

freedom  tree

20
25

IMPACT
REPORT





A LETTER FROM THE FOUNDER

Twenty years ago, I said yes. I didn't know how far that yes would carry me, or how deeply it would shape my life. In 2005, I arrived in Sierra Leone not as a founder or director, but as a listener. Sitting on the ground with mothers whose strength far exceeded their resources, I witnessed both deep joy and profound loss. Women dying while giving life. Babies not surviving their first breath. Pain that was preventable, yet accepted as inevitable.

Freedom Tree was never born out of strategy. It grew out of relationship. Year after year, I returned. I stayed. I learned. And alongside communities, something began to take root. Not a project or a program, but a partnership.

Today, Freedom Tree stands as a living testament to what happens when communities lead, dignity is centered, and love is paired with action. Over the past 20 years, lives have been saved, girls empowered, clinics and schools built, and futures rewritten.

This report is not a celebration of an organization. It is a celebration of women. Of communities. Of faithfulness over flash. Of seeds planted long before fruit was visible.

Thank you for walking this journey with us. The tree is still growing.

*With deep gratitude,
Omotara*

**Founder & Chief Caretaker,
Freedom Tree**

STATEMENT FROM THE TREASURER



Dear Partners,

It has been an honour to serve as Treasurer for Freedom Tree during this remarkable year of growth and reflection. As we celebrate two decades of impact, I'm especially mindful of the steady, faithful support that has made it all possible.

To each and every donor—thank you. Every gift, no matter the size, fuels the work we do together. Every dollar counts. And every act of generosity is a seed planted in hope, dignity, and transformation.

None of this progress would be possible without your support—whether through financial contributions, volunteer efforts, or simply sharing our mission with others. Your belief in this work—and in the people and communities we serve—makes every milestone meaningful.

As we steward each opportunity entrusted to us, we witness lives changed and communities transformed, both in Sierra Leone and here in Canada. And we do not take that responsibility lightly.

Looking ahead, I'm filled with determination and optimism. Together, we will continue advancing maternal health, expanding access to education, and walking alongside communities as they build the futures they envision.

Thank you for being such an essential part of this movement.

*With heartfelt gratitude,
Karl*

Karl Feltmate
Treasurer
Freedom Tree

STORIES OF CHANGE

“



Joseph

A Boys Advocacy Movement participant

“Before joining the Boys Advocacy Movement, I didn’t know how to talk about my emotions or understand them. I thought being a boy meant keeping everything inside. Now I know how to manage my emotions and what it means to be a responsible citizen. I am learning how to treat others with respect and how to make better choices for my future. This program is helping me become the kind of man my community needs.”

Fatima

A story of education, dignity, and second chances

“I didn’t think I would ever return to school once I became a single mother. Life moved too fast, and survival came first. Freedom Tree saw me not as someone who had fallen behind, but as someone still full of potential. With their support, I was able to return to my education, complete my studies, and graduate from vocational school. Today, I have skills, confidence, and the ability to provide for my family. I am proud of the woman I am becoming.”

“





Clara

An Indigenous mother

"My postnatal period was very difficult, and there were moments when I felt overwhelmed and alone. Receiving a prenatal care package and support through Freedom Tree made a difference for me. It helped me feel seen and supported during a vulnerable time. I am grateful for the care I received and for knowing I wasn't walking that season on my own."

Daniel

Elder, Bhlama Village

"I have seen many changes in our village over the years, but the impact of Freedom Tree has been lasting. Since they first came, we have seen a school built and our children given the opportunity to learn. Education has brought hope and a future to families who once had very little access to it. What has been planted here will benefit our village for generations."





20 YEARS OF WALKING WITH WOMEN.

One Life at a Time.

**"FREEDOM TREE
DID NOT GROW
QUICKLY.
IT GREW
FAITHFULLY."**



20

YEARS OF
GROWTH:

A JOURNEY
IN TIME

"Real change happens when communities lead and we walk alongside"

The Work Continues



Scaling With Integrity

Scholarships grow. Vocational training launches. Communities see measurable reductions in maternal mortality. Local leadership takes center stage.



Putting Roots Down

Freedom Tree formally emerges. The first clinics are built. Community health education expands.



Listening Before Leading

Trust is built through presence. Community relationships deepen. Education, advocacy, and grassroots support begin without imposing solutions.



2026 - 2030

2019-2022

2011 - 2015

2007-2008

2023 - 2025

2016-2018

2010

2005



A Living Movement

Zero maternal and infant deaths in Freedom Tree clinics. Expansion into Canada. A new school in Bhlama nears completion. The work continues, stronger and more sustainable than ever.



Education Takes Off

We welcome a team of teachers who support our training and development and then design the GAM program. The Girls Advocacy Movement begins, empowering girls to stay in school and know their worth.



The First School

We embark on our first capital project – raised money through many partners to build a secondary school still educating hundreds of students even now.



The First Yes

A first journey to Sierra Leone becomes a life-altering call. Visiting rural communities, learning from women, and witnessing firsthand the realities of maternal loss. The seed is planted.

"This tree has many caretakers."



Our Mission

Freedom Tree exists to end preventable maternal and infant deaths by walking alongside communities, equipping local leaders, and mobilizing a global movement committed to life, dignity, and freedom.

Our approach is community-led, culturally rooted, evidence-informed, and love-driven.

IMPACT AT A GLANCE FOR 2025



20

YEARS OF SUSTAINED,
RELATIONAL
PRESENCE



50

CHILDREN SUPPORTED
THROUGH EDUCATION
SPONSORSHIPS

40%

REDUCTION
IN MATERNAL
MORTALITY IN
NEWLY ENGAGED
COMMUNITIES



67K



PEOPLE REACHED
THROUGH HEALTH EDUCATION
AND ADVOCACY

0

MATERNAL AND INFANT
DEATHS IN FREEDOM TREE
CLINICS



120

CHILDREN EMPOWERED
THROUGH ADVOCACY
MOVEMENT



3RD

SCHOOL BUILT
NEARING
COMPLETION
IN BHLAMA



"NO WOMAN
SHOULD LOSE HER
LIFE GIVING LIFE."

OUR FINANCIALS

ALLOCATION OF EXPENSES

PROJECT EXPENSES

82.16%

FUNDRAISING

5.75%

OFFICE

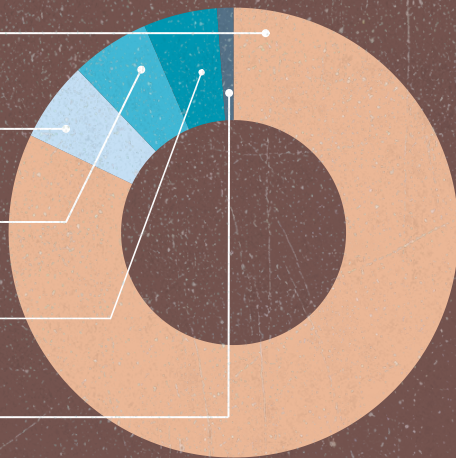
5.67%

LEGAL & PROFESSIONAL

5.30%

TRANSACTION FEES

1.18%



ALLOCATION OF INCOME

DONATIONS / OTHER

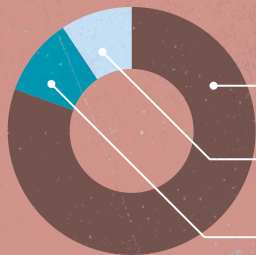
80.57%

GRANTS

10.14%

SALES

9.29%



WITH GRATITUDE



Freedom Tree exists because of a community of care. Donors, volunteers, board members, partners, and most importantly, the communities themselves. This tree has many caretakers.

*Thank you for
walking with us.*

GOVERNANCE

BOARD OF DIRECTORS:

Omotara Eruteya
Brant Reding
Karl Feltmate
Lance Farkas

NOTABLE PARTNERSHIPS



LOOKING AHEAD: 2025–2030

"TRUE IMPACT IS
MEASURED NOT
BY WHAT WE
BUILD, BUT BY
WHAT LASTS."

THE NEXT CHAPTER IS ABOUT *sustainability.*

Freedom Tree is committed to:

- Deepening local leadership
- Expanding boys' engagement through advocacy
- Completing and sustaining schools and clinics
- Strengthening Canadian community programs
- Doing less for communities and more with them

The goal is not growth for growth's sake. The goal is longevity, ownership, and life.



THANK YOU

for your support

"I care deeply about the work being done in Sierra Leone, and I'm honoured to be a part of Freedom Tree's people movement."

COREY, EUGENE, USA



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