



Together,  
We're Tackling

10

of Today's  
Greatest  
Challenges

Velena Ponsian, Tuungane Project Forestry Program © Roshni Lodhia



REIMAGINE • RECAPTURE • REGENERATE

Impact  
Report

2025 - 2026

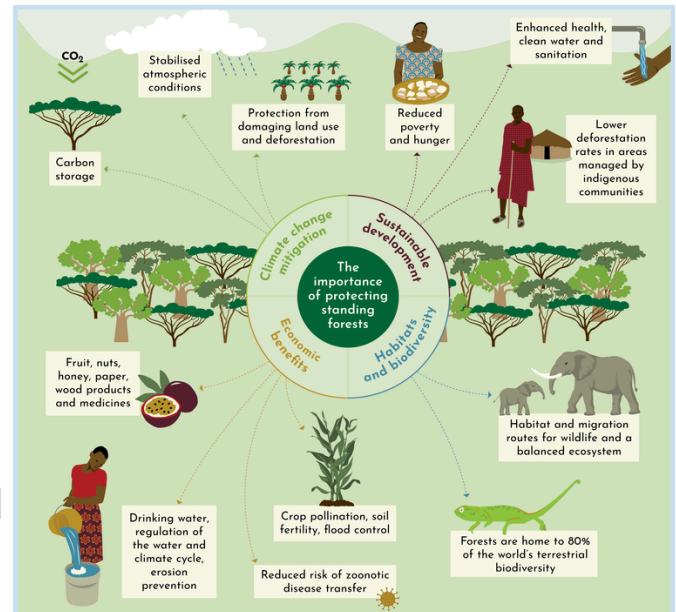
# Theory of Change

## ReWrite Our Story

Relieve Poverty · Restore Nature  
Remove Carbon · Reduce Emissions

**Purpose on the Planet** supports improved livelihoods for vulnerable communities in **Madagascar** and **Tanzania** through large-scale tree planting and long-term forest conservation programs, in order to avert the worst effects of extreme poverty today and climate change tomorrow.

Since 2012, the community-based projects we support have served as a holistic platform for transforming a spiral of poverty-based decline into a virtuous cycle of positive development instead.



**Africa** has one-fifth of the planet's remaining forests but is losing them faster than anywhere else. Better protection and restoration of these forest landscapes could reduce or remove 1 billion tonnes of CO2 annually while helping hundreds of thousands of Africans earn a better living.

THE NATURE CONSERVANCY



Together, every day,  
we're helping to address  
10 of the most significant  
global issues of our time:

- Extreme Poverty
- Food Insecurity
- Ecosystem Restoration
- Carbon Removal
- Clean Water
- Climate Adaptation
- Biodiversity Loss
- Marine Health
- Climate Justice
- Sustainable Living

Click above to jump to any  
of these vital impact areas.



# 2025 in Figures



ReWrite Our Story now supports improved livelihoods for over

**50**

community members at project sites in Madagascar and Tanzania.

Community team members are planting a monthly average of

**7,000**

trees in coastal Madagascar and around Lake Tanganyika in Tanzania.

This year the total number of trees planted across both locations was

**77,000**

225,000 trees have already been planted at project sites prior to 2025.

This annual volume of planting is projected to remove more than

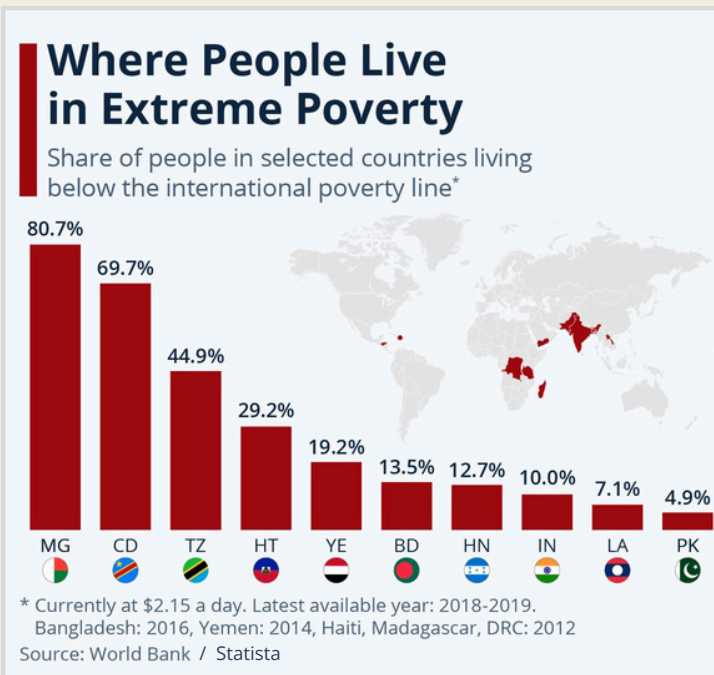
**1,800**

metric tons of CO<sub>2</sub> during a typical maturation period.

## 1

# Extreme Poverty

The **ReWrite Our Story** program is founded on a proven **Recruit & Restore** strategy, which has focused on large-scale tree planting and long-term forest conservation projects as the means of reviving vulnerable communities and providing work and income benefits for local villagers and indigenous people.



Both **Madagascar** and **Tanzania** fall within the world's top 3 countries where extreme poverty has the most devastating impact. Around 50% of people in Tanzania live off less than \$2.15 a day, while in Madagascar the figure may be as high as 80%.

On top of helping villagers meet urgent food and healthcare needs, the household income boost from our projects provides ancillary benefits for local families, such as:

- improved access to schools
- resources to pay off debts
- ability to start micro-enterprises.

# 2

## Food Insecurity



Our mangrove restoration project helps create work and increased household income in the communities around **Antsanitia** in northwestern Madagascar. A reliable living wage directly impacts a family's ability to meet essential food needs.

In addition, Antsanitia is a fishing village that in the past has relied on the presence of healthy mangrove and ocean systems for food and income. Crabs comprise the main catch for fishermen in this region, and crabs' habitat is dependent on mangrove forests. However, deforestation and the degradation of land have led to a steady decline in crab numbers in recent years.

**The good news is that our work to restore the mangroves is helping reverse this trend as well!**



On the shores of **Lake Tanganyika**, In addition to the direct income benefits, we're also supporting food security for families through the adoption of agroforestry — the planting of fruit-bearing trees on farms.

Moshi Madigidi lives in a community close to the shore, where there is a shortage of arable land. In cases like this, we supplement the core tree planting strategy with additional planting of fruit trees close to homes.

As a result, eating fruit is no longer a luxury for the community, since it's now readily available nearby. There's even opportunity to sell any surplus and use this additional income for other pressing family necessities!



Moshi Madigidi, Tuungane Project Forestry Program © John Daved

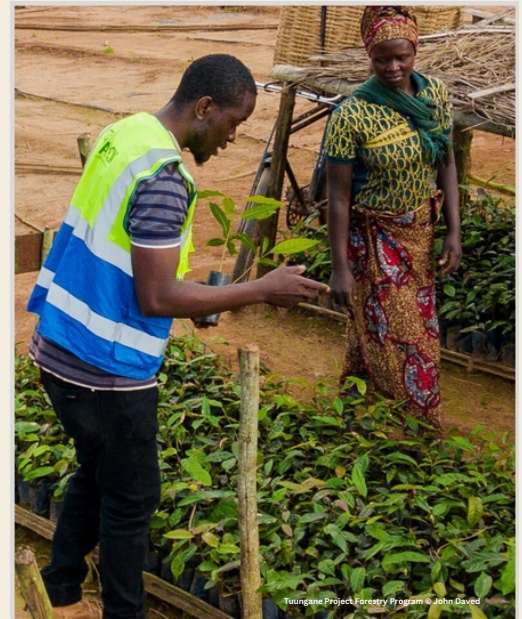
# 3

## Ecosystem Restoration

As part of the **Accelerated Restoration Collaborative**, our work is informed by decades of tested and proven project experience. To restore deforested mangrove regions with the greatest speed and efficiency, the teams gather propagules from the nearby forests and plant them in the specific tidal-zone locales that best match their unique types. **Here's how the process works!**

In contrast, the forestry initiative we support at **The Tuungane Project**, founded by The Nature Conservancy, creates income opportunities for villagers in **Tanzania** through seasonal work to plant ficus seedlings, longer-term work on monitoring tree health, and business training and supplies for establishing their own tree nurseries.

In fact, by fostering the creation of community-owned nurseries rather than simply employing local people in a project-owned nursery, sustainability becomes an inherent aspect of the project design and participants in the forestry program are naturally empowered to become small business owners.



## 4

# Carbon Removal

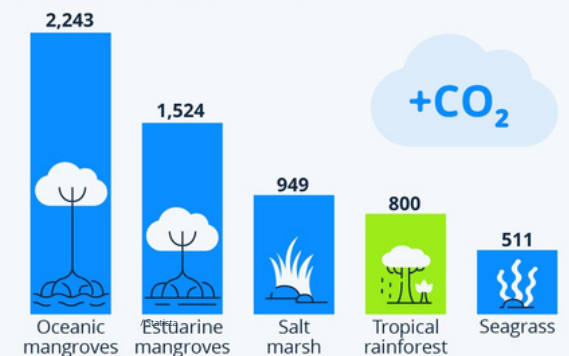
**Mangroves store more carbon per unit area than any other ecosystem on Earth.** They're vital entities that capture and stockpile quantities of "blue" carbon in both the bodies of the plant and the sediment beneath them.

By focusing on the restoration of mangrove forests, we're mobilizing one of the world's most effective natural means of combating global warming.

Compare mangrove forests to terrestrial ones: Studies show that mangroves sequester 2-5 times the CO<sub>2</sub> equivalent of a mature tropical rain-forest. Plus, when terrestrial trees die, carbon stored in trunks and branches will be released, however, as mangroves store most of the carbon in their soil and sediment the carbon may stay put for millennia.

## Blue Carbon Sinks Store More CO<sub>2</sub> Than Rainforests

Estimated CO<sub>2</sub> storage in the following ecosystems (in tonnes of CO<sub>2</sub> per hectare)



Source: IUCN

## Trees Planted Now Can Provide Future Income for Our Communities!



The Tuungane Project that we support in **Tanzania** is a collaborative of nonprofits, led by The Nature Conservancy (TNC), which takes a holistic approach to creating a sustainable future for the region. Since 2012, the Project has not only expanded protected areas to cover more than 50% of Mahale's total forest area but even created the foundation for carbon enterprises that pay villages for protecting their forests. Today, TNC is supporting work to replicate a carbon enterprise model in Mahale that has been generating financial benefits for 8 villages in the Ntakata Mountains.

This is particularly exciting for the forestry program we support! If all the verification phases can be successfully completed, this process would enable the local people and the Tree Planting Associations of The Tuungane Project to earn a sustainable income through carbon credits earned from protecting their trees. **The very same trees you are helping us to plant today!**

## 5

## Clean Water

By planting the right trees in the right places in **Tanzania**, we reduce the loss of topsoil that is essential for farm productivity, thus easing pressure for clearing more forest for farming. Securing soil on slopes also keeps it out of the Malagarasi river that people rely on for household water needs.

Siwema Ramadhani fetches water from Lake Tanganyika every day. In the rainy season, she walks through knee-deep water to get to the lake.



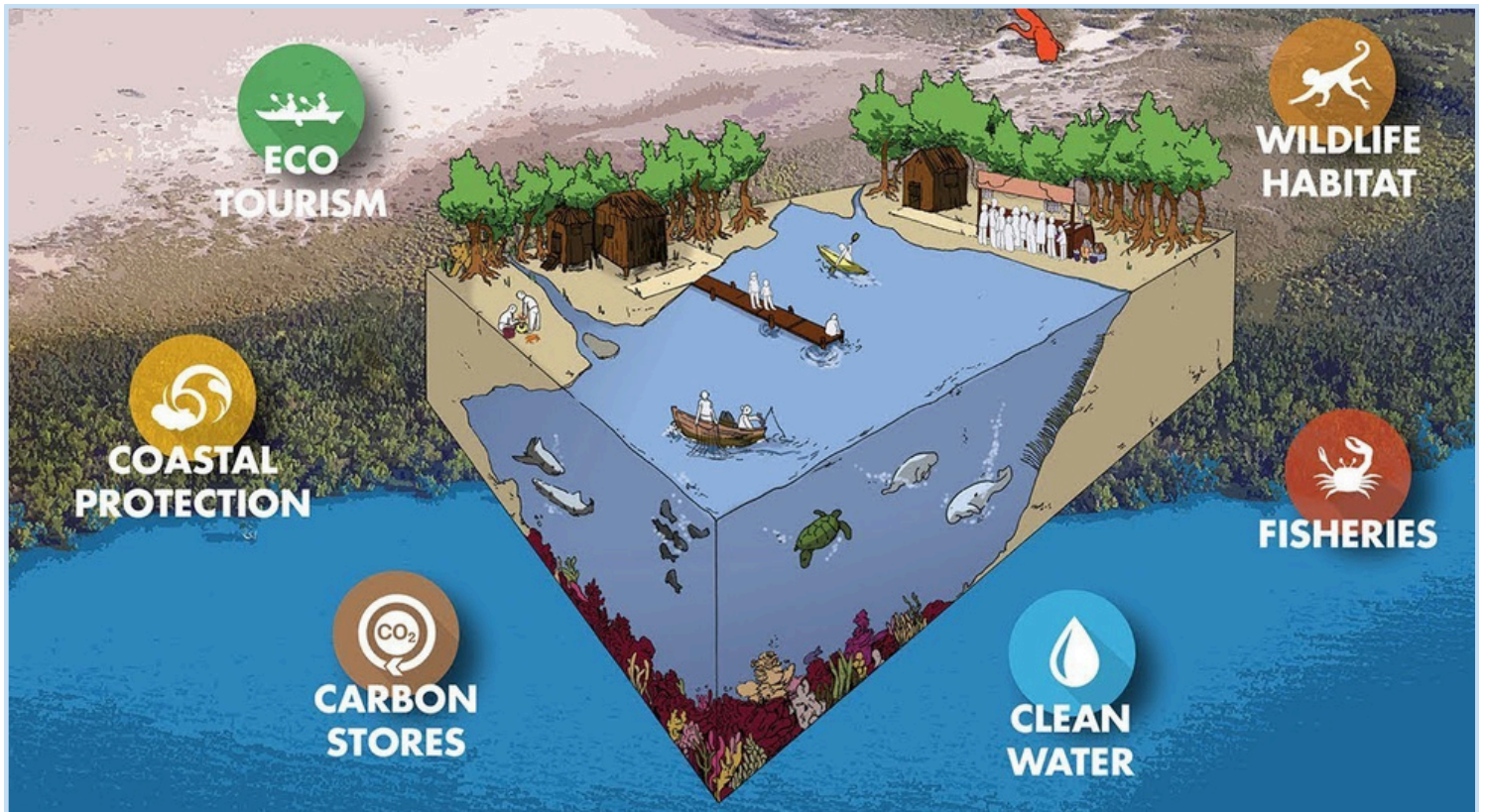
Rukoma village, Tuungane Project Forestry Program © Rosini Ladhia

Similarly, the drilling of fresh-water wells in **Madagascar** is crucial for planting projects because they provide a reliable source of clean water, which is essential for irrigation and watering purposes.

These same wells that support forestry and agriculture can also help to provide easier access to clean water for the local community, reducing the risk of waterborne diseases and improving overall health.

## 6

## Climate Adaptation



With climate change driving more rapid degradation of land and more intense weather events, strategic planting and restoration of landscapes is an essential tool in building climate resilience for people and biodiversity.

Restoring vital coastal ecosystems in Africa will directly serve to protect these most vulnerable locations from the worst impacts of extreme weather events, such as rising seas, hurricanes and flooding.

Plus, both around the fishing village of Antsanitia in **Madagascar** and the shores of Lake Tanganyika in **Tanzania**, our planting and conservation efforts are supporting the gradual restoration of once-productive fisheries that are so vital for these coastal communities.



## 7

# Biodiversity Loss

The Tuungane Project was launched by The Nature Conservancy in 2012 to conserve Lake Tanganyika, its ecosystems and affected communities.

Forests are home to more than 80% of all terrestrial species of animals, plants, and insects. Plus, the forests that we support in **Madagascar** and **Tanzania** are critical biodiversity hotspots that are home to an exceptionally diverse range of endemic and threatened plant and animal species.

Specifically, deforestation in Madagascar is threatening several species of the brown lemur with extinction, and the Mahale Ecosystem is home to 90% of Tanzania's 2800 endangered chimpanzees. Also, Lake Tanganyika, the world's oldest and deepest tropical lake, is a top, global freshwater conservation priority, as it teems with fish found nowhere else on earth!



Biodiversity is declining faster than any other time in human history. The number of wildlife populations around the **world has shrunk by nearly 70% in the last 50 years alone!**

## 8

## Marine Health

In tropical regions such as **Madagascar**, mangroves anchor coastlines, and they also form a vital link between land and sea. Plus, their adaptation to highly saline waters and soils has produced astounding biological traits. For example, they can actually excrete salt or obtain oxygen through “breathing” pores!

And that's not all: Mangroves shed leaves and branches that disperse and transfer essential nutrients into the marine environment, supporting intricate marine and terrestrial food webs.



The world's longest lake, **Tanganyika** is an “inland ocean” holding nearly 20% of the world's fresh water. It's older and deeper than any other lake in Africa and it's home to more than 300 fish species, including more than 250 species of endemic cichlids.

Agricultural and sediment runoff can threaten the sensitive fish breeding areas, and that's where our forestry program is so directly relevant. Planting the right trees in the right places reduces loss of topsoil that is essential for farm productivity and eases pressure for clearing more forest for farming. Keeping soil on slopes also keeps it out of rivers that support fish breeding habitat in the lake.

## 9

## Climate Justice



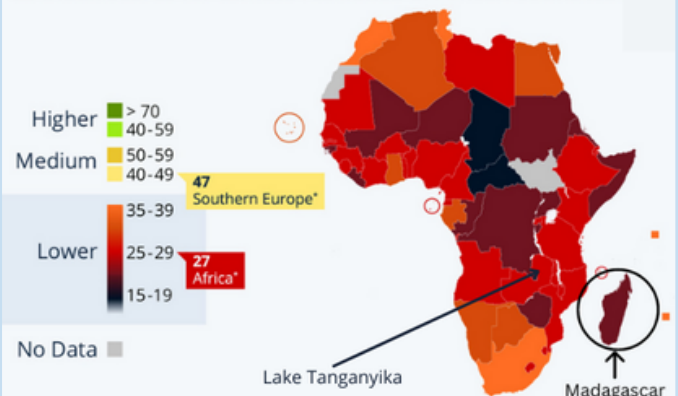
Since 1990, the **poorest 50% of the world's population** have been responsible for **just 7% of total global emissions**. In fact, the entire continent of Africa has accounted for less than 3% of it. However, as the map below indicates, **Africa is now also most likely to endure the worst impacts of climate change**.

A recent World Bank study estimates that **climate change may push an additional 70 million people into extreme poverty by 2030**.

Whatever practical action we can take now in our daily lives to mitigate climate breakdown will also help to reduce the worst impacts of poverty for the most vulnerable populations around the globe....Yes, **most of them in the countries that did the least to contribute to global warming!**

### Africa Is on the Frontline of Climate Change

Index scores for climate resilience of African countries



Sources: Henley & Partners/Statista

No climate action program could be complete without a focus on how we can work to reduce emissions going forward! Why? Well, were you aware that **a series of practical household measures can provide 25% of total emissions reductions needed to remain below 1.5°C!**

That's why the **ReWrite Our Story** program provides all participants with a complimentary monthly series, Sustainable Solutions, with practical insights on the power of adopting a more sustainable lifestyle.



purpose planet **SUSTAINABLE SOLUTIONS**  
InterConnected: Making a Difference Globally & Locally  
Issue 2 - Hunger & Food Waste

Guess which of the 2030 Global Goals you're impacting today?

Along with other committed "doers" on our planet, you're now positively affecting 12 of the UN's Sustainable Development Goals. The second in this goal series champions the concept of **Zero Hunger**. Here's the purpose of SDG# 2 -

*End hunger and ensure access to good food and better nutrition, while promoting sustainable agriculture.*

With insights drawn from a **Carbon Literacy Certification**, you'll discover how you can further influence the path to a sustainable future just through your own daily choices and habits. Topics range from the circular economy and renewable energy sources to food waste and home energy consumption. In all, the materials offer a holistic view of the latest sustainability trends and initiatives, viewed through a "practice-able" lens.



# Our Three Pillars



## OUR MISSION

*We are committed to developing effective and economical solutions for the intertwined environmental and socioeconomic issues of our time.*

From our inception, we have remained loyal to **3 fundamental principles:**

**1** A **100% founder-funded** model to ensure maximum impact from every single donation.

Our founders cover 100% of our general operating expenses, so our donors can trust that 100% of every donation goes directly to project-location outcomes.

**2** Clearly-defined, specific, and **transparent deliverables** attributed to every donation.

We have established measurable impact objectives for all programs, which are carefully maintained and reconfirmed for every donor dollar received.

**3** **Educational philanthropy:** we help donors to create a better world by being best informed!

Donors receive monthly insights on how they impact the 2030 Global Goals, and how we can support a prosperous world, just by living a more sustainable lifestyle!



Tuungane Project Forestry Program © John Daved



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