

****Updated July 2017**



TreeFolks empowers Central Texans to build stronger communities through planting and caring for trees.

TreeFolks is the only nonprofit in Central Texas that promotes comprehensive urban forestry practices to public, private and government audiences. Established in 1989, TreeFolks has planted over 2.5 million trees in Central Texas on public and private land, has worked to restore the Lost Pines ecosystem after the Bastrop fires of 2011, and has worked to restore the Blanco River after the floods of 2015. Our work preserves quality of life by cooling the air, cleaning precious water, sheltering us from the hot Texas sun, and by providing a shaded sense of place that fosters a healthy, connected community. We are looking to the future even as we celebrate 28 years of serving Central Texas.

TreeFolks 2025 sets the strategic direction of our organization going forward. These end statements and supporting objectives are the framework for growing and advancing the mission of TreeFolks over the coming years.

Education: TreeFolks provides comprehensive, research-based tree education.

Objectives:

- Maintain the Urban Forest Steward series as a “Master Gardener/Naturalist” service program inclusive of citizen science and volunteerism
- Provide regular, year-round educational opportunities for Central Texans, including homeowners, landscape professionals, students, and children.
- Provide online tree care resources for the Central Texas Region.
- Expand our education curriculum to include tree maintenance and disease information, and develop educational curriculum packages that support nonprofit sustainability.

Programs: Provide flexible, innovative, and relevant programs that support a healthy green community.

Objectives:

- Review, evaluate and improve current programs.
- Develop projects/programs to address unmet needs.
- Ensure both proactive and reactive approaches are taken to program development.
- Ensure both old and new programs fit the organizational mission.

Public Awareness: TreeFolks is recognized by every Central Texan as a resource for information about the benefits of trees and how to plant and care for the trees in their communities.

Objectives:

- Refine TreeFolks’ brand and message.
- Increase visibility through a marketing plan and partnership policy plan and marketing committee
- Develop a network of media contacts, partners, and sponsors.

- Promote TreeFolks' brand through efforts including traditional and non-traditional media.

Leadership: TreeFolks leads by focusing on the long-term health of Central Texas' forest and engaging in the Urban Forestry community.

Objectives:

- Lead on the local level by helping to develop a regional Urban Forestry coalition.
- Engage on a state/national level through volunteering with, speaking at, and attending state and national forestry organizational conferences.
- Develop staff and board leadership competencies through ongoing training sessions.

Volunteerism: TreeFolks is recognized as the primary resource for citizens interested in volunteering their time to support the health of Central Texas' forests.

Objectives:

- Assess local needs including periodic focus groups and an annual survey of partners, sponsors, clients, and volunteers.
- Volunteer opportunities shall be year-round and in step with program development in quantity, geographic location, and competency.
- Monitor and evaluate results of service projects and adjust programs and services accordingly.

Fund Diversification: TreeFolks ensures financial sustainability by diversifying funding sources.

Objectives:

- Ensure individual funding sources comprise less than 30% of annual budget.
- Expand sources of undedicated funding.
- Examine sources of funding for compatibility of mission of environmental protection.

Equitable Representation: TreeFolks serves the entire Central Texas region with diverse professional staff, board members, volunteers, and partners.

Objectives:

- Extend geographic reach of programs and services to municipalities throughout Central Texas
- Increase diversity of staff, board, and volunteers to reflect our region.
- Continue to diversify partner organizations.

Sustainable Infrastructure: Establish a long-term facility by 2021 that will allow for growth and inspire others to see us as an exemplary leader and destination for tree-based education and community impact.

Objectives:

- Stay responsive to upcoming opportunities in partnership with the City of Austin
- Develop realistic options and timeline for alternative real estate acquisition
- In the interim, invest in mobile facilities improvements such as movable greenhouse, truck, pump house, and mobile learning unit, and research options to increase water and internet availability.