



## New Forests Project

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### April Update 2007

#### World Seed Program

**Evaluation:** This year the World Seed Program has been working to evaluate its project activity, find areas for improvement and identify the best manner to expand its support to groups in need. In order to facilitate this process, we mailed out a survey in January 2007 to every group or individual who has received our seeds over the past three years. We sent a total of 412 questionnaires to 62 countries, mostly in Africa and Latin America. The survey requests information on the success of growing the trees, the overall success of the reforestation projects and the additional needs of these projects. The results of this letter will be included in our next update!

**Network Letter:** In addition to the survey, we also mailed our annual Agroforestry Network letter in January. The purpose of this mailing is to help people within each country get in contact with other individuals or organizations working on similar projects. We sent a total of 94 networking letters and each seed recipient received a list according to their country. These lists contained the names and contact information of every agroforestry contact that has previously requested seeds from the WSP in each respective country. Along with this, an updated version of agroforestry organizations working in their region was included. Both the survey and agroforestry network mailings were

sent in English, Spanish or French, according to previous language of correspondence with each individual or group.

**New Seed Species:** The World Seed Program continues in its efforts to expand and improve the seed species we provide to our beneficiaries. In February, based on careful research and program needs, we developed a list of ten potential new seed species. We are now looking into seed availability and viability to make our final decisions on which seeds to include in our new list. We have already chosen and



A WSP beneficiary waters her growing trees in Ghana

begun the process of purchasing seeds for *Acacia senegal*, a drought-resistant tree native from Africa valued for its gum production and use for fodder and fuel.

**Challenges in 2007 :** The World Seed Program was recently informed of a new fee that will be charged by the US Department of Agriculture for the phytosanitary certificate that must accompany each shipment of seeds that leaves the country. These certificates, which were previously free-of-charge, will cost \$23 for every seed shipment.

Despite this significant increase in shipping costs, the World Seed Program has continued to distribute seeds. However, we have simultaneously begun to identify groups that may be interested in acting as seed distributors. The WSP is currently establishing closer contact with these groups in order to understand their capacity and commitment to distribute the seeds. Having groups that can act as seed distributors would enable our program to make one large shipment of seeds (instead of many smaller ones) that then would be distributed to other groups within that specific country.

## Clean Water Initiative

**Chlorine Bank in Central America:** The Clean Water Initiative is still in the process of supporting and expanding its Chlorine Bank in Honduras and El Salvador. In January we delivered 98 low-cost, durable NORWECO Water Chlorinators to the region. Since then, in Honduras alone, chlorinators have been installed in the Department Lempira, in the communities of San Jorge, Namasigue, Quebraditas, Guaquincora and El Rodeo, among others. Of the 1,800 lbs of chlorine donated by the New Forests Project, only 400 lbs remain and we are preparing to order and make another shipment of these vital materials for safe drinking water this

month. Our Honduran partner, AHJASA, has also requested additional, larger chlorinators, to provide water to Honduras' most marginal and vulnerable populations.



The Water Board of La Canada in Honduras pose with their NFP donated Water Chlorinator.

*"After discussing the new system we decided to install the NORWECO Chlorinator. It is a more effective method of water chlorination"*

**Outreach:** The Clean Water Initiative has also recently established contact with the Honduran diplomatic team in Washington DC that is responsible for engaging the local Honduran community. We are in the initial stages of developing an outreach and marketing project with the Honduran Embassy. This project will include a series of posters, radio spots and other communication messages meant to educate the US population on the importance of bringing clean drinking water to rural community members in Honduras.

**Partners in DR:** Finally, we have recently been in touch with our partners in the Dominican Republic, who have requested support for various activities in 2007. We are hoping to collaborate with REDAR (The Dominican Network of Rural Water Systems) on



Community plumber, Cristiano, checks the chlorine level in the community water system.

*"This system is good because it is simple and it is not necessary to read in order to chlorinate. With the training we received from the AHJASA operators we have not had a single problem."*

several regional projects that will include training at the community, regional and national level. We also hope to explore the possibility of participating in a pilot Watershed Protection Project in the Dominican Republic this year.

## Fundraising

**Direct Mail:** With the substantial increase in the cost of direct mail the New Forests Project is exploring ways to lower its fundraising expenses. Over the past year and specifically in the last month we have researched and considered many viable solutions to this increase in cost. We expect that there will be significant changes in our fundraising program in 2007 and will keep our donor base updated on any new developments.

**High Donors:** In 2007 the New Forests Project has engaged in a campaign to provide more specific reports and proposals to its most valuable and loyal donors. So far, the response to our new Quarterly Update and Mini-Proposal

has been encouraging. We have already received close to \$30,000 in response to our Winter Mini Proposal and hope that our donors will continue to respond positively. Establishing this contact with our most loyal friends has been very rewarding and we hope to continue this throughout the year.

**Foundations:** Over the past months the New Forests Project has received verbal commitments from the Wallace Genetic Foundation and the Chlorine Chemistry Foundation for their support in the sums of \$25,000 and \$10,000 respectively. In addition, the Conservation, Food and Health Foundation have requested that we submit a proposal detailing the work of our Chlorine Bank in Central America.

**Corporations:** This year we have scheduled a series of efforts to engage the corporate philanthropic world. We have identified American corporations with a strong presence in the regions where we work, and have sent them information material about our project activity. As has happened in the past, we expect that some of these efforts will evolve into mutually beneficial relationships between the corporations and the New Forests Project.

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