

10

the leaflet

issue: 01

ten trees are planted for every item purchased.

the features

Tags, trims, and tokens / Three million trees and counting / Meet Josy, the man
behind the mission / The Number Ten: Memories of Mahabana, Madagascar.

tentree.com #treetravels



the news.

Out with the **old** and in with the **new**. Here's what's in store...

"To arrive where we started and know the place for the first time."

- T.S. Elliot



organic facing piece.

Many items come with an organic cotton facing piece artfully displaying a variety of the trees tentree plants throughout the world. This is the first step in developing a completely organic, eco-friendly offering in the future.



trims and labels.

Whether it's the customized hem tag and care label, the embossed leather patches, drawstring fasteners, and engraved wooden buttons, we have put in the effort to ensure each item is a statement to your impact.



tags and tokens.

Every tentree item now comes with a unique token, each with its own tree code specific to your ten trees. Once your tree code is registered, you can track your trees, see where they will be planted, and learn about their impact.



"I pray that in time I can meet many of you and thank you in person!" - Josy

3,000,000 trees planted!

as of november 2014.

the sites.

- brazil
- madagascar
- cambodia
- malawi
- canada
- senegal
- ethiopia
- uganda
- kenya
- usa
- india

the impact.

Three years and three million trees later (with room to grow), it's time to put these numbers into perspective.

Since our inception in 2012, tentree has had one vision; to leave this world better off than how we started. Planting trees and changing lives has always been our goal, but none of it would have been possible without the support of the incredibly dedicated tentree community: you!

Together, we are planting millions of trees, educating and employing thousands of people across the world, and helping Mother Nature look and feel her absolute best. Together, we're changing the world, ten trees at a time.

that's enough trees to...

	Cover up to 7500 acres of forest.
	Release 780 million lbs of oxygen each year.
	Stack 12 million feet in length.
	Provide 60,000 days of employment.
	Save \$120 million in energy costs per year.

the story.

Meet Josy, the Malagasy National Director (since 2007) for our tentree partner Eden Projects who, after a struggle for his own life, has proven the power of perseverance, strength, and will.

The youngest of seven children, Josy grew up in a small tin house without electricity or running water in northern Madagascar. His life has never been easy, yet that has not stopped him from overcoming each roadblock that comes his way. Thirteen years ago he contracted schistosomiasis, a water borne parasite, which has continuously affected his health for more than a decade, resulting in total renal failure by 2013.

Josy, unable to receive a transplant in his own country, went on dialysis two to three times a week as he awaited a kidney donor match, his medical care paid for by supporters of Eden Projects and tentree; people like you! Months later, along with his wife and youngest son, Josy and his brother Redy (his kidney donor match) departed for India to finally complete the organ transplant he had been waiting for. Josy said goodbye to his two daughters and remaining family for the next six months, unsure of what their future held.

Flash forward nearly a year and both men are doing well in Madagascar. Josy has returned to work helping plant YOUR trees, tireless in his reforestation efforts, and continues to be an inspiration for all of those who face adversity.

1. PERHAPS OUR GREATEST MEMORY

OF MAHABANA IS THE PRIDE OF THE PEOPLE THEMSELVES. WHETHER IT IS IN THEIR FISHING, THE TREES THAT THEY PLANT OR THEIR HOME AND FAMILIES, THE MALAGASY

PEOPLE ARE FIERCELY PROUD OF ALL THAT THEY DO.

2. SPEAKING OF THE TREES,

THE SPECIES WE PLANT AT THE MAHABANA ESTUARY ARE A VARIETY OF MANGROVES, PERFECTLY SUITED FOR THE BRACKISH WATER AND CHANGING TIDES.

3. THE VILLAGERS ARE DEEPLY CONNECTED

TO THE TREES THAT THEY PLANT. EVERYTHING FROM THEIR HOUSES TO FIRE FUEL TO BOATS COMES FROM THE TREES.

10. MADAGASCAR HAS OFTEN BEEN CALLED THE "RED ISLAND", DUE TO THE PROMINENCE OF BRIGHT RED SOILS FOUND THROUGHOUT THE CENTRAL HIGHLANDS.



9. THE CLOSEST VILLAGE TO MAHABANA IS A SIX DAY RETURN SAILBOAT RIDE. THE REMOTENESS, WHILE OVERWHELMING, LENDS THE AREA TO SOME OF THE BEST VIEWS OF THE NIGHT SKY IN THE ENTIRE WORLD.

8. YOU WON'T BE FINDING ANY VEHICLES OR ROADS IN MAHABANA. THE ONLY WAYS TO GET AROUND? BY FOOT, BOAT, OR HELICOPTER.

7. APPROXIMATELY 90% OF ALL PLANT AND ANIMAL SPECIES IN MADAGASCAR ARE ENDEMIC. A FEW OF THE FREQUENT VISITORS: FRUIT BATS, CROCODILES, ZEBU, SCORPIONS, AND CENTIPEDE.

6. THE MALAGASY PEOPLE ARE SOME OF THE FRIENDLIEST, MOST INVITING PEOPLE IN THE WORLD. YOU'LL BE HARD-PRESSED TO FIND SOMEONE WHO DOESN'T HAVE A SMILE ON THEIR FACE.

5. THE MALAGASY LANGUAGE IS ENTIRELY UNIQUE TO THE ISLAND OF MADAGASCAR. NEED A FEW PHRASES TO GET YOU STARTED? SALAMA MEANS HELLO, WHILE TSY MANINONA MEANS NO WORRIES!

4. LIFE IN MAHABANA IS CENTRED AROUND FISHING, SO IT COMES AS NO SURPRISE THAT THEIR DIET IS HEAVY ON SEAFOOD. PAIR FRESH CAUGHT FISH WITH A BOWL OF RICE, AND YOU'VE GOT YOURSELF A MEAL.

The NUMBER -TEN-

MEMORIES OF MAHABANA, MADAGASCAR.

THIS PAST AUGUST, TWO TENTREE TEAM MEMBERS JOURNEYED TO THE VILLAGE OF MAHABANA, MADAGASCAR, TO WITNESS THE IMPACT MADE BY TENTREE'S LARGEST PLANTING SITE.

SALAMA!

TSY MANINONA!

