National Wildlife Federation's

Trees for Wildlife

Community Tree Planting and Tree Bank Program

National Wildlife Federation's (NWF) Trees for Wildlife program is dedicated to educating youth about trees and their importance to our environment, as well as inspiring communities to plant and care for trees. As part of the program, NWF has established a tree bank. The tree bank consists trees that have been donated for planting by members and donors (*number of trees available in the tree bank will vary depending on NWF outreach and campaigns*). Working with its affiliates, partners, volunteers, schools and community groups, NWF makes trees available for planting at community events.

Tree bank trees can be used in a variety of way, including (but not limited too):

a) Community tree planting event (large or small scale)– one day or multiple day event where community members work together to replant trees in their community

b) Workshop or demonstration planting event – as part of a workshop or demonstration planting event, trees may be used as giveaways to families or individuals who commit to plant and care for the trees. Individuals receiving a tree will need to provide email address for follow-up to ensure the tree was planted and is being cared for.

c) Youth or community service event (with students or organized by students) –students working with an adult chaperone or mentor may request trees for a tree planting event at their school or in their community. NWF will provide community service hours to students.

Trees that are planted will be native to the region where they will be planted. Tree selection will be discussed with the Trees for Wildlife staff when a request to withdraw trees from the tree bank is submitted.

<u>How to Use the Tree Bank</u>

Organizations or volunteers may draw upon the tree bank in two different ways:

a) Requesting physical trees for planting at an event (during tree planting season)—Trees will be sourced through NWF collaborating nurseries and shipped directly to the requesting organization. A minimum of 50 trees and no more than 500 trees may be requested for an event.

b) Requesting reimbursement for planting of trees—With prior approval, organizations and partners may secure their own trees to support NWF's Trees for Wildlife program as well as their own community tree planting objectives. Number of trees being planted and the cost of the trees being reimbursed need to be approved by NWF prior to event. NWF currently is receiving donations of funds for planting trees at the $2.00 = 1 tree ratio. Reimbursement is up to $500 in total.

Additionally, NWF will provide a tree planting event guide for organizations or groups seeking to host a tree planting event in their community.

Responsibility/Acknowledgments

An event in which tree bank trees are used needs to include the following acknowledgments:

a) Press release or advisory about the event which acknowledges NWF and the Trees for Wildlife program for providing the donated trees. (Examples of releases and advisory text available upon request.)

b) Posting of Trees for Wildlife web banner or badge on the group/organization's website, Facebook or other internet page (including a clickable link to the Trees for Wildlife program, www.nwf.org/trees).

c) Acknowledgment of NWF and the Trees for Wildlife program at the event, either through signage or during orientation or ceremony. (Suggested language is available upon request.)

d) Posting of event photos to NWF's Trees for Wildlife Flickr site: http://www.flickr.com/groups/treesfor21stcentury/.

e) Creating a blog on your own site or linking to blog on NWF (http://blog.nwf.org/)

Support Materials for Tree Bank Participating Organizations

NWF can also provide support materials for events, including:

a) Patches for children as a "thank you" for planting a tree

b) Activities (age-appropriate), which can be used for events or provided to families or educators

c) Tree planting event guide, which includes information on planning, planting, care

e) Promotional materials, including web banners, ad, logos or fact sheets

Getting Started

Complete the tree bank application form and submit it at least four weeks prior to the scheduled planting or distribution event. Applications for spring planting events (January – May) must be received no later than January 15 for consideration. Applications for fall planting events (end of September – early December) need to be received by September 30.

Tree applications are available at www.nwf.org/treebank or may be requested from Eliza Russell at trees@nwf.org. Completed forms should be emailed to Eliza Russell, Director of Education, at trees@nwf.org.

Application Review

All requests will be reviewed by Trees for Wildlife staff. Notifications of approval or denial will be sent via email within 7-10 business days from the date application is received. Groups receiving trees may re-apply each season . Applicants whose requests are not fulfilled may also reapply.

Special Consideration: NWF will give special consideration in the review process for the following:

a) Applications received from areas that have been impacted by natural disasters including but not limited to: hurricanes, tornadoes, wildfires, drought, floods or other situations.

b) Applications received from the following cities/metro areas where NWF is focusing specific efforts: NYC (including northern NJ and Western CT), Baltimore, Atlanta, Washington DC, Philadelphia, Houston, Austin, Chicago, Seattle, Los Angles.

Request will be fulfilled based on the number of trees available, number of students engaged, and nature of the events (impact and education opportunity).

Questions

If you have questions, comments or suggestions about the tree bank or the Trees for Wildlife program, contact Eliza Russell at Russell@nwf.org or 703-438-6439.