

Annual Report 2025





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1. Introduction to the annual report

There is growing global concern about the deteriorating environmental situation in Tanzania and its impact on the country's economic future. With a predominantly rural population that depends mainly on agriculture for income, Tanzania faces major challenges. Rapid population growth, without a comparable trend in technological progress or sustainable management of natural resources, is creating increasing pressure on the limited farmland. This leads to shorter fallow periods and the expansion of agriculture onto unsuitable or marginal land.

The growing population also demands more firewood, building materials and other products traditionally extracted from natural vegetation. The result is deforestation, increasing wind and water erosion, and declining productivity of farmland – a downward spiral of environmental degradation.

Because the felling of trees and vegetation is a major cause of land degradation, the focus is increasingly on the role of trees in agriculture. Agroforestry, in which trees and tree products are integrated with crops and livestock, offers prospects for restoring soil fertility and improving agricultural productivity. Although agroforestry does not provide an all-encompassing solution, it can make a significant contribution to a sustainable agricultural strategy for Tanzania.

Experience shows, however, that agroforestry projects have had limited success in mobilising farmers. Greening Earth Foundation has introduced a successful methodology that strengthens three key motivational instruments: farmers learning from each other (peer-to-peer), competition through award ceremonies, and a short project duration with focused guidance. Central to this is a high level of local participation and a strong community commitment to sustainable solutions.

In this annual report we look back on our efforts, successes and lessons learned in 2025. We share how we work together with local communities towards a greener and more resilient future for Tanzania.

2. Greening Earth methodology

The foundation's methodology focuses on achieving sustainable change through the following key principles:

a) Inspiring vision development

Creating a shared, ambitious and achievable vision for the future, based on participatory problem analysis and solutions that are within reach of local communities.

b) Holistic approach

An integrated approach that combines ecological restoration and sustainable management of natural resources with attention to living environment, health, education and income.



c) Knowledge sharing between farmers

Farmer-to-farmer knowledge transfer (peer learning) to spread experiences and best practices directly within the community.

d) Motivating elements

The use of stimulating elements, such as competitions between households and communities, to increase engagement and enthusiasm.

e) Respect for cultural values

Strengthening and respecting existing cultural values and traditions within the community.

f) Cooperation with local partners

Intensive cooperation with local governments and organisations to safeguard the impact and continuity of projects.

g) Strengthening local farmer organisations

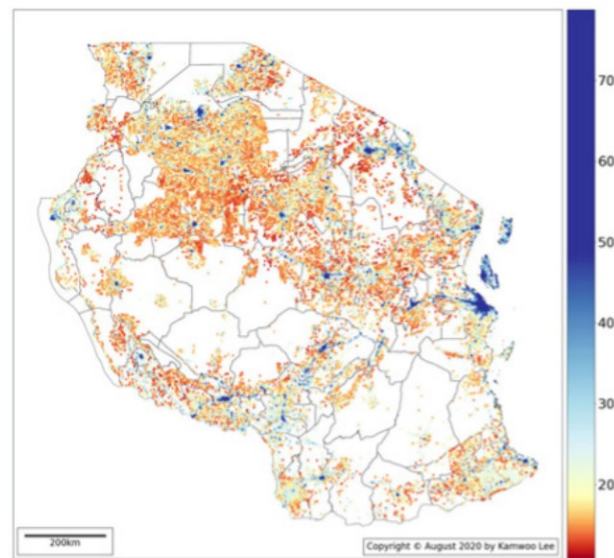
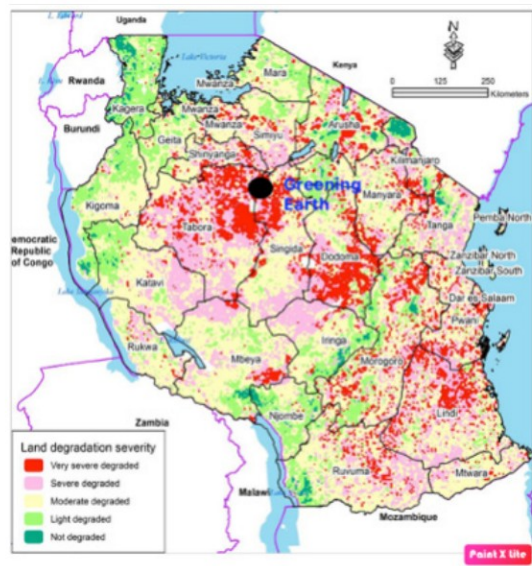
Support with the purchase and sale of agricultural and livestock products, access to credit, carbon credits and other economic opportunities.

h) Short project duration

Projects are carried out within a relatively short term of three to four years, with focused guidance and clear results.

3. Area of operation

Greening Earth focuses on the most disadvantaged areas of Tanzania, where environmental degradation and climate change most affect the daily lives of the local population. The choice of the first project area, Mgongo Ward in the Singida Region, is based on an analysis by Greening Earth of extreme poverty and soil degradation. In this area, pastoral communities, traditionally used to moving with their herds over long distances, have been forced to settle in a much smaller area. Through overgrazing, population growth and unsustainable farming and livestock practices, the soil has been exhausted and the natural vegetation has all but disappeared after complete deforestation.



The level of prosperity was estimated on the 0-100 International Wealth Index scale (colour code: red-poor, yellow-median, blue-rich).

The projects are currently being carried out in two districts: Iramba (Singida region) and Igunga (Tabora region). Together these areas cover a surface of 25,922 hectares, with 4,157 households participating directly in the programme. Both districts are among the poorest in their respective regions. The average daily income is just \$1.50, and more than 45% of the population lives below the poverty line, mainly in rural communities. 85% of inhabitants depend on small-scale farming and livestock as their main sources of food and income. Agricultural production, however, is limited by unpredictable and insufficient rainfall, while livestock farming is often traditional and extensive. Grazing land is available in the rainy season, but scarce in the dry season, which leads to overgrazing.

Women make a considerable contribution to agriculture, but traditionally own only a small share of the means of production. Although their influence on decision-making is increasing – partly through greater participation in village meetings and activities – their position remains vulnerable. About 70% of the poor live in highly rural villages, where few productive and self-sufficient activities exist.

At the national level, Tabora ranks sixth on the basic-needs poverty list and seventh on the food poverty list, while Singida ranks ninth and tenth respectively. This context underlines the urgency and relevance of the interventions of Greening Earth Foundation in these regions.

4. Activities and Results

Greening Earth's holistic approach to strengthening smallholder farmers in the Singida and Tabora regions is based on five pillars:

1. Ecological restoration and sustainable use of natural resources
2. Improvement of living conditions and health
3. Diversification of income sources
4. Strengthening of social cohesion
5. Promotion of education

Central to our approach is a change of mindset. We recognise and build on the indigenous knowledge and experience of farmers and pastoralists, with the aim of achieving both ecological and social impact. Because agriculture is the main source of income in these areas, we go beyond mere cultivation techniques. We integrate agro-ecological principles, encourage entrepreneurship, improve WASH (water, sanitation and hygiene) and health, and promote a culture of saving, lending and microfinance.

These combined efforts enable farmers and livestock keepers to increase their resilience to climate change and ensure sustainability within their communities.

1. Ecological restoration and sustainable use of natural resources

a. The power of agroforestry

To realise its vision of ecological restoration, Greening Earth sets up its own nursery in each village. Together with community members, these nurseries are managed and run, in order to foster a sense of ownership and to safeguard sustainability after the project ends.



Despite various challenges, the project has succeeded in growing and planting seedlings. In the 2024/2025 planting season, 908,774 seedlings were grown and planted — amounting to 83% of the annual target — on approximately 757 hectares and according to agroforestry systems. For the 2025/2026 planting season the target is 1,050,000 seedlings. As of December 2025, 788,115 seedlings have been grown, which amounts to 75% of the target.

Village name	Timber tree seedlings	Fruit tree seedlings	Seedlings for fodder	Nut tree seedlings	Total
Mseko	648,244	170,716	158,848	19,096	996,904
Mgongo	409,253	147,146	139,929	30,112	726,440
Kizonzo	258,456	60,523	67,543	7,550	394,072
Kisonga shelui	370,279	134,264	85,671	26,940	617,154
Kitangili	175,660	111,472	128,586	43,897	459,615
Total	1,861,892	624,121	580,577	127,595	3,194,185

Number of seedlings from 2021 to 2025 in the project area

Since the start of the projects in 2021, a total of 3,194,185 seedlings have been planted on an average of 3,400 hectares. Various agroforestry systems are applied here, in particular taungya and boundary planting.

In addition to trees, new crops are introduced, such as cassava, sweet potatoes and pea varieties, which are grown between the trees together with traditional crops such as peanuts, bambara nuts, cowpeas, green beans, pumpkin, maize and sunflowers. This combination plays a crucial role in soil and water conservation. The introduction of cassava and sweet potatoes has led to the use of conservation farming methods, such as the use of ridges and cover crops. These methods improve the water cycle, retain moisture, increase biodiversity, raise the humus content and contribute to better soil health, which ultimately benefits crop production and food security.



b. Sustainable livestock farming

For communities transitioning from a nomadic to a more permanent, agro-pastoral lifestyle, ecological restoration is closely linked to improving livestock practices. Greening Earth supports livestock keepers in improving their herd through crossbreeding with pure Friesian, Ayrshire and Jersey bulls. To date, 9 bulls have been made available to the communities. In addition, farmers are trained in animal health and hygiene.



To ensure milk production throughout the year, 129 dairy goats have been distributed to 57 women's groups. As of December 2025, the number of dairy goats has grown to 479, thanks to natural reproduction.

To limit disease transmission and counter soil degradation, the project advises livestock keepers to keep their animals in stables and feed them in a controlled manner. Farmers are trained in growing, harvesting and storing fodder crops, as well as making and storing hay for the dry season.

Finally, 62 farmers have invested in pure dairy cattle breeds themselves, inspired by the success stories of other dairy farmers. This contributes to a more sustainable and productive livestock sector.

c. Capturing rainwater runoff

Rainwater runoff is a major cause of soil degradation and ecological decline. This is aggravated by the slope of the landscape, compaction due to unsustainable farming and livestock practices, and years of cultivation at the same depth.

Within the project, farmers learn sustainable techniques to manage land and natural resources. For example, trees are planted in a triangular pattern on slopes, to slow water runoff and promote infiltration. In addition, contour ridges are constructed and water-harvesting systems such as water tanks and dams are built. Deep-rooting crops, such as trees, break open the compacted soil layer, which improves water infiltration and increases the water-retaining capacity of the soil.



2. Improvement of living conditions and health

As of December 2025, the organisation has implemented its projects in seven villages, with a total area of 25,922 hectares and 4,659 households according to the 2022 census. Of these, 4,157 households participate in the innovations introduced by the projects — amounting to 89.23% of the households in the area.

a. Improvement of living conditions

Households receive training in preventive measures to avoid health problems. The main sources of disease in these communities are contaminated water sources, unsafe cooking methods, one-sided nutrition and insects.

The project has supported 2,742 households in building and using latrines, to prevent diseases such as diarrhoea. In addition, 2,069 smoke-free cooking stoves have been installed, to reduce respiratory diseases. Also, 1,782 vegetable gardens have been created to combat malnutrition, and 516 shallow wells and water tanks for collecting rainwater, both for household use and for the irrigation of vegetable gardens.



Village/ ward name	Participating households	Built/used latrines	Installed cupboards	Smoke-free stoves	Plastered walls	Waste disposal	Installed gardens	Installed shallow wells
Mseko	974	809	669	729	862	844	522	139
Mgongo	624	462	378	483	610	613	476	134
Kizonzo	257	239	191	210	257	257	231	38
Kisonga Shelui	924	807	311	385	718	753	404	125
Kitangili	1378	425	104	262	581	222	149	80
Total	4157	2742	1653	2069	3028	2689	1782	516

b. Preventive health care

The organisation focuses on raising awareness of preventive health care. Training and education include building and using latrines, smoke-free cooking stoves, vegetable gardens, cupboards, mosquito nets and plastering walls. These measures have led to a significant decrease in diseases.

According to data from the health centre in Mgongo, respiratory diseases, malnutrition and digestive problems have decreased considerably between 2021 and 2025.



3. Diversification of income for families

Pastoral and agro-pastoral households depend heavily on subsistence farming, which is vulnerable to soil degradation and climate change. Due to soil exhaustion, crops and livestock can barely provide a livelihood. To meet basic needs, households sell part of their harvest, but this is often insufficient to get through the whole year. Greening Earth supports communities in diversifying their income sources, so that they are no longer dependent on food crops alone.



a. Microfinance systems

Through its projects, Greening Earth organises community members into small savings groups of 15 to 25 members, following the 'Village Savings and Loan Association (VSLA)' model. These groups consist mainly of women, but men are also welcome. Members are trained to save small amounts within a savings and loan system. They build up a fund by lending money to each other at an affordable interest rate, which is repaid within 12 months.

After 12 months, the accumulated amount is paid out. Group members use this money for, among other things, housing construction, school fees for children, investments in agriculture and starting small businesses.

As of December 2025, 86 savings groups have saved a total amount of approximately EUR 350,000 (TSH 1,050,918,760) over four cycles since November 2021. Of this, approximately EUR 270,000 has already been paid out and spent on small enterprises, housing construction, agricultural investments and education. EUR 85,000 is still in the current cycle and has not yet been paid out.



To facilitate the management of these savings groups, producer associations have been established as umbrella organisations: BAKILA, BAJEMA, BWAKASHU and MSEMWAMWA. Members pay contributions, which are then lent to group members at 5% interest. So far, the associations have built up assets of EUR 11,000.

b. Agroforestry as a source of income

The agroforestry system plays a crucial role in diversifying income sources for communities, particularly because of its climate-resilient properties. By combining annual crops with perennial crops, farmers always have an alternative harvest if one crop fails. Greening Earth trains communities in agroforestry to reduce dependence on a single income source. In Mgongo, papaya, passion fruit and mango are important income sources, followed by leafy vegetables. Approximately 3 tonnes of fruit are sold on the local market each year. In addition, dairy farming makes a considerable contribution: the 62 pure dairy cows together produce 744 litres of milk per day, which at a local market price of TSH 2,000 per litre amounts to EUR 500 per day or EUR 185,000 per year.

c. Carbon Credits

Agroforestry increases carbon storage, allowing farmers to qualify for carbon credits on the voluntary market. Through the association MWAKAZI established in the project area and its subsidiary GEFA Consortium Limited, farmers are connected to the market for Carbon Credits. The "Greening Earth Agroforestry Carbon Offsetting Project" has been submitted to the National Carbon Monitoring Center (NCMC) and has received a "letter of no objection". The Project Design Document (PDD) has been submitted and is awaiting approval.

GEFA is currently working with Plan Vivo, an international certification system for carbon offsetting, to verify the carbon credits. A revised Project Idea Note (PIN) has been submitted and is awaiting final approval. If the carbon credit project succeeds, it will not only form an additional source of income, but also create employment for young people, for example in private tree nurseries.

d. Business capacity building programme

Because agroforestry increasingly yields more products, market access is essential. Through training, Greening Earth invests in strengthening the MWAKAZI association and its four affiliated producer associations: MSEMWAMWA, BAJEMA, BAKILA and BWAKASHU.

The training focuses on:

- Legal structure and registration of the association
- Management skills and organisational capacity
- Entrepreneurial skills, business planning and market linkage
- Financial management and administration

A business development manager guides farmers in market access and linkage to microfinance institutions. A consultancy firm has mapped the capacity needs of MWAKAZI and is working on a detailed action plan.



4. Strengthening of social cohesion

Ownership conflicts, particularly over land, are a major source of poverty and unrest in rural communities. Greening Earth helps households secure their land rights through the CCRO system (Certificates of Customary Right of Ownership). Legally recognised land rights reduce disputes, promote stability and encourage sustainable land management.

As of December 2025, 3,700 households in seven villages have received a CCRO certificate. This contributes to poverty reduction and encourages communities to protect natural resources for future generations.

The organisation believes in the power of cooperation. That is why 86 savings and producer groups have been established with 1,738 members, united in four producer associations. These associations join forces for joint decision-making, negotiations, purchasing of agricultural inputs and service provision.

As part of the sustainability strategy, MWAKAZI has been established as an umbrella association for all producer groups in the region. MWAKAZI will continue the work of Greening Earth Foundation, while GEFA Company Limited as a subsidiary manages the business activities. This strengthens the negotiating position and collective action of the community.



5. Promotion of education

A change in mindset is essential for a sustainable future, as natural resources are limited while the population is growing rapidly. According to estimates, the population of Tanzania will double by 2050, while the available land remains the same. It is therefore crucial to protect and use natural resources responsibly, so that future generations can also benefit from them.



Greening Earth works strategically with schools by organising pupils into environmental clubs. The aim is to give children a new perspective on dealing with natural resources. Many parents do not teach their children how to protect the environment, while children growing up in an environment where natural resources are being depleted should in fact learn how to conserve them.

Within these clubs, pupils learn how to tackle climate challenges, for example by planting and caring for trees, restoring degraded landscapes and applying conservation techniques for sustainable use.

In addition, they receive training in various gardening techniques, such as growing vegetables for the school meal programme, which is often supported by parents and other partners.

Since the start of the project in 2021, environmental clubs have been established at nine schools as of December 2025. Pupils are trained in environmental conservation and vegetable gardening, so that they contribute not only to a greener environment, but also to food security at school.

5. Looking ahead

Over the past year, the board of Greening Earth has developed a 10-year vision to spread its philosophy to as many people and regions as possible. This vision focuses on spreading and embedding our sustainable methodology, which has proven effective in restoring ecological balance and improving living conditions.

To this end, we are actively seeking strategic partners, donors and organisations in Tanzania, Uganda and Sub-Saharan Africa. In these areas, our approach is not only highly useful, but also necessary to combat soil degradation, climate change and poverty.

Greening Earth Foundation intends to start a new project each year with at least 1,000 households. In Igunga we are building a Centre of Excellence, where we can demonstrate the Greening Earth methodology in full to interested parties. We choose this location and scaling-up because our methodology is most likely the fastest and most cost-efficient way to address, in an integrated manner, one of the greatest challenges of Sub-Saharan Africa: the sustainable transformation of communities and the greening of landscapes.

With this long-term strategy we aim to contribute to a greener, more resilient and more just future for the region and its inhabitants.





Financial report 2025

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1. Abridged board report

1.1 Mission and objective

Greening Earth Foundation was established on 5 February 2021 in Zeewolde.

The objective of the foundation is to combat poverty in the poorest areas of the world, in which the restoration of severely degraded landscapes plays a central role. To carry out all further activities that relate to or may be conducive to the foregoing in the broadest sense.

On the basis of the criteria of extreme poverty and severe soil degradation, an area was identified that met the objectives applied by the foundation. An area in the Singida Region, centrally located in Tanzania, was chosen.

The Foundation focuses mainly on areas in Tanzania, Uganda and Ethiopia.

Greening Earth Foundation is actively seeking implementing foundations that are or wish to be active with projects in these countries.

The foundation has ANBI status and is registered with the Tax Authorities under RSIN 8622.37.099.

1.2 Composition of the board

The board is composed as follows:

- J. van Dijk, chairman
- B. Brouwer, secretary
- M. van Keeken, treasurer
- H.J. van der Zel, member (until 11 May 2026)

Board member J. van Dijk received no remuneration for work performed in 2025 and 2024.

Board member B. Brouwer received a fee for executive work in 2025 and 2024 via Stichting Wees een Kans.

Board member M. van Keeken received remuneration of € 5,040 (2024: € 3,089) in 2025 for executive (non-policy-making) work.

Board member H.J. van der Zel received remuneration (salary plus social security contributions) of € 3,110 (2024: € 10,316) in 2025 for executive (non-policy-making) work.

1.3 Course of affairs during the financial year

In 2025, the board met four times.

In 2025, a total of EUR 524,903 (2024: EUR 385,925) was spent on charitable projects.

The equity amounts to EUR 557,664 at the end of 2025 (2024: EUR 541,736), of which the general reserve amounts to EUR nil (2024: negative EUR 3,443) and the designated fund EUR 557,664 (2024: EUR 545,179). The designated fund is not freely disposable. The freely disposable capital amounts to EUR nil (2024: nil).

The projects were realised in the following countries:

Country	2025	2024
Uganda	-	-
Ethiopia	-	-
Tanzania	524,903	385,925
Other	-	-
Total	524,903	385,925

An extensive report on the course of affairs in 2025 and on the content of the projects can be found in this annual report.

The foundation has sufficient liquidity to settle its debts as at the balance sheet date.

1.4 Expectations

The board expects that expenditure on projects in 2026 will amount to approximately EUR 683,000. A significant part of this has already been conditionally pledged. For 2026, contributions/donations/gifts amounting to EUR 930,000 have already been conditionally pledged from Stichting Wees een Kans.

2. Statement of income and expenditure 2025

	2025 (euro)	2024 (euro)
Income		
Contributions/Donations/gifts	575,195	418,350
Interest income on bank balances	7,631	7,148
	<u>582,826</u>	<u>425,498</u>
Expenditure		
Project expenditure	524,903	385,925
Personnel costs	5,395	16,320
General costs	35,445	33,991
Interest and bank charges	1,155	650
	<u>566,898</u>	<u>436,886</u>
Balance of income and expenditure	15,928	(11,388)
Appropriation of result		
The result is distributed as follows and added to equity:		
General reserve	3,443	(5,275)
Designated fund	12,485	(6,113)
	<u>15,928</u>	<u>(11,388)</u>

3. Notes

General

This financial report is prepared on the basis of the statutory requirements for foundations with ANBI status.

This financial report is derived from the full financial statements, which have been prepared on the basis of Guideline for Annual Reporting C1 Small organisations without profit motive, as drawn up by the board of the Foundation on 23 June 2026 and which have been audited by Moore MKW Audit B.V. and provided with an unqualified audit opinion on 23 June 2026.

For the insight required for a responsible assessment of the financial position and the results of the foundation, this financial report should be read in conjunction with the full 2025 financial statements, from which it is derived.

The financial statements have been prepared on the assumption of continuity of the foundation.

All amounts are, unless stated otherwise, presented in euros.

On the basis of an exemption, no balance sheet is included in this financial report.

Budget

No budget figures are included in the statement of income and expenditure or in the board report, since the budget is not used as an important steering instrument for controlling activities.

Principles for determining the result

Income and expenditure are allocated to the year to which they relate. Contributions, donations and gifts received are recognised in the year in which the amounts are unconditionally pledged. Contributions pledged to third parties are processed in the year in which the pledges are made.

Personnel

During the financial year, the foundation employed 0.07 employees on the basis of a full-time contract. In 2024 this was 0.26 employees.

Organisation and contact in the Netherlands

Board of the Foundation

Hans van Dijk	Chairman
Bart Brouwer	Secretary
Marlies van Keeken	Treasurer
Huub van der Zel	Member (until 11 May 2026)
Technical assistance:	Arnout de Visser

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3894 DE Zeewolde
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Website: www.greeningearth.nl

Organisation and contact in Tanzania

Board of the Foundation

Dr. Methusela Mishael Masanga	Chairman
Joseph Rubui Mafuru	Secretary
Staford Francis Mwambola	Treasurer
Loveness John Sakwera	Member
Mariam Abubakhar	Member

Project management team:

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