



Inspiring a women's campaign to reforest the Earth within 10 years

Brief introduction and request for support

The combined energy of women is as yet, an untapped resource upon this planet. What could we achieve if we stood up and took action together? No one knows, but it's time to find out.

We're unlikely to get out of our current mess with bigger helpings of more of the same. We need a game change. We need new energy, new awareness, new willingness to feel and new ways of being and doing that reflect a different consciousness; one that works with nature, not against it.

A call to women

TreeSisters is a call for a feminine response to climate change <http://www.treesisters.org/news/18/81/A-feminine-response-to-climate-change>. This is an experiment to discover how to tap the extraordinary gifts that women have and pitch them collectively towards solutions that serve everyone. Our end goals are a global women's network that inspires swift planetary reforestation through mass crowd funding and ultimately whole city mobilisation, <http://www.treesisters.org/the-plan> but the heart of TreeSisters (TS) is an exploration into what is needed to help make 'doing the right thing' inevitable and natural for all of us.

The heart of the plan

The campaign and web site are being developed around a change tool or map of 5 choices that offer us a way of exploring both our potential for growth and our resistance to change. The 5 choices are:

1. **consideration/denial** – the willingness to wake up, face facts and consider the planet in all our actions; education leading to changes in behaviour
2. **encouragement/exclusion** – the willingness to reach out, inspire, include and enrol others and oneself, building the sisterhood and the network through a celebration of the feminine
3. **intimacy/disconnection** – the willingness to feel and connect to the living world more deeply, this is the place of deep nurture and self healing, of building the strength needed to support change
4. **responsibility/irresponsibility** – the willingness to find ways to take care of and give back to the planet, specifically increasing planetary green cover through crowd funding major tree planting and protection in Ecuador, India and Kenya (see bottom of Plan page on web site)
5. **courage/fear** – the willingness to offer one's gifts and talents towards the cause, encouraging feminine creativity, leadership and empowerment

<http://www.treesisters.org/news/16/81/Introducing-the-5-choices-the-heart-of-the-TreeSister-campaign>

Our Strategy

The campaign will roll out through large regional events, social media, PR, public speaking, media, sponsorships and partnerships. The events will take attendees through an experiential process around the 5 choices to stimulate increased action. The web site will underpin the campaign as an interactive portal of self-exploration, education, connection to women, resources and shared avenues of personal growth. Our ultimate goal is to create and support TreeSisterhoods in cities around the world, that work together to inspire their city populations to adopt, crowd fund and reforest tropical regions. (Tree Cities)

Status and request for seed funding

We are Bristol (UK) based but building an international network and platform. We will launch mid 2012 with events in the UK, then Europe and the US as soon as possible. £28K seed funding has been raised over 12 months of early research and development. We now require £230K funding for infrastructure development. We are looking for our wider international team, supporters and funding angels. If you resonate with this vision and feel drawn to share your experience, creativity, connections or funds, then please get in touch. Your participation is gratefully appreciated!

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