



WHEN TREES MEAN LIFE

TREE AID Annual Review 2010/11



WE KNOW THAT TACKLING POVERTY AND PROTECTING THE ENVIRONMENT ARE INSEPARABLE.

Poor people suffer disproportionately when their immediate environment is degraded. They are often forced to over exploit their natural resources simply to survive. This leads to greater poverty and increased vulnerability to the impact of climate change. The very existence of rural communities is then threatened by extreme weather events. This is why we unlock the potential of trees to reduce poverty and protect the environment.

THIS IS WHY WE BELIEVE... TREES MEAN LIFE

FOR EVERY TREE
PLANTED IN AFRICA

28

are cut down. TREE AID's work is ending this cycle for the communities with which it works.



INTRODUCTION

This year we continued to make our actions count where they matter most – using trees to improve the lives of African rural smallholders and their families.

In 2010/11, this means we created opportunities for hundreds of thousands more people to generate a vital, year-round supply of **FOOD**, with tree produce such as dried fruits, nuts and leaves providing nutrition when other crops fail (page 3).

It means over 8,000 entrepreneurs, mainly women, set up businesses and started to generate an **INCOME** by trading tree products such as shea butter, honey and dried fruits (page 5).

And, it means greater **SECURITY** for even more communities as they gained proper access to the trees they rely on for food and income – particularly in Burkina Faso where our work with the Ministry for the Environment ensures poor people benefit from stronger community management of trees (page 7).

Crucially, though, it means **REVIVAL**. Revival of land, revival of livelihoods and therefore revival of lives, as soil is replenished, eco-systems are restored and productivity of farmland returns (page 9).

With the enormity of the challenges we face, people often wonder “can we really make a difference?” With this in mind, we were thrilled that a 2011 United States Geological Mapping Survey illustrated a substantial re-greening of the Seno Plains in Mali, where TREE AID has been working since 2005. For us, these images are of interest because they are not just of trees. They represent lives transformed forever.

This year we started a **TREE REVOLUTION** to see 1 million trees planted, protected and producing within 2011 – so that even more lives can be transformed. Meeting this target is only possible if we can raise the funds to deliver it.

During 2010/11 we grew our income by 12%, an amazing performance in these difficult economic times. This was only possible due to the generosity of our donors. We would like to thank you sincerely and hope that this annual review inspires your continued support in 2011/12.

TREE AID is built on strong foundations. As we move forward we will strive to expand our support to communities in Africa. With your help we can continue to demonstrate that trees really do mean life.



Dr Philip Goodwin
Chief Executive



Sophie Churchill OBE
Chair

WHERE WE WORK

The Sahel means ‘the shore of the desert’ and is an area that was historically rich in flora and fauna. It crosses 12 countries and separates the Sahara desert in the north from the tropical rainforests to the south. These are the drylands. Less than 600mm rain falls in a year. Yet 325 million people live here. This is where TREE AID works, particularly in **Burkina Faso, Ghana** and **Mali**. We also work in **Ethiopia** where 95% of tree cover has been lost in the past 50 years.



TREES MEAN... FOOD

Food, or lack of it, is one of the biggest problems facing rural communities in the Sahel. Here TREE AID works with subsistence farmers who are reliant on increasingly degraded and infertile land to grow food for themselves and their families. In this fragile environment, where rainfall patterns are becoming increasingly erratic, traditional crops are vulnerable in a way that trees are not. TREE AID helps communities protect and increase crop yields whilst establishing a year round source of food through tree produce such as fruits, nuts, seeds, forest honey and many others.

WE BELIEVE tree foods are undervalued as a viable and sustainable source of food and nutrition for poor people around the world. Tree foods provide a much needed safety net, reducing a family's vulnerability to famine when crop harvests are over or have failed as a result of extended periods of drought. This is why we believe trees should be central to all plans for tackling poverty in rural Africa.

"In the communities where TREE AID works in Burkina Faso, trees are providing 25% of food for 30% of the year, particularly during the hungry months when other crops are unavailable."

LUCREZIA TINCANI, RESEARCHER ON FOOD SECURITY ISSUES, SCHOOL OF ORIENTAL AND AFRICAN STUDIES, UNIVERSITY OF LONDON.

COUNTRY FOCUS | Burkina Faso

Food insecurity affects 50% of households in Burkina Faso and the nutritional status of children under five is a real concern. Here child mortality rates are among the highest in the world. Desertification, seasonal floods and recurring droughts frequently destroy crops and farmland, and therefore food supply and livelihoods for rural communities. TREE AID is working in Burkina Faso to support people in developing practices that ensure a year round, diverse source of food.



A FRUITFUL YEAR

During 2010/11 we introduced additional training in the preservation, storage and marketing of tree foods. We also broadened the training we offer in soil and water conservation. In Burkina Faso this work meant a doubling of crop yields for those that took part, significantly reducing their vulnerability to future food shortages.

VITAL NUTRITION: →

A child is fed porridge made from the leaves of the Moringa, a tree found across West Africa, which contain more beta-carotene than carrots, more protein than peas, more vitamin C than oranges, more calcium than milk, more potassium than bananas and more iron than spinach.



OVER 90%

of the trees planted in TREE AID projects this year provide vital nutrition through tree foods such as fruit, leaves, seeds, nuts and forest honey.

TREES MEAN... INCOME

For poor rural families in Africa's drylands trees mean food, shelter and a future for their environment. But they need a cash income to meet basic needs too. Money is essential to get healthcare and education and provides a financial buffer for hard times. TREE AID supports communities by helping them earn income from trees and tree products such as shea butter, balanites soap and dried fruits. We provide training in business skills and market understanding so villagers know what's best to sell, how to sell it and when.

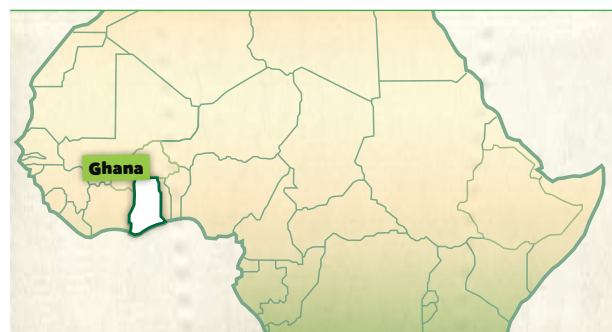
WE BELIEVE there is capacity for greatness in everyone – if the conditions are right. In Africa's drylands poor people work incredibly hard to provide for their families. Many have survived through sheer determination and an ability to adapt to meet life's challenges. We believe this tenacity, combined with the knowledge to make money from their trees, will give rise to a new generation of micro-entrepreneurs.

"In my shea nut group, we have already been able to earn money. We harvested the nuts and then stored them to sell when prices are high. We did very well."

AMINA MUSA, GHANA

COUNTRY FOCUS | Ghana

Ghana has enjoyed economic growth in the last decade that has nearly halved national poverty rates. But the northern region has lagged far behind. Here people are dependent upon agriculture to make a living and therefore more vulnerable to drought and flooding. Many of these farmers are women who fall into the poorest 20% of the population. TREE AID is working with these communities to develop higher value, sustainable income from trees.



AN ENTERPRISING YEAR

During 2010/11 we expanded our Village Tree Enterprise programme across Burkina Faso, Mali and Ghana. There are now 628 enterprise groups established benefitting over 8,000 entrepreneurs. We helped groups gain access to micro finance – to invest in stock, improve processing equipment and support the better marketing of their produce – and to reach markets far beyond their villages. This saw some women double their income.

WOMEN'S GOLD: →

Shea is known as 'women's gold' in West Africa. TREE AID schemes train women to make higher quality butter that can be sold at the market. The money that women earn means they can send their children to school, generate savings and secure their future.



65%

of people benefitting from TREE AID's Village Tree Enterprise programme are women.

TREES MEAN... SECURITY

Investing in the long term benefits of trees in the Sahel is complicated by the fact that rural communities are often uncertain of their rights to the natural resources they rely on for income and food. In many areas traditional land rights still hold sway – in others such rights have been replaced by central government control. TREE AID helps communities gain the voice needed to secure proper, permanent access to trees, acting as a mediator between villagers, local chiefs, local authorities and national governments.

WE BELIEVE in the power of people coming together to achieve great things. Participation in processes that result in rights being established and formalised acts as the best form of insurance for the long term success of our work. It also gives communities the confidence to shape their own future.

“It is local people that are best placed to reduce deforestation all over the world – provided they are given the right incentives. That means clear commercial rights to the forests.”

DUNCAN MACQUEEN, INTERNATIONAL INSTITUTE FOR ENVIRONMENT AND DEVELOPMENT (IIED)

COUNTRY FOCUS | Mali

More than 77% of Mali's rural people live below the poverty line, with those reliant on their land for food and income amongst the poorest. Recent government decentralisation policies have made access and rights to land and trees difficult to enforce, further damaging the livelihoods of this most vulnerable group. TREE AID is working in Mali to help farmers gain a more secure future through rightful access to their trees.



GAINING GROUND

This year we strengthened links between our practical work on the ground and regional and national policy. In Burkina Faso we supported the Ministry for Environment in establishing a new working group on Decentralisation of the Forest Sector. And in Mali we helped communities secure access to woodlands by creating community conventions on tree management. These activities provide the incentive needed to ensure villagers protect their trees knowing they will be theirs for the long-term.

GAINING A VOICE: →
Through TREE AID's intervention community groups are able to come together and have a say on issues that affect their very existence. This is a vital step in gaining a more secure future for themselves and their children.



THIS YEAR

174,000

people have benefited from increased access and improved rights to land across Burkina Faso and Mali as a result of TREE AID's work.

TREES MEAN... REVIVAL

The Sahara desert is growing by an area the size of New Zealand every year. Yet, the 325 million people living on the edge are forced to continue over-exploiting their environment simply to survive. TREE AID works to reverse this cycle, building a greater understanding of how to manage trees and other natural resources by introducing practices that are low cost, locally appropriate and that make use of natural processes. As a result land, lives and livelihoods are being revived and farmers are leaving poverty behind for good.

WE BELIEVE that with simple changes in natural resource management, supported by opportunities to earn a secure income from trees, Africa's rural poor will become the ambassadors for delivering future reforestation initiatives throughout the continent.

"To restore the fertility of the soil is to restore our life."

GIORGIS KEBEBE, ETHIOPIA

COUNTRY FOCUS | Ethiopia

Ethiopia is a country that has lost 95% of its forest area in the last 50 years. This has led to enormous environmental degradation and an increasing pressure upon agricultural land to produce more food for its fast growing population. Droughts are becoming more frequent leaving many without food for long periods of time, and 46% of the population in Ethiopia is currently undernourished. TREE AID's experience of working in Africa's drylands is proving vital in helping communities in Ethiopia restore their environment.



REVIVAL OF LAND AND LIVES

During 2010/11 we increased our emphasis on natural regeneration of local tree species. We delivered new initiatives to encourage farmers to become trainers themselves, spreading the impact of our work and increasing opportunities for rural enterprise. We continued to promote techniques such as grafting and pruning and bush fire management, essential in drought prone areas. And we helped plant even more trees.

TREES OF LIFE. →

Tree seedlings ready for planting, bringing new life to communities and their local environments as villagers experience the benefits of protecting, rather than cutting down, their trees.



276,508

trees were planted during the year. Tens of thousands more were produced through assisted natural regeneration.

LOOKING FORWARDS

We have achieved a lot since we began our work in 1987, delivering real change for poor people and the environment. But we know that the global challenge is enormous.

AS WE WORK TOWARDS our 25th anniversary, our ambition is to make an even greater difference. We want to reach many more people and places across the African drylands by expanding our project work and building on past success. At the same time, we want to inspire others to adopt and support similar approaches elsewhere around the world by developing the evidence base for our work.

By doing this we believe we can reach 40% more people through our programmes by 2014. This will increase our impact in tackling poverty by building upon the practical work that we know makes a real difference to people in poor countries.

This is our dream, a dream we would be unable to realise without the financial support we receive from organisations in the UK and beyond – and from the many individuals that, this year, joined the Tree Revolution and put us firmly on track to see a further 1 million trees planted, protected and producing in Africa by the end of 2011.

VIVE LES ARBRES!



Sylvestre Ouedraogo
West Africa Programmes
Coordinator

MAKING CHANGE POSSIBLE

We would like to offer particular thanks to the following for their support throughout the year:

The Big Lottery Fund and the European Commission

for funding our Village Tree Enterprise projects in Burkina Faso and Mali that has so far supported the establishment of nearly 700 small businesses

The UK's Department for International Development

for funding our Trees for Change programme in Burkina Faso, which this year led to the formation of 40 Village Forest Management Committees, who collectively agree rules for the use and protection of forests.

The Food and Agricultural Organization for its support of our work with the Burkina Faso government which was featured in its report "State of the World's Forests" published at the outset of 2011.

OUR THANKS GO TO EVERYONE

who helped us begin to turn our dream into a reality during 2011 – and your belief in our work to provide food, income and security for Africa's rural poor. We are totally dependent on your generous support. Without it, this work would simply not be possible. This year you have helped us revive land, lives and livelihoods – the impact of which will be felt for generations to come.

"The more trees that are planted, the bigger the impact for my family, my business and the future of my community."

AQUIRA ZAGRE, BURKINA FASO

'MORE TREES PLEASE' →

Aqira Zagre is the leader of a soap-making group in the village of Sittigo in Burkina Faso supported by TREE AID. 'The soil is much drier and much less fertile now,' she says. 'All the forests that I saw when I was a child are no more. The more trees that are planted, the bigger the impact for my family, my business and the future of my community.'



WE BELIEVE
WE CAN REACH **40%**

more people through our programmes, increasing our impact in tackling poverty in poorer countries.

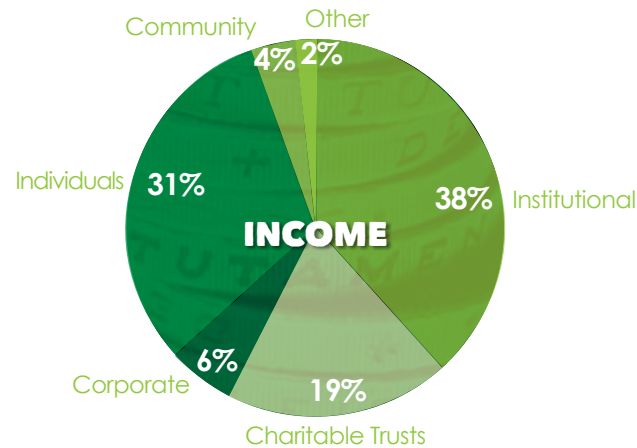
FINANCIALS

TREE AID's income for the year 2010-11 was **£1,535,000**

WHERE DID THE MONEY COME FROM?

Through the generous support of individuals, trusts, corporate supporters and institutions, TREE AID continued to grow during 2010-11, with overall income increasing by **£173k, 12.8% up** on the previous year.

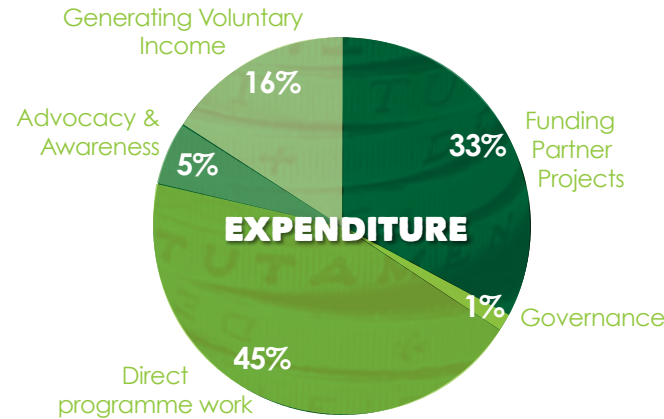
This support has helped TREE AID to directly reach **56,000** people - and hundreds of thousands more indirectly as land, lives and livelihoods were revived.



WHERE DID THE MONEY GO?

Expenditure increased by **£137k** in 2010/11, **up 9.3%** on the previous year.

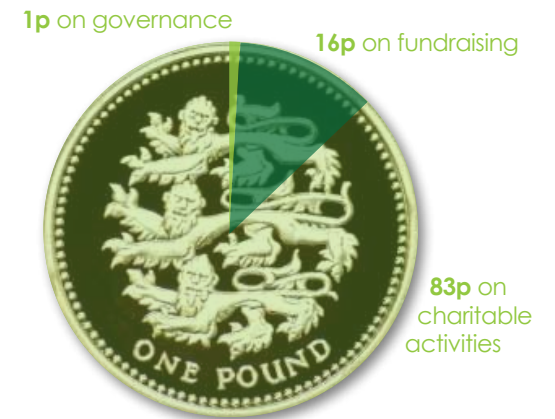
This reflects continued growth activity in Africa as we extended the impact and influence of our work.



HOW HARD DID MY MONEY WORK?

For every £1 raised we spend:

- **1p** on governance,
- **16p** on fundraising and
- **83p** on our charitable activities within Africa.



"TREE AID understands that environmental wealth is one of the main sources of growth in developing countries, and central to the livelihoods of poor people. Every day it shows communities how to use their trees to feed their families, generate a vital income and further improve the environment. Communities are better protected against the vagaries of climate change and lives are radically transformed. The work of TREE AID is truly inspirational."

HILARY BENN, SHADOW LEADER HOUSE OF COMMONS

THANK YOU: →
 from our programmes team (seen here with our Chief Executive, Dr Philip Goodwin, second row from back), who with your support have been able to continue delivering programmes that revive land and lives in Africa throughout 2010/11.



INCOME HAS INCREASED BY **12.8% | 56,000** more people have been directly helped as a result.



OUR MISSION: to help villagers living in the drylands of Africa unlock the potential of trees to reduce poverty and protect the environment.

OUR VISION: poverty replaced by thriving, self reliant communities.

If you would like to support our work please call us on **+44 (0) 117 909 6363** or you can email us at **info@treeaid.org.uk** To find out more visit **www.treeaid.org.uk**

