



# 1TREELLION GLOBAL FUND

## SPEND LESS ON SWAG & CREATE A STRONGER ENGAGEMENT

The average cost of onboarding a new employee is roughly \$4000 per new recruit. Training new employees and making sure they stay, costs as well. Losing an employee that has all company knowledge, finding a replacement, hiring, and training costs even more.

### Our Solution

1treellion wishes to support your HR team's goals to increase employee loyalty and reduce turnover by strengthening your company's commitment to purpose and having a positive social and environmental impact.

### Working Hand in Hand with HR to

- Attract young talent.
- Reduce employee turnover rates and expenses.
- Lower your onboarding process emissions.



Make your hiring process green and your employees more committed to your company by supporting 1treellion! Become a forest-friendly company where your current and future employees feel appreciated and connected to a greater purpose.

\* This is a tax-deductible expense for the new and green onboarding process.

SEE HOW IT WORKS...

## The Expected Outcome

- ✔ Cause & Impact - Your high-tech company is now forest-friendly, providing low-tech solutions to climate change.
- ✔ Young Talent Acquisition - 60%+ of Millennials state that a "sense of purpose" is a key reason why they work for their current employers.
- ✔ Employee Engagement – 93% of employees surveyed want to work for a company that cares about them as an individual; 51% won't work for a company that doesn't have firm social and environmental commitments and 74% say their job is more fulfilling when they are provided opportunities to make a positive impact at work.
- ✔ Talent Retention - 88% say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues.



## Showing Appreciation While Creating a Greener Planet

Gifting SWAG to your employees is a common way to celebrate their work anniversaries. Companies often give celebrated employees branded attire, merchandise (a t-shirt or mug), food, and/or drinks when they've reached their first or fifth years of being part of the team. While these gifts are fun and enjoyable, employees may find more value in having their companies offer sustainable and greener token/contributions to a non-profit or cause that resonates with their personal values.

Not only will they gain a sense that their company understands and values their passion, but planting a tree on their behalf will have a sense of positive and lasting impact. Addressing the issues your candidates and employees care about, such as climate change and the UN Sustainable Development Goals (SDGs), shows them your company is committed to sustainability.

# HERE'S HOW IT WORKS...

## What We Offer

We provide your company with a platform to lower your onboarding process emission and make it forest-friendly. To do this, we offer a retainer fee of \$1,000 per year, covering your first 10 recruits, and we can even talk about the extras. If your company is only focused on new recruits, the \$1,000 retainer will serve this purpose. If you wish to celebrate your employee's work anniversaries, the retainer fee can be adjusted accordingly.



## How Does It Work

- For each new employee, 1treellion will plant a tree on their behalf near one of our partner communities around the world. They will receive a certificate with the information on this planting.
- Afterward, they will continue to receive updates about this community.
- When an employee reaches their 1st year anniversary at the company, 1treellion will plant 25 trees on their behalf to celebrate their loyalty and growth in a forest-friendly company.
- Reaching 5 years, it's a small forest.



Occasion	Donation	Trees Planted on Your Behlf
New Hire	\$20	10 trees
1 Year	\$50	25 trees
5 Years	\$100	50 trees
10 Year	\$200	100 trees

1treellion Global Funds (aka 1treellion) is a non-profit 501(c) (3) project committed to fund tree planting projects with communities that are highly vulnerable to climate change. Your expense is a tax-deductible donation.

# WHO WE ARE

1treellion Global Funds (aka 1treellion) is a non-profit 501(c) (3) project committed to funding tree planting with communities. We are a 100% volunteer-based organization. We are a member of Catalyst 2030, a global movement of social entrepreneurs and social innovators with a common goal to attain the Sustainable Development Goals by 2030.

Our mission is to collectively raise enough funding to make a meaningful global impact and bring communities together to mitigate climate change by planting 1 trillion trees. Yes, that's 1,000,000,000,000 trees!

90% of the funds raised go directly to tree plantings, and 10% go to logistics and planting coordination. All of the current projects started as small, pilot projects to confirm local community commitment and success tree survival rates. Our goal is to expand tree planting at our current project sites and to plant 10 million trees by 2024.



## Supporting the UN Sustainable Development Goals



# YOUR EMPLOYEES WILL FEEL PROUD

We find that planting trees is the most natural and efficient way to lower carbon emissions and restore ecological and social balance in communities.

The ecological benefits of trees (including carbon sequestering, soil quality and groundwater quality improvement, an increase in biodiversity, and limited flooding and droughts) are only a small part of the wonders trees do. 1treellion distinguishes itself from other organizations in how it uses trees as a means for social advancement. The projects have directly linked trees to generating income, food security, sustainable cropping, and gender empowerment. Through building and maintaining tree nurseries, women are offered job security; farmers are taught sustainable agroforestry farming and food retrieval practices; trees become a tool for the education of the local youth. Through the promotion of diversity and inclusion in the projects, the overall quality of life of the community improves. In turn, this gives communities invested interest in the long-term survival of trees, rather than their destruction. In seeking a fair, equal, and even climate transition, trees become global equalizers!

## Our Projects

1treellion has 9 successful small-scale tree planting projects in 9 countries:



- Nicaragua, Brazil, Guatemala, Tanzania, Congo, Armenia, Kenya, Thailand, Uganda.
- 1treellion has directly involved 750 people and indirectly impacted several thousand.
- The average survival rate of trees at our project sites is 85%.
- The majority, of large-scale tree-planting projects, tend to fail, as their average tree survival rate is around 2%. "...Typically only a minority of seedlings survive, because ...many are left unattended, in part because ownership and management of trees is not handed over to local communities."
- We're more than happy to share more information about our projects, just ask!

## WHAT THEY SAY



Kristine  
CEO  
21  
Space Campuses

+ Follow ...

I am excited to share that I recently join this amazing company. I'm not only excited to start by love that they care for our planet ...see more



Like



Comment



Share



Send



"Today we accomplished two goals [I can say]. At first, we restored the environment lost by the university in this area, and also, we managed to give education to the people, the young ambassadors, that conserving the environment is important in the coming years. So, through that, we say thank you a lot."

- Project Coordinator in Tanzania



"... more families have joined beyond the original community ...,planting a total of 950 fruit trees and 3,800 legume support trees, in a site where only degraded pastures and cows existed before...we're now planting beyond the initial funding of 1Treellion,... huge thanks to you for getting us started."

- Project Manager in Guatemala



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## Corporate Donation Matching

There are some loyal people in your company, and we do not want to forget about them. You can get them involved in the cause and enhance that sense of mission, with their engagement and commitment to the workplace.

Empower your employees to raise funds to donate to 1treellion and offer to match their total amount raised. This way, your company will **DOUBLE** the number of trees you sponsor, and make your employees feel free and proud to directly support tree planting.

Matching donations through giving programs leads to more employee satisfaction. Employees who see company matches will see that your company cares about its employee engagement. The majority of employees surveyed said it was important to them to work at a company like that. And 88% of business leaders believe employee engagement is central to attracting and retaining top talent. Happier employees are loyal employees, which minimizes employee churn and improves morale.

Your giving programs are more than mere fundraising, your matches are effective ways to build up the culture at your company. The corporate giving programs demonstrate that you don't just care, but you're willing to put down real money to support your employees' efforts. And this does not go un-noticed!



# Thank You!

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