

Plant Your Future

# ANNUAL REVIEW & ACCOUNTS

2020





# CONTENTS

## OBJECTIVES & ACTIVITIES

- Message from our Chairman - 2
  - Our Vision & Mission - 3
  - Our Story & Objectives - 3
  - Timeline 2020 in numbers - 4
  - Amazon Activities Calendar - 5

## ACHIEVEMENTS & PERFORMANCE

- Action in the Amazon - 7
- Fundraising Achievements - 7
- Education & Awareness - 10
  - Our 2020 Team - 11

## PLANS FOR 2021

- Our new year commitments - 14
- Your support in 2021: Climate Action - 15

## STRUCTURE, GOVERNANCE & MANAGEMENT

- Reference and administration details - 16
  - Structure & governance - 16
  - Reserves policy - 16

## FINANCIAL SUMMARY

- Celebrating our most successful year - 17
- Statement of 2020 financial activities - 18
- Acknowledgement of invaluable support - 18
  - Trustees' Declaration - 18



# CHAIRMAN'S MESSAGE

For over a decade I've been running Plant your Future and there have been plenty of highs and lows, as we work tirelessly to reverse **deforestation and degradation** while alleviating poverty in the Amazon. Despite being faced with many challenges, never has there been a year like 2020.

It's been devastating to witness the impact of the pandemic on the Peruvian communities who we work with, as **many families were pushed into food poverty** and needed emergency support. Never have I been prouder of our team, who rushed to deliver food parcels and basic medical supplies to those in desperate need. We are so grateful to our supporters, both old and new, who responded so quickly and generously to our COVID Emergency Appeal.

As a global community, we should not be thinking about the pandemic as a one-off crisis, we should be taking it as a wake-up call. Scientists have unequivocally said we are facing climate breakdown if we do not take urgent action. **The good news** is that scientists have also shown that natural climate solutions can provide up to 37 percent of the emission reductions needed by 2030 to keep global temperature increases under 2°C.

Tree planting in the tropics – alongside reducing deforestation – is unquestionably one of the most important activities that we must increase immediately. With this year marking the start of the **United Nations' decade on Ecosystem Restoration**, we all need to take action to plant native trees to heal the wounds we have already inflicted on the planet.

In early 2020, our team developed a plan to significantly scale-up our activities and set-out **our aim of planting one million trees** over the next few years. These ambitious goals became part of our five year strategy, approved by our Board of Trustees in April, marking a momentous time in our organisation's history.

It's been a year of transition, as we rapidly scale-up our capacity; in 2019-20 we planted 15,703 native trees. Fast forward one year and we're on track to plant over 45,000 native trees already. This significant increase was made possible by the fact that 2020 was our most successful fundraising year to date and **we increased our funding by over three-fold** compared to previous years.

Despite this success, we are behind on the planting targets we set in our strategy at the beginning of 2020, having aimed to plant 115,000 trees in 2020-21. This is in part due to the impact of the pandemic and the fact that it's been a **major year of transition** for our small team.

There's no doubt that the fundraising landscape has become challenging, with current and potential donors being impacted financially by the pandemic. Despite this, we are confident that **we can hit our target of planting one million trees**.

We need ambition in climate action more than ever and our committed team are making a **real impact where it's most needed** on the front-lines of conservation. We hope you'll join us.

Warm wishes,

Jenny Henman,  
Chairman of Plant your Future.

PLANTYOURFUTURE.ORG.UK



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# OUR VISION & MISSION

Our vision is for Amazonian farming communities to thrive by adopting agricultural practices that are in harmony with nature and the rainforest. ✓

Our mission is to restore deforested land in the Amazon Rainforest and to alleviate poverty, by empowering smallholder farmers to transition to sustainable farming. By restoring degraded and

deforested farmlands back to forest cover we will help to mitigate climate change and ensure an ecologically and socially sustainable way for local people to feed themselves and generate a livelihood. ✓

## OUR STORY

Since 2009, Plant your Future has been working to restore the Western Arc of the Amazon Rainforest, which stretches across the regions of Loreto and Ucayali in north-eastern Peru (see map below). It's one of the most biodiverse places on Earth and of critical importance for conservation.

Slash-and-burn agriculture is responsible for about 90% of deforestation in these regions, destroying biodiversity and contributing to climate change. It also traps people in a cycle of poverty; typically, families earn just £100 per month from their small farms, barely enough to cover basic needs, leaving them vulnerable to crisis. By empowering low-income disadvantaged communities, we enable them to transition from unsustainable and destructive agriculture to environmentally-friendly agroforestry. This tree-based agriculture system combines planting crops, fruit-bearing orchard trees, and timber trees.

Through this progressive way of farming, communities can reduce deforestation, protect biodiversity and mitigate climate change while also improving their livelihoods and increasing food security. In 2015 our project achieved certification by independent auditors Rainforest Alliance under the Verified Carbon Standard (VCS) and the Climate, Community and Biodiversity Standard (CCBS) in recognition that we've achieve the highest standards in carbon offset project design addressing issues around climate, community and biodiversity. To date, we've

planted nearly 60,000 native trees on degraded land in eight Amazonian communities.

Every part of our project includes training for the families we work with, including workshops and farmer field schools that use the 'learning-by-doing' approach. Our expert team of foresters and agronomists work on-the-ground with communities and establish best practice strategies to restore the land – increasing biodiversity and mitigate climate change. This practical, hands-on training enables communities to gain the knowledge, skills and confidence to transition away from further deforestation. They're empowered to restore and protect the rainforest into the future. ✓

### WHERE WE WORK:



# TIMELINE 2020 IN NUMBERS

JAN

4,813

Planted 4,813 native saplings between Jan and April to restore 4.5 hectares of abandoned and degraded land in the Amazon, as well as continued care and maintenance of trees previously planted.



Travelled to Peru: Our Chairman, Jenny, meets the team in the Amazonian region of Pucallpa to review strategic goals, setting ambitious new targets for the next five years.

1,000,000

Developed a five year strategy with our Board of Trustees to plant one million native trees to restore 1,000 hectares over the next few years.

FEB

APRIL

350



Produced the Rainforest in a Box educational package and received over 350 entries from schools across the world.

MAY

15,000

Launched the COVID-19 Emergency Appeal to raise over £15,000 to support 39 families with food parcels and basic medical supplies, as well as two oxygen tanks bought and given to Rural Community Health Centres.

JUNE

39

Delivered food parcels and medical supplies to 39 families throughout June, July and Aug, as well as donating two oxygen tanks.

SEPT

Carried out workshops and farmer field schools to build knowledge and capacity, covering topics such as enhancing nutrition in cocoa for strong yields.



OCT

NOV

Supported families impacted by the pandemic to create 22 chicken coops and 10 vegetable gardens to help them recover from months of insecure income.

20,468

Launched the Big Give Christmas Challenge 2020 raising £20,468 in just one week thanks to incredible support from 137 donors.

DEC

45,000

Grew 45,000 native saplings in our community-run tree nurseries in the Amazon regions of Varillal, Loreto and Nueva Esperanza, Ucayali. Saplings are ready for planting out in early 2021.

# AMAZON ACTIVITIES CALENDAR

Our project model has three distinct phases, as shown in the diagram below. The most time and cost intensive is the Foundation Phase. From year four onwards, with additional income being made from sale of fruit from orchard tree harvests, the farmer should be able to afford to pay for their own inputs, such as

fertiliser and tools. They'd also be generating an increased income from the sale of carbon offsets, thanks to the healthy growth of the trees. However, during the Market Development Phase and Sustainability Phases, the farmer will continue to receive technical support from our team on an 'as needed' basis.

1.

## Foundation Phase

(years 1-3)

Establish agroforestry systems by training and supporting farmers to set-up and manage community tree nurseries, plant out native saplings and graft fruit trees.

2.

## Market Development Phase

(years 4-9)

We continue to support farmers in on-going tree maintenance and commercialisation of harvests through processing support and links to buyers.

3.

## Sustainability Phase

(years 10+)

Farmers have a sustainable income and the expertise to continue expanding agroforestry systems, shifting permanently away from destructive "slash-and-burn."

## ACTIVITIES IN DETAIL:

Amazon restoration activities carried out in years 1-2, with the calendar year starting in April.

YEAR

1

April-June

### Outreach, consultation & signing contracts:

We visit new communities to explain our project activities to families, carrying out individual meetings, farm visits, group workshops and organise field visits to our existing

agroforestry systems. We then sign agreements with new beneficiaries, laying out their and our commitment by using a Free, Prior and Informed Consent approach.

### Sourcing of native tree seeds:

We must find reliable and high quality seed sources to restore the degraded lands with native trees and ensure that agroforestry plots have biodiversity benefits.

### Land eligibility checks:

It's important to survey and map the land of all new beneficiaries using Geographical Information Systems (GIS), before agreements are signed. During the farm visits, we also look at soil type and topography. At this stage, we carry out due diligence checks, such as remote sensing analysis of deforestation history and checks with land registry for proof of land title.



## July-Oct

### Cultivation of native saplings:

Over six months, we grow native trees from seed in community-run nurseries. This process includes the cultivation of the saplings: pruning, watering, pest control, hardening up and finally packing up for transport to the deforested farms. The team provides training to beneficiaries throughout to build their capacity in technical skills and nursery management.

### Establishing agroforestry areas:

The team prepares the severely degraded land for the planting out of the saplings, including soil restoration through various organic fertilisation techniques.

### Workshops and field schools:

We provide regular year-round training for beneficiaries, building their capacity in the technical and business skills.



YEAR  
2

Jan-July

## Nov-March

YEAR  
1-2



### Coordinating the planting:

This is our busiest and most time sensitive period of the year. We have to plant-out thousands of saplings during the wet season, a short window of opportunity that runs approximately from December to April. We support beneficiaries and a field crew (composed of local community members, trained by our professional foresters) to carry out the hard work of preparing the land and planting-out.

### Maintenance & Soil Restoration:

Fertilising the land to create healthy soil is very important. We work with farmers on natural fertilisation methods, such as planting canavalia - a native nitrogen fixing ground cover plant - and we use a mulching technique, with the nutrient rich leaves of guaba. We also use manure and other non-chemical fertilisers. In addition, it's important to carry out regular weeding; in the tropics weeds grow back fast and if they aren't controlled can out compete young saplings for nutrients, leading to stunted tree growth. As trees get bigger, we teach farmers how to prune them to maximise fruit harvests and timber value. Three months after the saplings have been planted we carry out a survival check and any trees that have died are replanted.

### Grafting cocoa trees:

We grow the local native variety of cocoa tree, as the main stem or parent plant. We then later graft it with a Peruvian aromatic species from elsewhere in the country. This is done to enhance the flavour and improve yields of the cocoa beans, so that beneficiaries can benefit from the higher commercial value of their produce. The grafting is

only carried out once the initial tree has grown sufficiently and established itself, to ensure the tree remains robust to local climatic conditions.

## April-July

### Planting of short-term crops:

In the alley's between the young trees we plant short-term crops so that beneficiaries can generate an income quickly. These range a little depending on the soil and the farmer's preference, but popular choices are charapita chilli peppers, cocona, manioc, bananas and maize.





# AMAZON ACTION 2020

## Rainforest Restoration

Between 2019-20, our team worked tirelessly to plant an impressive 15,703 native trees across the Amazon. This has enabled us to restore 14.5 hectares of land that was deforested and abandoned, bring it back to forest cover through tree-based agriculture. We're working across two regions of Peru's north-eastern Amazon, Ucayali and Loreto, to reforest the land through agroforestry – improving livelihoods and tackling climate change. The hard work of our team last year has brought our total number of trees planted to almost 60,000. Giving away native tree saplings for free so that families can restore

their farmland is just the first stage in a long partnership with rural Amazonian families. We support beneficiaries with inputs and tools so that the trees can flourish on their degraded lands, with timber trees growing big and strong to capture carbon and for fruit-bearing orchard trees to produce high yields. Much of our effort is focused on soil restoration - creating healthy, rich soils by planting nitrogen fixing legumes and using a range of fertilisation techniques. Our team works alongside communities every day so that they gain the skills, knowledge and confidence to run an agroforestry system and turn it into a successful business. 🌱

# FUNDRAISING ACHIEVEMENTS

## COVID Emergency Appeal achievement

In May, we launched our first ever emergency appeal, as part of GivingTuesdayNow – a global day of unity in response to Coronavirus. We'd never asked our supporters to donate to immediate needs in a crisis situation. We were asking for reactive, short-term support that was against our usual model of raising funds to provide sustainable, long-term solutions. But there was nothing usual about the situation that hit our beneficiaries, pushing many into food poverty.

We were relieved that when we emailed supporters to ask for emergency support, you immediately understood the severity of the situation. We rapidly raised over £15,000 to deliver food parcels and medical supplies to 39 families throughout June to Aug, as well as buying two oxygen tanks and donating them to Rural Community Health Centres. This was achieved thanks to generous donations from the general public and a grant from The Fore's RAFT Fund. Later on, when the immediate needs

of the communities had reduced, we were able to support families to set up chicken coops and vegetable gardens. This is providing them with a variety of fresh, healthy and nutritious food to eat, as well as a different range of produce to sell at market in addition to what they harvest from their agroforestry plots. 🌱



## Big Give Christmas Challenge success

In early December, we launched our Christmas Appeal where every donation was doubled, thanks to generous match funding provided by The Coles-Medlock Foundation and Charles Glanville. We were overwhelmed by the response; we hit and surpassed our target, raising a massive £20,468 in just one week with 137 donations.

Thanks to this support, we have been able to start the new year knowing that we can plant thousands of new trees over the next few months and the funding from the appeal will provide the much-needed inputs, such as tools, fertiliser, and the technical field support that's needed for successful tree growth. We cannot thank you enough for supporting this appeal. Launching a campaign just before Christmas after the terrible year we'd all had was a really nerve wrecking experience for the team – we had no idea how our supporters would respond during this difficult time. To have received such an overwhelmingly positive reaction filled us with optimism for the year ahead. 🌱

## ACHIEVEMENTS & PERFORMANCE



### New Funding Partnerships

We have been delighted that many environmentally-minded businesses have reached out to us this year and as a result we've begun two new corporate partnerships:

### Healthy You, Healthy Planet

We've partnered with a team of nutritionists from Odhealth, who are helping to create healthier people and planet. They offer support and guidance so their customers can make informed and sustainable food choices that will care for the health of their bodies and the planet – the two places that sustain our lives. For every stone their customer loses, Odhealth will donate £2 to Plant your Future so that we can plant a native tree in the Amazon. Odhealth only works with AFN Nutritionists, which is the only register of qualified nutritionists recognised by Public Health England, NHS Choices and NHS Careers. With lots of people looking for inspiration and support with their New Year's resolutions for a fitter and healthier 2021, what better way to take positive action for yourself and the world. 🌱

### Farm-To-Farm Support

We've partnered with Berkeley Farm Dairy, an organic and Soil Association accredited farm based in Swindon. Run by the Gosling family since 1908, the farm supplies organic milk, cream and butter to shops and wholesalers across southern England. They're about to launch a new enterprise called '10 Green Bottles' where they'll be delivering locally produced groceries, packaged in reusable containers and using a solar powered electric van for delivery. They have started making a fixed quarterly donation to our work and in addition have committed to donating 10% of profits from their new venture. We're delighted that Berkeley Farm are looking for new and innovative ways of reducing their environmental impact and we're excited to develop the partnership into the future. 🌱



### Together, Stronger

In late 2020, we started our first charity partnership, teaming up with Break-off Labs: an online platform that helps scientific researchers to raise funding for their projects through crowdfunding and grants.

In December, they launched the Round-the-World Virtual Relay to raise funds for STEM research (Science, Technology, Engineering, & Mathematics) and to support Amazon restoration through Plant your Future.

They're encouraging as many people as possible to take part in a virtual relay across every country on the planet. You can join in by running, swimming, cycling, walking, rolling down hills, or whatever activity you can think of. Together, they aim to cover a distance of 200,000 km, circumnavigating the world while raising funds for STEM research and rainforest restoration.

The relay has already begun but it's not too late to sign up and get a sweat on, joining an online community of people taking climate action: [labs.breakoff.com](https://labs.breakoff.com).

have been extremely active in taking part in climate action across the world. The pandemic has made direct action very difficult, yet it has led many of us to spend more time in nature and given us the time to reflect on how we want our future to look and the need to build back better and 'greener'.

We were delighted when Pascha emailed us to let us know how they'd found other ways of showing their support. By donating to Plant your Future, the students of Howell's School are creating an impact where it's most needed, helping to tackle climate change and reduce its impacts on the world's most vulnerable communities.

### Emergency Appeal Action

Other inspiring and creative fundraising events that we were delighted to hear about included the team from ArtPerUK, a Peruvian Dance Group in UK, led by director Katherine Ross Tinoco Reyes who organised a Latin Bingo event to raise funds to support our COVID Emergency Appeal.

We'd also like to thank the team behind the sustainable activewear brand, GNGR Bees, who's director Nathalia Grisard joined with Noel Tuan to organise a fundraising yoga event to support Peruvian families suffering during the pandemic. ✓

### Supporters' Fundraising Events

It's been a difficult year for supporters to take collaborative action to support our work, what with the challenges of lockdown making fundraising events nearly impossible to organise. So we would like to say a special thank you to Pascha Tuck and sixth form students of Howell's School, Llandaff in Cardiff.

Through their work with the Rotary Interact, the students raised money for Plant your Future by customising and selling 100 candy canes. A fantastic and imaginative idea that no doubt brought a lot of joy in difficult times.

In the past few years – inspired by the words and actions of Greta Thunberg – school students

## Thank You

Thank you to all our supporters who have taken action this year, whether that's donating as an individual or organising a fundraising event. We've been overwhelmed by the support we've received and cannot thank you enough. Please do contact us with updates: [info@plantyourfuture.org.uk](mailto:info@plantyourfuture.org.uk) We love to hear about how you're taking action to support the Amazon.



# EDUCATION & AWARENESS

## Rainforest in a Box competition

Early in the year, just as we went into the first lockdown, we launched an education pack to help support homeschooling. The 'Rainforest in a Box' was co-created by our trustees and Geography teacher Jane Taylor from Magdalen College School in Oxford. Its aim was to teach and inspire students aged 6-14 about the diversity of life that can be found in a tropical ecosystem by encouraging them to get crafty and make their own mini rainforest, which they could then enter into a worldwide competition that was judged by experts in tropical ecology and conservation.

"With families across the world facing difficult times under lockdown, we wanted to provide children with an opportunity for learning and creativity", said Jenny Henman, Chairman of Plant Your Future. "For me personally, it is so important the younger generation learn about the rainforest. Only through inspiring an interest and understanding in the rainforest will they become future stewards for its protection." We were delighted to have 350 entries to the competition and the judges were impressed by the number and quality of entries received. ✓

## Congratulations

We would like to congratulate everyone who took part in the competition and would like to make a special mention to recognise the hard work of the winners, runners up and the highly commended:

### Winners

Zoé Jarvis, Age 9, Bedfordshire

Sebastian Bada, Age 11, Bournemouth

### Runners-up

Angelos Kopitsas, Age 9, Whiteley

Harrison Gallagher, Age 11, Hitchin

### Highly Commended

Ananya Prasanna

Eleanor Radcliffe

Hannah Ashby

Tanith Hartley

Iker Abatti

Ji Kay Wu

Luke Leonard

*(Pictured above is Angelos Kopitsas)*

“ I enjoyed learning about the layers of rainforest and incredible animals living there. I am very proud of the background because it creates an illusion of the depth of the forest.

Winner, Sebastian Bada, Age 11



Winner: Zoé Jarvis, Age 9

## Coronavirus in ‘the lungs of the world’

Marianne Brooker | 29th May 2020

### In the Press

We were able to successfully raise awareness about the importance of Amazon restoration through a number of features in local and international press. Our chairman, Jenny Henman, was invited several times to appear as a guest speaker on Oxford Radio, her home county and the charity's UK base. Our Rainforest in the Box competition and our COVID Emergency Appeal were also covered by local newspaper, the Oxford Mail. Our support for vulnerable communities in the

Amazon during the pandemic was featured by The Ecologist, one of the world's leading environmental affairs platform. The article, *Coronavirus in 'the lungs of the world'*, gives an in-depth and expert insight into the impacts of COVID on families living in rural Peru and how our work reforesting the Amazon through agroforestry is an essential part of the solution to build resilience within vulnerable communities to protect them from future crises, such as the impacts of climate change. 🌿



### Welcoming new team members

In March, we hired a new Fundraising and Development manager, Bethan John. A qualified journalist, Bethan has over 10 years' of experience working in communications for international conservation organisations and has a strong track record of successfully raising awareness and substantial funds for biodiversity protection and climate mitigation projects. Having worked in Peru and across South America, she also brings essential conservation and community development knowledge based on in-country experience. Working part-time, she manages all aspects of our communications and fundraising, being the our only paid team member in the UK. We are delighted that Bethan's salary for 2021 will be covered by a grant from The Fore's RAFT Transition Fund, ensuring that we can continue to grow our capacity into the new year and that 100% of donations can be allocated to our work in Peru to restore the rainforest.

### Volunteers' activities and achievements

As a small charity, we receive invaluable support from a dedicated team of volunteers, who offer their skills to help us with a range of activities. This year, we would like to say a special thank you to:

**Katie Butler-Manuel:** creating beautiful and inspiring content for our social media channels, Katie shares daily updates from our work in the Amazon to engage our supporters across the world. Katie is studying a Masters in Climate Change, Management and Finance. She dedicates her spare time to managing our social media channels, growing our audience base substantially. We cannot thank her enough for her reliable support, creative thinking and dedication to the cause.

**Chloe Tonkin:** A PR and marketing specialist, Chloe offers her expertise to support our communications and fundraising by writing press releases, blog posts and news updates. She was instrumental in



helping to promote our Rainforest in the Box competition and our COVID-19 Emergency Appeal, while also providing invaluable advice on establishing press contacts and managing these relationships.

**Katrin Harding:** When Katrin (*pictured below*) heard about the devastating impact that the pandemic was having on vulnerable communities in the Amazon, she asked how she could use her skills to support our COVID Emergency Appeal. She'd already been designing and making beautiful face masks for her family and friends, so offered to make rainforest-themed ones and donate them to encourage supporters to sign-up for monthly giving.

**Hannah Fairless:** A school student, Hannah volunteered to write a blog post for us, titled: *So which tree species actually store the most carbon?* The article, which was extremely well-researched and proved to be very popular with our supporters, was based on an Extended Project Qualification (EPQ) whereby Hannah analysed which tree species are most effective at capturing and storing carbon dioxide. We're delighted that Hannah hopes to write more for us in 2021.

**Lea Sobrevilla:** A forestry graduate student, Lea has been supporting Plant your Future for a couple of years on specific projects. Firstly, she helped carry out carbon monitoring in the field, working with our team in the Loreto region. In 2020 she carried out research into Peru's cocoa production and supply chain to help develop a business plan and strategy. Cocoa is a high-value and deforestation-free product that can

significantly increase farmers' income and in the future we will be supporting beneficiaries to market the cocoa that they are growing within their agroforestry plots.

Along with this team of volunteers, we also wish to recognise and thank the dedicated lawyers of Hogan Lovells who give us pro bono legal advice. For a small charity like ourselves, this support is invaluable. 🌿

If you're interested in volunteering with us, please do not hesitate to get in touch: [info@plantyourfuture.org.uk](mailto:info@plantyourfuture.org.uk)





Meet our expert team in Peru



All our work in the Amazon is run by an expert team of Peruvian foresters, all of whom live full or part-time in the communities where we work. This is essential in ensuring that we have a close relationship with our beneficiaries and that they get the level of support they need, as well as making sure we fully understand and respond effectively to local needs.

Our Managing Director, Patricia Romero, is responsible for activities in both our Ucayali and Loreto programmes. She has extensive experience of working with rural, low-income communities and her role includes the provision of training to farmers, as well as working alongside them to build their capacity

in nursery management and the restoration of degraded lands.

We receive specialist technical advice from Jorge Chavez, a forestry expert who has over 35 years' of experience working in sustainable forest management in the Peruvian Amazon and is recognised for his expertise and success with reforestation of degraded land with native tree species.

Our programme coordinator, Sergio Lopez, works alongside the farmers in Loreto region to provide guidance and assistance to build their knowledge and capacity. Sergio grew up in a rural community himself - the son of farmers - but managed to progress to tertiary education, gaining a technical college qualification in Sustainable Tropical Agriculture. He has 15 years' of experience in the agriculture sector, which includes working within regional government. He has a passion for agroforestry that is vital to the success of our work on-the-ground.

Carlos Munguia, who manages our community-run nursery in Nueva Esperanza, Ucayali, is a lead farmer and has worked with us for over three years. By employing lead farmers we ensure that the training and support given to beneficiaries is based on peer-to-peer knowledge share, a vital part of empowering communities to take ownership of the projects. 🌱

# OUR NEW YEAR COMMITMENTS

We aim to plant 45,000 native trees in the first half of 2021 to restore approximately 45 hectares of degraded and abandoned land back to forest. If we're successful, then we will double the impact of our work in a single year – as part of our ambitious scale-up over the next few years.

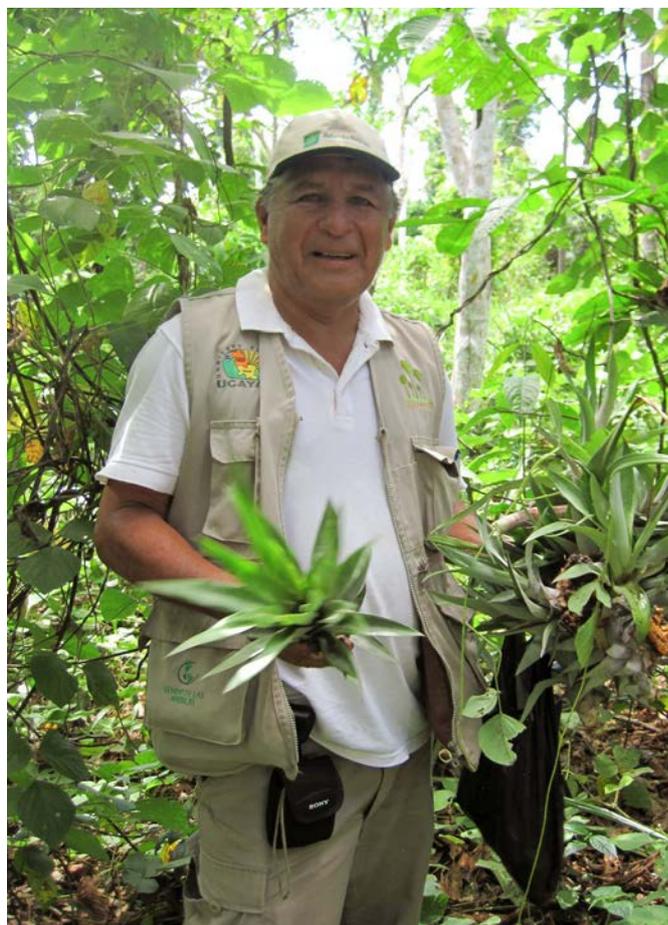
We have exciting plans for 2021 and our team are ready to make it happen. We have a small window of opportunity, as the planting needs to take place during the rainy season that ends by April and cannot start again until November at the earliest.

Our team will work tirelessly alongside our beneficiaries over the next few months to get as many trees planted as possible, when they have the best chance of thriving. We've never planted on this scale before so it marks a momentous time in our history.

We're busily hiring new staff and field labourers to help with the intensive field work and signing contracts with new beneficiaries who want to join the programme.

Our team are out in the field all day, planting thousands and thousands of trees – without a doubt, it is an energising and exciting way to start 2021. Even more, it's bringing us hope for what we can achieve into the future. Even after a year like 2020, we're planting more trees than we ever have in our history. We're supporting more communities to build back better, stronger and greener.

We know the impacts of climate change will come and they will hit hard, but we're acting now to mitigate the damage and build community resilience. We'd love for you to join us and keep the momentum going.



YOUR  
SUPPORT  
2021

TOP 5:

# WAYS TO TAKE CLIMATE ACTION

## Become a Giver

The most effective way of supporting our work is to sign-up to donate a fixed amount each month – this really helps us to plan for the future, secure in the knowledge that we have a regular amount of unrestricted funding coming in each month that can support our most urgent priorities. To become a regular giver, please sign-up via our secure online donation form: [plantyourfuture.org.uk/donate](https://plantyourfuture.org.uk/donate). Or get in touch and we will send you our details so that you can set-up a direct debit. Contact us: [info@plantyourfuture.org.uk](mailto:info@plantyourfuture.org.uk)

## Donate for FREE

Did you know that you can donate to charity every time you shop online and it costs you absolutely nothing? If you use Amazon to buy anything online, then simply visit [smile.amazon.co.uk](https://smile.amazon.co.uk), select Plant your Future as your chosen charity and shop in exactly the same way. For every purchase you make, Amazon will donate 0.5% of the value to us. It couldn't be easier and it costs you nothing.

## Become a Trustee or Pro-Bono Advisor

Interested in making more of significant contribution to our work by becoming a Trustee? We are looking to fill two roles on our Board: a treasurer with a strong background in accountancy and a trustee experienced within the fundraising or PR sector. These skillsets will compliment and enhance the expertise of our staff members, trustees and special advisors. For more information, please visit our website for details on the role: [plantyourfuture.org.uk/news](https://plantyourfuture.org.uk/news)

1.

## Organise a fundraiser

Get creative and plan some exciting events with friends and family to take action for the Amazon. Social distancing might mean that we can't get together physically, but that doesn't mean the fun has to stop – you could organise an online pub quiz or jungle fancy dress Zoom party. More than ever, we need to reach out to each other and create positive action in the world. Whatever you decide to do, don't forget to get in touch and tell us all about it – we'd love to see the photos too! [info@plantyourfuture.org.uk](mailto:info@plantyourfuture.org.uk)

2.

3.

4.

## Volunteer with us

If you've been inspired by the activities of our amazing volunteers and would like to help support our work in a practical way, then please do not hesitate to get contact: [info@plantyourfuture.org.uk](mailto:info@plantyourfuture.org.uk).

If you're not sure what you can offer, then we can have a chat about your interests and no doubt we will be able to find the perfect role for you.

We need a whole range of skills and experiences to help support our work, so even if you're unsure how you could help, get in touch and we can share ideas together.

5.

In whatever way you decide to support us in 2021, please do let us know and thank you.

# REFERENCE

# & ADMINISTRATION DETAILS

## Registered charity name:

Plant your Future

## Registered Charity Number (England and Wales):

1134720

## Registered address:

Wood View, Combe, Witney, Oxon, OX29 8NQ

## Website:

[www.plantyourfuture.org.uk](http://www.plantyourfuture.org.uk)

## Twitter:

[www.twitter.com/plantfutureperu](https://www.twitter.com/plantfutureperu)

## Facebook:

[www.facebook.com/PlantYourFuture](https://www.facebook.com/PlantYourFuture)

## Instagram:

[www.instagram.com/plantyourfuture\\_peru](https://www.instagram.com/plantyourfuture_peru)

## Registered Bank:

CAF Bank, 25 Kings Hill Avenue, Kings Hill, West  
Malling, Kent, ME19 4JQ

## Accountants:

Lewin Accounts Ltd, Mercury House, 19-21 Chapel  
Street, Marlow, Buckinghamshire, SL7 3HN

**Pro-bono Legal Support:** Hogan Lovells

## UK team members:

### Chairman and Founder (unpaid position)

Jenny Henman

### Fundraising and Development Manager

Bethan John

## Peru team members

### Managing Director

Patricia Romero

### Programme Coordinator

Sergio Lopez

### Programme Coordinator

Oligar Flores Davila

### Forestry Advisor

Jorge Chavez

### Nursery Manager

Carlos Miguel Munguia Malpartida

### Nursery Manager's Assistant

Jimmy Paolo Vasquez Lopez

## Advisors: (unpaid positions)

Juan Chang Olivas

Carolyn Seet

# STRUCTURE & GOVERNANCE

## Trustees who manage Plant your Future:

Name:	Position:	Resigned/Re-elected:
Jenny Henman	Chairman	Re-elected
Grace Clegg	Secretary	Re-elected
Mads Asprem	Trustee	Re-elected

## Type of governing document:

Trust Deed

## How the charity is constituted:

Trust

## Trustee selection methods:

Appointed by existing trustees

## Additional governance information:

Plant your Future works closely with partner organisation 'La Asociacion Civil Planta tu Futuro' to implement activities in Peru, sharing the same mission and strategy.

Board of Directors of 'La Asociacion Civil Planta tu Futuro' are:

Board Member & President: Jenny Henman

Board Member & Secretary: Juan Jose Cardenas

Board Member & Treasurer: Andrés Huby

## Brief statement of the charity's policy on reserves:

As a small charity, we aim to hold three months of unrestricted reserves at all times to cover committed costs, which mainly refers to staff remuneration agreed under contract.

## Join our Board of Trustees:

We are looking for two new trustees to join our Board: one with an accountancy background and the other with fundraising or PR experience. If this fits your skillset and you're interested in taking an active role within Plant your Future, please find more information on our website: [plantyourfuture.org.uk/news](http://plantyourfuture.org.uk/news)



# CELEBRATING OUR MOST SUCCESSFUL FUNDRAISING YEAR

We were able to increase our funding by over three-fold compared to previous years, despite the challenges of a global pandemic. This is an achievement that our small team is extremely proud of and we are excited by the prospect of growing this success in 2021.

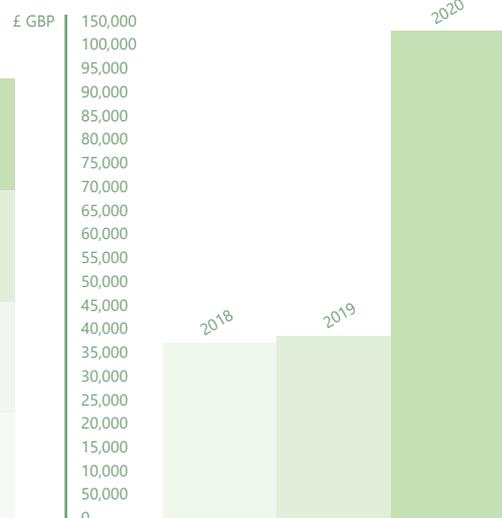
Despite 2020 marking an extremely difficult year, it is also a significant time in the history of the charity. Having built a strong foundation since 2009, we decided early in the year that we should significantly scale-up our activities. This decision was led by the needs of our

beneficiaries, who wish to achieve more with their agroforestry systems, and was driven by demand from neighbouring communities who wish to join the programme.

Despite the challenge of raising funds during COVID-19, with many supporters having been hit hard financially by the pandemic, we have successfully established a strong basis for significant growth into 2021 and beyond. We could not have achieved this without your generosity and we are deeply thankful for everything you have enabled us to achieve this year in the Amazon.

## FINANCIAL HISTORY:

YEAR:	2018	2019	2020
INCOME:	£36,828	£38,961	£133,239
EXPENDITURE:	£26,249	£41,047	£94,869
FUNDS CARRIED OVER:	£10,579	£2,086	£38,370



# FINANCIAL STATEMENTS 2020

INCOME:		EXPENDITURE:	
Individual Giving	£48,103	Peru Project Costs	£66,215
Major Donors	£25,000	- Staff costs Peru	£19,798
Gift Aid	£11,200	- Reforestation programme costs	£46,417
Corporate Giving	£1,250	COVID Emergency Supplies - Peru	£15,616
Grants:	£47,685	UK staff costs	£11,844
- Smaller trusts & foundation awards <£4,000	£8,100	Banking costs	£438
- Jephcott Charitable Trust	£5,000	Accountant fees UK	£360
- Coles-Medlock Foundaion	£5,000	Admin costs	£247
- The Fore	£15,000	Competition prizes	£150
- New England BioLabs Foundation	£4,585		
- The Ashworth Trust	£5,000		
- Reed Foundation	£5,000		
<b>Total Income:</b>			<b>£133,239</b>
<b>Total Expenditure:</b>			<b>£94,869</b>
<b>Surplus/Defecit:</b>			<b>£38,370</b>

## THANK YOU

We would like to thank all those who have made our vital work possible and have helped restore the Amazon and alleviate poverty. Thank you to everyone for your generous support.

We wish to acknowledge the generous contribution of a number of Trusts and Foundations, who's support this year has been fundamental to the success of our work this year:

- ✔ Jephcott Charitable Trust
- ✔ The Fore
- ✔ The Miss K M Harbinson Charitable Trust
- ✔ Open Gate Trust
- ✔ Oakdale Trust
- ✔ Miss W E Lawrence Charitable Trust
- ✔ The SMB Charitable Trust
- ✔ The Coles-Medlock Foundation

We would like to thank corporate partners for their 2020 donations:

- ✔ The Ashworth Trust
- ✔ The Reed Foundation
- ✔ New England BioLabs
- ✔ Berkeley Farm Dairy
- ✔ Hogan Lovells
- ✔ EcoMatcher

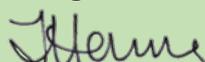
We wish to say a special thank you in recognition of the substantial and invaluable support of donor:

- ✔ Charles Glanville

## DECLARATION

The trustees declare that they have approved this trustees' report.  
Signed on behalf of the charity's trustees

Signature:



Full name: Jennifer Henman

Position: Chairman

Date: 02 March 2020