

P O BOX 4 4 7 STRATHAVON 2031 TVL SOUTH AFRICA TEL (011) 802-4867 FAX (011) 804-4977

samlets.doc

19 May 1992

Chairman
The Management Committee
CODESA
P O Box 307
ISANDO
1600

Dear Sir,

WORLD ENVIRONMENT DAY - 5 JUNE ARBOR DAY - 14 AUGUST.

TFA wishes to involve the management committee of CODESA in tree plantings at the World Trade Centre on 5 June and 14 August.

June 5 is World Environment Day and we have noted the SACC's plea to pray for peace. TFA will be planting trees with the communities of Alexandra, Soweto, Kagiso and Khayelitsha on this day.

Trees for Africa is one of the best known grassroots environment organisations in South Africa. TFA's mission is to improve the physical and aesthetic quality of life and conserve the environment for the benefit of all communities in Southern Africa, through the planting and maintaining of trees supported by environmental education.

We use tree planting to communicate the importance of a clean, healthy and peaceful environment.

Hoping to hear from you concerning this request. I am sending you, by post, further information on TFA

Yours sincerely,

Sam Mhlungu

Green Trust Project Officer for TFA

cc Jeunesse Searll Zoleka Pasiya



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THE GREEN BOX - APPLICATION FORM

I want The Green Box to pledge my support for Trees for Africa.

PLEASE PRINT

NAME OF RESPONSI NAME [,] OF	F BOXES REQUIRED: PERSON BLE FOR GREEN BOX(COMPANY/ RGANISATION	ES)
TEL NO CODE STREET ADDRESS	TEL	FAX
		CODE
POSTAL ADDRESS		
		CODE
	Green Box at any the date below, fa	l deposit the contents of The branch of FNB within 3 months of iling which I will donate a per box to Trees for Africa.
SIGNED		DATE

Patrons: Mr Enos Mabuza, Mrs Helen Suzman, Mr Robert Mazibuko

/2...

YOU CAN WIN R50 000 CASH!

Yes

Answer this question to be entered in the competition for great Green Box prizes. Do trees help prevent global warming?

ΓV	license	number		(11	applicable)
~ "	11001100	110011110001		 _ `	

No

There's a Lucky Number on the back of every Green Box. Fill your name and Lucky Number in on the deposit slip - and you'll automatically be entered into the big prize competition. Every time you deposit, we'll send you another Green Box and a new Lucky Number. Watch TV1 for more details and Teledata for rules and regulations of the competition.

COMPETITION RULES AND REGULATIONS

- 1. This is a free competition open to everyone except employees and suppliers of the SABC and The Green Box.
- 2. You may enter as many times as you wish provided that each entry is on a separate and original form.
- 3. The judges decision is final and no correspondence will be entered into.
- 4. The winner will be the first correct entry drawn.
- Closing dates are 17.00h 30 May 1992, 17.00h
 August 1992, 17.00h 30 November 1992 and 17.00h 28 February 1993.
- 6. No late entries will be accepted.

The Green Box ... We'll plant a tree with your small change.

Fund raising number: 011008570002

TREES... OUR LINK TO A HEALTHY ENVIRONMENT

PLANT
OR
SPONSOR
TREES
TODAY!

IZIHLAHLA EZITSHALELWA I-AFRIKA

TREES FOR AFRICA

DIFATE TSE JALLWANG AFRIKA

BOME VIR AFRIKA



TREES FOR AFRICA
PO BOX 18
JOHANNESBURG 2000
TEL: (011) 315-1920 FAX: (011) 315-1369

WHAT IS TREES FOR AFRICA?

Trees for Africa's mission is to improve the physical and aesthetic quality of life and conserve the environment for the benefit of all communities in Southern Africa, through the planting and maintaining of trees supported by environmental education.

Presently, less than 1% of South Africa is covered with indigenous trees, but Trees for Africa is about to change all that by planting millions of trees over the next few years.

WHO RUNS TREES FOR AFRICA?

The Jewish National Fund, the Department of Environment Affairs, the Department of Water Affairs and Forestry, the Green Industries Council of the South African Nurserymen's Association, the National Botanical Institute, the Institute of Parks and Recreation Management, and the Forest Owners Association are all involved in greening South Africa with this huge national tree planting project.

WHY IS IT SO IMPORTANT TO PLANT TREES?

Trees are one of the world's most important natural resources. And they're being destroyed faster than they're being grown. Every minute, trees covering the equivalent of 20 soccer fields are chopped down. That's frightening, especially when you consider that one giant tree provides enough oxygen for 40 people for a lifetime.

Not only that, but the destruction of one plant species impacts on a whole food chain and can lead to the extinction of up to 30 animal species.

WHAT ROLE DO TREES PLAY IN NATURE?

Trees and greenery are our only source of oxygen and consequently it's no exaggeration to say that trees can mean the difference between life and death for our planet.

Trees play a major role in counteracting the greenhouse effect whereby harmful gases, like carbon dioxide produced by the burning of fossil fuels, accumulate in the lower part of the atmosphere and prevent heat from escaping.

The greenhouse effect represents a serious threat to our planet's fragile ecosystem. It's generally agreed that the greenhouse effect will cause a radical change in worldwide weather patterns. This in turn could devastate huge agricultural zones and produce a rise in global sea levels, due to the massive melting of polarice caps, which would wreak havoc on low lying coastal population centres.

Trees help alleviate the problem because they act as a natural reservoir by sponging up carbon dioxide and air pollutants and replenishing the air with oxygen through the process of photosynthesis.

WHAT ROLE DO TREES PLAY IN THE GARDEN?

Trees give the earth beauty and peace. They're a reminder of the eternal cycles of nature, of the wonder of existance.

But trees are more than beautiful, they're functional too. In the garden, they provide a framework for all other plants, giving relief to the eye by adding a natural texture to the urban environment. What's more, they attract birds, filling the garden with the sound of birdsong.

Apart from providing a windblock on gusty days and shade during hot days, a carefully placed tree can screen an unsightly view. And a well-sited tree can reduce summer temperatures by as much as 20 per cent.

Trees also settle dust and smog particles, release moisture and reduce reflected heat from buildings and pavements. By binding soil with their roots, they help prevent erosion and slow water runoff. In addition, their leaves reduce the erosive effect of raindrops by softening their fall.

Not only do trees absorb air pollutants they also reduce the effects of noise pollution helping to reduce and conceal the source of noise by breaking up sound waves.

OUR FUTURE IS AT STAKE

Each tree planted or conserved is beautifying our environment, greening South Africa and helping to maintain our planet's delicate ecological balance.

Trees for Africa is playing a major role in this process. But they can't do it all – they need your help. It is time to take responsibility for our future – and our children's.

WHAT ROLE CAN WE PLAY?

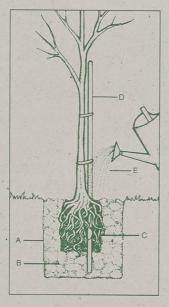
There is a lot we can do. Plant trees ourselves, sponsor trees for disadvantaged areas and for underprivileged children to plant, encourage others to plant trees – schools, hospitals, religious organisations, community groups. Give trees as gifts – to say thank you, get well, happy birthday, or on any occasion. Companies can sponsor forests to honour their achievements or their employees, give trees as retirement and Christmas gifts, and donate trees as part of their social responsibility campaign.

Let's look after our beautiful land, let's start planting trees... TREES FOR AFRICA!

HOW TO PLANT A TREE

Planting a tree is fun – and it's easy. Preparation is all important to ensure that your young tree grows into a healthy mature tree.

- A. Dig a hole large enough to accommodate your tree approximately 50 cm square and 50 cm deep. Remove the plastic bag.
- B. If available, mix a handful of superphosphate, a handful of general fertilizer such as 2:3:2 together with about 2 buckets of compost or well rotted manure. Now mix well with soil from the hole.
- C. Now plant your tree and fill in the hole with soil. Make sure that the root ball does not come into direct contact with any fertilizer or raw manure.
- D. Stake your tree so that it is secure, but not strangled. Stamp down the soil firmly around the base of the tree.
- E. Water your tree well.



Printed on 100% recycled paper

SOME POPULAR GARDEN TREES

INDIGENOUS

ACACIA CAFFRA (Wag 'n Bietjie) ACACIA SIEBERIANA (Paperbark) BOLUSANTHUS SPECIOSUS (Tree Wisteria) CALODENDRON CAPENSE (Cape Chestnut) CALPURNIA AUREA (Tassel Tree) CUNONIA CAPENSIS (Red alder) CUSSONIA PANICULATA (Kiepersol) DOMBEYA ROTUNDIFOLIA (Wild Pear) EKEBERGIA CAPENSIS (Cape Essenhout) FICUS CAPENSIS (Wild fig) HARPEPHYLLUM CAFFRUM (Wild plum) KIRKIA ACUMINATA (Witsering) OLEA AFRICANA (Wild Olive) PODOCARPUS HENKELII (Yellowwood) RHUS LANCEA (Karee) RHUS VIMINALIS (White Karee) SPIROSTACHUS AFRICANA (Tambotie) TERMÍNALIA SERICEA (Transvaal Silverleaf)

VIRGILIA OROBOIDES (Keurboom)

ULMUS PARVIFOLIA (Chinese Elm)

EXOTICACER BUERGERIANUM (Chinese maple)

ACER PALMATUM (Japanese maple) BAUHINIA BLAKEANA (Bishop's Vest) BRACHYCHITON ACERIFOLIUM (Australian Flame Tree) CAESALPINIA FERREA (Leopard Tree) CELTIS SINENSIS (Chinese Stinkwood) CHORISIA SPECIOSA (Kapok tree) COLVILLEA RACEMOSA EUCALYPTUS FICIFOLIA (Flowering gum) HYMENOSPORUM FLAVUM (Australian Frangi-pani) LIRIODENDRON TULIPIFERA (Tulip Tree) MALUS FLORIBUNDA (Crabapple) PLATANUS ACERIFOLIA (London Plane) PRUNUS SERRULATA (Japanese Flowering Cherry) QUERCUS PALUSTRIS (Pin Oak) QUERCUS SERRATA (Chinese Golden Oak) SCHINUS MOLLE (Pepper Tree) SCHIZOLOBIUM EXCELSUM (Feather duster tree) TABEBUIA CHRYSOTRICHA



For a Better Environment

P.O. Box 3554 Halfway House 1685

SUPPORT TREES FOR AFRICA!

	end me an ANNUAL SUBSCR payment of R25.00 including		
YES! Please ru	ish me the GREEN BOX/E	S - FREE!	Quantity
NEWSLEAF is a quarterly subscription helps to pay fund raising to tree planting	for the administrative expens	se funds for the Trees for Afri es involved in running the enti	ca office. Your re project - from
Full Name:	.,		
Company (If applicable):			
Postal Address:			, h
		/ Code:	
Telephone: (W)	(H)	Fax:	
Cheque Enclosed Credit Card Name:		Please Debit my Credit Card	with R25.00
Credit Card Number:		Expiry	Date:

FAX: (011) 804-4977

TEL: (011) 802-4867

TREES FOR AFRICA

Place Stamp Here

TREES FOR AFRICA PO BOX 447 STRATHAVON 2031

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Special Edition Three - Complimentary Copy

Summertime 1992

A REAL CAUSE

Trees for Africa (TFA) is set to make green global history in February 1992 with the launch of a world fundraising first - a great Green Collection Box!

The Green Box, an idea inspired by and based on the Jewish National Fund's (JNF) successful Blue Box, will be distributed throughout southern Africa in the tens of thousands. Like the Blue Box, funds raised through the Green Box will be used to plant trees and to develop exciting environmental education programmes.

Jeunesse Searll, TFA's National Coordinator says: "The Green Box is an innovative and practical fundraising concept because it makes it possible for everyone to make a meaningful contribution to the revitalization of the South African environment. You only need to deposit 1 cent in a Green Box every week to make a forest of difference".

The JNF, who, together with TFA are launching the Green Box, have a wealth of experience from which to draw. As founder members of TFA, they have already effectively supported the organisation with diverse fundraising drives.

including TFA Certificates. In Israel, they have planted over 190-million trees with the funds raised through the Blue Box.

The Blue Box is not just a simple container with unusual message. Small as it is, it stands for a big idea - for one of the greatest partnerships the world has ever known: that of the Jewish people with the greening of the land of Israel. Since Israel's independence, the JNF has been a decisive force in creating habitable land out of rocks and desert. reclamation work has tripled Israel's cultivated area, enabling more than an eighteen-fold population increase in the southern desert regions of the country.



The Green Box has as much potential for southern Africa as the Blue Box had for Israel where funds raised have bought land, drained swamps, planted trees, created parks and camping grounds, built roads and provided work and homes for many.

WE'LL PLANT A WITH YOUR SMALL CHANGE

Bright-green, beautiful and made out of recycled card, courtesy of Kohler Packaging and Mondi Board, TFA's Green Box is collapsible and easy to mail.

GET YOUR OWN GREEN BOX (FREE) AND PUT IT IN YOUR HOUSE, OFFICE, SHOP OR SCHOOL.

Friends, family, business connections, customers and students can deposit their small change in it whenever there's a birthday, a bargain or some other brilliant reason (there are too many to list) to celebrate trees and life on planet earth.





BETYFEN

"Those who plant trees are performing an act of pure virtue. They are creating choirs for the songs of innumerable birds and orchestras through which the winds may play an infinity of music. They are giving shelter to a multitude of humble creatures and providing a canvas on which Nature may paint her fairest pictures. They are enriching the earth and bringing the hills nearer to the heavens."

An excerpt adapted from:

"The Unforgiving Minute" Beverley Nichols

The Trees for Africa Award

This year, all **Trees for Africa** supporters have an opportunity to be rewarded for their great tree planting projects. Enter the **Trees for Africa** category in The Green Trust Environment Awards in association with M-Net and the Southern African Nature Foundation.

You could win R10 000,00 worth of green goods from Keith Kirsten's.

Entries close 30 March 1992. Call 011-8044977 for more details.

BIG BUSINESS WITH GREEN FINGERS

TFA salutes the corporate sponsors of the GREEN BOX! Full marks to:

FIRST NATIONAL BANK (FNB) for being the bank that backs and banks the boxes! Besides taking deposits of Green Boxes, a substantial cash sponsorship from FNB will enable the launch and on-going promotion of the Green Box. In addition, you'll find a Green Box in every branch of FNB.

KOHLER PACKAGING for sponsoring the manufacture and printing of the recycled card boxes.

MONDI BOARD for supplying the recycled card.

CNA for generously agreeing to place Green Boxes in all their stores.

LITTLE GREEN BOXES ... THEY'RE EVERYWHERE! THEY'RE EVERYWHERE!



The great thing about the GREEN BOX is that it's going to pop up all over the place ... from township sphaza stores to your kitchen table and business reception desk. Besides being placed in CNA's, First National Banks and homes, watch out for Green Boxes in Municipal Buildings and Rates Halls, botanical gardens, nurseries and other retail outlets. And remember: get one for yourself and your organisation!



Have you been waiting for an easy, simple way to do your thing for the environment?

Wait no more! The Green Box is here plant a tree with your small change!!





DERE'S GOLD IN DEM DAR GREEN BOXES - GET YOUR OWN & WIN!

You can win GREAT prizes in the Green Box Lucky Number Draw - with your deposit of R15.00 or more!

- When your Green Box is full, take it to any First National Bank branch (during mid-month only, ie from 10th to 20th), complete a deposit slip and give it to the teller. DON'T FORGET TO RECORD YOUR NAME & THE LUCKY NUMBER ON YOUR GREEN BOX ON THE DEPOSIT SLIP!!
- If there is R15.00 or more in your Green Box, your Lucky Number will go straight into a draw and you could win a big SURPRIZE!
- PLUS! You'll then receive another Green Box (complete with a new Lucky Number) for another chance in the Lucky Draw!



WHA中 ON EAR中H IS HAPPENING? WE'RE PLAN中ING 中REES 中REES 中中中 TREES 中中中

"The forests of the world are being destroyed at an unprecedented rate. World Resources Institute put the recent estimate at a rate of 40 million to 50 million acres annually."

Dr Thomas E. Lovejoy, 1991 - Global Report on Deforestation.

With news like this around, it's a reLeaf to know that Trees for Africa is hectically busy planting trees all over southern Africa!

At a planting in Selcourt Park, Kwa Thema, 200 trees put down roots - the first of which was planted by none other than Maria Masekela (Hugh's Auntie). Thanks to Simba Chips and NatBev for the eats and drinks!

Trees for Africa has planted 169 433 trees in southern Africa since its launch eighteen months ago. Recent tree plantings took place at the Rama Krishna Centre in Natal, George Street Primary and at the Isithundu, Phuting and Hulwazi Schools.

YOU DID IT - THANK YOU!

Trees for Africa survives on sponsorhip and oxygen from the trees. Our great green thanks to:

- South African Breweries who are repeatedly donating funds to support urban township greening.
- ☐ The W & A Group for their generous donation for planting trees in Soweto.
- The Baha'i of Pretoria for ongoing support of tree plantings at schools in Mamelodi and Shoshanguwe.
- Des and Dawn Lindberg for their tremendous commitment. Special thanks to them for filling the first Green Box and for the great Trees for Africa Soirees.
- Middelburg Steel & Alloys for planting 5000 trees for their employees. Talk about putting your staff in the shade!



TREE PLANTING HALTS TRAFFIC

Dortmund - Morning rush-hour traffic was halted for up to 12km in the German city of Dortmund yesterday when protesters planted three trees on a city highway. The trees were planted in earth dropped on the road by activists from the environmental group Robin Wood. The group wanted to publicise the effects of pollution on many forests.



"We shall take our strength and sustenance from the trees."

Kevin Costner - as Robin Hood

Fuad Izadinina & Shoreh Rawhani of the Baha'i community seen here with a TFA Certificate

NEAT ARE NEAT AND THEY NEED TREES!

NEAT, The National Environment Awareness Task, which was established by community members in response to environmental desolation in townships, has been planting trees like they are going out of fashion. WHICH THEY ARE NOT.

Recently, in Kagiso, NEAT and Trees for Africa planted several hundred trees at six different schools, and more in public places, churches and private residences, AND KAGISO LOOKS BETTER FOR IT - BUT NEEDS MORE TREES! BADLY! If you would like to sponsor trees for NEAT, call TFA today.

NEAT is a coordinating organisation which has harnessed an abundance of 'idle youth muscle' for revitalizing the environment.

It campaigns against dumping by means of demonstrating the alternative ... planting gardens where garbage used to be!



Carlos Mokojoa & members of NEAT planting trees in Kagiso

"50 to 90 percent of all biological diversity exists and depends on forests ... the long-term productive value of the land depends on using rather than destroying forests."

Dr Thomas E. Lovejoy, 1991. Global Report on Deforestation





'The biggest tree in the world is the cypress of Montezuma, located in the centre of a Mexican Village called Tule. It has a circumference of over 42 metres and is more than 2000 years old.'

'The tallest tree in the world is 112 metres high - it is a Sequoia in the Redwood National Park, California.'

"We believe that the best way to ascertain the character of a nation, and gauge its social and environmental health, is to seek out the attitudes of its people to their surroundings. This matters more than race, creed or ideology in the long run."

Brian Huntley, Clem Sunter, Roy Siegfried 'South African Environments into the 21st Century'

AVOID WASTING PAPER & TREES & LIFE IN GENERAL -PLEASE CALL US ON (011) 802-4867 IF YOU ARE RECEIVING MORE THAN ONE COPY OF NEWSLEAF OR IF YOUR ADDRESS HAS CHANGED.



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NESTLÉ ENVIRONMENTAL CENTRE

Trees for Africa is soon to launch the first of its major contributions to environmental education in South Africa. Through the generous donation of R207 000 by Nestlé South Africa, a Nestlé Environmental Centre will be built in the Witwatersrand National Botanical Garden - which is located on the spectacular escarpment in Roodepoort.

Prof Brian Huntley (Chief Director of the National Botanical Institute and Chairman of the TFA Committee) says:

"The establishment of the Nestlé Environmental Centre will provide the infrastructure essential to run greening programmes in the Witwatersrand. School, church, youth and adult education groups will be able to visit the Wits NBG, receive training, inspiration and hands-on experience and take this back with them to their homes and communities - to reinforce the benefits of TFA's ongoing tree planting activities."

The National Botanical Institute will soon employ a full-time education officer at the Wits Garden to lead the environmental programmes in the region. Even more exciting is the news that the Green Trust have provided funds for the appointment of a TFA Project Officer, whose primary responsibility will be to coordinate and support greening projects in Soweto, Alexandra and other Reef towns. The Project Officer will be able to make use of the Nestlé Environment Centre and the outdoor classroom provided by the Wits Garden.

TFA is at the threshold of a new era in community oriented greening projects in the Witwatersrand, made possible by the generosity and vision of Nestlé and the Green Trust.



"Shadrack Madingwane of the Tirelo Sechaba Youth Project, Dave Upshon of Nestlé South Africa and Sam Mhlungu of Trees For Africa at the Nestlé sponsorship function.

THE TRANSKEI BOTANICAL SOCIETY SHOWS US HOW IT'S DONE!

Congratulations to the Transkei Botanical Society who have just concluded their second annual School's Poster and Tree Planting Campaign with the theme 'TREES FOR AFRICA'.

This year's competition motivated 4269 entries from 68 schools, and resulted in the planting of 610 new trees!

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Special Edition Four - Complimentary Copy

Autumn 1992

LIVE (& GROWING) ON TV1 – TREES FOR AFRICA

It's official. South Africa's number one channel – TV1 – has agreed to take on Trees for Africa (TFA) as part of their social responsibility programme!

Since TFA's launch, the SABC has been fully supportive of the mission to green southern Africa. Besides generous support with airtime, TV1's creative staff and production facilities have made (FREE – FOR THE TREES!) a promotion and commercial for the newly launched Green Box.

On behalf of TV1, a formal undertaking has been made to Trees for Africa, by TV1's Consumer Marketing Manager, Mr Gary Nowlin, who says: "As part of the SABC's social responsibility programme, TV1 will set out to make all South Africans aware of the fact that everyone can make a difference towards creating a green South Africa."

TV1 will promote major TFA activities – with high-profile peaktime television exposure - and create mass awareness about our mission.

"We feel that TFA is a project which all South Africans can join - to accomplish something positive for ourselves now and in the future," explains Gary Nowlin. "The beauty of it is that every contribution to TFA stands out as a visible (and growing) monument to our commitment to improve the quality of life in South Africa."

It was the trees that closed the deal!

TV1 has elected to support TFA because trees rank amongst the world's most important natural resources. "Trees play a vital role in our lives," says Gary Nowlin, "and the fact that they are being destroyed faster than they're grown indicates a lack of education and understanding on the part of society. Now that is something that a television channel especially one with the clout and reach of TV1 - can really DO something about!"

Watch TV1 for more leafy details.

WHOOPEE FOR TREES

Academy Award winning actress Whoopi Goldberg, took time off from filming "Sarafina!" to plant a tree at the Morris Isaacson School in Soweto, the school where the 1976 Soweto uprising started and the set of the film "Sarafina!".

The planting was a significant show of support for TFA's newly launched Green Box project. Barry Swart, Managing Director of First National Bank, "Sarafina!" producer Anant Singh and Whoopi donated trees for the school and its surrounds. Plans are underway to name the area "Sarafina! Boulevard" ... one day soon, we will take a walk down there.



See Sam Mhlungu, newly appointed TFA project Officer, present a giant certificate to Whoopi Goldberg. With them is Mr Barry Swart, First National Bank's Managing Director and Leleti Khumalo, star of 'Sarafina'.



BETYFEN



The printing of Newsleaf is sponsored by the PG Foundation

(O) Hug a tree

Environmental Research

Environmental research currently underway by MRA has shown that at least 50% of South African industrialists know about TFA. The public research proved TFA to be the 5th best known environmental organisation in SA – and this after only one year in operation!

BUILDING OUR CHILDREN'S GREEN TOMORROW. TODAY.

The Green Trust, founded by Nedbank in 1990, has sponsored two TFA Project Officers - Sam Mhlungu in the Transvaal and Zoleka Pasiya in the Western Cape. These appointments are in line with the Green Trust's support of "a pragmatic approach to environmentalism."

THE GREEN TRUST THE GREEN CREDO THE GREEN TRUST

"We have a vision of a clean, healthy green future.

We are proud to join our efforts with those who share our vision and our concern.

But most of all, we are proud we can help our children, and our children's children grow up with the awareness that everything nature put on this beautiful planet has as much right to be here as we do."

Sam and Zoleka will monitor tree plantings and help to identify, develop and monitor new projects. Sam explains: "We're going to speak to community leaders about what TFA is all about and whether we can help them to workshop and bring their own ideas to fruition. Also, we're going to ensure that the trees we plant do grow."

SMALL BOX WITH A BIG MESSAGE

The Green Box campaign launched on February 26th in great green style. Thanks to the support of sponsors and the media, 9500 boxes had been mailed by the end of March!

Remember: every Green Box deposit of R15,00 or more = 1 tree planted = Your chance to WIN R50 000!

Details on the Green Box.



Diana Tilden-Davis and Reg Park.

CALLING ALL SCHOOLS!

Fill Green Boxes with change from your pocket money. It's a great way to help Trees for Africa plant 5 million trees – AND you stand a chance to raise R50 000 for school funds.

Each child or each classroom can collect on behalf of the school!

TFA's Green Box is collapsible and easy to mail. Whether you need 1 or 1000, mail or fax the enclosed card to TFA today.

GREENFUL THANKS • BAIE DANKIE • SIYABONGA!

TFA's bright greenful thanks go to the following, whose assistance made the launch of the Green Box project possible:

- First National Bank for their vision in providing seed money for the Green Box project and being the bank that banks the box!
- First Corp for underwriting the R50 000 Green Box Competition Prize Money.
- Caxton and the Argus Group for free space to print Green Box Competition Entry Forms.
- ISM for the PS1 computer which the TFA office is using to administrate the Green Box campaign.
- Image Bank for dramatic images for Green Box television commercials and promotions.
- BSB Bates for the brilliant design of the Green Box.
- Enos Mabuza, Diana Tilden-Davis and Reg Park for their time and endorsement of TFA and the Green Box!



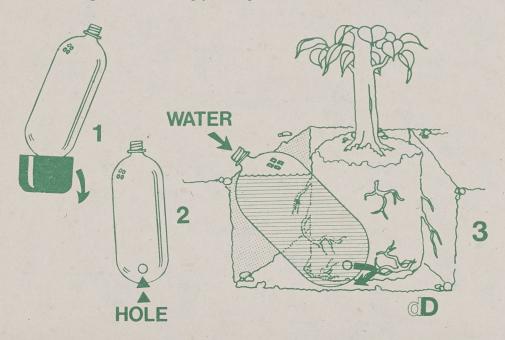
SEE A BOTTLE WATER A TREE

01

HOW TO USE AN EMPTY 2 LITRE PLASTIC COLD DRINK BOTTLE TO IRRIGATE YOUR TREES

Courtesy of Fuad Izadinia

- 1. Remove the black bottom of the bottle (you can plant a seedling in it).
- 2. Make a 1 cent size hole in the side of the bottle close to the bottom.
- 3. Dig a square hole about 500x500mm by 500mm deep in the ground, put some mixed compost and soil in it, plant your new tree and don't forget to mulch.
- 4. Place the bottom of the bottle close to the roots with the hole facing the mulch.
- 5. Fill the hole with good soil so that the neck of the bottle is at ground level. (The bottle should incline almost 45° so that the water can run off slowly.)
- 6. Fill the bottle with water and fit the cap on again tightly, so that the water won't evaporate.
- 7. Fill the bottle once a week. If your area is hot and dry or the soil is very sandy, open the cap after four days and insert a wooden stick into the bottle to measure the remaining water. If it is empty, fillerup!



WE'RE GROWING LIKE CRAZY

From Soweto to the Cape Flats, from Katlehong to Pinetown, TFA is planting trees. Here are a few examples of the places we planted 4120 trees in January and February this year.

NO OF TREES	PLANTED
200	Wilger Veld and Flora Tamboville
50	George Street Primary Natal
60	Woodmead Prep. School Transvaal
50	LC Johnson Tech College Durban
650	Vaal Civic Association
100	Phumelela Primary School Katlehong
110	Tholiwe Homes Pinetown
25	Mxolisi Primary School Soweto
25	Thulani Primary School Soweto
25	Isekelo Primary School Tembisa

(If 1 tree = oxygen for 4 people for 1 year, 4120 trees = oxygen for 16480 South Africans for at least the whole of 1992. Whew! Keep breathing.)

DID YOU GROW?

- Over 12 million people use fuelwood as their primary energy source.
- An area equal to 20 football fields of rain forest are destroyed every minute.
- As many as half of the earth's species live in rainforests.
- The destruction of one plant species could lead to the extinction of up to 30 animal species.
- 400-million tonnes of top soil are lost every year.
- 1-million sq. kilometers (the area of Egypt) of fast growing trees absorb 1-billion tonnes of carbon dioxide per annum.

(Source: Inter alia The Gaia Atlas of Planet Management)

"It really doesn't matter what language we speak, or what our ethnic or cultural heritage .. People the world around know in their hearts that the environment is their responsibility."

Jeunesse Searll National Co-ordinator Trees for Africa

"A tree may be dimly aware of the difference between day and night, summer and winter, we don't really know. Even so, for man the tree is a symbol of the bare processes of life, growing and dying."

from A DICTIONARY OF SYMBOLS Tom Chetwynd



THE MAGNIFICENT SEVEN

Robert Swan, United **Nations Environment Programme Goodwill Ambassador with** Special Responsibility for Youth is looking for seven young adventurers to travel the world for a year as explorers and 'environment ambassadors'. One of the lucky seven will also join him on stage in Rio at the UN sponsored 'Earth Summit' in June.

For more information write to
Project Earth,
PO Box 6534
Johannesburg 2000.



AVOID WASTE

PLEASE CALL
(011) 802 4867
IF YOU ARE
RECEIVING MORE
THAN ONE COPY
OF NEWSLEAF.

FROM THE ARCTIC TO AFRICA,

ROBERT SWAN SAYS:

"THIS IS AN EMERGENCY"

When Robert Swan, polar explorer and environmental campaigner, walked under the hole in the South Pole's ozone layer, the skin peeled off his face. "I've walked on Arctic Ice that was melting two and half months before it should have because of the greenhouse effect," says Robert, "but my message is one of hope, not doomsday."

Planting trees is one of the best ways to counter the growing greenhouse effect - which is why, on his recent visit to South Africa, Robert Swan was inspired by Trees for Africa. "It's not enough just to stand at the Poles. You have to do something about it. This is an emergency. And all the rhetoric and well intentioned political accords in the world are not enough. We must begin now," says Swan - and in South Africa he showed his support by planting a tree at Phuting School in Fourways.



Robert Swan on Trees for Africa: "Everybody can do something about the dangers our planet faces. Everybody can plant a tree."

YOU ARE TREES FOR AFRICA

Our sponsors have their own good reasons for supporting Trees for Africa. They speak for themselves ...

"Our involvement with Trees for Africa fits in with our core philosophy to attend to tomorrow's problems today ... TFA reflects many of the values we promote. It pro-actively attends to the future and it does so in a very effective manner."

David Lawrence, Managing Director FirstCorp.

"Argus Holdings supports Trees for Africa – plant today for the environment of the future."

Doug Band, CEO Argus Holdings

"We need to foster the greening of our country and the awareness in all communities, including those in deprived rural areas, of the importance of conservation and the environment. In this, Trees for Africa is a leading player."

Reg Furber, Director, PG Foundation

YOU'RE REALLY GROWING ON US!

THE TREES THANK YOU

THE CANADIAN EMBASSY donated R15 000 to Trees for Africa - for the origination of educational resource material to be used in the Orange Free State.

NAMPAK donated R5 000 for trees in Soweto and Alexandra Township and EDGARS donated R3 000 for trees at three schools in Dobsonville.

TFA donations have also been received from OILKOL, MILLIONEX, CG SMITH and TIGER OATS.

Additional (and substantial!) tree plantings have been funded by:

GG BUCHNER • SUN INTERNATIONAL • CADAC • SAPPI • EVERITE • NEDBANK• SASOL • SASOL MINING • GENCOR

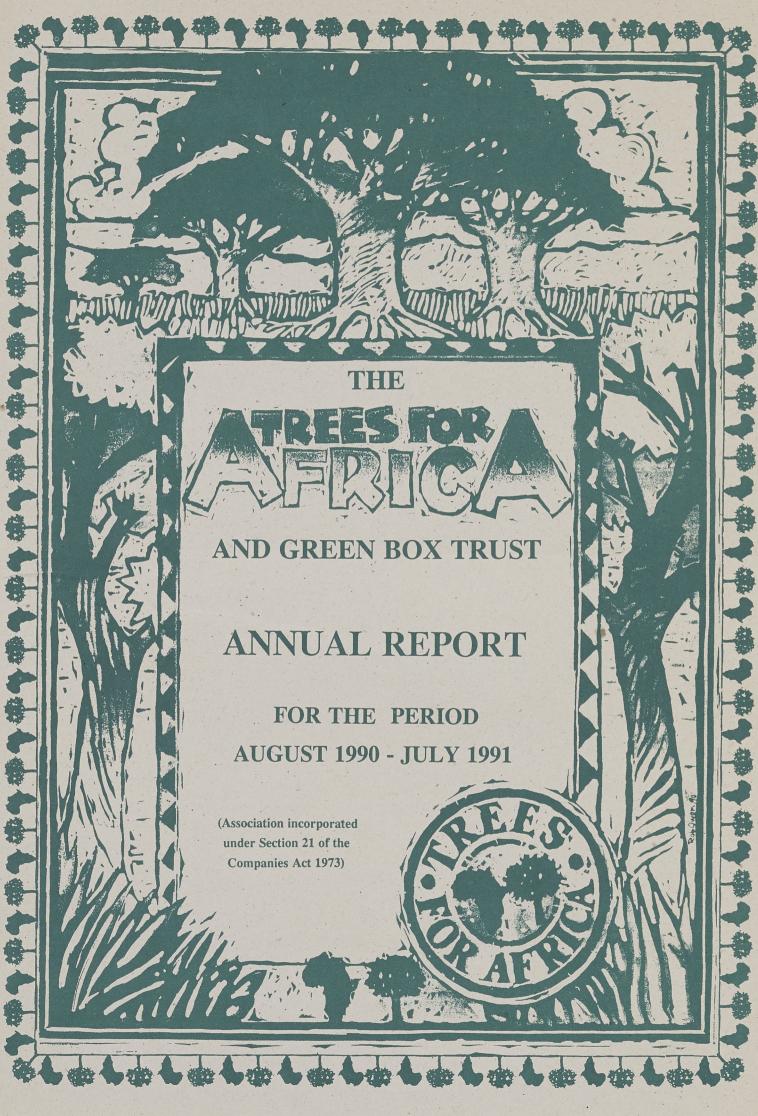
Our new Corporate Members are:

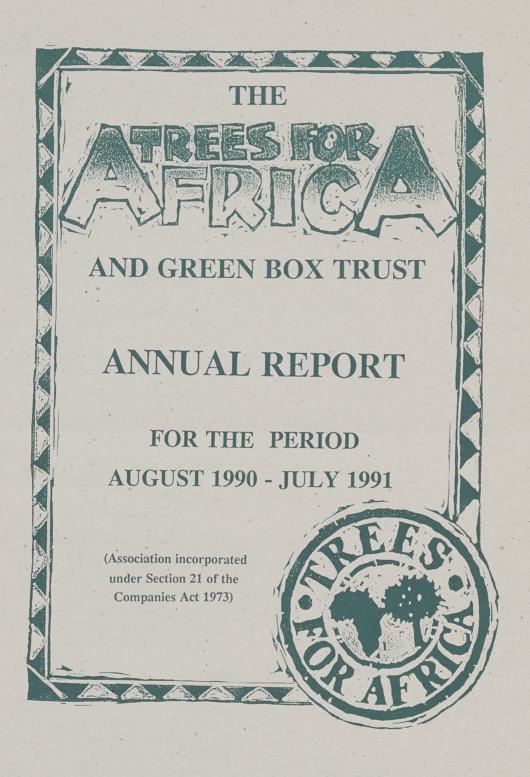
GOLDFIELDS OF SOUTH AFRICA • SOUTH AFRICAN BREWERIES • W&A • SANA • MILLIONEX • ERIC SAMPSON FOUNDATION

1700 indigenous trees will be planted in the name of Dr Simon Brand of the Development Bank who passed away at the end of January 1992.

Grateful thanks to his family for nominating TFA donations in lieu of flowers.

TFA thanks TAI GROUP SA for the donation of a fax machine.





"Our school does not have words to express our thanks for your donation of trees. We are forever thankful to you. God bless." Koppies Kraal Primary

BANKERS

First National Bank Commissioner Street **JOHANNESBURG** 2000

AUDITORS

Fisher Hoffman Stride P O Box 1370 **JOHANNESBURG** 2000

ATTORNEYS

Edward, Nathan and Friedland Inc P O Box 3370 **JOHANNESBURG** 2000

REGISTERED OFFICE

84 De Villiers Street **JOHANNESBURG** 2000 South Africa

TFA OFFICE

4 Michelle Street Morningside SANDTON 2057 South Africa

POSTAL ADDRESS

POBox 18 **JOHANNESBURG** 2000 South Africa

TELEPHONE

(011) 802 4867 (021) 762 1166

FACSIMILE

(011) 804 4977 (021) 762 3229

PATRONS

Mr Enos Mabuza

Mr Robert Mazibuko

Mrs Helen Suzman

BOARD OF DIRECTORS

Mr Clive Weil (Chairman)...... Jewish National Fund Mrs Isla Brito..... Jewish National Fund

Mr Gilbert Briscoe Institute of Parks and Recreational Management

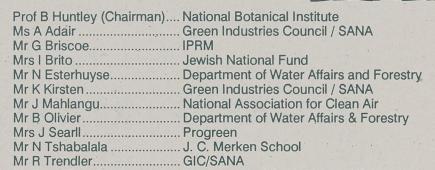
Mr Mike Edwards..... Forest Owner's Association Professor Brian Huntley National Botanical Institute Mr Keith Kirsten Green Industries Council / SANA

Mr Joshua Mahlangu National Association for Clean Air, Soweto Mr Johan D Raath Department of Water Affairs and Forestry

Mrs Jeunesse Searll Progreen

Mr T van Rensburg...... Department of Environment Affairs

TREES FOR AFRICA COMMITTEE



Mr T van Rensburg...... Department of Environment Affairs

TFA's MAJOR SUPPORTERS

Donors (contributions of R50 000 and above)

Nestlé First National Bank

Corporate Members (contributions of R10 000 and above)

Carlton Paper **Eric Samson Foundation** Millionex Gencor Development Fund Green Industries Council / SANA Jewish National Fund Middelburg Steel & Alloys Forest Owners' Association Pick 'n Pay National Botanical Institute South African Breweries Prefcor

Sponsors (contributing in kind, or through the purchase of trees)

M-Net	South African Sugar Association
Mondi	South African Broadcasting Corporation (SABC)
Sappi	BSB Bates Advertising
Sasol	Department of Water Affairs and Forestry
Cadac	Sun International
Hortiprint	Fisher, Hoffman Stride
HL&H	Edward, Nathan and Friedland

Mrs M C Friedman C G Smith Mrs M Carr **Tiger Oats**

Simba Chips **National Beverages**





TREES FOR AFRICA'S MISSION IS TO IMPROVE THE PHYSICAL AND AESTHETIC QUALITY OF LIFE AND CONSERVE THE ENVIRONMENT FOR THE BENEFIT OF ALL COMMUNITIES IN SOUTHERN AFRICA, THROUGH THE PLANTING AND MAINTAINING OF TREES SUPPORTED BY ENVIRONMENTAL EDUCATION.

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"Think globally, act locally"
Rene Dubois

CHAIRMAN'S REVIEW

TREES FOR AFRICA (TFA) was launched on 1st August 1990 at a well publicised function in Johannesburg. Following the launch, meetings were held with interest groups in Cape Town, Bloemfontein, Durban, Pietermaritzburg, Pretoria and Nelspruit, providing wide visibility for the project and generating considerable media coverage for its activities.

As a consequence of the enthusiastic and supportive response from the public, TFA has enjoyed considerable success in its first year, in terms of tree planting, fund raising, promotion and community participation. Both in mission and action, TFA has captured the imagination and energy of thousands of South Africans from all walks of life and has contributed to over 150 000 trees being planted within its first year.

Through its own membership, (which represents the main players in the country's botanical, forestry, nursery and horticultural industries), and through consultation with leaders in conservation, commerce and community organizations, the TFA committee has developed substantial knowledge and experience relating to the greening of a new South Africa. Our first year has, of necessity, been a year of learning. The feedback received from all parties involved in TFA activities has guided the Committee in sharpening its aim on targets and providing more efficient support for the greening exercise.



Funding from our major donors - Nestlè and First National Bank; and our corporate members - Carlton Paper, Eric Samson Foundation, Forest Owners' Association, Gencor Development Fund, Green Industries Council / South African Nurserymen's Association, Jewish National Fund, Middelburg Steel and Alloys, Millionex, National Botanical Institute, Pick 'n Pay, Prefcor and South African Breweries - has made possible the support of innumerable tree planting activities, plus the development of a highly effective network linking the hundreds of individuals and organizations involved in the greening of southern Africa. The TFA network, administered by TFA coordinator Jeunesse Searll, provides the essential information base for all our activities. This base must be strengthened if we are to respond to the opportunities emerging from our first year of success. Ideally, a single corporate sponsor for the TFA office is needed.

TFA's commitment to community involvement has been addressed through several workshops and through the distribution of tree certificates and tree gift vouchers. It is envisaged that individuals and communities will be able to make massive contributions to TFA's mission once the Green Box project has been launched. While these campaigns will make it possible for all South Africans to contribute funds to the greening of the country, TFA needs to develop a much stronger base for its activities in the disadvantaged urban and rural areas. In this respect, substantial funding has been provided by Nestlè for an Environmental Resource Centre at the Witwatersrand National Botanical Garden.

In order to provide the necessary legal status to the TFA project, the *Trees for Africa and Green Box Trust* was registered as an association incorporated under Section 21 of the Companies Act on 26 February 1991. The TFA-GBT has been registered as a Charitable organization with the necessary fund raising number. A financial report for the period ending 31 March 1991, being the first period for review, is included in this Annual Report. It is particularly pleasing to note that the major portion of funds raised, even in the first year of TFA's development, has been devoted to the planting of trees, indeed more than 500 trees per day have been planted through TFA since its launch.

It is a great pleasure and privilege to serve as Chairman of TFA Board of Directors. My sincere thanks go to all our supporters - donors, corporate members, sponsors, and members of the public. Our accountants, Fisher Hoffman Stride, and our legal advisors, Edward Nathan and Friedland, deserve special thanks. But in particular, my thanks go to the TFA Committee, its Chairman - Professor Brian Huntley, and coordinator - Mrs Jeunesse Searll - for their contribution to the success of this project.

CLIVE WEIL

Un Weil

CHAIRMAN: BOARD OF DIRECTORS



"On behalf of the management of Tlamoha Technical college I would like to thank you and Trees for Africa for the generous donation of trees on the celebration of National Arbor Day.

By planting the trees at our new College it does not only help to beautify the environment, but also serves as a gesture on the nationwide call of Arbor Day."

TLAMOHA TECHNICAL COLLEGE, KWA-THEMA.





TREES FOR AFRICA AND THE GREENING OF SOUTHERN

World leaders have come to the realization in recent years that the global environment is at risk. Environmental problems and degradation are no longer merely local issues but have far reaching effects. The planet as a whole is endangered. With this understanding, massive programmes of environmental rehabilitation and protection are underway throughout the world. These involve not only environmental leaders, but decision makers throughout science, industry, commerce, and politics.

South African environmentalists have until very recently often focused on inappropriate targets with regard to our rich and diverse heritage. With a First World mindset, animal conservation has been the area of prime focus within this country. The crucial environmental issues of overgrazing, deforestation, habitat deterioration, and the collapse of the sustainability of ecosystems are far more serious and will impact on the entire population of South Africa in the Furthermore, the legitimate aspirations of disenfranchised communities will lead to increased demands on our natural resources, placing greater urgency on the need for environmental upliftment throughout the country.

The new South Africa faces severe soil degradation, energy and water shortages, air pollution and the ensuing social stress. The greening of townships and homelands must be addressed. Environmental education of communities living in these areas is imperative to ensure the sustained well-being of our environment and our people.

TREES FOR AFRICA uses trees as a vehicle to address these problems and to make environmentalism relevant to all communities through educational programmes.

COMPLETED PLANTING PROJECTS

Sabie Sawmill Agriqwa, QwaQwa (seedlings) 75 000 Shoshonguwe 3 000

Sponsor SAPPI

Thaba Jabula School, Soweto 100 Dept of Dev. Aid, Soshanguwe 3 000 Sponsor MONDI

1 000

Kyalitsha Kaghiso Ext 3 Sponsor NBI

LEAP, Lebowa

6 000 Sponsor HL & H

Aquadene, Zululand 130

Sponsor RANDBURG HORTICULTURAL SOCIETY

Sharpeville Sponsor VAAL TRIANGLE PUBLISHERS



Lima-Lourdes School, Soweto 30 Tembisa Community Trust 100 500 Spruitview 400 Paradise Park 100 Kaghiso Eersterus Secondary School 100 Dinoto Technical Centre, Daveyton 100 Coronationville School 17

Sponsor CADAC

Koppieskraal Farmschool 20 Sponsor EVERITE

St Mary's DSG

Sponsor ST MARY'S DSG

"Your gesture will be appreciated by all involved in the school plus the community of Mamelodi. Your the community of Mamelodi. Your gift will remain with us and will enrich the environment of our school, and will be cherished by all the pupils of the school and we thank you and your organisation for

We hope and believe that our relationship with you, will last and grow from strength to strength. We wish you to be our God sent Angel and help us to guide and lead the child to look after the environs today for the beauty and wealth tomorrow,"

M L MSEZANE PRIMARY SCHOOL

"On behalf of the SOS Children's Village Association of South Africa but most particularly the children in our Ennerdale Village, many many thanks for your wonderful gift of trees.

We have been collecting as many trees as we could for the past few months but your gift has made our task much easier.

Now we will find shelter from the wind which whistles across from the South and the children will enjoy their soccer more when they don't have to close their eyes from the blowing sand."

CHILDREN'S **VILLAGES** SOS ASSOCIATION OF SOUTH AFRICA





COMPLETED PLANTING PROJECTS

Natal Schools 3 500 Mamelodi, Attridgeville, Thokoza 100 Kattlehong, Vosloorus, Shoshanguwe 100

Sponsor*GIC

TARGET COMMUNITIES

The TFA campaign is open to all South Africans. Funds raised to support tree planting, care and maintenance, environmental awareness and educational projects, are, for the most part, directed toward assisting communities that request aid in developing activities that contribute to the greening of southern Africa

Support is only given to communities that apply for such help, and then only to groups which are able and willing to invest their own time, energy and/or funds in such projects.



Lavender Hill Creche Ottery Hypermarket Green Group 1 991

Sponsor PICK 'N PAY

ACHIEVEMENTS

TREES FOR AFRICA projects completed since the launch are highlighted throughout this report. Collectively they represent the planting of over 500 trees every day!

In addition we have received R90 000 in direct contributions from the public and corporations, as well as sponsorship for printed material and other gifts in kind.



DONORS AND SPONSORS

Changing attitudes in corporate boardrooms are evident from the plethora of environmental seminars that have been held this past year. Corporations are showing an increased desire to be informed on environmental issues. Many are publicising their environmental concern and incorporating it into their social responsibility strategies, marketing campaigns and corporate value systems.

Despite the extremely difficult times being experienced in many of our townships and homelands, a spirit of optimism prevails. The vision of a new South Africa includes environmental action by previously alienated communities. A desire to rebuild traditional links for the natural environment is being expressed by many community leaders. The greening of South Africa, through the promotion of community-based tree planting activities, has been described as an integral part of the empowerment process.

"Invest in our green chip futures, plant a tree, now!"

TREES FOR AFRICA provides a unique opportunity to participate in addressing these issues, offering industry and corporations throughout South Africa the chance to become partners with TFA through corporate membership and direct funding of community based projects.

Donor membership is awarded to any organization making a grant of over R50 000 to TFA, corporate membership is awarded to organizations making a grant of R10 000 per annum.

"On behalf of all the participants of Ukukhanya Kwe Zwe, I would like to thank you for your donation of trees to our Day Care Centre in Alexandra. We received about 100 trees from you, and we have shared them with other organisations in the township. Our children will really enjoy playing under the shade of those lovely trees."





COMPLETED PLANTING PROJECTS

Bloemfontein Townships	50
Sasolburg employees	1 00
Ukukhanya Kwe Zwe, Marlboro	10
Lenasia South Primary School	10
ML Msezane Primary School, Mamelodi	3
St Peter's Mission, Hammanskraal	. 3
SOS Children's Villages Association	10
Wilger Veld & Youth, Benoni	74
Thlamoha Technical College, KwaThema	10
Animal Anti-Cruelty League	. 1
Child Welfare Society	
St. Edna's Environmental Club	. 1
M van Niekerk Primary School, Bethal	20
Honeydew Police Station	1
Bethal Dam	20
Sasolburg	1 00
GAIA Society	. 40
Secunda	1 32
Secunda	277
Syferfontein	77
	0400

Sponsor SASOL

"Think globally, plant locally" TFA, 1991

Worcester	20
JC Merkin School, Soweto	20
KwaThema Township, Springs	1 000
KwaNojoli, Somerset East	600
Tsakane Old Age Home	10
Promat Teachers Training College	25
EPP Mhinga High School Malamulele	20
Good Shepherd Clinic, Rosslyn	20
George St Primary School	20
Isithumdu, BC School	30
Highlands Primary School	10
Diakonnale Dienste Middelburg	50
Hoërskool Birchleigh	20
Shudentihe Middle School, Lichtenberg	-80
Soweto Educare Centre	6
Sponsor	TFA

ACTIVITIES

TREES FOR AFRICA was launched on 1 August 1990 with tremendous media and public support. The media activity brought in a flood of requests from disadvantaged communities throughout Southern Africa. A standardised Application Form was sent out to all the applicants and TFA has responded to as many of these as funds allow.

TREES FOR AFRICA's activities can now be divided into three areas:

Greening of Urban Areas - primarily townships.

Guided by the recommendations of a workshop attended by environmentalists from throughout southern Africa, held in August 1990, TFA has been actively involved in urban greening projects. Applications for tree planting projects in townships are received weekly. These communities wish to undertake tree planting and other greening actions, as part of environmental upliftment projects, school or church group ceremonies, etc. Such applications are for relatively small numbers of trees and funding has been found by networking local sponsors with applicants. The communities prepare the ground, plant and maintain the trees. The planting ceremonies are popular and always well attended. They usually include prayers, singing, dancing, refreshments and other activities organised by the community. These occasions provide a valuable means for spreading the idea of tree planting, as they are also accompanied by speeches and other activities emphasizing environmental health.

TREES FOR AFRICA will soon appoint extension officers to monitor these projects and develop further greening projects and motivational programmes (eg competitions) with these communities.

Greening of Rural Areas - primarily homelands

A TFA workshop on Small Farm Forestry was held in November 1990 and attended by experts in forestry, woodlotting and agroforestry. The workshop recommended that until such time as TFA has sufficient funds to facilitate large projects, the most practical and necessary role for TFA is one of networking, communications and a spreading of awareness. As a result TFA now produces a quarterly newsletter called "SMALL FARM FORESTRY".

The newsletter is establishing and expanding a database of development workers in the field of woodlotting, agroforestry and related projects. It also communicates relevant information on the various groups, their activities and Small Farm Forestry in general.

TREES FOR AFRICA have assisted in the planting of woodlots in Qwa Qwa and Shoshanguwe and with agroforestry projects in KaNgwane.

Environmental Education Programmes

TREES FOR AFRICA is well positioned to participate in the development of long term environmental educational programmes in collaboration with the National Botanical Institute (NBI), the Botanical Society of South Africa and similar organizations. These programmes will be provided with their infrastructural base by the NBI in its network of eight national botanical gardens. TFA tree planting activities form part of the ongoing environmental education programmes. TFA funding will be directed towards transporting school children and teachers, subsidising trees for planting by school or other groups participating in the courses at the gardens, who will take the trees back to their schools, homes, churches and community centres to plant as part of a wider range of greening programmes run by TFA.



ABBREVIATED FINANCIAL STATEMENTS

(Copies of the full Auditor's Report are available from the TFA Office)

Fund Raising Number: 01 100857 000 2

INCOME STATEMENT - PERIOD ENDED 31 MARCH 1991



		R	R
Income			R164 131.00
	Trees sold	84 454.00	,
	Donations	76 307.00	
	Other Income	3 370.00	
Expenditure			134 678.00
Experience	Bad debts	1 400.00	
	Bank Charges	145.00	
	Discount allowed	997.00	
	Interest paid	9.00	
	Legal fees	143.00	The state of the s
	Motor and travelling	889.00	
	Tree purchases	53 333.00	
	Postage and stationery	1 744.00	
	Press release	725.00	
	Printing of certificates / gift vouchers	20 262.00	
	Promotions	1 808.00	
	Public relations	16 000.00	
	Administration fees Refreshments	37 161.00 62.00	
Net Income For The Period			29 453.00
Transfer to Non-distributable Reserve	Net income earned prior to incorporation		26 629.00
Retained Income Carried Forward			2 824.00

BALANCE SHEET AT 31 MARCH 1991



		R	R
Capital Employed			29 453.00
Non-distributable Reserve		26 629.00	
Retained Income		2 824.00	
			29 453.00
Long Term Liability			10 000.00
Employment Of Capital	CURRENT ASSETS Accounts receivable Bank and cash balances CURRENT LIABILITY Accounts payable	74 535.00 27 095.00 47 440.00 35 082.00	
			39 453.00





COMPLETED PLANTING PROJECTS

Lake Farm, Port Elizabeth	1 000
Townships, Cradock	3 500
Woodlots for Townships, Natal	28 000
Street trees Townships, Coligny	155
Street trees, Soshanguwe town	200
Woodlots for Townships, Hoopstad	1 000
LEAP projects in Lebowa	700
Tree Improvement Centre, White River	
Nooitgedacht, Ermelo	500
Aquapark, Groblersdal	80
Springbok (NWCape), woodlots	13 990
Eastern Cape schools	500
Urban Foundation, Eastern Cape	200

Sponsor DWA&F

All primary schools in Alexandra	40
Alexandra Township	1 000
Sponsor SANDTON TOWN	COLINCIL

26 schools Care Townships 500

Sponsor FAIREST CAPE ASSOCIATION

Sandton Bird Club 250
Sponsor FIRST NATIONAL BANK

Pilanesberg National Park, Bophuthatswana 700
Sponsor SUN INTERNATIONAL

MARKETING AND PROMOTIONS

To give all South Africans the opportunity to contribute to the greening of Southern Africa, capitalize on our resources, and considering our ongoing need for funds, TFA has developed various marketing activities. These are being developed to incorporate concepts which can realistically appeal to all income groups.

Illustrated full colour Tree Certificates have been produced. These are available to the public for a minimum of R15.00 which goes towards a tree being planted for a disadvantaged community. The certificate is personally inscribed in the sponsor's name. Corporate certificates are available for R1 500. These Certificates were launched at Christmas time and publicised again for Mother's Day.

In order for this campaign to be successful we require an ongoing advertising and promotional campaign. The Certificates also need to be readily accessible. The Green Industries Council / SANA has recently undertaken to produce a poster advertising them. Certificates will now be available at all leading nurseries. This exposure will be supported with advertisements and press releases wherever possible.

In addition, TFA Gift Vouchers have been produced. These are in denominations of R15 and are available and redeemable at selected nurseries. Ten percent of the proceeds from the sale of these vouchers goes towards TFA. The vouchers will also be advertised on the SANA poster.

BSB Bates Advertising Agency recently offered their services free to TFA. This will greatly assist our existing marketing and opens the way for many new developments. BSB Bates have produced a 30 second TV and radio commercial which the SABC has agreed to flight as a public service advertisement at no charge.

There are many other merchandising ideas which we hope to explore in the near future eg. Tree Shirts, Bumper Stickers, and so on.



THE GREEN BOX

The success of the Jewish National Fund tree planting campaign in Israel is attributed to the funds collected throughout the world by means of the 'Blue Box'. At the suggestion of JNF, TFA is, with the support of First National Bank, about to launch the TFA Green Box - to be placed in homes, schools, nurseries, banks, supermarkets, doctors' waiting rooms, and in CNA outlets throughout South Africa. Funds collected through the Green Box will go directly to supporting tree planting activities.

'A success beyond all expectations!

We acknowledge with appreciation and thanks the very valuable assistance from TREES FOR AFRICA which enabled us to provide 130 indigenous trees for the community of Aquadene.

It was a wonderful experience to see the enthusiasm of the Aquadene community. All the children remained after school where they were joined by their parents for the Ceremony. Father Thomas blessed the trees with holy water and each family was allocated a tree which they adopted. The procession which then followed from the school into the village was beautiful to see. It looked like a pilgrimage. The whole village was filled with families carrying stakes and trees."

ZULULAND SOCIETY FOR THE PROTECTION AND CARE OF THE ENVIRONMENT.



TREES FOR AFRICA BOME VIR AFRIKA

Design: NBI Graphic Services Unit
Printed by ROTAPRES5[∞]

