

# Trees for Life



## 2010 Annual Report



Trees for Life | 3006 W. St. Louis | Wichita, KS 67203-5129 | (316) 945-6929 | [www.treesforlife.org](http://www.treesforlife.org)



GREAT Nonprofits



*Balbir Mathur*

*President and Founder*

People in our world who care for others may say, “This man is hungry, we must give him a fish.” Those who think about the future may say, “This man will also be hungry tomorrow. So, let us teach him how to fish.”

Trees for Life says, “Let us work side-by-side with this man. Together, we will learn how to make fishing poles. Then he can teach his entire village to fish, and they can teach others. And none of them will go hungry again.”

We believe that when people join their hands, hearts and talents, they can break the cycle of poverty and hunger. And the “impossible” can become an everyday occurrence.

In fact, it’s more than a belief. We experience it every single day.

When I say “we,” I am referring to thousands of people around the world. People like you, who have simply reached out to help others.

As a result, years, decades, perhaps even centuries from now, someone in a remote part of the world will wake up to discover the potential within them. And they will never know that the love in your heart helped spark transformation.

Such is the magic of empowerment. And for that, we thank you.

*Balbir*

## Who We Are

Trees for Life empowers people by demonstrating that in helping each other, we can unleash extraordinary power that impacts our lives.

This movement started by enabling people around the world to help plant fruit trees in developing countries. Now it has matured to where Trees for Life provides a platform for people of various disciplines to work on long-term fundamental solutions to problems in the areas of *education, health and environment.*



# It's about Life



Chile

Ethiopia

Guatemala

Haiti

India

Kenya

Mexico

Nicaragua

Pakistan

Philippines

Zimbabwe

Trees for Life began in the early 1980s when a group of individuals started helping poor people in rural India plant fruit trees. These trees provided a long-term source of nutrition at practically no cost and helped their environment.

The formula was to help create awareness, provide training to people and see if they would do the rest. People responded overwhelmingly. Each recipient

## Hearts, not trees

While the trees and fruits were important, even more important was how people's hearts were touched—through the simple act of connecting with each other, pooling their talents and resources to help each other in a spirit of love.

Trees for Life isn't about trees—it's about Life.



## Local ownership

Local people provide most of the necessary resources through their own efforts. An international community of friends provides key elements that are lacking locally.

## Long-term focus

Many groups focus on serving immediate needs, which is very good and necessary. We, however, focus on the long term. We work mostly in the background, focusing on how people can make a major paradigm change. While results are not always immediate, the long-term impact can be very deep and widespread.

pledged to help at least two others in the same way they had been helped.

A movement was born.

At a grassroots level, without publicity or fanfare, people enrolled others throughout India, and it spread to developing countries around the world. As a result, millions of fruit trees were planted.

## Creating models

Our task is not to solve the problems of the world. We aim to create a few selected models that, if successful, may inspire others to solve their own problems. We are not a factory manufacturing the antidote to a disease. Rather, we are like a laboratory developing new antidotes.

## Formula for empowerment

This is the formula we use:



People become aware, they combine their meager resources with others, and they take action, which empowers all concerned.

## A "miracle tree"

One major demonstration of the power generated through this formula has been the social marketing of the Moringa tree.

Moringa (*Moringa oleifera*) literally saves lives. Its edible leaves help prevent deadly diseases by providing large amounts of essential nutrients like vitamin A, protein, calcium, vitamin C and potassium. People use every part of the tree for beneficial purposes ranging from traditional medicine to purifying water.



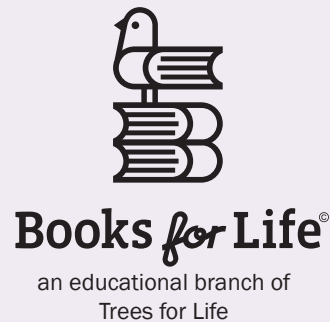


Moringa also happens to grow in parts of the world where malnutrition is the worst—exactly where it is most needed. The problem is that most people are simply not aware of its value.

More than 15 years ago, we realized that a movement was needed to share the message and empower people. Volunteers conducted focus groups

with villagers about how to best communicate the message. A team of researchers looked at all the available scientific data. A graphic designer left her job for one year to help, and a paper company and printer donated their services. The result was an attractive book on Moringa; 10,000 copies were sent globally to political, scientific and medical leaders.

Today hundreds of non-profits, governments and individuals around the world are actively researching, planting and promoting Moringa. We are told that in Africa alone, more than 200 million Moringa trees have been planted.



### Books for Life

*Books for Life* is an educational branch of Trees for Life.

Our experience in the field shows that education is a key to empowerment. So, we have made a commitment to apply

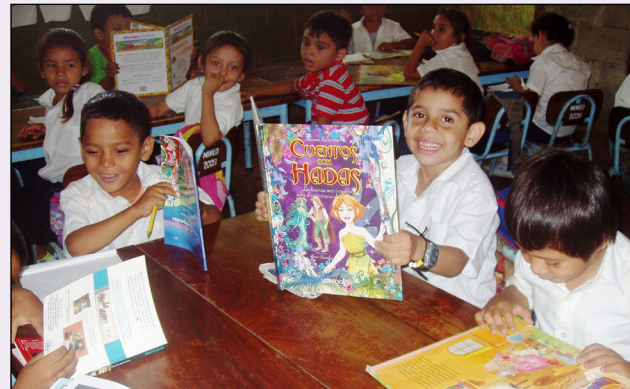
our formula of empowerment to help provide education to economically deprived children around the world. Our efforts are in two areas:

1. Planting seeds of libraries in poor communities
2. Initiating a people-to-people teacher-training program

### Libraries

A major key to education is literacy and reading. By planting the seeds of libraries, Books for Life introduces people to the joy of reading and learning.

- Books for Life has helped the people of Nicaragua start 55 libraries.
- Kansas Youth Book Drives has sent 95,500 books to children in Liberia; 32,579 books to Pakistan; more than 2,500 books to Ethiopia, Zimbabwe and other countries; and 9,630 books to needy communities in the USA.



### Teacher training

One of the greatest barriers to education in developing countries is the lack of well-trained teachers. During 2010 Books for Life continued research and development of ways to provide educational tools and training to teachers worldwide. Several universities, teachers, school administrators and other education experts have joined hands in this effort.



### HeartStrings

Moved by the efforts of people in Nicaragua to provide libraries for their children, the world-renowned Manuel Rodriguez and Sons guitar company provided 200 guitars for these libraries at a nominal cost. This cost was met by donors in the United States. Each

Nicaraguan community contributed the cost of shipment and duties. These guitars will be used not only to teach music to the children, but also to use songs to teach various subjects.



### Cookstoves save lives and trees

Villagers in Guatemala have built more than 2,000 fuel-efficient cooking stoves. These stoves use less than half the wood of open fires, protect children from burns, and preserve health by taking smoke out of the house through a stovepipe.

### Life-giving trees

Trees for Life continues to provide training and materials for people to plant and care for fruit trees and other types of beneficial trees, most recently in several communities in India, Kenya and Haiti.



### The Trees for Life Adventure®

More than 2.9 million students in the USA have participated in this educational activity, growing their own trees from seed. Students witness the miracle of life and learn how all life is interconnected. This program has spread to Canada, The Czech Republic, Austria, China and Chile.





## Our Commitment

To service, not growth. In order to serve others we wish to remain small, responsible and responsive to the needs of the people we serve.

To remain non-institutionalized—so that we may be able to feel the heartbeat of the people we are committed to serve. To remain committed to serve from the context of sacrifice, not power.

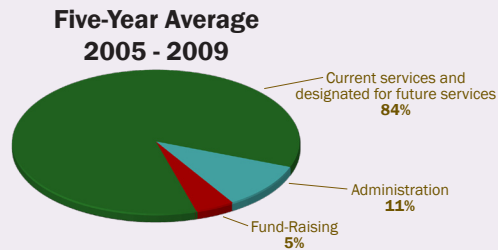
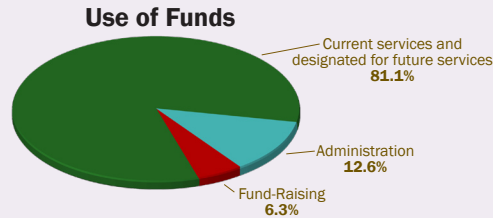
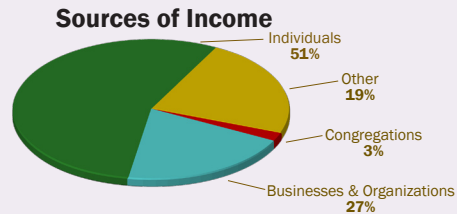
Trees for Life is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to Trees for Life are tax-deductible to the extent permitted by law.

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Highest rating from America's top independent evaluator.

# Use of Funds 2010



## Statement of Activities for the year ended December 31, 2010

### REVENUE SOURCES

Contributions	539,568
In-kind Services	4,170
Interest income	26,486
Investment return	57,614
<b>Total Revenue</b>	<b>\$627,838</b>

### EXPENSES

<b>Program services</b>	
USA	155,101
World	335,589
Subtotal	<b>491,690</b>
<b>Fundraising</b>	38,073
<b>Management</b>	76,690
<b>Total expenses</b>	<b>\$606,453</b>

### NET ASSETS

Unrestricted net assets	515,397
Temporarily restricted net	490,092
Permanently restricted net	5,000
<b>Total Net Assets</b>	<b>\$1,010,489</b>

### Where does my gift go?

To help the greatest number of families move toward self-reliance, Trees for Life does not use its limited resources to track individual gifts from donation to distribution to specific families. Instead, your gift supports the entire mission of Trees for Life. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Your gift is tax deductible, and will be used to help people move from poverty to a sustainable life of hope.

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