



Forestr.org

501-(c)(3) founded in  
2019 to address **needed  
systems change**

- Humans are disconnected and isolated from each other.
- Our modern life is destroying the soil our lives depend upon.

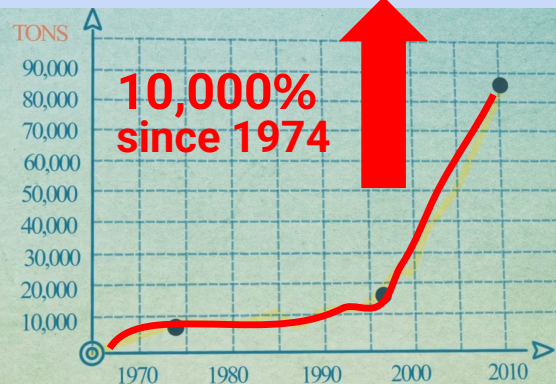


# ForestR Programs Educate

## Industrial Agriculture = Soil Destruction

→ 40% Earth's farmable land is lost, and without action, **90% loss by 2050!**

### GLYPHOSATE USAGE



A non-selective herbicide killing all life not genetically modified (GMO) to be immune.



Adapted from The Need To GROW Film

# Theory of Change

Educate, empower and create programs supporting soil health, greening and gleaning.

## Participatory Greenscaping



Destructive  
Industrial  
Agriculture



Ignite  
the will  
of the people



Restore &  
Regenerate  
Soil Health

# ForestR Provides Participatory Greenscaping

**We activate** local communities with our **cleaning, greening and gleaning** programming.

**We engage** local communities in the care and service of their soil.

**We empower** local communities to become self determined and proud of their greenscaping achievements.





# ForestR Leadership

Tracey joins to scale programs across the Bay Delta

Tracey brings 30 yrs:

- Sustainable entrepreneurship
- Regenerative agriculture & economics
- Food manufacturing & supply chain
- Community development
- Tech industry
- Sales, marketing & communications.

**Greens Director**  
Tracey Rogers Brandt



**Founder / CEO**  
Nimone Li-Hardisty



**Founder**  
Yonaton Hardisty





# Pilot Program

## Block x Block Challenge (BxB)



Empower communities to restore soil, green and glean together, increasing local resiliency



# BxB Challenge

Greening front yards to hold water and gatherings

## RESTORE



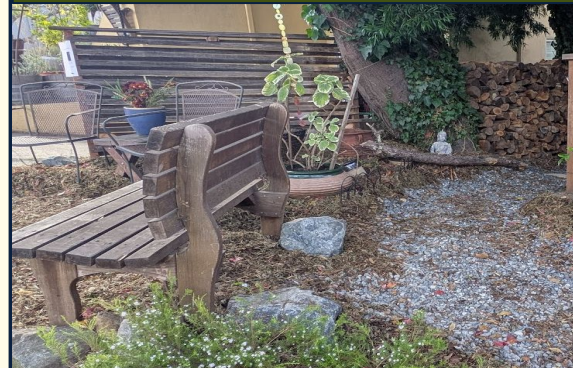
Remove weed  
barriers and  
plastic lawns

## REGENERATE



Replace with fresh  
tree mulch and  
drainage rock  
perimeters

## REIMAGINE



Front Yard Pocket  
Parks showcase  
reuse & nature

**New Offering!**



# BxB Pilot Budget

Two scenarios for funding a pilot program

| Details                                                                             | \$50k | \$250k |
|-------------------------------------------------------------------------------------|-------|--------|
| One block, roughly 25 homes                                                         | ✓     | ✓      |
| ForestR Staff, organizes & educates                                                 | ✓     | ✓      |
| ForestR Ranger, resident trained & credentialed for ongoing soil care               | ✓     | ✓      |
| ForestR membership, free for all residents with 5 hrs/month service                 | ✓     | ✓      |
| Concepting a scalable program with supporting technology, frameworks and workflows. |       | ✓      |



# BxB Pilot Program

An abundance of positive impact

## Planetary Boundaries

1. Climate
2. Freshwater
3. Ocean
4. Air
5. Land
6. Biodiversity



## Social Indicators

1. Water
2. Food
3. Health
4. Education
5. Income & Work
6. Peace & Justice
7. Political Voice
8. Social Cohesion
9. Connectivity



**WE  
ARE  
NATURE**

# Thank you!

We welcome inquiry and offers  
for collaboration and funding!

Tracey Rogers Brandt

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