



One Million Trees for One Million People Community Trees

Local nonprofit groups can make a big difference to a tree planting initiative by sponsoring and encouraging tree plantings with their members. Tree planting projects are good for fundraising because they demonstrate your organization's commitment to the community and environment. Trees offer a wealth of health and environmental benefits, build community, and provide a connection between people. By sponsoring a tree planting you can get your organization's name out to the public while you build good will for the important work of your group. For example:

Environmental groups: sponsor a local tree planting project and provide volunteers for projects. Ask your members to offset their carbon footprint by planting a tree. You can sponsor a tree planting in a local park or forest in the name of your organization.

Anti-poverty groups: your members can help purchase inexpensive fruit trees for low-income and senior residents as a source of nutritious fresh food. Boy Scout troops and community councils can help get the trees planted and provide tree stewardship information.

Youth groups: having youth design, organize, and implement a tree planting project is a great way to build a sense of community and responsibility. Young people can plant for others or adopt trees in their neighborhood.

Service projects: high school students looking for service projects can organize and conduct tree planting projects for their school or a local community group. They can help plant trees for seniors and low-income residents, and work with elementary students to learn about the benefits of trees.

Community-building groups: bring neighborhoods and diverse community members together for shared tree planting projects at a local park, school, or community center. Use the project as an opportunity to break down barriers and introduce community members to their neighbors. Incorporate a tree planting project with a neighborhood clean-up day or block party.

Fundraising ideas:

- Contact local businesses for donations for the tree planting and use the opportunity to introduce your group
- Contact local garden centers for tree donations or discounts then follow up for a corporate donation to your group's annual fund
- Challenge your members to add \$1 to their membership dues for tree planting projects in the name of your organization
- Ask your foundation and corporate donors to match your contribution to a tree planting project
- Participate in Arbor Day and Earth Day events and use them as opportunities to talk about the good work your organization does

The Benefits of Trees

- **Energy Savings**

Trees save energy by shading buildings and minimizing the need for air conditioning in the hot summer months. Trees cool entire neighborhoods by releasing moisture into the air and shading surfaces like parking lots and streets that hold heat in the sun. In the winter, trees can help reduce heating costs by slowing the wind. We can also save water on irrigation when there is a tree shading the lawns that we water.

- Save up to 30% of annual cooling costs
- Save 10-25% of energy used for heating

- **Water Quality**

- Trees improve water quality by capturing, filtering, and absorbing rainwater, which reduces the need for storm water treatment.
- 100 mature trees catch about 250,000 gallons of rainwater per year

- **Air Quality**

- Trees clean the air by absorbing and intercepting air pollutants.
- 100 trees remove five tons of CO₂ per year
- 100 trees remove about 1000 lbs of pollutants per year, including: 400 lbs of ozone, 300 lbs of particulates

- **Commercial Benefits**

Studies have shown that trees are good for business. Shops located in cool shopping districts realize the benefits of trees by

- More frequent shopping
- Longer shopping trips
- Shoppers spend more for parking
- Shoppers spend 12% more for goods

- **Community Benefits**

Trees cast shade in the evenings, encouraging residents to come out and enjoy walks and bike rides in their neighborhoods. Trees slow drivers by making them feel enclosed in tree tunnels. Neighborhood tree plantings allow neighbors to participate in creating a common good and to form new relationships. They reduce crime and create more stable neighborhoods. Studies show that trees help us feel peaceful and secure as they bring a bit of nature into our urban environments.

- Trees reduce levels of domestic violence and foster safer, more sociable neighborhood environments (Sullivan and Kuo, 1996).
- Trees (along with other plants) absorb high-frequency noise which is the most distressing frequency range for humans (Miller, 1997).



**SALT LAKE
COUNTY**

For more information on One Million Trees for One Million People contact Lorna Vogt at 801-468-3571 or lvogt@slco.org. Learn more at www.milliontrees.slco.org