



**ONETREEPLANTED**



# OUR STORY

## WE MAKE IT SIMPLE FOR YOU TO PLANT TREES AROUND THE WORLD

One Tree Planted is a 501C3 non-profit environmental charity with a focus on global reforestation. We work with amazing partners in North America, South America, Asia, and Africa to get trees in the ground and restore forests after fires and floods, create jobs, build communities, and protect habitat for biodiversity.

**In 2018, we planted more trees than ever before - 1.3 million!**

**28,312**  
METRIC TONNES OF  
CO2 SEQUESTERED

**2,500**  
ACRES RESTORED

**700**  
FAMILIES & FARMERS  
SUPPORTED

**82** VOLUNTEER  
PLANTING  
EVENTS

PLANTED TREES IN FOUR REGIONS



NORTH AMERICA



LATIN AMERICA



AFRICA



ASIA

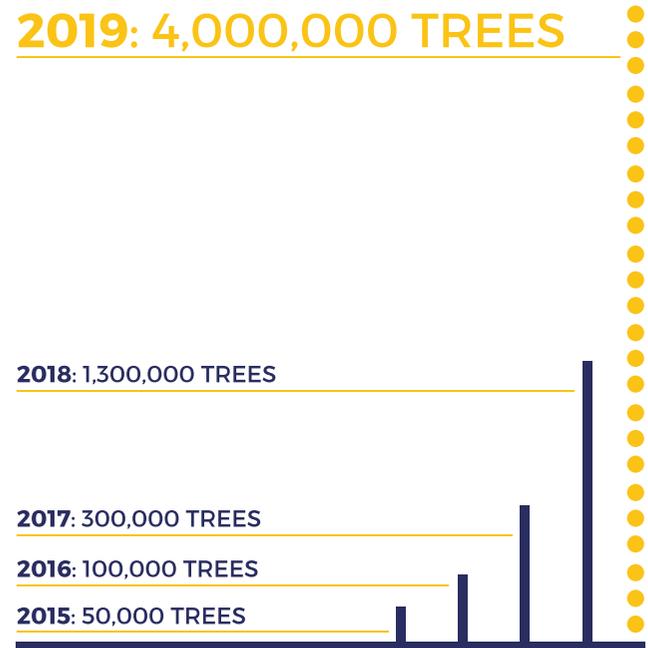
**2019: 4,000,000 TREES**

**2018: 1,300,000 TREES**

**2017: 300,000 TREES**

**2016: 100,000 TREES**

**2015: 50,000 TREES**



# REBUILDING FORESTS & COMMUNITIES

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.

The 6 pillars of reforestation...



AIR



WATER



BIODIVERSITY



SOCIAL IMPACT



HEALTH



CLIMATE



# PROTECTING THREATENED & ENDANGERED BIODIVERSITY



Our planting projects often play an important role in protecting the homes and food sources of wildlife.

We have projects that are rebuilding and protecting the habitats of Orangutans in Indonesia, the Tasmanian Devil in Australia, and even the Orca whales of the Pacific Northwest.

## 75.

### A STORY ABOUT WHALES, FISH, AND TREES



FULL FILM: [HTTPS://YOUTU.BE/E7AZQ6O9-T4](https://youtu.be/E7AZQ6O9-T4)

A person wearing a blue headband, a red shirt, and a yellow safety vest is working in a forest. They are surrounded by lush green foliage and branches. The background is a dense forest of tall, thin trees.

# COMBATING CLIMATE CHANGE & REDUCING CARBON EMISSIONS

Planting trees remains one of the best ways to reduce global carbon emissions.

The average mature tree is capable of sequestering **48 lbs of carbon** each year.

As global deforestation continues, our reforestation projects are planting trees that will clean the air we breathe for years to come.

# OUR PLANTING PARTNERS

We work with planting partners around the world who are experts in their local environments.



## WORLD RESOURCES INSTITUTE



BONNEVILLE  
ENVIRONMENTAL  
FOUNDATION



# PLANTING TREES IN **FOUR REGIONS**

We have planting projects in four global regions - North America, Latin America, Asia, and Africa - and 18 different countries! We are constantly expanding our reach for reforestation initiatives in new cities, states, and countries around the world.

## **NORTH AMERICA**

- USA
- CANADA



## **ASIA**

- INDIA
- INDONESIA
- PHILIPPINES
- VIETNAM
- AUSTRALIA\*

## **AFRICA**

- ETHIOPIA
- GHANA
- KENYA
- RWANDA
- UGANDA

## **LATIN AMERICA**

- BRAZIL
- GUATEMALA
- BOLIVIA (ANDES)
- PERU (AMAZON)
- HAITI
- COLOMBIA



# BUSINESS PARTNERSHIPS

One Tree Planted works with businesses to help with their CSR initiatives. By being flexible and understanding their needs, we find the right way for any business to give back. No minimum contribution - we just want you to get involved!

Whether it's organizing employee events or donating to one of our planting projects around the world, our business partners are already making an impact.



# TELL YOUR STORY

We share the pictures, videos, and updates from your project for you to use as part of your own marketing and social media efforts.

Take our logo and stick it wherever appropriate - Let your clients know you're planting with One Tree Planted! Need something special? Get in touch and let us know what we can do.



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# HOW YOU CAN **PLANT MORE TREES!**



# ONE FOR ONE

Adopting a One-for-One model is a simple and great way to get involved.

- **Plant a tree for every product/service purchased.**
- **Go paperless: opt for paperless billing and plant a tree.**

## PARTNER EXAMPLE:



For every client that chooses to opt out of paper billing, ADP rewards them by planting a tree.



# #PLANTAFOREST

Engage your customers with social media campaigns!

- **Every social media post with your #hashtag plants a tree.**
- **Share an Instagram and facebook post - every like, comment, and share plants a tree thanks to your company.**

## PARTNER EXAMPLE:



For International Yoga Day, adidas planted a tree for every 'tree pose' posted with #adidasTreeforTree!

# GET YOUR HANDS IN THE DIRT!

WHAT BETTER WAY TO GIVE BACK THAN  
BY PLANTING TREES?

## EMPLOYEE ENGAGEMENT

We can organize planting events exclusively for your employees. Planting trees is an awesome way to connect with nature and build team morale!

## COMMUNITY EVENTS

One Tree Planted can plan planting events across Canada so your company can get engaged and plant trees with volunteers in their community!

## TEAM FUNDRAISING

One Tree Planted will help your employees set up a tree planting fundraiser. Pick a country and start raising money for global reforestation!

## GOT A BETTER IDEA?

We love coming up with new ways to get trees in the ground! Get in touch and we'll discuss a way your business can give back.



# MATCHING CAMPAIGN

In a region of your choosing, One Tree Planted can set up a matching campaign. Every dollar donated to a particular project will be matched by your company, doubling the value of each donation!

## **PARTNER EXAMPLE:**



Heineken inspired their customers to give back. They asked their community to plant a tree, and in turn they would match the donations. In just a little over a month, Heineken raised \$50,000 for reforestation in California!





Thank you!



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