

2024-25 Planting Season Corporate Partnership Opportunities



TREEFOLKS

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

Contact: Tucker Ahlstrom, Assistant Director of Development
tucker@treefolks.org
(414) 708-7379 (mobile)

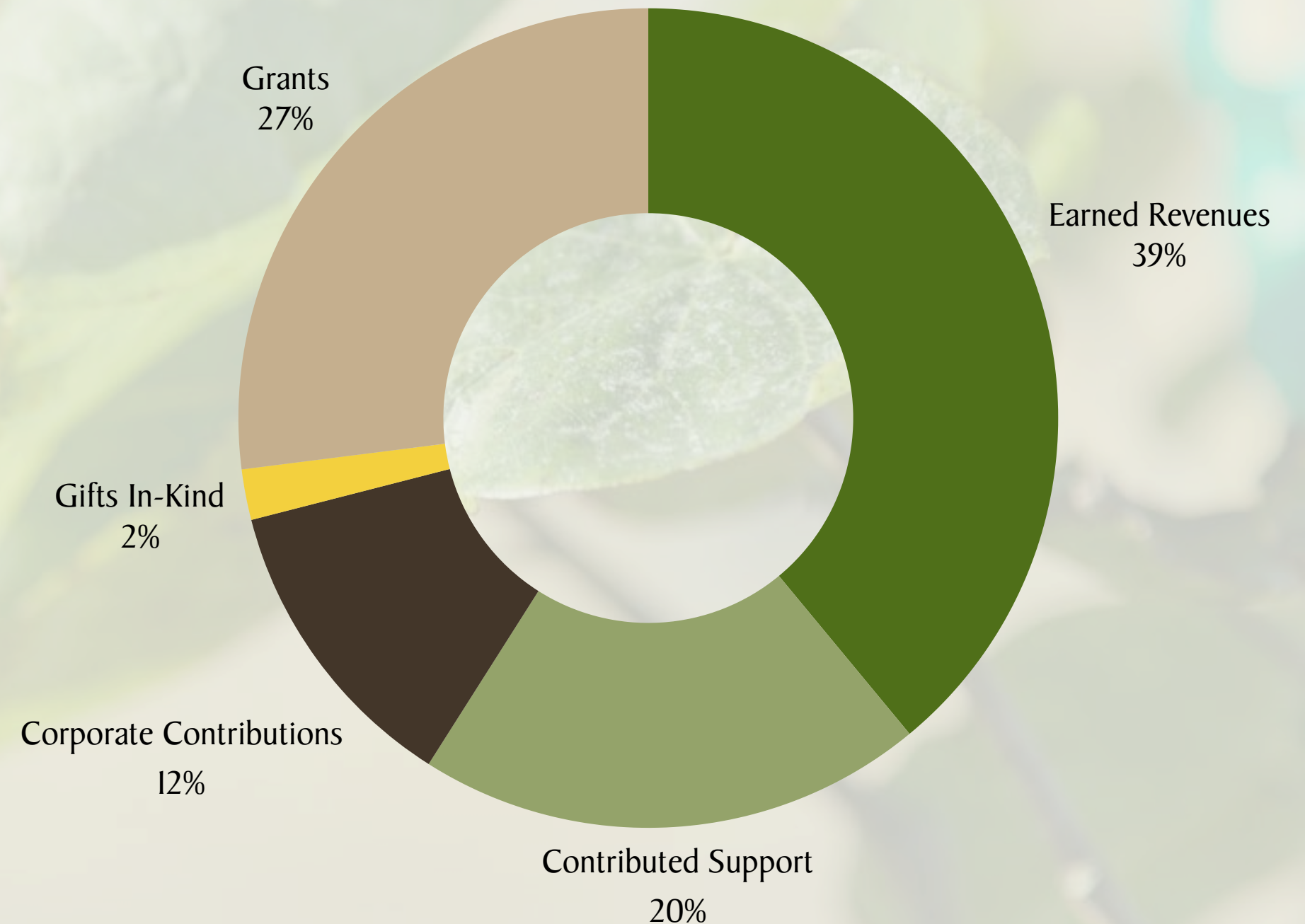
TreeFolks at-a-glance:

- Founded in 1989
- Employees: 17 Full Time, 2 Seasonal
- Annual Budget: \$2.5 million

Milestones:

- Planted over 3 million trees
- Distributed over 170,000 trees to Austin residents
- Engaged more than 21,000 volunteers since 2010
- Led reforestation efforts in the Lost Pines region after the 2011 Bastrop wildfires and along the Blanco River following the 2015 floods
- Initiated a carbon sequestration and floodwater mitigation program to address the causes and impacts of climate change
- Provide tree-focused educational experiences for 1,500 participants each year

Revenue:



As a leader in urban forestry and reforestation, TreeFolks manages four primary initiatives:

NeighborWoods

Free tree adoption events for Austin residents, including shade, understory, and fruit trees. NeighborWoods is a partnership with the City of Austin and Austin Energy.

CommuniTrees

Public tree planting events in parks, preserves, and other public lands that educate volunteers about proper planting techniques.

Reforestation

Large-scale tree plantings, featuring the innovative, nationally recognized Carbon+ Credits program.

Native Tree Nursery

TreeFolks' Seeds-to-Trees Pipeline initiative continues to grow a diverse range of seedlings and provide green jobs training.



Partnerships with private landowners, community organizations, government agencies, neighborhood associations, and businesses help us achieve our mission.

Government & Public Agency Support:

- Austin Energy
- City of Austin Development Services
Department - Community Tree Preservation
Division
- Austin Independent School District
- Austin Parks and Recreation Department
- Bastrop County
- Camp Mabry
- Central Texas Regional Mobility Authority
- City of Austin Watershed Protection
Department
- Hays County
- State Bar of Texas Environmental and Natural
Resources Law Section
- Texas A&M Forest Service
- Texas Conservation Corps & AmeriCorps
- Texas Parks & Wildlife Department
- Texas Urban Forestry Council
- Travis County
- Urban Forest Grant Program

2024-25 Season Corporate Support:

- ABC Bank
- adMixt
- Austin FC
- Austin Subaru
- Bartlett Tree Experts
- Davey Resource Group
- dwg.
- Environmental Resources Management (ERM)
- Flor de Caña Rum
- Give Realty
- GLIDE
- H-E-B
- Heritage Tree Care
- Hugh Jefferson Randolph Architects
- JP's Peace, Love, and Happiness Foundation
- Justworks
- Leaf Landscape Supply
- Maas Verde Landscape Restoration
- Page 33 Studio
- Pioneer Wealth Management Group
- PlanningWorks
- ProcureCon Contingent Staffing
- Reed Hilderbrand Landscape Architecture
- Ross Strategic
- Samsung Austin Semiconductor - Cause Card
- Shoberg Homes
- St. Stephens Episcopal School
- Studio Balcones
- Ten Eyck Landscape Architects Inc.
- The Collective Gain Foundation
- The Natural Gardener
- Wild Birds Unlimited - San Antonio
- Wild Birds Unlimited - West Lake Hills
- Yard Life Pools

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Foundation Support

- Arbor Day Foundation
- Cynthia & George Mitchell Foundation
- The Meadows Foundation
- Still Water Foundation
- Texas Parks & Wildlife Department
- AeLK Foundation
- Apache Foundation
- Austin Community Foundation
- Austin Parks Foundation
- Bayhurst Foundation
- The Mr. & Mrs. Joe W. Bratcher Jr. Foundation
- Charlton Family Foundation
- The James A. Buddy Davidson Charitable Foundation
- Duncan Genesis Foundation
- Environmental Fund of Texas
- The Bill M & Cecile Autrey Ham Foundation
- The Jacob & Terese Hershey Foundation
- Burdine Johnson Foundation
- Kabacoff Family Foundation
- Keep Families Giving Foundation
- McLellan Family Charitable Foundation
- Meyer Levy Foundation
- One Skye Foundation
- Pierce Runnells Foundation
- Shalom Austin Jewish Foundation
- Shield-Ayres Foundation
- The Starbucks Foundation
- Tejemos Foundation
- Texas Instruments Foundation
- Tingari-Silverton Foundation
- The Trail Foundation
- Rushing River Foundation
- Susan Vaughan Foundation
- Westcave Preserve

Community Support

- A Living Tribute
- American Forests
- American Youthworks
- The Austin Common
- Central Texas Gardener
- Crow Holdings
- EarthShare of Texas
- EcoRise
- Environmental Fund of Texas
- Generation SERVE
- Go Austin/Vamos Austin (GAVA)
- I Live Here, I Give Here
- Impact Austin
- Keep Austin Beautiful
- Kettler Roofing Company
- Mobile Loaves & Fishes - Community First! Village
- National Charity League - Austin 360
- Pease Park Conservancy
- Red WheelBarrow
- Shoal Creek Conservancy
- Texas Conservation Alliance
- Texas Urban Forestry Council
- Travis Roofing Supply
- TREEfund

Why Corporate Sponsorships?

- Recognition for your business and brand among TreeFolks' environmentally conscious, Austin-local, community-active audience of families, civic groups, and young professionals
- Engagement and team-building opportunities for your staff
- Fulfillment of corporate responsibility commitments to community involvement, public health, social equity, and the environment
- Support for local solutions to climate change that are measurable, high-impact, and cost-effective
- And, all the other amazing benefits that trees provide!



Sponsorship Opportunities

Infrastructure

TreeFolks is expanding our footprint at our Hornsby Bend headquarters with the creation of our own native tree nursery, covered vehicle & tool storage, and an office renovation.

Fundraising and Social Events

Underwriting TreeFolks events helps offset production costs, so that money raised from participants can go directly to support planting more trees. Our annual RootBall and Keep Austin Rooted Picnic are fantastic opportunities to get involved with one of our fun and friendly fundraising events.

Programming Sponsorship

All of TreeFolks programs provide opportunity for sponsorship at various levels, and with options for employee volunteering, public exposure, or private engagements just for your team. Read on for more details...

NeighborWoods



Tree Adoption Days

Expanding Austin's urban tree canopy, one tree at a time, includes tree deliveries in high-priority areas as well as adoption events at local businesses and community centers.

Distributing trees in under-resourced neighborhoods is a key component of our tree canopy equity goals.

Sponsorship of a NeighborWoods adoption event starts at \$10,000.

These events can accommodate up to 20 corporate volunteers who will assist staff in the check-in and distribution process.

NeighborWoods is a partnership with the City of Austin & Austin Energy.

CommuniTrees

Growing Trees, Growing Communities

TreeFolks' Community Tree Planting program coordinates with local community partners to provide volunteer opportunities to plant and care for trees on public lands that include City of Austin Parks, Travis County Parks, Austin Independent School District property, and more!

Tree TLC

Outside of the planting season, trees on public lands still need our tender loving care! Our Tree TLC volunteer events visit the trees in Austin and Travis County parks and give them some needed maintenance.

CommuniTrees events start at \$5,000 and can accommodate up to 100 corporate volunteers. These planting events are scalable & are fantastic employee engagement opportunities!



Reforestation

Central Texas Floodplain Reforestation Program

This program works to restore healthy forest buffers throughout our region, while also addressing climate change by generating carbon offsets.

TreeFolks works closely with fellow nonprofit City Forest Credits to follow the Carbon+ Credits protocol, which account for carbon sequestration and co-benefits related to air and water quality. These value-added credits are traded to City of Austin to help achieve our zero-carbon goals.

The cost for TreeFolks to reforest 1 acre of Central Texas floodplain land is approximately \$10,000.



Seeds-to-Trees Pipeline



Seed Collection & Tree ID Hikes

Collect valuable native seeds while learning about Austin's urban forest and tree identification methods. Seeds are grown into saplings for planting and distribution the following season.

Native Tree Nursery

In its second season, our nursery will grow over 15,000 saplings from seed to mitigate issues of limited quantity and diversity of tree stock in commercial nurseries.

Interested in helping us grow the nursery? Ask our Development Team about current supply & building needs.

Sponsor Acknowledgement

Customized to your preferences, we're excited to say thank you via:

- Shout-outs & dedicated posts to share the great news of our partnership on:
 - Twitter: 1,500+ followers
 - Instagram: 5,500+
 - Facebook: 8,500+ followers
 - LinkedIn: 500+ followers
 - TreeFolks Newsletter: 20,000+ subscribers
 - TreeFolks Website: 5,126 average monthly users & 6,845 average monthly sessions
- Logo placement on materials or branded acknowledgement on-site for sponsored events
- Our communications staff is also available to explore additional ways you would like to be recognized for supporting your local urban forestry nonprofit!

Accountability

TreeFolks expends an impressively low 10% of its annual budget on administrative expenses, which means that roughly \$.90 of every dollar goes to trees in the ground.

TreeFolks conducts an external audit each year and plans to produce a comprehensive impact report after each planting season. These will be made available to supporters and investors, as well as the general public.

TreeFolks welcomes requests for on-site program visits, in-person conversations, and invites additional suggestions on how to best demonstrate the effectiveness of your support.

Now, more than ever, TreeFolks is committed to empowering Austinites to be the local solution to climate change.

Along with our investors, donors, volunteers, and partners we are determined to bring back the beauty, bounty, and environmental benefits that native trees provide to the ecosystem and our community.

For additional information about TreeFolks programming and community impact, or to learn more about our specific resource needs, please contact:

Andrew W. Smiley, Executive Director
andrew@treefolks.org
512-413-7774 (mobile)

Tucker Ahlstrom, Assistant Director of Development
tucker@treefolks.org
414-708-7379 (mobile)

