



ONETREEPLANTED

PLANTING REPORT 2020



A man in outdoor gear, including a large backpack and a tool bag, is using a shovel in a field. The background shows a hilly landscape under a cloudy sky.

10⁺ MILLION TREES PLANTED!

One Tree Planted had yet another banner year in 2020. Outside of the devastating global pandemic, we were still able to plant more trees than ever before!

Our supporters donated over **\$15,587,577** (double 2019), enough to plant **10,004,595** trees this year, the rest to be planted during the 2021 planting seasons.





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A MESSAGE FROM MATT HILL, CEO/PRESIDENT

OUR MISSION

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

OUR VALUES

We want to make it simple for anyone to give back to the environment - whether you are planting 1 tree or 1 million!

WHY TREES

Trees are at the heart of our fight against climate change. They are an affordable, simple and powerful tool for protecting our environment while creating numerous economic, health, and social impacts.

2020 was a year unlike any other. But as I look back I'm amazed at what we were able to accomplish together. We planted over 10 million trees around the world, all thanks to your support!

We've also joined the World Economic Forum's Trillion Tree Initiative, expanded our impact partnerships, and doubled our team to include forestry and mapping experts, board members, and project directors with decades of experience.

Above all, we saw an unwavering commitment to the environment from our amazing community.

I'm optimistic for the year ahead as we incorporate monitoring technology, scale up our reforestation projects, and align with global initiatives like the UN Decade on Ecosystem Restoration.

Every tree helps move the needle when it comes to climate efforts and it's all thanks to donors like you who make it possible.

Thank you!



YEAR IN REVIEW **2020**

2020 was a year of challenges for everyone. The global pandemic changed how we work, how we interact with our friends and family, how we do business, **and, yes, how we plant trees.**

Despite having to change our strategic plans and adjust how we can best serve our partners and clients, One Tree Planted still managed to nearly **triple the amount of trees we were able to get in the ground!**

Over 10,000,000 trees were planted around the world in more than 28 countries. Your support was integral this year - we received more than \$15,000,000 in support from individuals and business partners, setting us up for an incredible 2021!

So far, we have committed over 20,000,000 trees to be planted this year, and that number is only likely to go up.

Our team grew substantially to accommodate the growth, and we ramped up our efforts for transparency and accountability with improved monitoring, measuring, and evaluation of our global planting projects.

10,004,595
TREES PLANTED

15,928.78
HECTARES RESTORED

113 PROJECTS

28 COUNTRIES
6 CONTINENTS



THE 2020 STORY

by One Tree Planted



CUNCANI, PERU
40,000 TREES PLANTED



IMPACT 2020



WE PLANT TREES

Planting trees is our bread and butter. Our one-for-one model is designed to make it easy and simple for anyone to give back to the environment, and help combat climate change.

WHY TREES: Trees are remarkable plants. They are the most affordable and efficient carbon capturing machines on the planet. And that's not mentioning all the biodiversity, water, social and economic impacts they offer.



STRONG GROWTH, STRONGER FORESTS

In our 7th year, One Tree Planted is excited to continue with exponential growth and incredible year-over-year success with our reforestation projects. Before One Tree Planted has even reached a decade of planting, we have been able to get more than **16,000,000** trees in the ground!

10,004,595



REFORESTING **THE GLOBE**

2020 saw One Tree Planted extend its global reach and plant trees on every continent that needs and can support trees. We planted in 28 countries, 10 more than in 2019. We also saw substantial growth in our presence in Europe, with more projects coming up in 2021!



NORTH AMERICA

4,408,795 TREES PLANTED

CANADA
1,316,680

UNITED STATES
2,608,155

MEXICO
483,960



LATIN AMERICA

1,332,115 TREES PLANTED

HONDURAS
100,000

HAITI
59,000

ECUADOR
235,863

PERU
437,773

BRAZIL
488,128

BOLIVIA
10,000

CHILE
1,351



ASIA & THE PACIFIC

3,358,918 TREES PLANTED

INDIA
1,130,530

VIETNAM
37,364

PHILIPPINES
138,000

INDONESIA
1,655,950

PAPUA NEW GUINEA
10,000

AUSTRALIA
226,449

NEW ZEALAND
160,625



AFRICA

877,588 TREES PLANTED

GHANA

135,000

UGANDA

495,088

ETHIOPIA

500

KENYA

90,000

RWANDA

150,000

TANZANIA

7,000



EUROPE

27,179 TREES PLANTED

SCOTLAND

4,650

ENGLAND

2,600

ITALY

2,395

ROMANIA

15,000

SPAIN

2,534



WE CREATE IMPACT

At One Tree Planted we focus on the 6 Pillars of Reforestation. These pillars are the foundation of why planting trees is such a significant action to take.



AIR



WATER



BIODIVERSITY



SOCIAL IMPACT



HEALTH



CLIMATE



ECONOMIC & SOCIAL IMPACTS

Tree planting doesn't just provide benefits to the environment. The people, communities and families around the world who are involved in our planting projects also see numerous positive impacts.

Our projects help communities with jobs, training, and supporting families with improved income and access to food. Combining these outcomes not only helps those in need, but also ensures the trees planted are not used for timber or agricultural production.



**JOBS
CREATED** 1,498



**FRUIT TREES
PLANTED** 2,103,399



**FAMILIES
SUPPORTED** 29,318



VOLUNTEERS 8,524

BIODIVERSITY BENEFITS

Trees support some 80% of the world's terrestrial biodiversity. Many of our projects are established to ensure wildlife, and both flora and fauna, have healthy and sustainable habitats within which to live.

Trees are a critical part of global ecosystems, so protecting our forests means protecting all the animals and plants that live within them.

**ORANGUTAN
HABITAT RESTORED
IN INDONESIA**

**IMPROVED
BIODIVERSITY IN
BRITISH COLUMBIA,
CANADA**

**PROTECTED
ENDANGERED
CHIMPANZEES IN
UGANDA**

**200+ BIRD SPECIES
PROTECTED IN
BRAZIL**



CARBON CAPTURE

To date, trees are the best known technology we have for the capture and sequestration of carbon. They are inexpensive to plant and grow, they are remarkably efficient at capturing and storing greenhouse gas emissions, and they can live an extremely long time.

Alongside reducing global carbon emissions overall, planting trees plays a pivotal role in reducing the impacts of global warming and climate change. With the Earth's extreme capability to support increased tree coverage, tree planting is a major solution to the current climate crisis.

480,220,560 LBS
OF POTENTIAL CO₂e
SEQUESTERED ANNUALLY*

***based on an average of
48lbs/mature tree annually**





PAIBONA, UGANDA
115,000 TREES PLANTED



WE INSPIRE ACTION

We are driven by taking action. Big promises are great, but we need to step up and do the work!

Through social media, planting events, and marketing collaboration, and our new T.R.E.E.S. school program, we are inspiring a community of environmentally conscious individuals and businesses dedicated to making a difference at home and around the globe.

With planting events largely out of the question, we had to turn our efforts to the virtual world to promote sustainability and reforestation.



2.5 MILLION SOCIAL INTERACTIONS



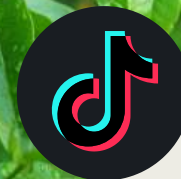
166,300 FOLLOWERS
+177.5%
1.2M INTERACTIONS
+58.6%



9,232 FOLLOWERS
+71.3%
48,228 INTERACTIONS
+4.6%



42,000 FANS
+84%
1.2M INTERACTIONS
+111.2%



7,132 FOLLOWERS
141.2K LIKES
SINCE APRIL 2020



T.R.E.E.S. PROGRAM

2020 was the first year we had our *Teaching Reforestation, Environmental Engagement, and Sustainability* (T.R.E.E.S.) program in full swing.

With free resources for grade school to University students, T.R.E.E.S. brings the environment into the classroom, giving teachers and student groups the materials they need to build environmental stewardship within their schools and communities.

We launched a high school program for teachers/parents and students with 5 unique lesson plans, 4 new activities, and 8 assets to help high schoolers get involved with sustainability. Our university program is growing as we work with students at UCLA, Hofstra, Colorado State University, and others.



2,481
SIGN UPS



5 UNIVERSITY
PARTNERSHIPS





NEW BRUNSWICK, CANADA
100,000 TREES PLANTED





WE WORK TOGETHER

If we want to solve the world's biggest climate issues, we all need to come together and work as a team.

Since we can't do this alone, in 2020 One Tree Planted expanded our network of individual donors, and partners. From individuals and businesses to other like-minded NGOs and charities, we are building a community committed to protecting and growing our forests!



INCREDIBLE INDIVIDUAL DONORS

Our operations are built on the support of our incredibly generous, environmentally-focused, and dedicated donors.

The challenges facing our forests are monumental, but our donors are rising to the occasion. In 2020 **over 13,000** people donated to plant trees. and whether it was \$1 or \$10,000, the impact was apparent.

Despite the pandemic, we saw the total number of donations increase, and the total number of donors increase! Thank you so much for supporting us through these difficult times.



13,894
DONATIONS



TOP PROJECTS

1. AMAZON
2. AUSTRALIA
3. CALIFORNIA
4. COLORADO
5. UGANDA





OUR AMAZING BUSINESS PARTNERS

From mom-and-pop shops, to small and medium-sized businesses, to Fortune 500 companies, our business partners commitment to reforestation efforts are at the core of our operations. Without their unwavering support we wouldn't be able to do what we do best - **plant trees!**

In 2020, One Tree Planted saw more than **4,138** business partners sign up and get involved. That's **4,138** more businesses helping get millions of trees in the ground all around the world.

And even in a year with so much economic uncertainty, the support of businesses only grew stronger. We now have more than **5,796** total businesses partners a clear message that the fight against climate change and deforestation is more important than ever.

Thank you to all the incredible businesses who have signed on to plant trees and make a tangible and positive impact on our planet and our future!

TOP BUSINESS DONORS 2020



COLLABORATION IS KEY

If we learned anything this year it is that unity, working together, and supporting each other can make a big difference.

As we specialize in getting trees in the ground, over the years we have partnered with some of the most influential NGOs and charities. This has allowed us to maximize our impact, and provide critical funding to organizations looking to expand their reforestation efforts. These partnerships enable us to plant more trees than ever before, and collectively create more opportunities to focus on other social, economic, or environmental impacts so the greatest possible good is achieved! Its a win-win-win.



WORLD
RESOURCES
INSTITUTE

Our partnership with WRI continues to grow. With the roll-out of TerraMatch and the TerraFund, One Tree Planted and WRI are finding more and innovative ways to restore our Earth.



the Jane Goodall Institute

Partnering with the Jane Goodall Institute in Uganda was one of our bigger successes in 2020. Together, we are going to plant and restore 3,000,000 trees and help protect chimpanzee habitat.



Alongside Rainforest Alliance, One Tree Planted has expanded projects in Honduras and Indonesia, leveraging each organization's skills and audience to grow our impact and reach.





MINAS GERAIS, BRAZIL
80,000 TREES PLANTED



HOW WE OPERATE



As a charity, we are focused on delivering the greatest possible impact, with the smallest possible footprint.

We strive to ensure that 80% of all revenue goes towards tree planting, and as we grow we hope that we can allot more of your donations directly to the cause.

We grew tremendously once again, and as a result our team did as well. However, we were still able to maintain our goal. 80% of all revenue was given to our partners in the field to make our world a little greener!



ONETREEPLANTED!

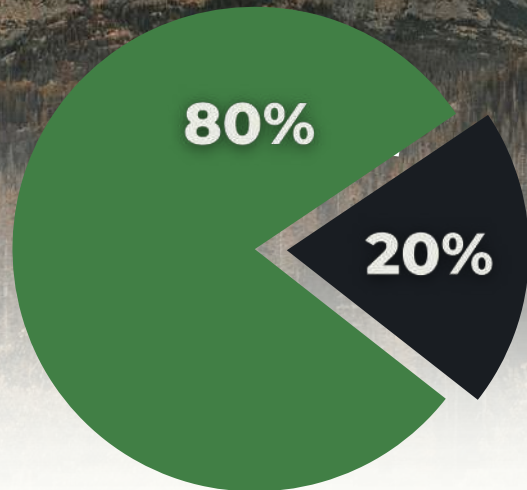


FROM DONATIONS TO TREES IN THE GROUND

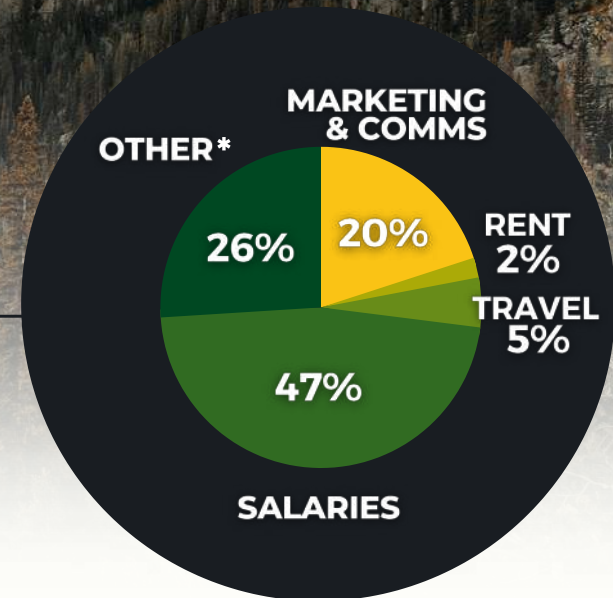
We want as much of our supporters donations to go to planting trees as possible. Every year we hope to maximize efficiency to shrink the percentage of revenue going towards salaries, office space, professional fees, platforms, etc.

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

TREE PLANTING
\$12,470,062



OPERATIONS
\$3,117,515



* includes platform fees, professional fees, insurance, licenses, and other incidentals



CITARUM RIVER, INDONESIA
30,000 TREES PLANTED

