Project Forest Backgrounder

Founded in 2020, Project Forest is a non-profit organization, committed to rewilding Alberta's local landscape by working with like-minded businesses who want to help capture carbon naturally by planting trees in our province. Partners can fund forest creation and contribute to capturing carbon naturally and improving Alberta's forest cover.

How it got started

Project Forest was created by founder and manager, Mike Toffan with the help of a team of silviculturists at Tree Time Services, in response to a lack of opportunity for businesses to fund local forest creation in Canada. There are a number of options to get involved and help combat climate change through tree planting through programs that allow donors to support positive impact around the world. But Mike and his team recognized a gap in meaningful opportunities to support programs that benefit Canadian forests, and more specifically, Albertan forests. They decided to create a program specifically for local businesses to get involved at a corporate level and fund forests close to home.

What makes it different

By partnering with local businesses, Project Forest will be able to fund and create new forests in areas that are close to home – which means a more sustainable future, for Alberta — and beyond. In addition to the local focus, Project Forest also has the ability to leverage the team of Silviculture Foresters at Tree Time Services to develop site-specific plans that ensure the correct seed and species are used and employ long-term maintenance to ensure sustainable, mature forests.

Partnerships

Project Forest has four different partnership levels, from 1,000 trees planted in the Bronze Grove partnership level to 4,000 and beyond for a custom Platinum Forest project. Businesses can fund a forest at the level that most aligns with their goals.

Brand Promise

To rewild our landscape, one forest at a time.

Values

Community: Building a community of like-minded businesses who work alongside us to create a better place to live, work and play.
Integrity: Always remaining open and honest, and going the extra mile to do what is right.
Responsibility: Working in a way that is safe, ethical and protects the wellbeing of each individual, animal and the environment.
Stewardship: Leading by example to create a landscape that improves the quality of life for Albertans and the air we breathe.

Education: Providing opportunities for others to learn about the value of forests through our organization, partners and our projects.