



— THE —
HEART
— OF —
ENGLAND
FOREST

**Your business can
make a greener future.**

Support us

Support trees

Support life



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Why support the Heart of England Forest?

Trees support life. It is simple.

The planet is changing rapidly, and climate adaptation is more important than ever. Biodiversity and climate crises pose urgent and significant threats to both nature and society.

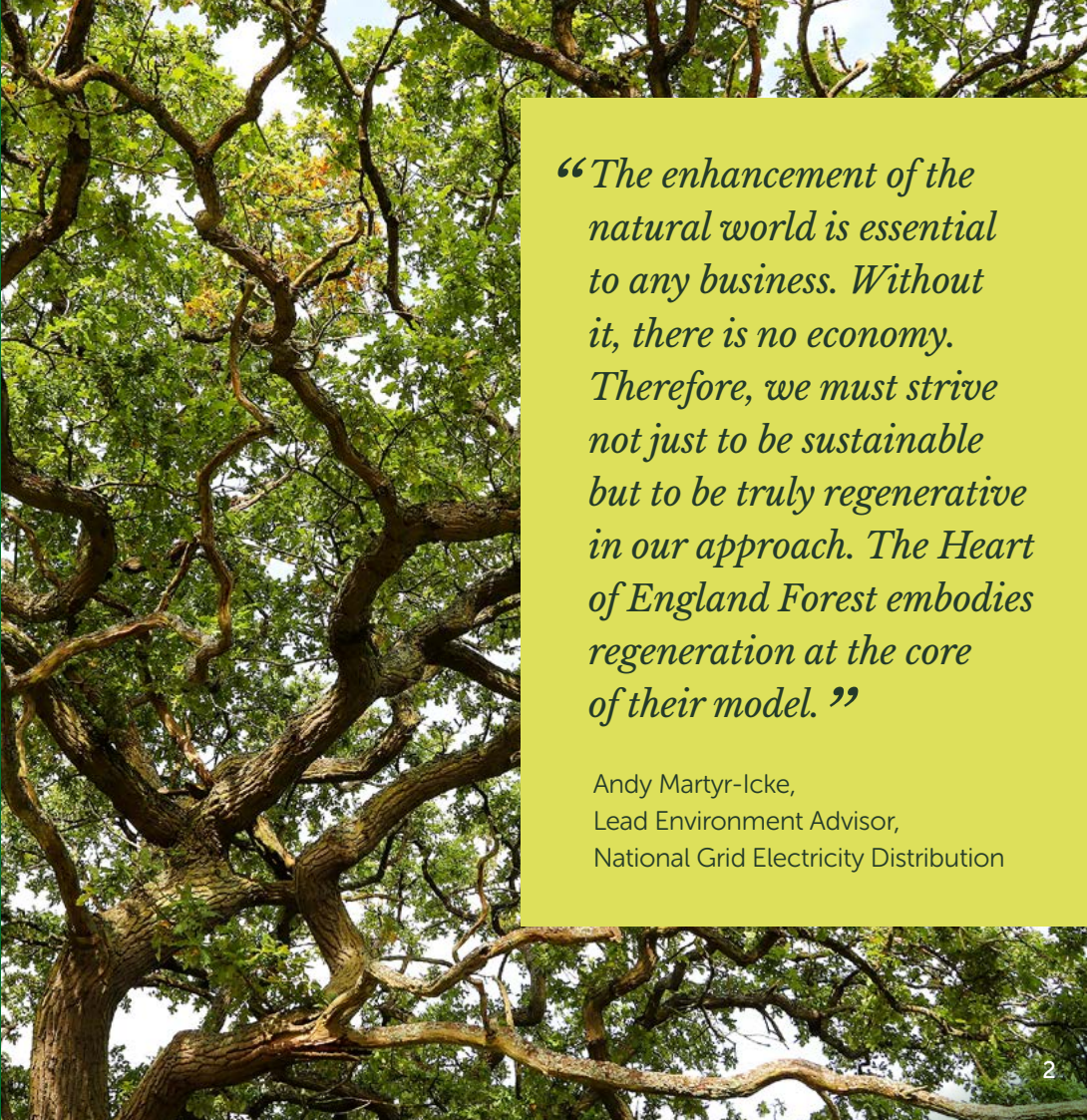
Currently the UK is one of the least forested European countries.

Trees absorb Co2, reduce flood risks, and provide us with habitats for wildlife and clean air. It is now widely recognised that to create the impact our planet needs, businesses, environmental experts and people working on the ground in the not-for-profit space must collaborate.

We are more powerful together.

At the Heart of England Forest, we are dedicated to restoring and expanding our precious natural landscapes for the benefit of the environment, wildlife, and people.

Join us on this remarkable journey and make a lasting impact.

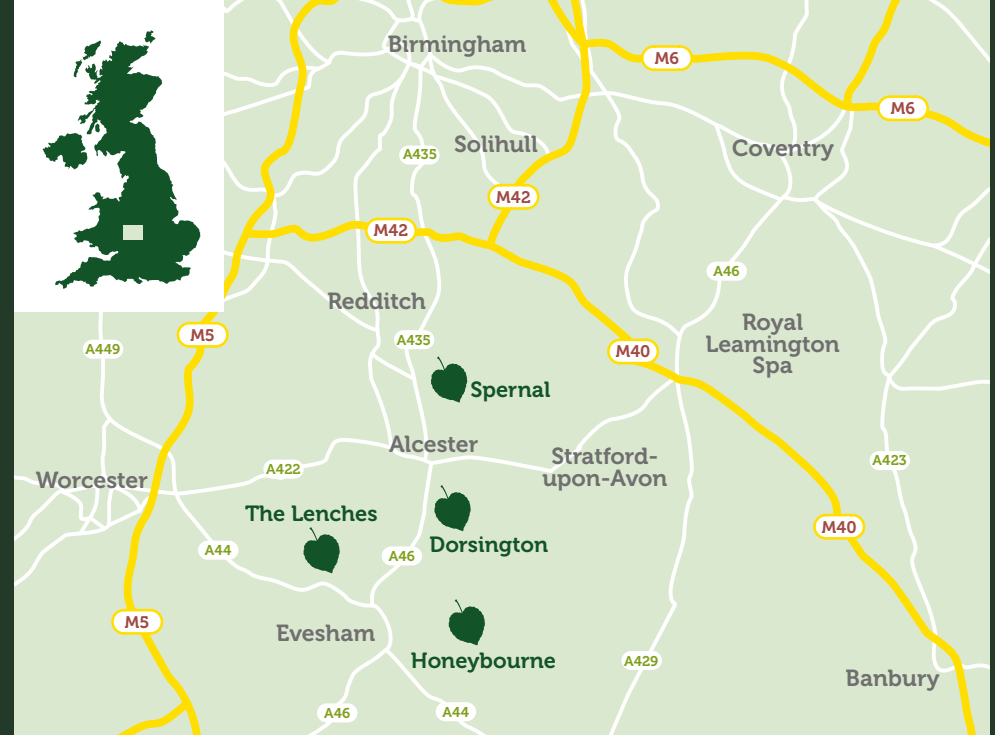


“The enhancement of the natural world is essential to any business. Without it, there is no economy. Therefore, we must strive not just to be sustainable but to be truly regenerative in our approach. The Heart of England Forest embodies regeneration at the core of their model.”

Andy Martyr-Icke,
Lead Environment Advisor,
National Grid Electricity Distribution

About us

We are an exciting and ambitious charity reversing centuries of woodland decline by creating and conserving a huge broadleaf forest stretching up the Warwickshire/Worcestershire border. A place of enduring natural beauty, protected and secured for generations to come.



Our work creating biodiverse habitats that support not just wildlife, but human life, will give us all the best chance of adapting to our changing climate.

A Forest for the environment

- Britain currently has one of the lowest percentages of tree cover in Europe at 13%*
- To reach net zero by 2050, we must increase UK woodland cover by 6%**
- Just 7% of the UK's existing native woodland is in good condition*

We are creating a Forest not just for the planet we have now, but the planet of the future, by planting a variety of up to 30 native species to create a climate change resilient woodland.

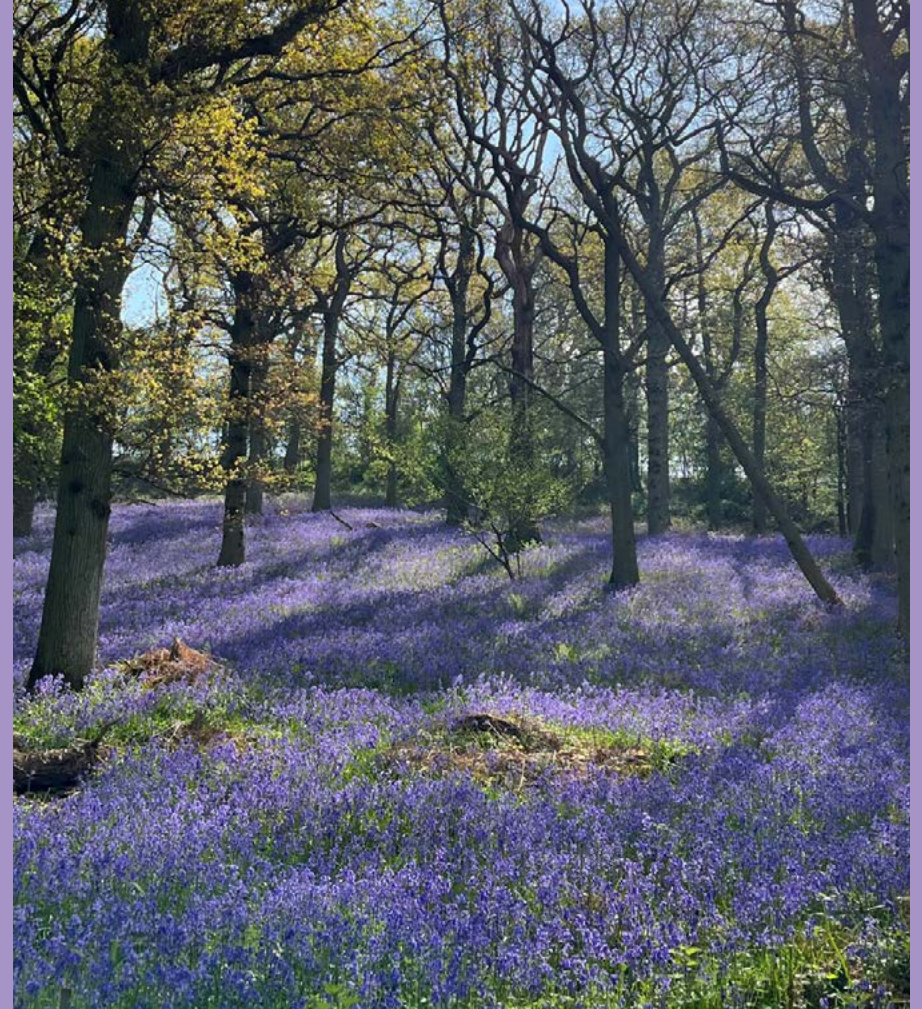
A place of enduring natural beauty, established and grown on land that we have purchased to ensure it is protected and secured for future generations.

The varied habitats found in the Forest include new tree planting, mature and ancient woodland, grassland, heathland, farmland, and wetland, which enable animals, plants, and people to thrive.

The Heart of England Forest is more than just trees; it is home to an incredible array of habitats.

*State of the UK's Woods and Trees 2021, Woodland Trust


**<https://www.woodlandtrust.org.uk/publications/2020/04/wood-wise-trees-for-good/>





“The Heart of England Forest offers such a broad range of opportunities for us – a close link to the natural world, an opportunity for staff to meet outside of the work environment and to form those relationships which are getting more difficult with online working. The charity reflects our values, and it is important to our staff that the work we are doing is having a positive effect on the natural environment.”

E Powell, CEO, Vectric



“It is a great advantage to us and our customers that we support such an important charity in terms of the environmental benefits. We have also arranged volunteer tree planting days for our staff for team building and this is also a considerable benefit.”

Ed Grigg, Managing Director,
Incorporatewear

A Forest for wildlife

Wildlife is a vital part of our natural world and a healthy ecosystem. The mosaic of habitats we are creating in the Forest is helping boost diversity for plants and animals.

We follow nature's guidelines when choosing which habitats to create on our sites, and continuously survey different areas for wildlife. Wherever we find thriving species, we enhance these areas to ensure each species has the chance to flourish.

By creating a connected Forest with green corridors and collaborating closely with partner organisations and the Local Biodiversity Action Plans, we are maximising biodiverse interconnected habitats that support the UK's native animal and plant life.

Almost 1,500 (1 in 6) UK native species of plants and animals are threatened with extinction.*

*State of Nature 2023

A Forest for people

The UK is currently ranked lowest of 14 European countries for 'nature connectedness' and wellbeing.*

The Forest will be here for hundreds of years to come, so our work attracting people is vital to educate and involve the public in caring for the Forest, and to create future Forest guardians by inspiring younger generations.

We aim to encourage people from all ages and from all backgrounds to visit the Forest regularly to improve their connection with nature and all the benefits that brings to health, happiness, and wellbeing.

In addition to the many miles of permissive footpaths in the Forest, our accessible trail has been designed to enable people who might find woodland visits difficult to benefit from time spent in the Forest.

Our education programmes offer frequent, continuous, and progressive visits to the Forest, co-designed with schools to deliver school priorities and national curriculum objectives.



*Country-level factors in a failing relationship with nature, Miles Richardson, Iain Hamlin, Lewis R Elliott & Mathew P White, Ambio (2022)



With a wide range of events running throughout the year from walks to workshops, there is something for everyone to enjoy in the Forest, including discovering new areas of woodland, learning about the great outdoors, and mastering new skills.

The benefits of connecting with nature have never been more apparent, and we are creating a diverse and accessible space for people to enjoy.

There is much work to be done, and we need your support to reach our goals.



How your business can help the Forest grow

Your business can help us to grow and maintain a huge new forest that will live on for hundreds of years, reconnect people with nature, and protect plants and wildlife currently at risk.

Collaboration is a powerful force for positive change, it comes in all shapes and sizes:

1 Bespoke multi-year corporate partnership

Our experienced corporate partnerships team can develop a tailored multi-year programme that links our environmental work with your company's long term strategic objectives, and will carefully plan a brilliant partnership with you that will unlock shared value and impact.

2 Annual corporate partnership

We have several different levels of annual support depending upon your objectives and proposed financial contribution, all of which offer access to a variety of benefits to meet your ESG goals.



3 Event sponsorship

We hold a wide variety of [events in the Forest](#) each year which are available for sponsorship. This is an effective and visual way to show your support and provides opportunities for consumer and staff engagement as well as communications and marketing.

4 Make a corporate donation

By contributing on behalf of your organisation, you are directly supporting our mission to create a sustainable and biodiverse forest for future generations.

> [Click here to view our donations acceptance policy.](#)

5 Work for Good

If you are a small business and/or wish to donate any amount from £10 to £5,000 annually through a percentage of sales, then we would encourage you to donate to us via *Work for Good* - an online fundraising platform. [Click here to find out more: The Heart of England Forest | Work for Good.](#) It is a quick, easy, and legal way to support the cause you care about and gives you the opportunity to tell your staff and customers that you are supporting us through [Work for Good](#).

work 
for good.

6 Payroll giving

Charity Payroll Giving is a wonderful way to support the Heart of England Forest. It is a tax-free scheme that allows your employees to donate to us directly from their salary each payday. Regular donations provide us with a reliable income and mean we can plan ahead and commit to long-term woodland creation and maintenance projects. Register your business with an **HMRC approved- Payroll Giving Agency** to get started. It is free to set up a Payroll Giving scheme and once you are set up, employees can sign up to donate straight away.

7 Fundraise for us

Choosing the Heart of England Forest as your Charity of the Year is a fantastic way for your company to make a lasting impact. Through a variety of fundraising activities and events, your employees can come together, have fun, and raise vital funds to support our work.

> [Click here for fundraising ideas.](#)

8 Donate a gift

In addition to financial contributions, companies can donate specific gifts that can directly support our work. This could include equipment, resources, or other assets that can aid in our forest conservation efforts.





Our team will support yours

We recognise the immense value that partnerships with forward-thinking companies like yours can bring. In turn we'll work with you to help you meet your objectives.

Our partnership can help you deliver against strategic goals across:

- Environmental sustainability
- Corporate social responsibility
- Brand reputation and awareness
- Employee engagement including corporate volunteering days
- Positive PR/communications
- Community impact
- Long-term sustainability and tangibility

We can also provide opportunities for

- Networking and collaboration
- Unique marketing and promotion
- Access to expertise and resources

Our experienced corporate partnerships team will work with you to carefully plan a suitable programme of support that links our environmental work with your company's long term strategic objectives.

> [Find out more](#) about our corporate volunteering days for our corporate partners.



Our commitment to you

Our corporate partnerships team is skilled in stewarding relationships and committed to the mutual success of our partnership with your business.

Delivery

We will arrange review meetings to discuss the partnership to ensure it is meeting your needs and objectives, and we will organise staff engagement opportunities including lunch and learn sessions, corporate volunteering days, use of our meeting space, and networking opportunities in the Forest.

> [Find out more](#)

Awareness

We understand the importance of promoting your charitable support on your website and other employee and customer communications. We will provide you with the necessary materials and information to support this.

Impact

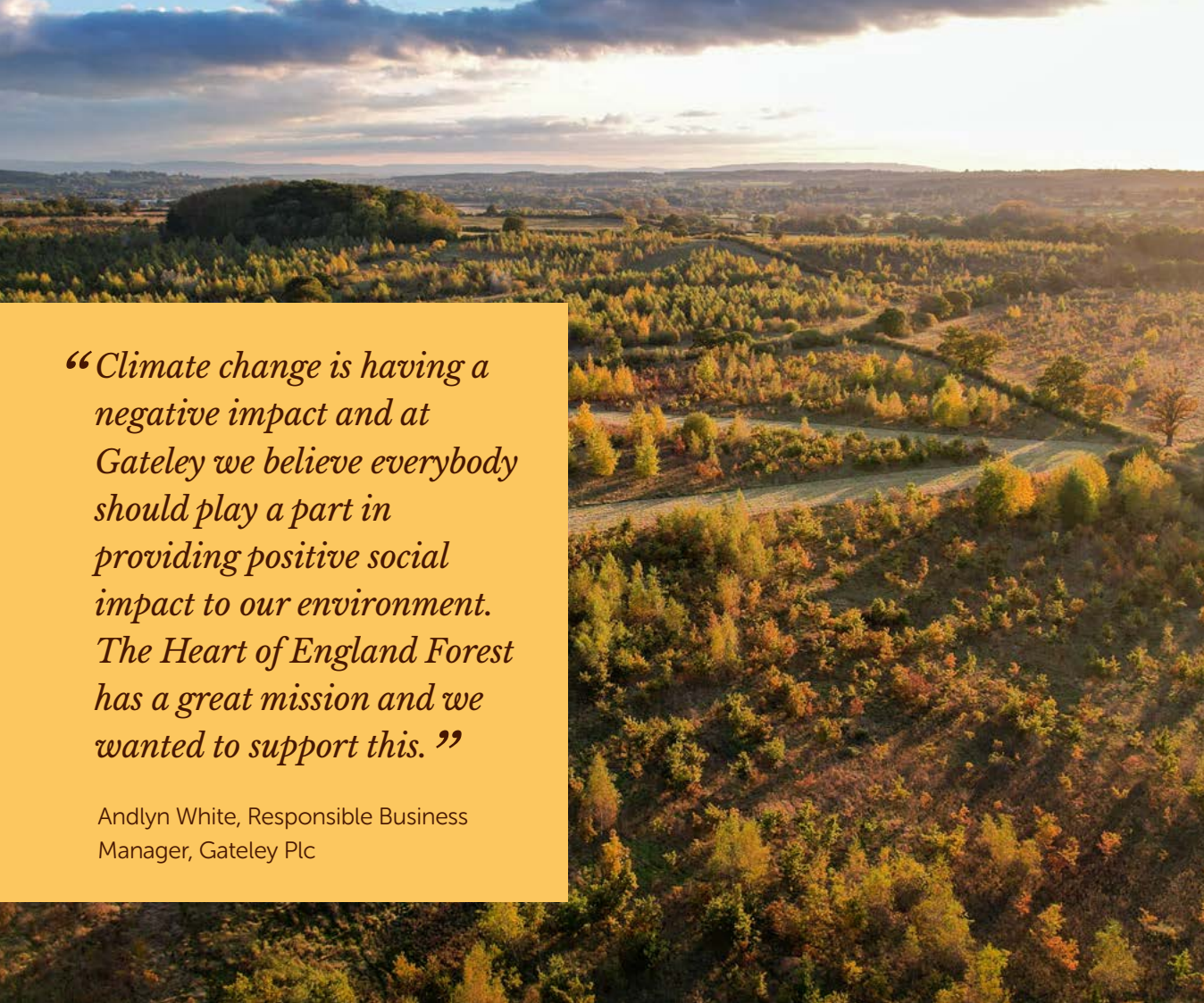
We recognise and respect that it is important for partners to show the difference their support makes and ensure the organisation they partner with is accountable. We report against mutually agreed objectives, outputs, and measures, to demonstrate the impact of our partnership.



“It was refreshing to switch on the out of office and head to the Worcestershire countryside for tree maintenance, with everyone getting stuck in climbing under brambles and removing plastic tree spirals. The day was a great opportunity to understand more about the charity and the fantastic work that they do. The Forest team explained the importance of our volunteering day and took us on a guided explaining to us about the natural habitats. ”

Rebecca Sherwin,
Partner, and Head of Gateley's Birmingham office.





“Climate change is having a negative impact and at Gateley we believe everybody should play a part in providing positive social impact to our environment. The Heart of England Forest has a great mission and we wanted to support this.”

Andlyn White, Responsible Business Manager, Gateley Plc

Making your investment work hard for the Forest

Unrestricted funding is the most valuable support we can receive. It allows us to allocate resources where the need is greatest, respond quickly to emerging opportunities, and empowers us to make strategic decisions. It maximises our ability to drive positive change. With this kind of flexible support, we believe your generosity will achieve more.

We appreciate your support

Our corporate partners are highly valued and important to us, and we care about the impact we make together. We understand the importance of ensuring partners we work with align with our vision and values, and so we carry out a careful review of all prospective partners to ensure their commitment to environmental sustainability, conservation, and community engagement is in line with our mission.

Our partnership begins here

Is our vision well aligned with your business objectives? Let's get started...



The Heart of England Forest is
more than just trees; it is home to
an **incredible array of habitats.**

To discuss a corporate partnership with us,
please contact our Senior Corporate
Partnerships Manager, Fran Bos
fran.bos@heartofenglandforest.org
or **07561 866143**

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(Registered in England and Wales). Collets Farm Office, Dorsington, Stratford-upon-Avon, CV37 8AU

Heart of England Forest

T 01789 778541

E info@heartofenglandforest.org

 heartofenglandforest.org

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