



“Every goal is a chance to give something back to the planet.”

– Lesein Mutunkei, Founder of Trees4Goals

The Challenge

Kenya, like many countries around the world, has faced serious deforestation. Trees are cut down faster than they can grow back, which harms wildlife, damages soil, and makes climate change worse. Young people who care about the environment can feel overwhelmed. The problem is so big that it is hard to know where to start or how one person could possibly make a difference.

At the same time, millions of kids play sports every week without connecting those moments on the field to the world around them. What if the goals they scored could actually help the planet?

The Action

Lesein Mutunkei came up with a simple but powerful idea. For every goal his team scored, he would plant 11 trees, one for each player on the field. This turned every goal into a team act of generosity toward the planet.

Lesein started this pledge when he was just 11 years old, beginning by planting a single tree for every goal he scored. Over time, the idea grew. He brought it into schools, local sports clubs, and village communities across Kenya. He gave his time to educate others about why trees matter and how anyone can take part.

The initiative expanded beyond football. Lesein launched “Hoops for Trees” for basketball players, and the model has spread to tennis and other sports, connecting individual milestones to environmental action. His initiative also inspired local campaigns in other countries, including football clubs in Scotland’s Forth Valley joining the Trees



The Impact

A grassroots idea from one young athlete has grown into a movement with real results. Here is what has changed:

- Thousands of native saplings have been planted through school programs, sports clubs, and village outreach in Kenya and abroad.
- The Trees4Goals model has expanded to multiple sports, including basketball and tennis, proving that any physical milestone can become an act of generosity.

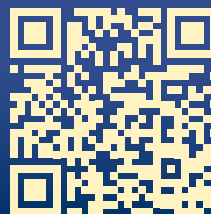
- Regional campaigns inspired by Trees4Goals have launched in other countries, including Scotland, where local football clubs joined the movement.
- Lesein has been recognized internationally for combining athletic achievement with environmental leadership, inspiring young people around the world to take action.

Trees4Goals is proof that generosity does not have to be complicated. Sometimes all it takes is deciding that every goal you score will leave the world a little greener.



GIVINGTUESDAY
SPARK

GivingTuesday Spark is a global community of young changemakers sparking generosity and creating real impact in their communities—proving that youth are not just the leaders of tomorrow, but the leaders of today.



Want to Join?

Learn more about GivingTuesday Spark and how to start your own act of generosity at givingtuesday.org/spark