

Letter from Michael Thau, Executive Director of PLANT-IT2020.org

Dear Carrie and Chris of Woodcarving Workshops:

To date, Plant-It 2020 has planted over 15 million trees! Clients come and go but Woodcarving Workshops remains one of our longest partnerships. While nonprofits routinely lie and claim that each client is 'equally special' there are always one or two clients in practice for which each nonprofit has a unique positive feeling towards. Woodcarving Workshops occupies that position for us. It is not simply due to longevity or the nice video you made but the work that you do. Demonstrating excellence in and combining art and science is a rare form of grace. Personally, I am grateful for the service you are providing to the world!



When Plant-It 2020 was founded, we were very much numbers-oriented. The more trees planted the better! However at that time, I read an article by a tree-planting organization in California, USA where they planted many hundreds-of-thousands or millions of trees and nearly all of the trees died within two years. They discovered that it is not the number that matters but the quality of the selection and planting. As a result, they dropped the 'numbers focus' and switched to the focus on quality. Plant-It 2020 decided to do the same. We present our metrics as it is valuable for contributors and the public to have some sense as to what we have accomplished but internally, we focus much more on tree-planting quality than quantity.

The long-term survival rate along with how the planting affects the local ecosystem is what is important. That is why we focus only on locations where there is a likely long-term survival rate and where future logging is non-existent or minimal. We also choose locations with maximum beneficial impact such as replenishing forests damaged by fire, flood, drought or beetle. I have tinkered with writing an article regarding how metrics are misleading in the nonprofit reforestation industry. What I can say is that the over 15 million trees we have planted last decades longer than those trees planted in future logging locations or planted cheaply by numerous other tree-planting nonprofits.

Woodcarving Workshops remains a wonderful partner to Plant-It 2020. You have demonstrated outstanding integrity by 'giving back' to our forests for all of the right reasons. It is our honor to have you as a client and I cannot recommend you enough!

Sincerely,
PLANT-IT 2020

Michael Thau
Executive Director

2nd November 2017

<http://www.plantit2020.org>