“Thank you for your support in helping us branch out with new programming, a new education center, the TreeHouse, and many new trees around the city and on the Atlanta BeltLine.”

GREG LEVINE & CONNIE VEATES
CO-EXECUTIVE DIRECTORS

SINCE 1985, TREES ATLANTA has been working to protect and improve Atlanta’s urban forest through planting, conservation and education. Since that time, our organization has planted and distributed more than 107,000 trees across the city. We are pleased to share with you some of Trees Atlanta’s 2015 highlights by the numbers.

EDUCATION + OUTREACH

456 EDUCATION EVENTS
11,416 EDUCATION INTERACTIONS
71 JUNIOR TREEKEEPERS
36 SCHOOLS VISITED
17 OAK LEAF SCULPTURES INSTALLED ON THE ATLANTA BELTLINE EASTSIDE TRAIL (with 16 more coming this year!)

fun fact
In September, we opened our 2nd location— the Trees Atlanta TreeHouse. This wonderful community space, located on the Atlanta BeltLine Eastside Trail, provides children and adults with direct access to the Atlanta BeltLine Arboretum. Come visit us!

fun fact
In September, we conducted our first ever planting from boats. Volunteers planted 900 live stakes along the banks of the South Fork of Peachtree Creek at the VA Medical Center on Clairmont Road in Decatur.

DONORS + VOLUNTEERS

42 COVETED GREEN T-SHIRTS EARNED BY VOLUNTEERS (must volunteer with us 6 times to earn your shirt!)
2,20 VOLUNTEER PROJECTS
21,010 VOLUNTEER HOURS SERVED
1,397 INDIVIDUAL DONORS
5,056 VOLUNTEERS

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FINANCIALS

For the Fiscal Year Ended June 30, 2015
Total Annual Revenue: $2,315,754

ANNUAL DEVELOPMENT

COMMUNITY GROUPS: 27%
INDIVIDUALS: 22%
CORPORATIONS: 13%
FOUNDATIONS: 13%
GOVERNMENT GRANTS: 4%
SPECIAL EVENTS/RENTAL FEES: 31%
CONTRACTS/FEES: 23%
INVESTMENT INCOME: 4%

SOURCES OF INCOME

CONTRACTS/FEES: 12%
TREE MAINTENANCE: 17%
ANNUAL GIVING: 13%
CAPITAL CAMPAIGN: 31%
SPECIAL EVENTS/RENTAL FEES: 13%
INVESTMENT INCOME: 4%

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IN 2015, TREES ATLANTA LAUNCHED THE “Branching Out” fundraising campaign to grow our programming including education, tree planting and conservation. The $5 million raised from the campaign will provide the next generation of Atlantans healthier greenspaces and the educational tools necessary to understand both why trees are important and how each individual can make a difference.

BRANCHING OUT IS:
1. Extending the Atlanta BeltLine Arboretum by completing tree planting on the Eastside Trail extension and creating the next section of the Arboretum on the Westside Trail.
2. Establishing the Trees Atlanta TreeHouse where adults and youth can participate in a huge variety of hands-on learning programs including camps, workshops, tours, lectures and drop-in style education opportunities.
3. Accelerating tree planting efforts both throughout the City of Atlanta and in communities outside the perimeter.
4. Expanding conservation initiatives by improving 21 greenspaces through invasive removal and replanting.

HOW CAN YOU HELP US BRANCH OUT?
Come visit us at the TreeHouse, sign your kids/grandkids up for Junior TreeKeepers Summer Camp, join us at a volunteer project, or make a contribution (there is an envelope enclosed)!

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