

STRATEGY 2022-27



Our work is needed now more than ever

The situation within the drylands of Africa remains grave. Most of the region is facing a triple emergency of poverty, land degradation and climate change.

Increased instances of extreme weather conditions have pushed the communities we work with onto the front line of the climate crisis. Political turmoil, gender inequality, and global crises have contributed to more people experiencing poverty and hunger.

The news is stark. We see a region moving backwards on key development and environmental targets. The most vulnerable people are being affected.

Land restoration and growing trees are proven solutions. Tree Aid's work plays a vital role in tackling the climate crisis and helping communities lift themselves out of poverty.



**Supporting
communities**



**Reducing
poverty**



**Tackling the
climate
crisis**

TOGETHER WE ARE DEDICATED TO TRANSFORMING LIVES

OUR VISION

A chance for change

The need has never been more profound or more urgent. Yet the opportunity to create a seismic shift across the drylands of Africa has never been so real.

We plan to scale-up our work to meet the level of challenge. **This strategy is the next step towards achieving our wider 20-year vision.**

TRANSFORMATIVE CHANGE FOR THE DRYLANDS OF AFRICA



By 2040 we will see...

- **A thriving natural environment** where deforestation and land degradation rates have been reversed.
- **Resilient communities** who have the skills and tools needed to manage their landscapes and grow their businesses.
- **Decentralised forest governance policies** that will put the control of local assets into local hands.
- **Land tenure systems** that will encourage investment in landscape resources. We will also see **sustainable private sector investment** into Africa's natural resources.

12,000,000 trees

will be grown and 22,000 hectares of degraded land will be restored

2,400,000 people

will gain the skills, knowledge and tools to grow trees and businesses

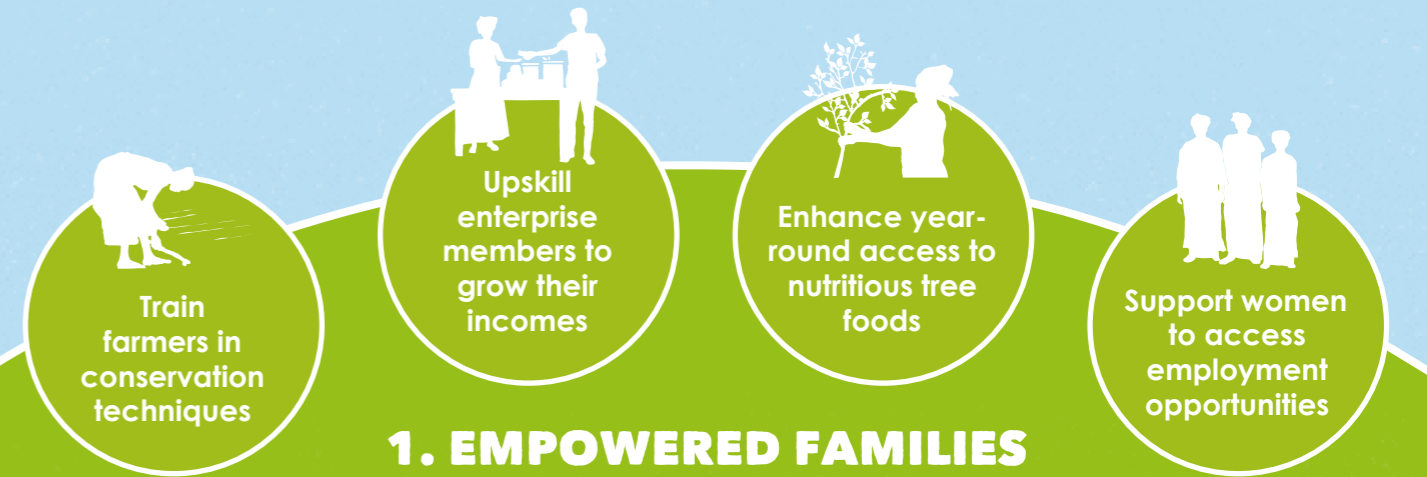
4,000 communities

will be supported to manage and restore their landscapes

We will work in **collaboration to change systems** and empower communities

OUR OBJECTIVES

The power and potential of grassroots action is at the heart of our approach



HOW WE WILL ACHIEVE THIS



Programming and country office growth

Secure new and larger funding.



Building our evidence

Conduct research, demonstrate impact and share learnings.



Fundraising

Increase public support.



Communication

Demonstrate transparency and excellence.



Financial oversight and control

Amplify our voice within the countries we work.



Advocacy

Use our voice to influence decision makers.

Values driven



Collaborators



Grounded in our approach



Environmentally sustainable



An employer of choice



WHO WE NEED TO BE



Registered with
**FUNDRAISING
REGULATOR**

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