



OUR  
ANNUAL  
REPORT

# 2021

IN BRIEF

GREEN  
FOREST  
FUND

# WORTHWHILE COMMITMENT



## HEALTHY GROWTH

In 2021, we once again did a lot for the environment – with your support. We defied the uncertainties caused by the COVID-pandemic. And there is much more to be proud of this year!

### New sites ...

In 2021, we acquired 14 new sites with 189,696m<sup>2</sup> in total and transferred them to non-profit status. On these sites, the forests of tomorrow are growing: they will turn into protected sanctuaries which will serve exclusively as new, untouched habitats for



nature and wildlife. We agreed purchase options for a further 378,804m<sup>2</sup>. For this purpose, we formed revenue reserves that will be used in upcoming years for acquisition costs, for the ecological upgrading of the acquired land and for reforestation.

### ... for new trees.

In Waldbrunn, Unterdielbach and Binau, we planted several thousand trees for the protection of the climate, nature and the species. This also includes tree species that are vital for wildlife as a habitat and food source, but play no role in forestry due to a lack of economic exploitation opportunities.



Of course, we plant native tree species wherever possible, so they can be expected to have good climate tolerance in the future. In addition, we created a food source and a protected home for birds, wild bees and butterflies by planting many new hedges and bee pastures.

### Optimization of our processes: Digitalization

In order to be able to work even more efficiently, we advanced the optimization of our internal processes in 2021, paving the way for further growth and the automatic processing of larger amounts of data. As such, future donations can directly benefit nature.

Due to the Green Forest Fund's strong growth, we had to set up our own, specially designed and efficient CRM system. A commercial standard CRM system would not have suited due to the complex recording of income with associated numbers for trees and woodland. The system was implemented during operation and is constantly being further developed. Due to the investment in the expansion of digitalization, we can keep costs for staff and other fixed costs as low as possible – now and in the future.

## HEALTHY GROWTH

### *Do good things and talk about it:* **our communication**

We also improved our communication and visibility in text and images. Following the principle “Do good things and talk about it”, we want to make our goals publicly accessible: on our website, on social media, in advertisements and through contributions in pictures and videos. We do this to inspire as many people as possible for our good cause – and to be recognized by companies as a strategic partner for a healthy future.

### **Improved organizational structure**

Our growth – as pleasant as it is – increased our need for tax and legal advice in 2021 to be able to create a strong, professional and sustainable organizational structure. Unfortunately, this also resulted in rising costs.

In consequence, after consultation with our voting members and our tax consultant, we introduced a new membership fee system and adjusted the fees. In addition, we also simplified the contribution scheme.



### **Shared values: our statutes**

We also changed our statutes at the members' meeting. Following approval by the assembly, the number of voting members and supporting members was limited. Membership is now subject to certain conditions in order to avoid conflicts of interest within the association. This not only enables us to improve planning and act more efficiently, but also ensures a common orientation towards goals and values within the association.





### HEALTHY GROWTH

GREEN FOREST FUND e.V. is a young non-profit association with the goal of making a sustainable contribution to the protection of the climate and species by creating tomorrow's ancient forests. We acquire suitable plots of land to create places of maximum biodiversity – by planting trees that

are allowed to grow as long as they like. Here, they may grow into natural forest ecosystems that provide habitats for a variety of animals and plants, improve our air quality, and – as a welcome side effect – fight climate change.

#### REVENUES

##### MEMBERSHIP FEES

€8,232  
= 1.3%

##### DONATIONS

618,475  
= 98.7%

##### ANNUAL TOTAL

€401,527  
= 64%

#### EXPENSES

##### STAFF COSTS

€71,217 = 11.4%

##### TRAVEL EXPENSES

€11,145 = 1.8%

##### ADVERTISING

€9,277 = 1.5%

##### EXTERNAL SERVICES

€5,922 = 0.9%

##### ROYALTIES

€46,525 = 7.4%

##### RENTAL CHARGES AND INSURANCE

€22,406 = 3.6%

##### MATERIAL COSTS/ PROJECTS

€1,796 = 0.3%

##### OTHER COSTS

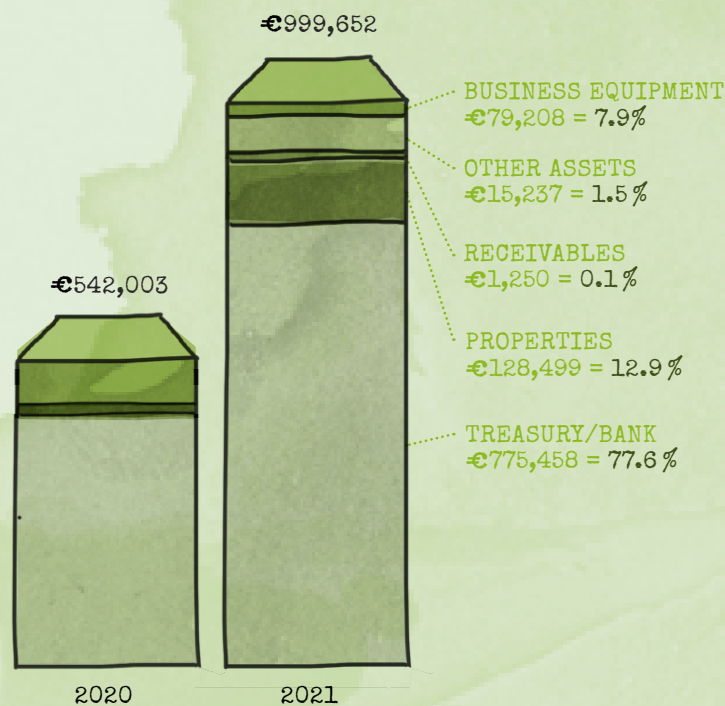
€5,409 = 0.9%

##### ADMINISTRATION, INCL.

€52,054 = 8.3%

### HEALTHY GROWTH

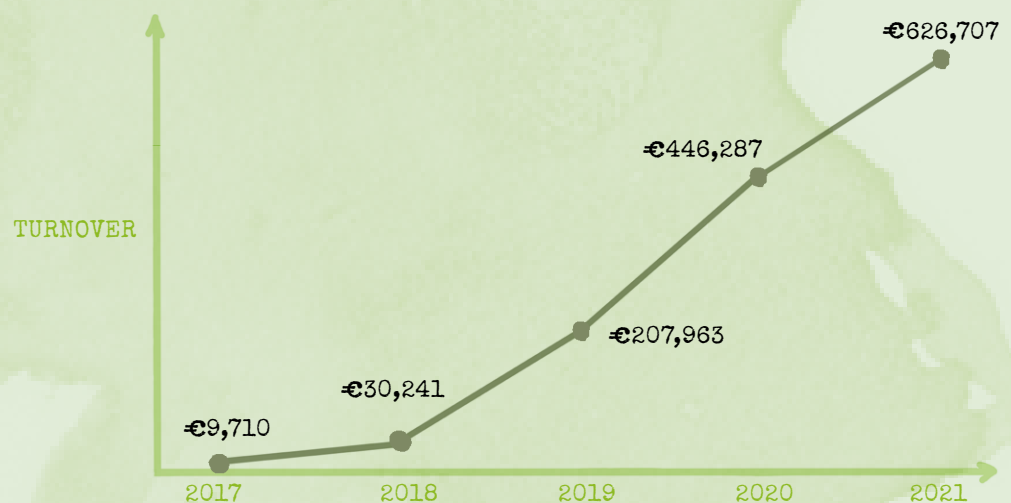
#### ASSETS USE OF FUNDS



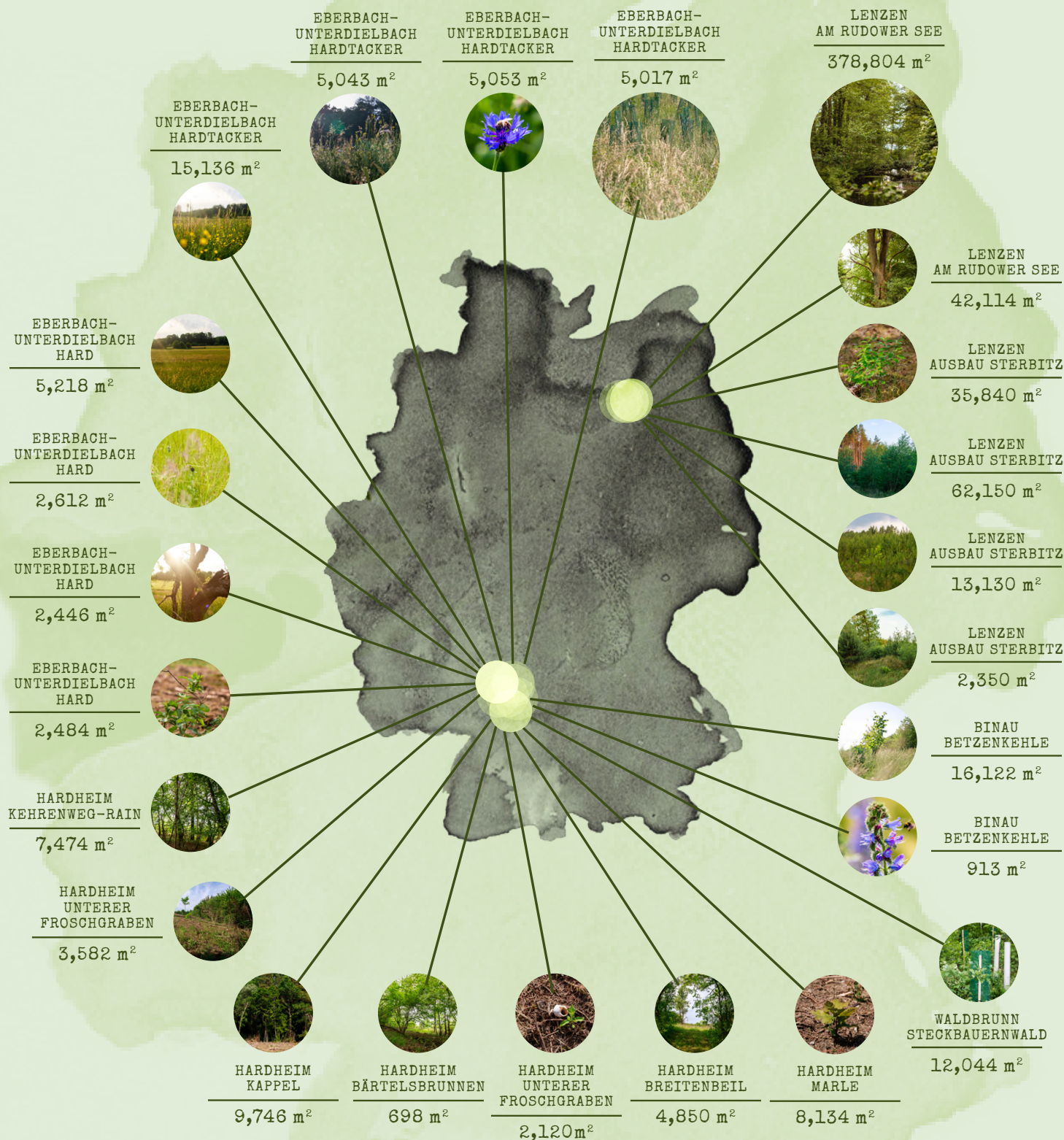
#### LIABILITIES SOURCE OF FUNDS



#### DEVELOPMENT 2017-2021



### WELCOME TO TOMORROW'S JUNGLES





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THIS IS ONLY POSSIBLE WITH YOUR HELP:  
**THANK YOU!**