



ON A MISSION Ambassador Program Empowering the communities that restore our Forests

**ON A
MISSION.**

WHO IS ON A MISSION?

ON A MISSION is a non-profit organisation helping companies, foundations and individuals participate in sustainable reforestation efforts worldwide. These efforts improve livelihoods of local communities, remove carbon from the atmosphere and protect biodiversity



WHY CHOOSE TO SUPPORT ON A MISSION?

Protecting **OUR** world's forests is absolutely essential to mitigate climate change. Thanks to their carbon sequestering and storage capabilities, more carbon is stored in the world's forests than in the atmosphere.

There are many incredible benefits to restoring our forests :

- improves the quality of life of the local population
- protects biodiversity
- regenerates the soil
- preserves the supply of groundwater
- has a positive impact on the microclimate
- increases CO₂ capture

Through providing biodiversity, sustainable reforestation also brings numerous community benefits.



IMPACT AND TRUST

Our vision is to build a worldwide community that have a heart for supporting the communities that are restoring our forests.

Our projects create employment opportunities on an annual basis and it is with your help that we can partner together to create awareness and tangible impact in the form of:

1. Spreading Awareness
2. Forging Connections
3. Educating and Inspiring
4. Creating a spirit of Contribute



OUR AREAS OF IMPACT

PEOPLE

- Employment through project management, nursery management, planting trees
- Environmental Awareness
- Environmental Education
- Financial incentive to protect local forests and grow new forests

BIODIVERSITY

- Habitat restoration
- Protection of biodiversity
- Regeneration of the soil
- Preservation of the groundwater supply
- Positive impact on the microclimate

CLIMATE

- Carbon sequestration
- Over one year a mature tree will take up about 20 kilograms of carbon dioxide from the atmosphere
- Partners balance their emissions and do business more sustainably

WHERE WE PLANT TREES

- Colombia**
Creating new sustainable resources for local communities
- Ivory Coast**
Reforestation of degraded patches of forest and plantations
- Republic of the Congo**
Reforestation and agroforestry with local communities
- Zambia**
Engaging communities to reverse deforestation
- Kenya**
Rehabilitate 50 ha of indigenous forest
- Madagascar**
Reforestation of a country where 90% of the native forests have been destroyed
- Mozambique**
Reforestation 700 ha on community owned land
- Nepal**
Reforestation in a challenging terrain that is unstable in deforested areas

Creating new sustainable resources for local communities

1



2

Ivory Coast

Reforesting degraded patches of forest and plantations



4

Engaging communities to reverse deforestation

Rehabilitate 50 ha of indigenous forest



6

Reforesting a country where
90% of the native forests have
been destroyed

7

Reforestation 700 ha on community owned land



Reforestation in a challenging terrain that is unstable in deforested areas

WHAT'S IN IT FOR YOU?

By becoming an ON A MISSION Ambassador, you are making a tangible impact within the lives of the people who are restoring our forests. Here is what is in it for you:

1. Opportunity to partner with a small yet impactful Non profit organisation that aims to make a global impact
2. Be engaged in real world reforestation projects
3. Spreading awareness and building a community
4. Ability to raise funds for reforestation projects worldwide
5. 10% of funds raised, paid quarterly to you



WHAT IS YOUR ROLE?

TAG

- All you need to do is tag ON A MISSION when you make posts about forests
- If you make a post about us, we have provided you with content (images), you are free to put your creative spin on it.

INVITE

- Invite your community or followers to donate to support the communities that restore our forests.
- Create fundraising campaigns for reforestation projects worldwide
- Add your unique donation fundraising link to posts and campaigns

SHARE

- Share and interact with our posts and campaigns
- Share our reforestation project and community updates to your network

LOOKING AHEAD

SEPTEMBER

Announcement

- We will announce our partnership on ON A MISSION's accounts and your accounts (primarily Instagram)

OCTOBER

#RootedinLife campaign

- Share a personal anecdote about trees - from childhood memories to everyday moments.
- Ask followers to share their memories & invite them to donate to ON A MISSION
- Post one of the best stories on your account

DECEMBER

#ForestInFocus campaign

- Kick off the photo contest by posting an eye-catching photograph of a tree or forest that resonates with you.
- Invite followers to join in & ask them to consider donation.
- Post the winning photo on your account



Reforestation is not just a moral imperative, but rather a practical solution that can help us tackle some of the most pressing environmental and social challenges of our time.

A woman and a young girl are standing in a rural, arid landscape. The woman is wearing a colorful patterned dress and a striped shawl. The girl is wearing a blue dress. They are both smiling. In the background, there are trees and a clear sky.

We look forward to creating an impact
with you!

Feel free to contact Rob (rob@onamission.world)
if you have any enquiries



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