JONAS
Philanthropies

Trees for Climate Health

June 16, 2020
Funder's Webinar

Agenda

1. LIFT Team Introduction, Housekeeping & Framing

2. Valerie Small, Tree Expert Advisor

3. Eric Toensmeier, Tree Expert Advisor, Senior Fellow, Drawdown

4. Q&A (10-15 min)

5. Kat Gilje, ED Ceres Trust & Lendri Purcell, Director Jonas Philanthropies

6. Q&A (10-15 min)

7. Jazmine Cable, Project Co-Director Trees for Climate Health

8. Close & Call to Action

Why trees? Why now?

Right Tree, Right Place, Right Community

Valerie Small, Phd

National Program Director, Trees, Water & People

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Eric Toensmeier

**Author, The Carbon Farming Solution
Lecturer at Yale University**

Senior Fellow, Drawdown
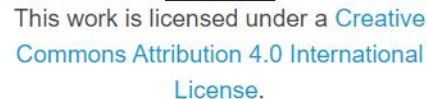
Kat Gilje

Executive Director, Ceres Trust

Lendri Purcell

Director, Jonas Philanthropies

Data Driven Approach

Criteria reference table (right panel)

Criteria	Subjective Scale	Rank Score	Notes
Resources flow to frontline community — Frontline communities are defined here as those that experience "first and worst" the consequences of climate change. These are communities of color and low-income, whose neighborhoods often lack basic infrastructure to support them and who will be increasingly vulnerable as our climate deteriorates. These are Native communities, whose resources have been exploited, and laborers whose daily work or living environments are polluted or toxic.	All	10	
	Most	7	
	Some	3	
	None	0	
Planting done by front line community — done by the community, there is greater care and attention resulting in ... and better outcomes overall.	All	10	
	Most	7	
	Some	3	
	None	0	
Region — balance of projects both domestically and abroad. Knowing the region the ... help us balance our overall portfolio.	Dominican Republic/Haiti	10	
	Urban US	9	
	Rural US	8	
	Global South	8	Countries located in the Southern Hemisphere
	Global North	6	Countries located in the Northern Hemisphere
...heat island effect — (UHI) effect occurs when an urban area or metropolitan area is significantly ...ounding rural areas due to human activities, primarily modification of land ...al greenspaces to concreate and manmade buildings and secondarily from ...n. Replanting trees in urban areas can mitigate this effect. Please ... with "High Impact" being the project is located in a major city experiencing ...ffect and "No Impact" being your project is located in a rural area and does ... area directly.	High impact	10	
	Medium high impact	8	
	Medium impact	6	
	Medium low impact	4	
	Low impact	2	
	No impact	0	
(Survival rate) — trees planted divided by the number of trees that survive equals the ...ree mortality occurs within the first 2 years of life, so survival rates after 2 ...ow successful the tree planting was.	90%+	10	>5 years & 90%+
	80%+	8	<5 years & 90%+
	70%+	6	
	60%+	4	
	50%+	2	
	below 50%	0	
(Cost per tree) — summing up the total cost of the project (including administration, ...g and evaluation) and dividing it by the # of trees planted.	<$0.20	10	
	<$0.50	8	
	<$1.00	6	
	<$5.00	4	
	<$20.00	2	
	>$20.00	0	
Carbon sequestration rate — The rate of carbon sequestration depends on the growth characteristics of the tree species, the conditions for growth where the tree is planted, and the density of the tree's wood. Please do your best to estimate the carbon sequestration rate potential on a scale of Low to Highest with 1 ton carbon / tree / 10 years being on the Highest end and one tenth of a ton of carbon / tree / 10 years being on the lower end	Highest	10	1 tree can sequester 1 ton of carbon over 10 years
	Medium high	8	
	Medium	6	
	Medium low	4	
	Low	2	

Project scoring table (left panel)

Projects	Score	Criteria 1: Resources flow to frontline community (50.00)	Criteria 2: Planting done by front line community (30.00)	Criteria 3: Region	Criteria 4: Addresses urban heat island effect (20.00)	Criteria 5: Survival rate (20.00)	Criteria 6: Cost per tree (30.00)	Criteria 7: Carbon sequestration rate (40.00)	Criteria 8: Multi-function ality of species (10.00)	Criteria 9: Structure of organization (50.00)	Criteria 10: Type of effort (10.00)	Criteria 11: Growth potential (20.00)	Criteria 12: Policy impact (40.00)
Maximum Score	100%	All — 10	All — 10	Dominican Republic/Haiti — 10	High impact — 10	90%+ — 10	<$0.20 — 10	Highest — 10	Food (10) — 10	Cooperative — 10	Reforestation & Conservation — 10	Highest — 10	High impact — 10
Inga Foundation	86%	Most — 7	All — 10	Global South — 8	No impact — 0				Food (10) —		Reforestation & Conservation — 10		
Ponderosa Pine Reforestation of Burn Areas	70%	All — 10	All — 10	Rural US — 8	No impact — 0	80%+ — 8	<$5.00 — 4	Medium — 4	Food (10) — 6	Non-profit - US based — 10	Reforestation & Conservation — 8	Medium — 6	Low impact — 2
New Mexico Desert	79%	All — 10	All — 10	Rural US — 8	High impact — 10		<$5.00 — 0	Medium low —	Food (10) — 4	Non-profit - US based — 10		Medium high — 10	Low impact —
	0%												
Moringa Reforestation in Northwest Haiti	0%												
Sadhana Forest: Trees Haiti	69%	All — 10	All — 10	Dominican Republic/Haiti — 10	No impact — 0	70%+ — 6	<$0.50 — 8	Medium — 8	Food (10) — 6	Non-profit - US based — 8	Reforestation & Conservation — 8	Medium low — 4	No impact — 0
Aliados	69%	Most — 7	All — 10	Global South — 8	No impact — 0	80%+ — 8	<$0.50 — 8	Medium — 8	Food (10) — 6	Non-profit - US based — 10	Reforestation & Conservation — 8	Medium low — 10	Low impact — 2
Main Street Project	65%	Some — 3	Most — 7	Rural US — 7	Medium low impact — 4	80%+ — 8	<$5.00 — 4	no data — 0	Food (10) — 10	Non-profit - US based — 10	Reforestation & Conservation — 8	Medium high — 10	Medium impact — 6
Eden Project: Kenya	64%	Most — 7	All — 10	Global South — 8	No impact — 0	no data — 0	<$0.20 — 10	no data — 10	Food (10) — 4	Non-profit - US based — 8	Reforestation — 8	Highest — 10	No impact — 0
School Orchard Project	64%	All — 10	All — 10	Urban US — 9	No impact — 0	no data — 10	<$5.00 — 0	no data — 4	Food (10) — 6	Non-profit - US based — 8	Reforestation — 8	Medium high — 8	no data — 0
Camino Verde	59%	Most — 7	Most — 7	Global South — 8	No impact — 0	80%+ — 8	<$5.00 — 8	Medium hig — 4	Food (10) — 6	Non-profit - US based — 8	Reforestation — 8	Medium low — 4	No impact — 0
Varga Project - Magrove Reforestation	57%	Most — 7	Most — 7	Global South — 8	Low impact — 2	no data — 0	no data — 0	no data — 0	Food (10) — 0	Non-profit - foreign — 6	Reforestation & Conservation — 10	Highest — 2	No impact — 0
Trees New York	44%	Some — 3	Some — 3	Urban US — 9	High impact — 10	80%+ — 8	>$20.00 — 0	Medium — 0	Heat island mitigation (7) — 6	Non-profit - US based — 0	Afforestation — 6	Low — 2	Medium impact — 4
First Nations Development Institute	47%	All — 10	All — 10	Rural US — 8	Low impact — 2	no data — 0	no data — 0	no data — 0	Watershed Improvemen t (7) — 7	Non-profit - US based — 10	Reforestation & Conservation — 10	no data — 0	no data — 0
Central Park Conservancy	35%	None — 0	None — 0	Urban US — 9	Medium impact — 6	90%+ — 10	>$20.00 — 0	Medium — 0	Heat island mitigation (7) — 4	Non-profit - US based — 8	Reforestation — 8	Low — 2	Medium low impact — 4
Plant a Tree for the Planet	34%	All — 10	All — 10	Rural US — 8	no data — 0	no data — 0	>$20.00 — 0	no data — 2	no data — 4	no data — 0	Reforestation — 8	no data — 0	no data — 0
Las Gaviotas	33%	All — 10	All — 10	Global South — 8	No impact — 0	below 50% — 0	>$20.00 — 0	Low — 2	no data — 0	no data — 0	Reforestation — 8	no data — 0	no data — 0
Egypt Valley Wildlife Management Area	32%	All — 10	All — 10	Rural US — 8	No impact — 0	no data — 0	no data — 0	no data — 0	no data — 0	no data — 0	Reforestation — 8	no data — 0	no data — 0
1 Million Redwoods Project	24%	no data — 0	no data — 0	Rural US — 8	No impact — 0	no data — 0	no data — 0	Highest — 10	Habitat (6) —	Non-profit - US based — 0	Reforestation & Conservation — 10	no data — 0	no data — 0
Monongahela National Forest	0%												
Flight 93 National Memorial	0%												
Daniel Boone National Forest	0%												
20 Million Trees for Kenya's Forests	0%												

Project source table (bottom panel)

Project	Organization	Website/ Source	Project Type	Org Structure	Ov...
Restoring Coastal Mangrove Forests for Community Clim...	Community Forests Pemba (CFP) / Community...	https://forestsinternational.org	Planting	Non-Profit	Previ...
Forest Conservation & Reforestation in South West Haiti	DESPRI Haiti		Planting	Non-Profit	Fore...
Planting Trees and Alleviating Extreme Poverty in Kenya	Eden Reforestation Projects	https://edenprojects.org/nepa...	Planting	Non-Profit	Redu...
Global Reforestation	One Tree Planted	www.onetreeplanted.org	Planting	Nonprofit - US	We p...
Moringa Reforestation in Northwest Haiti	DESPRI Haiti	https://www.worldcentric.com	Planting	Non-Profit	Anse Rouge and Te...	Reforestation	The Carribean
Daniel Boone National Forest	Green Forests Work	https://documentcloud.adobe...	Planting	Non-Profit	Our mission is to re...	Reforestation	North America
Egypt Valley Wildlife Management Area	Green Forests Work	https://ad06d30b-649f-4e42-b...	Planting	Non-Profit	Our mission is to re...	Reforestation	North America
Mined Land Restoration in the Monongahela National F...	Green Forests Work	https://documentcloud.adobe...	Planting	Non-Profit	Our mission is to re...	Reforestation	North America
Flight 93 National Memorial	Green Forests Work	https://ad06d30b-649f-4e42-b...	Planting	Non-Profit	Our mission is to re...	Reforestation	North America
Nagenahiru Mangrove Restoration	Nagenahiru Foundation	http://nagenahiru.org/	Planting	Non-Profit		Reforestation	Asia

Open Source & Available for Beta Testing

Access to Informational Database

Projects

Organizations

Campaigns

Tools for Project Selection

Project Submission Form

Criteria Rank & Weight Calculator

Project Scoring Form

Cohort Analysis

Moringa Reforestation in Northwest Haiti
Tree-Growing Partner: DESPRI Haiti

16,327 trees **Percentile Rank: 83%**

- address extreme environmental degradation
- food, education, and income security to Women's Self-Help Groups
- *Moringa:* fast growing, drought-resistant fruit tree providing food, medicine, and water purification

Calls to Action

1. Join the restoration funders network

2. Sign up to be a beta-tester for the open-source database and tools

3. Read the Trees for Climate Health Primer, provide feedback and circulate to your community

4. Join the learning community. The next webinar is in September.