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# Word Forest Organisation

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Report and Accounts  
2019-2020





**This is the Annual Report and Accounts for  
The Word Forest Organisation  
Charity No 1172497, registered in the United Kingdom  
by the Charity Commision**

**Registered Address and Contact Details**

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Dorset  
DT7 3DB

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Email: [team@WordForest.org](mailto:team@WordForest.org)

Website: <https://www.WordForest.org/>

**Trustees**

Mr Simon West (Chair of Trustees)  
Ms Rikey Austin  
Mr Philip Gamble  
Mrs Helen Roberts  
Mrs Izzy Robertson

During 2019-2020, Ru Hartwell resigned as Trustee, Chris Tipping was appointed and resigned as Trustee, and Phil Gamble was appointed as a Trustee.

**Chief Executive Officer**

Mrs Tracey West

**Managing Director**

Mr Simon West



## Our Constitutional Structure

The Word Forest Organisation was incorporated as a CIO on 7th April 2017.

Our constitution follows the model for a Charitable Incorporated Organisation as set out by the Charity Commission for England and Wales and was adopted on 7th April 2017.

## Charitable Objects and Public Benefit

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.

\* Sustainable development means “development which meets the needs of the present without compromising the ability of future generations to meet their own needs.”

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 our tree-planting communities 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.







## Financial Summary

### Income

As we started Year 3, we knew our second year income of **£85,323.38** (which included some incredibly generous one-off donations totalling **£43,750**) was unlikely to be matched.

We set a target to reach the **£41,600** we had raised in 2018-2019 and we were just shy of that goal, with a total income of **£41,466.92**.

**£24,433.92** of this came from donations, **£2,920.36** from membership and **£6,482.98** from events, including **£2,370.33** from screenings of #TreesAreTheKey.

**£5,238.75** of the donations were corporate; the new partnership with The Phat Pasty Company making a considerable and gratefully welcomed difference to our income.

### Outgoings

Our total outgoings were **£38,164.32** - **£24,229.58** of which went directly to Kenya.

We continued to pay our CEO a partial salary for April, May, June and July at £10 per hour for 100 hours per month. This is far less than the actual hours she worked, estimated to be approximately 200 hours per month.

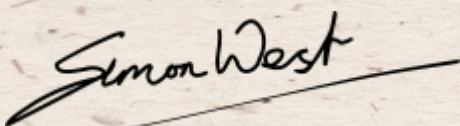
We stopped this salary payment after July, as our Trustees were concerned that our income didn't seem to be growing sufficiently to support a full year's salary.

We ended the year with a balance of **£13,029.62** and an average monthly income of **£3,455.57**.

### Independent Accounts Examination

Our accounts were independently examined by **Maria Holland of 47 Summerhill Road, Lyme Regis, DT7 3DT** who reported:

*"The record keeping and accounting practices of The Word Forest Organisation are accurate and complete. I am happy to state that they give a true and fair view of the charity's financial transactions."*

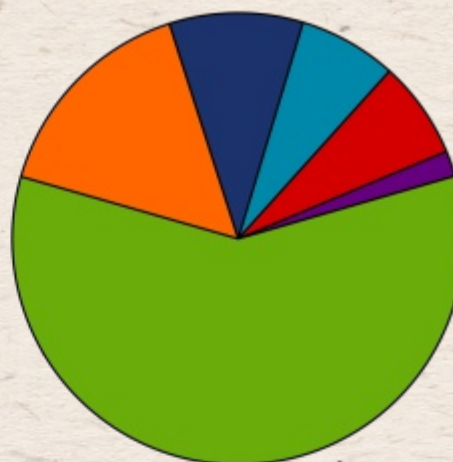


**Simon West FRSA**

Managing Director and Chair of Trustees

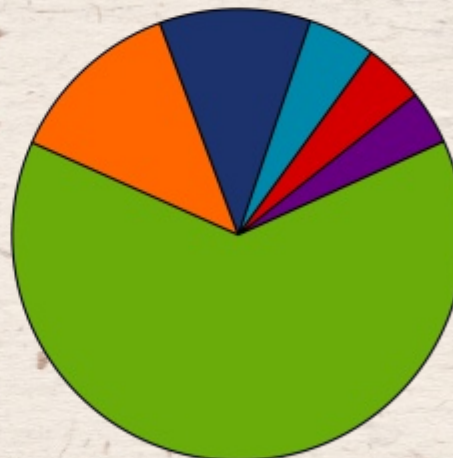


## Income



Category	Amount	Percent	2018-2019	Change
Miscellaneous	£761.19	1.84%	£300.00	+154%
Gift Aid	£2,900.76	7.00%	£10,801.79	-73%
Membership	£2,920.36	7.04%	£2,063.75	+42%
Sales	£3,967.71	9.57%	£1,393.70	+185%
Events	£6,482.98	15.63%	£2,568.94	+152%
Donations	£24,433.92	58.92%	£68,195.20	-64%
<b>Total</b>	<b>£41,466.92</b>	<b>100.0%</b>	<b>£85,323.38</b>	<b>-51%</b>

## Outgoings



Category	Amount	Percent	2018-2019	Change
Running Costs	£1,469.17	3.85%	£6,213.73	-76%
Travel	£1,657.25	4.34%	£8,407.21	-80%
Merchandise	£1,851.36	4.85%	£1,550.02	19%
Personnel	£4,126.16	10.81%	£8,000.00	-48%
Office	£4,830.80	12.66%	£3,139.30	54%
Kenya	£24,229.58	63.49%	£51,734.63	-53%
<b>Total</b>	<b>£38,164.32</b>	<b>100.0%</b>	<b>£79,044.89</b>	<b>-52%</b>



# Contributions

## Rikey Austin: Ethics Trustee

During my first 22 months as Ethics Trustee I believed that I had gained a better than the average layman's understanding of the impacts of climate change. I had been involved in projects, corresponded with and virtually met some of the team in Kenya and read about the difficulties that a shifting environment creates. I was wrong.

Nothing, I truly do mean nothing, that I had seen or read had prepared me for the impact of walking into a partially derelict classroom to meet rows of children sat at makeshift desks.

They were eager to learn and passionate environmentalists. They are the frontline troops in a war against an unimaginable future; they stand smiling and hopeful between us and the worst that a spiralling environmental crisis can throw at us.

Leaving that classroom, turning my back on their daily struggle was quite literally life changing. The intention afterwards was to record a brief video of Tracey and I discussing the classroom conditions. Instead I melted into uncontrollable sobs.

Shortly afterwards I was lucky enough to spend time with Kate Winslet during the filming of the movie Ammonite. Over supper I explained the work that The Word Forest Organisation is undertaking; I showed her various photographs and played her the video of that encounter.

Already a keen environmentalist, Kate was understandably moved by the situation and, despite a packed schedule, wanted to help. Her wonderful voiceover for Tim's incredible film of that visit, #TreesAreTheKey, is an amazing addition, enabling us to reach a broader audience and spread the film's increasingly urgent message. We are and will remain forever grateful.

If only there were a switch that I could flip to help everyone feel that last, unconscious, self-preserving wall crumble. There would be tears, no doubt, but what amazing, unstoppable and rapid changes for good we would see worldwide. Until then, it is the ethical responsibility of The Word Forest Organisation to continue vital reforestation and education work, opening hearts and eyes wherever we can.



## Izzy Robertson: Literacy Trustee

This year it's been lovely to see our projects growing steadily, just like the trees planted in Boré. There have been some exciting developments. The women's empowerment group, The Mothers of the Forest, continues to go from strength to strength. Many of the women had not been able to attend school as children and when they were offered literacy and numeracy lessons, they leapt at the chance and voted unanimously to go ahead. Seeing how these lessons have made such a positive impact on their lives has been an absolute joy and has particularly resonated with me.

We are very lucky in the UK and it's easy to take things for granted, things like the right to a free education. They were able to take their first literacy exam in June 2019 and achieved results beyond their wildest dreams and expectations. Not only that, but the facilitator of the group, Eva Jefa, and the Chair of Boré Green Umbrella, Esther Kombé, attended a Permaculture Design Course and have been passing on their knowledge at the twice monthly Mothers of the Forest meetings. The Mothers face extraordinarily





challenging circumstances with strength and resilience and are fast becoming teachers and advocates within their community for tree planting and care for their environment. I am in awe of them!

### **Helen Roberts: Education Trustee**

It has been a wonderful year at The Word Forest Organisation, incredibly busy and challenging too, with COVID-19 creeping into our last quarter. Our job as Trustees is made easier because we're a closely knit team, with everyone committed to steering the charity well and keeping it on the right path.

My role as Education Trustee involves overseeing the educational projects we're undertaking with schools and adult learners in Kenya.

One of our main objectives has been facilitating education, particularly for the Mothers of the Forest. Their sessions on literacy and maths have made wonderful changes to their lives, as have the lessons on permaculture. Their newfound skills are enabling them to look after their trees, grow a more diverse range of food and take surplus produce to market. Your donations are actively reducing hunger and poverty - thank you.

Looking to the future with an optimistic eye, I believe we will be able to increase our classroom building to other areas. My dream is to see a Headquarters and Centre for Education built close to Eva Jefa's shamba, to enable the Mothers to attend regularly without a 2 hour walk to the Boré Forest Centre. Lessons could be carried out here, making them available to more women. We could provide more sewing machines and other materials for production of masks and sanitary products, together with clothes.

We need to provide the classrooms we have built with further supplies: books, pencils and other stationery. Finances do not permit this at the moment but we continue to work towards making it a reality. I am very proud to be part of this inspirational charity. We go onwards and upwards, so come with us, feel the love for the planet, plant trees, educate and empower women and take a stand against climate change.



### **Phil Gamble: Horticultural Trustee**

This year, in addition to our work in Kenya, we wanted to organise some tree planting projects in the UK and to this end, we have been in discussion with other interested groups and organisations to facilitate it. Finding saplings and the land to plant them on provides us with something of a challenge, but we are nothing if not determined!

The Donkey Sanctuary at Sidmouth in Devon have been keen to work with us and there were plans in place for the planting of trees and other shrubs at one of their sites, beginning in spring 2020. Unfortunately, these had to be put on hold due to the COVID-19 restrictions.

We had also planned and booked dates for a series of one day workshops in Lyme Regis, aptly named Tree-Mend-Us, which were to consist of three sessions, one to watch our documentary #TreesAreTheKey and then participate in a discussion, one a guided tree and plant walk around Lyme and one a craft session, creating something lovely from found natural materials. The lockdown has meant that these too have had to be postponed.

We continue to plan and prepare for when restrictions are lifted and we can realise these projects and more. Watch this space!





## Simon West: Chair of Trustees

As Managing Director, one of my major responsibilities is managing the finance of the charity; ensuring that we operate within our means, setting the plans for future income and spending, and protecting the charity from committing to things that might endanger its financial future.

2019 came with its own set of unique challenges, not least that we had hoped that we would attract similar major donations and our finances would expand. Realistically, we knew that was going to be a tough call. When 2020 arrived with all of its troubles, we realised that we needed to change our strategy. By the time of our year end, we had almost managed to match the income of the previous year, excluding the extraordinary donations.

What doesn't show in the stark numbers, is that we had pivoted to an exclusively digital fundraising strategy, increased our volunteer count from 5 at the start of the year to 14, with more than 40 others poised ready to join us at the end of March to help pull the charity through this difficult time. We had reached out to our major donors and applied for various grants with firm hopes that our wishes would soon be granted. We had signed up with an eCard service towards the end of 2019 and had sold a few. This inspired us to build our own, greatly improved custom eCard system which was ready to launch just as our financial year came to an end: see [eCards.WordForest.org](https://eCards.WordForest.org)



## Eva Jefa: International Development Representative

My name is Eva Jefa and I have been the full time International Development Representative for The Word Forest Organisation since March 2019.

My role then was to help the Mothers in their journey to empowerment. Over the past year, it has evolved to include new duties such as overseeing projects, record keeping of trees planted and distributing food aid to the very needy, elderly and disabled, amongst other things.

As facilitator of the Mothers of the Forest, I am responsible for helping the Mothers establish expectations and move forward while keeping an eye on the overall objectives of the group.

Back in February 2019, following the visit from the UK team, we organised for a local teacher to give the Mothers lessons in arithmetic, reading and writing. Most of the 40 had never received a primary education; for the few that had, it was cut short due to things like forced marriages, lack of sanitary towels or being forced out of school to take care of their siblings or to make room for boys to go to school.

This caused problems in adult life in things like starting and running businesses. They studied very hard despite the day to day challenges and took exams. The changes in their lives were amazing. Some have started small businesses while others are happy that they can follow up on their children's school work. Also, they can now read for themselves and they don't have to ask other people to read for them.

As a group, we have been trying to spread the word about climate change and environmentalism with groups like Nature Kenya, Arocha Kenya, Kenya Forest Services and Dakatcha Woodland, amongst others. We want to be a positive force in the community. As a result, I've been invited to speak at public functions and take part in events. I've also been chosen to be in committees such as the Board of Management of Garashi Primary School in my village, the COVID-19 Steering Committee at Garashi and





the Agriculture Commission for Garashi, too.

Education is vital if we are to learn how to be more resilient in general and gain food and water security. Esther Kombé and I attended a Permaculture Design Course in Meru last year, learning how to do inter-cropping and work with nature. I expanded my learning by joining my permaculture teacher's team, working on a project at a primary school in Tanzania. In Boré, Esther and I ran a 10 day permaculture course for the Mothers of the Forest and for members of the local community.

This has resulted in the Mothers improving the yields of fruits and vegetables on their shambas. Agnes Baya, who lives with her extended family, says the permaculture knowledge of a kitchen garden has helped them a lot. Nelius Nyaleis sells her surplus harvest on her shamba. Alex Katana has embraced permaculture fully and has a 5 acre shamba full of bananas, cassava, sugar cane, cow peas and other things. On my own shamba, I was growing only maize and am now growing over 10 kinds of vegetables, cassava, bananas, cow peas, rose coco beans, butter nuts and so much more.

As we came to the end of the year, we were making plans to expand our permanent team, both in the UK and Kenya. We still hope to increase our membership and build a Mothers of the Forest Headquarters with a permaculture food forest to learn from.

A dedicated building would give us a place to store the tools and materials you've funded and to make more washable sanitary pads. This would also be an ideal space to come together to increase our learning and share best practice for looking after trees.

When COVID-19 arrived in March, we sadly had to put our expansion plans on hold. Since March 2020, with your good grace and kindness, we have been providing critical food aid through trusted partners to members of the tree planting communities in 4 areas: Boré, Boré Singwaya, Nairobi and Rusinga Island.

Our government has been providing a small amount of relief aid in the form of cash but it sadly targets only a few in the community.

I'm happy to say that, although the times have been trying due to the pandemic, The Word Forest Organisation has managed to provide food aid and create over 1,000 jobs through tree planting activities. This has really helped the community. We have achieved a lot and I'm hopeful that we will reach our goals in the coming year.

## **Sue Jueno: Marketing and Special Projects**

I've worked in the sustainability and conservation sector for the past 15 years, and have known Tracey for most of them, so when the opportunity arose to work with Tracey and Simon at The Word Forest Organisation, I leapt at the chance to do something 'on the ground'. I'd been looking for a position with a cause where I could really make a difference, and when attending the premiere of #TreesAreTheKey in October last year, a month after I started, I knew I'd made the right choice.

I was first recruited as a grant researcher but my role expanded into other areas quite quickly and once COVID-19 hit, it expanded even further. With the gift of many new volunteers who joined us at the start of lockdown, most being on furlough, I've so far helped with the fundraising, marketing and social media teams.

Knowing that I'm part of a truly ethical team, working on life-changing projects for a charity that is able to adapt during these times, gives me incredible pride. I believe that converting from environmental to humanitarian aid, remodelling the charity's digital presence, re-thinking our fundraising strategy and forging even stronger links with the tree planting communities in Kenya, show me that the charity *will* emerge from these challenging circumstances stronger and with a much wider reach.





Enormous thanks to our amazing  
Corporate Partners, The Phat Pasty Co.  
for their continued support.

Since August 2019 they've given us a kind donation  
for every mouthwatering vegan product sold.

This has helped us to deliver projects that meet  
many of the UN Sustainable Development Goals.

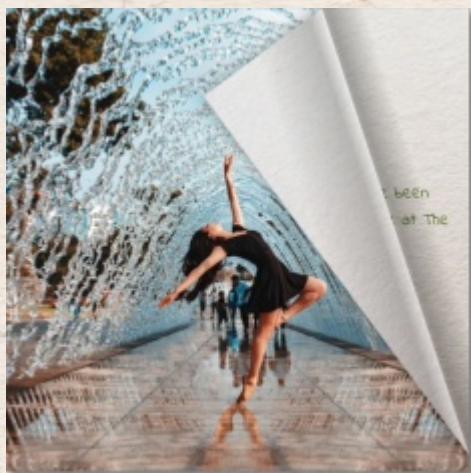
Click their logo or visit [PhatAtHome.com](https://PhatAtHome.com) to place  
an order and help us plant more trees in Kenya!



# SUSTAINABLE DEVELOPMENT GOALS







We've created a wonderful low cost way to stay in touch with friends, family and loved ones.

It also helps us plant trees in the tropics!

Our funky, page-turning eCards are easy to send and we've hundreds of designs. They're just £1 each and if you buy 5 at a time it drops to 50p.

You can even schedule the sending day!

Click the dancing lady to see the range or visit [eCards.WordForest.org](http://eCards.WordForest.org).

# ETHICAL ENVIRONMENTAL FUNDRAISING

Everything we do has an environmental impact. To create the ideal circumstances for our planet to recover from overuse, we must understand that the resources many of us have taken for granted for so long, are finite.

The world cannot sustain its natural capital at the rate it's being spent.

One easy way to mitigate that is to stop buying so much stuff.

Buy what you need, don't shop to excess, choose ethically produced items with longevity built in that don't come with a damaging cost to humans or wildlife and that can be recycled at the end of their life.

We've worked hard to find things that tick those boxes.

Click below to see our 100% organic cotton, vegan friendly range or visit [WordForest.org/shop](http://WordForest.org/shop).





# Trustees' Statement

## Simon West: Chair of Trustees

The Trustees continue to support and advise the charity and to oversee its operations. Every major decision has been taken in full consultation with the Trustees and they take a very active role in determining the best course of action for the charity.

As Chair of Trustees, I have tried to ensure that we employ best practices in all of our work. We registered with the Fundraising Regulator and committed to following their Code of Fundraising Practice and uphold the Fundraising Promise.

We also improved our understanding and implementation of data protection measures, ensuring that all financial transactions are undertaken by trusted third parties (The Co-operative Bank, PayPal, Braintree and iZettle) and that we never receive (and hence cannot store) any sensitive financial information, keeping our donors safe from hacking.

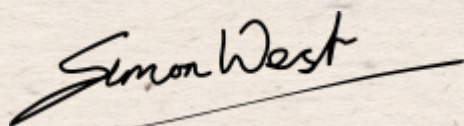
We continued to implement a stronger digital fundraising strategy and towards the end of the year, I created our own, page-turning eCard system which was ready to launch just as our third financial year drew to a close.

We had also started to create a website specifically for our volunteers, to set out the tasks we needed help with, to record the hours they spend volunteering for the charity and to allow them to connect with each other more easily.

The lockdown in March caused us to re-evaluate our systems, which were largely ready for a completely dispersed volunteer base, who could work from home. We introduced video conferencing, trying a few systems before we settled upon Zoom as the most effective and reliable. Our SIP phone system allowed us to maintain communications via the main number.

A review of GDPR compliance showed that we were already meeting the legal requirements to store *only* information we actually need and to allow people to access, alter or delete their information. Our email sending system included the ability to unsubscribe from all the mailing lists we maintain. The only information retained after that is the email address in an "unsubscribed" list so we could not accidentally send out emails after someone has asked us not to.

We started to make plans to create a website that showed all the tree planting groups throughout the UK (possibly the world) which we hope to progress in the coming year.



**Simon West FRSA**

Managing Director and Chair of Trustees





# CEO's Report

## Tracey West: CEO and Fundraiser

I think it's fair to say Year Two's income exceeded all of our expectations and we made a noisy handbrake turn into Year Three - read our previous report here at [WordForest.org/2020/05/27/our-report-and-accounts-2018-19/](https://www.wordforest.org/2020/05/27/our-report-and-accounts-2018-19/)

We'd received a few remarkable donations during Year Two which really helped us get out of the starting blocks. As Simon mentioned earlier, the issue with large, one-off donations is, whilst they inflate your figures phenomenally and feed your drive to work harder and achieve more, they also elevate your expectations that you'll be able to rise at the same rate the following year: we couldn't.



## In the Face of Adversity

When you read our Financial Summary I'm sure you'll agree, for a small charity with only one member of staff and a great team of volunteers, we're showing a pretty impressive upward curve in terms of income and projects delivered. Scaling up our operation is something we've planned for, believe we can sustain and are all immensely proud of.

Our Team worked with unwavering resolve to solidify our blueprint for positive change. We developed a diverse landscape for fundraising opportunities, as we:

- attended frequent in-person and online educational events
- increased our face to face presence at events in the South West
- boosted our drive for new members and corporate partners
- added more ethical items to our range of fundraising merchandise
- developed and started to implement a strategy for legacy giving
- grew our volunteer base to 14 with a wide skill set
- commenced ring-fenced fundraising to move into our first office

...plus, we had a gem up our sleeve that wasn't fully revealed until the autumn: the documentary we shot in February 2019 during our Monitoring and Evaluation visit, #TreesAreTheKey, kindly narrated by Kate Winslet, visit [TreesAreTheKey.com](https://www.treesarethekey.com).

However, even with all those assets in the toolbox, we weren't able to sustain the level of growth we had in Year Two. There was never a lack of great ideas, we just weren't able to increase our 'hands on deck' sufficiently with volunteers and we just couldn't afford to employ any other members of staff.

For 8 out of 12 months we sailed so close to the wind that my own salary (£10 per hour) was paused while we supported the Kenya tree planting communities we work with, as they dealt with a handful of crises: flooding, human migration and critical crop loss.

I often say when we're struggling in the UK, we can manage with beans on toast.

When our friends in Kenya are struggling, they don't eat.





## 6 Stories in 6 Words

**Achievement:** tropical trees alleviate hunger and poverty

**Belief:** regeneration will flow from #TreeMendUs roots

**Collaborate:** reassessed financial priorities lighten global footprints

**Determination:** cleaner air breathed the world over

**Existential:** reforest Kenya, unlock a sustainable future

**Funding:** reapportioned income enables abundant human miracles



### Volunteers: Powering our Pulse

The incredible new volunteers inducted this year have contributed to the pot with a wide variety of skills and fresh ideas, however - just like our wonderful corporate partners - they also require good stewardship and time to be nurtured. I must confess, this has been a phenomenally exciting but challenging year for me personally. Oftentimes, I never had enough hours in the day to dedicate to all the areas that needed rightful attention, whichever way I cut them.

I've many people to recognise and thank for going the extra mile this year. They helped me leap over the irksome hurdles that found their way onto my path. Colleagues Simon, Sue, Izzy, Helen, Rikey and Phil have steered the ship through tumultuous waters,







strengthening our determination to reforest Kenya. They've increased our collective achievements and reinforced my resolve. They enabled me to keep a firmer handle on the work/life balance, allowing my good mental health and wellbeing to remain a priority so it can live to fight another day.

The problem is, this year presented us with jaw dropping statistics, painting - with eye watering clarity - a picture depicting alarming increases in extreme weather events across the globe, decreasing sea ice and glacial instability, more deforestation actively enabled by inept

governments, countless wildfires, biodiversity and species loss and human displacement.

With increased awareness of all of the above, it becomes difficult to hang up your hat and go home. That said, I recognise that our charity cannot tackle issues like the sustainability of our planet in a meaningful way, if we're not sustainable ourselves.



### **As the year drew to a close, I knew we needed to find a way to:**

- tell a more tailored story of why the world needs more trees in the tropics, with greater efficiency to a wider demographic - from nursery school pupils, to respected elders
- engage more businesses with the idea that profit isn't a dirty word but they do need to put planet and people before it
- increase corporate partnerships and active engagement
- raise awareness of the fact that the tree planters of Kenya are some of the most important people on the planet and we must look after their needs
- secure funding for core costs to employ staff in the UK
- scale up the number of trees planted and projects delivered in Kenya
- move away from reliance on everyday folk to keep our activities funded
- win educational, environmental and humanitarian grants
- migrate to a fully digital fundraising strategy



## Officially Dressed

The determination to scale up our operation was fed by the urgent requirement to move The Word Forest Organisation out of our tiny flat and to create a fitting UK HQ. Following a successful funding campaign to secure the monies required for our first year in professional office space, we moved into 49 square metres of unlocked potential at Unit 1 St Michael's Business Centre on 1st January, 2020.

We inherited a few desks and chairs left by the previous occupant. Some were slightly the worse for wear but they gave us the blessed start we needed and we were incredibly grateful for every stick of furniture, regardless of its condition.



We gained the use of a super adjoining boardroom too - free of charge for charities - with a super projection screen and whiteboard. Having an office allowed us to increase engagement with local volunteers and boost our income potential by accepting donations of physical things we could sell and turn into tropical trees. We upped our game in meetings, talks and educational events too and we finally had a suitable space to host light vegan lunch meetings with busy corporate partners.

Our first year at St. Michael's would enable us to take serious steps towards employing staff, creating dedicated departments, offering work experience placements for local students and becoming a multi-

million pound international charity. Then, just as our first quarter in the office drew to a close, COVID-19's lockdown came into force.

This clearly wasn't going to go away anytime soon. We decamped minimal equipment back to a spare room in our flat - where it all started - and prayed the global impact wouldn't be as devastating as the experts predicted, particularly in Kenya. The obstacles to unlocking new income streams are higher and there are more of them, but they're not insurmountable. Our resolve is being challenged and tested, but it's not broken. Our ability to reforest Kenya has been seriously hampered, but our determination continues to grow stronger by the day.



We know what needs to be done  
to make our world well again.  
We need an abundance of trees  
planted in the tropics  
and we must take good care  
of the amazing people  
looking after the forests.  
Click here or visit [WordForest.org/donate](https://WordForest.org/donate)  
to make a regular donation  
and we'll make it happen.



## Keep On Running

We closed Year Three with the same speed and fervour with which we entered it. There was a great deal more confusion about what lay ahead in respect of the global pandemic, however, despite the fact that our income was down, our educational focus was up. This had been a year of steadying ourselves in preparation for what we thought was an inevitable growth spurt, just around the corner.

We continued to receive reports from our full time representative, Eva Jefa and other partners, showing positive measured impact across Kenya. Eva has consistently done a professional and remarkable job of raising awareness in her community about climate change and how elements of it are undoubtedly going to affect her fellow Kenyans. Her focus has been on mitigating local chaos predominantly through education of the women and by heading planting initiatives.



Eva also applied herself fully to studying permaculture and attended her first Permaculture Design Course along with a great supporter of The Word Forest Organisation, Esther Kombé. Between them, they made it a mission to disseminate as much practical knowledge as they could to the Mothers and other members of the community too. All this of course, whilst continuing to facilitate the regular twice monthly meetings of the Mothers, where they shared best practice for looking after the forest.

Eva's permaculture studies enabled her to transform her own food production dramatically from a single variety, to a bountiful harvest of 16 different fruits and vegetables. We realised together that if we could harness that learning and decant it into fenced Permaculture Food Forests at every school we helped to build, it would increase their food and water security too, especially if they adopted agroforestry methods. It would also be very likely to succeed, as the schools are filled with youngsters who are incredibly keen to learn how to grow food.

Eva's passion for sharing knowledge is raising her profile in the community and her drive and urgency for conveying the facts with clarity have resulted in her being invited to attend and contribute to critical meetings, talks and events arranged by Chiefs, schools, local authorities and NGOs.

The creation of a Mothers of the Forest HQ with a Permaculture Food Forest learning space is high on our list of priorities, as is the expansion of a team to support Eva in her duties.





## The 2020 COVID-19 Timeline

### 12th January

The World Health Organization confirmed a novel coronavirus was the cause of a devastating respiratory illness.

### 13th March

First case of coronavirus confirmed in Kenya.

### 15th March

President Uhuru Kenyatta directs several measures to curb the pandemic: only Kenyan citizens and foreigners with valid residence permits allowed into the country, people should work from home, no congressional meetings allowed etc.

### 20th March

Closure of all schools and higher learning institutions.

### 27th March

National dusk-to-dawn curfew imposed.

### 31st March

We made an initial payment to provide critical food aid to people in the tree planting communities we work with.



## Food Aid Distribution

As our third year drew to a close, so did our expectations that the diverse selection of awareness raising #TreeMendUs events and community screenings of #TreesAreTheKey, were going to provide us with reliable new sources of income.

March 2020 delivered every charity across the planet a devastating series of blows. Every one of us had to pivot, as we added yet another heavy weight to our broad shoulders.

**Please Click to Make a Regular Donation of Any Size**

Or visit [WordForest.org/donate](https://WordForest.org/donate) and give what you can - thank you





*Tracey and Rikey give a talk to Clare Mackenny and the Charmouth Explorer Scouts*

## Hopes for the Future

Our plans to bring communities together to host fundraising screenings of our uplifting documentary narrated by Kate Winslet have, for the foreseeable future, been scuppered. However, the film and its vital message are still valid and it's a great watch and free! Visit [TreesAreTheKey.com](https://TreesAreTheKey.com) to watch the film.

If you're looking for a planet-friendly super-ethical gift, visit [WordForest.org/shop](https://WordForest.org/shop).

If you want to send a card to a loved one, visit [eCards.WordForest.org](https://eCards.WordForest.org).

If you'd like to volunteer for us, visit [Volunteer.WordForest.org](https://Volunteer.WordForest.org).

If your workplace is seeking a Charity of the Year, can support us with payroll giving or a fundraiser, please get in touch: [team@WordForest.org](mailto:team@WordForest.org).

Positive actions are required today to protect our planet, its people and creatures.

You can play a critical role in the mitigation of climate chaos and devastation by supporting us.

We know what needs to be done: reforesting Kenya is easy, we have the connections, we have the networks on the ground, we just need the money.

***Thank you for anything you can do.***

**Tracey West FRSA**  
CEO and Fundraiser







# ReGen

FUTURE CAPITAL

**RETHINK RECONNECT RESTORE**

**PEOPLE PLANET PROFIT**

**CONCIOUS INVESTMENT FOR STRUCTURAL CHANGE**



## **OUR PURPOSE**

Rebuild harmony between humanity and nature to provide  
a cleaner, better place for future generations

## **OUR MISSION**

Maximise multi-dimensional returns through leveraging strong ecosystems  
to repair the broken parts of weaker ecosystems

## **OUR STRATEGY**

Provide ESG & SRI compliant investment opportunities that deliver  
structural impact and positive returns to all stakeholders

**ReGen Future Capital is a proud supporter of The Word Forest Organisation**