

OUR
ANNUAL
REPORT

2022

GREEN
FOREST
FUND

I N B R I E F

WITH GREAT
STRIDES

WITH GREAT STRIDES

A Difficult Start to 2022

After increasing our results in a very successful year 2021, we started into 2022 with a lot of confidence. But as soon as the restrictions of the covid pandemic were lifted, the Russo-Ukrainian invasion suddenly brought a new wave of uncertainty. This had dire consequences to our mission: The Green Forest Fund's turnover slumped with the start of the war and fell year-on-year from March to July 2022. It was not until the summer that we saw a slight recovery.



Areas Acquired

Despite these difficult conditions, we managed to acquire four new sites with a total area of 34,226m² and transfer them to non-profit status in 2022. These sites have been – and are still being – upgraded ecologically and will serve as natural habitats for wildlife in the future, just like all of our sites.



Meaningful Entrepreneurship

We have options to purchase an additional 378,804m² in Lenzen on the Elbe riverbanks and are considering to buy further sites there, including a stretch of boggy marshland. This site is especially interesting for us for future projects, as bogs store large quantities of CO₂. These promising opportunities in mind, we still opted for rational entrepreneurship and caution due to deteriorating economic conditions. So we decided to stop some of the projects and investments we had planned as we felt that the risk was too high.

Reserves for Acquisitions and Maintenance

We will use our reserves in upcoming years to pay purchase prices and to reforest and ecologically enhance our sites. At the same time, we are planning to build up more reserves in the future to acquire even larger protected areas in Germany.

There is also maintenance work to be done on the previously acquired areas every year: This involves replanting trees that have fallen out as well as installing or replacing tree shelters. In 2022, we resumed afforesting the Lenzen sites

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and converted them into mixed forests that are stable and protected from external influence. In addition, we reforested the sites in Hardheim, Baden-Württemberg. We also installed bee pastures as a food source and protected habitat for birds, wild bees and butterflies. Our meadows will remain wild without trimming or mowing them (except for official requirements).

Domestic Trees for Our Forests

We choose tree species for our reforestation projects that are primarily beneficial for wildlife as a



habitat and food source. These trees are usually not commercially productive or useful, so they do not play a role in forestry. We also use domestic tree species that are expected to go well with the climate.

Optimization of Internal Processes

We continued to optimize our internal processes in 2022. One of the key factors was the organizational structure: We set the course for further growth and the automatic processing of large data volumes. The website was also updated and expanded in many places.

Digitization

We invested in digitalization to keep future personnel and fixed costs as low as possible. Due to rapid growth in recent years, it was necessary to set up a Customer Relationship Management system that is tailored specifically to our requirements. A commercial standard CRM system would not have suited due to our complex organization with tracking numbers for tree and woodland sites. The system was and is being implemented and continuously developed during ongoing operations.

Optimization of Donation Collection

The optimization of the donation collection process by connecting FinAPI, as well as the modernization of the donation area on the website and the integration of Stripe as a payment service provider were important steps towards improving the donation collection process and increasing the volume of donations. These steps not only increase efficiency, but also boost donor confidence – and thus improve the reputation of the Green Forest Fund.

FinAPI:

FinAPI records donations automatically and compares them with the data at the financial institutions – without manual intervention. This makes the entire process faster, more accurate and more efficient. FinAPI also ensures that all donations are correctly booked and documented, which enhances transparency.

Website:

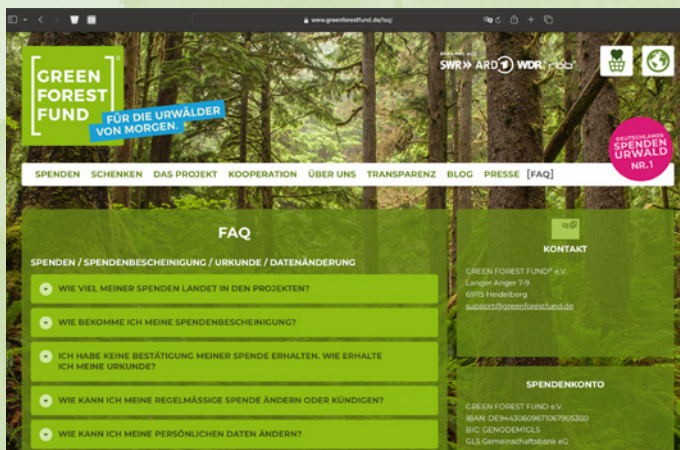
The redesign of the donations page on our website creates a user-friendly environment and encourages donors to get involved. A clear presentation of the donation options along with inviting and easy-to-use call-to-action buttons make it easier for visitors to make their contribution.

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A newly designed FAQ page also provides quick and easy answers to frequently asked questions, which further strengthens trust in us.

Stripe:

Integrating Stripe on our website allows donors to donate conveniently online. Stripe offers a variety of secure payment options, which increases the likelihood of a donation, while advanced security features protect the donors' payment information.



New Membership Fee Regulations

We continued to work on consulting and tax issues with our partner, the auditing and tax consulting firm Mazars GmbH & Co. KG in 2022, who were responsible for payroll accounting and preparing the current annual financial statements. In agreement with Mazars and the voting members, a new contribution regulation was introduced to provide for an adjustment of the contributions.

Communication and Media

With our communication strategy, we have extended our public presence through our website, social media channels, advertisements, and image

and film campaigns. We want to gain visibility and impact in a broader public to be perceived as a strategic partner for a healthy future. That way, we can do even more for the environment with increased donations and further partnerships.

Collaborations

In 2022, we managed to win fashion retailer C&A for a first major partnership – a milestone not only for our development, but above all for the protection of the climate, the environment and biodiversity! We held intensive discussions with C&A about our shared values and initiated a beautiful nature conservation and climate project in Lenzen by the Elbe River.

This is just one of many examples of the support of our partners and donors, who help us on our journey towards a better world. We all see and perceive many things every day that make us think. But we also experience so many beautiful and good things in our work in the service of nature that we can't help but stay good-natured about the future:

There's no use in seeing black – we want to paint the world green!

2022

IN BRIEF



WITH GREAT STRIDES

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

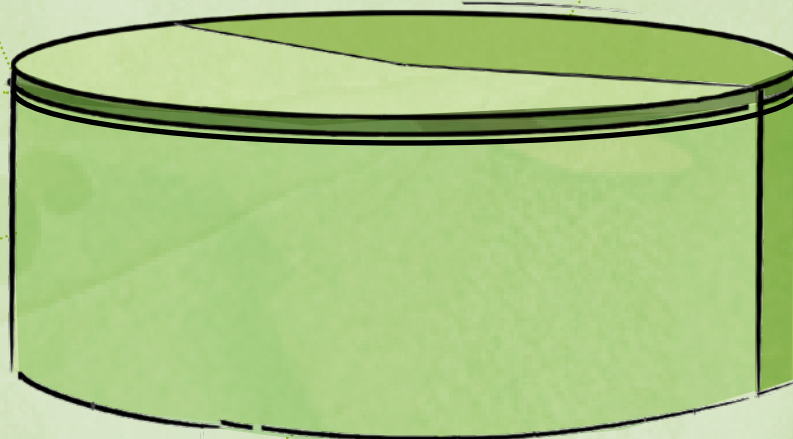
are allowed to grow as long as they like. Here, they may grow into natural forest ecosystems that provide habitats for a variety of animals and plants, improve our air quality, and – as a welcome side effect – fight climate change.

REVENUES

MEMBERSHIP FEES
€15,982
= 2.5%

SUBSIDIES
€5,000
= 0.7%

DONATIONS &
SPONSORSHIPS
€632,375
= 96.8%



ANNUAL TOTAL

€262,614
= 40.2%

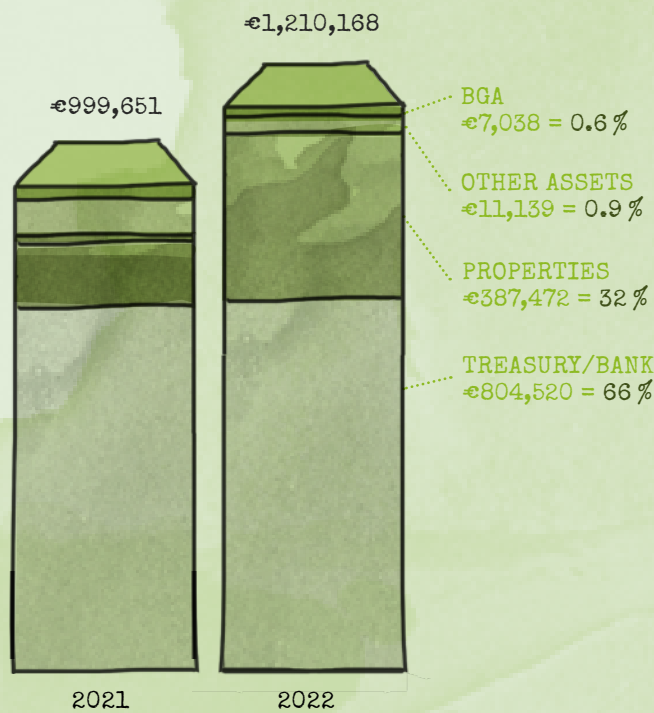
EXPENSES

OPERATING COSTS FOR NATURE AND CLIMATE PROTECTION,
ADMINISTRATION, ACCOUNTING, CONSULTING, PERSONNEL,
MARKETING AND PROFESSIONAL FEES

390,655
= 59.8%

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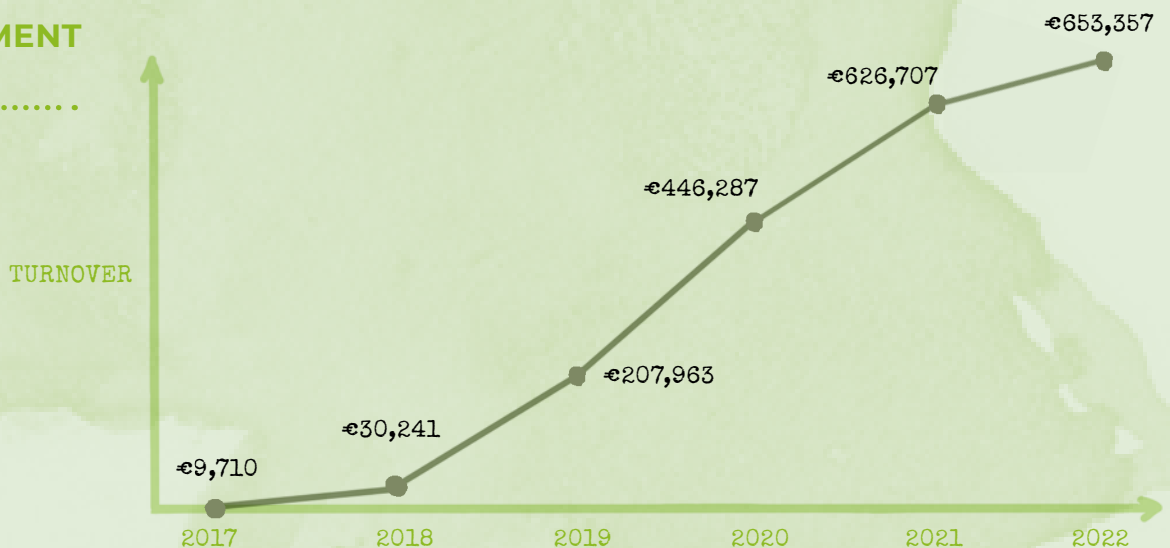
ASSETS USE OF FUNDS



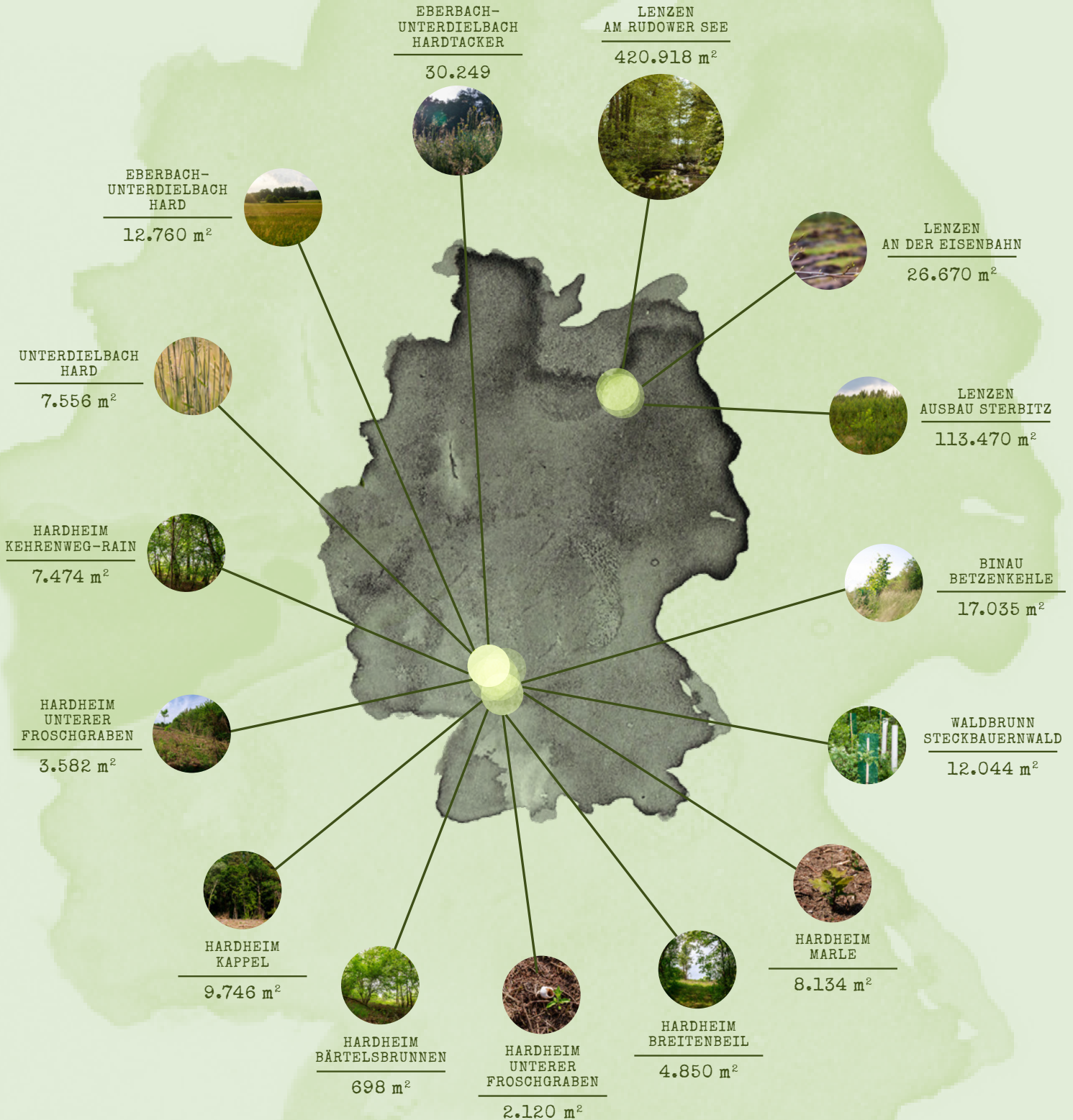
LIABILITIES SOURCE OF FUNDS



DEVELOPMENT 2017-2022



WELCOME TO TOMORROW'S JUNGLES



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THIS IS ONLY POSSIBLE WITH YOUR HELP:
THANK YOU!

