



## Types of Giving to Trees Atlanta

Trees Atlanta receives support in many ways. In addition to volunteer service, we rely on financial, in-kind, and program support to carry out our mission. This document summarizes the most common ways that individuals and organizations support our mission. It also describes how we typically acknowledge each type of gift and the staff who prospective supporters can contact for more information.

Trees Atlanta acknowledges the receipt of support by letter which is sent directly to the supporter or by electronic confirmation. Some forms of support are further acknowledged in a public format, such as in print newsletter, website, or other physical or digital media.

### 1. Donations

- Donations are one-time or automatically recurring unrestricted gifts. Donations may be cash, stocks, or in-kind gifts.
- Visit our website to [give online](https://treesatlanta.org/support-us/become-a-donor-2), set up a recurring donation, and review how we recognize each level of giving: [treesatlanta.org/support-us/become-a-donor-2](https://treesatlanta.org/support-us/become-a-donor-2)
- We acknowledge all gifts in writing. Donations of \$250 or more, including employer match (if applicable), are listed in our print newsletter, and we will honor any donor request to remain unpublished.
- Donations enable Trees Atlanta to fund operational, administrative, and staffing expenses, as well as program costs. Unrestricted gifts are critical to the organization's success, providing us the flexibility to identify and meet our most important unfunded needs.

### 2. Sponsorships

- Sponsorships are gifts that support a specific event or program (restricted funds), or Trees Atlanta overall (unrestricted funds).
- Sponsorships are typically funded at pre-set levels based on the event requirements. Specific sponsorship benefits and levels of recognition vary for each program or event.
- It is common for sponsors to be named and included in promotional materials, as well as listed on our website on our [Sponsors](#) page.

### 3. Program Partnerships

- Program partners are corporations, foundations, governments, institutions, community, nonprofit organizations, and individuals that collaborate with Trees Atlanta to create, promote, or conduct programs.

- Partners may or may not contribute financial support, but make meaningful contributions that enable Trees Atlanta to fulfill its mission. Program partners include clients under contract for work, such as tree planting or invasive removal.
- Partners allow Trees Atlanta to use their name and/or logo to promote the relationship, and vice versa, in writing.
- Specific partnership benefits and levels of recognition vary for each program or event. Partnerships may be one-time in nature or ongoing as mutually agreed.
- It is common for partners to be named and included in promotional materials, as well as listed on our website on our [Partners](#) page

#### 4. Branded Marketing Agreements

- Branded Marketing Agreements are a fee for service. The service is use of the Trees Atlanta brand, and/or promotion and marketing on Trees Atlanta marketing and communication channels, such as digital, print, and organized events. Paid promotions, affinity marketing, affiliate marketing, and cause/charitable marketing are examples of Branded Marketing Agreements.
- Branded Marketing Agreements require payment to Trees Atlanta, but do not infer or state endorsement or recommendation for the product, service, or organization promoted.
- The Agreement must specify the type of promotions that will include the use of Trees Atlanta logo and/or name, channels/media types, frequency of use, and start and end dates of the promotion.
- Businesses must apply ([form](#)) and be approved prior to promoting a branding relationship with Trees Atlanta. Agreements will be made immediately invalid if any part of the agreed terms are violated, including inappropriate actions which creates perceived or actual damage. Use of our brand without prior approval will require immediate cease and desist.
- Upon approval, a minimum payment of \$5,000 is required in advance.

#### 5. Crowd-Sourced Fundraising

- Social media has opened up many ways for individuals to support nonprofits through crowd-source fundraising; also called: crowdfunding, crowdsourcing, peer-to-peer fundraising, etc. Individuals name the charity they support and encourage others to donate.
- Consider naming Trees Atlanta as your charity of choice to receive community funding through programs managed by national retailers and businesses, such as:
  - [Amazon Smiles](#)
  - [Facebook Fundraiser](#)
  - [Kroger Community Rewards](#)
  - PayPal Fundrazr
- If your employer offers an Employer Match program for charitable giving or volunteer service hours, remember to report your support to your employer. Check with your HR department for more information.

## Who to contact for more information on various Types of Giving.

**Alex Beasley**

**Associate Director of Donor Relations**

- Individual Giving, Memorial Gifts, Tribute Trees, etc.

[alex@treesatlanta.org](mailto:alex@treesatlanta.org)

(404) 681-4894

**Mike Vinciguerra, CFA,**

**Director of Business Development**

- Corporate Contracts & Sponsorships, Sponsored Volunteer Projects, Program Partners, etc.

[mike@treesatlanta.org](mailto:mike@treesatlanta.org)

404-681-4902

**Don Hemrick**

**Director of Development**

- Foundations, Charitable Organizations, Grants, Community Clubs and Groups, etc.

[don@treesatlanta.org](mailto:don@treesatlanta.org)

404-681-4906

**Judy Yi**

**Director of Outreach & Marketing**

- Branded Marketing Agreements, Marketing, Advertising, PR, Social Media, etc.

[judy@treesatlanta.org](mailto:judy@treesatlanta.org)

404-609-3373

## Charitable Giving.

We welcome and very much appreciate charitable contributions. We are a 501(c)3 nonprofit organization, and our Tax ID/EIN: 58-1584758.

Trees Atlanta sends a written acknowledgement for the financial value of gifts for your records. Some of Trees Atlanta's events or programs require a payment; payment for a good or service received (e.g., summer camp, Root Ball, branded merchandise, etc.) is not tax-deductible. If a portion of your payment is in excess of the value of the good or service received, the amount of the donation will be noted. Please consult a tax professional to determine your tax situation.



*Trees Atlanta received a 4-star rating from Charity Navigator for the 7th consecutive year (2020). 4-star rating is the top grade for accountable, transparent, and financially healthy nonprofits.*

## FAQs.

### 1. How can I donate?

The easiest way is to donate online: [treesatlanta.org/support-us](https://treesatlanta.org/support-us)

Alternatively, you can mail a check to:

Trees Atlanta, ATTN Alex Beasley  
225 Chester Avenue  
Atlanta GA 30316

### 2. My business has products to donate to Trees Atlanta, how do we do that?

Contact [alex@treesatlanta.org](mailto:alex@treesatlanta.org) PRIOR to sending or delivering any product or goods to Trees Atlanta. We greatly appreciate your generosity, but we are not able to accept all products. Donations of goods will be acknowledged as an in-kind gift as noted in this document. Products sent without approval will not be acknowledged.

Not all offers can be accepted, but we hope we can benefit from your kindness at some future event. To help us determine whether we can accept your donation, please send us an email with the following details:

- Description of the in-kind donation
- Quantity available
- When (date/season) you are able to donate or the good is available
- Brief statement why you wish to donate the item(s) to Trees Atlanta
- A self-appraised estimate of value for your in-kind donation

### 3. Can I promote that I have donated to Trees Atlanta?

Yes. We appreciate your donation, and it's great when you want to share your support to a wider audience! If you are an individual donor, go for it!

As described in this document, certain terms (such as sponsor or partner) have a specific meaning and requirements. If you are a business, in any promotion or public communications, we ask that you clearly state the type of support being given.

Most support is considered a "donation", and we suggest that you might consider using this sample language:

- "Join us in supporting Trees Atlanta."
- "We support Trees Atlanta as our charity of choice."

Promotions considered Branded Marketing and must be approved prior to use.

### 4. Can I use your logo on my website or marketing materials?

It depends. As noted in FAQ #3, if you are sharing your support as an individual and without a business incentive, knock yourself out! We love the attention, and your social sharing is wonderful support for our organization.

If you wish to use our logo, name, or link to our online media as part of a promotion or business-related effort, please review the types of support described in this document and determine which type of support your business is interested in providing. Send your proposal to [judy@treesatlanta.org](mailto:judy@treesatlanta.org).

**5. My business would like to create a campaign to donate a portion of sales to Trees Atlanta. Is that allowed?**

Businesses that wish to promote their charitable giving to Trees Atlanta are considered engaging in “cause marketing.” Cause marketing is subject to various state and federal regulations for registration and reporting, due to administrative complexity, Trees Atlanta does not endorse nor encourage cause marketing campaigns.

However, we understand that businesses and groups do organize various campaigns that benefit charities. We regret that Trees Atlanta will not promote any campaigns which promise donations contingent upon business transactions, except where approved as a sponsorship, partnership, or branded marketing agreement.

Funds generated from those efforts can be given to Trees Atlanta in the formats described in this document. Keep in mind, if you choose to create a cause marketing campaign, you must meet all state and federal requirements which may include a statement in the promotion which explains how donations are calculated, value of total donations made, and number of transactions reported for the most recent fiscal year.

**6. What if I just want to create a social media post or brag about my love of your organization?**

Go for it, and we love you, too. Remember to tag us @treesatlanta.

