

WORKING FOR A BETTER LIFE AND A BETTER FUTURE



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Reforestation projects change lives - Over the past 25 years, through the collaboration with the Green Ethiopia Foundation and its valuable support, women have achieved remarkable progress: improved food security, increased dietary diversity, and increased income-generating opportunities.



DEAR READERS AND DEAR DONORS

It is a great pleasure and honor for me to write the foreword to this year's brochure on the occasion of our 25th anniversary.

I do so with great gratitude to our donors and with great satisfaction for all that has been implemented and achieved over the years.

With heartfelt gratitude for his outstanding work, we bid farewell at the end of the year to our president, my father, Kurt Pfister, who is stepping down for reasons of age and health.

At the same time, I look forward to working with his successor, Alexander Hasler, who has already demonstrated his successful commitment to our foundation over several years.

In this brochure, I would like to dedicate special thanks to the many women in their work for a better future.



S. Pfister

Dr. Simon Pfister

Managing Director of the
Foundation Board

Note: The icons provide an overview of the direct impact your donations have on our projects—and thus on the lives of women.





Around 5,000 people, mainly women, work in 60 tree nurseries, securing a large part of their income.

Women spend six to eight months tending and caring for the 13 million seedlings we currently plant each year in our nurseries.





Progress - Shewito Mountain was initially reforested from the top. Now the lower areas are also being planted. The women are working hard and earning some additional money.

Strong community - Women discuss together how they want to fight hunger and actively shape their future.





Left: Ms. Ruhama, president of the Dara Women's Cooperative, in the soybean field.



Right: Women of the Dara Women's Cooperative harvesting soybeans.



Teamwork - A group of women de-hulling soybeans. This careful manual work is part of the collective harvest.





FOOD
SAFETY



Cattle feed - One of the women cutting grass to serve as feed for cows. Later, the women also sell some of the milk in town.



Time for accounting - One of the women keeps written records of how much grass each woman has cut.

Dairy cows - Strong cows and good milk thanks to the forests. Sufficient water and grass, even during the dry season, mean fresh milk every day for a protein-rich diet and some income.





Honey production – Beehives provide valuable honey and strengthen both income opportunities and food diversity within the community. Thanks to nectar from our forests, each bee colony produces 25-30 kg of honey annually.



Chicken and Egg – Chicken farming and production, primarily for egg production and occasionally for meat consumption. This pilot project provided survival aid in war-torn Tigray and Amhara.



FOOD
SAFETY

“False Banana” - To ensure food security in the face of impending famine in the Sidamo region, women cultivate the ensete plant (also known as “false banana”). The starchy parts of the plant are processed into kocho, a flatbread-like staple food in Ethiopia.





Food security - A woman in her home garden with the typical leaves of the Ensete plant in the background and coffee in the foreground.



FOOD
SAFETY

Vitamin-rich diet – Women irrigate vegetable fields and fruit tree orchards. These fields actively contribute to combating hunger and improving family nutrition.





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Vegetable gardening - One of the numerous community gardens of a village community of Dara women.

Work relief - A donkey, donated from one of our donkey projects, helps transport straw. This relieves the women of heavy daily labor and helps these hardworking women continually find ways to generate some income.



Market life - After the women have secured home-grown vegetables for their own households, they also sell their vegetables at the market.



FOOD
SAFETY



Left: Freshly picked tree fruits!



Right: Fresh fruits for a healthy, vitamin-rich diet—and for sale at the market.

PERSONNEL

In good time before the August meeting of the Board of Trustees, I announced my resignation as Chairman of the Board of Trustees and as a member of the Board of Trustees, effective at the end of the 2025 fiscal year. This was due to age and, unfortunately, also health reasons.

Since this change had been looming for some time, the Board of Trustees was able to begin succession planning in good time.

As a result, Alexander Hasler was unanimously elected as Chairman, starting with the 2026 fiscal year, and James Hug was also unanimously elected as the new Vice President.

I would like to sincerely thank the Board of Trustees for these election results and these two fellow Board members for accepting these roles. I am delighted with this "breathing new life" into the foundation's leadership and wish you much success, joy, and fulfillment, especially the continued beneficial development of the foundation.

At the same time, I would like to bid farewell to the large number of loyal donors, for whose kindness and support I remain deeply grateful beyond my term of office. You, dear donors, are part of the sustained success of our foundation. I sincerely thank you for your valuable support.



Kurt Pfister

Chairman of the Foundation Board until the end of the 2025 fiscal year



KURT PFISTER, 2000-2025 PRESIDENT, RESIGNATION FROM THE PRESIDENTIAL BOARD, WITHDRAWAL FROM THE BOARD OF TRUSTEES

As the initiator and co-founder of the foundation, Kurt Pfister built and led the foundation as president for 25 years. His heartfelt concerns included maintaining good, reliable relationships with donors and, in particular, working with project managers in Ethiopia. This was characterized by respect, recognition, and challenge. For his partners, he was:

"Mr. Kurtu, the fair, strict man who helps us in many ways and changes our lives and the environment for the better."

We sincerely thank Kurt Pfister for his outstanding service!



DR. ALEXANDER HASLER NEW PRESIDENT FROM 2026

When he was elected to the Board of Trustees in 2023 and as Vice President, Alexander stated that he would like to be actively involved in the work of the Board of Trustees.

We were pleased to hear this and were fortunate enough to get to know and value him as a capable, dedicated Vice President. His election as President was accordingly uncontested.

We warmly congratulate Alexander Hasler and wish him successful leadership of the Foundation!

The Board of Trustees



Alexander Hasler on his new role:

"It is an honor for me to follow in the footsteps of Kurt Pfister – the founder, soul, and tireless driver of this foundation.

What began as a visionary idea 25 years ago has developed into an impressive success story under his leadership: 100 million trees have been planted in Ethiopia, for more water, for healthier nutrition, and ultimately for a better life for countless people.

Dear Kurt, I thank you from the bottom of my heart for your life's work and for entrusting me with the continuation of this task. With foresight and passion, you have built a strong foundation.

I am very much looking forward to working with the dedicated foundation board members, with our managing director, and especially with the Ethiopian communities, women, and men who implement our projects on the ground with great commitment and conviction – they all achieve extraordinary things.

A big thank you also goes to our many loyal donors: They are the breeding ground on which our work, and thus our trees, thrive.

I would also like to thank our partners and major donors for their valuable support and trust. I look forward to shaping the next stages together with all of you.

25 years of success, there is still a lot of work ahead of us. After the first 100 million trees, we want to tackle the next 100 million trees – in line with our motto: Trees for more water, better nutrition, and a better life.

I am starting this new chapter with joy, humility, and energy."



Alexander Hasler

Dr. Alexander Hasler
Vice President



JAMES HUG ELECTED AS VICE PRESIDENT

James Hug, who was elected to the Board of Trustees in 2020, was elected Vice President to replace Alexander Hasler, who was elected President. We thank him for accepting this position and wish him much success in his new role.

OTHER PERSONNEL



Dr. Maxence Carrel was elected Chair of the Project Committee. As an environmental engineer, he is predestined for this task. We wish him much success and enjoyment



Karin Stiefel has been responsible for donations, payments, and parts of the accounting department as a part-time employee for around two years. We are very grateful to her for her valuable contribution.



Thank you very much

for every donation, CO₂ offset, net-zero contribution, your
special occasion activities, and your future legacy!

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- Donations
- CO₂ offsetting
- Net-zero contributions

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Ihre Spende
in guten Händen.

