

The Word Forest Organisation

2018
**ANNUAL
REPORT**



The Team

Chief Executive:
Tracey West FRSA

Chair of Trustees & MD:
Simon West FRSA

Trustees:

Ru Hartwell: forestry
Helen Roberts: education
Izzy Robertson: literacy
Rikey Austin: ethics

Patron:
Monica Ciriani

Kenyan Team:

Alex Katana: Project Manager
Esther Kombe: Mothers of the Forest Co-ordinator
Edward Mwanyule: Boré Community Forest Centre Co-ordinator
Florence Furaha: Mothers of the Forest Facilitator and Translator

Kenyan Liaison:

Theophrastus Kitunga: Chairman, BGU
Christine Kanini: Mothers of the Forest Tutor & Women's Representative BGU

BGU: Boré Green Umbrella Co-operative - our partner organisation in Coast Province, Kenya responsible for planting trees and building classrooms.

The Word Forest Organisation
The Flat
53 Broad Street
Lyme Regis
Dorset DT7 3QF

Registered Charity:
Number 1172497



01297 533 111



WordForest.org



team@WordForest.org



/WordForestOrg



@WordForestOrg



/WordForestOrg



Alex Katana



Florence Furaha



Esther Kombe



Edward Mwanyule

Asante Sana Thank You

Waltraud - Soo - Karen
Cathy - Wanjira - Rebecca
Michael - Davina - Anna
Michelle - Paul - Ninette
Elaine - Samantha
Wangechi - Izzy - Cyprian
Marion - Christopher - Megan
Helen - Saskia - Ruth - Lora
Lily - Simon - Rachael
Hannah - Sarah - Audrey
Libby - Tracey - Kate
Kelly - Niclaire - Michaela
Andrew - Dawn - Quincy
Claire - Tim - Mark - Monica
Dorothy - Carol - Debra
Vivienne - Debbie - Paddy
Melissa - Christine - Guy
Fiu - Alex - Meg - Andy
Nikki - Sophie - Ellyanne
Jacie - Anne - Ged - Ingrid
Magdalena - Mercy
Donna - Jasmine - Sian
Rachel - Patricia - Pierre - Jo
Emily - Yvonne - Cath
Joannah - Solomon - Lynne
Sally - Tony - Jan - Stephen
Collins - Fiona - David
Elizabeth - Maggie - Priscilla
Gavid - Chloe - Harry - Alice

Fuhamwenga We Are Together

Calling All Techies!



moxp.uk/const

**Scan our QR codes with your
mobile devices or visit the
links for more information**

The Word Forest Organisation
is a UK Registered Charitable
Incorporated Organisation

Constitution adopted by the
Trustees on 7th April 2017
It can be viewed at:
moxp.uk/const

CEO's Report: Tracey West FRSA



You'd have thought that given 12 pages to explain how we're meeting our charity objectives of planting trees, building classrooms and facilitating education in impoverished communities in Kenya, I'd have nailed it. I've barely scratched the surface!

The short film we've just released is incredibly powerful and does a brilliant job: please visit moxp.uk/vid1 to watch it. You might also enjoy reading my extended report at moxp.uk/ceo18

Our approach is different; we address the human needs of the incredible people who tend our forests. Investment in them is vital

if we stand a chance of mitigating the rising tide of climate change and eradicating poverty.

None of this would have been possible without the energies of my dedicated, hardworking team - all of whom are volunteers. Our valued membership and corporate partners have financially enabled us to meet our objectives and we're blessed to have you all on board.

My heartfelt thanks go out to each and every one of you.

Super Guy, Jai



11 year old Jai is our Fundraiser of the Year. He raised over £700 enabling us to plant more than 280 trees!

Positive Impact



Find out how you can help our women's empowerment group Mothers of the Forest. Visit moxp.uk/motf

Be Like Wendy



Wendy ran a marathon and raised £255! Visit moxp.uk/fund to organise your own sponsored event.

Our Women's Group

Our members meet once a month and embrace the chance to simply 'be' in the welcome shade of the Boré Community Forest Centre. As well as offering each other sisterhood and support, they enjoy clean water, eat a meal, take part in Esther's workshops and share best practice for looking after the trees. They also have wages pressed into their hands, as they take delivery of new saplings to plant on their shambas.

Find out about our health and well being project, providing them with dignity by enabling them to make their own washable sanitary pads at moxp.uk/pads



From Our Patron: Monica Ciriani

During this first year, it has been amazing watching Tracey, Simon and the team create a solid foundation for Word Forest to grow from, just like the solid foundations they're making with the trees they're planting, the schools they're building and the women who are being empowered with paid work and support.

They have shown me how important it is to build a network of aid to truly strengthen a community so it can become strong within itself, informed on how to care for the environment and understand the global importance of the trees they're looking after.

It is humbling to see all the people and companies that have helped the charity raise the money to make all of this possible. Even over here in the UK, I've seen people come together and watched that same network of support and positivity, spread. Pub quizzes have been enjoyed, marathons have been run and miles have been cycled by people of all ages, by people who want to give something back, and better this world. Now that is inspiring and long may it continue.



Cashew



Height at 5 yrs 20ft

Largely pollinated
by bats

Timber won't burn so
no use as firewood

Provides valuable,
protein rich nuts

Casuarina



Height at 5 yrs 35ft+

Tall & straight,
perfect for building

Ideal for planting
just 1m apart

Can survive
extended droughts

Mango



Height at 5 yrs 12ft

Can live for
300 years

Can easily produce
100 fruits each year

Provides shade for
community meetings

Our Objects

To promote sustainable development for the benefit of the public in Kenya by:

- (a) the preservation, conservation and the protection of the environment and the prudent use of resources;
- (b) the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities.

The Trustees have had regard to the guidance published by the Charity Commission under section 4 of the Charities Act 2011 in planning our activities.

The positive social impact of our work is considered before we direct the BGU and outcomes are directly monitored. This enables the Trustees to be confident that the charity has, through its range of activities, achieved significant public benefit for the community in Kenya.

A Few Words From Our Trustees



Helen Roberts:
Education

How incredible it has been to watch video of the students in our schools in Boré! Our primary school twinning programme will start soon, linking youngsters from the UK and Kenya, strengthening their understanding of the the vital role forests have in keeping our planet healthy and balanced.

Exchanging information about trees and the urgent necessity for every human being to look after them in our different countries, will help us to close the educational gaps that exists between us and foster and celebrate a much greater understanding of the diversity in each of our cultures too.



Izzy Robertson
Literacy

This first year has surpassed our expectations, with classrooms completed and more commissioned, many trees planted and the foundation of our Mothers of the Forest group, which continues to grow. The children and teachers benefit from safe, sheltered environments to work in, all thanks to the generosity of our amazing supporters and corporate partners.

We hope to roll out some exciting projects in our second year, including a literary challenge that will connect our youngsters in Kenya with students all over the planet. Watch this space!



Rikey Austin
Ethics

I adore my work with The Word Forest Organisation and my role as ethics Trustee, is twofold. Firstly, to vigilantly assess the partners we choose to work with, ensuring they share our high ethical standards of people and planet before profit and also to advise and encourage ethical practices in others, wherever possible.

Facilitating the recent planting of the first trees in the Charlie Bears Forest, is a prime example. We're on an exciting journey together, guiding them towards becoming a carbon neutral company via reforestation in Kenya.

Also, What We Plant And Why



Ru Hartwell
Forestry

I'm proud to be a part of this team because they listen to the needs of the community. We plant a range of trees that give the planters a wide selection to choose from. As each planting site is different, the growers select the best trees to work in their locale. Over this last year we've been planting masses of moringa. The women of Boré love them because they produce an easy to cook vegetable that is also very nutritious.

We like to plant drought resistant species such as neem and casuarina as they deliver an early return of house construction timber, require less tending and can cope better being left for long dry periods in the summer. The youngsters who do a lot of the planting don't seem to care what trees they plant, as long as they get out of the classrooms and get their hands dirty doing something fun and practical for a change.

Cashews are also a big favourite with many of our planting partners for two reasons: they store up water in their trunks during dry periods and they start to produce a very valuable and nutritious crop of nuts after as little as two years. The one thing all our trees have in common is, without exception, they remove great chunks of dangerous CO₂ from the atmosphere every second of every day. In doing so, they help stop the planet overheating.

Finance Report: Simon West MD

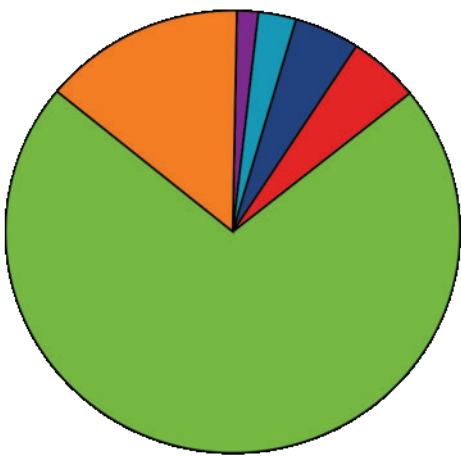
When we started The Word Forest Organisation, I had no real idea how the funds would come in, but I had faith that we'd find a way to help the people Tracey and I had been working with since 2012, as philanthropists. We set a target to raise £10,000, then started recruiting members and thinking of innovative ways to bring in as many donations of £2.50 as possible, each of which would plant a tree and buy some building materials for a classroom.

Starting from a zero budget, we sought as many free and heavily subsidised banners, posters and other marketing materials as we could, and our CEO declined to take any salary whilst we focussed on establishing the charity. Along with our members' badges and the British wildflower seeds we put in each membership pack, we sourced ethically produced organic clothing, custom printed mugs and recycled paper greeting cards with the simple aim of each sale generating enough profit to plant one more tree. Some of our products are drop shipped, which means we don't have to invest as much in stock. We also received some amazing gifts in kind, including iPads, educational software and a laptop, all of which we delivered to Kenya.

Combined with online fundraisers, events and straightforward donations - plus the enormous bonus of Gift Aid - we have managed to end our first year with an income in excess of £22,000. The ringfenced funds we received for our monitoring and evaluation visit, enabled us to see the positive impact of our projects first hand and to plan for the years ahead.

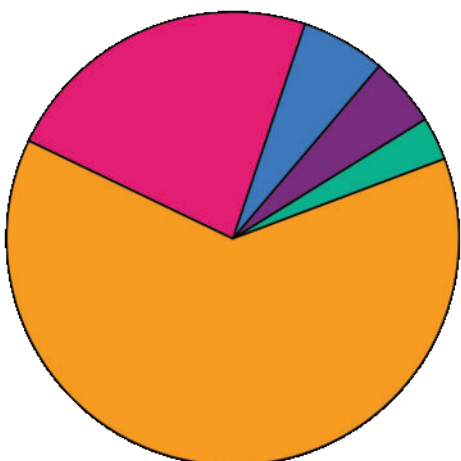
We have exceeded our stated aim of using 80% of our income for our charitable purposes and with three new corporate partners on board, we are off to great start in year two.

Income:



Collection Boxes	334.48	1.5%
Membership	598.67	2.7%
Events	1,030.17	4.6%
Sales	1,198.47	5.4%
Gift Aid	3,183.39	14.4%
Donations	15,802.44	71.4%
Total	£22,147.62	100%

Outgoings:



Running Costs	651.16	3.1%
Merchandise *	1,041.08	5.0%
Office Equipment	1,268.43	6.0%
Kenya Trip 2017	4,836.83	23.0%
Sent to Kenya	13,188.03	62.9%
Total	£20,985.53	100%

*Organic cotton clothing, tree of life pendants, recycled paper greetings cards, seeds, mugs etc

Legacies

With your gracious promises of help via legacy donations, we'll be able to make our long term plans of rebuilding the 100 primary schools we're working with in Coast Province, replacing rickety mud huts with at least three large, stone constructed classrooms. Each building costs approximately £10,000 and for every one, we plant 4,000 trees around the school compound, bringing welcome shade and protection from the harsh elements.

We're delighted to signpost you towards our trusted corporate partners, each of which offers a different range of benefits and an excellent service.

Kitson and Trotman LLP provide legal advice and services to clients throughout the South West, nationally and internationally. They have offices in Bridport, Beaminster, Weymouth and Lyme Regis, Dorset.

Their lawyers are highly experienced in their respective fields and remain personally involved at every stage of your instructions. The firm has been at the forefront of legal services in Dorset and the South West for over 250 years.

Contact: **Rachel Oaten** on **01308 427436** or email: r.oaten@ktlaw.co.uk

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Contact: **Mark Jackson** on **0844 669 6148** or email: info@thegoodwillpartnership.co.uk

Measuring Our Impact

Whether you're planning on making an environmental investment with us by organising a sponsored event, bequeathing an amount to us in your will or simply by becoming a member, we want to assure you, you're making a great decision.

Here are a few statistics on our positive impact and recent quotes from BGU members:

- Enrolment at Kundeni Primary School has increased 100% from 300 to 600 pupils
- Average primary school student grades have improved by 11 percentage points
- Over 130 people in the BGU have gained new building and designing skills
- BGU membership of women has increased by 50% to 1,400

"The Mothers of the Forest group has helped me know about what happens in Kenya from the updates we receive from Tracey, through Florence. I know about alternative ways to charcoal burning, which earlier was my main source of income. Now I'm doing a small entrepreneurial business."

"I'm able to know more about sisterhood and I feel more valued and honoured as a woman. I've been able to know more about my rights as a woman and am able to express my feelings and ideas freely, without the fear of being judged by anyone."

"I've been able to consider the need to plant more trees and educate others about avoiding charcoal burning. Instead, they should find alternative ways to fend for their families, as trees are more important and should be cared for."

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Offset Your Carbon With Us



The average person in the UK has a carbon footprint of around 10 tonnes per annum. Our trees absorb $\frac{1}{4}$ tonne of CO₂ in a handful of years, so forty trees will lock in the whole lot, and buy building materials to construct an urgently needed classroom too.

Our carbon calculator will be available soon at moxp.uk/offset and it'll help you tally up the CO₂ your travelling creates. The only way we are going to be able to mitigate the devastating effects of climate change, is by taking personal and corporate responsibility for removing as much of it from the atmosphere, as we possibly can.

We can also help businesses get on the road to being carbon neutral too, just like Saskia!

Volunteer Trip Kenya 2019

Join us on an amazing trip to Africa next February with a group of like-minded volunteers. Spend a week helping us build composting toilets, cob ovens and water purifiers. Maybe even help the locals expand their knowledge of the English language. Experience the warm hearted Giriama culture first hand and stay in the amazing Boré Community Forest Centre: visit BoreForestCentre.org

Learn about sustainable forestry on the front line of climate change by spending time in our nurseries and tree plantations. Sample Kenyan food, listen to traditional music and join in with the dancing too.

Visit moxp.uk/ke19 and start your fundraising today. #TripOfALifetime #MakeADifference



Clear The Air Conference 2019



On 9th and 10th February 2019, the Boré Community Forest Centre will host the second international Clear The Air conference. Last year, it was held at the Green Belt Movement's Nairobi Learning Centre.

Our panel of knowledgeable speakers and delegates will explore ways to increase Kenya's forest cover and bring illegal charcoal burning to a halt. Spend time in the company of a highly motivated network of people, who not only care about reforestation, but are actively trying to do something about it.

You are sure to come away inspired and ready to make the changes needed to increase the tree and wildlife populations in your part of the world. Visit moxp.uk/cta19 to secure your place.

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England

£100



Malcolm Deakin
England

£50



Hazel Atkinson
Scotland

£50



Margot Ogilvie
Australia

£50



Susan Rogerson
England

£50



Jonathan Greenhouse
USA

This is the only
writing competition
in the world to plant
a tree for every entry.

We will even send you
the GPS coordinates
of your tree!

The trees are planted
by The Word Forest
Organisation in Kenya,
and are growing tall!

Opens 1st Oct
Closes 31st Dec



visit magicoxygen.co.uk/molp
for the all important rules, Ts and Cs

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