

NATURE FRIENDS CLIMATE FUND



IMPACT REPORT

2024



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Naturefriends Climate Fund

Vision & Mission

The Naturefriends Climate Fund promotes climate justice by supporting partnership-based projects in the Global South, helping communities adapt to climate change and contribute to climate protection.

More specifically, the beneficiaries of our Climate Fund projects are Naturefriends organisations in Africa.

At the same time, the Climate Fund offers Naturefriends in the Global North a way to act in solidarity - 100% of donations go directly to the project regions, without any administrative deductions.



African countries in which Climate Fund projects have been implemented.

About Naturefriends International

The Naturefriends movement was founded in 1895 and ranks amongst the largest non-governmental organisations around the globe. Our 350,000 members are active in local groups/sections and are represented by regional, federal and national associations. Naturefriends International (NFI) is the umbrella organisation of approximately 45 national member organisations and is itself member of the Green 10, a platform of the ten largest European environmental NGOs.

Core values



Environmentally and socially just tourism and leisure-time activities



Protection of our natural and cultural heritages



Internationality and solidarity

2024 Highlights



AT A GLANCE

The core of this report consists of the Climate Fund's two key projects in Senegal and Mali, focusing on tree planting and educational initiatives that have contributed to climate resilience and community development.

CHALLENGES

The climate crises poses significant challenges to communities in the Global South, particularly in regions already facing extreme weather conditions, soil degradation, and food insecurity.

SOLUTIONS

To address these challenges, tree-planting initiatives supported by the Naturefriends Climate Fund have been implemented by African Naturefriends organisations to promote environmental sustainability, economic empowerment, and community resilience.

2024 in numbers



20,324 euros in donations



4750 planted trees



Educational activities in 7 villages



8 European Naturefriends organisations as new partners of the "1 Euro for Climate Justice" campaign

SENEGAL: Tree Sponsorships

Since 2018, nearly 13,000 fruit trees have been planted across various project regions in Senegal and the Gambia, with a current annual goal of planting at least 3,500 new fruit trees per year.

These initiatives have been complemented by awareness-raising activities and continuous community support, ensuring the trees are well cared for and able to thrive.

Several years after the initial planting, women in participating villages began harvesting their first fruits, marking a significant milestone in the program.

To sustain and expand this success, tree sponsorships have been initiated in 2023. These will enable the planting of at least 3,500 trees per year and the integration of more families and villages into the project.

Tree sponsorships provide critical support for local women and families by enhancing their capacity in tree care, harvesting, processing, and marketing of fruit. Educational activities for children and youth are also an integral part of the initiative, fostering a deeper understanding of climate and nature protection.

Despite the region's difficult ecological conditions, including prolonged droughts, extreme heat, and occasional heavy rainfall, ongoing training and support help communities maintain their tree plantations.

Through these efforts, women play a central role in environmental stewardship while contributing to family income and local food security.



MORE INFORMATION HERE: [HTTPS://CLIMATEFUND.NF-INT.ORG/EN/TREESPONSORSHIP/](https://climatefund.nf-int.org/en/treesponsorship/)

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Fruit Tree Planting action in Northern Senegal

In northern Senegal, like most areas of the Sahel region, life is deeply connected to the land - its fertile soil, seasonal rains, and protective green canopy. However, climate change has begun to unravel this delicate balance. For the villagers of Dimat, Dado, Doué, and Loboudou, the reality is stark: floods, droughts, and extreme heatwaves are threatening their way of life.

Against this backdrop, a hopeful initiative took root - a community-led tree planting action aimed at revitalizing both the land and the people who depend on it. The goal was simple yet profound and should have a lasting impact: to plant 3,500 fruit trees - mango, lemon, and sapodilla - in family compounds across the four villages. These trees would provide not only nourishment but also shade, soil stability, and a renewed sense of resilience in the face of climate change. In addition, the cooperation with schools should secure the implementation of environmental education.

A delayed beginning: Nature's unpredictable course

Originally scheduled for October, the project faced unexpected challenges. Unusually heavy rains caused severe flooding, turning Dado and Doué into isolated islands, cutting off Loboudou's only road, and making travel nearly impossible. Only Dimat, located along the national road, remained accessible.

For weeks, the project team watched and waited as the floodwaters slowly receded. By early December, conditions had finally stabilised, and it was time to act. With the support of village chiefs and local leaders, the initiative moved forward.

Children's Workshops: Learning under the trees

Education was the first step. Between 10. and 20. December, school children from all four villages gathered under the shade of trees and along riverbanks to learn about climate change and its impact on their environment.

These workshops were far from conventional classroom lessons. In small groups, led by young chairpersons and rapporteurs, children aged 11 to 13 explored the causes and effects of climate change. Their insights were striking in their simplicity and sincerity:

"The trees are fewer than before."

"The rain doesn't come on time."

Encouraged by the project leaders, the children took these conversations home, asking their parents and elders about how the land had changed and how it might be restored.





The second part of the workshop was hands-on

Trained technicians guided the students through tree care techniques - mixing soil, replanting seedlings, and protecting young trees from grazing animals. By the end of the day, each child made a promise: to become a **“protector of the trees”** in their village. And, as every meaningful gathering should, the workshops began with a shared breakfast and ended with a communal lunch - a celebration of learning and togetherness.

Village talks and planting day

The initiative extended beyond the children. Before planting began, village-wide discussions took place, ensuring that all community members were prepared. Technicians shared practical guidance on tree care: how to dig proper planting basins, water efficiently, and prune branches for healthy growth. They also emphasized natural protection methods, such as using organic pesticides and keeping livestock away from young trees.

When planting day arrived, the villages were alive with energy. Families worked together, carefully placing each sapling into the soil. These weren't just trees - they were the seeds of future orchards, promising food, income, and a greener tomorrow.

By the end of the activity, 3,500 trees had been successfully planted:

- **1,250 mango trees**
- **1,250 lemon trees**
- **1,000 sapodilla trees**

Each village embraced the project in its way, but they all shared a common commitment: to protect and nurture these trees for generations to come.

A growing legacy

Despite initial setbacks, the tree planting initiative achieved all its objectives. By actively involving both children and the wider community, the project has laid the groundwork for sustainable natural resource management and long-term ecosystem protection.

“The children are the protectors of the new trees. They carry their knowledge home spreading awareness like seeds carried on by the wind. In the Sahel, where every tree matters, these 3,500 saplings are more than just plants. They are a testament to what is possible when communities unite - bringing their hands, hearts, and hopes together for a greener future.”

Mamadou Mbodji, projectleader of the tree-sponsorships



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Here you can also watch a video of the planting action:

[HTTPS://YOUTU.BE/SFZGR5BANLY?SI=EJCP_FC0LP9IEC1P](https://youtu.be/SFZGR5BANLY?si=EJCP_FC0LP9IEC1P)

MALI: Farako Tree Nursery Project

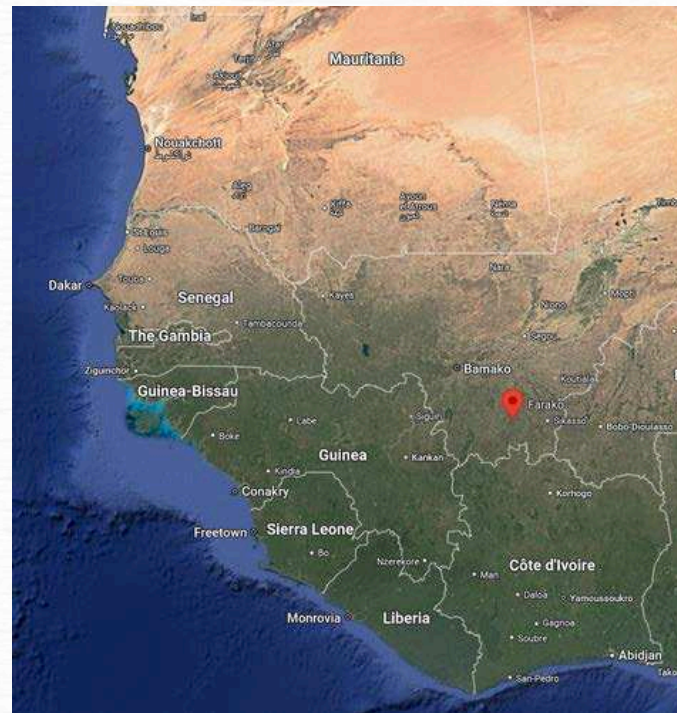
Similarly, the Tree Nursery Project in Farako, Mali, launched in 2022, aims to address the escalating impacts of climate change by engaging local schools in tree planting and environmental education.

Situated in a drought-prone area, this project focuses on planting fruit trees to improve environmental conditions and food availability.

The initiative follows a three-phase approach: **establishing a nursery, cultivating plants, and planting fruit trees in schools (the current phase).**

A total of 2,250 fruit trees have been planted in several villages since the project began.

By involving students, teachers, and parents, the project fosters climate awareness and encourages sustainable practices.



“We would like to continue this project as it is very effective: The students, the future environmentalists, gain valuable advice on how to reduce the carbon footprint. The trees produce oxygen and fruit for the population, beautify the schools and provide much-needed shade. The benefits of a tree for our lives are enormous!”

Moussa Traoré, project leader and president of Nature-friends Mali

Project activities

Planting of Fruit Trees & Climate Awareness Efforts

On 29 April, a large-scale tree-planting campaign was launched in collaboration with three local schools. Four dedicated members of Naturefriends Mali (2ADIB-MALI/Amis de la Nature) travelled to Farako to support the initiative. Alongside the pupils, the event was attended by the mayor, school directors, teachers, parents, and siblings.

Beyond planting **435 trees**, the Naturefriends Mali team raised awareness about the climate crisis and the vital role of trees in sustaining life. These educational efforts laid the foundation for a deeper understanding of climate and environmental protection.

Expanding the Initiative: Second Tree-Planting Event (30 July)

- Farako: A small orchard of **155 trees** was planted near the Naturefriends Mali branch.
- Sanankoro: **60 trees** were planted in the schoolyard of this village, situated 15 km from Farako along the road to Burkina Faso.

Project Expansion & Long-Term Commitment

Following a positive evaluation of these activities, the Climate Fund Steering Committee approved a multi-year follow-up project for Naturefriends Mali .

Under this agreement, €3,000 will be allocated annually from July 2024 to December 2026 to expand tree-planting activities across Mali. Each year, at least 500 trees will be planted as part of extensive environmental education initiatives. If successful, the project will be further extended.



N’Gana Tree-Planting Day

Under the new contract, the first planting event took place on August 1. in N’Gana, a village 95 km from Sikasso.

A total of **500 seedlings** were planted in the schoolyard and across private gardens. Representatives from Naturefriends Mali, local officials, and community members participated in the event, which concluded with discussions on global warming in both the local language and French.



© NF Mali

A special planting day in Farako

On 3 December a dedicated planting day was organized in Farako, **100 seedlings** were planted. A media team documented the event, capturing photos and video footage to highlight the campaign's impact.



© NF Mali

Project Impact

From Farako to Sanankoro and N'Gana, **1,250 trees** have been planted in 2024 in the framework of **educational activities** with five schools. Newly formed Naturefriends clubs at these schools, supported by school leadership, ensure the ongoing care and monitoring of the trees. Despite challenges such as poor road conditions and difficult plant transportation, the project has thrived thanks to the commitment of everyone involved.

Sustaining and expanding this initiative is crucial for long-term impact on local people and the environment. Schools will remain a priority for tree-planting efforts, as they provide lasting benefits by linking the plantings with environmental education and involvement of the population. Trees are essential to human life, and their continued planting is a vital step in the fight against the consequences of climate change.

Here you can also watch a video of the planting action:

https://youtu.be/BMf_g28swl4



Fundraising Campaigns

“1 Euro for Climate Justice”

A campaign dedicated to Naturefriends Groups launched in March 2024

Climate change affects us all, but its impacts are felt most severely by those in the Global South - communities that contribute the least to global greenhouse gas emissions yet bear the greatest burden.

With the “1 Euro for Climate Justice” campaign, NFI invites all Naturefriends groups to take meaningful action in support of a just and sustainable future.

Our vision

We call on every Naturefriends group in the Global North to donate 1 euro per member per year to support Climate Fund projects led by African Naturefriends organizations. This initiative sends a strong message about the power of grassroots action in addressing the climate crisis and underscores our commitment to international solidarity.

Every euro donated goes directly to Climate Fund projects, selected and monitored by a steering group of representatives from NFI member organizations. NFI forwards 100% of the donations - without deducting administrative costs - to African Naturefriends organizations, ensuring that projects are implemented in close cooperation with local communities.

One year of impact

As we approach the first anniversary of this campaign, we are proud to announce that eight Naturefriends organizations from different countries have joined the initiative, committing to an annual contribution of 1 euro per member:

- **Amis de la Nature Colombes (France)**
- **Naturefriends Italy (entire organisation)**
- **Naturefriends München/local group Au-Wintersport (Germany)**
- **Amis de la Nature Chênée-Embourg (Belgium)**
- **Naturefriends Nienburg (Germany)**
- **Naturefriends Lyss (Switzerland)**
- **Friends of Nature UK (entire organisation)**
- **Mountaineering Section of the Belgian (Flemish) Naturefriends**

Thank you very much for your commitment and setting an example!

Join the Movement!

We are now calling on more Naturefriends groups to set an example by committing to this initiative. A simple contribution of 1 euro per member per year can make a tangible difference in climate justice efforts.

Additionally, we encourage all groups to help amplify this commitment by sharing the campaign through social media, organizing events, or launching creative initiatives. Together, we can raise awareness, inspire action, and move closer to a climate-friendly future.

“

WHEN TREES ARE PLANTED IN AFRICA, IT BENEFITS NOT ONLY AFRICA BUT ALSO EUROPE. LET'S PLANT TREES FOR OUR PLANET AND FOR A GOOD FUTURE FOR ALL!

MAMADOM MBODJI
PRESIDENT OF THE NATUREFRIENDS AFRICA-NETWORK AND VICE-PRESIDENT OF NFI

More information on Naturefriends Climate Fund projects:
www.climatefund.nf-int.org

FOR PROJECTS UPDATES FOLLOW THE:

- [nfint.org](https://www.facebook.com/nfint.org)
- [naturefriends_international](https://www.instagram.com/naturefriends_international)
- <https://www.nf-int.org/en/publications/nfi-newsletter>

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NATUREFRIENDS GROUPS FOR CLIMATE JUSTICE

NATUREFRIENDS CLIMATE FUND

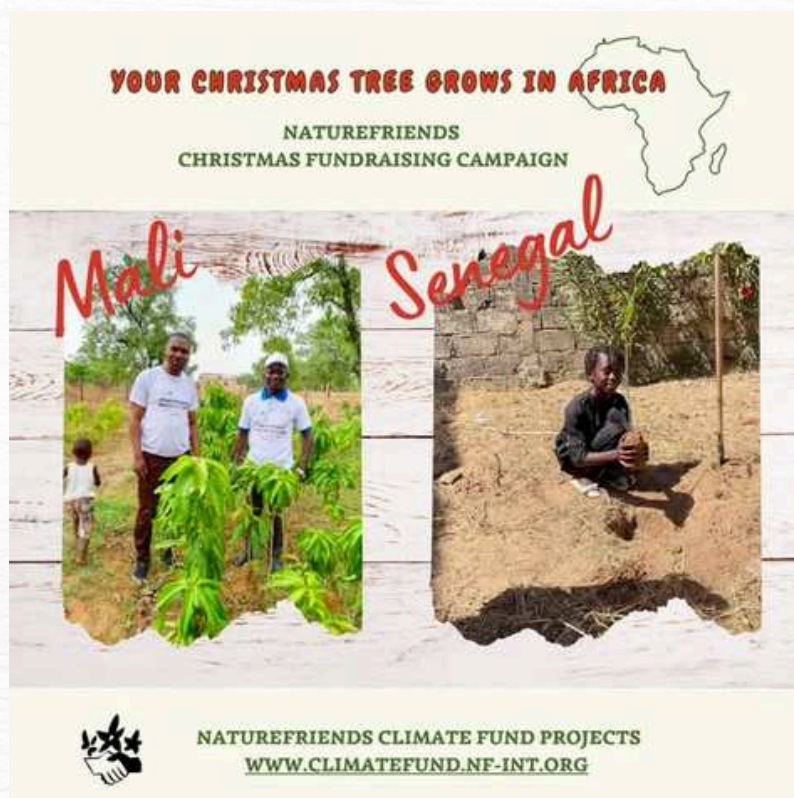
**YOU CAN DOWNLOAD THE CAMPAIGN BROCHURE HERE:
[HTTPS://WWW.NF-INT.ORG/EN/THEMEN/CLIMATE-JUSTICE/MATERIAL](https://www.nf-int.org/en/themen/climate-justice/material)**

[YOU CAN READ MORE DETAILS ABOUT THIS CAMPAIGN:HTTPS://CLIMATEFUND.NF-INT.ORG/EN/NEWS/1-EURO-FOR-CLIMATE-JUSTICE/](https://climatefund.nf-int.org/en/news/1-euro-for-climate-justice/)

Naturefriends Climate Fund Christmas Campaign

To further strengthen these essential initiatives, NFI has been running a Christmas Campaign for several years, encouraging individuals and Naturefriends groups to contribute to various Climate Fund projects as a meaningful gift.

The campaign highlights the environmental, social, and economic benefits of tree planting while emphasizing the importance of community involvement and education. By participating, donors help expand reforestation efforts, support more families, and promote climate education for future generations.



In 2024, the Christmas Campaign raised about 9,000 euros. A particularly special contribution came from the foundation of singer Jack Johnson, who generously donated nearly € 5,000 to offset the CO₂ emissions from his Vienna concert as part of his Meet the Moonlight Tour.

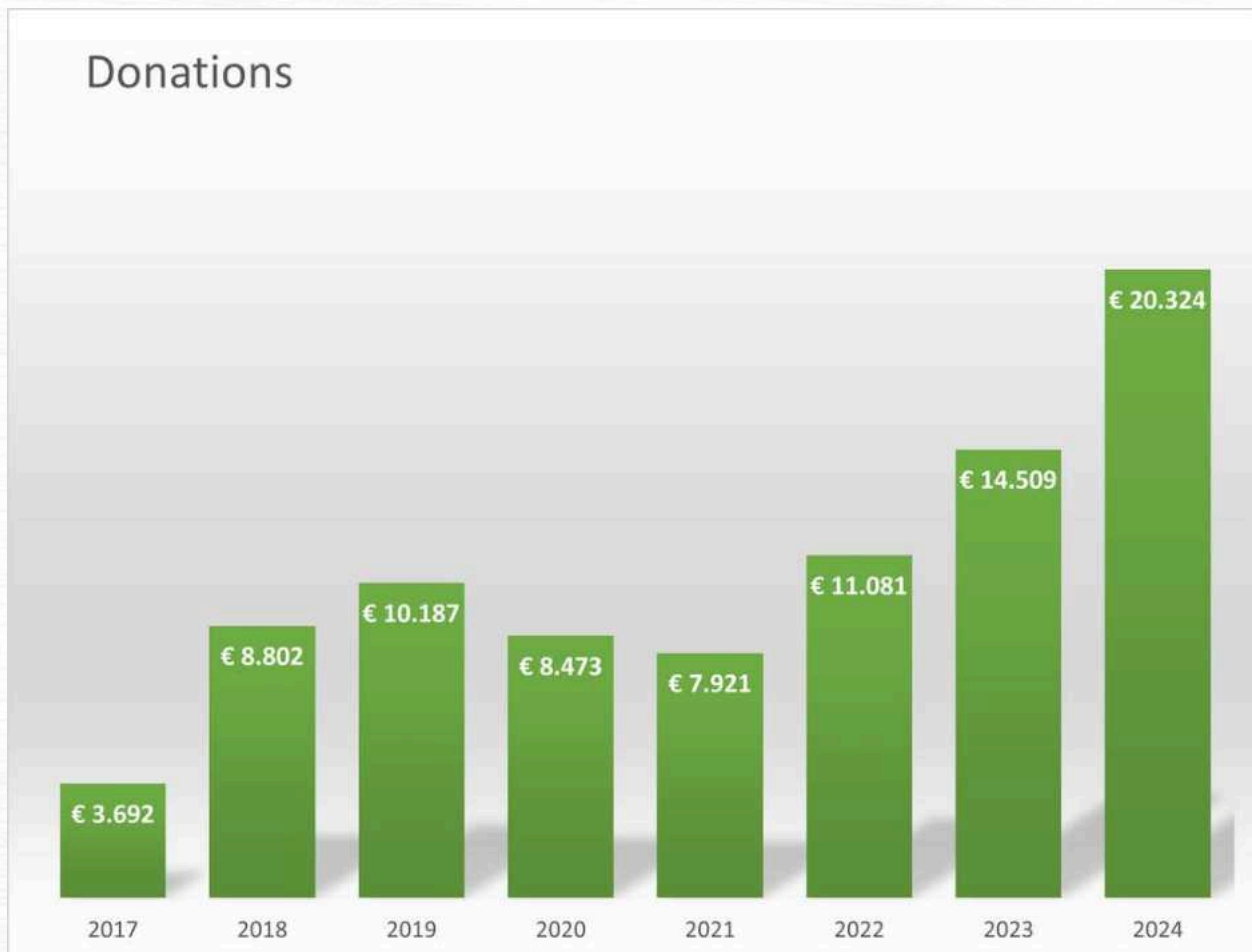
A heartfelt thank you to everyone who supported this initiative - your donations make a real difference!

We are also deeply grateful to our member organizations, whose efforts in sharing the campaign through their media channels and through various activities play a crucial role in its success.

Thank you for being part of our common mission!

Donations Overview

Overview on donations and expenditures starting with the launch of the Naturefriends Climate Fund in January 2017



Expenditures for Climate Fund projects			
2017/2018	€ 6.680	Trees for Future	Senegal, the Gambia
2018/2019	€ 6.800	Improved Stoves	Guinea
2019/2020	€ 7.090	Food Security	Mali
2020	€ 4.805	Save Zio River	Togo
2020/2021	€ 8.780	Fruit Trees for Senegalese Villages	Senegal
2021	€ 3.421	Tree Plantings in the Landscape of the Year	Senegal, the Gambia
2022	€ 9.018	A tree nursery for Farako	Mali
2023	€ 5.000	Solar lights for Kpotomey	Benin
2023	€ 9.545	Tree Sponsorships	Senegal, the Gambia
2024	€ 5.667	Farako tree nursery - follow up	Mali
2024	€ 9.500	Tree Sponsorships	Senegal

Support the Naturefriends Climate Fund!

Help us reach our 2025 fundraising target!

In 2025, we aim to raise at least € 25,000, and we can't do it without you.

Every contribution - big or small - makes a lasting impact and will be transferred 100% to African Naturefriends organisations implementing vital Climate Fund projects.

Why support the Naturefriends Climate Fund?

The Climate Fund supports grassroots projects focused on climate justice, environmental protection, and sustainable development.

We have compiled here a list of ten reasons: <https://climatefund.nf-int.org/en/10-reasons-for-your-donation/>

Detailed information on how we proceed and what criteria we take into account when selecting projects: <https://climatefund.nf-int.org/en/principles-criteria-and-processing-de/>

Join us in taking action for the planet and help us reach our 2025 fundraising goal.

Donate now and be part of our vision! <https://climatefund.nf-int.org/en/donate/>

Donate and share our vision!



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In our monthly newsletter you will find the latest updates on our Climate Fund projects.

Not registered yet? You can sign up [here](#).

Thank You!

