



THE GREENPOP FOUNDATION

DIGGING DEEPER

2018/19 YEAR IN REVIEW



THIS YEAR,

the Oxford English Dictionary declared “climate emergency” as the word of the year.

One need not look far to see that the consequences of climate change are becoming ever more acute. As I write this, our directors are visiting Hogsback in the Eastern Cape of South Africa. A few weeks ago, the province was declared a drought disaster area. With no rain for months, farmers are seeing their boreholes run dry, schools are running out of water daily, and some towns have dam levels of less than 3%.

Around the world, climate change wears different faces. Collectively, in Somalia, the

UK, and Italy, hundreds of thousands of people have been displaced by extreme flooding this month. While in Australia, deadly bushfires are currently sweeping across multiple states.

To paraphrase Greta Thunberg, our house is flooding *and* on fire. That’s enough to give anyone eco-anxiety.

However, the silver lining to an emergency declaration is the corresponding action it demands. The call for a swift and decisive response to climate change seems to have reached fever pitch this year with millions of people taking to the streets, around the

world, week after week, to demand solutions from our governments. Dare I say it, it appears that **green** is officially **popular**.

But perhaps even better news is that the solutions we need to cool our warming planet already exist. We know how to shift from fossil fuels to renewables, to protect existing carbon sinks, and to restore degraded ecosystems (forests, marshes, and grasslands, alike). This is, arguably, the most critical work of our time.

Thanks to the unceasing campaigning from other incredible organisations, the top-down, structural and political change that

we desperately need is on the horizon. But in the meantime, we are proud to be one of the many small environmental organisations on the ground fighting for our planet and her people from the bottom up.

This year, we dug deeper into doing just that.

After planting most of our 118,000 trees ourselves over the last 8 years, in 2018/19 Greenpop developed our new collaborative reforestation programme: Forests for Life. This programme will see us partnering with small-scale reforestation and sustainable development organisations across Sub-Saharan Africa to restore forest ecosystems

and provide solutions to localised threats such as alien vegetation or charcoal burning.

2018/19 also saw us launch our new Cape Town-based urban greening programme, Fynbos for the Future, in which we are planting fynbos biodiversity gardens at 10 under-greened schools, connecting communities to their natural heritage, and inspiring learners to become environmental stewards, all based on a consolidated strategy for fynbos restoration in Cape Town.

And, to top it off, we painted three collaborative environmental murals, rolled out our climate change adaptation project

with smallholder tea farmers in Southern Malawi, and, as, always, activated thousands of active citizens to plant trees, and have fun doing it.

We have always believed in getting active, not anxious, about the future of our planet and look forward to another year of digging deeper into impactful climate change solutions.

With love,

ZOË GAULD-ANGELUCCI
HEAD OF PROGRAMMES





ANNUAL REPORT 2018/19

OUR WORK



THE GREENPOP FOUNDATION

FOREST RESTORATION

14,980 trees

6 forest restoration sites

1 country

Through our reforestation projects in South 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.





FOREST RESTORATION

FORESTS FOR LIFE

In 2018, Greenpop consolidated all of our forest restoration work into one programme - Forests for Life. Through this programme, we aim to connect small-scale organisations across Sub-Saharan Africa with funding and support to plant trees, restore forest and woodland habitats, effectively manage critical catchment areas, and improve the lives of communities who rely on forest resources.

This year, we planted 14,980 trees as part of our Forests for Life programme, bringing our total up to 88,754 trees planted. In order to achieve this, we worked with the following collaborative reforestation partners:

Western Cape, South Africa

- Platbos Forest Reserve - 8,300 trees
- Heartland School of Self-Sufficiency - 1,780 trees
- Featherbed Nature Reserve - 1,600 trees
- Phantom Forest Eco Reserve - 500 trees
- Peace of Eden Lodge - 100 trees

Eastern Cape, South Africa

- Terra Khaya Eco Backpackers - 2,700 trees

Photographer (opposite & previous page): Juliette Bisset

THE GREENPOP FOUNDATION

URBAN GREENING

1,102 fynbos plants

2 fynbos gardens

100 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.





URBAN GREENING

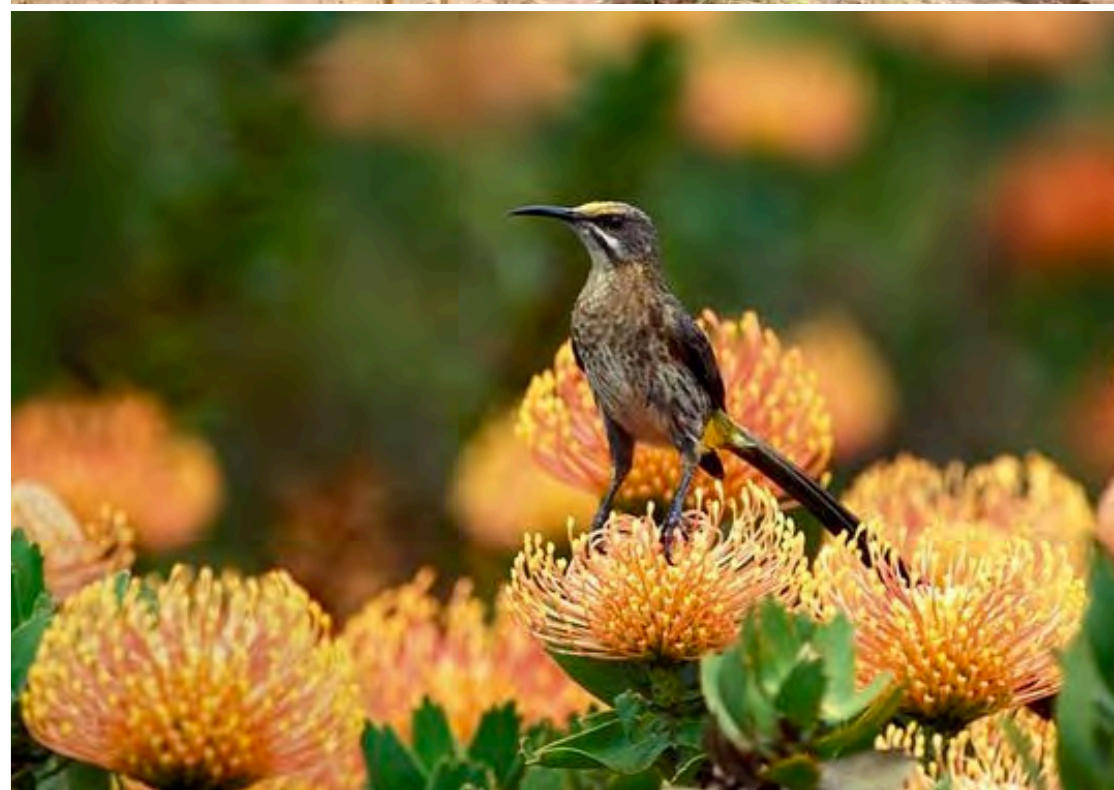
FYNBOS FOR THE FUTURE

In 2018, in response to Cape Town's extended drought, we launched our new Cape Town urban greening programme - Fynbos for the Future. Rather than planting trees, this programme will see us planting outdoor fynbos classrooms at 10 under-greened schools in Cape Town. The programme kicked off at Mountain Road Primary in October 2018 and continued at Strandfontein Primary in November. During three workshops, we planted close to 1,200 pioneer species, taught learners about the fynbos biome as well as water-wise behaviour. In 2019 we hope to host 20 plant days, plant 4,000 plants, and inspire 350 learners to love fynbos.

URBAN GREENING

FYNBOS CORRIDDOR COLLABORATION

In 2018, we (along with Communitree and Ingcungnu) were awarded a small grant from the **Table Mountain Fund** to develop a Fynbos Corridor Strategy that will inform and link school and community gardens in order to create urban green corridors within Cape Town. In addition to the strategy, the project seeks to inspire learners through field trips to local nature reserves and educate community members about fynbos propagation.



THE GREENPOP FOUNDATION

SUSTAINABLE DEVELOPMENT

9 workshops

8 communities

2 countries

Through our community-oriented projects in Malawi and Zambia, 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.



SUSTAINABLE DEVELOPMENT

TEA LANDSCAPES ADAPTATION

Funded by **Rainforest Alliance**, the Tea Landscapes Adaptation Project aims 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 2018, we were pleased provide our local partner, the Centre for Environmental Policy and Advocacy with training in communications, as well as training smallholders in sustainable natural resource management. We were also honoured to have the opportunity to present this work at the **Global Landscapes Forum Nairobi 2018 Digital Summit**.

SUSTAINABLE DEVELOPMENT

MIOMBO LANDSCAPE RESTORATION

In 2018, Greenpop returned to Livingstone, Zambia to continue our work with with the Sons of Thunder farming cooperative. Over a week, we built Kenyan top-bar bee hives with 6 villages, and assisted in maintaining their food forests that were planted in 2016.

Photographer (previous page): Sydelle Willow Smith
Photographer (opposite): Georgina Avlonitis



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.



ENVIRONMENTAL ART

ART FOR AWARENESS

Arts and culture is a wonderful way to facilitate public engagement, bringing to fruition a community's identity, enhancing a sense of well-being and strengthening connection and interaction with nature. Art can also visually and materially translate the abstract issues of climate change and environmental concerns, and collaborative art projects open up dialogue, understanding, and networks between cultures, and across demographics.

Through Greenpop's 2018/19 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 artists 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 be be able to enjoy them for years to come.

Photographer (previous page): Juliette Bisset



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OUR EVENTS



GREENPOP EXPERIENCES

REFOREST FEST

In 2018, 1268 TREEvolutionaries planted 8300 trees over two weekends at Platbos Forest. During Reforest Fest 2018, which spanned over two weekends (Family & Friends Weekend) we achieved a great deal:

- 8300 trees were planted
- 19 musical performances filled the forest with epic tunes
- 8 theatrical performances had adults & kids in awe
- 12 workshops empowered future environmentalists
- 20 talks spread important messages far & wide
- 8 guided walks reconnected people with nature



GREENPOP EXPERIENCES

EDEN FESTIVAL OF ACTION

In 2018, 265 participants joined us for a three week environmental action summit in the Garden Route.

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

With the help of 265 participants and local volunteers we planted 4000 trees, painted 3 environmental art murals and cleared 5,500m² of alien vegetation at local sites.



GREENPOP EXPERIENCES

SCHOOL CAMPS

In 2018, 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.



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OUR SUPPORTERS



THE GREENPOP FOUNDATION

INDIVIDUAL DONORS

R 942 678 donated

Greenpop raised R942 687 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.



INDIVIDUAL DONORS

TOP FUNDRAISERS



1. R114 613

LINDA & EDMUND BOVIJN

Linda and Edmund Bovijn raised R114 613 for our forest restoration projects by walking the Camino di Santiago for their 2018 Trek for Trees campaign.



2. R20 280

A TREE OR THREE

Three friends - Roxanne, Suzette and Tasmin raised Trees for Fees in 2018, and raised a spectacular R20 280 to support of our forest restoration projects.



3. R18 118

PLANT NATION

David Jaffe, from Plant Nation raised Trees for Fees in 2018, and raised R18 118 in support of our forest restoration projects.

THE GREENPOP FOUNDATION

CORPORATE DONORS

R 2 577 638 donated

Greenpop raised R2 577 638 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.



CORPORATE DONORS

TOP CORPORATE PARTNERS



1. R455 980

BOS ICE TEA

Since signing up as a pledge partner in 2010, BOS Ice Tea has funded the planting of over 25 000 trees in our forest restoration projects across Sub-Saharan Africa.



2. R374 880

CARS.CO.ZA

In 2018, Cars.co.za funded 3124 trees to be planted in our forest restoration projects across Sub-Saharan Africa.



3. R360 000

INVESTEC ASSET MGMT. UK

Since 2017, Investec Asset Management UK has funded the planting of 6000 trees in our forest restoration projects across Sub-Saharan Africa.

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OUR FINANCIALS



R4.1 Million

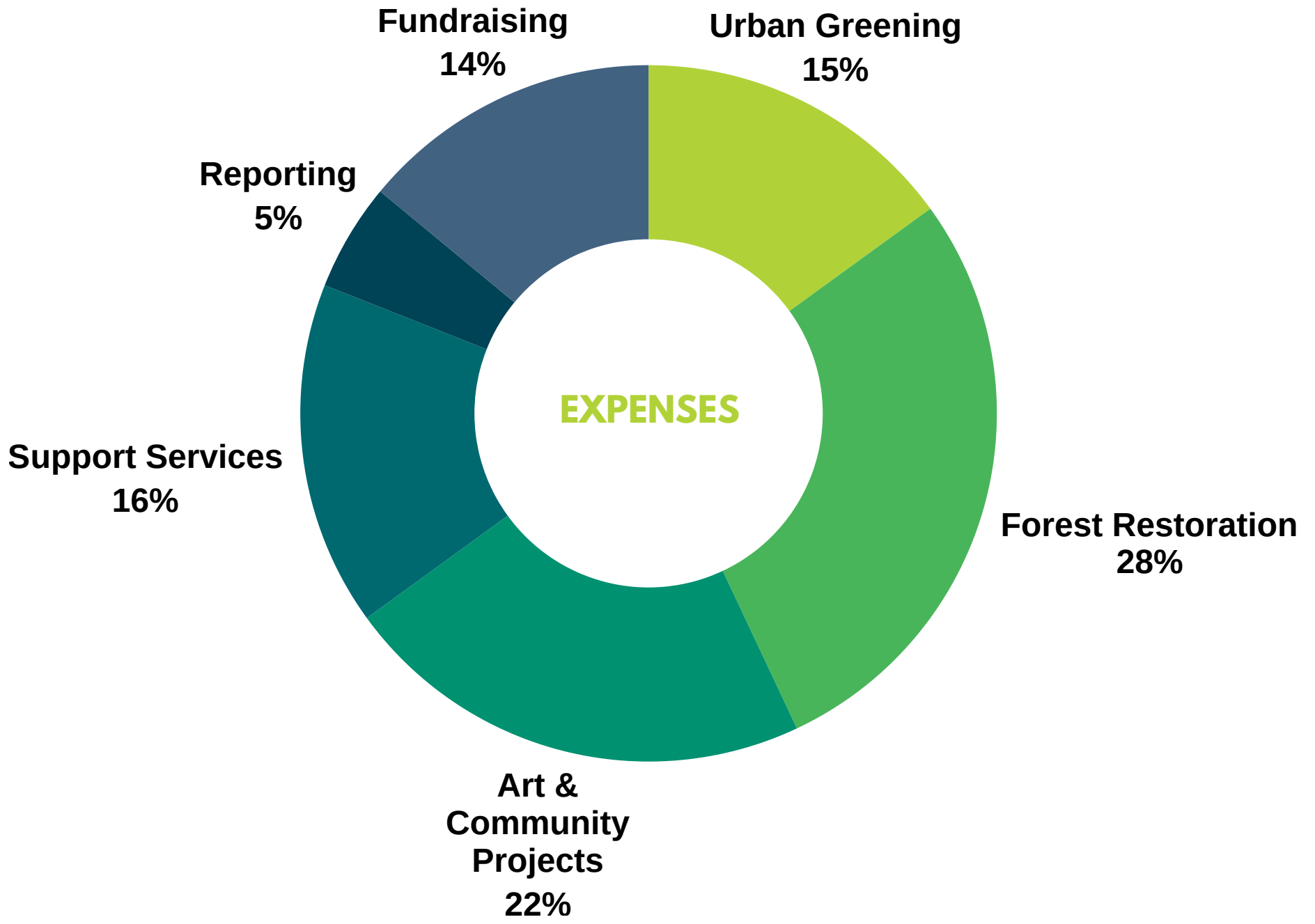
total raised
in 2018/19

R 942 678 individuals

R2 577 638 companies

R601 768 foundations

**Download our latest audited financial statements [here](#).*



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OUR TEAM



OUR TEAM

OUR BOARD

Eitan Stern
Jeremy Hewitt
Lauren Teasdale

OUR STAFF

Carla Wessels
Catherine Edwards
Deon Knoetze
Emma Jones-Phillipson*
Gabriela Fraser
Georgina Avlonitis*
Lauren Teasdale
Misha Teasdale
Nadine Botto
Nevau Levanon*
Ronald Stevens*
Siphokazi Moloinyane*
Tapera Mlambo
Yazeed Peters*
Zoe Gauld-Angelucci

OUR CONTRACTORS

Benjamin Mibenge
Matthew Koehorst

OUR INTERNS

Abdul Rahman Mahayni
Amy Falconer
Anacy Rose Tainton
Andrea Oliva
Cassandre Bailleul
Christina Glass
Eefje Notten
Enrico Putignano
Federica Ferrara
Hanna Vinckers
Harold Monange
Hendrik Kronfeld
Ina Koekemoer
India Horner
Juliette Latour
Landon Lemmens
Lea Felicitas Müller

Lucrezia Lancia
Marco Morreale
Maren Elena Schück
Paolo Laddomada
Pierre Heywood
Rachel Casaccia
Roy van den Berg
Ruan Kruger
Théo Kaiser
Thoko Sitshi
Tia Unterslak
Ulrich Snyman
Valeria Vigliotti

*Outgoing in 2018/19

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www.greenpop.org
info@greenpop.org

Facebook - @Greenpop
Twitter - @Greenpop
Instagram - @GreenpopSA

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Our full 2018/19 audited financial statements are available [here](#).

