



62,686 gifted new trees to be planted in NZ

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Around 62,686 more native trees will be planted in New Zealand in 2021 thanks to generous Kiwis who chose to go green for Christmas gifting. Trees That Count, a program of the Project Crimson Trust, provides an accessible option to help grow Aotearoa by gifting a native tree. Source: Timberbiz

The charity saw a record-breaking number of native trees gifted in December 2020, with the 62,686 trees gifted and donated a staggering 119% increase on the December 2019 number.

“We know 2020 has been a challenging year for many of us, so we’re really thrilled to have seen so much support for New Zealand’s big backyard this Christmas,” CEO Adele Fitzpatrick said.

The native tree ‘gifts’ sent will directly translate to trees in the ground in the 2021 winter planting season. While the tree itself is matched to a worthy conservation project to be planted and cared for, the gift recipient is treated to a personalised gift certificate via email: and the knowledge that their native tree will help to grow New Zealand for years to come.

Gifted and donated native trees bring a myriad of benefits to Aotearoa, including restoring ecosystems, cleaning waterways, boosting communities, and mitigating the impacts of climate change.

The 62,686 native trees donated this Christmas have the potential to remove over 27,000 tonnes of CO2 from the atmosphere over the next fifty years.

“We’re very grateful to generous New Zealanders for helping our native forests have an even bigger positive impact on the climate through their donations—and also to those overseas who have donated or gifted trees,” Ms Fitzpatrick said.

From 2016 to 2020, Trees That Count supported 560 planting projects around Aotearoa with native trees funded by businesses and individuals through their marketplace. In 2021, that number will rise to more than 700, following a record number of applications for funded native trees from keen planters.

“It’s inspiring to see that so many Kiwis – community groups, farmers, iwi, families, schools and more – are out there restoring our land by planting native rākau,” Ms Fitzpatrick said.

One such project, at Turihaua Station in Gisborne, is grateful to be receiving 3500 funding native trees to support their planting this year.

“As custodians of the land we want to make sure we are constantly improving it for the benefit of our three boys like our parents and the generations before us,” Sarah Williams, environmental scientist and farmer said.

Native tree gifts from international supporters also reached an all-time high in December, with 3,120 trees gifted from overseas. The virtual present option proved hugely popular with both expat New Zealanders and those separated from friends or family by COVID restrictions.

“Gifting native trees isn’t limited globally, and also isn’t just for Christmas time. We’ve always got more demand from planting groups, so we fundraise year-round,” Mr Fitzpatrick said. “We’re excited to see native trees become the gift of choice for many more Kiwis this year, as we celebrate birthdays, anniversaries, new births, and just to say thanks.”

Source: <https://www.timberbiz.com.au/62686-gifted-new-trees-to-be-planted-in-nz/>