

# WEPLANT ANNUAL REPORT

YEAR 2023







“You never change things by fighting the existing reality.  
To change something, build a new model that makes the existing model obsolete.”

CONTENTS

FOUNDER CEO LETTER	2
ABOUT WEPLANT	5
CLIMATE CRISIS	6
WHY TREES?	7
WHERE WE PLANT	10
UN SUSTAINABLE DEVELOPMENT GOALS	13
WEPLANT COMMUNITY	14
WEPLANT IMPACT	
Give	15
Plant	16
EARN	17
OUR PARTNER’S	18
STATEMENT OF OPERATIONS	19
STATEMENT OF FINANIAL POSITION	20
OUR PEOPLE	21







## **FOUNDER CEO LETTER**

### **World Leaders Have Failed Us**

WePlant has borne witness as world leaders have failed to adequately fight climate change. Today, emission levels are more than sixty (60) percent higher than levels in 1992, the year in which member countries of the United Nations met for the Earth Summit in Rio de Janeiro and adopted the Climate Change Convention to limit carbon pollution.

The governance structure of modern democracies is incapable of solving complex issues. Governments are elected by voters with short-term vision, and on the world stage, each country's policy is driven by self-interest. We must dramatically change the way we approach the climate crisis if we want to succeed. In fact, a new model must be designed and built to replace the existing paradigm.

## FinTech and Democracy 2.0

Modern democracies are quickly evolving thanks to technology. With the help of fintech (financial technology), we can bypass government inaction and create a community of likeminded individuals capable of pooling our financial resources. WePlant is convinced that with the help of technology, an uprising among civil society can take the lead in tackling the climate crisis.

We must undergo an unprecedented process of mobilization, collaboration, and empowerment at the grassroots level. With only a single click, millions of climate activists can use WePlant to donate money and channel these funds to NGOs that plant trees. If that's so, why waste time protesting and begging leaders to use tax revenues to fight climate change?

Recent history has shown how activists can successfully use social platforms to topple governments and advance civil rights. The Arab Spring, #MeToo, and BLM movements owe their success to the power of social media. Six (6) million Canadians took to the streets on Earth Day 2019. People are eager to contribute and make a difference; they just need the right platform to join forces.





## **Less Talk, More Action**

WePlant's fundraising community leverages the power of fintech to fight climate change by restoring Canadian forests. WePlant's round-up technology is designed to allow everyone to join the fight against climate change and contribute to the cause. WePlant's Cash Rewards for Referral program provides our members with a financial incentive to spread the word about WePlant by referring friends to the network and growing our community.

The maple leaf is the symbol of Canada; nature is part of our national identity. Canada is the second largest country in the world, with enough open land to plant 120 billion trees. Canada can become a world climate leader simply by reforesting its vast lands. To achieve this goal, we must mobilize and unify all Canadians under the same vision. If we don't take the lead, who will? If not now, then when?

## Why WePlant?

WePlant believe we must undergo an unprecedented process of mobilization, collaboration, and empowerment at the grassroots level if we wish to survive the existing climate crisis. With the help of FinTech, we can bypass government inaction; create a community of those who think alike; pool our financial resources; and become the leading force in tackling the climate crisis.

## Who We Are?

WePlant is a fundraising community that leverage the power of FinTech to fight climate change by restoring Canadian forests. We collect the spare change resulting from millions of transactions made by our members and uses the funds to finance existing tree-planting organizations in Canada. Our members receive ongoing cash-rewards when they grow our community by referring the WePlant App to others.





## Climate Crisis

The AR5, the common name of the United Nations' Intergovernmental Panel on Climate Change (IPCC)'s Fifth Assessment Report from 2014, analyzed 9,300 peer-reviewed research papers by scientists worldwide.

The results of the analysis were clear: climate change is here, now. Its many forms—floods, superstorms, record-breaking heat waves, wildfires, and droughts, to name a few—are spawning misery, despair, and conflicts worldwide.

We find ourselves in a new era, one in which humans are the primary drivers of change on planet Earth because of the excess carbon we release into the atmosphere.







# WHY TREES?



## Climate and Forest

It's clear that climate change and worldwide deforestation trends are inexorably intertwined. Without first solving the problem of deforestation, climate change trends can never be halted or reversed. Worldwide, over 2 billion hectares of forestation—an area larger than China and the United States combined—has been stripped or degraded. It's estimated that this deforestation is the cause of between 12 and 14 percent of greenhouse gas emissions.

## One Trillion Trees

Studies have conclusively shown that planting trees is one of the cheapest and most effective ways of removing carbon dioxide from the atmosphere and simultaneously tackling the climate crisis. In 2018, the IPCC determined that planting 1 trillion trees would be necessary to prevent global temperatures from increasing by 1.5 degrees Celsius by 2050, the goal of the Paris Climate Agreement.







FIGHT CLIMATE CHANGE



BATTLE DEFORESTATION



FOSTER SUSTAINABILITY



COMBAT WILDFIRES



RESTORE WILDLIFE



IMPROVE HEALTH



A hand holding a red maple leaf in front of a blurred autumn forest background. The leaf is a vibrant red with some brown spots, and the background is a soft-focus forest with yellow and green foliage.

# WHERE WE PLANT



## Let's Be Canadian Again!

WePlant focuses on reforestation efforts in Canada. The country has the third highest land potential for tree planting in the world—117 billion trees over 78.4 million hectares, to be exact. That's more than 10 percent of the global one-trillion-tree target, giving Canada the potential to become a climate leader on the global stage simply by putting trees in the ground.

## Coast-to-Coast

WePlant has targeted six provinces—British Columbia, Alberta, Saskatchewan, Ontario, Quebec and New Brunswick—either because they offer great potential for reforestation or because they face a unique challenge that can be mitigated by planting trees. WePlant is currently financing local tree-planting projects in each of these provinces.







BRITISH-COLUMBIA



ALBERTA



SASKATCHEWAN



ONTARIO



QUEBEC



NEW-BRUNSWICK



## UN Sustainable Development Goals

