FAIRTREE.ORG

Paying people to grow trees in their own communities

Sponsorship Information and Catalog

2021 - 2022

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Introduction

This document provides useful information for potential tree sponsors about projects supported through Fairtree's pay-to-grow program including pricing, funding pathways and sponsorship options. If you have additional questions, please contact us at partner@fairtree.org

What makes Fairtree different?

Fairtree has cracked the code for supporting *individuals* and small groups as tree growing champions in their own communities. We do this, in part, through a 'pay-to-grow' system that uses digital communication, geotagging apps and mobile banking tools to deliver funds, on a per tree basis, directly to tree growers on the ground. This means that previously unsupported groups, in underserved and difficult to reach places, can access the resources they need to create meaningful environmental and economic change.

Fairtree is a non-profit organization that accelerates community-based tree growing initiatives through fully remote out-grower recruitment, monitoring, training and funding. Built for the gig economy, we operate a flexible, iterative, and fully scalable network, capable of funding new trees and on-boarding new tree growers in direct proportion to incoming resources.

This network is supported by an integrated communications, training, and coalition-building strategy that is designed to enable tens of thousands of people to restore degraded lands through nature-based solutions. We create jobs, transform landscapes and activate a new generation of tree champions, while increasing transparency, tracking tree survival and driving down operational costs.

Highlights

Where does the money go?
- **$0.75 cost per tree** (starting at $0.33)
- **>80-90%** of all funds are sent directly to local communities
- **Full transparency** on all transactions
- **Low** overhead and admin fees

How does Fairtree ensure the trees survive?
- Trees are **individually** tracked and mapped with geotagged photos for at least the first **two years**
- Growers are incentivized every time they track a live tree

How does your sponsorship impact people?
- Sponsors **"last mile"** growing efforts of **every scale**
- Funds **tree growing,** not just tree planting
- Supports truly **community- led** projects
- Empowers the next generation of environmental entrepreneurs

How can sponsors see their impact?
- **Specialized maps** of sponsored trees are available for partners
- Label products and services with the **"Fairtree Certified"** logo and grow trees with each sale
- Option for tradeable, digital "tree tokens"

Zoom in on every tree you sponsor and keep track of your project's progress.

Advantages of tracking-based tree growing

- **Sponsors now exactly how many trees were established and how many survive**
- **The act of returning to trees to track them ensures each tree receives regular care**
- **A track-then-pay system ensures you only sponsor actual, living trees**
- **Monitoring is in-built, saving enormous costs**
- **Growers can replace dead trees to keep on track with their goals**
- **Sponsors can view and share their photos and maps for every tree**
- **The Fairtree system enables fully remote management of growers and projects**
- **Our approach enables far flung, small, or new efforts to be funded**

It's about the people doing the actual work

The pay-to-grow approach is built to accomplish one goal: establish and support new tree growing champions in "last-mile" communities. This means using technology to find, train and fund small-to-medium sized projects from afar.

Our operational model is built for the gig-economy. All of our crew leaders, whether working as individuals or as part of local environmental groups, are trained and treated as entrepreneurs. They are the primary decision makers and are given the tools to leverage their own contextual know-how and resourcefulness towards developing their own efficient operations.

Ultimately, Fairtree's objective is to multiply the number of tree growers and ecosystem restoration champions as much as it is to increase the sheer number of individual trees.

Support tree ~~planting~~ *growers*

Primary decision maker

Primary beneficiary

Entrepreneur

Difference maker

Supported by a network of other growers
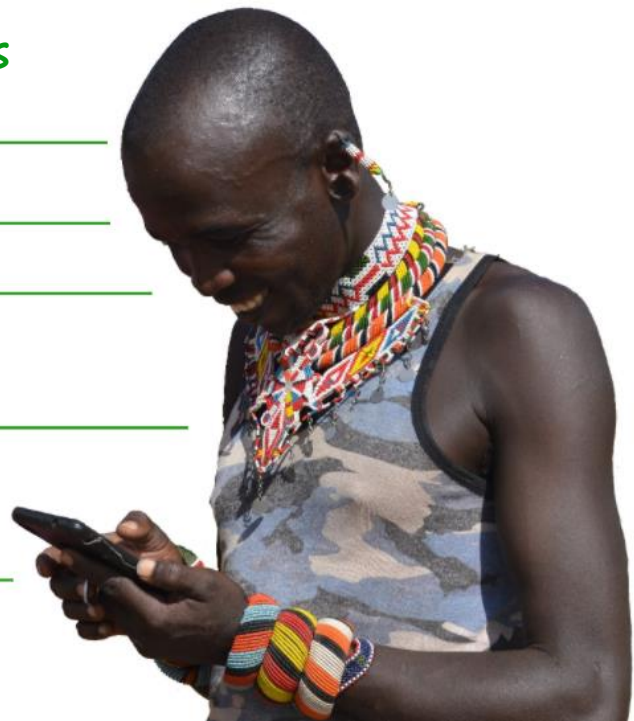
Why *pay* people to grow trees?

- **Tree growing is hard and essential work**
- **Opportunity costs must be accounted for (time, space, effort, water, resources etc.). Many would-be environmental champions don't have the time or resources to engage in unpaid work**
- **Fairtree covers the risks and costs associated with managing a tree through its early years, until it is intrinsically beneficial to landholders**
- **Earning a secure income from regenerating nature encourages people to protect it**
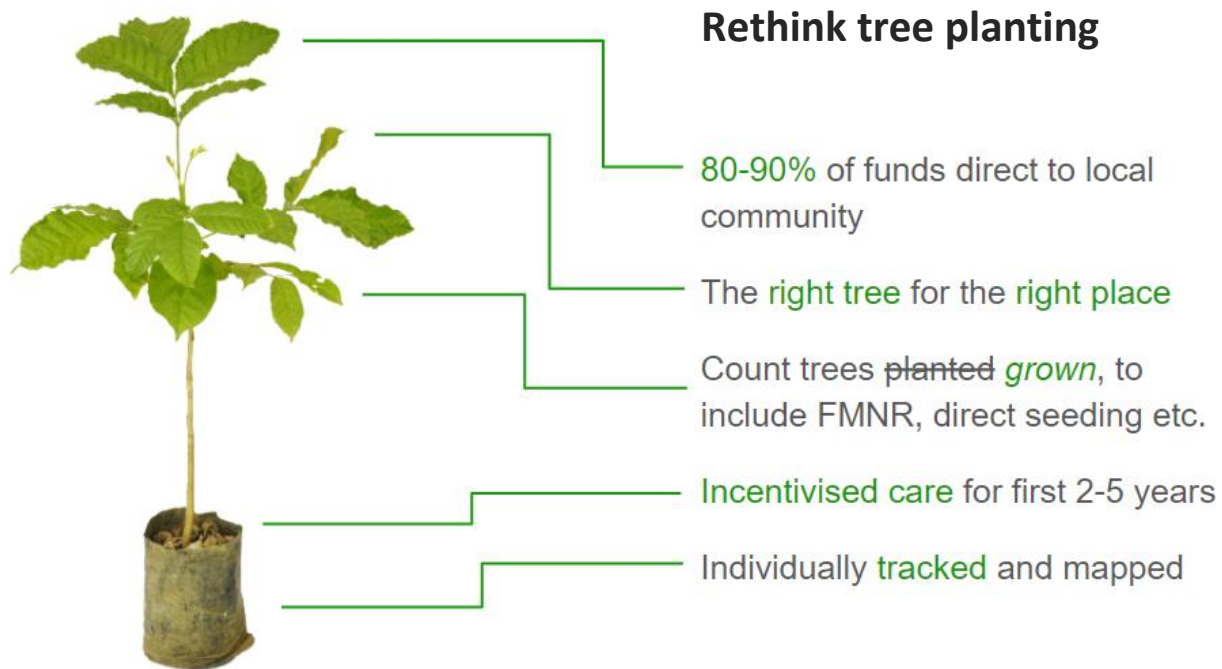- **We simply can't grow a trillion more trees on volunteer effort**

What types of trees does Fairtree grow?

Fairtree begins by asking: what do crew leaders and growers in the community actually want to grow? For a project to be successful, the trees and their survival must be important to the community.

We then provide expertise in selecting the right mix of species and techniques based on the growers' knowledge and needs. We prioritize indigenous, fruit-bearing and ecologically important species. Fairtree also supports novel reforestation techniques such as farmer managed natural regeneration (FMNR).

We do not sponsor common plantation species such as tropical pines or eucalyptus, and we maintain a 'blacklist' of problematic invasive species that we do not support such as *Prosopis spp.*, certain acacias and black wattle. We also insist that our growers focus on true trees with long-lasting, woody stems. Crops like papaya, cassava and banana are not trees.

Rethink tree planting

80-90% of funds direct to local community

The right tree for the right place

Count trees ~~planted~~ *grown*, to include FMNR, direct seeding etc.

Incentivised care for first 2-5 years

Individually tracked and mapped

Outline of Fairtree Process

Idea

A restoration champion has an idea to grow trees in his/her own community or revive/expand an existing tree growing initiative. They may be new to tree growing, or a seasoned professional.
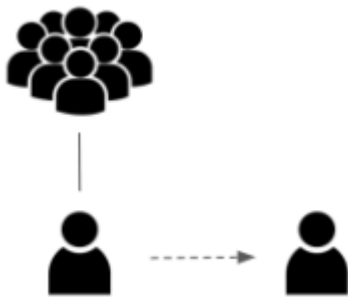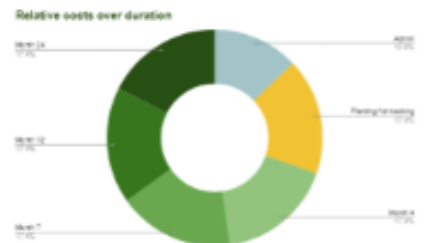

Finding Fairtree

New project leaders find Fairtree either via word of mouth, through a Fairtree partner's campaign, or by budding off from another Fairtree project. In turn, they assemble a team of growers and deputize crew leaders as needed.

Onboarding & Planning

The prospective project leader completes a simple form, and Fairtree staff quickly build them their own pay-to-grow model. Once Fairtree and the project leader agree on the optimal model, with a fair price per tree, the project leader signs a flexible agreement and they and their growers are onboarded into the Fairtree system.

Time to Grow

New project leaders execute their tree growing plans with advice and learning materials from Fairtree and our network. They are in charge of how they spend their project funds, including seedling procurement, transport, tools, facilities etc. Ultimately, their own local knowledge informs how and where they grow their trees.

Care & Tracking

Immediately after planting/regenerating a new tree, the grower snaps a geotagged picture using the Treetracker app. The grower returns to each tree periodically, according to the project plan, to provide care and to track the tree's growth.

Verification

Fairtree staff verify each image and approve trees based on the project's plan and our own universal criteria. Misuse of the system is quickly identified and addressed.

Mobile Payments

Growers, crew leaders and project developers receive direct payments on a per tree basis. Every time they submit a batch of tracked trees, they receive a mobile money transfer. This way they are directly and immediately incentivized to care for each tree. Efficient growers and crew leaders earn more per tree.

Fundraising

Fairtree raises money for all trees through multiple funding streams. We ensure a fair price to growers for their efforts while offering a competitive price per tree to sponsors. At least 80% - 90% of all tree sponsorship funds go directly to people on the ground.

Mapping & Reporting

Each image is automatically mapped. All transactions are recorded and reported, ensuring full transparency for both sponsors and tree growers. Sponsors receive a map of the trees they have grown.

What it means to be a Fairtree project

A Fairtree project is defined as an area or an organization for which we have created a specific pricing model and agreement for its growers and crew leaders. This may be through a formal organization, such as a preexisting local non-profit, or it may simply exist as a pricing model for a given area and type of growing activity (i.e., regenerated acacias in Northern Kenya). A project cannot be formed without crew leaders, growers and a pricing agreement between them and Fairtree. In some cases, an individual may carry all three roles, being their own grower, crew leader and project developer. Larger partner organizations may have multiple pricing agreements for different areas, and thus several separate projects.

Projects we support
- Any project that grows indigenous of useful trees in places that need them.
- Any projects that are transparent in how their trees are grown and where their funding is coming from.
- Honest individuals/groups/organizations that are genuinely focused on improving the environment while directly changing people's lives.

Projects we DON'T support
- Any groups unwilling to pay their growers a fair price for their work.
- Any engaged in "double-funding" their trees (even if you must seek multiple funders to cover the cost of a program, those funders need to know how much the others are contributing).
- Any that rely on child labor or discriminatory practices of any sort.
- Large scale plantations.
- Ecologically or socially imprudent species. Fairtree keeps a 'blacklist' of species that varies by area.

Types of Sponsorship

Grants and gifts

Fairtree accepts grants and donations for tree impacts. All groups funding one thousand or more trees will be given a real-time map of the trees they are sponsoring. This will either be in the form of a Treetracker.org URL or a similar map from another tree-tracking platform.

"Fairtree.org Certified" and other corporate sponsorships

Companies can directly tie the sales of products with the growing of trees. They may print the "Fairtree Certified" logo directly on their products by fulfilling contractual requirements to link the number of trees funded with their product sales.

For items/services with higher price tags, companies may sponsor multiple trees per sale and the number of trees per item will be reflected on the Fairtree Certified logo (i.e., "this purchase planted 20 trees"). We can work with companies and organizations who wish to print the Fairtree Certified logo on different surfaces and formats. Companies can sponsor trees through this mechanism at the point of sale or as bulk purchase orders. If you are interested in getting your products or services "Fairtree Certified" send us an email at partner@fairtree.org. We will draft an agreement to suit your needs.

Fairtree is also open to various other corporate social responsibility (CSR) sponsorship arrangements. Some companies choose to simply make regular donations, adding trees each month to their companies' virtual forests. Again, please reach out via email so we can figure out the right sponsorship arrangement for your organization.

At present, funds from the Fairtree Certified program will enter directly into the General Tree Fund (GTF) and be distributed across multiple projects, unless otherwise specified in our agreement with a particular company. With time, as our Greenstand partners improve their "tree token" system, customers may be able to transfer tree-growing impacts directly to their own digital tree impact "wallets."

Digital products and services can also carry the Fairtree Certified logo. For example: a music streaming service may offer a promotion: "sign up with us and we will grow three

new trees every month you stay with us!" In this case, the individual customer can receive a digital certificate (either via email or directly through the company's platform), showcasing the trees / projects supported by the company.

As with grants and other large donations, Fairtree Certified product providers will receive a tailored map of the trees they have sponsored (for amounts in excess of 1000 trees).

Regular funding from tree project aggregators

Tree project aggregators including non-profits, multi-stakeholder initiatives, and companies who work with multiple partner organizations are encouraged to support Fairtree projects. Our current price per tree is ~ $0.75 which is competitive, even against mass-planting projects.

Development funds (Governmental and other institutions)
Fairtree's process is also well-suited to assist large development initiatives brought on either by large institutions like the UN and World Bank or directly from governmental agencies. In fact, our tools were used to plan and implement the Freetown-to-Treetown campaign in Sierra Leone (see the mayor's TED talk).

Direct donations

Fairtree accepts direct donations through our website. This money is directed into the Fairtree "General Tree Fund" (GTF), which is spread across all projects and individuals who are directly sponsored by Fairtree (some partner projects may have their own sources of funding and will be excluded from the GTF).

In some cases, we may run a special fundraiser for a specific project for a limited period (i.e., "Let's replant the Sunga village after a mudslide and provide jobs to those most affected"). We welcome any efforts to direct people to our donation page via social media or other channels. Contact us if you are interested in linking directly to our webpage from yours.

Growing trees can be hard work.
Fairtree directly supports the people on the ground who are actually doing it.

The General Tree Fund (GTF)

How Fairtree enables funding for even the smallest projects

The General Tree Fund (GTF) mixes funding and distributes it equitably across Fairtree projects, allowing us to support even small initiatives. Independent growers can be funded out of the GTF, provided they are able to meet all of the onboarding requirements. They do not need to be part of an outside organization or an existing project to begin earning money by growing trees. The GTF provides funding for a full array of interesting trees in a myriad of contexts, from fruit trees grown on mountain slopes, to desert-busting FMNR trees to mangrove restoration projects on the coast. It allows us to offer donors all of these trees at a competitive price, currently around $0.75 per tree.

To support the growth of a fruit tree for two years can cost well over $2.00 per tree; whereas to support a naturally regenerated tree or a mangrove may cost as little as $0.30 for two years. Normally, this price disparity means that high-cost tree projects do not get supported by large tree-planting campaigns as often as lower-cost tree projects. With the GTF, we can offer funders a competitive price per tree ($0.50 - $1.00) in which ~70% of trees are in the lower-cost category while still supplying funding for several high-cost-per-tree projects.

The GTF also allows us to fund only those trees that are verified by Fairtree to have been planted/regenerated. Once funded, typical tree planting projects are put under enormous pressure to promptly deliver on the number of trees promised. This leads to an array of issues, including hasty planting schedules, fatigued staff/volunteers, inappropriately planted trees, misreporting, etc. The GTF eases some of this pressure by distributing the quota across multiple projects, where more successful growers and projects can pick up the slack for those that don't meet their targets. We encourage all sponsors to support growers through the GTF because it helps new, smaller projects to emerge, often in overlooked places.

Project Specific Funds (PSFs)

For significant funders that prefer to support a specific type of project, or projects in a specific location. When funds are substantial enough, usually greater than 1000 trees, we can support a project through the PSFs. As data management platforms from groups like Greenstand become more sophisticated, we hope to be able to apply the PSF model for smaller increments of money.

2021 – 2022 Project Catalog

Major project areas and partners for 2021 and 2022

This portfolio highlights some of the larger projects that Fairtree partners with. All are partially funded through the GTF and most can also be funded *a la carte* through PSFs.

1. Regenerating Acacias in Samburu, Kenya (pg. 21)
2. Mangroves with Women Against Poverty in Tanzania (pg. 25)
3. Reforesting the Usambara Mountains, Tanzania (pg. 29)
4. Kilimanjaro and Meru Mountains in Tanzania (pg. 34)
5. FMNR with Wise Women Uganda (pg. 38)

2021 -2022 Price list

Prices are subject to change

Project	Tree capacity	Price per tree
General Tree Fund (GTF)	+1,000,000	$0.75
Individual growers (via GTF)	+50,000	$0.75
Regenerating Acacias, Samburu, Kenya	+100,000	$0.34
WAP mangroves, Tanzania	+200,000	$0.34
Usambara cloud forest restoration, Tanzania	+70,000	$3.61
Kilimanjaro and Meru Mountains, Tanzania	+200,000	$1.30
FMNR with Wise Women Uganda	+200,000	$0.39
FMNR, Northern Ghana	+30,000	TBD
FMNR, Tanzania	+30,000	TBD

1 Regenerating Acacias
Samburu, Kenya

In Samburu, the *Acacia tortilis* tree (aka *Vachellia tortilis*, or Ltepes in Kisamburu) is a native, keystone species that is essential for wildlife, livestock and humans alike in this arid landscape. While it is threatened by overuse for firewood and charcoal production, this species is valued as a critical source of forage by herders during the dry season. At its driest, some of Samburu's only greenery available for livestock is the acacia's leaves and protein-rich seed pods. As the climate changes, and droughts become more unpredictable, herders are turning more and more to this critical resource as a lifeline in maintaining their semi-nomadic way of life.

We have employed dozens of growers in our first year, all of whom earn income by regenerating and maintaining trees in and around their own communities. The growers have already found several creative ways to educate and involve their neighbors in their efforts. Some of the most productive growers have regenerated more than 200 trees a day, earning more than they otherwise could with other types of work in the area. Moreover, they set their own pace and schedule, meaning they never have to choose reforestation over family, furthering their education or other work opportunities. With their earnings they are paying rent, buying food and clothes for their families, paying their children's school fees and investing in their own education - all while greening their communities.

2021 Proposal

100,000	Trees grown
$0.35	Price per tree
$35,090	2 year total cost
$29,000	Direct to community
3	Trackings
5	Crewleaders
50	Growers
2 year	Duration

Project description

For 2021 we hope to grow over 100,000 new Acacia trees in Northern Kenya. The Fairtree model guarantees fair compensation for the work that is done, with over 80% of all funds transferred directly to growers and crew leaders on the ground. The high survival rate of regenerated trees means we can track less frequently, with a high degree of confidence that our trees are still thriving between visits. When growers do return to the trees track, they are also paid to conduct additional pruning and care.

Pricing and impact

$0.35 grows a new acacia tree. For 2021 we hope to grow over 100,000 new Acacia trees in Northern Kenya. The Fairtree model guarantees fair compensation for the work that is done, with over **80% of all funds transferred directly to growers** and crew leaders on the ground.

Other information

Included in GTF	Yes
Option for focused funding	Yes
Minimum funding increment	$1000
Maximum funding capacity 2021	$100,000
Maximum tree additions 2021	300,000
On-the-ground org/group	Samburu Achieving Roots Without Borders (CBO registered in Kenya)
Other partner orgs	

Zoom in on every tree you sponsor and keep track of your project's progress.

Acacias in Samburu Project Model

|	
$0.35	Price per tree
$35,090	Total price
100,000	Trees
200	Expected number of tree growers
20	Expected number of crewleaders
48%	To growers
34%	To crew leaders
$29,000	Direct to local community
3	Model
A	Distribution type
3	Visits / trackings per tree
2 year	Duration

Breakdown

$0.00	Seedling price
$0.13	Planting/1st tracking price
$0.08	Price per update tracking/care
$0.16	Total update care/tracking price

Advanced

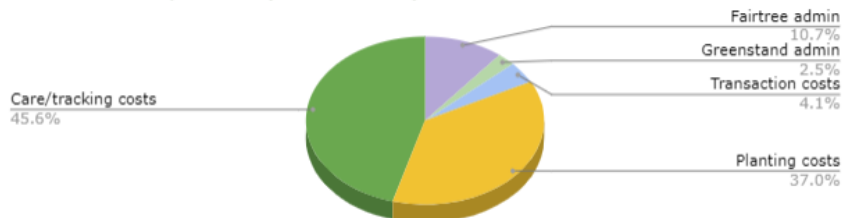|	
N/A	Loan repayment type
TBD	Carbon sequestered per tree (10yr)
1	Number of tree species
$0.12	Token price
3	Token increments (Tokens can only be purchased in a manner that funds the full cost of a tree, up front. Fairtree does not allow partial tree sponsorship)

Cost over duration

Admin 17.4%
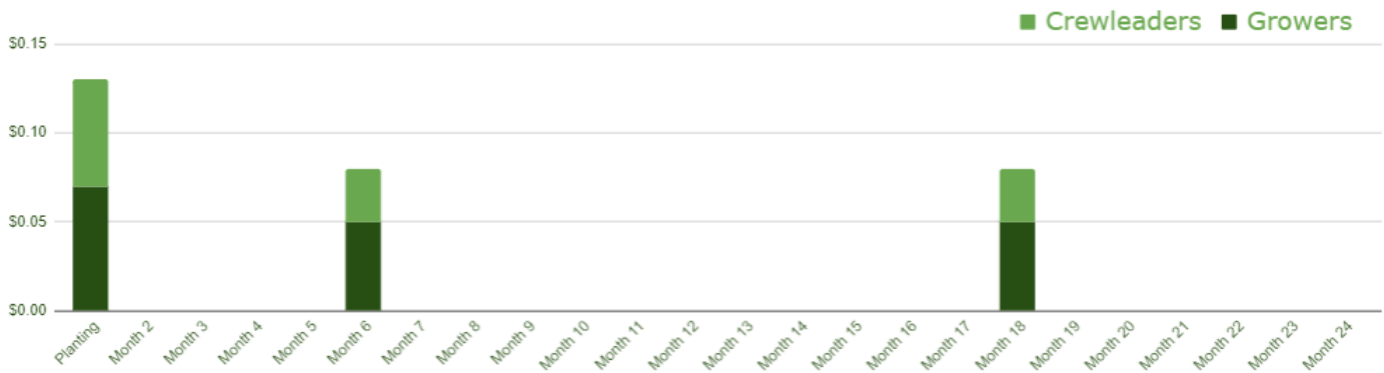Planting/1st tracking 37.0%
Month 6 22.8%
Month 18 22.8%
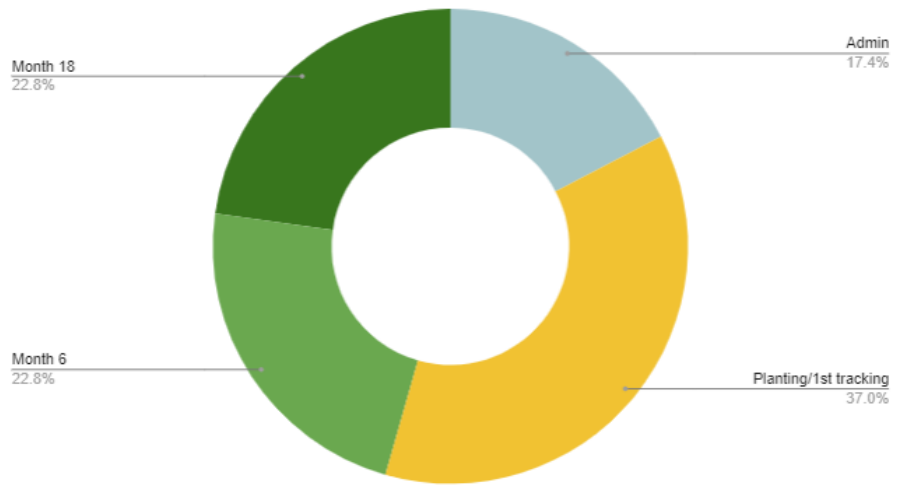
Model description

Intermittent tracking - This model is designed for projects where trees need infrequent care and survival rates are high, such as those that rely on Farmer Managed Natural Regeneration (FMNR). Trackings are usually structured in accordance with the seasons.

Relative costs per tree (conservative)

Fairtree admin 10.7%
Greenstand admin 2.5%
Transaction costs 4.1%
Planting costs 37.0%
Care/tracking costs 45.6%

Amount sent to growers and crew leaders each month

■ Crewleaders   ■ Growers

2 Mangroves with Women Against Poverty, Tanzania

Women Against Poverty (WAP) in partnership with Fairtree is replanting mangroves in over 4,000 protected hectares in the lowlands surrounding Dar es Salaam. Growers are paid for every mangrove tree that they plant and protect for its first two years, creating meaningful employment opportunities in these rapidly changing coastal communities.

Project description
WAP team members have become mangrove champions, not only replanting and protecting their shores, but engaging in mangrove advocacy within their communities. Although mangroves are inexpensive and easy to plant compared to other types of tree seedlings, there are extra challenges that come with growing trees in the ocean. For instance, young mangrove seedlings (or propagules) without a strong root system to anchor them, are easily swept away by wave action and changing currents. Luckily, these seedlings can be easily replaced year-round, and our pay-to-grow system ensures that growers return to check on their seedlings regularly and replace them as necessary.

Once the trees have anchored themselves after a few months, the require little care, beyond protection from people. WAP is pooling some of their tree growing funds to invest in environmental education programs with their communities to ensure long term protection. They are already making weekly mangrove advocacy visits with nearby schools and investing some of their tree growing funds into school and community infrastructure projects.

Pricing and impact

$0.34 grows a new mangrove. For 2021-22 we hope to grow at least **200,00** new mangroves. The Fairtree model guarantees fair compensation for the work that is done, with over **$59,000 of all funds transferred directly to growers** and crew leaders on the ground.

2021 Proposal

200,000	Trees grown
$0.34	Price per tree
$68,000	2 year total cost
$59,160	Direct to community
4	Trackings
5	Crewleaders
50	Growers

Basics

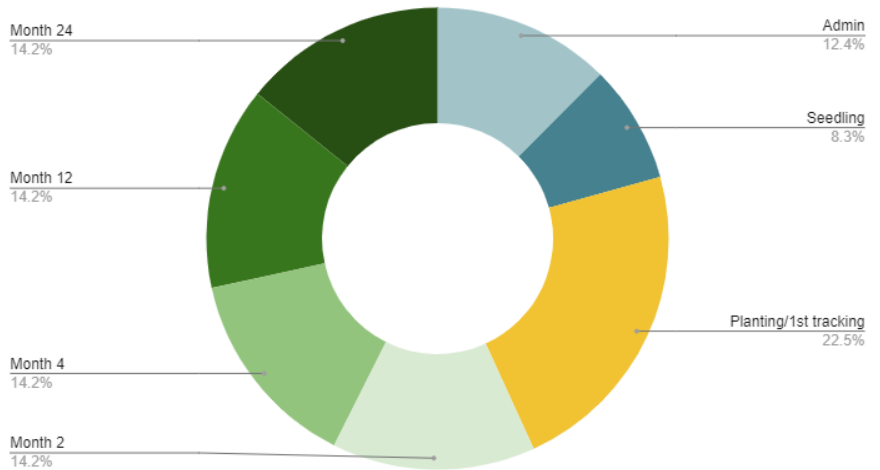|	
$0.35	Price per tree
$5,219	Total price
15,000	Trees
3.75	Expected number of tree growers
0	Expected number of crewleaders
62%	To growers
19%	To crew leaders
$4,215	Direct to local community
5	Model
A	Distribution type
5	Visits / trackings per tree
2 year	Duration

Breakdown

$0.03	Seedling price
$0.05	Planting/1st tracking price
$0.05	Price per update tracking/care
$0.22	Total update care/tracking price

Advanced

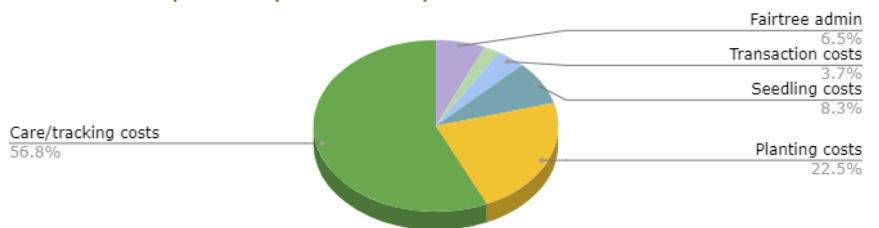|	
	Loan repayment type
	Carbon sequestered per tree (10yr)
10	Number of tree species
$0.07	Token price
5	Token increments (Tokens can only be purchased in a manner that funds the full cost of a tree, up front. Fairtree does not allow partial tree sponsorship)

Relative costs over duration

- Admin 12.4%
- Seedling 8.3%
- Planting/1st tracking 22.5%
- Month 2 14.2%
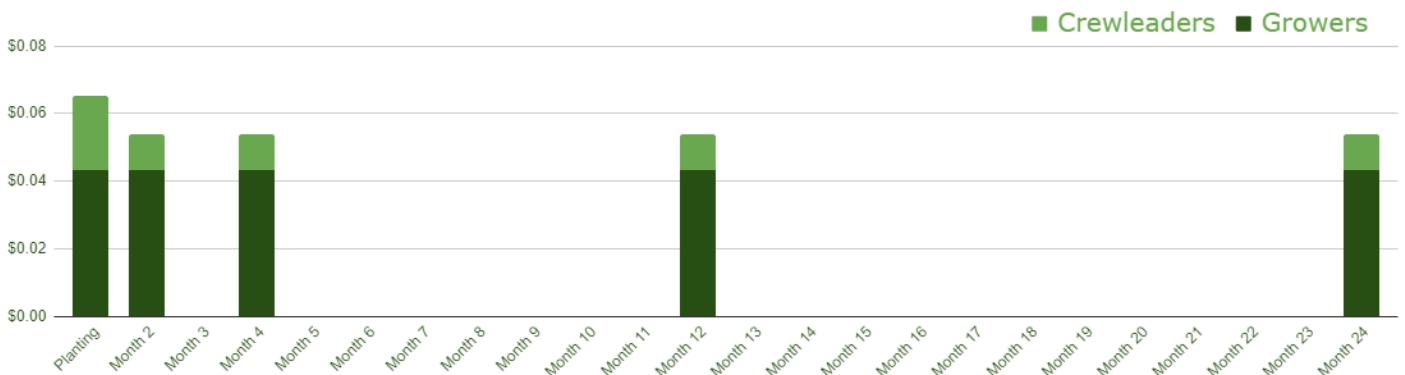- Month 4 14.2%
- Month 12 14.2%
- Month 24 14.2%

Model description

The mangrove model - growers return to their trees less and less frequently. The critical period for mangrove survival is in the first 3 months as seedlings are often unable to establish roots and get washed away. Because propagules are easy to replace and can be planted all year round, growers should track with several on hand to replace lost seedlings. The planting price is the same as the tracking price so that planting and update tracking activities can be carried out simultaneously without confusion.

## Relative costs per tree (conservative)

- Fairtree admin 6.5%
- Transaction costs 3.7%
- Seedling costs 8.3%
- Planting costs 22.5%
- Care/tracking costs 56.8%

Amount sent to growers and crew leaders each month

Legend: Crewleaders, Growers

Other information

Included in GTF	Yes
Option for focused funding	Yes
Minimum funding increment	$1000
Maximum funding capacity 2021	$100,000
Maximum tree additions 2021	300,000
On-the-ground org/group	Women Against Poverty
Other partner orgs	
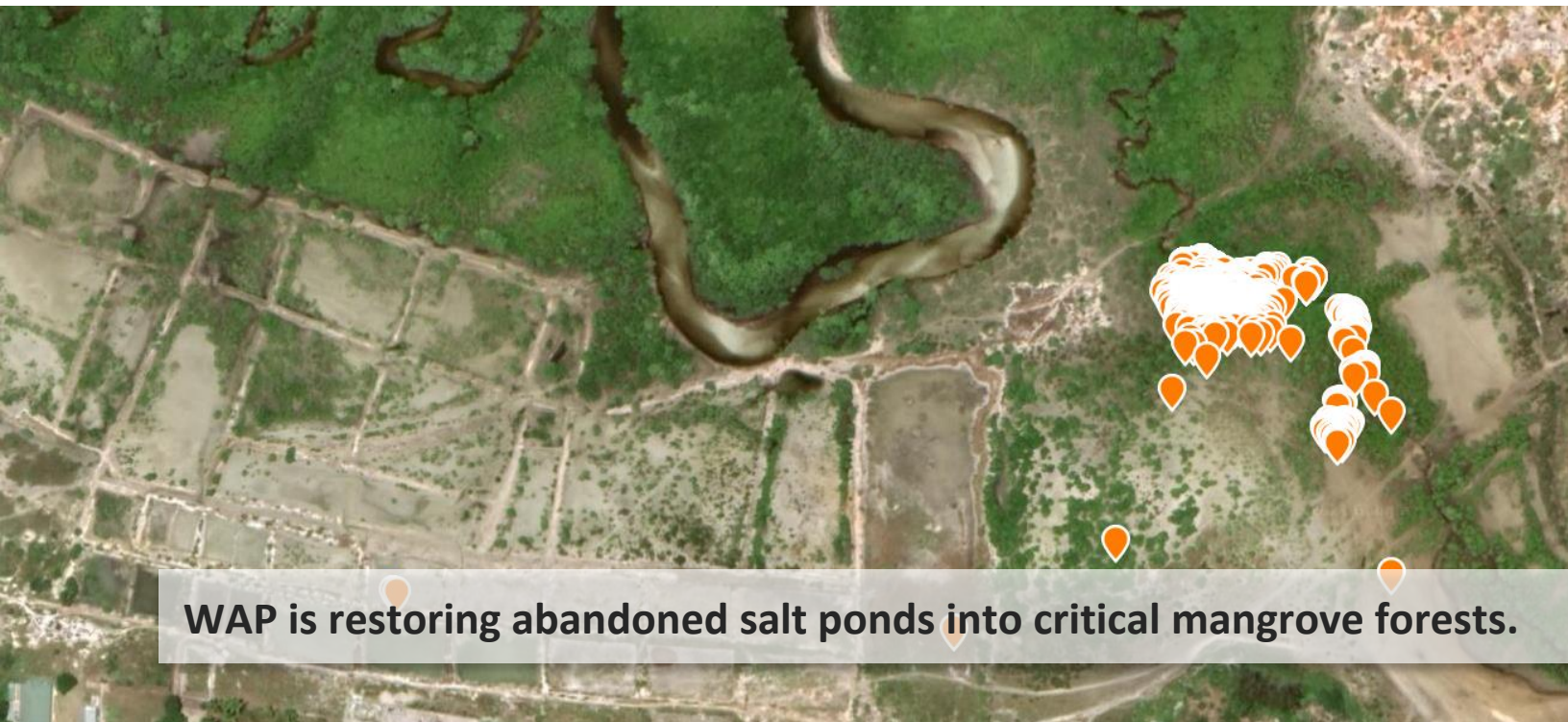
WAP is restoring abandoned salt ponds into critical mangrove forests.

3 Reforesting the Usambara Mountains Tanzania

In partnership with Kijani Pamoja, Greenstand, the Mambo View Point Eco Lodge and Ecosia, Fairtree is supporting the community initiative, Jamii Sawa, in the Sunga community of the western Usambara mountains. This project has two major components:

1. Native seedling planting along stream corridors on recently denuded hillslopes and,
2. Agroforestry tree planting among farms in the Sunga area.

As one of the world's biodiversity hot spots the Usambara mountains are home to an untold number of endemic and threatened species. Rising out of the dry coastal Savannahs of northern Tanzania, together with Mt. Kilimanjaro and Mt. Meru, the Usambaras act a water tower for the region, collecting and creating rain in the cloud forests atop this vast plateau. This "island in the sky" is also home to a dense and growing human population. Its stunning terraced hillsides are intensively farmed, acting as the "vegetable basket" for Eastern Tanzania, including Dar es Salaam.

Unfortunately, the cloud forests of the Usambaras have been reduced to a sliver of their original extent. Not only does this threaten the many plants and animals that call the forest home but it

poses a direct threat to the water source for millions of people. These forests create and trap rain water, filtering it and releasing it slowly into waterways to be used by people downstream. Bringing back tree cover, both by extending the range of the cloud forests and by increasing the number of useful trees on farms, brings more water to farms and homes.

The Jamii Sawa group was given permission to plant and manage native trees within 60m of existing streams in recently cleared forestry land. Their first planting area follows a stream that feeds directly into the farms of the Sunga community. Fairtree is a helping expand and improve homegrown tree nurseries that supply the seedlings. In 2021, with training from local forestry personnel, the group will begin collecting native seedlings directly from the abutting cloud forest. This will ensure that the reforested area is composed of a wide range of native species. Under the pay-to-grow system they are incentivized to return to each tree periodically, provide necessary care and replace dead seedlings.

Fairtree projects mobilize all kinds of stakeholders

Jamii Sawa growers are also being encouraged to grow more trees on their farms (and their neighbor's farms) through the pay-to-grow system. This can include fruit trees like avocados, native timber species like *Markhemia lutea* and other trees deemed useful on farms and around homes. Growers are encouraged to be entrepreneurial in their approach to finding new spaces to grow more trees in their communities.

Fairtree does not support planting eucalyptus, pine trees, black wattle or other ecologically problematic species in the Usambaras. The ultimate goals of our effort to grow more trees within the communities are to reduce erosion on farms, increase the agricultural productivity of the landscape through agroforestry and provide more sustainable fuelwood supplies for the growing Usambara population.

Pricing and impact

The price per tree in this area is **$1.32** with eight total trackings over two years. Our ambition is to grow over **30,000 trees** with at least 20 growers between 2021 and 2022.

2021 Proposal	
30,000	Trees grown
$1.32	Price per tree
$39,638	3 year total cost
$25	Direct to community
8	Trackings
6	Crewleaders
60	Growers

$1.32	Price per tree
$52,850	Total price
40,000	Trees
80	Expected number of tree growers
8	Expected number of crewleaders
51%	To growers
12%	To crew leaders
$33,179	Direct to growers/CLs
10	Model
C	Distribution type
8	Visits / trackings per tree
2 year	Duration

Breakdown

$0.22	Seedling price
$0.23	Planting/1st tracking price
$0.18	Tracking price
$0.30	Care price

Relative costs over duration

Month 36 — 8.3%
Month 24 — 8.3%
Month 17 — 8.3%
Month 12 — 8.3%
Month 8 — 8.3%
Month 5 — 8.3%
Admin — 8.8%
Seedling — 16.3%
Planting/1st tracking — 17.1%
Month 2 — 8.3%

Relative costs per tree

Fairtree admin — 3.7%
Transaction costs — 3.1%
Seedling costs — 16.3%
Planting costs — 17.1%
Care/tracking costs — 57.8%
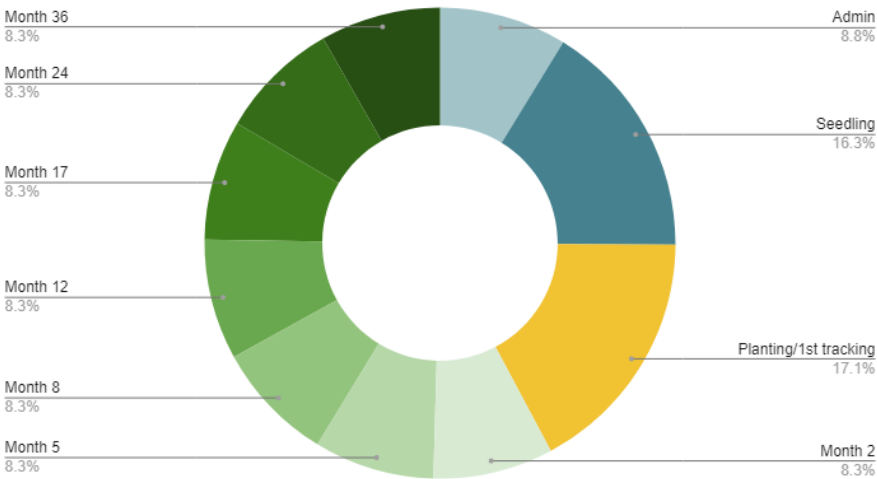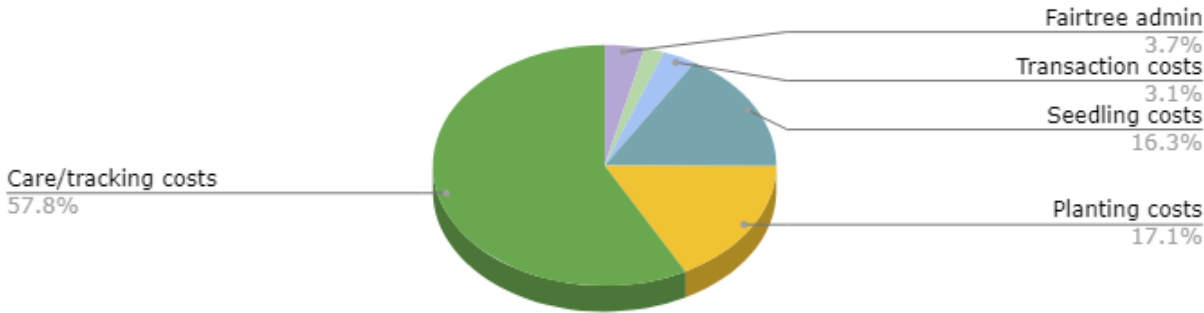
Amount sent to growers and crew leaders over duration
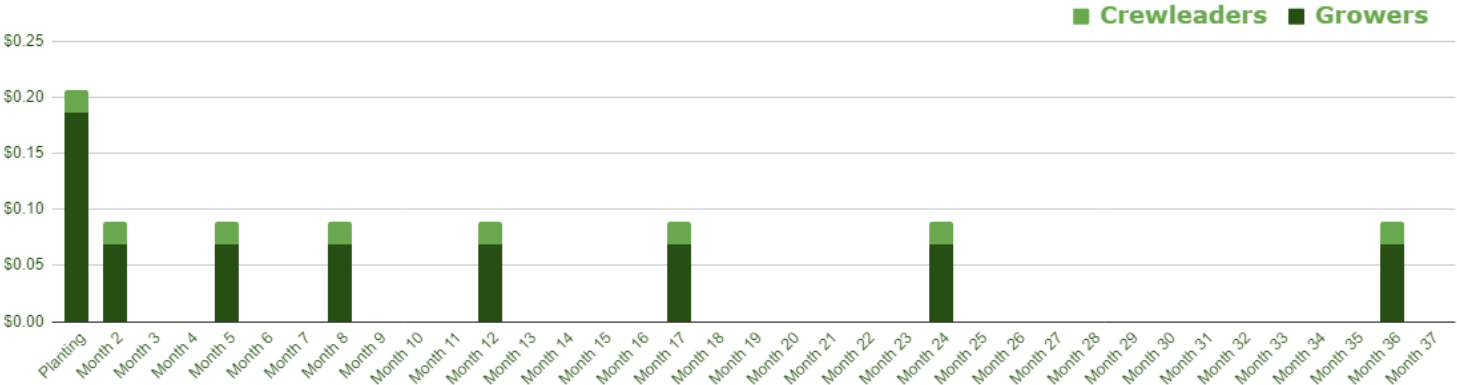
■ Crewleaders ■ Growers

Other information

Included in GTF	Yes
Option for focused funding	Yes
Minimum funding increment	$1000
Maximum funding capacity 2021	$100,000
Maximum tree additions 2021	300,000
On-the-ground org/group	Jamii Sawa
Other partner orgs	Kijani Pamoja, Greenstand, Ecosia
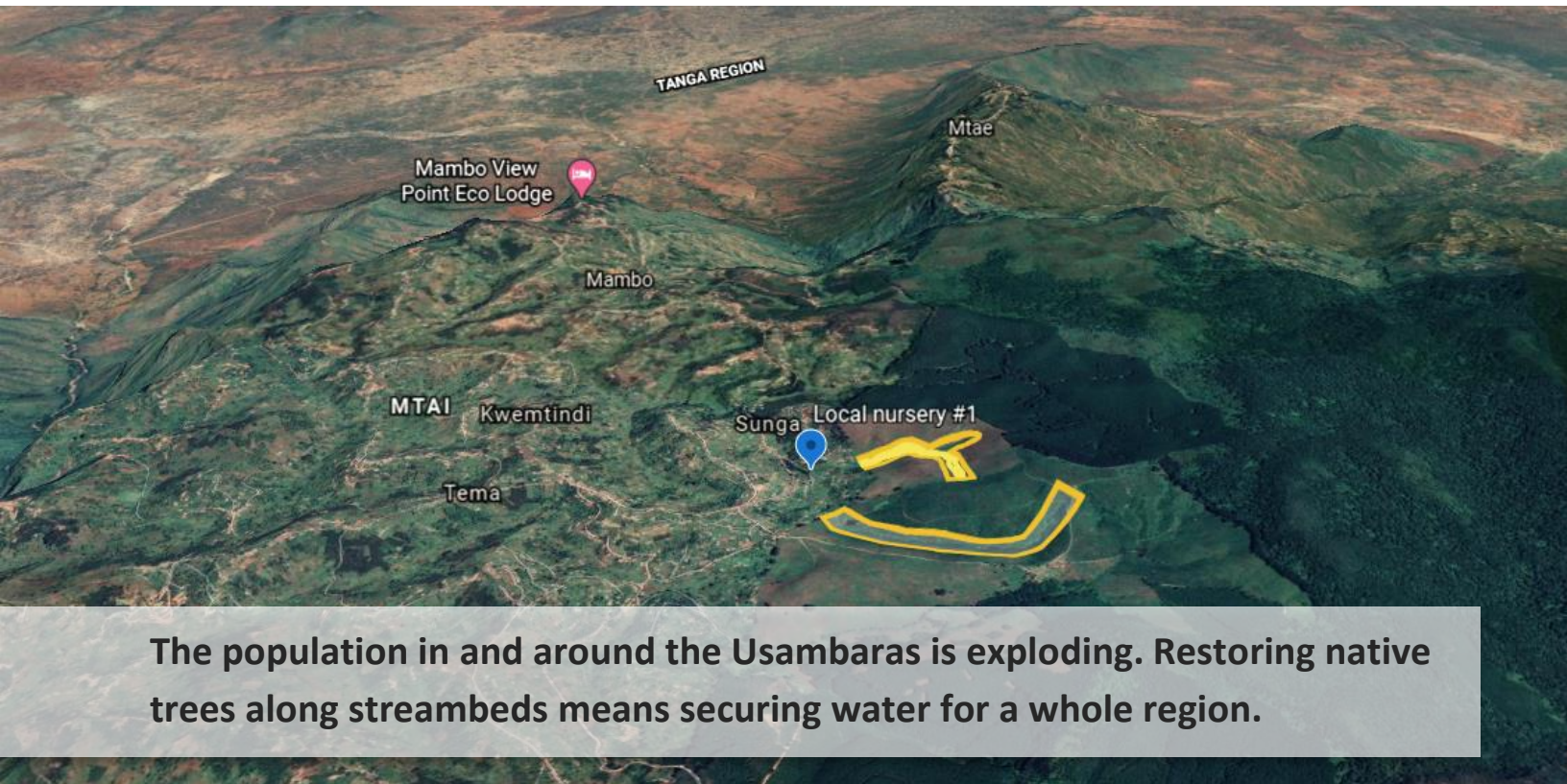
The population in and around the Usambaras is exploding. Restoring native trees along streambeds means securing water for a whole region.

4 Kilimanjaro & Meru Mountains
Tanzania

Mt Kilimanjaro and Mt Meru are the source of most of the water in the densely populated Pangani River Basin. The forests on the slopes of these "water towers" literally attract and create their own rain, which supports the majority of agriculture and urban areas in this otherwise dry region of Tanzania. The population in the cities of Arusha and Moshi, and across the entire Usambara Plateau are rapidly climbing, putting greater pressure on increasingly limited arable land and on the water resources themselves.

Restoring natural forests and increasing the use of agroforestry trees on farms are critical for maintaining water resources in the region. Fairtree has partnered with Kijani Pamoja to support multiple small and medium scale initiatives in the region. These include restoring native trees in heavily deforested areas, as well as bolstering entrepreneurial efforts to increase the number of fruit and wood bearing species on farms and pastures.

Project description

Fairtree supports multiple smaller initiatives in this region under the same project model. The slopes of these mountains are densely populated with farming communities where crops like maize and bananas displace native vegetation and render the areas susceptible to significant erosion when unchecked. This is why we focus on useful agroforestry species like avocados, jackfruit and nitrogen fixing fodder trees, which are planted within crops or on the edges of farmers fields. Wherever possible we also support the reintroduction of native trees on land that can be rewilded to its former forest state.

Pricing and impact

The price per tree in this area is **$0.65** with five total trackings over two years. Our ambition is to grow over **50,000 trees** with community led groups between 2021 and 2022.

2021 Proposal

50,000	Trees grown
$0.66	Price per tree
$32,644	2 year total cost
$21,596	Direct to community
5	Trackings
4	Crewleaders
30	Growers

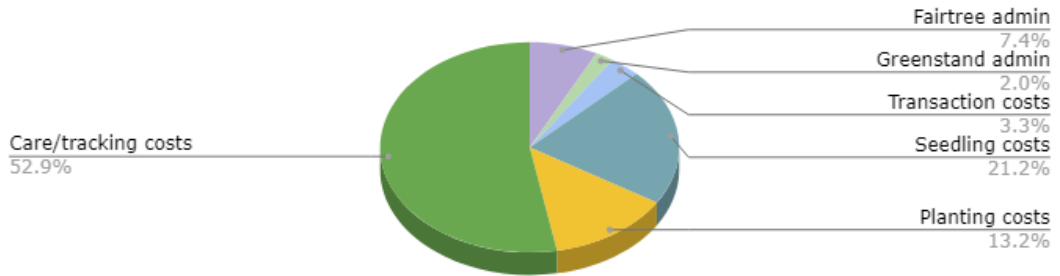|	
$0.65	Price per tree
$32,644	Total price
50,000	Trees
12.5	Expected number of tree growers
3	Expected number of crewleaders
46%	To growers
20%	To crew leaders
$21,596	Direct to local community
0	Model
#N/A	Distribution type
5	Visits / trackings per tree
2 year	Duration

Breakdown

$0.14	Seedling price
$0.09	Planting/1st tracking price
$0.09	Price per update tracking/care
$0.35	Total update care/tracking price
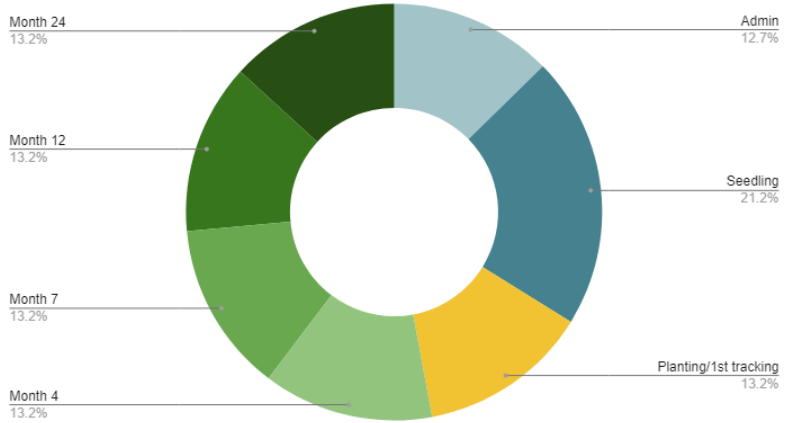
Relative costs over duration

Month 24 — 13.2%
Month 12 — 13.2%
Month 7 — 13.2%
Month 4 — 13.2%
Admin — 12.7%
Seedling — 21.2%
Planting/1st tracking — 13.2%

Relative costs per tree (conservative)

Fairtree admin 7.4%
Greenstand admin 2.0%
Transaction costs 3.3%
Seedling costs 21.2%
Planting costs 13.2%
Care/tracking costs 52.9%

Amount sent to growers and crew leaders each month
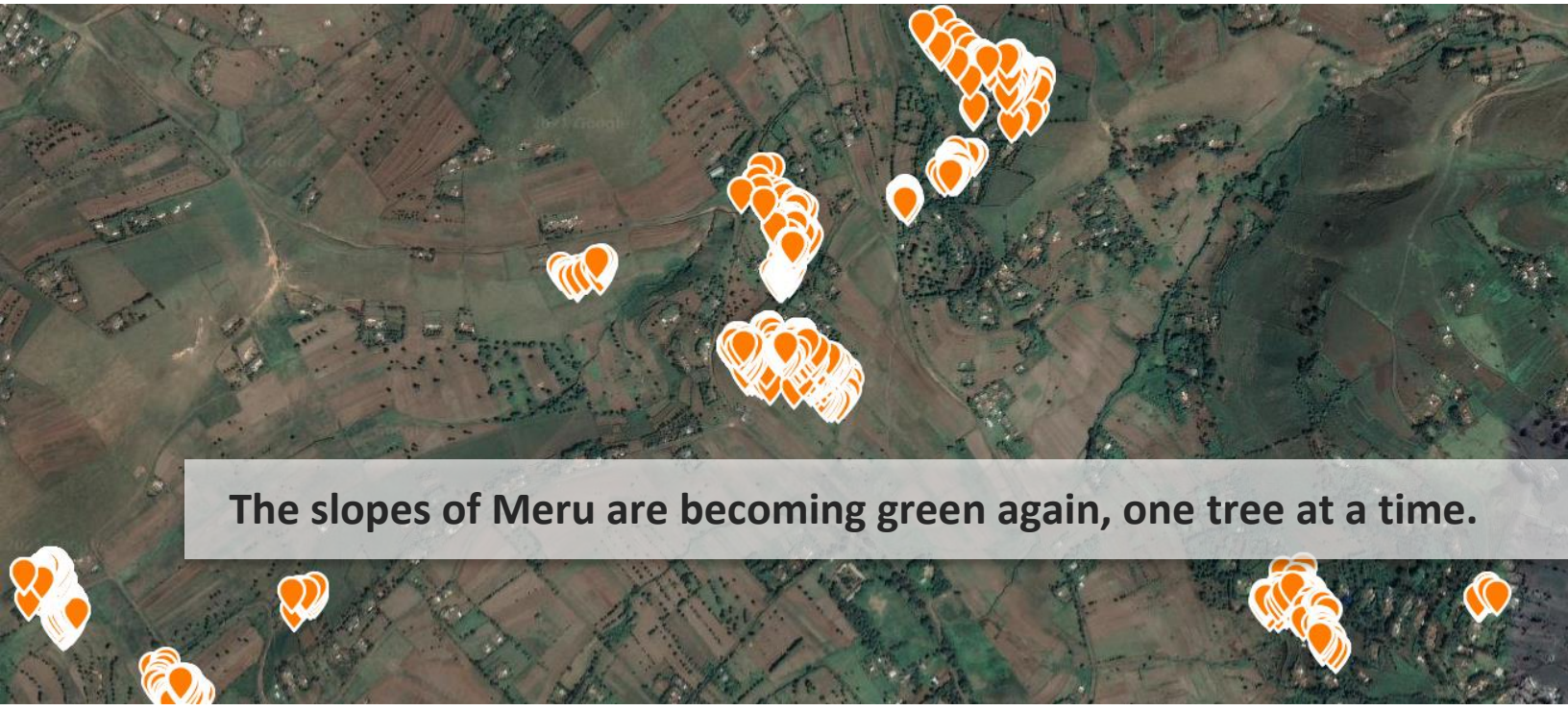
■ Crewleaders ■ Growers
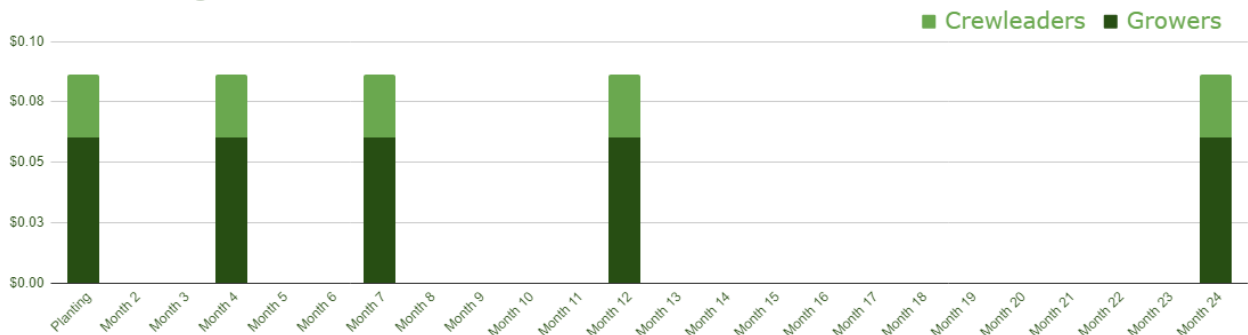
Other information

Included in GTF	Yes
Option for focused funding	Yes
Minimum funding increment	$1000
Maximum funding capacity 2021	$40,000
Maximum tree additions 2021	50,000
On-the-ground org/group	Mazingira Asilia, Echo Tanzania
Other partner orgs	Kijani Pamoja, Greenstand

The slopes of Meru are becoming green again, one tree at a time.

5 FMNR with Wise Women Uganda
Northern Uganda

Northern Uganda

Deforestation has become a major driver of food insecurity in Northern Uganda where the demand for charcoal has fueled the overharvest of natural trees. Wise Women Uganda is a team of highly skilled forestry professionals that has been combatting deforestation and planting trees with thousands of farmers in the region for over a decade. Now Fairtree and WWU are teaming up to expand their impact by implementing a pay-to-grow program focusing on regenerating naturally occurring trees.

Project description

WWU field agents will be employed as Fairtree crew leaders, responsible for training and managing local communities in farmer managed natural regeneration (FMNR). Farmers are being taught to regenerate trees from stumps and manage their growth for sustainable charcoal harvest. Despite the pronounced dry season where many FMNR trees are grown, the fact that they are regenerated from rooted stumps means that the plants require minimal care after the initial regenerative pruning and protection steps.

Pricing and impact

Like most of FMNR-based projects our growers do not need to buy seedlings or procure many materials, so the majority of funds, **$0.39 per tree** over 2 years, go to the growers and their crew leaders as compensation for the work that goes into establishing, protecting and tracking the trees over a 2 year period. We anticipate growing at least **200,000** new trees in 2021 and 2022.


2021 Proposal

200,000	Trees grown
$0.39	Price per tree
$38,975	2 year total cost
$28,026	Direct to community
3	Trackings
5	Crewleaders
50	Growers

FMNR in Uganda model

$0.39	Price per tree
$38,975	Total price
100,000	Trees
25	Expected number of tree growers
3	Expected number of crewleaders
47%	To growers
25%	To crew leaders
$28,026	Direct to local community
3	Model
A	Distribution type
3	Visits / trackings per tree
2 year	Duration
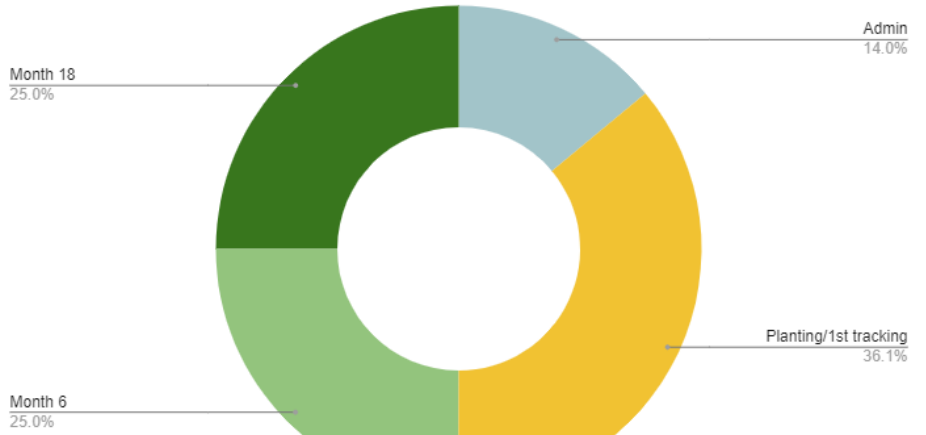
Breakdown

$0.00	Seedling price
$0.14	Planting/1st tracking price
$0.10	Price per update tracking/care
$0.19	Total update care/tracking price
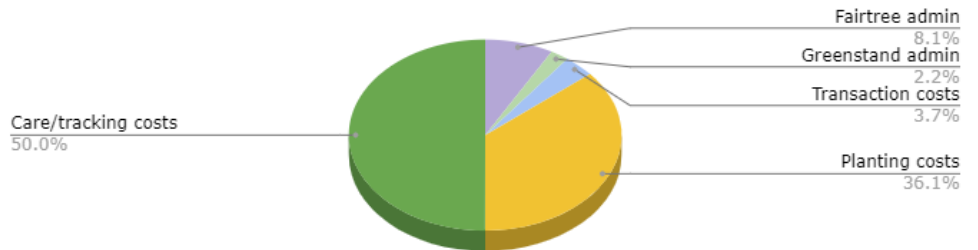
Relative costs over duration

Admin 14.0%
Planting/1st tracking 36.1%
Month 6 25.0%
Month 18 25.0%

Relative costs per tree (conservative)

Fairtree admin 8.1%
Greenstand admin 2.2%
Transaction costs 3.7%
Planting costs 36.1%
Care/tracking costs 50.0%

Amount sent to growers and crew leaders each month

■ Crewleaders ■ Growers
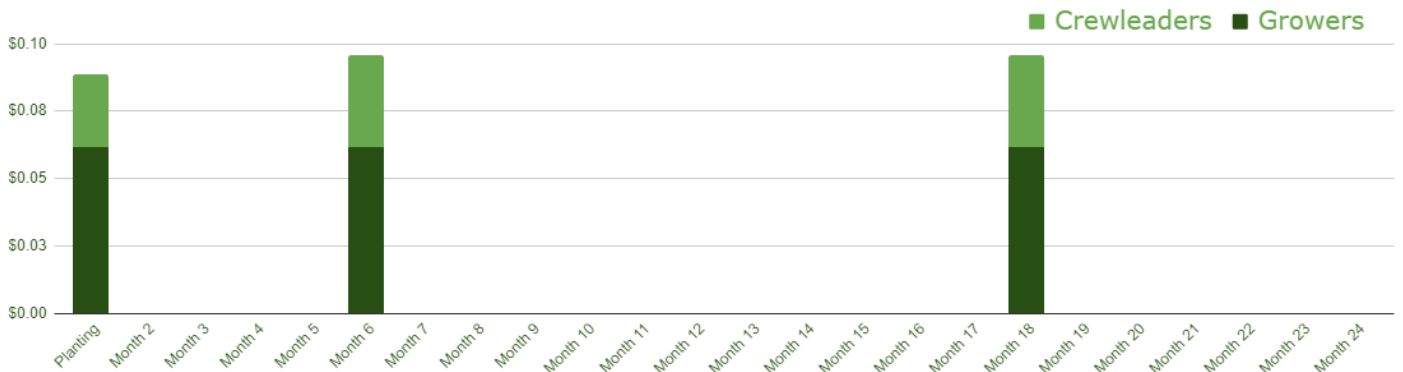
Other information

Included in GTF	Yes
Option for focused funding	Yes
Minimum funding increment	$1000
Maximum funding capacity 2021	$70,000
Maximum tree additions 2021	200,000
On-the-ground org/group	Wise Women Uganda
Other partner orgs	

Coming soon!

- **FMNR in the Sahel & Northern Ghana**

- **FMNR in southern Tanzania**

- **Fruit trees with Women Against Poverty**

How to sponsor today

If you have additional questions, please contact us at partner@fairtree.org

Method	Details	Tax deductible	Extra fees
Donate via PayPal at Fairtree.org	Best for smaller increments (>$500)	In U.S.A.	
Send a check to Fairtree.org	Best for larger sponsorships that do not need to be tax-deductible. If you intend to support a PSF instead of the GTF please send us an email at partner@fairtree.org prior to making a contribution. Please make checks out to "Fairtree.org". PO Box 2047, Parker CO, United States of America, 80134	Coming soon	None
Send check to our 501c3 Partners at Greenstand	Best for larger sponsorships that do need to be tax-deductible.	In U.S.A.	None
Transfer money to our in-country account	If you are supporting a PSF in a single country, it may be best to transfer money directly to the pay-to-grow account that Fairtree manages jointly with a local non-profit. Please send an email to partner@fairtree.org if you are interested in sponsoring a large number of trees in a single project or within a single country.	Sometimes	

Due Diligence

Below are links to documents on the public record about Fairtree's status as an organization:

1. [Proof or Registration and Articles of Incorporation](#)
2. [Certificate of Good Standing](#)
3. [EIN : 85-4292792](#)

501c3 status: We are registered in the State of Colorado as a non-profit corporation. We are currently in the process of applying for 501c3 status with the IRS. However, we do have a fiscal sponsorship agreement with our sister organization, Greenstand, such that U.S. tax deductible donations can be made through Greenstand, until we have our own tax-exempt status.

If you require any additional information, please email us.

FAQs

If you have additional questions, please contact us at partner@fairtree.org

1. **Can I sponsor a specific project?**
   Yes, sponsors contributing $1000 or more can choose to support many of Fairtree's projects on an *a la carte* basis (in $1000 increments). Please read the details in the Projects section of this document.

2. **Can I introduce Fairtree's pay-to-grow program to another project that I support?**
   Yes, provided Fairtree can successfully on-board the project into our pay-to-grow program and that there is substantial interest among the people doing the actual work on the ground.

3. **What is the minimum sponsorship amount?**

   All donations between $5 and $1000 are used to support all of our projects through the GTF. Contributions of more than $1000 (including continuous smaller contributions from a single sponsor that are expected to add up to $1000) may either be directed to the GTF or to specific projects.

4. **Where can I view the trees I sponsored?**

   If you have sponsored more than $1000 worth of trees Fairtree will send you an individualized URL of the trees you directly sponsored. A map of all of our trees can be found at:

5. **Does Fairtree offer carbon offsets?**

   We do not offer official carbon offsets at this time. Obviously, our work absorbs a lot of carbon and helps communities become more resilient to the impacts of climate change. But the carbon market in its current form is too bureaucratic and expensive to work feasibly on a per-tree-basis. We are actively working with our partners to help the carbon accreditation standards catch up to the pay-to-grow approach. Until then, instead of focusing on the minimum number of trees to plant to "offset" a donor's carbon emissions, we measure our success by how many trees survive to benefit people and ecosystems and how many good green jobs we can create in the process.

6. **Are all trees tracked for two years?**

   No. Our baseline model is 2 years to ensure a high likelihood of survival. However, we can structure tree sponsorship plans that extend for many years into the future, provided there is enough funding to incentivize tracking and care over the duration.

7. **How do you know a tree has really been planted or regenerated?**

   Crew leaders are trained and incentivized to ensure proper planting, regeneration and maintenance – they are our first line of defense against improper growing activities. Also, our staff remotely verify each tree image and are trained to identify planting/regeneration work. They are also trained to spot irregular and fraudulent activity. After feedback and warnings, growers that repeatedly submit unverifiable images and are asked to leave the program.

Team

Fairtree's greatest asset will always be its team. We are lucky to have attracted some amazing talent thus far and will continue to seek out highly capable and creative contributors.

Jon Trimarco, Executive Director

Jon is an agroforestry and sustainable development professional who has been growing trees with communities in West and East Africa, Latin America and the US. He served in the Peace Corps in Ghana, after receiving his Bachelors in Conservation Biology from Colorado State University, where he and his community built their first "bootstrap tree nursery". He later received his Masters in Human Dimensions of Natural Resources (also from CSU), while conducting community-based traditional ecological knowledge research in Samburu, Kenya. He has since worked on agroforestry projects in Latin America and Hawaii. Currently based in Tanzania, when Jon is not helping people grow trees, he is moonlighting as an insect agriculture researcher or outside throwing his boomerangs.

Apin Yassin, Country Director - Kenya

Apin is a young conservation professional from Samburu, Kenya. Apin was the first tree growing "crew leader" and the inspiration for Fairtree's pay-to-grow model. He is the managing director for the Samburu Youth Education Fund and serves as a conservation, research and education leader in Northern Kenya. Apin is an expert in community mobilization and locally relevant project development. In addition to helping launch Fairtree in 2020, Apin became a dad for the first time and has been pursuing a college degree in environmental management.

Sam Simon, Country Director - Tanzania

Sam is the world's premier tree tracker having personally tracked over 100,000 trees with various groups in Tanzania. He has been working with both our Greenstand and Kijani Pamoja Partners for several years, and needless to say that he knows the terrain of planting, tracking and pay-to-grow system better than anyone. Sam received his diploma certificate in Electrical Engineering from Arusha Technical College but has focused on his passion for community

mobilization and reforestation since 2013. Sam rounded off 2020 by getting married to his college sweetheart and is hard at work building their new home at the foot of Mount Meru.

Sarah Scott, Partnerships and Funding Director

Originally from South Africa, Sarah is a businesswoman, social entrepreneur, creative networker and connector of people. She has a love for building brands and curating events, with a specialty in African-specific communication strategies. Sarah has been creating large scale tree growing initiatives in Tanzania for several years. The founder of our partner organization Kijani Pamoja, and a regular contributor to our sister organization, Greenstand, Sarah is a master storyteller, with a gift for mobilizing rural communities and the corporate world alike. She holds a bachelor's in international relations from the Colorado Christian University and thrives on travel and soulful conversations.

Markus Peterson, Data and Technology Director

Mark is a technical and software engineer whose passion for the environment started while growing up in Oregon and working with Oregon SOLVE, a water and wetlands restoration nonprofit. After completing a B.S. in Chemistry at University of Oregon, Mark worked in quality systems, project management and data analytics roles for several biotech firms acquiring a wide range of business operations knowledge and data systems expertise. Currently living in Anchorage, Mark works with startups in developing, IT programming and building systems to help them scale their critical operations. This includes his work with Greenstand and Fairtree, where he has been the architect of many of their pay-to-grow tools and has been managing grower payments for two years. As a new father this year, Mark spends his precious free time hiking in Alaska's wildlands.

Board of Directors

V. Ellen Jackson

Ellen has worked across a gamut of financial advisory activities for companies ranging from large multinationals to small startup ventures. She has been involved in commercial banking, investment banking, mergers and acquisitions, equity valuation, and strategic planning. Her particular expertise is counseling entrepreneurs, whom she has at times educated, cajoled, cautioned, enabled, comforted, challenged, and praised, often in the same meeting. She also has

experience in non-profit organizations, having served on the boards of children's advocacy groups, arts foundations, public/private partnerships, and a local governmental planning commission. Ellen graduated from Vassar College, Phi Beta Kappa, cum laude. A life-long traveler and lover of the outdoors, Ellen enjoys exploring new places and listening to stories.

George Akomeah

George is an agroforestry and community development professional with multiple years of experience in afforestation and rural livelihood development. George was the assistant country director of Trees for the Future for four years in Ghana, when he and Jon Trimarco met for the first time on one of his mangrove planting projects. He has also worked with numerous tree planting and sustainable agriculture initiatives including the Kumasi Institute for Tropical Agriculture and World of Hope International. He holds an associates degree in Rural Agriculture Education as well as multiple diplomas and certificates in sustainable tropical agriculture. Now the co-founder of Roots Without Borders, a community-based environmental non-profit serving communities in Ghana and Canada, George and his wife recently welcomed into the world their first child. (Yes, that's three new fathers on the Fairtree team this year!)

Colin H. Richard

Colin H. Richard is an educator and storyteller active in environmental, cultural and tourism issues in Southern California and internationally. Originally from the San Francisco Bay Area, Colin has served as a speaker, consultant and media producer in Asia, Africa and Latin America, as well as the USA. Holding a BS in Hospitality and Tourism Management from San Diego State University, as well as certificates in Sustainable Community Development from Village Earth/Colorado State University and Permaculture Design from Permaculture Research Institute, he is now a masters student in Social Innovation at University of San Diego's Joan B. Kroc Institute for Peace and Justice. Colin brings 20 years of experience in community-led rural development, with a regional focus on East Africa.