

YOUR

# UPDATE



2021 Issue 19



## Inside this issue:

- **How your support is contributing to the Great Green Wall**
- **Read all about the Future Forest project in Metema Ethiopia - your donations doubled until 11th July 2021**

Matching your donations with



**UKaid**



## Dear supporters,

As Tree Aid's Ethiopia country manager, I'm delighted to introduce this special edition of Update magazine. It's an exciting time here in the Ethiopia office – we've been busy laying the groundwork for the Future Forest project.

You can read all about the project and why it's so desperately needed on pages 4-7. It will help communities in Metema restore the ancient frankincense forest and provide them with a way to earn a sustainable income.

The project will only be able to go ahead with your help and that's why we're asking you to support the Future Forest appeal. You can also find out how your support contributes to the Great Green Wall – the world's most ambitious reforestation project – across the width of Africa. And if you want to do something in your community to support the Future Forest project turn to pages 10-11 to find out about The Great Green Walk!

Best wishes

Cheru Tessema Mammo, Ethiopia Country Manager



## News

### Future Forest - UK Aid Match project

You might have already seen that our UK Aid Match Future Forest appeal launched last month. The appeal is running from 12th April – 11th July 2021. It means that every pound you donate in that three months will be doubled by the UK government.

Any donations made by you and other members of the public will contribute to the Great Green Wall movement across Africa to tackle poverty and the climate crisis. The UK government's match funding will fund the Future Forest project in Metema, Ethiopia.

The project will work with communities to tackle the climate crisis so that they can generate a sustainable income from trees. Communities will receive training on how to tap frankincense sap, how to grade the resin and to protect and manage the forest.

You can find out more about the project on pages 4-7. If you'd like to help make the project a reality you can donate to the Future Forest appeal online at [www.treeaid.org](http://www.treeaid.org), by calling 0117 909 6363 or by post.



**Head to [www.treeaid.org/futureforest](http://www.treeaid.org/futureforest) to read more about the appeal.**

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**Fantastic Fundraising**



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### New website proving popular

Many of you have got in touch over the last few months with positive feedback on the new website. Thank you for your encouraging words. The website launch has been a huge success and is helping increase awareness of Tree Aid's work.

The stats are demonstrating the website's popularity. In the first 3 months since the website launched, the average time spent on our pages increased by almost 90% compared with last year!

We're delighted with the positive response to the website and would like to take this opportunity to thank Mentor Digital who worked on the redevelopment of the website. The new site is helping to build Tree Aid's profile and spread the word about our work.

# Spotlight on Ethiopia

Over the past 40 years, Ethiopia's forest cover has rapidly declined. With less trees, erosion is increasing and the land is losing its fertility. This is making it harder for people to grow enough food and means that almost a third of the country's population is living in extreme poverty.

The majority of communities in rural Ethiopia rely on the land to survive. But the climate crisis has taken hold and droughts are more frequent. Desertification – where land turns infertile meaning nothing can grow – is happening at an alarming rate.



**2,200,000**

hectares of forest lost between 1993-2016

Tree Aid has been working with communities in Ethiopia since 1991, to tackle hunger, poverty, and the effects of the climate crisis.

## The Future Forest project

The Future Forest project will support communities in northern Ethiopia who are living on the frontline of the climate crisis. In the Metema region temperatures are rising, trees are disappearing and land is becoming infertile. Once reliable weather patterns are becoming more and more unpredictable. That means it's becoming harder and harder to make a living from farming. With forests disappearing, and the desert encroaching, many people in this region face an uncertain future.

Without urgent action, the desert will keep spreading. People can't grow enough food to feed their families and are being plunged deeper into poverty. Ancient forest is disappearing at an alarming rate.

The project will be funded by the UK government, but it will only happen with the help of you and other Tree Aid supporters. Join the Great Green Wall movement today and you can have double the impact. **Donate before 11th July and your gift will be doubled by the UK government - meaning together, we can help to save the Metema forest in Ethiopia.**

Your donation will contribute to the Great Green Wall movement across Africa to tackle poverty and the climate crisis. The UK government's match funding will fund the project in Metema, Ethiopia, working with communities to tackle the climate crisis and generate a sustainable income from trees.

## With your help, the Future Forest project will:

Help **2,852 households** increase their income from frankincense by 25%

Provide the skills and tools so that communities can tap frankincense sustainably

Increase the price that tappers get selling frankincense resin

Restore the frankincense forest – through natural regeneration and tree planting



Protect **9,563 hectares** of degraded **Boswellia forest** – bringing it under sustainable management by local communities

Contribute to the **Great Green Wall** across Africa to stop the encroaching desert and create sustainable incomes for people living in poverty

A £50 donation could provide training for someone to extract Frankincense from the trees in a sustainable way, giving them a source of income.

A £75 donation could provide training for a community in business skills and financial acumen to ensure they get the best price for their frankincense, giving them a source of income.

A £300 donation could help set up, train and equip a forest management group to protect the forest sustainably.

### Project Partner

The project is being delivered with our partner SUNARMA (Sustainable Natural Resource Management Association). They're an Ethiopian NGO that work with rural communities to address food insecurity and environmental issues.





Tree Aid has previously partnered with SUNARMA on a project to protect and restore the Wof Washa Forest between 2013-18. The project worked with over 4,000 people in the region and protected 6,600 hectares of the forest - bringing it under management by local communities. Over the five-year project, we worked with SUNARMA to establish 93 enterprise groups and members increased their income by selling forest products like fruit and honey.



### Yeshi's story

This is Yeshi. She was involved in a SUNARMA project some time ago, similar to the Future Forest project. She used to be completely reliant on crops to support and feed her family. In the Metema region, a changing climate and land degradation mean it's becoming increasingly hard to grow crops reliably. One bad harvest can leave a family in ruin. On the project, Yeshi learnt how to tap frankincense, and how important having another income source is to her family, allowing her to pay for essentials such as medicine and food.

Yeshi told us she didn't know how valuable frankincense trees were and that they used to disregard frankincense tapping:

*"Before the start of the project, the local community was not involved in the production of frankincense. Tappers of frankincense would come from other regions. When the project began and we received training on tapping we realised how important frankincense trees are."*

Yeshi began earning an income from tapping frankincense and she's transformed her life because of this project. **Please support the Future Forest appeal today so that we can help more people like Yeshi.**

Zewdnesh is a member of the same project as Yeshi. She explained how the project enabled her to earn an income from frankincense:

*"Before the project, we faced so many difficulties – we didn't have sufficient materials. We didn't know how to tap, efficiently. Or how to market and sell the products... Now, we're able to make a significant amount from frankincense"*

Frankincense trees are a lifeline for local communities, particularly the youngest and poorest. In the Metema region, they provide up to 30% of household income for the families who sell their resin.

The resin can be collected by tapping the trees. It's valued for its use as incense and in essential oils around the world. While frankincense trees can provide a vital source of income, unsustainable practices are putting their future at threat.



That's why we need your help to ensure that the Metema forest will still be there in 20 years time. With the climate changing and the desert spreading south, action is needed now. Without support to help the people of Metema to restore their forest, many in the region may face little choice but to leave their home for good.



**"Tapping frankincense has given me another way to earn an income and feed my family"**

*"I have been supporting Tree Aid for almost 30 years because it provides such an effective, practical solution to tackling poverty and the climate crisis. I urge people to please give what they can to the Future Forest appeal, knowing their gift will be doubled by the UK government. Together, we can fight the effects of the climate crisis to secure a greener, more sustainable future for millions of people."*



**Join the Great Green Wall movement today and you can have double the impact.**

Donate before 11th July and your gift will be doubled by the UK government - meaning together, we can help to save the Metema forest in Ethiopia.



# The Great Green Wall

## What is the Great Green Wall?

The Great Green Wall is an African-led movement with an epic ambition to grow a wide belt of trees, vegetation and fertile land across the Sahel. Originally envisaged as an 8,000km band of trees, this ambitious project is now much more than that.

It is a beacon of biodiverse and sustainably managed land, providing nutritious food and green jobs for the millions of people living along its path. The Great Green Wall is bringing Africa's degraded landscapes back to life and reclaiming the land for people.

## How does your support contribute to the Great Green Wall

All of your donations – not just those made in support of the Future Forest Appeal – contribute to the Great Green Wall. Across all of our projects, your support is growing trees, restoring land, and creating green jobs in support of the Great Green Wall. The work you support is making an ongoing contribution to this movement of change by providing futures for millions of people living in poverty.

The African Union and the UN Convention to Combat Desertification are working together to make this ambitious project a reality. Tree Aid is proud to work with both organisations and be part of this movement.



## What have we achieved so far?

Tree Aid has restored and protected an area the size of 265,000 football pitches of degraded and infertile land. With communities, we have grown almost 22 million trees across the Sahel region. In fact, we now grow 1 tree every 19 seconds as part of the Great Green Wall.

Already farmers are reaping the rewards, with bigger harvests and more food to eat and sell. We also help grow businesses, supporting communities to make and sell tree products, like shea butter and soap.



## Looking to the future

By 2030, the movement aims to have restored 100 million hectares of land across the entire width of Africa. Tree Aid has already grown millions of trees and restored thousands of hectares of land, contributing to the Great Green Wall movement. But there is still more to be done.

With your support, we will work with more communities across the Sahel. We will grow even more trees and restore huge areas of land. Together, we will help transform the lives of millions of people living in poverty and suffering the effects of the climate crisis.



# Fantastic Fundraising

## You can fundraise and DOUBLE your impact!

Every pound you and others raise before 11th July will be **matched pound for pound** by the UK government!

However you choose to fundraise, don't miss this incredible opportunity to double your impact.

For every £1 raised during the Future Forest appeal, the UK government's match funding will support the project in Metema, Ethiopia, working with communities to tackle the climate crisis and generate a sustainable income from trees. Your fundraising will contribute to the Great Green Wall movement across Africa to tackle poverty and the climate crisis.

If you would like any further information on fundraising during this time, please don't hesitate to contact our Supporter Team! Just email [info@treeaid.org](mailto:info@treeaid.org) or call 0117 909 6363.

We would love to hear from you!



Make the most of the warmer weather and get a team together to walk 80km or 800km between you. If you're feeling brave, you could even try and walk the whole length of the Great Green Wall - 8,000km! Set up your JustGiving page and ask people to sponsor you. Do it in May and June to have all your fundraising efforts doubled by the UK government!

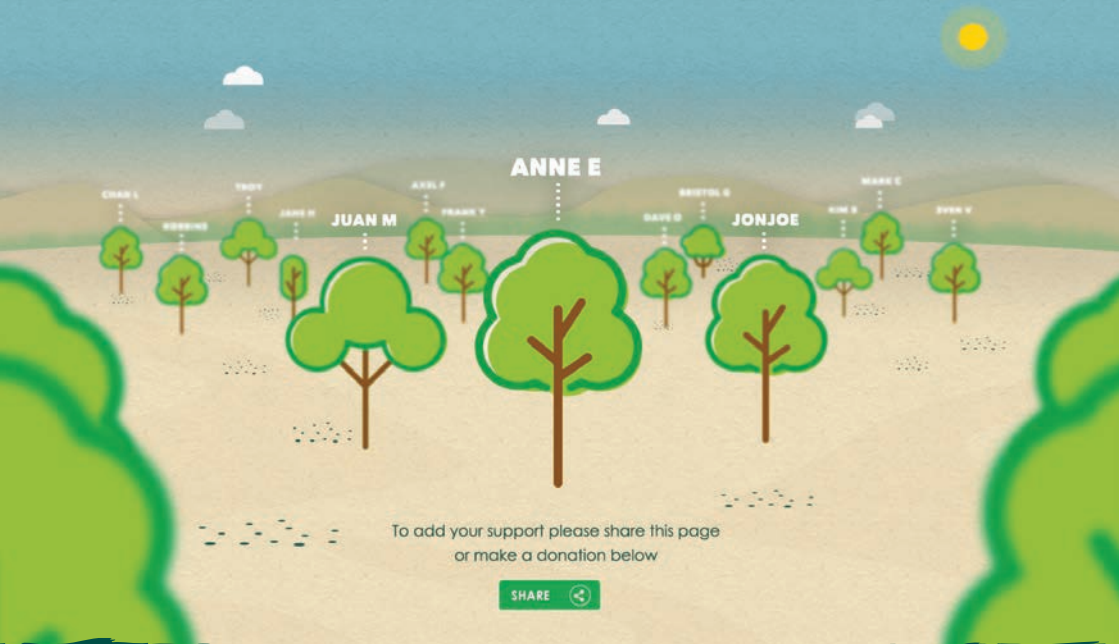
## Fundraiser shout out!

We'd like to say a huge thank you to one of our talented fundraisers, Chrissy Holmes! Chrissy paints beautiful watercolours under the name ChrissyHolmesArt. Her watercolours are inspired by the beauty of nature. She's has been donating some of her profits from sales on Etsy to Tree Aid and has raised over £150 so far!



We did our own Tea for Trees on 7th and 8th May, but you can schedule yours any time before July. Get together (outside or virtually!) with friends and family to drink tea, eat cake and donate however much you would have spent in a café. Lots of people have signed up so far and we can't wait to see all your photos! Head to [www.treeaid.org/fundraise](http://www.treeaid.org/fundraise) to find out more.

# Support the Future Forest appeal and add a tree to our virtual forest



## Join our virtual forest today and be part of a growing movement

Join our virtual forest today and be part of a growing movement. Together, we're joining forces with people in Ethiopia to protect their forest. Every tree added to the virtual forest helps Tree Aid contribute to the Great Green Wall movement.

Donate today and you can choose to add your own personalised tree to the virtual forest. You can either add your own name or dedicate a tree to a loved one. You can also share a link to your personalised page with friends and family - helping spread the word about our vital work, tackling poverty and the climate crisis in the drylands of Africa.

**Donate before 11th July and your gift will be doubled by the UK government - meaning together, we can help to save the Metema forest in Ethiopia.**

Don't forget that Gifts that Grow are also eligible to be doubled! So if you know someone with a birthday or celebration coming up or just want to say thanks you can order today at [www.treeaid.org/gifts](http://www.treeaid.org/gifts).

Matching your  
donations with

