



The Alliance for Community Trees (ACT) is a national nonprofit organization dedicated to improving the health and livability of cities by planting and caring for trees. We believe every community deserves the benefits trees provide – cleaner air, greener streets, and healthier neighborhoods. With 160 grassroots affiliates in 40 states and Canada, ACT engages volunteers to take action to improve the environment where 80% of people live – in urban areas. Since 1992, ACT member organizations have planted and cared for 14.9 million trees with help from 4.3 million volunteers.



# NEIGHBORWOODS NETWORK EXCHANGE

## Peer Learning through Professional Exchange

The Alliance for Community Trees (ACT) is pleased to announce the NeighborWoods Network Exchange, a program to further peer learning through professional exchange among ACT members. Since ACT members are action-oriented, on-the-ground organizations, the NeighborWoods Network Exchange's main purpose is to encourage hands-on learning.





*"The program series on operating a nursery provided the resources we needed to help us start our own nursery, using an old brownfield site. Thanks, ACT!"*  
 - Danielle Crumrine, Executive Director  
 Friends of the Pittsburgh Urban Forest (PA)



*"I am loving what and especially Neig"*  
 - Andy Lipkis, Pr  
 TreePeople (Los

# INTRODUCTION

Modeled on California ReLeaf's successful statewide program, the NeighborWoods Network Exchange is a mentoring program especially designed for members of ACT. Through two options, Peer-to-Peer Mentoring and Program-Specific Mentoring, groups work together to share experiences, build alliances, create leadership opportunities, and learn new skills.

Thanks to the support and generosity of local member groups, ACT matches interested participants (Associates) with teaching organizations (Mentors).

Networking and learning from peer organizations is a great way to strengthen your staff and distribute knowledge throughout both your organization and one urban and community forestry field. Consider sending new or seasoned staff members or volunteer leaders on a field trip to another city to collect fresh ideas and explore new perspectives, or just picking up the phone and talking with another ACT member.

# OUR PROGRAM

## Peer-to-Peer Mentoring

Mentors agree to provide up to one week of on-site access in which Associates observe a range of programs, participate in daily operations, and shadow staff. Associate organizations receive support and guidance from those who share similar goals and can pull from a wealth of experience. Mentor organizations receive leadership training in action, strengthen their community network, and motivate and inspire emerging organizations.

## Program-Specific Mentoring

ACT members help one another minimize time and resource requirements by connecting the innovative ideas and organized approaches of successful projects for members to replicate. ACT members serve as case studies to others as they create new programs and retool existing ones.



*"You have put together an excellent educational opportunity for all of us who are out here in the trenches. Greg concept and job!"*

- Joan Lionetti, Executive Director  
Trees for Tucson (Tucson, AZ)



*"A great job you are doing at ACT NeighborWoods."*  
President  
Los Angeles, CA)



*"Well done. Getting this stuff into focused, bite-sized pieces makes it easier for busy people to consume."*

- Kelly Quirke, Executive Director  
Friends of the Urban Forest (S.F., CA)

## BENEFITS

### To the Associate Group

- Gain innovative ideas on program design (e.g. techniques of tree planting and care, education and outreach, event organizing, membership development, and volunteer recruitment) and organizational operations (e.g. incorporating as a nonprofit organization, obtaining tax exempt status, recruiting a board of directors, staff management, and fundraising).
- Build strong leadership within your organization.
- Subsidized travel up to \$1,000 for Peer-to-Peer Mentoring

### To the Mentor Group

- Establish support networks with other professionals in the field.
- Provide opportunities for training experience throughout the mentoring process.
- Build strong leadership within the urban and community forestry field.
- Management training provided by ACT (free registration to the Community Tree Leadership Forum for Peer-to-Peer Mentoring).



## HOW TO APPLY

### Peer-to-Peer Mentoring

1. Organizations wishing to be mentored should complete the Peer-to-Peer Mentoring Application.
2. Once an Associate Group is approved, ACT will pair that organization with an organizationally and/or geographically compatible Mentor Group.
3. Associate Groups will be asked to document the exchange. Both Mentors and Associates may also be asked to attend an ACT Webcast to share their experience.

### Program-Specific Mentoring

1. Check the Resource Matrix to find model members and their respective program areas or review the lists of webcasts and success stories at ACT's website.
2. Use the ACT Member Directory to contact any other member group operating a program of interest. Request information, guidance, and support in implementing your program.
3. Please report any partnerships to ACT by completing the "Program-Specific Mentoring Final Report."
4. Should a visit to the Mentor Group become necessary, the Associate group may follow the Peer-to-Peer Mentoring procedures.



# ELIGIBILITY



NeighborWoods Network Exchange participants should meet the following requirements:

- Be a member of ACT.
- Mentor Groups must have a mission statement, action plan outlining their goals and activities, and an active governing body.
- Mentor Groups should have paid staff or dedicated volunteers that can devote the necessary time to Associate Groups.

Trees anchor a healthy urban ecology, and ACT is the problem-solving and best-practice center for planting and protecting those trees. Through information sharing, training, technical assistance, policy and program development, and advocacy, ACT pulls together the pioneering work of citizen foresters across the country to improve the quality of life for us all.

For more information, read about the success stories below or visit these websites:

[http://actrees.org/site/stories/act\\_webcast.php](http://actrees.org/site/stories/act_webcast.php)  
<http://actrees.org/site/whatwedo/casestudies/index.php>

## Featured Success Stories

**TreePeople**  
*Los Angeles, CA*



Through Harvest Moon, their gala fundraiser and awards benefit dinner held every autumn since 21 years, TreePeople raises \$550,000 for forestry, environmental education, and sustainability programs.

**The Morton Arboretum**  
*Lisle, IL*



When Emerald Ash Borer first threatened the Midwest, the Morton Arboretum assembled a network of public and private organizations to develop a readiness plan for addressing the invasion in the state.

**New York Restoration Project**  
*New York, NY*



Their Corporate Volunteer Program creates highly-marketed, large-scale volunteer opportunities that also raise funds at a rate of between \$30 to \$100 per volunteer. In 2007, this program included over 50 projects, involved more than 1,500 volunteers, and earned approximately \$200,000.

**Trees Atlanta**  
*Atlanta, GA*



Trees Atlanta, in partnership with the city's Department of Watershed Management, recycles the water flushed daily from fire hydrants to soak 3,000 downtown trees and hundreds in surrounding neighborhoods.

**Pennsylvania Horticultural Society**  
*Philadelphia, PA*



Founded in 1827, America's first horticultural society leveraged the power of its members and other environmental advocates to make greening issues a prominent item on the public agenda during the city's 2007 mayoral race.







RESOURCE MATRIX  
2008

Language: S= Spanish, A= Arabic, Cr= Creole

		Sustainable South Bronx	The Greening of Detroit	TREE Davis	Tree Foundation of Kern	Tree New Mexico	TREEmendous Miami	TreePeople	Trees Atlanta	Trees Columbus	Trees for Tucson	Trees Indiana	Trees New York	Trees Virginia	TreeUtah	UC Green	Valley Proud Environmental Council
Plantings	Street-Tree Plantings	•	•	•	•		•	•	•		•	•		•	•	•	
	School Plantings		•	•	•			•	•		•	•		•	•	•	
	Forest Restoration		•				•	•	•					•			•
	Invasive Species Removal		•					•	•		•			•	•		
	Fee-for-Service Planting / Maintenance / Consulting		•		•		•	•	•								•
	Utilities Planting Partnerships		•	•	•		•	•	•		•			•			•
	Fruit Tree Planting		•				•	•							•		
Non-tree Plantings (i.e. gardens, landscaping)	•	•				•									•	•	
Programs	Youth Education or School Program	•	•		•		•	•	•		•	•		•	•	•	•
	At-risk Youth Programs		•		•	•	•	•		•	•	•	•	•	•	•	•
	College / University Programs	•	•	•			•	•	•		•			•	•	•	•
	Educational Seminars / Lectures								•								•
	Corporate Volunteers		•		•		•	•	•		•						•
	Tree Care Training (Citizen Forester, Tree Warden, etc)	•	•	•	•		•	•	•		•	•		•	•	•	•
	Memorial or Commemorative Tree Program		•	•	•			•	•		•	•		•	•	•	
	Tree Assessment or Inventory		•		•				•					•			
	GIS or UFORE Analysis													•			
	Tree / Plant Sales		•		•				•		•	•					
	Tree Tours		•	•			•		•		•						•
	Tree Board Training													•			
	Advocacy	•	•		•		•	•	•		•				•	•	
Green Roof / Green Building Design	•							•									
Tree Nursery		•				•	•						•				
Communicati	Print Newsletter Circulation (in 000's)	•	•	0.35	•	3.5	1.5	18	8	2.4	•	0.2	3		•		1.5
	E-newsletter Reach (in 000's)		•	0.6	•			4	3		•		0.8				0.7
	Website Pageviews (in 000's)																
	Non-English materials	S	S, A	S			S	S			S						S
Financial Support	Grants	•	•	•	•		•	•	•		•	•		•	•	•	•
	Federal Funds		•					•	•		•			•			•
	State Funds		•	•			•	•			•	•		•	•		•
	City / County Funds		•	•			•	•	•		•			•	•		•
	Business Sponsorships (incl. volunteers & in-kind)		•	•	•		•	•	•		•	•			•	•	•
	Private Donations	•	•	•	•		•	•	•		•	•			•	•	•
Organizational Info	Year Founded	2001	1989	1992	1993	1990	1999	1973	1984	2001	1985	2006	1976	1990	1989	1998	1990
	ACT Member Since	2007	2006	2007	2007	1993	2007	2001	1993	2001	1993	2006	1993	2004	2001	2005	2006
	501c3 Nonprofit (or part of another 501c3)	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	City / County / State-Affiliated Group													•			
	Paid Staff	14	16	2	1	3.5	1	55	16	2	5	2	4	1	5	2	1
	Urban & Community Forestry Budget (in 000's)		1,540				300	56	3,000	2,100	285	90	72			325	200