

**PLANT TREES!**

**GROW HOPE!**



**WILL YOU**

**BE PART OF THE SOLUTION ?**



**FOR MADAGASCAR AND FOR THE PLANET**

[www.moneyformadagascar.org](http://www.moneyformadagascar.org)

# Money for Madagascar's 2020 Appeal:

**Trees are vital for life on earth. They capture carbon, slowing climate change, and emit oxygen, allowing us to breathe. They provide a crucial habitat for many animal species as well as a vital source of livelihood for many people.** As our planet faces the unprecedented crises of climate change and biodiversity loss, planting trees and restoring forests has never been so urgent or important. This is particularly true in Madagascar, where 80% of plants and animals are found nowhere else on earth and where most of the human population live in poverty, relying directly on their natural environment for survival.

Money for Madagascar is working with vulnerable communities in Madagascar to alleviate poverty, combat climate change, preserve bio-diversity, strengthen livelihoods and prevent flooding through a range of tree planting projects. In Madagascar, our partners plant trees to create, restore and protect forests and to help people escape the injustice of poverty. Each tree planting activity has a different but equally important role. Here are some of the ways MfM and our partners plant trees:

- ◆ Planting trees for fruit, firewood and timber to protect existing forests from further encroachment by the local population.
- ◆ Replanting rainforest corridors to reconnect isolated pockets of forest and protect endangered species from extinction.
- ◆ Planting trees to capture carbon and prevent flooding and soil erosion.
- ◆ Planting fruit trees in school yards to provide essential shade and nutrition.
- ◆ Planting trees in a student's back yard as a 'Fruit-Tree Scholarship' –which provides a source of income to pay for the child's education.

## How you can help:

### Restore Rainforests!

Planting trees is one of the most tangible ways to combat climate change. With your support MfM can scale up important tropical reforestation work. By planting trees in Madagascar you are not only helping to mitigate climate change but also to save unique lemur species, such as the Indri, from extinction.

**It costs just £5 to plant, maintain and protect one rainforest tree.**

**£100 could plant, maintain protect 20 rainforest trees.**

### Invest in Fruit Tree Scholarships!

MfM believes in supporting Malagasy people to develop solutions to their own problems. Today's children will be tomorrow's decision makers. Investing in education is key to ensuring that the next generation are able to raise themselves out of poverty and live in harmony with the natural environment.

**£50 could provide one family with a Fruit Tree Scholarship. Ten fruit trees can generate enough annual income to cover the school fees & food costs to keep a child in school for the whole of their school career.**

### Twin Trees!

**If you want to double your impact, why not plant trees in the UK and twin them with trees in Madagascar?**

**It costs just £5 to plant maintain and protect one tree in Madagascar.** Just let us know how many trees you want to twin and where you have planted your trees in the UK and we will send you an official 'Tree Twins' certificate to mark your investment in climate change mitigation and biodiversity conservation.

