



# Project Forest

# Backgrounder

Project Forest is rewilding Canada, one forest at a time. Founded in 2020, we are a non-profit organization working in partnership with conservation groups, Indigenous communities and like-minded businesses to capture carbon naturally through planting forests. Project Forest partners are passionate about improving the environment and our communities through nature-based solutions. Our partners are funding species-rich forests that clean the air and water, increase biodiversity, create wildlife habitat and provide community members with wild spaces to enjoy.

## How we got started

Project Forest was created by founder and executive director, Mike Toffan, in response to a lack of opportunity for businesses to fund local forest creation in Canada. While there are a number of options to support tree planting initiative in other parts of the world, Mike and his team recognized a gap in meaningful opportunities to support programs locally. Project Forest was created to provide Canadian businesses with the opportunity to get involved at a corporate level and fund forests close to home.

## What makes us different

The Project Forest team has been involved in deploying more than a billion trees over their combined careers. Since our founding in 2020, Project Forest has planted over 240,000 seedlings consisting of 16 species over 132 ha of land in Western Canada. Our land partners include conservation groups like the Nature Conservancy of Canada and many First Nations communities across Treaties 6, 7 and 8. Project Forest and our partners rewild conservation and non-productive agricultural land, transitioning stagnant fields back into species-rich forests.

## Partnership Levels

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.



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## **Our Core Values**

### **Responsibility**

We believe it is our responsibility to use our skills, knowledge, and experience to bring about positive change in the world.

### **Reciprocity**

We recognize that we have benefited from the earth's resources and are committed to giving back through careful and thoughtful solutions.

### **Humility**

We are grateful for the opportunity to learn from nature, to contribute to improving our environment, and to make a positive impact in people's lives.

### **Transparency**

We document, monitor, and share our processes and findings with partners and the public—every step of the way, on every project.

### **Community**

We create spaces where people can connect with nature, and each other. We respect every community we are invited into, and work together to make positive change.

## **Our Brand Promise**

To rewild Canada, one forest at a time.