



A Resource List

BROWN BAG LUNCH SERIES

The Brown Bag Lunch Series is a monthly webcast held at the lunch hour and made possible through support from The Home Depot Foundation and USDA Forest Service. The goal is to provide training opportunities for local urban and community forestry practitioners. The trainings highlight successful programs and practices that you may want to adapt in your communities. Webcasts are open to all.

Correctly planting and protecting trees is a good thing to do. However, planting and protecting trees also requires coordinating time and resources. ACT minimizes such requirements by sharing the innovative ideas and organized approaches of successful projects and models for members to replicate. We invite you to join the Alliance for Community Trees for more ways to get involved. Together, we create a strong voice on behalf of the urban forest and make a great difference in the health, beauty, and livability of our communities. We strengthen communities by offering action-oriented approaches that bring people together around a common purpose.

TOPIC

Tree giveaways and sales are a great way to engage a broad segment of the community including individual residents, neighborhood organizations, affordable housing agencies, schools, and civic groups. They're also a profitable way to raise funds for efforts to work with these same constituencies. Partnership opportunities don't stop there, though. Businesses can be a distribution point, university agricultural programs can partner as holding stations, volunteers can run the event, and elected leaders may want to link-up on canopy cover goals. More information at: http://actrees.org/site/stories/tree_sales_and_giveaways.php

TRAINERS

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This October, Trees Atlanta will host their 9th Annual Tree Sale. The fundraiser, which raises \$12,000- 25,000 annually to benefit NeighborWoods tree planting projects in Atlanta, offers more than a thousand plants with 200 species of trees, shrubs, and tree-friendly vines for purchase by the public. Native trees are the focus, but many rare and unusual exotic trees are available as well. Trees Atlanta carefully selects exotics such as china fir, Chinese fringe, parrotia, fragrant snowbell and yellow-flowering magnolias. On the day of the sale, Trees Atlanta incorporates volunteers in the roles of cashier, tree expert, shopping assistant, information table, pickup areas, hold areas, tree reorganizing, and traffic.

Patrick Hayes

Patrick Hayes has served as the Executive Director of The Park People since 2002. Previously, he was the statewide Director of Development for the National Audubon Society in Colorado. He holds a Master's degree in Environmental Policy & Management from the University of Denver, and an undergraduate degree in Journalism. Under his leadership, The Park People's annual budget has more than doubled and funding for the Denver Digs Trees program -- once limited to city monies -- has broadened to include a host of large national corporations and added support through community development funds. In 2007, The Park People was recognized as Colorado's Conservation Organization of the Year by Volunteers for Outdoor Colorado. When not at work, Patrick spends time hiking in the beautiful Rocky Mountains, working on his 1920 bungalow, spoiling his dog, playing guitar, and pursuing his private pilot's license.





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SUCCESS STORIES

Trees Atlanta (Atlanta, GA)

This October, Trees Atlanta will host their 9th Annual Tree Sale. The fundraiser, which raises \$12,000- 25,000 annually to benefit NeighborWoods tree planting projects in Atlanta, offers more than a thousand plants with 200 species of trees, shrubs, and tree-friendly vines for purchase by the public. Native trees are the focus, but many rare and unusual exotic trees are available as well. Trees Atlanta carefully selects exotics such as china fir, Chinese fringe, parrotia, fragrant snowbell and yellow-flowering magnolias. On the day of the sale, Trees Atlanta incorporates volunteers in the roles of cashier, tree expert, shopping assistant, information table, pickup areas, hold areas, tree reorganizing, and traffic.

The Park People (Denver, CO)

Denver Digs Trees provides low-cost and free (for low-income residents) trees for planting along the streets of the city and county of Denver. The program has added more than 28,000 public trees to Denver since 1989. In 2007, the project planted and cared for 2,500 trees. They offer bareroot and balled-and-burlap varieties of about twenty species for pickup at one of six parks or nurseries. More than 300 volunteers make it happen.

Baton Rouge Green (Baton Rouge, LA)

Baton Rouge Green maintains about 5,000 trees at two tree nurseries with assistance from the Louisiana State University Burden Research Plantation, Gillis Long Center, Entergy, and Youth Challenge Cadets. Then, twice a year, they host a tree sale, distributing about 2,000 potted native and adapted trees ranging in size from two to ten feet tall. However, the focus of their tree sales is education. Local landscape architects, horticulturists, foresters, and staff are on-site to answer questions, give advice, and encourage citizens to plant native trees. Baton Rouge Green also cleverly links their traditional tree sale with web 2.0 ideas. Residents can browse their list of available 3, 4, 5, and 7 gallon trees- all grown within 80 miles of Baton Rouge and perfect for planting in their region- and place an order all online. Also available on their website, individuals can purchase raffle tickets for a chance to win a 4"-5" caliper live oak tree that Baton Rouge Green will plant in the winner's yard with a tree spade, mulch, and guarantee for a year. The tree and planting service, valued at approximately \$1,500, is donated by a local landscaping and nursery company. No more than 1,000 tickets are sold at \$10 each.

Goleta Valley Beautiful (Goleta, CA)

Goleta Valley Beautiful runs their own greenhouse in conjunction with the nonprofit organization, Devereux, which provides services to developmentally disabled adults. They grow 1,500 native trees in 15 gallon containers tended by Devereux clients and student interns from the nearby university. It takes about three years for the trees to get to planting size in the greenhouse, so they plant about 500 trees per year through their grant program (rather than giving the trees away, they finance operations by writing grants for the trees grown in public spaces). And since the nursery is public, they don't pay sales tax as long as they plant in public areas (although that does preclude them from selling trees to the public).

Alaska Community Forestry Program (Anchorage, AK)

Since 2000, Alaska Community Forestry, the Municipality of Anchorage, and Conoco Phillips have sponsored a tree adoption funded by Conoco Phillips. Each year, 1,000 trees are given to adoptive parents who apply in advance, agreeing to be good parents. An application appears in the newspaper and names are drawn and adoption announcements- noting the species they will receive- are sent to 1,000 lucky winners. Then, on a Saturday in May, recipients come to the Conoco Phillips atrium to pick up their tree, get information from arborists, and ask any other questions.





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Growing Home Campaign (Baltimore, MD)

For Baltimore County to achieve its goal of expanding its leafy canopy by 10,000 trees, a combination of public and private funds is required. To encourage homeowners to plant trees on their properties, Baltimore County initiated the Growing Home campaign, which provides information and education about tree planting, plus \$10 off a tree purchased at selected nurseries. The discount applies to a wide variety of native and non-native trees with a retail value of at least \$25.

More information at: www.baltimorecountymd.gov/Agencies/environment/growinghome/index.html

My Tree and Me Campaign (Indianapolis, IN)

In 2008, in partnership with IPL Energy, Veolia Water, Nina Pullium Trust, and the City of Indianapolis, Keep Indianapolis Beautiful initiated a NeighborWoods coupon campaign similar to Baltimore's in which local nurseries offer a \$20 discount off of 1" caliper trees. So far, the initiative is responsible for planting over 1,750 trees.

More information at: www.mytreeandme.org

TreeMendous Miami (Miami, FL)

TreeMendous Miami designed an Adopt A Tree program to deliver and plant over 3,000 trees at homes of the elderly and disabled in Miami-Dade County.

