



Impact report 2021



Supporting grassroots restoration has been at the heart of Project Crimson (the charity behind Trees That Count) since its inception in 1990.

We launched our Trees That Count programme with a vision to help plant millions more native trees. The Trees That Count marketplace now provides a place for all New Zealanders to fund or gift native trees. This support is matched with planters throughout the country who are restoring, and growing, precious wildlife corridors or pockets of native forest, turning small projects into mighty ones.



In 2021, Trees That Count continued to capture public support as we hoped it would. The ongoing generosity of New Zealanders coupled with the incredible dedication from the planting projects we've been able to support is helping to restore our indigenous biodiversity, stabilise our soils, clean up our waterways and inspire a whole new generation of Kiwis to support our precious environment.

Every single native tree counts, and with your help, the future's looking brighter for all of us.


Poipoia te kākano kia puawai.
Nurture the seed and it will blossom.



From 2016 -2021, a total of

898,272

native trees were donated
through Trees That Count by
generous New Zealanders



These native trees have
the potential to remove

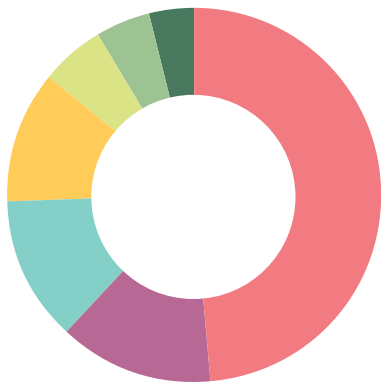
198,674*

tonnes of CO₂ from the
atmosphere after 50 years

**Projection based on
Tāne's Tree Trust national
carbon calculator*

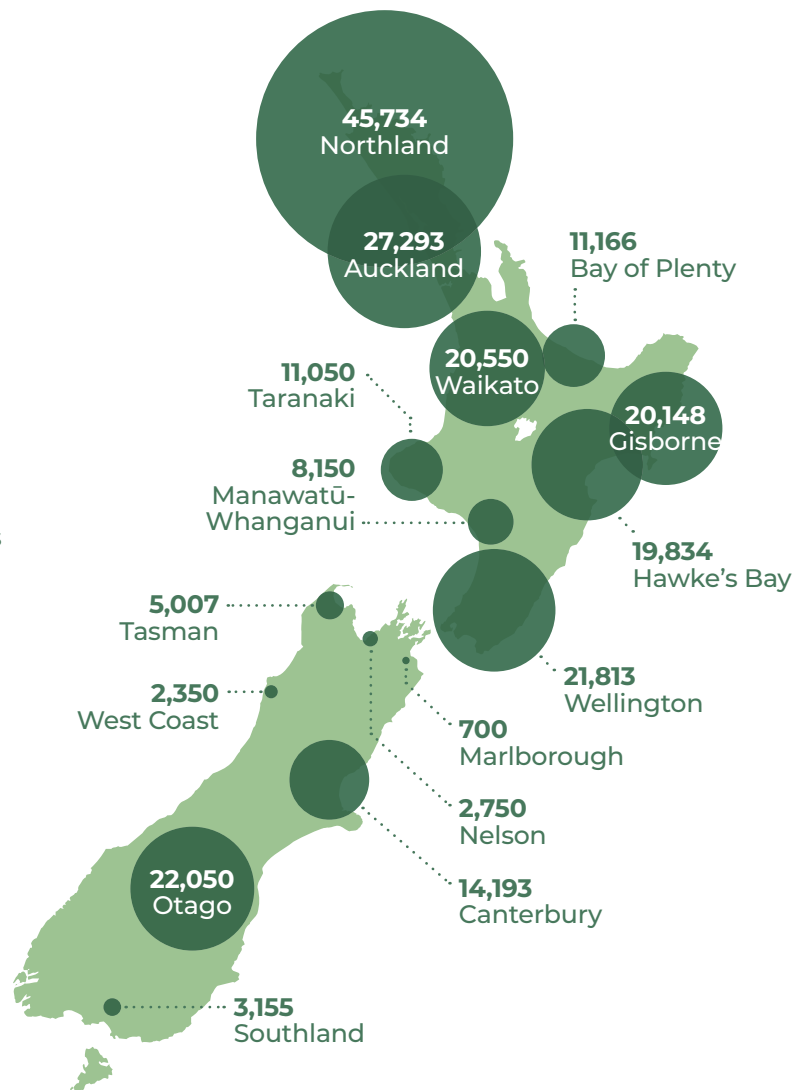
IN 2021, WE SUPPORTED 294 PROJECTS TO PLANT 235,943 NATIVE TREES

BY LAND OWNERSHIP / USE TYPE



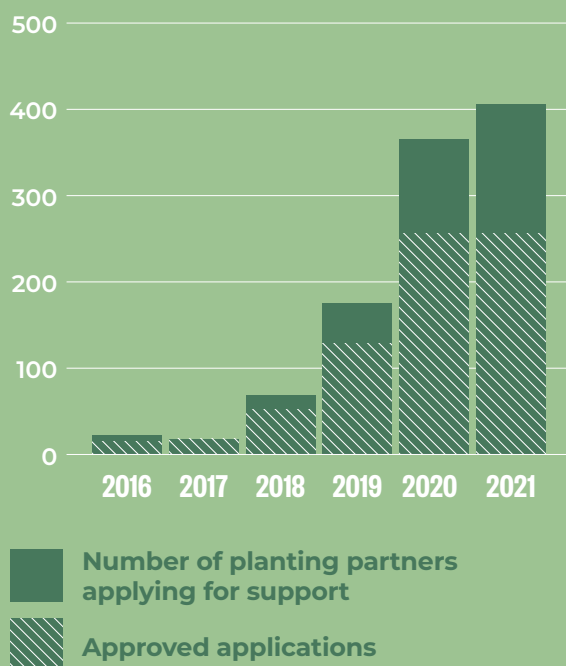
114,915	Community/NGO
31,257	Private land biodiversity projects
30,000	Iwi/Māori trusts
26,455	Sheep/cattle farms
13,423	Dairy farms
11,013	Schools/education centres
8880	Other - forestry/crop farms etc

BY REGION

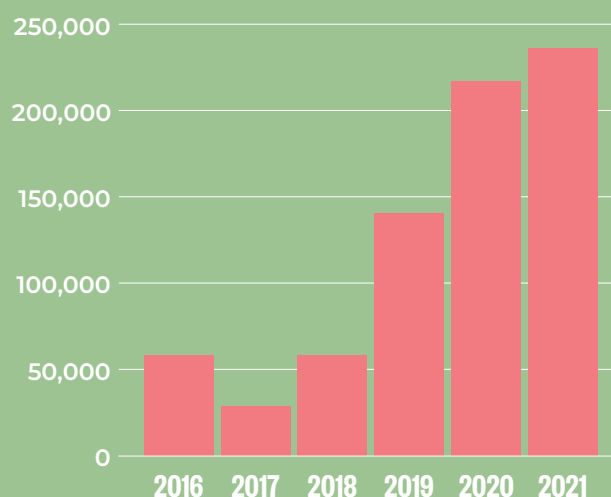


BY THE NUMBERS 2016-2021

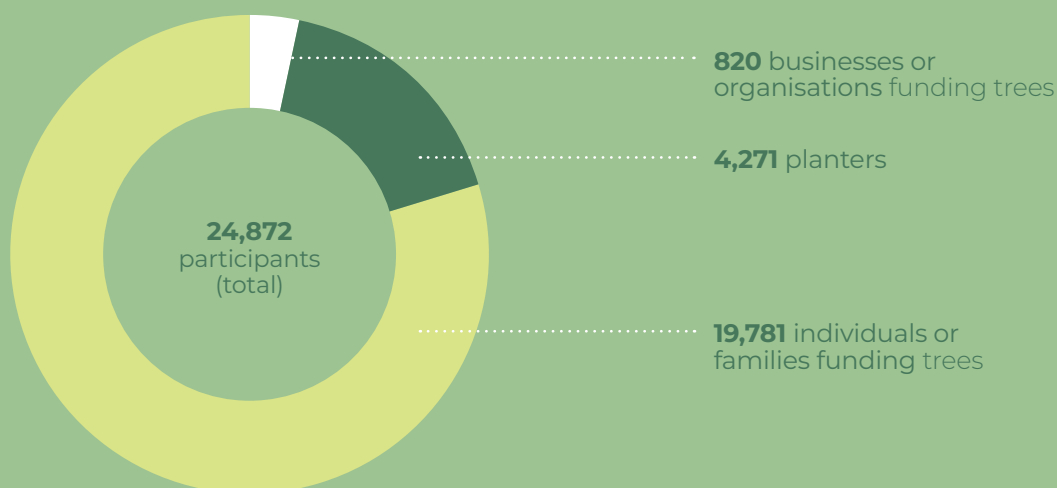
APPLICATIONS FOR TREES



NUMBER OF TREES ALLOCATED TO PLANTING PARTNERS



PARTICIPANTS IN THE MARKETPLACE AT 31 DECEMBER 2021





TREES THAT COUNT
TE RAHI O TĀNE



PROJECT / CRIMSON

treesthatcount.co.nz

projectcrimson.org.nz