



TreesCharlotte

the leaflet

WINTER 2017

Winter Tree Care

PROTECT THEM FROM THE
FRIGID MONTHS AHEAD

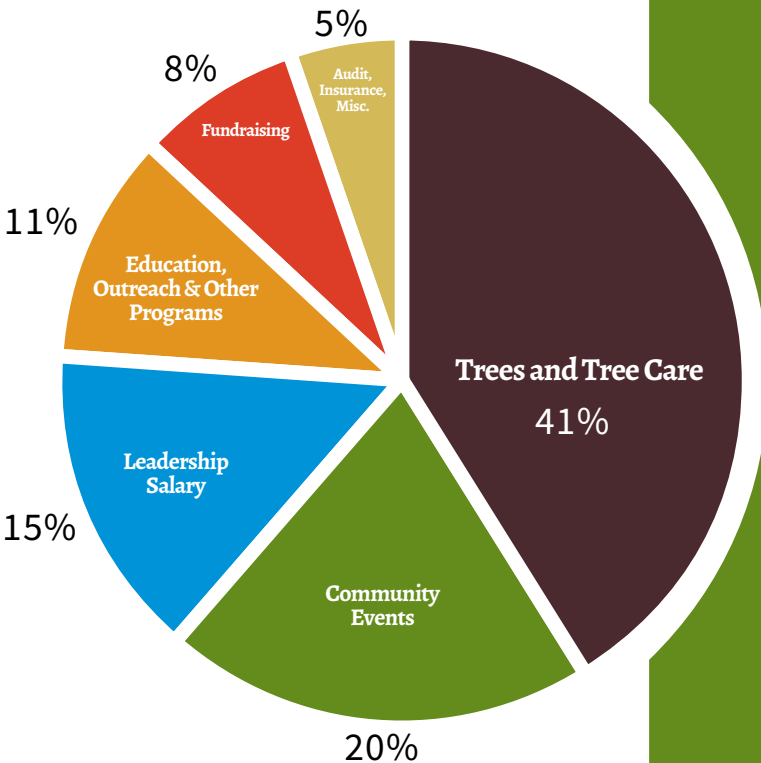
**GREAT OUTDOORS
UNIVERSITY**
EDUCATING YOUNGER
GENERATIONS

**FREE TREES
FOR CHARLOTTEANS**
3 TREESTORES THIS
PLANTING SEASON

**A GIFT THAT
GROWS**
GIVE THE GIFT
OF A TREE

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 people about how to plant and preserve trees.

2018 Expense Budget



What's Inside:

EVENTS

- HONORING FALLEN HEROES
- ORCHARD PLANTING
- PAST EVENTS
- CITY-WIDE TREESTORES
- URBAN FORESTRY SUMMIT
- ELIZABETH 8K
- UPCOMING EVENTS

PARTNER

- CORPORATE SPONSOR - SEALED AIR

EDUCATION

- GREAT OUTDOORS UNIVERSITY

STEWARDSHIP

- BANDING AGAINST CANKERWORMS
- WINTER TREE CARE

SPECIES

- JAPANESE MAPLE

GIVING

- 2018 MEMBERSHIP
- TREE GIFTING
- YEAR-END GIVING

2

3

4

5

6

7

8

9

10

11

12





13

14

15

16

SOCIAL MEDIA

-  facebook.com/treescharlotte
-  twitter.com/treescharlotte
-  instagram.com/treesclt
-  youtube.com/treescharlotte

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- Charlotte, NC 28208



Honoring Fallen HEROES

TREESCHARLOTTE PLANTS 66 TREES IN THE CMPD MEMORIAL GARDEN

On Friday, Oct. 6, TreesCharlotte partnered with NASCAR Green, the Arbor Day Foundation and Mecklenburg County Parks and Recreation to plant 66 15-gallon hardwood trees in the CMPD Memorial Garden at Nevin Park in north Charlotte off Statesville Road. The event was sponsored by NASCAR Green, the Arbor Day Foundation and Mecklenburg County Park and Recreation.

Each tree planted represents one fallen first responder. A plaque at the base of each tree noted the name of the individual honored by that tree.

More than 50 NASCAR Green employees and their families were on hand to plant the trees. The organization has partnered with organizations like TreesCharlotte and the Arbor Day Foundation to plant nearly 500,000 trees across the country.

“TreesCharlotte is doing a good thing for the community,” says CMPD Deputy Chief Johnny Jennings. “They’re improving the tree canopy and quality of life. I thought it was a fantastic partnership to

plant trees and help them toward their goals and honor the police department and fallen officers.”

The NC Wildlife Federation was on hand to provide children’s activities and CupLux Coffee offered volunteers delicious, hand-crafted coffee.

“I encourage people to go out and visit and take some time to appreciate what is out there,” said Jennings. “If you take the time to read what’s on the plaques, it will give you an appreciation for what we do in law enforcement.”

The CMPD Memorial at Nevin Park is located at 6000 Statesville Road in Charlotte. The 197-acre community park includes three playgrounds, a sprayground, baseball and soccer fields, an 18-hole disc golf course and picnic shelters.

For more information, visit
www.parkandrec.com.

A Community ORCHARD

THE MECKLENBURG COUNTY HEALTH DEPT.
AND TREESCHARLOTTE PLANT 30 FRUIT
TREES FOR THE DERITA COMMUNITY

In 2010, certified master gardener Reggie Singleton traveled to the West African country of Ghana, where he saw people eating from the abundant fruit trees throughout the community, including kumquat, orange, banana and pineapple trees.

“I saw the variety of fruits that people had access to and can consume fresh right off the tree with no carbon footprint, the value of people being able to eat clean, fresh seasonal local food,” he says.

As a Health Policy Coordinator with the Mecklenburg County Health Department, Reggie was inspired to bring the concept back to Charlotte.

Last year, the health department partnered with TreesCharlotte to plant a fruit orchard at Friendship Missionary Baptist Church, and on Saturday, Nov. 18, the groups partnered again to plant about 30 trees at Rockwell AME Zion Church in the Derita community.

Derita is a designated

food priority area in Charlotte for its lack of access to fresh fruits and vegetables, which results in increased food-related diseases such as obesity, diabetes and heart disease.

The Derita urban orchard includes trees that adapt well to the Piedmont region, such as peaches, figs, persimmons, grapes, blueberries and apples. It's adjacent to an existing community garden, providing an abundance of vegetables.

The partners established a plan for caring for the trees as well as distributing the fruit free of charge to community members. Reggie estimates that each urban orchard serves about 10,000 people with increased access to fresh produce.

He says the project is a win-win for everybody. “We address food insecurity issues as well as tree canopy concerns for TreesCharlotte and the great city of Charlotte. There are so many benefits of trees – oxygen, comfort, cooling – in addition to food. These are important particularly during these uncertain times for many in our community.”

TreesCharlotte will continue to partner with the health department to establish fruit orchards in underserved areas throughout Charlotte.





JUNE 13
STEWARDSHIP AT
WINGET PARK



OCTOBER 6
NEVIN COMMUNITY
TREEDAY EVENT



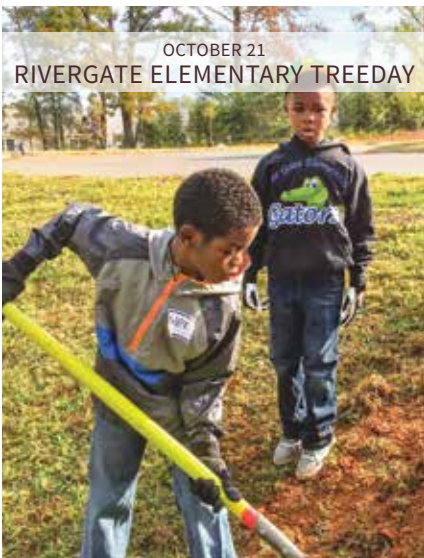
OCTOBER 11 & 18
STEWARDSHIP IN
PEACHTREE HILLS



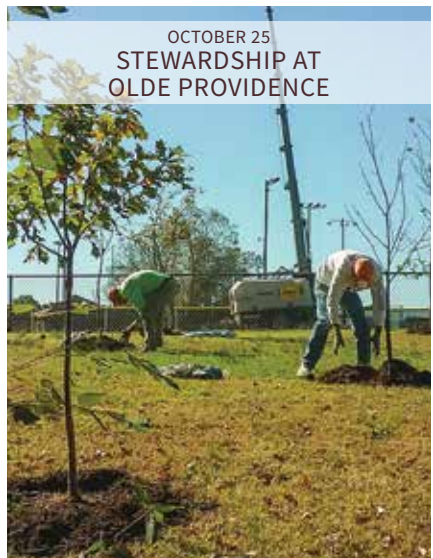
OCTOBER 14
MCCLINTOCK MIDDLE
SCHOOL TREEDAY



OCTOBER 17
FREEDOM PARK TREEDAY EVENT



OCTOBER 21
RIVERGATE ELEMENTARY TREEDAY



OCTOBER 25
STEWARDSHIP AT
OLDE PROVIDENCE



Free Trees FOR CHARLOTTEANS

TREESCHARLOTTE EXPANDS TO 3 THIS YEAR

In its quest to grow the tree canopy, TreesCharlotte is hosting three TreeStore events during this year's planting season, which runs from October to early April.

On Dec. 9, TreesCharlotte will hold the Large Maturing City-Wide TreeStore, which will offer 400 trees that will grow to a large size (30 feet or higher, including species like Red Maple, Arborvitae and Bald Cypress).

This is the first time TreesCharlotte is doing a TreeStore that focuses on larger trees, and the intent

is to plant trees that will ultimately have a bigger impact on the tree canopy in years to come. The event will be held at the City of Charlotte's Landscape Management Office at 701 Tuckaseegee Road.

TreesCharlotte will host a Regional TreeStore on Feb. 10 at the former Eastland Mall site at 3700 Sharon Amity Road. The event is open to all Charlotteans and will include 300 trees.

The third event is another City-Wide TreeStore on March 10, to promote the kickoff of Arbor Week, which

will run through March 17. The City-Wide TreeStore will offer a diverse array of tree species from small to medium to large maturing, including dogwood, oak, elm, magnolia and maple trees. About 800 trees will be given away at the TreeStore.

TreeStores are open to Charlotte residents who need trees for their yards and want to promote a healthier environment. All you need to participate in the event is a proof of Charlotte residency and a valid email address.

Trees provided at the TreeStores range from 6 to 10 feet tall. Depending on inventory, Charlotte residents can choose up to two trees, which they must transport to their home. Volunteers and TreeMasters will be on hand to assist throughout the event. Tree recipients must also participate in a tree planting and care training session. After that, they are asked to sign and complete a stewardship pledge form, which confirms that residents will plant their tree(s) correctly in the proper locations and will care for them.

Come out and support your city and take part in preserving the future of Charlotte's tree canopy. All TreeStores are first-come, first-served events due to the limited quantity.

For more information about the TreeStores and other upcoming events, visit TreesCharlotte.org/calendar.



Urban Forestry SUMMIT

THE 6TH ANNUAL EVENT HAS BEEN RESCHEDULED FOR JAN. 23

Originally scheduled in September, the 6th Annual Urban Forestry Summit was postponed due to severe weather from Hurricane Irma. The new date for the summit is Tuesday, Jan. 23.

Held at the Harris Conference Center, the free, half-day event is open to the public and will include a variety of workshops and discussions about Charlotte's urban tree canopy.

This year's summit will focus particularly on the Urban Forest Master Plan, which was released earlier this year, as well as how to protect Charlotte's tree canopy from disease, aging and development.

During the afternoon, stakeholders who work in the tree industry will meet to discuss challenges they're seeing. At 5 p.m., the doors will be opened to the public for a cocktail hour that features demonstrations from a local woodworker, as well as two 30-minute workshops: "Tree 101: All You Need to Know about Tree Selection, Planting and Early Tree Care" and

"When to Call an Arborist."

Following the workshops, will be a panel discussion of local luminaries who will break down the Urban Forest Master Plan so the general public can better understand why it was created, what its goals are and what all Charlotte residents need to do to make those goals real.

The evening will conclude with attendees gathering in the main hall to watch a portion of the documentary "Felled," about efforts to give fallen trees a second life.

Moderated by local meteorologist Brad Panovich, the panel will include City Arborist Tim Porter and developers Terrence Llewellyn of Llewellyn Development and Theresa Rosa with Prosperity Village Area Association.

For more information about the 6th Annual Urban Forestry Summit, visit TreesCharlotte.org/summit.



ON THE RUN

ANNUAL ELIZABETH 8K RACE WILL BENEFIT TREESCHARLOTTE AND OFFER A TREESTORE

It's that time again in Charlotte when we get together to raise money to benefit the Historic Elizabeth Neighborhood and its beautiful tree canopy. This year celebrates the 32nd Annual Elizabeth 8K, Charlotte's oldest road race and will be held on Saturday, March 24, 2018. This race is known for its beautiful scenery, picturesque historic homes and the abundant tree canopy along the route.

The 8K race course is USATF-certified and includes a 1.5-mile untimed run/walk that is perfect for those non-runners or youth, as well as the Liz Kids' Fun Run for kids 6 and under. Wheelchairs and baby joggers are welcome.

Ten percent of the profit from the Elizabeth 8K Road Race is donated to TreesCharlotte.

"The Elizabeth 8K has long supported the replenishment of tree

canopies in the Elizabeth neighborhood, and since 2013 has partnered with TreesCharlotte to help expand our impact and contributions to the greater Charlotte community," says Robert Zabel, Elizabeth 8K Race Director. "We appreciate and value everything TreesCharlotte does to grow and diversify Charlotte's urban forest and to promote tree stewardship. We look forward to growing this partnership in 2018 and beyond and together with TreesCharlotte, will continue racing for the trees."

TreesCharlotte will also hold a TreeStore where they will be giving away free trees to Charlotte residents who provide proof of Charlotte residency. They will have 25 trees available to take home, as well as great tips and demonstra-

tions on planting and keeping your tree thriving.

The event is put on by a small volunteer committee, comprised of Elizabeth residents and with the support of the Elizabeth Community Association. The Elizabeth 8K has grown to almost 800 runners last year, many of those came from outside of the Elizabeth neighborhood, including runners from at least 10 or more different states across the country.

The Elizabeth 8K has become the neighborhood's largest fundraising effort and all the proceeds from the event are reinvested back into the community. The proceeds allow the Elizabeth Community Association to continue their mission, to replenish and benefit the beautification of the tree canopy in Elizabeth and Charlotte areas.

For more information about the Elizabeth 8K Road Race, visit www.Elizabeth8K.com.

UPCOMING Events

WWW.TREESCHARLOTTE.ORG/CALENDAR

Large Maturing TREESTORE

9

DECEMBER

Join us December 9th for our Citywide Large Maturing TreeStore. To fully diversify our canopy, we are only offering large trees this year at our first TreeStore. Each household is eligible for up to two free trees. This event is first come, first serve.

Open to all Charlotte residents - must show proof of residency!

13

DECEMBER

Stewardship Martin
Luther King Jr. Middle

27

JANUARY

Park Road Montessori
TreeDay Event

10

FEBRUARY

Regional TreeStore at
Eastland Mall Site

24

FEBRUARY

Steele Chase
NeighborWoods Event

3

MARCH

Monroe Scape
NeighborWoods Event

10

MARCH

City-Wide TreeStore

Sealing a PARTNERSHIP

TREESCHARLOTTE COLLABORATES WITH SEALED AIR TO PLANT 89 TREES AT ITS NEW CAMPUS

TreesCharlotte recently partnered with Sealed Air Corp. for a tree planting event at the corporate headquarters campus for the Charlotte-based packaging solutions company.

On Saturday, Oct. 7, a group of 31 Sealed Air employees worked with TreesCharlotte volunteers to plant 89 trees in less than two hours at the campus off West Tyvola Road.

Sealed Air announced it was relocating its headquarters to Charlotte and officially opened its 32-acre campus earlier this year. Sealed Air's partnership with TreesCharlotte began in 2015 and aligns with the company's commitment to sustainability.

"We're proud of our employees who planted

a variety of indigenous trees to help to advance the collective (tree canopy) goal," said Jim Whaley, Vice President, Global Corporate Communications, Government Affairs and Sustainability at Sealed Air Corporation. "Additionally, the organization provided an opportunity for us to add new life to our treehouse-inspired campus.

"As a company ingrained in sustainability, it's essential that we strive to further initiatives aligning with our intentions," Whaley continued. "We applaud TreesCharlotte for their outstanding community enhancements and look forward to watching our commitment flourish in the coming years."



Great Outdoors UNIVERSITY

EDUCATING AND ENGAGING CHARLOTTE'S YOUNGEST CONSERVATIONISTS

Education is one of TreesCharlotte's core focus areas, and a partnership with Great Outdoors University (GoU) has allowed the organization to educate and engage Charlotte's youngest conservationists at its tree planting events.

Based in Charlotte, Great Outdoors University is an experiential education program created by the National Wildlife Federation and North Carolina Wildlife Federation. Through day trips and family fun days, Great Outdoors University brings outdoor adventures to kids of all ages and their families.

In 2013, former TreesCharlotte Executive Director Dave Cable reached out to ask if Great Outdoors could augment its tree plantings with some educational components for students young and old. The two organizations have been partnering ever since, with Great Outdoors University scheduled to appear at nine planting events through March 2018.

GoU's activities and exhibits on display at tree planting events include tree cookie puzzles, or puzzles made from cross sections of tree trunks, which spark discussions about the clues held within about that particular tree's life.

Another exhibit is "duff dwellers," a look at leaf litter and decomposing logs that educates kids about the role trees serve in our ecosystem even after they die. GoU staffers talk about the various fungi, bacteria and insects that help to break logs down and turn them into soil,



and they also discuss how those logs and snags provide vital habitat for over 1,000 species of wildlife nationwide as they are repurposed into homes for wildlife.

A GoU exhibit that speaks to young and old is the "model home," a miniature single-family property with a variety of native and non-native trees that kids can choose from to plant around the property. The catch: If a "homeowner" chooses a non-native tree such as a Bradford Pear, they'll learn about the challenges of maintaining those species and the increased benefits of selecting native species. Similarly, if they plant a tree with a large stature, they'll learn about the importance of planning for mature growth and the potential for a larger tree to intersect with power lines.

"There's a lot of opportunity to teach about the vital roles and many benefits trees have in our lives and how to care for and nurture them," says Mary Bures, director of Great Outdoors University.

For more information about Great Outdoors University, visit
www.ncwf.org/programs/great-outdoors-university.

JOIN THE BAND

STEP-BY-STEP INSTRUCTIONS FOR HOW TO PROTECT YOUR TREES

Want to avoid the onslaught of cankerworms in the spring? Now is the time to act.



WHEN?

Last week in November until mid-December

WHAT?

- Go to your hardware store and purchase:
- Disposable gloves (optional)
- Roofing felt or Nifty Wrapper plastic wrap (super-convenient, 5" x 1000' roll)
- Cotton or fiberglass batting (sold as pipe insulation)
- Catchmaster, Stik-N-Stop or Tanglefoot product
- Staple gun
- Putty knife

HOW?

1. Install a 4' 6" wide strip of cotton batting or insulation around the tree at least 3 feet from the ground and below the lowest limb. Staple to the trunk of tree.
2. Circle the batting on the tree trunk tightly 2 or 3 times with the plastic wrap or duct tape, producing a band at least 6" wide. Put extra batting under the band in spots where irregularities or grooves in the bark might allow the wingless moths to crawl under the band.
3. Use a putty knife to put a film of the sticky substance directly on the band, about 1/16" thick and 2" wide.

If the surface of the band becomes covered with bodies of the moths, others will be able to climb over on the bodies of the dead moths. If this happens, add another band above the first one.

Banding is effective if all affected trees in the area are banded, so encourage your neighbors to join in the effort.

Not every species of tree needs to be banded. Most deciduous trees are impacted. Band the largest ones in your yard, beginning with oak. There is no need to band trees like pines, magnolias and hollies.

Remove the band in mid-April, including the staples.

For more information about banding, visit cankerworm.charmeck.org.



WINTER TREE CARE

PREPARE YOUR TREES FOR THE FRIGID MONTHS AHEAD

Although Charlotte winters aren't as brutal as other areas of the country, trees need to be properly cared for to remain healthy during the dormant season.

PRUNING

Winter is typically an ideal time to prune trees – after the leaves have fallen but before the new growth starts.

Without the leaves, it's easier for an arborist to evaluate the structure of your trees to identify which branches to remove. Some trees that can only be pruned during the dormant months due to disease.

It's also less intrusive when there isn't as much outside activity and plants surrounding the trees aren't in bloom. There's less impact to your property during the winter months.

Prune dead, diseased and unsafe branches as well as for shape and structure. Annual winter pruning can provide increased growth in the spring.

INSPECT & REMOVE

Evaluate your trees for damage from snow and ice, as well as for insects and disease. Take down trees that are dead, dying or are considered a critical risk. Weak limbs should be cabled, braced or removed in advance of severe weather which can bring down trees and power lines. Cabling and bracing can help to strengthen weak limbs so they can endure severe weather and ultimately increase their longevity. They should be inspected annually by an arborist.

AVOID ICE

Charlotte's winter storms sometimes cover trees with a thin coating of ice. While beautiful, the ice is damaging to the trees, causing limbs to hang heavy and even break from the added weight. Although it may seem like a good idea to shake ice-covered branches to break up the ice, it can actually be more damaging than leaving the branches alone. Ice can make the branches very brittle, and shaking off the ice could cause them to snap back quickly and affect the tree's circulatory system. For that reason, it is recommended to leave the ice there to melt off naturally.

MULCH









Fall and winter are a great time to apply mulch to prevent weeds from coming up in the spring. A 2- to 4-inch layer of mulch can also help to insulate the soil and help it retain moisture.

TreesCharlotte advises consulting with an accredited, licensed arborist for tree care. For a list of arborists, visit TreesCharlotte.org/tree-education-resources/arborists/.

TREE SPECIES FEATURE

JAPANESE MAPLE

The beautiful Japanese Maple is a popular ornamental tree for yards and gardens due to the vivid red of the leaves in fall. While popular in Japanese gardening, the maple lends a sense of grace to any space. This tree has a special place in the heart of those who love exotic trees and has been cultured for over 300 years.

<p>GROWTH RATE slow-medium</p> 			
<p>15^{FT} to 25^{FT}</p>  <p>TALL</p>	<p>UP to 20 feet</p>  <p>WIDE</p>		
<p>Fall COLOR</p> 			
<p>CANOPY rounded shape</p> 	<p>SQUIRRELS</p>  <p>are fond of maple seeds</p>		<p>partial shade to full sun</p>  <p>ADAPTABILITY</p>

Become a MEMBER

MAKE YOUR MARK ON THE FUTURE
OF CHARLOTTE'S TREE CANOPY

Do you want to make a difference in Charlotte's environment? If so you can be a part of the story by becoming a TreesCharlotte member and help us

achieve our goal of increasing the city's tree canopy to 50% by 2050.

Memberships are offered in different levels, with the first level begin-

ning at \$50 and the highest level at \$500. The memberships cover you for the entire 2018 calendar year.

Depending on your membership level, you'll receive TreesCharlotte branded items like t-shirts, water bottles, stickers and recognition in our printed newsletter, as well as invitations to special events and other exclusive opportunities.

By becoming a member, you play a crucial role in growing and preserving Charlotte's tree canopy for generations to come.

2018 MEMBERSHIP LEVELS

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

You can join us by going to
TreesCharlotte.org/support-us/membership.



For the loved one who is tough to shop for, give the gift of a tree this holiday season. TreesCharlotte's Tree Gifting program allows you to plant a tree at a local school, providing a holiday gift that will last for generations and benefit the community for years to come.

With a \$100 donation, TreesCharlotte will plant a containerized seven-gallon tree (six to 10 feet tall at planting) at a Charlotte-Mecklenburg school campus.

After you select the school for your planting, TreesCharlotte will send you or your recipient a certificate with the name of the honoree, the tree's location and the

The Giving TREE

FOR THE HOLIDAYS, CONSIDER
THE GIFT THAT KEEPS GROWING

date of its planting.

Your tree's location will be designated on the Honorary Forest page on the TreesCharlotte website.

A tree planting is a unique gift for the holiday season or to celebrate a new baby, anniversary or graduation. It can also serve as a memorial to honor someone who has passed away.

Give the gift of a tree today and invest in the mission of TreesCharlotte.

To learn more about the Tree Gifting program, visit www.TreesCharlotte.org/Gift.

End-of-Year GIVING

REDUCE YOUR TAX LIABILITY FOR 2017
WITH A DONATION TO TREESCHARLOTTE
AND WATCH YOUR GIFT GROW

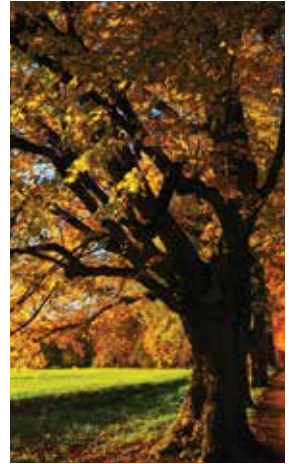
As the city of Charlotte continues to grow, the demand for trees also grows. Longtime residents and newcomers alike play a crucial role in growing and preserving Charlotte's tree canopy, from volunteering to donating to supporting the city's efforts, particularly in underserved communities. We call this the "civic covenant."

TreesCharlotte is helping the City of Charlotte reach the ambitious goal of 50% tree canopy by 2050, and it can't happen without support from the community. The most direct way you can assist with our mission is by making a donation to TreesCharlotte.

The TreesCharlotte Endowment Fund was established to provide support for the operations needed for tree planting and care of our urban forest in perpetuity. The fund goal is \$15 million, of which \$6 million has been raised in donations and pledges. Once the endowment is fully funded, TreesCharlotte will be able to cover the annual expense of planting trees through

the interest earned rather than raising operating funds year after year.

At TreesCharlotte, we keep things simple, and the simple truth is the more you donate, the more trees we plant. For every \$10,000 raised, we're able to plant and steward 125 trees. TreesCharlotte is a lean, efficient, highly effective collaborative powered through volunteer efforts. With only two staff members, TreesCharlotte is able to allocate almost all of its fundraising to go directly toward planting and caring for trees. The demand to plant trees is nearly



endless. It simply boils down to having the proper amount of resources to buy trees and support volunteer planting efforts.

Your tax-deductible gift can be spread out into monthly, quarterly, semiannual or annual payments. You can donate online at **TreesCharlotte.org/donate** or send a check to:

TreesCharlotte
701 Tuckaseegee Road
Charlotte, NC 28208

AmazonSmile

Want an easy way to give back this holiday season? Shop through AmazonSmile and a portion of your purchase will be donated directly to TreesCharlotte.

Visit **Smile.Amazon.com** and choose TreesCharlotte as the beneficiary. Make sure you go through AmazonSmile for each visit to ensure that TreesCharlotte receives the donation each time you shop!

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METROMONT
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AND ROTARY CLUBS
SEALED AIR
SOUTHWOOD CORPORATION
WELLS FARGO



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www.treescharlotte.org

Join the Mission

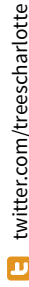
TREESCHARLOTTE ACCOMPLISHMENTS

SINCE 2012

- Planted or distributed more than 23,700 containerized trees
- Engaged more than 12,367 volunteers
- Planted 9,100 trees at 37 CMS schools
- Distributed more than 10,681 trees through NeighborWoods program
- Educated thousands of students and residents on tree care and tree benefits
- Held 17 Stewardship events to care for trees
- Distributed more than 30,108 reforestation seedlings



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instagram.com/treesclt



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