

Lend us your scrutiny.

For Wildlife Trusts, Buglife, Bumblebee Conservation, Butterfly Conservation, Plantlife, the Woodland Trust, RSPB and the people who quietly hold the bar high.

A new annual British tradition. Every Easter, more families plant a small blossom tree. First national weekend: 26–28 March 2027.

Households bring a small potted blossom tree home in Lent, decorate it with edible bird-food ornaments and written hopes on rice paper, and plant it on Easter Sunday or any day in the week after — in a garden, churchyard, school field, balcony pot, or community spot. We're aware blossom trees aren't a complete pollinator solution. We want your help making sure the campaign doesn't oversell what it is.

Founded April 2026 by Tara Button (CEO of Buy Me Once, Co-Founder of Beagle — a Certified B-Corp). Easter Trees Community Interest Company, registered no. **17188547**.

~50% UK pollinating insect populations have declined by roughly half since 1970 (State of Nature, 2023). Early-spring nectar is one of the most pressing gaps to fill — and one a household can help close.

WHAT WE'D ASK

- **Honest scrutiny** — tell us what's wrong with the species list, sourcing standards, and messaging before launch.
- **An ecologist or horticulturalist** for the advisory group.
- **Endorsement & amplification** — a quote, a logo when governance is fully in place, a mailing or social post in spring 2027 — *only* if you can stand behind it.
- **Reach** — into your members, supporters and regional officers.
- **Help framing the public message** — so we don't overclaim.

WHAT WE'D OFFER BACK

- **A founding-partner slot.** Year One is small, named, built together.
- **Public credit** — mission alignment, not product endorsement.
- **Anonymised regional demand data** for your own campaigning and member work.
- **First call** on partner-led work if Easter Trees develops surplus revenue later. No defined per-tree mechanic — we won't pretend one exists.
- **Founder access** — Tara directly, not via an agency.

How we avoid willy-nilly planting. We don't set a top-down planting plan — **landowners do**. Every community site on the map publishes its own tree palette (species suited to that site, soil, aftercare). Households at a community site bring a tree that matches; households at home use our species guide. Garden centres watch the postcode-level demand build and stock accordingly. Site-suitability is decided by the people who know each site.

Honest about limits. We don't supply trees — households buy locally. We promote UK-grown stock, prioritise natives, and ask stockists to publish provenance. Willow, hazel and hedgerow species feed early pollinators richer than blossom — if you have land for those, plant them too. This isn't a substitute for habitat restoration, pesticide reduction or policy change.

Year One roadmap

MAY – JUNE 2026	Species and sourcing standards published.
JULY 2026	Partner packs live (faith, council, corporate, eco).
SEPTEMBER 2026	Board-cycle review window. Verified regional demand data shared.
OCTOBER 2026	Anchor partners and garden-centre stock orders confirmed.
26 – 28 MARCH 2027	First national Easter Trees weekend.

What to do now

Book a 15-minute call: calendly.com/tarabutton/15min

Or email Tara directly: tara@eastertrees.com

Tell us your role and the shape of conversation that suits you. We'll come back with a tailored note within a few days.