

Taking Root

THE GREENPOP FOUNDATION

2019/20 YEAR IN REVIEW



This year,



was one of considerable growth for Greenpop, strongly imbued with a sense of "stepping up".

After 9 years of growing powerful partnerships and practicing resilience, we felt deeply rooted in the ecological community, ready and eager to establish ourselves within the global ecosystem restoration movement.

Fast forward to January 2021 and I am writing this letter after 10 of the strangest months in recent history. As we report on the period just before the 'storm' of the COVID-19 pandemic, it's challenging to cast my mind back to what feels like a lifetime ago, although I'm deeply grateful we are still here to be reflecting.

Thanks to experience, an extensive and supportive network of partners, and a brave and dedicated team, Greenpop's roots went deep in 2019 and, "when roots are deep, there is no reason to fear the wind".

On this windy (literally and figuratively) Cape Town day, we look back to 2019 and how Greenpop was able to take root through collaboration. Some key events of the 2019/20 year included:

- Our Forests for Life programme rolling out in its new form. The new collaborative approach developed by Zoë Gauld-Angelucci and Matthew Koehorst allows us to scale with local planting partners and plant many more trees in the years to come.

- Setting an ambitious goal to plant 500,000 trees by 2025. We believe this is still possible (and ever more necessary).
- Our Urban Greening Manager, Deon Knoetze, getting busy planting fynbos gardens and running eco-education workshops at 7 under-greened schools in Cape Town, as well as kicking off a monitoring programme to assess changes in insect diversity and abundance, plant health, and vegetation cover.
- Hosting our 27th restoration festival (not counting our school camps and mini fests!) - attracting international attention for our work on reconnecting people with nature.

- Zoë Gauld-Angelucci (Head of Programmes) and Matthew Koehorst (Branch consultant on Forests for Life) both entering their 6th year working for Greenpop.
- Bos Ice tea entering their 9th year as our largest Tree Pledge partner (they have now planted 27,862 trees).
- Initiating the on-boarding of advisory boards for our Forests for Life and Fynbos for the Future programmes to further ensure the integrity of our work.
- Bringing renowned environmental journalist John D. Lui to South Africa for a speaker tour and initiating a partnership with his organization, Ecosystem Restoration Camps.

- Contributing to the development of the official strategy for the UN Decade of ecosystem restoration set to start in 2021.
- Taking root and getting ready for the storm we didn't know was coming...

Now, more than ever, our 2nd company value holds true, and we continue to stand by our ambitious 500,000 tree goal, despite the weather!

Collaborate: *“Work in brotherhood like a forest, standing tall like a mighty tree.” Strive for confidence and focus in what you do and do it well – like a strong and grounded tree. Then, actively seek creative partnerships with*

other people and organisations locally and globally. We are part of a network that gains strength through collaboration and support – like a forest ecosystem.”



**LAUREN TEASDALE
MANAGING DIRECTOR**





Photos by Alice Goodridge & Aidan Tobias

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OUR WORK



THE GREENPOP FOUNDATION

FOREST RESTORATION

20,730 trees

6 forest restoration sites

2 countries

Through our reforestation projects in Sub-Saharan Africa, Greenpop works with passionate forest custodians to restore and expand ecosystems in degraded forest areas, provide habitats for critical species, and increase access to forest ecosystem services.

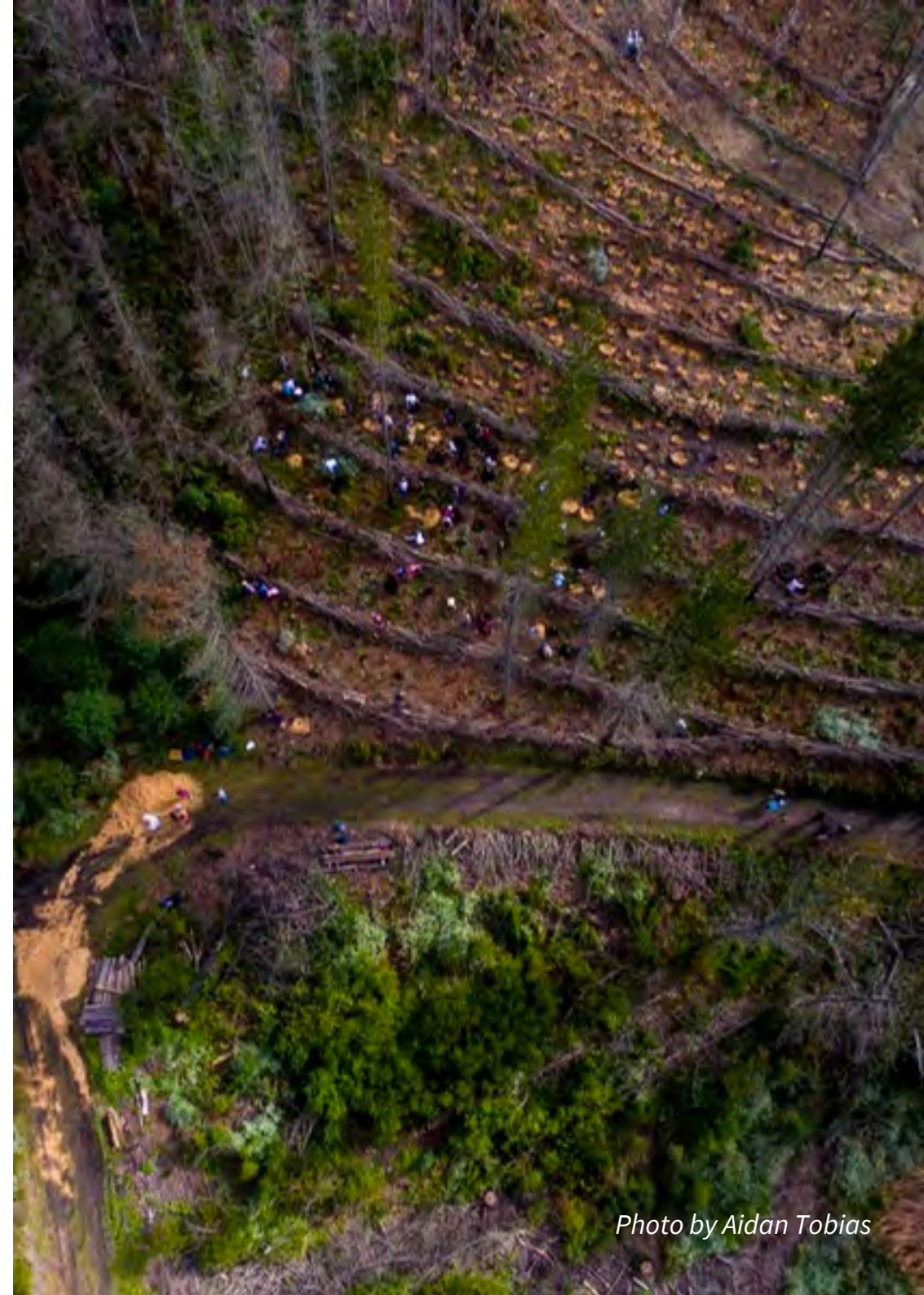


Photo by Aidan Tobias



FOREST RESTORATION

FORESTS FOR LIFE

In 2019, Greenpop began implementation of our Forests for Life programme, with both old and new reforestation partners, which aims to connect small-scale organisations across Sub-Saharan Africa with funding and support to plant trees, restore forest and woodland habitats, and improve the lives of communities who rely on forest resources.

This year, we planted 20,730 trees as part of this programme, bringing our total up to 109,848 trees planted. In order to achieve this, we worked with the following collaborative reforestation partners:

Western Cape, South Africa

- Platbos Forest Reserve - 12,000 trees
- Heartland School of Self-Sufficiency - 1,520 trees
- Garden Route Botanical Gardens - 1,350 trees
- Khoinania Farm - 1,860 trees

Eastern Cape, South Africa

- Wild Bird Trust - 1,500 trees

Mulanje, Malawi

- Mulanje Mission Hospital - 2,500 trees



Photos by Ashleigh de Villiers

THE GREENPOP FOUNDATION

URBAN GREENING

4,013 fynbos plants

7 fynbos gardens

502 students inspired

Through our urban greening projects in South Africa, Greenpop aims to inspire a green urban future, where biodiversity is accessible, valued and protected by an active, engaged and inspired citizenry through community-oriented urban nature conservation.



Photo by Juliette Bisset



URBAN GREENING

FYNBOS FOR THE FUTURE

In 2019, our Fynbos for the Future programme saw us plant fynbos gardens and run eco-education workshops at 7 under-greened schools in Cape Town:

- Alicedale Primary School, Athlone
- Cypress Primary School, Athlone
- Highlands Primary School, Mitchell's Plain
- Mountain Road Primary, Woodstock
- Trafalgar High School, District 6
- Strandfontein Primary, Strandfontein Primary
- West Riding Primary School, Table View

In addition to planting the gardens, we kicked off a monitoring programme which will assess changes in insect diversity and abundance, plant health, and vegetation cover in each garden over time.

URBAN GREENING

FYNBOS CORRIDOR COLLABORATION

In 2019, Greenpop, **Communitree** and **Ingcungnu** continued our work on the Fynbos Corridor Collaboration. Funded by the **Table Mountain Fund**, this project includes the development of a Fynbos Corridor Strategy for Cape Town and various workshops and field trips aimed to inspire local communities to participate in corridor building.



THE GREENPOP FOUNDATION

SUSTAINABLE DEVELOPMENT

6 workshops

2 communities

1 country

Through our sustainable development projects, Greenpop is on a mission to protect, conserve, and increase ecosystem services and biodiversity, empowering environmental stewards across Sub-Saharan Africa and reconnecting people to the biosphere of which they are a part.



Photo by Rowan Pybus



SUSTAINABLE DEVELOPMENT

TEA LANDSCAPES ADAPTATION

Funded by **Rainforest Alliance**, the Tea Landscapes Adaptation Project aimed to build the capacity and resilience of male and female Malawian smallholder tea farmers in adapting to projected climate change impacts through capacity building and the development and implementation of gender-sensitive landscape adaptation plans.

In 2019, we visited Malawi 3 times to assist our local partner, the **Centre for Environmental Policy and Advocacy**, with project implementation. Our involvement included supporting training on forest beekeeping, training communities on tree planting and farmer-managed natural regeneration, and developing educational posters which summarised key lessons relating to good agricultural practices and sustainable natural resource management.

At the end of the year, we were proud to close the project with an independent evaluation which confirmed the positive impact of our work including:

- Increases in forest cover
- Improvements in soil management
- Increases in crop yields & income



THE GREENPOP FOUNDATION

ENVIRONMENTAL ART

3 environmental murals

100 people involved

3 urban sites

Through our environmental art projects in South Africa, Greenpop aims to educate children about local biodiversity and allow them to participate in designing and painting environmental murals in their communities.



Photo by Catherine Edwards



ENVIRONMENTAL ART

ART FOR AWARENESS

In alignment with Sustainable Development Goal 11.7, Greenpop is committed to the right to access to safe, inclusive and accessible, green, and public spaces. We believe that disconnected, under-utilised areas can be opened up to a variety of uses to allow for improved social inclusion, social mixing, civic participation, safety, education, and a sense of belonging.

Through Greenpop's 2019/20 Art for Awareness project, we transformed three public spaces on the Garden Route into areas of connection and conservation around the incredible biodiversity that makes the area so unique and special.

Greenpop worked with professional mural artist Chris Auret to facilitate participatory workshops, drawing the artworks' themes and imagery from each local context, co-conceptualising and creating each public art space with local children who will be able to enjoy them for years to come.



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OUR EVENTS



GREENPOP EXPERIENCES

REFOREST FEST

In 2019, 1200 TREEvolutionaries planted 9800 trees over two weekends at Platbos Forest. During Reforest Fest 2019, which spanned over two weekends (Family & Friends Weekend) we achieved a great deal:

- 9800 trees were planted
- 24 musical performances filled the forest with epic tunes
- 5 theatrical performances had adults & kids in awe
- 8 workshops empowered future environmentalists
- 23 talks spread important messages far & wide
- 6 guided walks reconnected people with nature

Photos by Ashleigh De Villiers



GREENPOP EXPERIENCES

EDEN FESTIVAL OF ACTION

In 2019, 196 participants joined us for a three week environmental action summit in the Garden Route.

This was the 2nd Festival of Action to be held in the Eden District of the Garden Route, in response to the fires that impacted the area in 2017 & 2018.

With the help of 196 participants and local volunteers we planted 4850 trees, painted 3 environmental art murals and cleared 3000m² of alien vegetation at local sites.

Photos by Aidan Tobias & Mike Faraday



GREENPOP EXPERIENCES

SCHOOL CAMPS

In 2019, Greenpop hosted three environmental action camps for local schools: St. George's Grammar School and Reddam House Constantia.

Through environmental leadership workshops, nature hikes, citizen science demonstrations and tree planting, we inspired over 200 students to be active citizens.

Photos by Gabriela Fraser



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OUR SUPPORTERS



THE GREENPOP FOUNDATION

INDIVIDUAL DONORS

R1 098 534 donated

Greenpop raised R1 098 534 through generous contributions from our individual donors, to support our forest restoration and urban greening programmes.

These donations include funds raised by enthusiastic fundraising activists via the online donation platform - GivenGain.



Photo by Mike Faraday

INDIVIDUAL DONORS

TOP FUNDRAISERS



1. R18 018

DAVID JAFFE

David Jaffe, from Plant Nation raised Trees for Fees in 2019, and raised R18 018 in support of our forest restoration projects.



2. R16 507

ZOE MARALACK

Zoe Maralack raised Trees for Fees in 2019, and raised R16 507 in support of our forest restoration projects.



3. R11 500

MIRA FARINHA

Mira Farinha raised funds in 2019, as part of the Sanlam Cape Town Marathon and raised R11 500 in support of our forest restoration projects.

THE GREENPOP FOUNDATION

CORPORATE DONORS

R2 463 557 donated

Greenpop raised R2,463,557 through generous contributions from our corporate donors, to support our forest restoration and urban greening programmes.

These donations include donations from our pledge partners, plant day sponsors, in-kind donors and once-off donors.



Photo by Ashleigh de Villiers

CORPORATE DONORS

TOP CORPORATE PARTNERS



1. R403 000

NINETY ONE

Since 2017, Ninety One (formerly Investec Asset Management) has funded the planting of 9000 trees and supported our Fynbos for the Future programme.



2. R380 400

BOS ICE TEA

Since signing up as a pledge partner in 2010, BOS Ice Tea has funded the planting of over 27 000 trees in our forest restoration projects across Sub-Saharan Africa.



3. R171 900

BYWATERS

A new partner in 2019, Bywaters has funded the planting of 1384 trees in our forest restoration projects across Sub-Saharan Africa.

THE GREENPOP FOUNDATION

GRANTS & AWARDS

R431 582 awarded

In 2019, Greenpop was awarded R431 582 in grant funding for the following projects:

- Tea Landscapes Adaption (Malawi)
- Fynbos for the Future (South Africa)
- Vegan in Eden (South Africa)

Photo by Juliette Bisset



CORPORATE DONORS

TOP GRANTS & AWARDS



1. R220 000

TABLE MOUNTAIN FUND

In 2019, the Table Mountain Fund Small Grants programme contributed to Greenpop's Fynbos for the Future programme based in Cape Town, South Africa.



2. R197 595

RAINFORREST ALLIANCE

In 2019, the Rainforest Alliance funded the Tea Landscapes Adaptation Project aimed to build the capacity and resilience of male and female Malawian smallholder tea farmers.



3. R13 987

PRO VEG INTERNATIONAL

In 2019, Pro Veg International funded a plant based advocacy and awareness campaign at the Greenpop Eden Festival of Action 2019.

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OUR FINANCIALS



R4.4 Million

total raised
in 2019/20

R1 098 533 individuals

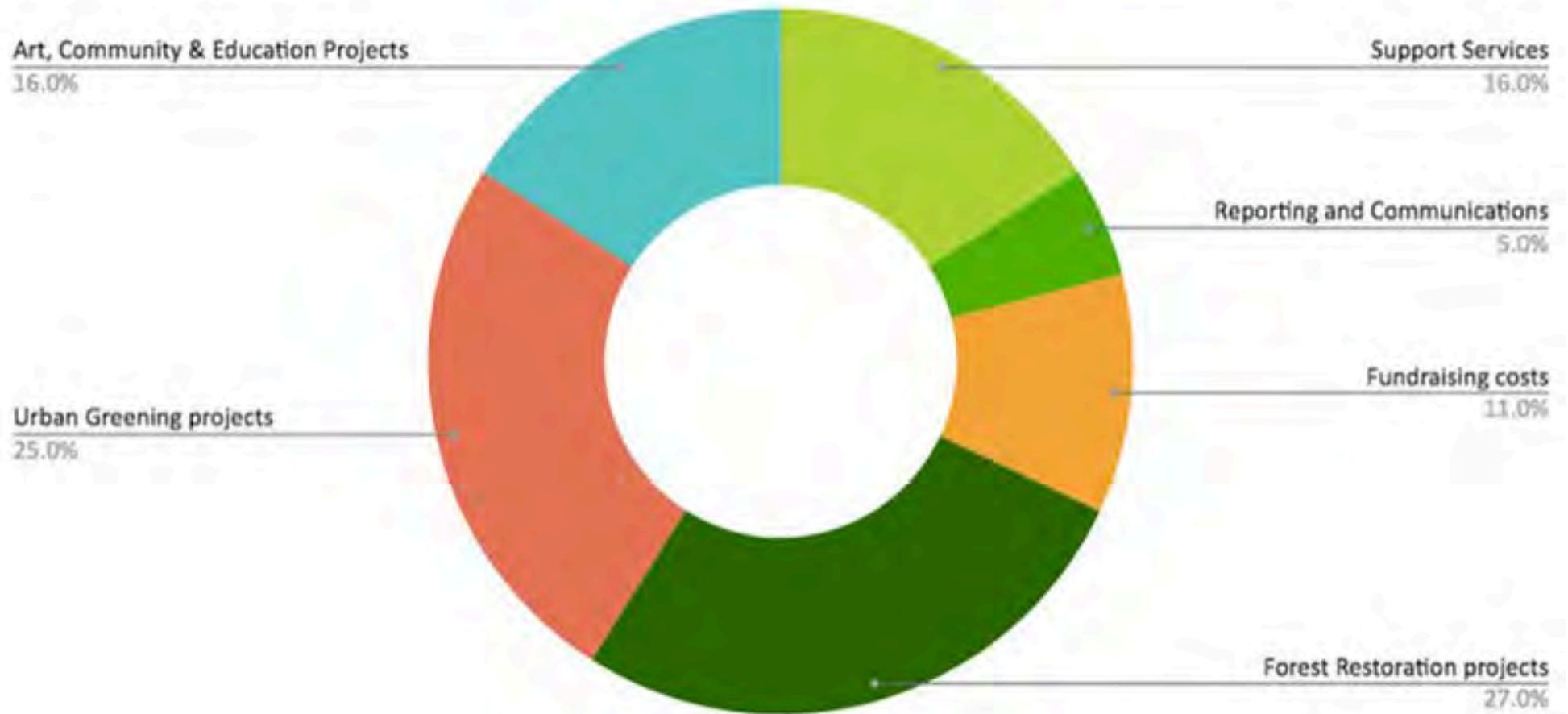
R2 449 570 companies

R358 163 foundations

R431 582 grants & awards

OUR FINANCIALS

EXPENSE BREAKDOWN



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OUR TEAM



OUR TEAM

OUR BOARD

Eitan Stern
Jeremy Hewitt
Lauren Teasdale

OUR STAFF

Carla Wessels
Catherine Edwards*
Claudia Waller
Deon Knoetze
Gabriela Fraser*
Lauren Teasdale
Misha Teasdale
Nadine Botto
Shaheeda Haupt*
Tapera Mlambo
Zoe Gauld-Angelucci

OUR CONTRACTORS

Carl Van Der Linde
Damien Hewitt
Matthew Koehorst
MJ Grobler

OUR INTERNS

Line Has*
Filippo Marchetti*
Alice Goodridge*
Laura Bonanomi*
Ewerton Cardoso*
Monica D'Arcangelo*
Bailey Bryan*
Jacqueline Brinkmann*
Alexandra Gunn*
Sophie Siessmeier*

Lotte van Es*
Lukas Krause*
Luco van Suntenmaartensdijk*
Jan-Niclas Schindzielorz*
Annelies Mast*

*Outgoing in 2019/20

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www.greenpop.org
info@greenpop.org

Facebook - @Greenpop
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