



OUR STORY

INTRODUCING TREES THAT COUNT

We've built New Zealand's only community marketplace connecting native tree planters with funders. Trees That Count is building a picture of the planting efforts in New Zealand every year by counting the native trees which are planted by community groups, government agencies, schools and people in their own backyards. By doing this we can measure the collective impact of this work. But we want to see millions more planted...



Trees That Count is a national campaign that aims to bring together business, community and everyday Kiwis to help plant 200 million native trees.

Our community marketplace helps to increase native tree planting in New Zealand by providing funders with a rewarding, measurable and easy way to fund natives, in turn supporting the thousands of planters throughout the country to increase their tree planting work.

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Trees That Count was born out of a simple question:

“How many native trees are planted in New Zealand each year and could we plant more to help mitigate climate change?”

Launched in 2016, Trees That Count is a programme of the Project Crimson Trust. For almost 30 years, Project Crimson has been championing native tree planting through our large-scale restoration and environmental education projects.

We're generously supported by The Tindall Foundation, Te Uru Rākau and the many Kiwi businesses, big and small, who are helping to create a greener future by funding trees through Trees That Count.

Funded by



Managed by



TURN OVER FOR WAYS YOU CAN GET INVOLVED ▶



JOIN US

We want to see millions more native trees planted, and there are lots of ways you can help grow the count...



GIFT A NATIVE TREE

For as little as \$10, you can fund the planting of a native tree for the next birthday, anniversary, celebration or memorial in your life. You'll get updates about where your tree gets planted and how it's growing.



PLANT A NATIVE TREE

and then **add it to the count.**



FUND TREES

From one native tree to a whole planting project, we offer funding options for both individuals and organisations.



APPLY FOR TREES

Any group who has added native trees to our count is eligible to apply for trees.



PLEDGE LAND

Let us know if you have land that would benefit from native tree planting or are interested in partnering with us for carbon offset planting projects.



FIND OUT MORE

[Check out our website ▶](#)

[What sort of trees count ▶](#)

[Information for planting groups ▶](#)

[Information for potential funders ▶](#)

[Planting guidelines ▶](#)

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TREES THAT COUNT



TE RAHI O TĀNE