

ACTIVITY REPORT 2025



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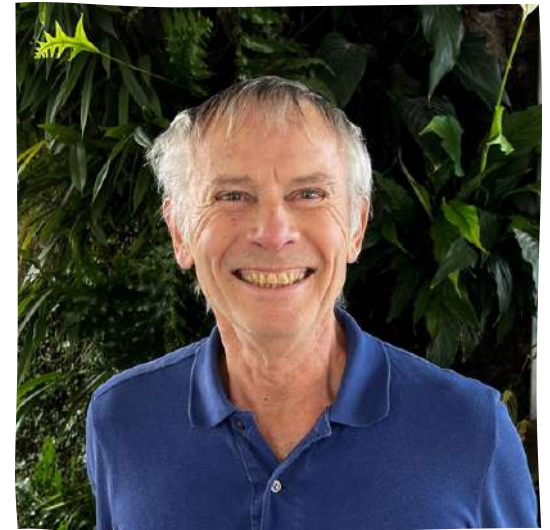
EDITORIAL

CONTINUE PLANTING TREES WHILE ADAPTING TO THE CHALLENGES WE FACE TODAY

Our association continues to evolve in a particularly challenging environment. We must continue the efforts we have undertaken to raise our profile and gain our partners' appreciation.

Geopolitical tensions, especially the war in Iran and blockade of the Strait of Hormuz, are affecting the countries where we operate. We will remain vigilant and transparent to best support our partners and beneficiaries, and to satisfy the patrons and donors who have put their trust in us over the long term.

Climate change is disrupting our projects, forcing us, along with our planting partners, to continuously adapt our practices and schedules. The association has carefully managed these adjustments by continuing to include a contingency fund in our budgets, as well as working closely with our Scientific Committee to select resilient tree species adapted to future climate conditions and beneficial to biodiversity.



**ANDRÉ-JEAN GUÉRIN,
PRESIDENT**

EDITORIAL

EXPANDING INTO NEW INTERVENTION AREAS WHILE STRENGTHENING OUR COMMITMENTS

In 2025, A Tree for You continued to grow with a commitment to excellence, expanding into new regions while consolidating its long-standing projects.

Our Scientific Committee selected eight new projects in France and the Netherlands, as well as three new planting partners. These choices strengthen our local presence and enrich our cooperation models, particularly with the Land van Ons association, Ariège Chamber of Agriculture, and the agroforestry consulting firm ERA. From Corsica to the Netherlands, these projects illustrate the diversity of the contexts in which we operate.

Internationally, our long-standing partnerships continue to be built on a relationship of trust, reinforced by regular audits.

In France, due to challenges faced by the agricultural sector, some farms have suspended their planting activities. Others, however, have achieved their goals with efficiency. In all cases, unused funds, with their donors' consent, have been reallocated to other projects.

In a context of declining public funding and increased competition, it is becoming more difficult to secure funding. This underlines the importance of our communication and fundraising efforts. I would like to extend my warmest thanks to Air Liquide and its employee Dominique for their commitment to skills-based sponsorship in 2025. This momentum continues in 2026 with the arrival of a Partnerships and Philanthropy Manager.

A big thank you to our donors and sponsors. Your loyal support makes our work possible!



**JOËLLE TOURÉ,
DELEGATE GENERAL**



A COMMITTED AND RIGOROUS ASSOCIATION

GROWING SOLUTIONS

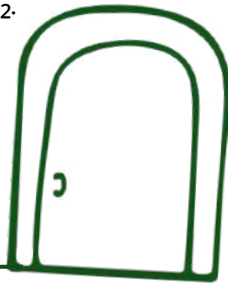


It all began in 2017 with Gérard Feldzer, a former airline pilot with a paradox: passionate about flying, he is nevertheless keenly aware of its environmental impacts. Yet instead of wallowing in guilt, he decided to take action!

His first initiative, 'Un arbre, une vie', was based on the poetic idea of linking tree planting to a major life event, like a birth, for example.

But soon Gérard realised that the impact of a tree extends way beyond symbolism or absorbing CO₂.

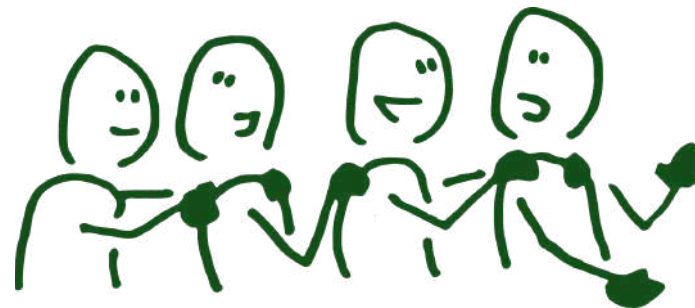
Then fate knocked on his door!



A friend, Joëlle Touré - an agricultural engineer seeking a new career path - happened to drop by Gérard's barge moored in Paris (now the association's offices).

Supported by André-Jean Guérin, now president of the association, the trio created A Tree for You, a public interest (1901 French law) association. They inspired several leading figures from the scientific, associative and business worlds to join them in this environmental and human adventure.

Today, A Tree for You boasts a wide range of skills and expertise that are put to good use in its social purpose.



CLEAR COURSE OF ACTION

Thanks to our donors, together with scientific experts and local stakeholders, we are planting trees in France and across the globe to tackle the three major challenges of our century: **social inequalities, threats to biodiversity, and climate change.**

TO ACHIEVE THIS, WE LEAVE NOTHING TO CHANCE ...



Our projects are rigorously studied and selected to address real local issues.



Stringent project monitoring is carried out over the long term.



We adopt a humanist approach to local partners and stakeholders.



OUR IMPACT

Together, since 2017, we have transformed hectares... and lives.

76 PROJECTS LAUNCHED ACROSS 16 COUNTRIES

OVER 72,000 LOCAL BENEFICIARIES SUPPORTED

OVER 141,000 PRIVATE DONORS ENGAGED

OVER 1,800,000 LONG-LASTING TREES PLANTED



WHAT OUR BENEFICIARIES SAY

**“IT'S THE FRUIT THAT INTERESTS ME
THE MOST – FOR BOTH MY CHILDREN
AND SELLING.**

**IT WAS REALLY GREAT TO SHARE THIS
EXPERIENCE AND LEARN ABOUT
AGROFORESTRY.**

**NOÉMIE, FROM THE KACHIWANUSHKA
COMMUNITY IN ECUADOR**





**PLANT TODAY
CHANGE TOMORROW**

ACT FOR A WORLD WHERE PEOPLE AND NATURE THRIVE TOGETHER

Why are trees a universal solution for a world seeking ecological and social equilibrium?



Help and improve living conditions for local people



Stabilise and prevent soil erosion



Tackle climate change



Enrich biodiversity



Regulate water cycles

In reforestation projects, it's common practice to plant more trees than the number expected to survive after a few years.

At A Tree for You, the expected mortality and selection of trees is already factored into the price of each tree. This ensures the trees funded by donors are truly destined to grow for many years to come. This target number of long-lasting trees is closely monitored by the A Tree for You team throughout every project implementation.

A BUSY YEAR IN THE FIELD



**2 TO 6 JUNE
2025**

**Audit of our projects in
Martinique and French
Guiana, with our
partner AFAF**



1ST JULY 2025

**Preparatory visit to
Fontainebleau with
our partner ONF and
sponsor Safran
Aircraft Engines**



**16 -17 JULY
2025**

**Site visits in the Alpes-
de-Haute-Provence
and Vaucluse regions,
with journalists
present**



**27 OCTOBER
TO 6 NOVEMBER
2025**

**Audits of two projects
in Mexico, in the
Sinaloa region and
Chiapas, together with
our local partners**



**FROM 1ST TO 5
DECEMBER
2025**

**Audit of our project in
Kenya**



OUR PROJECTS HAVE NO BORDERS



A close-up photograph of a person's hands, wearing green work gloves, carefully planting a small green sapling into the soil. The ground is covered with dark brown earth and a layer of dry, brown mulch or wood chips. The person is wearing a grey long-sleeved shirt. The background shows more of the wooded area with scattered sticks and branches.

SPOTLIGHT ON FOUR PROJECTS WITH WIDE-RANGING IMPACTS

FEEDING BLACK BEES IN ARIÈGE

➤ Overview:

- **Location:** in the Ariège department of France
- **Partner:** Chambre d'Agriculture de l'Ariège
- **Objective:** planting to regenerate the soil and feed bees
- **Budget:** €80,740
- **Trees planted:** 6,190 long-lasting trees

19 different fruit and melliferous tree species: hazel, checker, strawberry tree, chestnut, maples, mulberry, sorb, almond, pomegranate, apricot, peach, pear...

➤ Why this project?

Michel is keen to plant fruit and honey trees to restore the soil, feed his bees, and tackle drought and erosion. Through this project, he will be able to produce fruit and honey locally, while putting nature and sustainable practices first.

➤ Timeline

Winters from 2024 to 2028
Preparing the soil and planting

Spring & Summers from 2026 to 2031
Maintenance & monitoring plantations

September 2026 to 2030
Replenishing, if any mortality



I'd like to set up an apiary for the black bee, which has virtually disappeared from the Southwest of France.

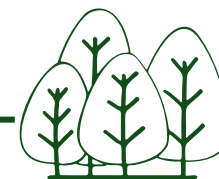
The new tree species planted on the farm will provide nectar and pollen for my apiary.

With this aim in mind, we have selected species that bloom all year round.

For instance, the almond tree will be the first to provide nectar, as from February, followed by the strawberry tree, which finishes blooming in December.



*Michel,
farmer-processor specialising in organic
grain production and beekeeping*



BREATHING NEW LIFE INTO BORNEO'S JUNGLE

➤ Overview:

- **Location:** the island of Borneo, Malaysia
- **Partners:** Danau Girang Field Centre & KOPEL
- **Objective:** reforestation with local communities in the heart of a wildlife sanctuary
- **Budget:** €144,375
- **Trees planted:** 26,250 long-lasting trees
- **Species planted:** local species found naturally in the surrounding forest, e.g. Bayur (*Pterospermum sp.*), Belian (*Eusideroxylon zwageri*)...

➤ Why this project?

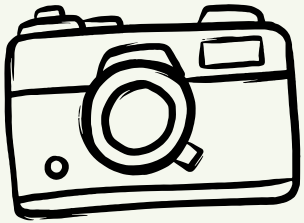
It will revive one of Borneo's last existing biodiversity sanctuaries. On land once used for oil palm plantations, trees will help restore degraded forests, boost biodiversity, and tackle climate change.

➤ Timeline

July 2025 and 2026
Soil preparation

August 2025 and 2026
Tree planting

2027 to 2030
Monitoring and maintenance



The Kinabatangan River area is home to exceptional wildlife that includes the Bornean orangutan, Borneo elephant, proboscis monkey, Sunda clouded leopard, Malayan sun bear, and Sunda pangolin — all protected species.

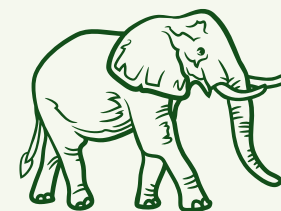
Restoring these forest zones will improve habitat quality and reconnect fragmented patches of forest.



Proboscis monkey living in the Lower Kinabatangan Wildlife Sanctuary

Riverine site undergoing restoration in the Lower Kinabatangan Sanctuary

A clouded leopard from the Sunda Islands



©Rudi Delvaux

PLANTING FOR RESILIENCE IN TOGO

➤ Overview:

- **Location:** Togo
- **Partner:** APAF
- **Objective:** forestry and agroforestry in 10 villages and 5 hamlets in the Zio valley
- **Budget:** €432, 000
- **Trees planted:** 160,000 long-lasting trees

Six fertility tree species (*Samanea saman*, *Albizia stipulata*, *Albizia lebbek*, *Gliricidia sepium*, *Terminalia superba*, *Terminalia ivorensis*), two forestry tree species (*Gmlina arborea*, *Tectona grandis*), and various fruit trees, citrus, *Cola cordifolia*, and coconut trees.

➤ Why this project?

In the Zio River valley, the soil is severely degraded with poor fertility for subsistence farming. The villagers also lack firewood and timber. This project aims to provide local inhabitants with food and wood, thereby protecting the Zio River's gallery forest from logging.

➤ Timeline

2025 - 2026

Setting up nurseries

2025 - 2026

Planting

2026 - 2029

Monitoring & maintenance of plantations



We plant various species of trees, including medicinal. We are benefitting greatly from this planting, especially with regards our health, since we avoid using chemical fertilisers. We are delighted to be able to bring natural products to the market.

We get good prices for them, and this supplements our income.



*Eya,
a farmer actively involved in the Bolou
Klokpoe village project*



PROTECTING THE ECUADORIAN AMAZON

➔ Overview:

- **Location:** Tena, Ecuador
- **Partner:** Ishpingo
- **Objective:** participatory reforestation
- **Budget:** €522,500
- **Trees planted:** 95,000 long-lasting trees
- **Species planted:** timber and fruit trees, with 10–20 species per plot, including the reintroduction of endangered native species

➤ Why this project?

It addresses biodiversity loss and builds on earlier reforestation efforts in Tena using valuable tree species. The sustainable agroforestry model improves living standards for the Kichwa people, while protecting adjacent primary forest.

➤ Timeline

2025
Setting up nurseries

2025 to 2027
Tree planting and training

2027 to 2029
Monitoring and maintenance

Between 500 to 600 local families will benefit from this project.



Tree planting delivers both **ecological and economic advantages**. For instance, fruit orchards can increase household income by over 30% in just three years and even double it within five. Timber trees also represent long-term capital — each tree can earn a farmer around \$200 when harvested, roughly two decades after planting.

The aim is to create a virtuous cycle: for every tree felled, a new one is planted — so ensuring lasting benefits for future generations.



A beneficiary taking plants from the community nursery to plant on her land at home



Visit by beneficiaries of the Ishpingo Foundation's experimental farm



Minga (collective work) within a community nursery





A PRECIOUS COMMUNITY

OUR PLANTING PARTNERS

You can't improvise tree planting. Our Scientific Committee rigorously selects operators experienced in the field and firmly rooted locally. These trusted experts and partners provide project beneficiaries on the ground with direct technical guidance and support.



OUR AMBASSADORS



A Tree for You is fortunate to benefit from the invaluable support of one patron and three ambassadors. Their commitment helps raise the profile of our mission and work.



MONIQUE BARBUT

Former honorary Executive Secretary of the United Nations Convention to Combat Desertification, before becoming President of WWF-France



JEAN-FRANÇOIS CLERVOY

Astronaut, veteran of three space missions studying the atmosphere, supplying the Mir space station, and repairing the Hubble Space Telescope

Founder of AirZeroG



JEAN JOUZEL

Climatologist and glaciologist, member of the French Academy of Sciences,

Vice-chair of the IPCC Scientific Panel from 2002-2015 (co-recipient of the 2007 Nobel Peace Prize)



JEAN-LOUIS ETIENNE

Doctor and polar explorer, the first man to reach the North Pole solo

[Read their testimonies here](#)

OUR PARTNERS & CORPORATE SPONSORS



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KEY FIGURES

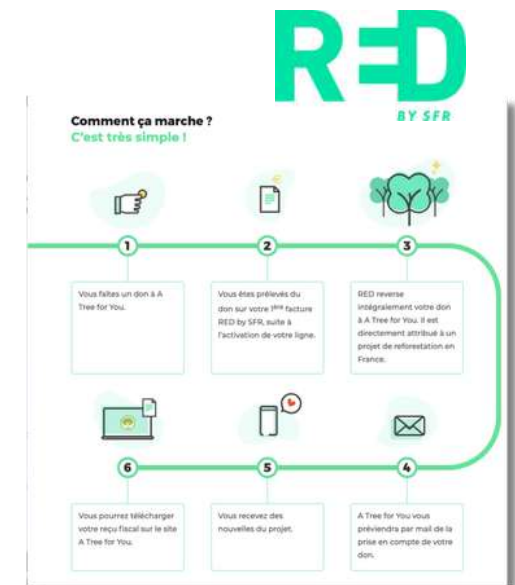
- €611,000 collected
- More than 15 companies committed
- 5 new partners

Through financial sponsorship, employee engagement or promoting our work to their stakeholders, **around 15 companies and foundations pledged their support for us in 2025, including Air Liquide, as well as REDEVCO, AXA XL, and Société Européenne de Formation, which joined us for the first time this year. We would like to extend our warmest thanks to them!**

➤ GROW FRENCH FORESTS WITH RED BY SFR

For the fifth year running, in 2025 Red by SFR, SFR's digital brand, is joining forces with us to help preserve biodiversity in our forests - by inviting all its customers to donate to the educational project for a melliferous forest in Lozère. Customers can either donate euros, matched by RED by SFR, or a portion of their loyalty points, to A Tree for You. SFR also supports the association by covering part of its overheads.

A big thank you to the teams at RED by SFR, who are fully committed to this long-term partnership!



> FIRST SKILLS-BASED SPONSORSHIP INITIATIVE, WITH AIR LIQUIDE



This year, we were fortunate to benefit from skills-based sponsorship by AIR LIQUIDE.

Dominique Lecocq, a communications expert, agreed to support us from May to December 2025, prior to retiring in 2026. She shared her expertise in communications on social media, with the press and donors. She even helped us find new corporate sponsors!

Heartfelt thanks to Dominique for her commitment, and to AIR LIQUIDE for being by our side this year.



> INNOVATION GOES GREEN – WITH SAFRAN AIRCRAFT ENGINES



For the past three years, Safran Aircraft Engines has organised an innovation award to encourage creativity among its staff. The more employees get involved in coming up with new ideas, the more the group commits to supporting A Tree for You!

Thanks to this collective momentum, 2,246 trees were planted in Fontainebleau forest in 2025. Thank you everyone!

THANK YOU

TO OUR MAIN SUPPORTERS

Flyingblue
AIRFRANCE / KLM



SAFRAN
AIRCRAFT ENGINES



MECENAT
CHIRURGIE
CARDIAQUE
enfants du monde



XL Insurance
Reinsurance

REDEVCO



bobbies
PARIS



le Dérivant

AS WELL AS ALL OUR PARTNERS AND SPONSORS

OUR INDIVIDUAL DONORS

Supporting A Tree for You means choosing a transparent tree-planting project that delivers tangible environmental and social benefits. **We would like to extend our warmest thanks to our 141,000 donors. You enable our projects to come to life every day and develop in the field. We have 4,000 more donors than last year!**

> CONTRASTED FUNDRAISING IN 2025

Whilst donations of miles from Flying Blue loyalty cardholders fell compared to last year, donations from individual donors via other channels increased by 51%! This proves our efforts to raise awareness of A Tree for You and initiatives are paying off.

SUPPORT US OVER THE LONG TERM, IT'S POSSIBLE!

> In 2024, we introduced direct debit donations via our website. Donors can now choose to make a monthly donation to support our work.

A BIG THANK YOU!



©Eau de Coco

KEY FIGURES

- > 141,000 donors
- > €582,000 raised in 2025
- > Donors from 39 different countries



I'm THRILLED to be able to keep track of projects over time. This is so rare!

Corinne, donor

ENGAGED GOVERNANCE AND TEAM

BOARD OF ADMINISTRATORS



**ANDRÉ-JEAN
GUÉRIN**

President
Member of the French
Academy of Agriculture.
Honorary General Engineer
of Bridges, Water and
Forests



LIONEL GUÉRIN

Treasurer
President, Aéro-Biodiversité,
CEO of Air Moana



HANH NGOC HÀ

Secretary
President of the association
Zebunet



GÉRARD FELDZER

Vice-President
Founder of A Tree for You.
Expert in eco-mobility.
President of Aviation sans
Frontières



**GENEVIÈVE FERONE
CREUZET**

Vice-President
Pioneer in corporate
environmental ratings.
Co-founder and partner,
Prophil



**EMMANUELLE
BOUR POITRINAL**

Vice-President.
General engineer of
bridges, water and forests.
President, Club des
Bioéconomistes.
Member of the General
Council for Food,
Agriculture and Rural Areas
(CGAAER)



ODILE CHEREL

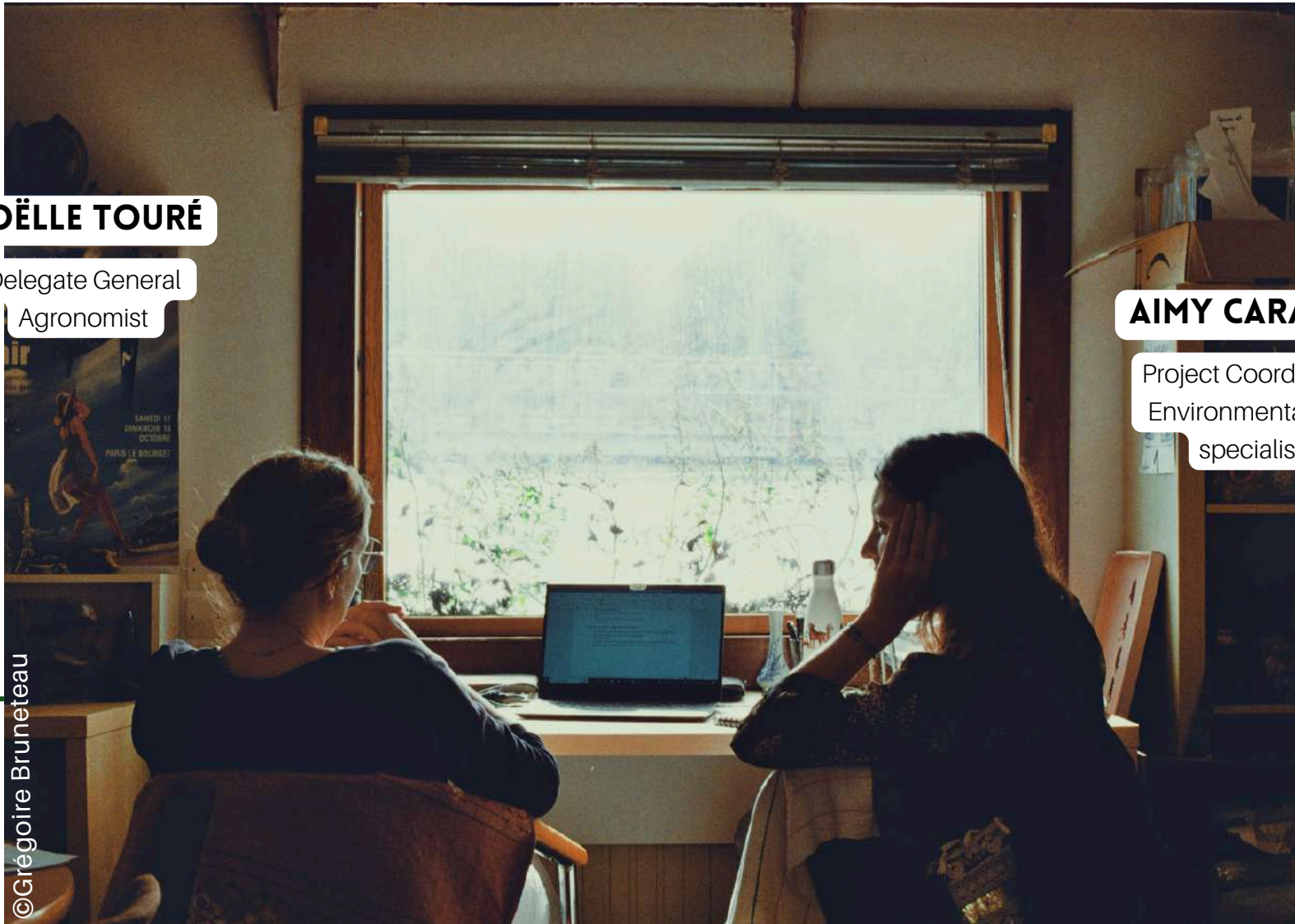
Vice-President
Vice-President, Aéroclub
de France, Aéro-
Biodiversité, and the Air and
Space Museum



**VINCENT
ETCHEBEHERE**

Board Member representing Air
France.
Director of Sustainability and
New Mobility, Air France

OPERATIONAL TEAM



JOËLLE TOURÉ

Delegate General
Agronomist

AIMY CARADEC

Project Coordinator
Environmental law
specialist



©Grégoire Bruneteau

SCIENTIFIC COMMITTEE



SAMUEL REBULARD

Agronomist. Senior lecturer in Life and Earth Sciences. Co-director of the agrégation preparation course at Paris-Saclay University. Author of *Le Défi Alimentaire* (Belin Éducation, 2018)



ANNEKE DE ROUW

Agro-ecologist. Senior researcher at the French public research institution IRD



ALAIN RIVAL

Agronomist. R&D project manager in tropical agriculture and forestry at the French agricultural research and cooperation organisation CIRAD



SÉRAPHINE GRELLIER

Lecturer and researcher at the University of Tours. Ecohydrology expert. Leads international research projects (in Asia, Africa, and Europe)



JEAN-LOUIS JANEAU

Hydro-ecologist and soil specialist at the French public research institution IRD



Our planting partners and projects are selected by this independent Scientific Committee, made up of volunteers all highly competent and recognised in their fields. Their expertise spans agricultural and economic development, university teaching, and international research in ecohydrology and life sciences.

In 2025: five Scientific Committee meetings were held to select eight new projects and three new planting partners. Our experts monitor the projects over time and also visit the sites with the operational team for auditing purposes. Note that the Committee also rejected two projects. In 2025, they contributed their expertise to auditing five projects.



FINANCIAL REPORT

DESPITE A DROP IN FUNDRAISING, RESOURCES REMAIN HIGH

2025 marks A Tree for You's eighth year of operations. Through the support it received, A Tree for You was able to maintain a high level of donations and resources, although this still represented a 19% decrease compared to 2024, totalling **€2,167 k** (including the use of dedicated funds from previous years), **97% of which came from the generosity of the public - individuals, businesses, associations and private institutions.**

For several years now, Flying Blue has been offering its cardholders the opportunity to donate their miles; Safran Aircraft Engines encourages innovation among its teams, whilst Red By SFR and Bobbies raise awareness of our projects amongst their customers. The TotalEnergies Foundation and Mécénat Chirurgie Cardiaque, along with many other sponsors, and an ever-growing number of individual donors, are collectively enabling hundreds of thousands of trees to be planted every year. Notably, whilst donations made via miles fell by 53%, funds raised from individuals outside the Flying Blue programme rose by nearly 51% in 2025, compared with 2024.

Since the 2019 financial year, the association has gone above and beyond regulatory thresholds and complies with the accounting framework for associations, which notably requires an auditor to be appointed and publication of a statement of expenditure. The full financial report for the 2025 financial year, signed off by our auditor, is available on request at contact@atreeforyou.org

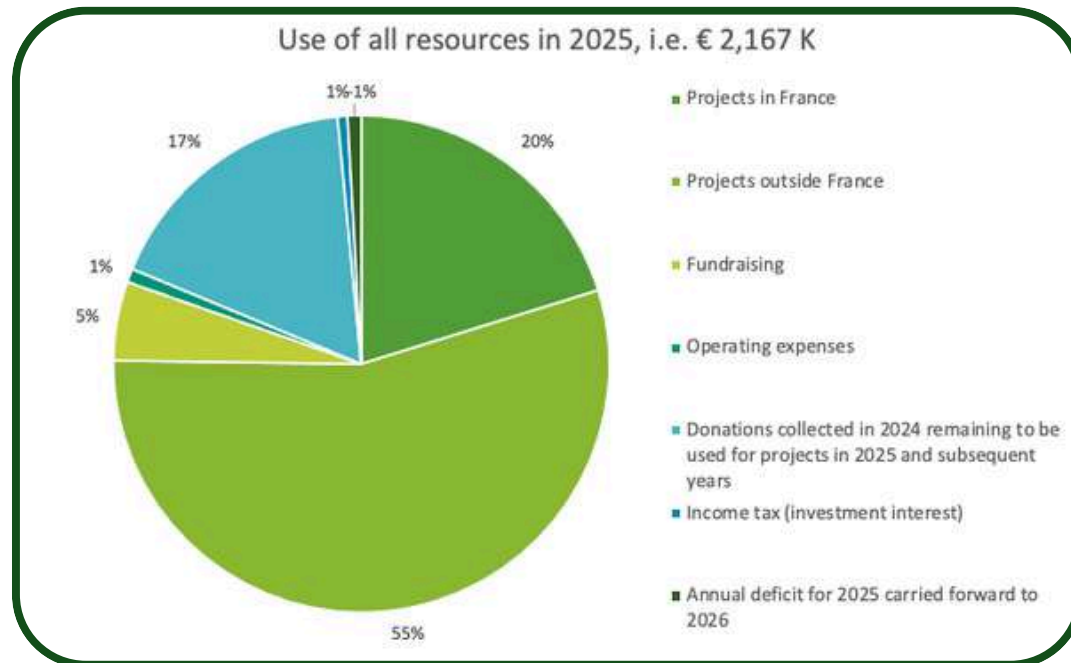
The balance sheet shifted from €5,052 k to €3,780 k over the course of the year, mainly due to the smooth progress of ongoing projects and adjustments to the pace of the association's new commitments to match the volume of funds raised.

The total funds raised in 2025 amount to €1,251 k of which 36% were allocated to the two major projects in Kenya and Ethiopia, 47% was contributed by individuals and 12% by corporate sponsors for planting projects; to cover our overheads, 5% of the funding came from investments in fixed-term accounts and was provided by our various supporters.

91% OF DONATIONS USED FOR PROJECTS

In 2025, 91% of donations collected (excluding the Ethiopia-Kenya programme) went towards implementing and monitoring projects, with the remaining 9% covering A Tree for You's overheads. Since the end of 2024, the percentage allocated to overheads from donations collected for projects has been from 10%, as has the share dedicated to project monitoring by A Tree for You; this means 80% of donations can be allocated to the work actions of our planting partners. **Thus, at least 90% of every donation collected and allocated to a planting project is used exclusively for A Tree for You's social missions.**

In 2025, total expenditure for the financial year amounted to €1,807 k (including tax), added to which €380 k in donations collected in 2025 and carried forward to subsequent years, and from which €20 k in deficit has been deducted and carried forward to 2026. Of this €1,807 k, 92% upwards is allocated to the association's social mission. Costs incurred by A Tree for You for fundraising account for 6% of the year's expenditure, whilst costs related to the association's statutory operations account for less than 2%.



Projects run over several years.

As a result, a significant portion of the funds raised from the public in year A is allocated as from year A+1 and subsequent years.

At end 2025, this portion represented 32% of the donations collected in 2025 and allocated to tree-planting projects. It has been added to the remaining donations collected in previous years.

READY TO TAKE ACTION? LET'S PLANT!

Everyone can take part today in tackling tomorrow's social and environmental challenges. So, are you ready? Let's plant!

COMPANIES

Together, let's develop your environmental and social sponsorship:

- Designate funds globally or for a specific project
- Donate a percentage of your revenue or profits
- Engage your employees (in-house challenges or salary-rounding initiatives)
- Mobilise your customers (loyalty points, checkout donations, shared-revenue products)



A Tree for You is also certified to receive donations by the 1% FOR THE PLANET network



Your corporate donation is 60% tax-deductible (corporate tax)

INDIVIDUALS


Support our projects with a personal donation that is 66% tax deductible (income tax)

- Choose your planting project and make a one-off or recurring donation on our website
- Give your loyalty points or donate via our partner networks

Flyingblue
AIRFRANCE / KLM

RED
BY SFR

bobbies
PARIS



**THANK YOU FOR
YOUR SUPPORT!**

Let's continue this adventure together...

www.atreeforyou.org
contact@atreeforyou.org

