

## Report back to The Funding Network

### 1. Name of your organisation and date funded by TFN: WeForest Dec 2010 & Jan 2011.

### 2. What does your organisation do?

i.e. What are its aims and objectives? Have these changed since receiving TFN funding?

We restore the planet by planting sustainable forests and are creating a global movement engaging citizens and corporations into planting trees.

Since TFN supported us we have been able to diversify our project offering, adding the restoration of land inside and outside prisons. This to substantially improve the prisoners' living conditions and their capacity for future reinsertion.

### 3. When was your organisation first established?

It was initially started as a Foundation in CH in 2008 under Neo Institute and further developed as a non profit association in 2010 in Belgium and now as a 501(c)3 in the USA.

### 4. Since receiving funding from TFN how has your organisation changed?

Has your annual turnover changed? Yes we grew from 55K€ in 2010 to probably 120 K€ in 2011?

Has the number of beneficiaries reached changed? Yes we have exceeded 1.3 million trees, impacting hundred of women and families working on our projects.

Can you quantify any other changes? Eg ...number of employees, number of projects, geographical scope.

We have grown as a team and now have an international group of 20+ volunteers.

We have been able to attract prestigious international brands such as Deloitte, Sappi, Delifrance and Smart (Daimler) to support us.

### 5. Can you describe/measure the impact that the specific TFN funded project/work has had?

What actual change did the funded project generate? What proportion of the project/work did TFN fund (eg all/x%)? What evidence do you have for the success or failure of the funded project?

- Mixed forest planting (24,400 trees) between Dec 2010 and Jan 2011
- First permaculture training to 25 inmates and 5 guards in Sept 2011

### 6. Could you give us an estimate of how many people have been reached by the TFN funded project/work and by how much?

Your contribution has directly trained 30 people and the planting and subsequent trainings will contribute to the whole prison (1900 inmates in Kamfinsa) and expand to the whole prison population in Zambia (13.000 inmates) as we grow our project.

### 7. Did receiving the money from TFN make positive difference to your organisation? If yes, in what way? If no, please specify why not?

Were there changes in non-financial support/leverage i.e volunteering hours, relationships, contracts, trustees or media coverage? Did it help to get other grants/donors?

Yes having received the seed funding for that Zambian Kamfinsa project helped us get that project started and hopefully start series of similar projects in Africa. It enabled us to innovate in term of local contribution achieved by tree planting in the poorest countries. It gave us credibility with our local partner and authorities by being able to provide funding in a timely manner. Not everyone is interested in supporting prisons and TFN by accepting this project showed progressive thinking.

We are working hard to get additional funding, we received some by the world bank and need much more to fulfil our ambition of transforming all Zambian prisons in the next few years.

### 8. Do you have any other comments regarding TFN funding? Just a big thank you, will attach pictures for you to share.