

**Business Support for Urban Tree Programs: A Summary of Various U.S. City Programs.**



City & Program	Lead / Structural Partners	Corporate Donation Option	Individual Donation Option
<p><b>New York's "MillionTreesNYC"</b> <a href="http://www.milliontreesnyc.org">www.milliontreesnyc.org</a></p>	<p>New York Restoration Project (NYRP), The City of New York Parks and Recreation Department; and PlaNYC.  NYRP is responsible for managing donations.</p>	<p>Corporate donations start at \$25K for a grove of ten cherry trees along the Harlem River; \$50 K for a NYC schoolyard greening; \$100K for an entire community greenway.  Several forms of donor acknowledgement (certificates, plaques, online recognition).</p>	<p>\$100: Plants one tree; \$500: Plants a tree in a school yard; \$1K: Plants a street tree; \$1250: Plants a flowering tree; \$2500: Plants a flowering tree along the Harlem River; \$5K: Plants a grove of four flowering trees in a community garden; \$10K: Plants a grove of four flowering trees along Harlem Drive; and there is an option for an employer match.</p>
<p><b>Chicago's "Chicago Trees Initiative"</b> <a href="http://www.chicagotrees.net">www.chicagotrees.net</a></p>	<p>Mayor's Office of Chicago; City of Chicago Department of Education; City of Chicago Department of Streets, Sanitation, and Forestry; City of Chicago DOT (Green Streets Division). Chicago Community Trust is a non-profit partner that manages all donations.</p>	<p>All donations are funneled into the "Urbs in Horto Tree Fund", which is administered by the Chicago Community Trust. All donations are tax deductible. 75% of donations goes into grants for approval, 25% for permanent endowment.</p>	<p>For all donations there is a simple online form that allows you to specify any amount. There is no opportunity to specify the exact type of gift.</p>
<p><b>Los Angeles' "Million Trees LA"</b> <a href="http://www.milliontreesla.org">www.milliontreesla.org</a></p>	<p>Million Trees LA is a project of the City of Los Angeles in affiliation with Community Partners for non-profit administrative support. Community Partners is the non-profit who manage donations.</p>	<p>No specific corporate donations opportunity. All donations are made through "Community Partners", a tax exempt non-profit.</p>	<p>For all donations there is a simple online form that allows you to specify any amount. There is no opportunity to specify the exact type of gift.</p>
<p><b>Houston's "Million Trees + Houston" campaign</b> <a href="http://www.treesforhouston.org">www.treesforhouston.org</a></p>	<p>Trees for Houston (a citywide street tree non-profit) and The City of Houston (Parks and Recreation); and The Quality of Life Coalition (an initiative of Richard Weekley, a local developer). Trees for Houston manages all donations.</p>	<p>Yes. Three options for donations: large corporations, mid&amp;small corporate donation programs, and non-profit &amp; community group donation program. There is a form online and downloadable forms. All of the choices have to do with the number of trees and the size of the trees, not the location of the trees.</p>	<p>It appears that individuals are encouraged to donate through the non-profit or community group option. Individuals cans also become members of "Trees for Houston" and part of their membership fee is presumably used for tree planting programs.</p>
<p><b>Salt Lake County's "One Million Trees for One Million People"</b> <a href="http://www.milliontrees.slco.org">www.milliontrees.slco.org</a></p>	<p>Salt Lake County and the following cities: Alta, Bluffdale, Cottonwood Heights, Draper, Herriman, Holladay, Midvale, Murray, Riverton City, Salt Lake City, Sandy, South Jordan, South Salt Lake, Taylorsville, West Jordan, West Valley City. Salt Lake County accepts and manages the donations.</p>	<p>There is a link to the "Business Tree Program": this is primarily a program to sponsor a tree-planting.</p>	<p>The web site does not appear to accept individual donation options, however, this is possible. The county accepts donations for tree planting in memory of a person or for general donation purposes.</p>
<p><b>Denver's "Mile High Million"</b> <a href="http://www.greenprintdenver.org/trees">www.greenprintdenver.org/trees</a></p>	<p>The City and County of Denver, The Mayor's Office of Denver, the Denver Department of Parks and Recreation, and Suncor Energy Company.  Denver uses TreeLink's TreeBank.</p>	<p>Denver's program uses TreeLink's TreeBank as their method for accepting donations. Denver's online donation form does not allow the user to specify specific places or scales of donation. It appears that there is a corporate donation option that is not explicitly advertised online.</p>	<p>Individuals can donate through the online TreeLink/TreeBank form.</p>
<p><b>Washington, D.C.: Casey Trees</b> <a href="http://www.caseytrees.org">http://www.caseytrees.org</a></p>	<p>Casey Trees is a unique program. This organization was established by a local philanthropist, Mrs. Betty Brown Casey. She established an endowment through the Garden Club of America to create Casey Trees. Casey Trees accepts and manages their donations.</p>	<p>Yes. All donations go through an online form on the Casey Trees Web site. Users can specify how much they want to donate, whether it is a one-time or recurring donation, and where to direct the donation. There is also an option for tree dedication.</p>	<p>Yes. All donations go through an online form on the Casey Trees Web site. Users can specify how much they want to donate, whether it is a one-time or recurring donation, and where to direct the donation. There is also an option for tree dedication.</p>

Project of the Sustainable Skylines Initiative, Delaware Valley Regional Planning Commission.  
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City & Program	Multiple Scales for Donation / Involvement	Program Tied to Citywide Plans / Planning Efforts?	Sponsors	Explicitly Stated Goal (#of Trees)?	Follow Up / Results
<b>New York's "MillionTreesNYC"</b> <a href="http://www.milliontreesnyc.org">www.milliontreesnyc.org</a>	Yes. The homepage has a graphic that allows you to chose from: I want a tree on my street!; I just planted a tree - count me!; I know a good place for a tree!; I want to dig in a volunteer!; I want to make a donation!	Yes. MillionTreesNYC is a PlaNYC initiative.	Toyota and the Home Depot Foundation. There is also major funding from David Rockefeller and Bloomberg Philanthropies.	1 million in 10 years from the start of PlaNYC. Or 1 million by 2030.	As of June 2009, MillionTreesNYC has planted 238,791 trees. They have a tree counter on their Web site.
<b>Chicago's "Chicago Trees Initiative"</b> <a href="http://www.chicagotrees.net">www.chicagotrees.net</a>	Only one scale of donation, but multiple ways to be involved.	Not explicitly. The Web site does mention "several ongoing comprehensive plans" and the Chicago Climate Action Plan as a link. <a href="http://www.chicagoclimataction.org">www.chicagoclimataction.org</a>	None are advertised on their Web site.	This program does not have a number goal. Just to plant more trees!	No results are quantified on the Web site. Waiting to hear back from the back.
<b>Los Angeles' "Million Trees LA"</b> <a href="http://www.milliontreesla.org">www.milliontreesla.org</a>	Only one scale of donation, but multiple ways to be involved: volunteer with a partner organization; have your tree counted; arrange for a non-profit or corporate tree-planting.	It is not clearly stated as an initiative or objective in a specific LA Plan.	None are advertised on their Web site.	One million over "the next several years."	LA does not list how many new trees have been planted since this program began.
<b>Houston's "Million Trees + Houston" campaign</b> <a href="http://www.treesforhouston.org">www.treesforhouston.org</a>	Yes. Large corporations / med&small / non-profits. There is also a section called giving opportunities that has many options for giving, including: membership, RedBuds Membership, Donations, Tributes, Urban ForesTree Keeper class, Purchase a Tree	Unclear.	Weekley Development Company (developer), Greater Houston Partnership (a business advocacy / networking firm), Marathon Oil Company, and Apache Corporation (an extractive industry firm).  In addition Trees for Houston has a "Root Ball", which is a formal fundraiser for the organization.	One million trees in the "next three years"	This campaign has planted 37,000+ trees since it started in October 2008.
<b>Salt Lake County's "One Million Trees for One Million People"</b> <a href="http://www.milliontrees.slco.org">www.milliontrees.slco.org</a>	No.	Unclear.	Unclear if there are any.	Ten-year campaign to plant one million trees by 2017.	Waiting to hear back.
<b>Denver's "Mile High Million"</b> <a href="http://www.greenprintdenver.org/trees">www.greenprintdenver.org/trees</a>	No, although the site does have a page for planting trees as memorials.	Yes. This is a project directly tied to Greenprint Denver, the city's sustainability initiative.	This is not clear on Greenprint Denver's tree pages. On the Mile High Million page, however, there is a list of sponsoring businesses. These include local landscaping, design, and contracting firms. Suncor, Energy is also listed as a sponsor / partner.	One million new trees in the metropolitan Denver area by the year 2025	As of June 2009, 142,491 trees.
<b>Washington, D.C.: Casey Trees</b> <a href="http://www.caseytrees.org">http://www.caseytrees.org</a>	People can get involved in Community Tree Planning events, in one of their homeowner education programs, classes/workshops/lectures, the Citizen Forester programs, or on Tree Care teams and inventory teams.	Yes. Casey Trees works with the DC Urban Forestry Administration, which is housed in DDOT. There is a program that allows people to get a rebate for planting trees on their property. This is a joint-initiative of the DC Department of the Environment and Casey Trees.	Mrs. Betty Brown Casey and potentially other sources.	No. This organization was not founded as part of a tree planning objective in the City government.	Since Casey Trees does not have an exact number of trees that they are aiming for, there is no tree counter on their Web site. They do have a map of how many tree plantings they've completed to date, and this is 300 since 2001.