

ANNUAL REPORT 2018

Founded by a group of dedicated and like-minded civic leaders in 1985, Trees Atlanta started as a small group focused on planting trees in downtown Atlanta. Since that time, our organization's mission has grown to include tree planting across Atlanta, restoration of our forests and greenspaces, youth and adult education, advocacy, and providing vital conservation resources to the community. We've grown in geographical reach as well – expanding our planting reach to include cities outside our focused Atlanta core.

Through the combined efforts of our full-time staff, our dedicated and ever-growing community of volunteers, and our continuing relationships with community and corporate partners, Trees Atlanta has planted over 126,000 trees since its founding, and remains committed to maintaining and expanding the natural tree canopy of our great and growing city.



We've Rebranded!

To reflect the growth in our organization, we changed our logo and tagline - a first in our 34-year history! Our goal with the rebranding project was to create a fresh look that reflects our values in a fun and inviting way. Hopefully you've started to notice our new look around town. **Be on the lookout for our website refresh, coming this summer!**

Youth Tree Team Expands

- **24 students**, from 12 Atlanta-area high schools
- 46% of YTT members **first time work experience**
- **1,900 trees** maintained in three neighborhoods
- **Cleared .70 acres** of invasive species

Launched Browns Mill Food Forest

- Staff and volunteers **planted 92 fruit and nut trees, 65 berry shrubs, 48 fruiting vines, and 24 perennial culinary herbs and pollinators.** Thousands more trees and plants coming soon!
- **Four-acres** of invasives cleared
- **1,545 volunteer hours** contributed since July 2018





Completed Westside Trail Arboretum

- **1,726 trees planted** by our Urban Tree Team
- **400,000 individual groundcover plants installed**, establishing **17.5-acres** of meadow
- **2,180 native shrubs planted**
- **Opened Murphy Crossing**, our satellite maintenance facility adjacent to the Westside Trail

NFL Partnership

- **Planted 535 trees** through the partnership
- **14 projects**, all of which included one-for-one tree matching through new partnerships
- Projects took place in **Atlanta, Clarkston, Hapeville, East Point, Doraville, and Decatur**

Front Yard Tree Program Expands to Sandy Springs

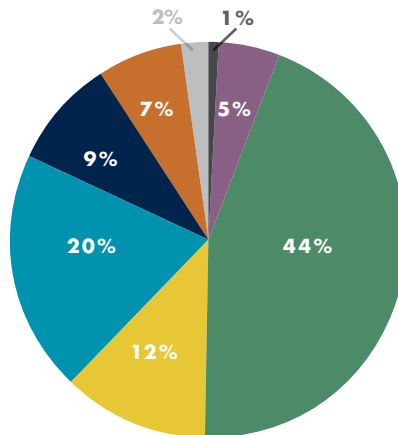
The NeighborWoods team has expanded to planting front yard trees throughout Sandy Springs. We have been contracted to plant 250 shade trees and will likely be expanding even further next year.

Other highlights:

- **Consulted on 136 tree-related citizen concerns**
- **Planted 7,666 trees**
- **Educated 22,363 adults and youth**
- **Improved 523-acres of forested land** through our Forest Restoration efforts
- **34,878 volunteer hours** donated – that's more than **\$830,000** in donated labor!

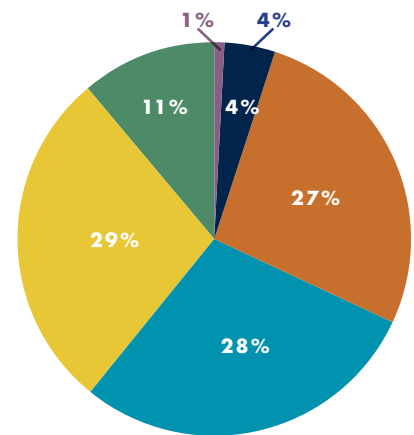
Financials

For the Fiscal Year Ended June 30, 2018
Total FY18 Income = **\$4,780,858**



SOURCES OF ANNUAL INCOME

- Contracts/Fees
- Tree Maintenance
- Annual Giving
- Capital Campaign
- Special Events / Rental Fees
- Education Fees
- In-Kind Contributions
- Investment Income



ANNUAL DEVELOPMENT INCOME

- Individuals
- Corporations
- Foundations
- Community Groups
- Government Grants
- Special Events Rental Fees

Growing. Protecting. Educating.