



GiftTrees

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CONTENTS

OUR MISSION	3
THE GIFTTREES VISION	3
THE GIFTTREES MISSION	3
THE GIFTTREES BELIEF	3
OUR PHILOSOPHY OF TBL	4
WHAT WE MEAN BY PEOPLE, PLANET, AND PROFIT	5
PEOPLE: our team, everyone who promotes and funds GiftTrees, and the communities our GiftTrees support	5
PLANET: the world we inhabit, now and for generations to come	6
PROFIT: re-investing in the ecosystem to reward all stakeholders who help to achieve the GiftTrees billion trees mission	6
WHY TREES? What, where, how and why GiftTrees are planted	7
FACTS AND REFERENCES	8
Extreme Poverty	8
Triple Bottom Line	8
Carbon Credits	8
Bibliography	9

OUR MISSION

THE GIFTTREES VISION

We will fund the planting of **1 billion trees** and lift **1 million people** out of extreme poverty*

THE GIFTTREES MISSION

We will create own partner ecosystem where **People, Planet AND Profit** positively coexist and work synergistically to realise our vision

THE GIFTTREES BELIEF

Our vision will create better outcomes for **PEOPLE** and **PLANET**.
It will best be achieved by ensuring that all who contribute **PROFIT** from the part they play.

**The United Nations defines extreme poverty as surviving on less than US \$1.25 a day.*

OUR PHILOSOPHY OF TBL

Everyone at GiftTrees passionately believes that people, planet, and profit should positively co-exist and that everyone we work with has a part to play in driving this.

The GiftTrees business model is built on the principle of shared profit and mutual prosperity: this means that everyone directly involved in GiftTrees promotion or delivery is rewarded for their actions and incentivized to promote GiftTrees to their wider network.

We believe that our triple-bottom-line philosophy meets the expectations of the modern investor, business owner, and consumer.

The GiftTrees mission to plant 1 billion trees and lift 1 million people out of extreme poverty* is supported by our own business ecosystem within which we help all our partners to achieve their own triple bottom line.

The more partners there are in this ecosystem, the more trees that are funded through their involvement and the closer we get to achieving the overall vision to fund 1 billion GiftTrees and lift 1 million people out of extreme poverty.

GiftTrees guarantees that for every £1.23 contribution, a tree is planted.

GiftTrees technology partners, introducers, and businesses who promote the funding of trees to their customers are paid a small commission to incentivize their efforts, based on the number of trees planted by their customers.

Usually, GiftTrees are grown in agroforestry systems which means we are helping to achieve food security and dietary diversity for impoverished communities (Cobb & Leary, 2020) (Severino R. R. Pinto, 2020). It also increases the prosperity (health, wealth, education) of the communities that benefit from them. Agroforestry systems help to create a circular economy not just for now, but for generations to come.

**According to the United Nations, nearly half of the world's population currently lives in poverty, defined as income of less than US \$2 per day, including one billion children. Of those living in poverty, over 800 million people live in extreme poverty, surviving on less than US \$1.25 a day.*

WHAT WE MEAN BY PEOPLE, PLANET, AND PROFIT

PEOPLE: our team, everyone who promotes and funds GiftTrees, and the communities our GiftTrees support

PLANET: the world we inhabit now, and for generations to come

PROFIT: The rewards received by all stakeholders in our ecosystem to incentivise them to help us achieve the GiftTrees billion trees mission

PEOPLE: our team, everyone who promotes and funds GiftTrees, and the communities our GiftTrees support

We want everyone in our ecosystem to prosper. That means our own team, the teams of our business partners, the people that fund the planting of trees, and the communities that plant, nurture, and harvest GiftTrees.

To prosper, we need many different needs met: crops need good soil and tending, our health needs care and attention like medicine and clean water. Cattle need habitable environments. Our communities need housing and viable economy. People need education and food. Our schools need teachers and equipment. Businesses need profit to pay people, grow and incentivise their network.

By consciously recognising all the people who play a part in GiftTrees success – whether that be directly by funding and learning about the impact they are making, or by receiving cash from the sale of fruits from the trees to support their existence - we believe that greater prosperity will be enjoyed by all.

PLANET: the world we inhabit, now and for generations to come

All humans and businesses create natural harm to our planet. Whilst we may not be able to stop this for good, we can all improve our environmental footprint and find ways to help everyone in our own business community do the same.

At GiftTrees, we go a step further by incentivising and rewarding all the people in our ecosystem for their efforts to help our natural environment.

We directly help the planet by guaranteeing that for every £1.23 contributed, a GiftTree is planted. Usually, this is into an agroforestry system; a sustainable agricultural process that enables communities to create long-lasting eco-systems along with helping to reach food security and dietary diversity. (Cobb & Leary, 2020) (Severino R. R. Pinto, 2020)

This means the impact is felt now and for generations to come.

PROFIT: re-investing in the ecosystem to reward all stakeholders who help to achieve the GiftTrees billion trees mission

At GiftTrees, we believe that meeting our mission to plant 1 billion trees and lift 1 million people out of extreme poverty, will be accelerated if everyone on the journey is recognized and rewarded for the part they play.

That's why all our people have share options, the businesses that promote GiftTrees are incentivized, and the communities that plant and look after GiftTrees can eat, trade, and profit from the fruits of their efforts. And they can do so for the lifetime of all the trees in their forests, not just for now.

This shared prosperity will drive a better future for our people and our planet.

Whilst GiftTrees Partners Ltd is yet to make a profit, we are confident that as the volume of trees funded each month increases, we will eventually start to make a profit and be able to continue our already significant investment in developing new and inspiring ways to encourage people, and businesses all over the world, to fund the planting of GiftTrees.

WHY TREES? What, where, how and why GiftTrees are planted.

GiftTrees guarantees that for every £1.23 contributed, a GiftTree is planted. Usually this is into an agroforestry system; a sustainable agricultural process that enables communities to create long lasting eco-systems, reach food security and have dietary diversity. (Cobb & Leary, 2020) (Severino R. R. Pinto, 2020)

A mature fruit tree has the power not just to sequester an average of 25 kilos of carbon dioxide per year, which translates to approximately 1 ton of CO₂ over the average lifespan of 40 years, but also reduce erosion, conserve water, provide habitats for wildlife, create shade, and produce oxygen. (Egbuche, 2018)

In addition, trained technicians work at our planters in developing countries, helping communities and farmers understand forest garden design, composting, nursery development, perma-gardening, and out-planting techniques.

These rural communities are supplied with the GiftTrees needed to create sustainable eco-systems. Achieving high yields ensures they continue to develop their skills and create permanent change for themselves and their communities.

- > Replenish soil: Soil fertility can be improved through the constant process of pruning, mulching and manure, creating more fertile land. (Mafongoya, 2007)
- > Resilience to rainfall: Agroforestry can help provide resilience to rainfall variability, including drought and flooding. It does this by transforming dryland into a sponge that can absorb and channel rainwater into the ground during heavy rain events and release green water during drought. (Cornelis, 2019)
- > Reduce CO₂ Emissions: Trees are a natural way to reduce atmospheric carbon dioxide. Tree planting is key to reversing the impact of industrial farming and everyone's carbon footprint. (Insights)

FACTS AND REFERENCES

Extreme Poverty

- 31% of people in Tanzania suffer from food insecurity. 49% of people in Tanzania live in extreme poverty and we only need to take their income over \$1.9 per day to lift them out of it.
- <https://www.un.org/en/academic-impact/addressing-poverty#:~:text=Of%20those%20living%20in%20poverty,water%2C%20and%20adequate%20health%20services.>
- United Nations SG1 – No Poverty
<https://www.un.org/sustainabledevelopment/poverty/>

Triple Bottom Line

- <https://www.techtarget.com/whatis/definition/triple-bottom-line-3BL#:~:text=Why%20is%20the%20triple%20bottom,about%20how%20their%20company%20operates.>
- <https://www.patagonia.com/home/>
- https://en.wikipedia.org/wiki/Patagonia,_Inc.
- Although the phrase was coined over 25 years ago, the triple bottom line approach to business — which is used by some of the world's biggest companies, including General Electric, Unilever and Procter & Gamble — has only recently been gaining traction across industries as consumers become more interested in supporting companies that align with their beliefs. Millennials, for example, are expected to spend \$1.4 trillion this year covering all categories of their spending according to 5WPR's 2020 Consumer Culture Report and 83% of them say they strongly feel that the brands they support should fit their values.
<https://corp.smartbrief.com/original/2020/07/why-companies-are-embracing-triple-bottom-line>
- <https://www.forbes.com/sites/jeroenkraaijenbrink/2019/12/10/what-the-3ps-of-the-triple-bottom-line-really-mean/?sh=4c349be55143>

Carbon Credits

- Carbon credits create a monetary incentive for companies to reduce their carbon emissions. Those that cannot easily reduce emissions can still operate, at a higher financial cost https://www.investopedia.com/terms/c/carbon_credit.asp
- https://www.investopedia.com/terms/c/carbon_credit.asp#:~:text=Carbon%20credits%20create%20a%20monetary,sulfur%20pollution%20in%20the%201990s.

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Mafongoya, P. &. (2007). Appropriate technologies to replenish soil fertility in southern Africa. . *Nutrient Cycling in Agroecosystems - NUTR CYCL AGROECOSYST.*, 76. 29-43. 10.1007/978-1-4020-5760-1_2.

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Source: <https://www.wri.org/insights/6-ways-remove-carbon-pollution-sky>. (n.d.). Retrieved from
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