

a convenient answer



when poverty runs rampant...
and the forests have disappeared...

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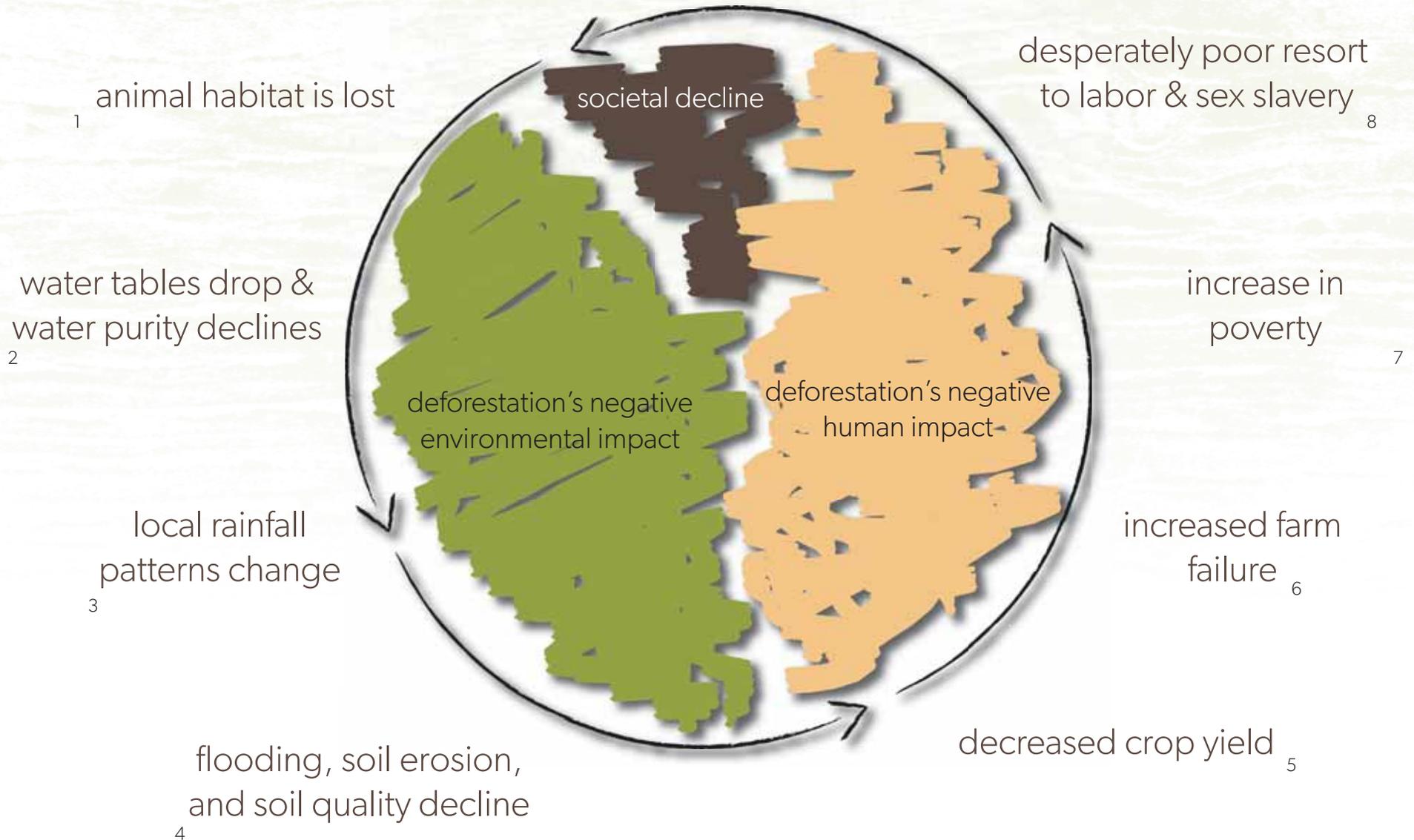


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Deforestation

the cycle of destruction

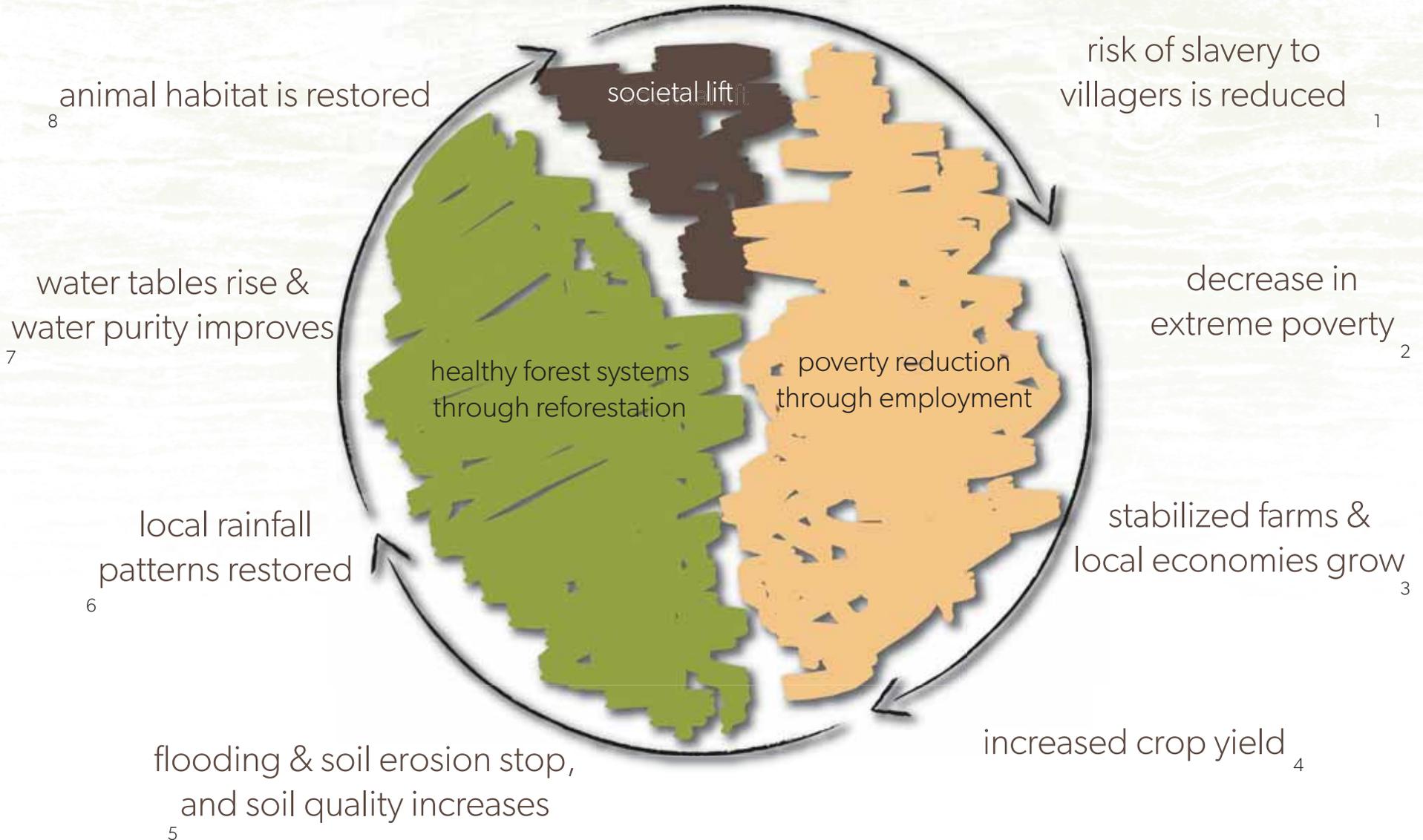
oppression & conflict ⁹



Reforestation

starting at the "root"

freedom, health,
peace, credibility ₉



The Eden Projects

evidence of the power of multiplication



the eden projects



poverty reduction through employment

provides **income** for the desperately poor

thousands are being employed; lifted from extreme poverty, so they don't need to resort to selling themselves into slavery to survive.

provides **school, clothing, food, and medical care**

families are given the dignity of being able to provide for themselves.

builds local **economies**

those that were enslaved by debt are now able to pay it off, and even start their own micro-enterprises.

builds long term **sustainability**

they not only receive training on reforestation, but also on how to responsibly manage their resources to ensure they will never deplete them.

healthy forest systems through reforestation

restores clean water

when the tree roots begin to grow, they cause the water tables to rise, and help hold dirt from eroding into the rivers, keeping the water clean.

alleviates erosion and restores soil

tree roots hold the dirt together, trapping biomass and creating nutrient rich soil that promotes growth.

provides natural resources

the villagers are able to use the restored land to farm, and provide food, shelter and security from any extreme weather elements.

restores animal habitat

when the land is restored, the animals return, and species that were once on the brink of extinction can thrive again.



societal impact

earn the right to be heard

many cultures reject Western influence or help. We earn the respect of those cultures, and thereby earn the right to be present, be heard, and affect.



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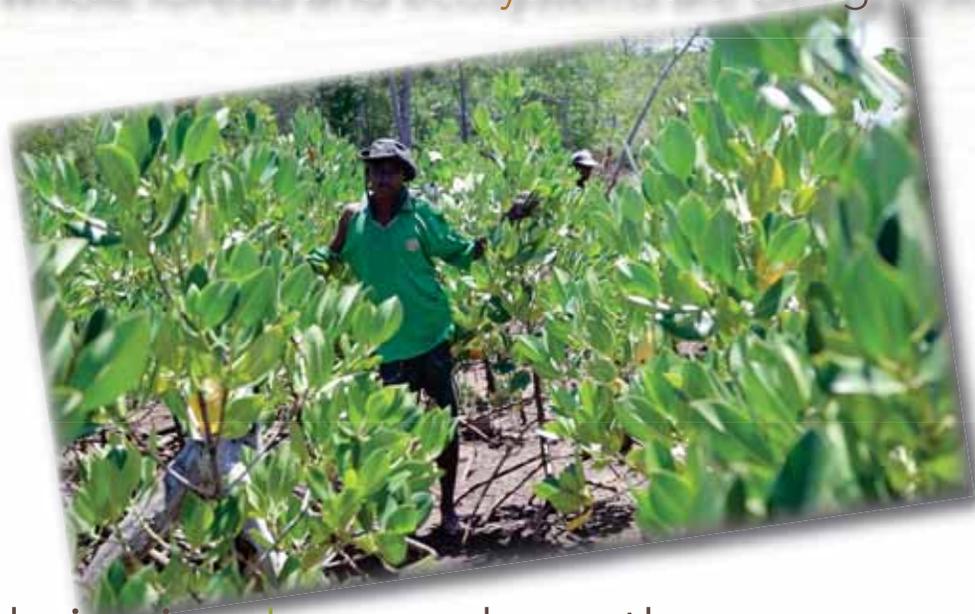
hires thousands of people in Ethiopia and Madagascar to plant trees



providing jobs where there were none before

entire villages have been transformed

whole forests and ecosystems are being restored



bringing hope where there was none

the job doesn't end after they are planted...

we still need to protect our investment



Young trees can be very delicate

We work carefully with government and local leaders to reach agreements to safeguard the trees.

We benefit the people immediately by helping them restore their area forest.

We hold our employees accountable for the health of the forest.

We hire guards to keep grazing animals away.

we know that people need wood to survive

That's why 10% of the trees we plant are for **agroforestry**, which means they are intended for human use - firewood, fruit trees, construction materials and feed for domesticated animals.

90% of the trees we plant are for **true reforestation**, which means they become a permanent part of the landscape.

Through our **Hands in the Dirt** training program, we teach them which trees are for use, and which they should leave alone, and how to responsibly manage and replenish the resources they have.





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