

JUST ONE *Tree*

Together let's plant a future for our children

www.justonetree.life

“Around the year 2030, 10 years 252 days and 10 hours away from now, we will be in a position where we set off an irreversible chain reaction beyond human control, that will most likely lead to the end of our civilisation as we know it.”

Greta Thunberg, April 2019.





After hearing those bone chilling words so concisely delivered in our Houses of Parliament by 16 year old Greta Thunberg I, like so many others, became aware that climate change was no longer something in the future.

It's here and alarmingly we now find ourselves in an existential crisis. Our planet is on the edge of devastating tipping points which we must do our utmost to prevent. Leaving it to future generations is no longer an option.

To ensure the safety and longevity of the lives of our children we need to integrate giving back to the environment into everything we do. We must learn how to live sustainably, embracing and teaching values that focus on the preservation of our planet rather than on consumerism.

That's where JUST ONE Tree comes in.



Who Are We?

JUST ONE TREE IS A NON-PROFIT INITIATIVE THAT SIMPLIFIES THE PROCESS OF PLANTING TREES.

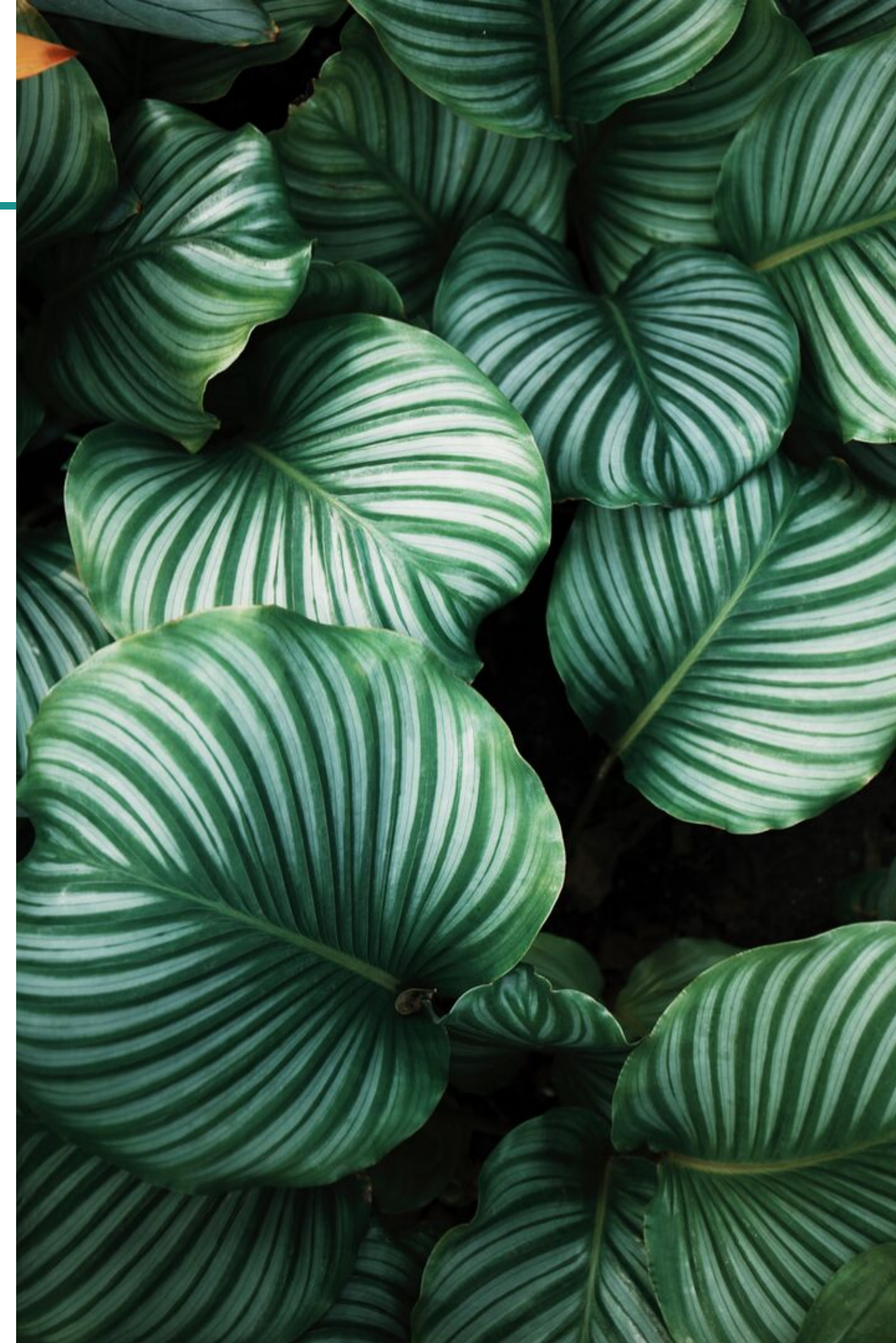
JUST £1 Plants 1 Tree

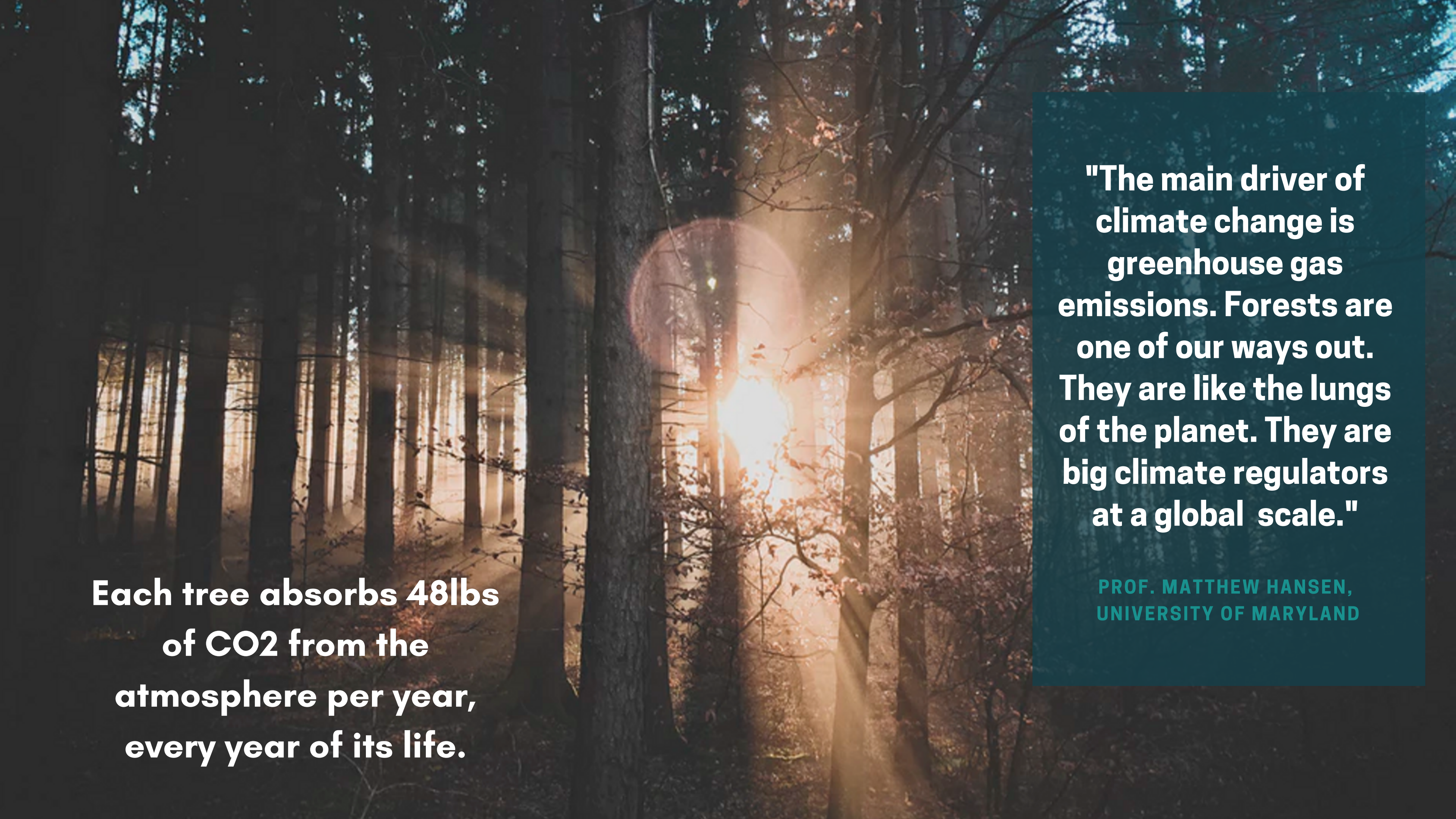
We are a community interest company removing CO2 from the atmosphere through global reforestation. We provide a platform where individuals, schools and businesses can join together to collectively take action on the climate crisis.

Our fundamental aim is to make it so simple that every person, school or company feels comfortable in contributing. **JUST ONE Tree** is about collective achievement through large-scale minimal participation.

It's together that we can accomplish so much more.

We concentrate our planting in areas severely affected by mass deforestation. In doing so we have the greatest positive effect on combating global warming whilst simultaneously alleviating extreme poverty within impacted communities through training, education and employment.





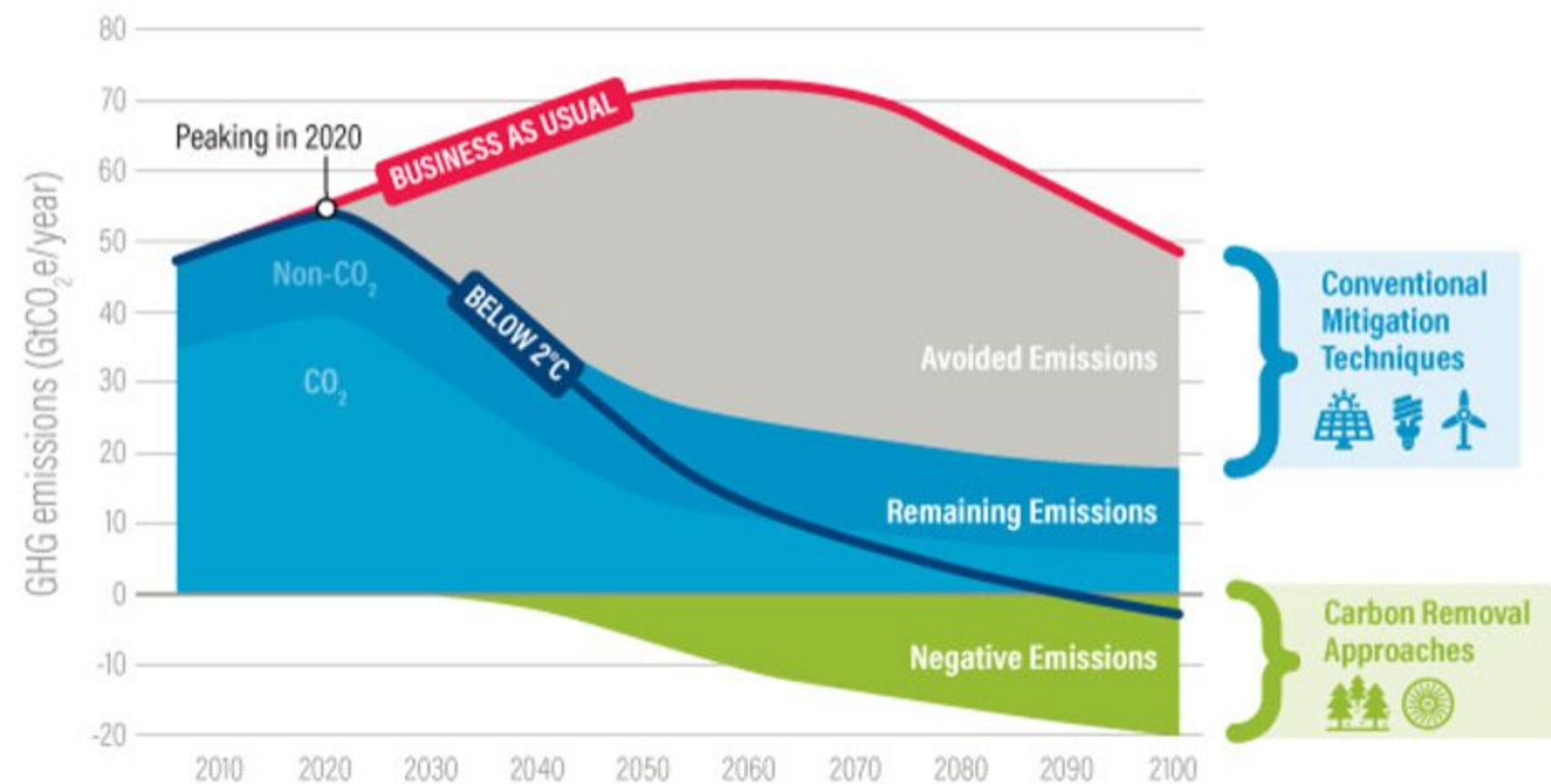
**Each tree absorbs 48lbs
of CO2 from the
atmosphere per year,
every year of its life.**

**"The main driver of
climate change is
greenhouse gas
emissions. Forests are
one of our ways out.
They are like the lungs
of the planet. They are
big climate regulators
at a global scale."**

**PROF. MATTHEW HANSEN,
UNIVERSITY OF MARYLAND**

Why Trees?

Staying Below 2 Degrees of Global Warming



Source: Adapted from a visual in The UNEP Gap Report 2017 (Figure 7.2)

 WORLD RESOURCES INSTITUTE

To prevent the worst impacts of climate change it is imperative we dramatically restrict our carbon emissions. However, latest climate science tells us this alone is not enough.

To stop our planet exceeding 1.5–2 degrees of global heating we need to reach net-negative emissions. This means removing and storing more carbon dioxide from the atmosphere than we are putting into it.

**CURRENTLY THE ONLY
'TECHNOLOGY' WE HAVE TO ACHIEVE
THIS IS TREES.**

Trees are carbon sinks, absorbing the pollutants we humans put into our atmosphere. They help clean the air we breathe, prevent soil erosion, filter the water we drink, provide habitat to 80% of the world's terrestrial biodiversity and provide jobs to over 1.6 billion people.



BUT IT'S NOT ONLY ABOUT PLANTING TREES IT'S ALSO ABOUT THE PEOPLE

BY PLANTING TREES WITH JUST ONE TREE YOU WILL ALSO BE:

- Giving local villagers a sustainable income - from collecting and selling the seeds, to planting and maintaining the trees.
- Improving food security by increasing soil fertility and through agroforestry - which in time will be another source of sustainable income.
- Shifting the financial dependence of local communities from the destruction of their forest to the restoration of their environment.





So Where Do Schools Fit In?



Scientists have now confirmed planting **a trillion trees** would be the most effective solution to the climate crisis.

There are 10 million children in education in the UK, from nursery to secondary school.

Imagine what an incredible impact we could have if a single tree were planted each year for each child...

Our Initial Fundraising Goal

FRIDAY 22ND NOVEMBER 2019

Our goal is to launch a nationwide non-uniform day when each child will be encouraged to bring in £1 to plant their tree, uniting schools and children across the country.

**JOIN US IN MARKING THE START OF
NATIONAL TREE PLANTING WEEK**

If this is not possible, your school is welcome to join us on a different date and in any way you choose.

**EVEN A TARGETED FUNDRAISER IS
SIMPLE TO SET UP:**

- Go to www.goldengiving.com/home
- Search JUST ONE Tree
- Set your target

**Of course we're here if you need
any help.**



Our Long Term Vision

At **JUST ONE Tree** we want to support schools in teaching future generations the importance of continually giving back to our planet.



JUST ONE Tree For Education

Fundraising for **JUST ONE Tree** can create numerous opportunities for learning in the classroom at all levels. From KS1 learning how trees produce oxygen right through to advanced study of the causes of global warming, teachers can use a fundraising day as a springboard for classroom projects.

At **JUST ONE Tree** we understand every school is unique, so we are here to help support you in finding fundraising ideas or interesting educational topics that would work best for your school.

YEARLY PROGRAMMES

Our long term vision is to have a simple yearly programme in each school where the children learn about the topic, culminating in a **JUST ONE Tree** fundraiser, emphasising that giving back to the planet is a continuous cycle not just a one off act.

The focus would be on a different aspect of the subject each year and specific to where the children choose to plant their trees for that year's fundraiser.

Sample Future Fundraiser

'GROW YOUR OWN FOREST' CHALLENGE



In preparation for this, the children decide which country they would like to plant their forest in (a location that could change yearly), studying topics specific to this region.



As the children bring in their £1 donation to plant their tree, they place a green painted fingerprint representing a tree on their school's poster.



The children create a poster specific to each school and the number of classes within.



The children watch as they collectively plant their very own forest.

This exercise will lead to understanding the importance of how their single tree planted within their school's forest will help to preserve, protect and reforest not only the country they have chosen, but the planet as a whole.

SAMPLE TOPICS

- Soon to be extinct endemic species in Madagascar (such as Lemurs)
- Tsunamis in Indonesia
- Mangrove eco-systems in Haiti
- Agroforestry and women empowerment in Kenya

How It Works



1. If your school decides to help fight global warming by fundraising and planting trees...



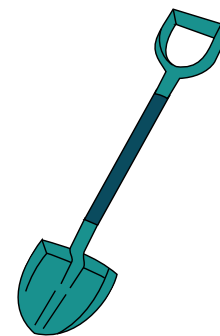
2...we pool together all the funds and send them to the reforestation projects



3. The seeds are purchased and the saplings planted in nurseries whilst the site is prepared for planting



4. In the rainy season the trees are transported from the nursery to the planting site.....



5...where the trees are then planted to maximise survival



6. The trees are then watered and maintained as they grow



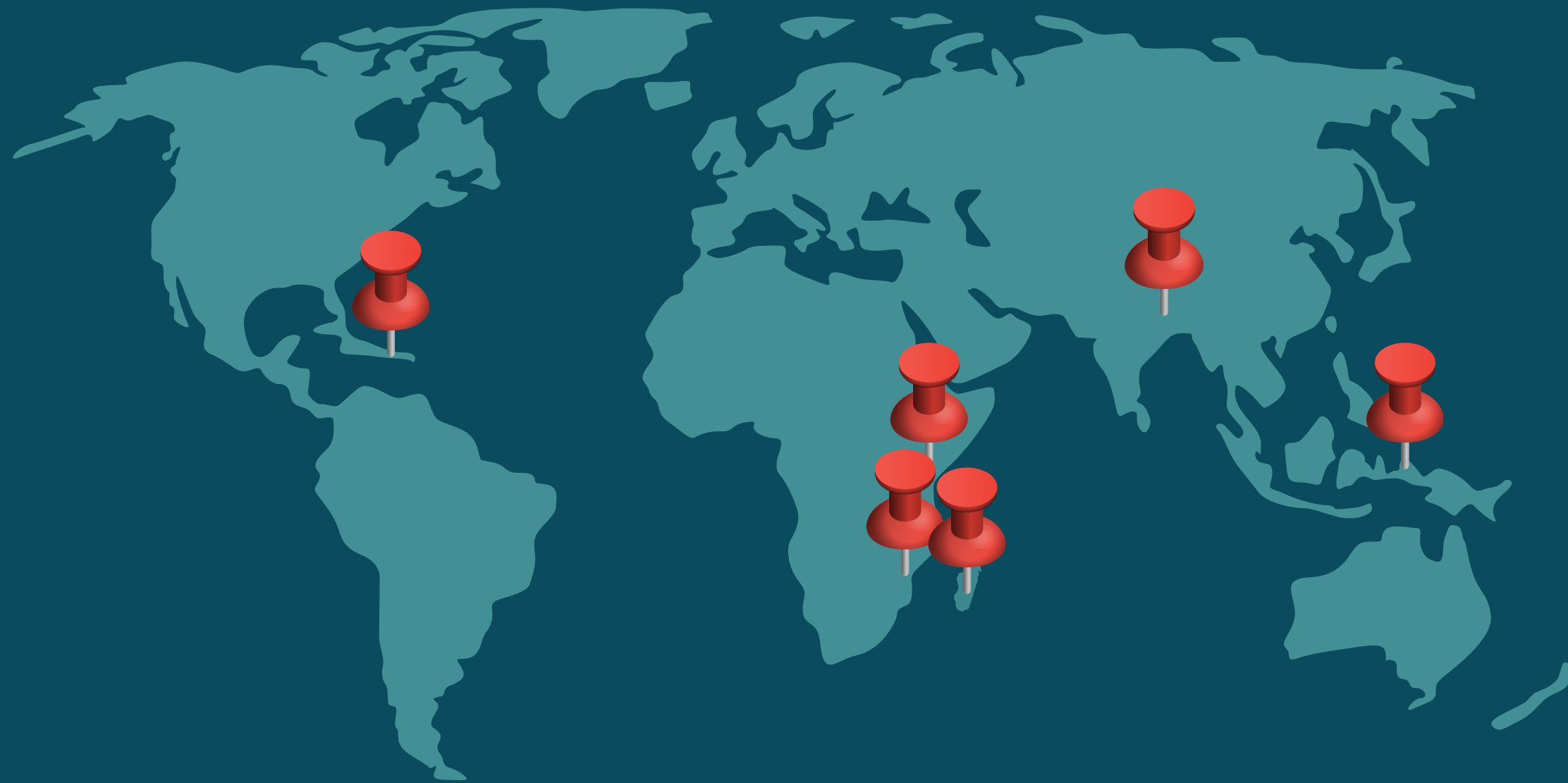
CAN YOU REALLY PLANT A TREE FOR £1?

Yes, because **one pound goes a long way** in the impoverished places where we reforest. Planting costs vary from country to country, but each pound covers the following:

- The cost of locally sourcing the native seeds, or where needed, the purchase from a seed bank
- The cost of growing the tree in a nursery
- The species of the tree and how much care that species requires
- Material and transport costs
- Preparation of planting sites
- Ongoing maintenance of the tree
- Education and training costs
- Employment of the local villagers
- Protection and monitoring of the planting sites
- Operating costs

As we are a non-profit organisation anything left over will be accumulated to cover the planting of more trees.

Where we plant our trees



Currently **JUST ONE Tree** is supporting reforestation projects in Madagascar, Haiti, Indonesia, Mozambique, Nepal and Kenya where the deforestation has been devastating.

Details of our projects can be found at www.justonetree.life





© International Tree Foundation
© Mount Kenya environmental conservation



© Eden Reforestation

Through planting trees in these selected countries, our reforestation partners have already begun to bring nutrients back into the soil enabling farmers to grow crops once more, replenish water tables, protect remaining natural resources, revive natural habitat for endangered species and help tackle climate change.



EDEN
Reforestation Projects



© Eden Projects



© Eden Projects



© Eden Reforestation Projects

BY FUNDRAISING FOR JUST ONE TREE YOUR SCHOOL WILL:

- Reduce its carbon footprint
- Increase your social responsibility
- Address a number of the UN's SDGs to end poverty, extreme hunger and heal our planet by 2030
- Receive updates on the amount of trees your school has planted
- Use of the JUST ONE *Tree* logo on your website to show your school is part of the growing JUST ONE *Tree* network of environmentally conscious schools
- Receive a certificate for the number of trees planted from each fundraiser

A man and a child are sitting on a rocky cliff, looking out over a vast canyon at sunset. The sky is a mix of orange and yellow, with some clouds. The canyon floor is dark, and the cliffs are silhouetted against the bright sky. A small pool of water is visible on the rock in the foreground.

But most importantly, your school will be helping to combat global warming by joining a network of children and teachers across the country.

Join us in giving back to our planet....

JUST ONE Tree, JUST ONE Pound, JUST ONE School at a time.



“The future looks alarming indeed, but it's not without hope.
There is still time, if we act now with determination and urgency.”

SIR DAVID ATTENBOROUGH



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