

PLANTING REPORT 2019



4+ MILLION TREES PLANTED!

Thanks to our amazing supporters and business partners, One Tree Planted was able to plant more trees than ever in 2019.

Our supporters donated over **\$5,000,000**, enough to plant **4,010,962** trees this year, the rest to be planted early 2020. That's three times more than last year!



FROM THE FOUNDER... (THIS GUY)

2019 has been an incredible year for One Tree Planted! Thanks to your support, we've grown from a sapling to mighty oak. **Our staff grew from a lean team of just 6 to 18**, expanding alongside our breadth of projects. This internal growth is essential to us making the biggest possible impact on forests worldwide.

We planted over 4 million trees - more than 1.8 million in North America, 1.2 million in Africa, 465,000 in Asia, and 423,000 in Latin America.

2019 also saw an amazing spurt in the number of hands getting in the dirt! **Our planting events allowed more than 7,000 volunteers to plant trees in 173 cities around the world.** We're honored to have developed the networks to create these opportunities for families, schools, and anyone interested in getting more trees planted closer to home.

We are poised to make our biggest impact ever in 2020, with **more than 6,000,000 trees committed to be planted already!**

All of this wouldn't be possible without our amazing supporters. Every \$1 donation can make an impact. Every dollar changes the world for the better just a little more.

2020 may have started with continued tragic wildfires, but together we can make this the year we got our forests back.

Now let's get to work.

Matt Hill

Chief Environmental Evangelist



OUR MISSION

One Tree Planted is a non-profit environmental charity focused on global reforestation.



FROM SEEDLING TO FOREST

Now just 6 years old, One Tree Planted has doubled and tripled in size year-over-year since its inception. Starting with a project of just 20,000 back in 2014, our little charity has now grown to be one of the largest and most recognized tree planting organizations in North America and around the world!

2019: 4,000,000+ TREES

2018: 1,300,000 TREES

2017: 300,000 TREES

2016: 100,000 TREES

2015: 50,000 TREES



WHY TREES?

Our reforestation projects rebuild forests after natural disasters and deforestation. This doesn't just benefit nature and the climate, it directly impacts the people living in the affected areas.

Trees have a wide range of benefits. One Tree Planted focuses on what we call the 6 Pillars of why trees are important.

The 6 pillars of reforestation...



AIR



WATER



BIODIVERSITY



SOCIAL IMPACT



HEALTH



CLIMATE



SUSTAINABLE DEVELOPMENT GOALS

Sustainable development entails seeking out solutions that not only boost the economic outcomes of developing and poorer nations, but also working to limit (or eliminate) our impact on the planet. Trees are one such solution.

Trees and tree planting hit upon a number of the economic and environmental issues expressed in the sustainable development goals. On top of the environmental impacts they can also help create jobs, empower communities, protect endangered wildlife, and so much more.

As an environmental organization we strive to achieve these goals in all aspects of our operations.

6 CLEAN WATER AND SANITATION



6.6 - By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes

13 CLIMATE ACTION



13.3 - Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

15 LIFE ON LAND



15.3 - By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world



THE REALITY OF GLOBAL **FOREST** COVERAGE

While the state of Earth's forests are improving overall, there is **still plenty of work to be done.**

Globally, deforestation rates are lower than they have been in the past, however, **2019 marked an uptick in forest cover loss** as commitments from companies and governments fell away. Between 2010 and 2019, some estimates state that **deforestation has increased 30% over the last decade.**

As we closed out the decade, the 2010s we were particularly hard on our forests. **In 2015 global forest coverage fell to its lowest point in history - less than 4 billion hectares (just 4x the area of the United States).**

Despite this, the conversation around protection and restoring our forests is louder than ever. With 2019 finishing off with some of the worst wildfires in history taking place in Australia, **the world is waking up to the reality of climate change and the impact it is having our forests, our wildlife, and our plant.**

If 2019 was a big year for reforestation, **2020 is going to be even bigger!**



A close-up photograph of a thin, dark brown oak tree branch with several small, dried, reddish-brown leaves. The branch is positioned diagonally across the frame, emerging from a dark green, ribbed plastic pot. The background is a soft, out-of-focus greyish-blue.

**"THIS OAK TREE AND ME,
WE'RE MADE OF THE SAME STUFF."**

— CARL SAGAN





YOUR 2019 *IMPACT*



4,010,962

TREES PLANTED



30,765
HECTARES RESTORED



18 COUNTRIES
ACROSS FOUR
GLOBAL REGIONS



87,328 TONNES
OF POTENTIAL CO₂e
SEQUESTRATION / YEAR



220 VOLUNTEER
PLANTING
EVENTS



4,656 BUSINESS
PARTNERS
(UP FROM 2,249 IN 2018)



200% *INCREASE*
IN DONATIONS OVER 2018



\$5,899,721

IN TREE PLANTING SUPPORT!

What a way to end the decade!

In 2019 we received over \$5.89 million in donations. That's triple the amount received in 2018!

Not only did our support grow, the number of supporters grew as well. We quadrupled the number of individual donors, and more than doubled our business partnerships!

Why did we only plant 4 million trees, you ask? Given the varied planting seasons across our different planting regions, some donations made in 2019 will plant trees in 2020.



46,631
INDIVIDUAL
DONORS
(UP FROM 11,826 IN 2018)



\$76.85
AVERAGE
DONATION



BUSINESS PARTNERSHIPS

Our business partners really stepped up to the plate in 2019 to make an impact where it matters most.

Apart from **more than doubling our number of business partners to 4,656 up from 2,249 in 2018**, a number of companies not only planted trees but raised awareness of global reforestation efforts. **Check out the campaigns some of our partners took on!**

NETFLIX

Through this partnership, we're inspiring viewers to personally get involved with simple actions – that can make a big impact towards helping our planet thrive.



Unilever is planting 250,000 trees in the Amazon for its new "plant powered" energy drink Yula. **The trees will protect critical wildlife habitat and provide sustainable livelihoods to local people.**

TRAFALGAR

Travel and leisure group TTC are taking their commitment to sustainable tourism one step further. **For every customer that opts out of paper documents, they plant one tree!**

facebook

lyft

BlackRock



TWISTED X



contiki
vega

NETFLIX

lululemon



L'ORÉAL Heineken

Morgan Stanley



NIKIN
zipcar



CIT



Loblaws


Marriott
HOTELS • RESORTS • SUITES

MARLEY



TRAFALGAR



A man wearing a yellow hard hat, a dark jacket, and blue jeans is working in a field. He is holding a shovel and appears to be digging or clearing the ground. A white bag is slung over his shoulder. The background shows a hazy landscape with trees and hills under a bright sky.

**"A NATION THAT DESTROYS ITS SOILS
DESTROYS ITSELF. FORESTS ARE THE
LUNGS OF OUR LAND, PURIFYING THE
AIR AND GIVING FRESH STRENGTH TO
OUR PEOPLE."**

— FRANKLIN D. ROOSEVELT



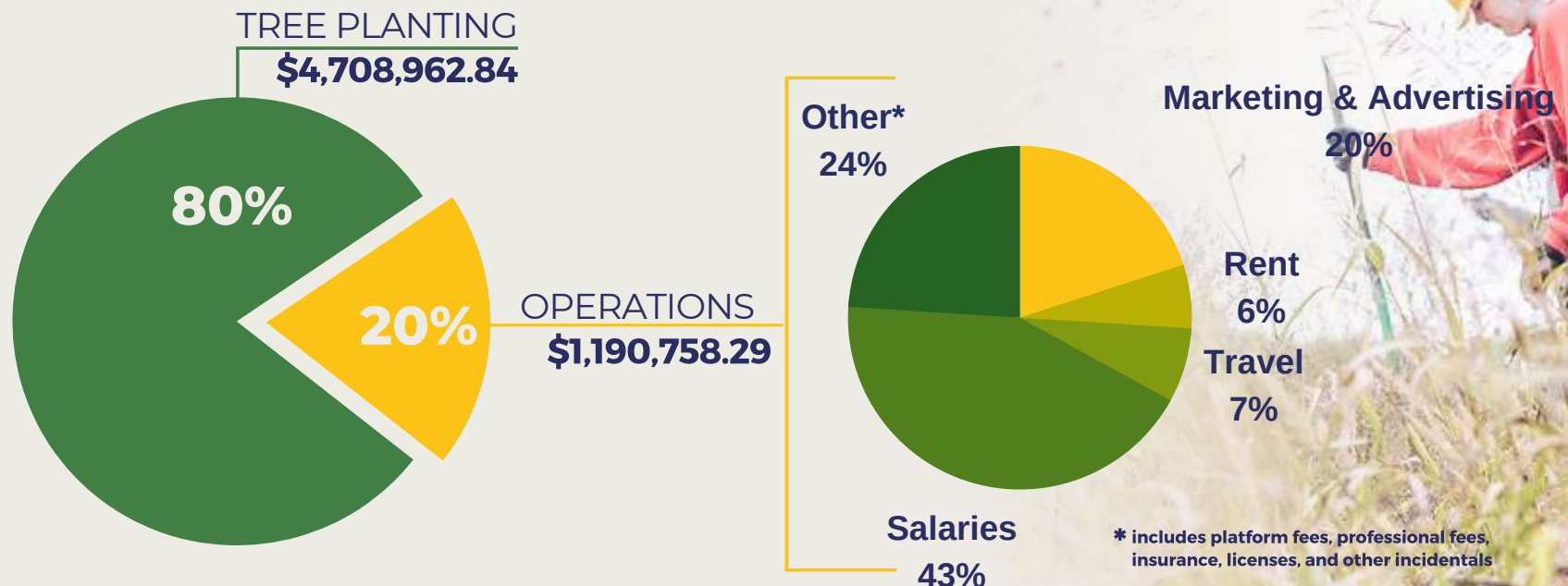
HOW YOUR **DONATION** PLANTS TREES

We want as much of our supporters donations to go to planting trees as possible. Every year we hope to maximize efficiency to shrink the percentage of revenue going towards salaries, office space, professional fees, platforms, etc.

Over the course of the last year, **our operations grew immensely** to compensate for the number of trees we had to plant! **We added more staff** members which also meant we had to grow our office space as well. We also added to our transparency, accountability, and monitoring efforts!

All of these costs **make it easier for us to plant more trees**, and give our supporters more opportunities to give back to the planet.

Despite this growth, our operating cost remained **on target of 20% of total revenue!**



PLANTING EVENTS

Every year, One Tree Planted hosts planting events around the world, **encouraging volunteers to get outside and get their hands dirty!** In 2019 we **hosted 220 planting or site maintenance** events including 45 events exclusively for some of our business partners. **With 7,000 people volunteering, you planted over 40,000 trees!**

This year we had the tremendous support of **Netflix and their Our Planet series to support our Earth Month events**, allowing us to get even more hands in the dirt!

**EARTH
MONTH**  **OUR PLANET
NETFLIX**

81 EVENTS
4,000 VOLUNTEERS

PLANT-A-TREE DAY 
SEPTEMBER 27

95 EVENTS
3,000 VOLUNTEERS



GROWING *PARTNERSHIPS*



WORLD
RESOURCES
INSTITUTE

In 2019, our partnership with the World Resources Institute (WRI) really took off. As a leader in the world of conservation, **WRI is critical for ensuring we have plenty of quality projects around the world.** For 2020, we are going to continue collaborating and planting as many trees as necessary!



One Tree Planted is now **an official reforestation partner of the United States Forest Service (USFS)**, a rare privilege reserved for very few organizations due to rigorous standards. It means we will be working with USFS to restore and create resilient forest ecosystems on public lands from coast to coast in National Parks in the US.

Cities**4**Forests

Cities4Forests is a commitment by municipalities around the world to **integrate forests and sustainable development into their city planning.** This year, we partnered with them to plant trees in urban areas around the world.



PLANTING REGIONS

One Tree Planted has planting projects in four global regions: North America, Latin America, Africa, and Asia. Within these regions, in 2019 we had projects in 17 different countries.

Planting trees in each of these regions comes with its own diverse benefits, challenges, and rewards. And every reforestation project has its own unique impact on forests, communities, animals, and the planet overall.

NORTH AMERICA

CANADA
UNITED STATES

LATIN AMERICA

ANDES (ECUADOR)
BRAZIL
BOLIVIA
GUATEMALA
HAITI
PERU

AFRICA

ETHIOPIA
GHANA
KENYA
RWANDA
SOUTH AFRICA
UGANDA

ASIA & AUSTRALIA

AUSTRALIA
INDIA
INDONESIA
PHILIPPINES
VIETNAM



NORTH AMERICA

1.9 MILLION TREES

▶ WATCH PROJECT VIDEO



PROJECT HIGHLIGHT: **PROTECT THE ORCA**

In collaboration with Promise the Pod, **One Tree Planted** is repairing critical watersheds and planting lots of trees to help bring back the endangered Southern Resident Orca from the brink of extinction.

Also known as killer whales, Orcas are an icon of the Pacific Northwest. But their population has been decreasing, with **only 73 individual whales left in the region.**

One of the biggest threats to the orcas' survival is an ever-decreasing supply of Chinook salmon, **a staple of their diet which amounts to about 80% of their caloric intake.** Salmon numbers are declining as deforestation and pollution degrade their spawning ground, ultimately impacting the amount of salmon available for the orcas.

Tree planting and restoring riparian zones (the areas where land meets a river or stream) across the Pacific Northwest is a simple and effective solution for protecting and increasing salmon stocks as well as filtering out runoff pollution that ends up in the ocean. **This helps not only the salmon, but also reduces the amount of pollution that ends up in the ocean.**

This restoration initiative **launched in 2019 with 115,000 trees planted,** including Orca Recovery Day when hundreds of volunteers planted 5,300 trees in one day!

In total, **we are contributing over 1 million trees to this effort,** and are looking forward to getting our hands dirty in 2020!

▶ **WATCH PROJECT VIDEO**





LATIN AMERICA

353,000 TREES



PROJECT HIGHLIGHT: **PERUVIAN** **AMAZON**

Peru contains the **second largest section of the Amazon Rainforest** (after Brazil). As such, the country is home to **over 20,000 known species of plants and animals**, approximately 1/4 of which are endemic, placing it among the **top 10 'megadiverse' countries**.

Our project in Peru took place within the buffer zone of the Tambopata National Reserve adjacent to Bahuaja-Sonene National Park. Some of the land where the trees were planted was formerly leased by large agribusiness operations. **These businesses tore up large sections of private land to plant unsustainable crops that damaged the land. After harvesting, they left the degraded land for the locals to clean up.**

Working with farmers and conservationists, **this project emphasizes restoring the land through the practice of agroforestry**. Planting cacao trees, other fruit-bearing species, and companion plants creates **a socially, economically, and environmentally sustainable solution to restore the land and livelihoods of the impacted communities**.

This project spans 3 years and looks to plant close to half a million trees - **260,000 of which were planted in 2019!**

▶ **WATCH PROJECT VIDEO**





ASIA |
475,000 TREES



PROJECT HIGHLIGHT:

INDIA CYCLONE FANI RECOVERY

In May of 2019, Cyclone Fani made landfall on India's eastern coast. The cyclone was the worst storm India has dealt with in the past two decades, causing more than an estimated \$8 billion in damage. **More than a million people needed to be evacuated, at least 89 lost their lives.**

Sadly, the environmental damage was also quite profound. Some estimate that as many as **10 million trees were downed in Odisha state alone.** Many of the trees lost belonged to **small-holder farmers or families dependent on the fruit-bearing trees for food and income.**

To do our part for the restoration efforts, **One Tree Planted contributed 150,000 fruit trees** to help those families and farmers repair their way of life. Additionally, **100,000 mangrove trees were planted** to protect the coast from storm surge, rising sea levels, and erosion, thus mitigating the risk coming from future storms. **This mangrove project was so successful that we are significantly expanding this effort in the region in 2020.**





| AFRICA

1.2 MILLION TREES



PROJECT HIGHLIGHT:

EMPOWERING WOMEN FARMERS IN RWANDA

In 2019, we completed three separate projects in Rwanda, all of which centered around agroforestry. The first was with a **women-led coop that planted 35,000 fruit-producing trees**; the second a group of **students who planted 9,000 trees as part of an initiative to fight poverty**; and the third was with **farmers who planted 60,000 trees to produce sustainable coffee**.

Agriculture employs over 70% of the population in Rwanda. However, livelihoods are being threatened as soil erosion from years of **unsustainable farming is jeopardizing crop yields**. Steep slopes in the country also increase the likelihood of landslides, which damage farms, pollute water sources, and exacerbate deforestation.

That's why promoting agroforestry is so crucial for this region. **Planting trees that also serve an economic benefit - on top of their benefits to the environment - reduces the likelihood that farmers will cut down the trees for timber or firewood.** With the income and food generated from these trees, **communities are better able to afford healthcare, education, and quality nutrition** - all while reducing soil erosion and contributing to improving the environment overall.

