

Stopping 2 test projects

WeForest is thriving to select planting partners that can guarantee the long-term survival of the trees and a solid reporting about the tree growth. When not satisfactory or when the initial target is complete, the project stops.

2 sites (Madagascar/dry deciduous trees) and India (in Tamil Nadu) did not bring satisfactory results in terms of reporting quality so we decided to stop funding them. Total trees planted in these 2 test sites were quite limited (280.000 trees in Madagascar and 7.350 trees in India).

4. DONORS AND PARTNERS THAT MAKE IT POSSIBLE

27 corporates supported the WeForest planting activities in 2014, including 6 global brands (Brabantia, Coty, Delifrance, Europcar, Marriott and Daikin).

A generous contributor (from the UK) donated for operations and supported the salary of our first employee for 2 years (2013 and 2014): we are very thankful to her for helping us professionalize our administration, which was until then relying mainly on volunteers.

The top 10 donors contributed to 90% of all donations (Atlas Copco, Brabantia, Delifrance, Daikin, Marcelle S, Delifrance, Geoaxioma, Illustration, Eneco and Kwadraat).

SalesForce and Deloitte

A new business system for contact & account management was implemented in June 2014 WF (CRM). SalesForce gave WF 10 free licenses as part of their CSR strategy. Deloitte Belgium helped WF pro bono to implement it.

Dropbox

WF received 50 licenses for unlimited data storage.

5. TEAM

A growing team of professionals: 6 people worked for WF in 2014, (representing 4,5 FTE), located in Belgium, Germany, Ireland and UK. 12 volunteers contributed their expertise throughout the year.

6. GROWING A MOVEMENT

The NYDF (New York Declaration on Forests) from September 23rd, 2014 under the UN Secretary-General Ban Ki Moon's leadership (endorsed by dozens of governments, 30 of the world's biggest companies, and more than 50 influential civil society and indigenous organizations) called for action. It called **for 350 million ha to be restored by 2030** (10% of the planet's degraded soil: the equivalent of 41% of Brazil or a little more than the total surface of India (106%). It also called for the protection (to stop deforestation) of another 177m ha in order to stay under the 2°C temperature increase. This was an important milestone for the reforestation movement: it set the scene and the objective for the action we are undertaking.

The WF Mission: "WeForest aims to contribute to the scaling-up, monitoring and reporting on the impact of forest and landscape restoration, contributing to the realization of the NYDF (New York Declaration on Forests) and the Bonn Challenge".

Joining Al Gore's Climate Reality Corps: on June 17, 2014, Marie-Noëlle Keijzer, the WF CEO, joined a 3-day training by Al Gore in Johannesburg (SAF) to continue spreading the word on the climate urgency.

2014 WeForest Publications

[The WeForest book](#) : Forests - Reasons to be hopeful – Bill Liao. With a foreword by Desmond Tutu.

"This captivating book simply and engagingly captures the vital role forests play in combating the effects of climate change. The reasons for the current and historical demise of the forest are clearly outlined, followed by a fascinating insight into how a forest works to help the local and global environment. There is a solution to global warming which is realistic, attainable and beneficial to the Earth and her inhabitants. Bill Liao and WeForest's laudable goals of making the earth cooler, alleviating poverty and restoring eco-systems are enshrined in case studies from around the world, vividly demonstrating reasons to be hopeful. This captivating book simply and engagingly captures the vital role forests play in combating the effects of climate change. The reasons for the current and historical demise of the forest are clearly outlined, followed by a fascinating insight into how a forest works to help the local and global environment. There is a solution to global warming which is realistic, attainable and beneficial to the Earth and her inhabitants. Bill Liao and WeForest's laudable goals of making the earth cooler, alleviating poverty and restoring eco-systems are enshrined in case studies from around the world, vividly demonstrating reasons to be hopeful."

[Watch](#) the short launch video.

They talk about us

- [Irish Examiner](#) July 15, 2014 (WeForest book)
- [West Cork People Journal](#) July 2015 (WeForest book)
- **RTBF** - September, 1st, 2014, (Belgian French) (WeForest partnership with Goodeed)
- Bloomberg TV, Nov 19th, 2014, Bill Liao, WF co-founder interview ("Two Trillion Trees to Save the World").

Outreach in a few numbers (to date)

80 corporate partners
2500 newsletter subscribers
55.612 website unique visitors, 62.975 total website visits
6500 Facebook fans
250 LinkedIn followers.

"A world where communities, and nations, sustainably manage their forests, landscapes and natural infrastructure to mitigate climate change, enhance livelihoods, increase resilience and safeguard biodiversity."
The WeForest Vision