



Trees | Charlotte

# the leaflet

FALL 2016

## Urban Forestry Summit

COMMUNITY INVITED TO  
5TH ANNUAL EVENT

**INSPIRING YOUNG  
TREE LOVERS**

PARTNERING WITH LEVINE  
CHILDREN'S HOSPITAL

**A BREATH OF  
FRESH AIR**

TREE IMPACT ON  
AIR QUALITY

**BECOME A  
MEMBER**

SUPPORT OUR  
MISSION

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WELLS FARGO

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*TreesCharlotte is a public/private nonprofit collaboration to grow and diversify Charlotte's urban forest by planting 500,000 trees by 2050, promoting tree stewardship and educating how to plant and preserve trees.*

# What's Inside:



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TRANSFORMING NEIGHBORHOODS  
INSPIRING YOUNG TREE LOVERS

## STEWARDSHIP

SAVING CHARLOTTE'S TREE CANOPY  
CROWN TREE AWARD  
A BREATH OF FRESH AIR



## GIVING

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### SOCIAL MEDIA

 [facebook.com/treescharlotte](https://facebook.com/treescharlotte)  
 [twitter.com/treescharlotte](https://twitter.com/treescharlotte)  
 [instagram.com/treesclt](https://instagram.com/treesclt)

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Charlotte, NC 28208

# Stewards of Summer

## TREESCHARLOTTE UTILIZES THE OFF-SEASON TO CARE FOR TREES

After tree-planting season ends in early April, TreesCharlotte focuses its energy on caring for trees that are already planted. At stewardship events, volunteers water, lightly prune and mulch young trees. Most come to TreesCharlotte through corporate sponsors.

Deloitte completed a stewardship project with TreesCharlotte in June at Community House Middle School. This project was part of Deloitte's Impact Day – a year-round commitment to local communities across the country. Volunteers cared for more than 200 trees that were previously planted at the middle school.

Bank of America encourages its employees to do two hours of volunteering per week.

“Impact Day, our annual day of service, is a celebration of Deloitte's year-round commitment to the communities where we live and work,” says Nathan Bell with Deloitte Tax LLP. “We were happy to work alongside TreesCharlotte, helping develop a beautiful and recognizable tree canopy for our city to enjoy.”



*Thomasboro Academy - Bank of America Stewardship Event*

Bank of America also sponsored a stewardship event with TreesCharlotte at Thomasboro Academy in May.

“We thoroughly enjoyed the volunteer experience with TreesCharlotte and marveled at how well organized and efficient the event was, thanks to the dedication and preparation of the TreesCharlotte staff,” says Billy Shue with Bank of America. “I can speak on the behalf of the Corporate Audit representation from the Tuesday event in saying that we look very forward to volunteering with TreesCharlotte again and building upon this partnership within the Charlotte community!”

In April, volunteers mulched, pruned and replaced trees in the morning and afternoon at

Garinger High School and the Phillip O. Berry Academy of Technology.

TreesCharlotte also launched its TreeMaster 2.0 program this past spring, a series of advanced training courses for volunteer TreeMasters to teach them to lead community tree care events. This is crucial in helping TreesCharlotte expand its capacity in caring for planted trees and ensuring their long-term health.

Tree stewardship is one of TreesCharlotte's key focus areas, and these very important summer stewardship events help to keep Charlotte's tree canopy bright, thriving and vibrant.

To volunteer for an upcoming stewardship or planting event, visit [www.treescharlotte.org/volunteer](http://www.treescharlotte.org/volunteer).

# The 5<sup>th</sup> Annual Urban FORESTRY SUMMIT

COMMUNITY INVITED TO ATTEND EVENT ON SEPT. 20

Each year, TreesCharlotte holds an Urban Forestry Summit to bring the community together for an interactive discussion and education programs. The goal of the Summit is to share thoughts and ideas on the topics most relevant to our urban forest and to engage and educate residents on the tree canopy.

The 2016 Urban Forestry Summit will be held at UNC Charlotte Center City on Tuesday, Sept. 20. The Summit will include a stakeholders group from 3 to 5 p.m., cocktail hour from 5 to 6 p.m. and an evening program open to the public from 6 to 8:30 p.m.

The agenda includes interactive discussions led by national leaders about our urban forest's benefits, innovations in community engagement, and trees and the carbon cycle.

The stakeholders



Summit sponsored by:



program brings together key leaders working directly with environmental, urban forestry and sustainability issues in Charlotte.

The public is invited to attend the cocktail hour and evening program, which features presentations by two national keynote speakers — David J. Nowak of the U.S. Forest Service, an agency administering the

nation's 154 national forests and 20 national grasslands, and Larry Selzer, president of The Conservation Fund, a nonprofit focused on conservation to achieve environmental and economic outcomes.

TreesCharlotte welcomes all members of the community to participate, discuss and learn more about urban forestry; attendance is limited.

For more information or to register for the event, visit:  
[www.TreesCharlotte.org/event/tree-canopy-action-summit-v/](http://www.TreesCharlotte.org/event/tree-canopy-action-summit-v/)

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SEPTEMBER

TreeMaster  
Certification  
Course

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SEPTEMBER

  
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Forestry Summit

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SEPTEMBER

Stewardship At Croft  
Community School

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OCTOBER

Candlewyck  
NeighborWoods  
Event

15

OCTOBER

Hidden Valley  
Elementary  
TreeDay Event

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OCTOBER

Colonial Village  
NeighborWoods Event

# UPCOMING Events

## Google fiber CITYWIDE TREESTORE



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OCTOBER

Starmount Academy  
TreeDay Event

5

NOVEMBER

Google Fiber  
“Citywide” TreeStore

10

DECEMBER

Hornets Nest  
Elementary  
TreeDay Event

# LEADING the Way

TREESCHARLOTTE ADDS THREE  
DISTINCTIVE BOARD MEMBERS

The TreesCharlotte Board of Directors guides the vision and the work of TreesCharlotte. Three new members — Debra Plousha Moore, Robert A. Bartlett, Jr. and Dena R. Diorio — are poised to advance TreesCharlotte's mission in the community. They bring powerful and unique qualities to the TreesCharlotte Board of Directors.

Moore works as the executive vice president and chief human resources officer for Carolinas HealthCare System. Previously, she was the senior vice president of human resources and organizational development for OhioHealth, a group of not-for-profit, faith-based hospitals and healthcare organizations in central Ohio. She graduated from San Francisco State University with a bachelor of arts degree and earned her master's degree from the University of Dayton. Moore serves on numerous boards, including the 2016 Executive Committee of the Charlotte Chamber of

Commerce.

Bartlett has devoted his entire life and career to arboriculture and brings an international perspective to the TreesCharlotte board. After earning his bachelor of business administration degree at the University of Georgia, Bartlett joined his family's business Bartlett Tree Experts, where he serves as chairman and CEO. Bartlett is passionate about urban forestry education and provides grants for scholarships at 28 prominent colleges and universities through the Bartlett Tree Foundation.

Diorio serves as the Mecklenburg County manager and as is responsible for executing the policy decisions of the Board of County Commissioners and overseeing county departments. She serves on several local boards and is active in the community and in the Charlotte Rotary Club.

Originally from Westchester County in New York, Diorio earned



*Debra Plousha Moore*



*Robert A. Bartlett, Jr.*



*Dena R. Diorio*

her bachelor of science degree in social services from the State University of New York at Plattsburgh and a master's degree in public administration from Columbia University. She has also previously worked for former New York Mayor Rudy Giuliani.

For more information about the TreesCharlotte Board of Directors, visit [www.treescharlotte.org/who-we-are/staff-and-board/](http://www.treescharlotte.org/who-we-are/staff-and-board/).

# TRANSFORMING Neighborhoods

TREESCHARLOTTE IS WORKING WITH HABITAT FOR HUMANITY TO  
PROVIDE FREE TREES FOR NEW HOMEOWNERS



TreesCharlotte is continuing its mission to plant 500,000 trees through a growing partnership with Habitat for Humanity of Charlotte.

For the past couple years, TreesCharlotte has worked with Habitat in neighborhoods such as Reid Park and Lakewood in West Charlotte and Arvin Meadows in North Charlotte.

Reid Park was designated Habitat's first area of focus for Neighborhood Revitalization (NR), which is a program that works to transform neighborhoods by joining residents, nonprofits, businesses, local governments and communities of faith to implement a vision of revitalization. Habitat for Humanity International launched this program in 2010 to spark community-wide change that empowers residents to not only revive their homes, but revive their neighborhoods and enhance their quality of life.

TreesCharlotte hosted a tree planting in the Reid Park neighborhood in early 2014 where 288 trees were planted at Reid Park Academy, as well as a TreeStore

event later on that year, in which 125 trees were given away to Reid Park residents, many of whom live in Habitat homes.

TreesCharlotte also hosted a tree planting and TreeStore in the Lakewood community, which has been designated Habitat's second NR focus neighborhood, and gave away approximately 150 trees to residents.

"We hope to continue finding ways to bring the great work TreesCharlotte does to the Lakewood community," says Brian Sanders, director of construction operations for Habitat for Humanity of Charlotte.

TreesCharlotte has also helped Habitat with identifying the best tree species for planting in the Arvin Meadows neighborhood in the Nevin Community.

TreesCharlotte has the end goal of being the sole provider of trees for Habitat for Humanity of Charlotte.

Habitat is hoping to make trees accessible to any family that they are building new homes for beginning this fall.

"We are working on nailing down a process in which TreesCharlotte provides flowering trees directly to Habitat's landscape contractor for planting," Sanders says. "We hope to continue leveraging TreesCharlotte's work into most neighborhoods we work in." The program vision includes not only provides trees for Habitat residents but also educating residents on tree care.

For more information about Habitat for Humanity of Charlotte, visit [www.habitatcharlotte.org](http://www.habitatcharlotte.org).





# Inspiring YOUNG TREE LOVERS

TREESCHARLOTTE CREATES PROGRAMMING FOR SEACREST STUDIOS AT LEVINE CHILDREN'S HOSPITAL

The Ryan Seacrest Foundation is dedicated to inspiring today's youth through entertainment- and education-focused initiatives. One way the foundation is accomplishing this goal is through Seacrest Studios, an in-house television production studio at Levine Children's Hospital and nine other children's hospitals throughout the country to aid in the healing process for children and their families during their hospital stay.

The 652-square-foot studio in Levine Children's Hospital opened in the hospital's lobby in 2013, and provides a variety of programming to patients in the hospital either at the actual studio or through a closed-circuit network connected to in-room TVs.

"The segments broadcast to hospital rooms, so over 200 families can watch if they just switch to channel 99 in

their rooms," says Meredith Dean, program coordinator for Seacrest Studios at the Levine Children's Hospital. "They can request songs and ask questions to the interviewees."

The studio has featured several special guests such as Selena Gomez, Cam Newton, Ryan Lochte, the cast of *The School of Rock Live* and many more. It also broadcasts educational programming, which is where TreesCharlotte comes in.

"We're trying to increase our visibility, because a lot of people haven't heard of Seacrest Studios and how fantastic it is for our community," Dean says. "TreesCharlotte is also fantastic for our community, and we want to share that with our patients, as well."

TreesCharlotte will deliver a pilot program that introduces the kids at Levine Children's Hospital to trees in a fun and

engaging production. "Making it fun for all the kids is part of Seacrest's mission. TreesCharlotte can help with that, and at the same time grow our mission — tree education," says Chuck Cole, outreach director for TreesCharlotte.

TreesCharlotte is developing this program using Project Learning Tree (PLT) — an award-winning environmental education program designed for teachers, other educators, parents and community leaders working with youth from preschool through grade 12.

TreesCharlotte is hoping to premiere the pilot program in the hospital this fall or winter.

"It's a very special time for these kids," Cole adds. "And teaching them about trees can have a lasting effect on their environment, their health and Charlotte as a community."

For more information about Ryan Seacrest Studios in Charlotte, visit [www.carolinashealthcare.org/seacrest-studios-lch](http://www.carolinashealthcare.org/seacrest-studios-lch).

# Saving Charlotte's TREE CANOPY

AGING TREES ARE A GROWING CONCERN IN  
CHARLOTTE'S HISTORIC NEIGHBORHOODS

While Charlotte's tree canopy is considered one of the best in the country, problems still persist — especially in some of Charlotte's oldest neighborhoods. In Myers Park, Dilworth, Grier Heights and Elizabeth, many of the most beautiful trees were planted between 1895 and 1920, quickly approaching their last years of life. Managing these aging trees is a constant challenge for the City.

“Most older historic neighborhoods have high tree canopy coverage numbers and high quantities of large older trees,” says Timothy Porter, Charlotte's city arborist. “Generally speaking, the remaining older trees are essentially aging out together on both public and private property because many were planted at the same time.”

Beyond the age of these trees, urban conditions and risk issues also contribute to their declining health and need for removal. The numbers of street tree removals are increasing steadily (see chart).



“There's not much that can be done to stop the aging canopy,” says Porter. “As older trees age and are affected by disease,

the risk associated with them increases. At some point, the risk tolerance outweighs the benefits and removal is the only option.”

That said, the City of Charlotte and property owners can delay the impact of aging by routinely pruning trees, assessing tree health and properly caring

for trees with the assistance of certified arborists. The key to extending tree life and reducing tree hazards is to routinely assess and maintain trees – not just tend to them before an approaching storm.

TreesCharlotte's goal of increasing Charlotte's tree canopy to 50 percent by 2050 means planting 500,000 trees and replenishing aging trees that need to be removed.

“When a large tree that provides significant amounts of tree canopy is removed, the impact of that loss can be significant,” says Porter. “Citizens often speak about increased power bills, decreased beauty and aesthetics, spiritual loss and other things after a large tree is removed.”

Signs of potential tree problems are decay, poorly pruned limbs, mushrooms and trees without adequate space to thrive, such as an oak tree being intruded on by a driveway or street. If you spot any of these potential problems with a street tree, contact the city arborist before the tree falls or causes damage.

Porter says the City is leading an effort, along with TreesCharlotte, to develop a community Urban Forest Master Plan to address all of the issues affecting Charlotte's trees. This community-driven plan will essentially be a playbook for how the city and all of its stakeholders can address the aging canopy issue and all other urban forest issues.

For more information about Charlotte's tree canopy and how you can help, visit [www.TreesCharlotte.org](http://www.TreesCharlotte.org).



# The Queen City's **CROWN**

CHARLOTTE TREE ADVISORY COMMISSION  
RECOGNIZES TREESCHARLOTTE WITH  
THE CROWN TREE AWARD

The Charlotte Tree Advisory Commission, on behalf of the Mayor and City Council, recognizes outstanding projects and people that have made a positive impact on Charlotte's tree canopy.

This year, the board recognized TreesCharlotte as one of the recipients of the Crown Tree Award from the City of Charlotte.

Four awardees were selected in the categories of tree preservation, tree planting, advocacy and education.

Jack McNery, a local environmentalist, was recognized for tree preservation and his efforts to protect and maintain individual trees, stands of forest and areas of tree canopy.

Dave Cable, the executive director of

TreesCharlotte, was recognized for his exceptional initiatives and innovations in tree planting, including species diversity and emphasis on native species.

"While I am honored by this award, TreesCharlotte's success is due to an extraordinary team including partners from the community, our partnering schools and CMS, our corporate sponsors, the city's highly professional staff and many other groups," says Cable. "TreesCharlotte offers us all amazing opportunities to give to the community and to future generations in profound ways."

Rick Winiker, a trial attorney in Charlotte, was recognized for his advocacy, for speaking out on behalf of

Charlotte's trees and for raising the visibility of tree canopy issues.

Don McSween, the previous city arborist for Charlotte, was recognized for teaching the benefits of trees and a healthy tree canopy, as well as advancing the knowledge of trees through research and application.

All four were given a Crown Tree Award at the Charlotte City Council business meeting on July 25.

Crown Tree Awards are given each year at a city council meeting. Nominations can be made to the Charlotte Tree Advisory Commission by anyone, and they must be submitted by the fourth Monday in May for consideration.

For more information on Crown Tree Awards, or to nominate someone to be recognized next year, visit [www.charmeck.org](http://www.charmeck.org).

# A Breath of \_\_\_\_\_

# FRESH AIR

EXAMINING THE AIR QUALITY IMPACT OF TREES

By: Brian Magi, associate professor at UNC Charlotte



Every minute of every day, we take a breath without thinking about the pollution entering our bodies. We can live weeks without food and days without water, but just minutes without air. How is Charlotte's air quality impacting our own health – and how do trees play a role in improving the air we breathe?

Poor air quality is largely due to elevated concentrations of ozone and particulate matter, sometimes one more than the other. The reason chemical compounds like ozone and particulate matter are called pollutants is that when we breathe excess amounts, our bodies have to deal with these invaders in some way.

Think of pollen – these are huge particles in the air that our bodies sneeze and cough out. Particulate matter is made of particles 10 to 100 times smaller, which means coughing is much less effective. These tiny, invisible particles, and even tinier gas molecules like ozone, slip by our defenses. Decades of studies have repeatedly provided clear evidence that higher levels of pollutants increase human morbidity and mortality – and usually the problems begin in the respiratory system.

Fortunately, the federal Clean Air Act of 1970 and the many policies that followed have created regulations that aim to provide clean air for every citizen of our country. A population breathing

cleaner air has remarkable downstream benefits for the society as a whole, with lower health-care costs being the most prominent. However, due to many compounding factors that generate poor air quality, cities are constantly challenged to remain in compliance with the Clean Air Act.

The Charlotte metropolitan area is no exception. Our ozone and particulate matter pollution have both improved in the last 10 to 15 years, and we currently comply with the standards required by the Clean Air Act, but just barely. Education and awareness of what causes bad air quality and what can help create good air quality can help everyone in Charlotte live better.

One way to protect the good air quality we normally have is by maintaining a healthy tree canopy. While trees cannot completely offset all of the pollution created by concentrated human activities in a city like Charlotte, trees do help remove air pollutants. Pollutants collide and stick to surfaces at the microscopic scale. This occurs on all buildings and surfaces — including



the ground — but tree leaves provide much more surface area, and wind can move polluted air through a tree canopy. There are simply more chances for pollutants to collide with the surfaces presented by a tree.

Trees also alleviate some of the urban heat island effect associated with every city center, and this should slow the chemical formation pathways for pollutants like ozone.

Adding trees would allow all of us to breathe easier, but the reverse is also true. The population of Mecklenburg County has been increasing by about 20,000 people per year for many years now. As the city expands, impervious surfaces replace some or all of the tree cover.

This loss is hard for each of us individually to track, but I think we can all agree that Charlotte and its trees are interconnected with how we live. Advocating for maintaining and increasing tree cover in Mecklenburg County is a statement about smart urban growth and a statement about protecting the good air quality our state has worked hard to achieve, all of which make our city a better place to live.

“Trees provide at least two ways to improve human comfort levels. Based on the results from one research study, I’ve estimated that trees in Mecklenburg County remove over 10 million pounds of pollution per year!”

# Become A TREESCHARLOTTE MEMBER

Become a TreesCharlotte member and help us achieve our goal of 50 percent tree canopy by 2050.

Membership levels start at \$50 and cover you through the 2017 calendar year.

TreesCharlotte members play a crucial role in growing and maintaining Charlotte's precious tree canopy, ensuring that it continues to be The City of Trees for generations to come.

For more information, visit [www.TreesCharlotte.org/membership](http://www.TreesCharlotte.org/membership).

Membership Benefits	Dogwood	Maple	Poplar	Oak
MONTHLY E-NEWSLETTER	✓	✓	✓	✓
RECEIVE PRINT NEWSLETTER	✓	✓	✓	✓
CAR DECAL	✓	✓	✓	✓
INVITATION TO SPECIAL EVENTS	✓	✓	✓	✓
VOLUNTEER OPPORTUNITIES	✓	✓	✓	✓
RECOGNITION ON WEBSITE	✓	✓	✓	✓
ANNUAL RECOGNITION IN PRINTED NEWSLETTER	✓	✓	✓	✓
TREESCHARLOTTE WATER BOTTLE	✓	✓	✓	✓
TREESCHARLOTTE T-SHIRT	✓	✓	✓	✓
1 LEGACY SHADE TREE PLANTED IN YOUR HONOR	✓	✓	✓	✓
	\$50 DONATION	\$100 DONATION	\$250 DONATION	\$500 DONATION

# Join the TREESCHARLOTTE MISSION

*TreesCharlotte is a public/private nonprofit collaboration to grow and diversify Charlotte's urban forest by planting 500,000 trees by 2050, promoting tree stewardship and educating how to plant and preserve trees.*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

## MEMBERSHIP LEVEL

**DOGWOOD**  
\$50  
DONATION

**MAPLE**  
\$100  
DONATION

**POPLAR**  
\$250  
DONATION

**OAK**  
\$500  
DONATION

T-SHIRT SIZE \_\_\_\_\_

## DONATION INFORMATION

CC# \_\_\_\_\_

EXPIRATION \_\_\_\_\_

SIGNATURE \_\_\_\_\_

SEC. CODE \_\_\_\_\_

*Please mail donations to TreesCharlotte: 701 Tuckaseegee Road | Charlotte, NC 28208*

*Make checks out to TreesCharlotte, or if you would like to give online  
visit [www.TreesCharlotte.org/membership](http://www.TreesCharlotte.org/membership).*

# A Strong FOUNDATION

THE KNIGHT FOUNDATION AWARDED  
\$2,240,000 TO TREESCHARLOTTE

The John S. and James L. Knight Foundation – which supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts – awarded \$2,240,000 to TreesCharlotte for contributing to community engagement, Charlotte’s growth and our quality of life.

This grant was part of more than \$4.3 million in new funding to two other projects, as well as TreesCharlotte.

Foundation for the Carolinas, which works with donors, civic leaders and nonprofits to help achieve a variety of charitable goals, received \$1.6 million, and Queens University of Charlotte received \$500,000.

“From creating public spaces that invite people to participate in shaping their community to ensuring that residents have the information they need to meaningfully contribute to city growth, each of these organizations is helping to drive civic engagement and make Charlotte more of a place where people

want to live and work,” says Susan Patterson, previous Knight Foundation program director for Charlotte.

Included in the grant is \$2 million for the TreesCharlotte endowment to go toward the \$15 million goal. The urban forest is here for all time and needs constant replenishment and stewardship – the endowment will ensure TreesCharlotte is the perpetual keeper of the canopy.

TreesCharlotte will use the other \$240,000 to enhance outreach and communications programs for community engagement, including to recruit volunteers to plant and care for city trees and to expand outreach efforts and

education.

“TreesCharlotte continues to be nurtured by Knight Foundation generosity,” says Rolfe Neill, TreesCharlotte board member and previous board member for the Knight Foundation.

Four years ago, the Knight Foundation also provided a start-up grant of \$75,000 to give wings to an urban forest idea created by Marcia Simon, co-chair of the TreesCharlotte Foundation Board.

Neill says that Susan Patterson’s guidance was invaluable in TreesCharlotte’s formation and progress.

The Knight Foundation works in 26 communities where brothers John S. and James L. Knight owned newspapers, and it has invested more than \$841 million in community initiatives since its creation in 1950.

For more information about the Knight Foundation, visit [www.knight-foundation.org](http://www.knight-foundation.org).





Sponsored by: **Google fiber**



# Connecting the **COMMUNITY**

GOOGLE FIBER CONTRIBUTES TO  
TREESCHARLOTTE'S MISSION

As it expands across the country, Google Fiber provides broadband internet and cable TV to consumers faster than ever. Google Fiber is also looking to make an impact on local communities, including Charlotte. A new partnership with TreesCharlotte is one way it's working to achieve that goal.

To support the Charlotte community, Google Fiber is sponsoring both of TreesCharlotte's Citywide TreeStore events this planting season — the first on Nov. 5 and the second on March 18, 2017. See [www.TreesCharlotte.org](http://www.TreesCharlotte.org) for details.

At TreeStore events, Charlotte residents receive two free trees and learn about tree types, as well as proper planting, placement and tree care. Trees are offered at these events on a first-come, first-served basis. Last year, TreesCharlotte distributed more than 1,300 containerized trees at two TreeStore events.

As a sponsor, Google Fiber donated \$30,000 to

TreesCharlotte to fund the events, showing its commitment to working with community partners to create a positive impact.

"When Google Fiber announced our intention to bring super-fast internet to Charlotte, we were taken with the charm and natural beauty of the city," says Jess George, Community Impact Manager for Google Fiber. "In particular, Charlotte's spectacular urban forest is a point of pride for residents. Our local team wanted to know how we could help protect and preserve this natural treasure."

This past spring, Google Fiber staff volunteered at a TreesCharlotte community tree planting event at Olde Providence Elementary where 163 trees were planted.

"Google Fiber wants to be a partner in helping TreesCharlotte reach its ambitious goal of achieving 50 percent canopy coverage by 2015," George says. "As a result, we are excited to support the Citywide TreeStore, which will distribute hundreds of trees to Charlotteans and train residents on the proper planting and care of trees."

George adds that the Google Fiber staff will also continue to volunteer at TreesCharlotte community events.

By exclusively sponsoring two TreeStores, Google Fiber is making an important and impactful connection with the Charlotte community.

For more information on Google Fiber, visit [www.fiber.google.com](http://www.fiber.google.com).



# — Freedom Park — **HONORARY GARDEN**

THE GARDEN WILL SERVE AS A LIVING LEGACY OF TREESCHARLOTTE DONORS

The spacious, 98-acre Freedom Park tucked between Charlotte's historic Dilworth and Myers Park neighborhoods will be gaining a new addition.

The Honorary Garden at Freedom Park will celebrate Charlotte's tree canopy and recognize TreesCharlotte's major donors.

"This honorary garden is a celebration of Charlotte's iconic tree canopy," says Dave Cable, executive director of TreesCharlotte. "It's a contemplative gathering place, and a way for us to celebrate and honor our donors who have made TreesCharlotte possible."

Adjacent to the

bandshell on the hillside of the park, the garden will feature a circular-shaped seating area with a ginkgo tree as its centerpiece.

An extraordinarily unique urban tree, the ginkgo tree is known for its display of rich, golden leaves in the fall and its long life. Around the tree, pavers will be fashioned in circles surrounding the tree, symbolizing tree rings. The names of donors contributing \$5,000 or more will be displayed on leaves as part of artistic trees in the Garden. The names of TreesCharlotte's largest donors will be engraved in the circular stone wall.

The garden is expected to be completed in

September with an event honoring major donors held in October.

The Honorary Garden at Freedom Park project could not have been possible without the support of TreesCharlotte's donors and Mecklenburg County Park and Recreation, as well as Johnny Harris, co-chair of the TreesCharlotte board, who made the Honorary Garden a reality.

For more information about the TreesCharlotte Endowment Fund and to learn about different ways to contribute, visit [www.treescharlotte.org/support-us](http://www.treescharlotte.org/support-us).

# A \$1 Million Donation

TO THE ENDOWMENT GENERATES \$50,000 ANNUALLY FOR TREESCHARLOTTE, ALLOWING US TO PLANT 500 TREES EVERY YEAR AND REPLENISH AND STEWARD THEM IN PERPETUITY.

BY 2050 A \$1 MILLION DONATION WILL YIELD

# 17,000 TREES

by 2050

A \$250,000  
DONATION WILL EQUAL  
**4,250 TREES**

A \$500,000  
DONATION WILL EQUAL  
**8,500 TREES**

A \$100,000 DONATION WILL EQUAL  
EDUCATIONAL PROGRAMMING FOR  
**20,000 STUDENTS**

These 17,000 trees will:

FILTER MORE THAN

**15 million  
gallons of rainwater**

EACH YEAR, OR ENOUGH WATER TO FILL  
23 OLYMPIC-SIZE SWIMMING POOLS



ABSORB

**2,550 tons of  
carbon dioxide**  
each year, removing the  
emissions of

**543 CARS**  
each driving



**11,400 miles per year**

PRODUCE



**1,700 TONS OF OXYGEN**  
enough to meet the annual needs of  
**7,650 people**  
- more than the population of the  
Dilworth neighborhood



PROVIDE

**425 acres**  
of shade - more than

**4 times the size of  
Freedom Park**



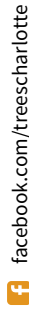
701 TUCKASEEGEE ROAD  
CHARLOTTE, NC 28208  
[www.treescharlotte.org](http://www.treescharlotte.org)

## Join the Mission

### TREESCHARLOTTE ACCOMPLISHMENTS

*SINCE 2012*

- Planted or distributed more than 16,000 containerized trees
- Engaged more than 8,000 volunteers
- Planted 6,500 trees at 28 CMS schools
- Distributed more than 7,000 trees through NeighborWoods program
- Educated thousands of students and residents on trees care and tree benefits
- Held 10 stewardship events to care for trees
- Distributed more than 17,000 reforestation seedlings



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