



TREES IN THE FRAME

- 1 3,000,000
- 2 200,000
- 3 53,000
- 4 500,000
- 5 30,000
- 6 273,000
- 7 53,000
- 8 1,700,000
- 9 3,300,000
- 10 40,000
- 11 1,660
- 12 38,000
- 13 6,660
- 14 1,660
- 15 80,000

TREES IN TOTAL
9,276,980

This room PLANTS TREES

Nine million in all, thanks to the growing band of green-minded companies that support the Trust. So what's the deal, asks **Vincent Crump?**

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THE PROJECT BEGAN when fearless Woodland Trust fundraiser Martin Turner challenged bosses from the Body Shop to add a British project to their international 'bio-bridges' rewilding campaign. "They had suggested UK habitats don't suffer the fragmentation that, say, Armenia or the Amazon might. We wanted to show them the real danger our woodland wildlife is in." Result: almost a penny from every soap and smelly sold last Christmas came the Trust's way – money that is now breathing new life into the imperilled woods of the Wye Valley.

It's just one example of how our smart-thinking partnerships team brings in money for our cause: a best-ever £6.7 million last year – and almost £40 million in the last decade alone. As our photo illustrates, you can now support the Trust by buying everything from loo roll to lottery tickets, mortgages to muesli. But the Trust's Pip Borrill says we're not just seeking bounce from business, but the chance to act as advocates for change: "With consumers ever more aware of ethical responsibility, we're determined to make sure this isn't just about greenwash. We are looking for companies with similar values to ours, and we need to hold them to account."

The Trust's vetting process for new partners can take up to two years, and there are some red lines: no destruction of ancient woodland, for example. "We're also starting to consult our members directly for their views – over 3,500 have already been surveyed to see how they feel about us linking up with motor manufacturers."

The spin-off benefits of our corporate tie-ups are incalculable, too. Getting the Trust logo on products from tea to turkey is great for raising awareness about our work. Many partners like their staff to get hands-on as volunteers – those muddy days in the field have saved us £15,000 already this year. And then there's influence in high places, as Pip explains: "Corporates can grab the ear of policy-makers in ways the Trust can't. Last year the housebuilder Shanly Homes wrote to government championing our call for new planning safeguards for ancient woodland – and we won that argument with their help."

Pip sees the nation's growing appetite for eco-responsibility as a chance to win more influence – and more investment. "There is a sea change in terms of business waking up to its responsibilities, and the Trust has a track record of delivering on biodiversity, climate change mitigation, all those big goals. I want to court disruptors: businesses looking to break the norm. For example we'd love to partner with a construction company keen to truly integrate trees and nature into their schemes, setting a benchmark for the sector."

PICTURES: MATTHEW ROBERTS

>> Now turn the page to discover the stories behind our photo.

1 PEOPLE'S POSTCODE LOTTERY

Since: 2010. Raised: £10 million.

Three million saplings, 2,000 schools, 1,000 street parties, two happy ospreys and a shiny red boat. There is scarcely a corner of the Trust's work that's not been boosted by players of People's Postcode Lottery. This partnership's greatest hits include £850,000 for our Green Tree Schools Awards and £500,000 to launch our Street Trees project, empowering folk to protect the greenery on their doorstep. Then there is players' £1.5m backing for Loch Arkaig pine forest, which has funded our online 'osprey-cam' there and paid for the Trust's first ever boat, Arkaig Fire. It whisks our team across the water to remoter reaches.

2 NICKY

Since: 2013. Raised: £650,000.

This tissue-paper partnership is not to be sneezed at: cash comes our way from every sale of Sofidel's Nicky Elite toilet paper and kitchen roll, and it's so far planted 200,000 trees, including groves at Lang Craigs near Dumbarton and Coed Ffos Las in Carmarthenshire. Sofidel has just become the first major tissue-maker to trial paper packaging instead of plastic.

10 DISNEY

Since: 2004. Raised: £700,000.

Mickey Mouse has probably never been muddier. Back in 2009, more than 100 Disney Store 'volunteers' gathered at the Trust's Heartwood Forest, near St Albans, to plant trees – led by Mickey, Minnie and other VIPs. Battling gale-force winds and a mudbath, they got stuck in regardless – with a rousing chorus of *Heigh-Ho* to keep their spirits up. Disney's diggers have returned often ever since, completing a 50-acre 'Magical Wood' for children to add colour to Britain's biggest new broadleaf forest, 600,000 trees strong.

9 SAINSBURY'S

Since: 2004. Raised: £8.6 million.

Which came first: the chicken or the egg? The Trust's longstanding link with Sainsbury's began with the latter, when our former chief executive Mike Townsend spotted 'woodland eggs' in his local store and suggested we team up. More than 4.7 billion eggs have since been sold – enough to make an omelette 54 kilometres square – with sales of woodland chickens, turkeys, apples and honey also chipping into our cause.

It's not just about money though: we have counselled 400 Sainsbury's farmers to plant trees – a cool million in all. They include the Cumbrian egg goliath David Brass, now a Trust ambassador who bangs the drum for 'agroforestry' among his peers. This year the partnership is all about toasting the retailer's 150th birthday: £1 million will go to create 150 new woods UK-wide, while all 195,000 staff will get the chance to plant a sapling of their own.

8 IKEA

Since: 2007. Raised: £3.3m.

Who's the keenest Woodland Trust fundraiser in Britain? It might just be Julie Downham, who works the checkout at IKEA in Bristol – and has inspired 20,000 shoppers to add a quid to their bill to 'pledge a tree' for the Trust. In all, 150,000 customers have donated to the Trust since 2012, with the company's 22 UK stores competing to raise most cash: Southampton and Nottingham are currently duelling for top honours. IKEA's backing has so far enabled the Trust to mail 12,000 miniature woods to schools and community groups – with store staff often mucking in to help plant them. Oh, and the Nottingham store hosted this photo-shoot for us – thanks gang!

7 WICKED

Since: 2010. Raised: £82,000.

"Go Green for Hallowe'en" shout the billboards each October outside the hit musical *Wicked*, prompting a ferment of fright-based face-painting and photo-ops in the foyer, an online auction, and lots of bucket-shaking by witches, scarecrows and tin men. Result: 53,000 trees and counting.



3 THE BODY SHOP

Since: 2018.
Raised: £159,000.

The Body Shop has donated millions globally through its 'bio-bridges' mission to repair fragmented wildlife habitat, and last Christmas the Trust starred in its first ever UK charity campaign. The glitzy launch saw a Shoreditch warehouse transformed into an immersive ancient woodland experience, and our £159,000 windfall is now repairing precious woods in the Wye Valley. We'll be planting hedges and copses, and helping fund this autumn's pine marten reintroductions in the Forest of Dean.



4 YORKSHIRE TEA

Since: 2015. Raised: £500,000.

Yorkshire tea hails from Kenya, not Keighley, and this partnership is unusual for the Trust – the home-grown half of the company's five-year drive to plant a million trees in the UK and Africa. So far 11,500 schools across Britain have scooped our free sapling packs to green their playgrounds and pitches, along with educational info so pupils can learn about nature as they plant. Out in Kenya, meanwhile, 4,000 Yorkshire Tea growers have diversified by planting mango and macadamia trees on their smallholdings.

5 NATIONWIDE BUILDING SOCIETY

Since: 2016. Raised: £1.24 million.

Nationwide staff are gaining a reputation at the Woodland Trust for their planting prowess: on a recent volunteer day at Manners Wood, near Swindon, the earth flew so fast that we had to send for 300 extra trees! Plans are now afoot for a green housebuilding project nearby, where the Trust will advise Nationwide on how to 'plan in' lots of leaf-cover before the bulldozers break ground. The company is also powering our £400,000 community woods drive, which urges neighbourhood nature-lovers to look after woodland on their own patch.



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6 PREMIER PAPER

Since: 2011. Raised: £915,000.

This partnership has a pleasing ripple effect: more than 400 of Premier Paper's clients have signed up to 'capture' the carbon that's produced by running off their reams – companies, councils, colleges, you name it. Premier adds a £8.50 levy per tonne of the white stuff, and that will soon have planted £1 million of Trust saplings. Our message about the power of native trees to mitigate carbon emissions persuaded one of the firm's own directors, too – Paddy Byrne now gives his time as a volunteer speaker for the Trust.

FIVE MORE OF THE BEST

11 PLANTED donates up to 2p a carton from its range of oat, coconut and almond-based drinks, with £5,000 coming our way in 2018.

12 DORSET CEREALS includes tasty titbits on every box about its Woodland Trust tree planting: £200,000-worth over the past decade.

13 JOULES has pledged £20,000 this year from sales of bespoke Woodland Trust jute bags – and you can pick up our free booklet of great woodland walks in its ten flagship stores.

14 BLOOMSBURY is collaborating with us to create a brace of beautiful new children's books on native woodland wildlife, with the Trust's conservationists lending their expertise.

15 SELFRIDGES is funding 80,000 saplings in 2019 as a new sponsor of our free tree packs for communities. Look out for this partnership going big in 2020 – it could be our most eye-catching yet.

>> woodlandtrust.org.uk/our-partners