



TreesCharlotte
2024

TREESILIENCE PARTNERSHIP OPPORTUNITY

Introducing Treesilience, an initiative by TreesCharlotte dedicated to advancing environmental justice through the lens of tree equity. Our mission is to safeguard and enrich the green spaces of Charlotte's under-canopied and underserved neighborhoods, fostering a sense of community through the power of trees. Participation in Treesilience comes at no cost to our target community members and we are seeking corporate partners to entirely fund the initiative.

TOGETHER, WE CAN SOW THE SEEDS OF POSITIVE CHANGE AND CULTIVATE A MORE EQUITABLE AND VIBRANT CHARLOTTE.

Currently, in the pilot year of this initiative, we are engaged with 2 neighborhoods (Ramblewood and McCrorey Heights) that have a low median income and are "under-canopied" - those with a tree canopy covering less than 40%. The City of Charlotte boasts a tree canopy of approximately 47%, making these neighborhoods much lower than the average. As a part of our commitment to these neighborhoods, Treesilience is a comprehensive model that spans three years.

**TREESILIENCE ALLOWS US TO ACTIVELY ENGAGE COMMUNITIES:
BUILDING TRUST, FOSTERING A SENSE OF COMMUNITY, AND
ENHANCING THE URBAN CANOPY.**



THE INITIATIVE

Treesilience goes beyond trees - it is a commitment to environmental justice through the prism of tree equity. Your partnership would allow us to continue our commitment to these 2 neighborhoods in years 2 and 3, as well as expand the initiative to include additional disadvantaged and under-canopied communities.



WHY TREES?

Why should we care about trees? Well, it's not just about cleaner air and water. They remove 60% of street-level air pollution, reduce storm water runoff and mitigate flood damage with their roots, and absorb a hefty 48 pounds of CO2 each year. They even improve property values and promote economic development in our city. But here's the dilemma: not everyone gets these perks. Treesilience prioritizes environmental justice to ensure everyone in Charlotte has the right to these advantages.

1 ENVIRONMENTAL JUSTICE

Urban trees offer essential health, employment, and climate benefits for all, addressing fundamental needs like clean air and water. They cool neighborhoods, cutting costs and health issues. Unfortunately, a map of urban tree cover often mirrors income and race disparities, a result of historical discriminatory policies like redlining. This inequity denies the positive impacts of trees to residents in low-income and minority neighborhoods.



2 BUILD COMMUNITY

Urban trees help to...

- Reduce vandalism and graffiti
- Lower crime rates and acts of aggression
- Slow down drivers
- Encourage physical outdoor activities
- Invite neighbors to get outdoors and connect



3 NEIGHBORHOOD IMPACT

- Homes experience 10-20° hotter air temps, and 40° hotter surface temps without trees
- Properly-placed trees can save up to 58% on daytime air conditioning costs
- Trees remove 60% of street-level air pollution
- Less lung cancer and childhood cancer in tree-populated areas
- Individuals, who grow up in under-canopied neighborhoods, are 55% more likely to develop mental health disorders



4 BENEFITS OF CHARLOTTE'S URBAN FOREST

- Cleaner air and carbon capture: 470,000 tons, \$17 million value
- Reduced storm water run-off: 1.2 billion gallons, \$10 million
- Enhanced physical health
- Enhanced mental health
- Cooler streets & parking lots: 15-25 degrees
- Reduced energy use: \$15 million saved
- Increased property values: \$286 million boost
- Kids with ADHD experience fewer symptoms when surrounded by trees
- Enhanced wildlife habitat
- A beautiful, livable city

Sources

Read more on our website:
<https://treescharlotte.org/tree-education-resources/benefits-of-trees/>

COMMUNITY IMPACTS

Treesilience is committed to creating lasting community impacts that resonate with the neighborhoods we serve. Throughout the year, TreesCharlotte orchestrates a series of community events, all centered around the common goal of building a stronger community through the power of trees.



TREEDAY ADOPTION

Participants can receive two trees, a bag of mulch, help in selecting the right tree species for their yard, and a planting demonstration for proper installation. Detailed Tree Cards are provided, showcasing various native and naturalized tree species available for adoption.

Activities include: TreeAdoption, Planting Demonstration



EDUCATION

Our educational initiatives strive to collaborate with residents, amplifying the significance of trees and providing valuable insights on their care.

Activities include: Tree walks, tree mapping, tree talks, community canvassing

MATURE CANOPY CARE

By teaming up with Arboguard Tree Specialists, TreesCharlotte will work with community members to identify mature private property trees that need care. While Mature Canopy Care assessments are free for all residents, there is an income-based qualification for free mature canopy care work.

Activities include: Onsite arborist assessments, care of mature trees

TREEDAY PLANTING

We encourage community residents to join in building each community's canopy. Participants receive guidance on choosing the "right tree, right place" from native and naturalized tree species. We provide the trees, mulch, tools, & assistance from TreeMasters for planting.

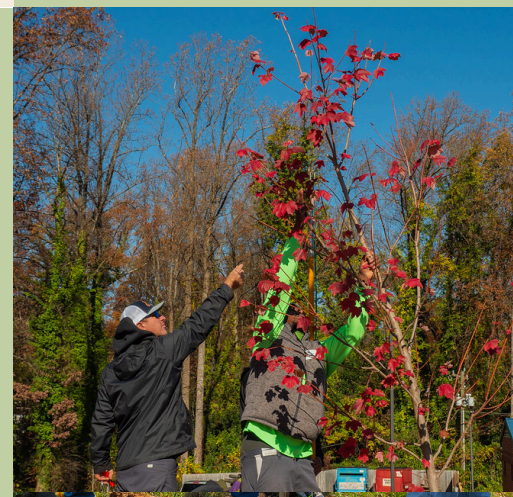
Activities include: TreeDay tree planting



TREECARE

By providing young trees with TLC, we can continue growing a healthy tree canopy. Community members are invited to join us during these workshops so that they can learn proper tree care techniques. These measures ensure that young trees have the best chance to survive and thrive.

Activities include: Mulching, invasive vine mitigation, pruning



WHAT YOUR PARTNERSHIP PROVIDES

As a Treesilience partner, your generous support will allow TreesCharlotte to provide the following items to our Treesilience neighborhood participants:

- | | | |
|--|---|---|
|  7 GALLON TREES
For all interested
Treesilience neighbors |  BI-WEEKLY TREE WATERING
During summer months |  TOOLS & EQUIPMENT
For tree planting and tree care |
|  MULCH
For newly planted and
existing trees |  MATURE CANOPY CARE
For residents who meet
eligibility standards |  ABILITY TO HOST
Community building events such
as our TreeDay celebrations |
|  INVASIVE VINE MITIGATION
For interested homeowners |  EDUCATIONAL EVENTS
Including Tree Walks, Tree
Mapping & Tree Talks |  OVERALL PROGRAMMING
AND SUPPORT FROM
TREESCHARLOTTE |
|  CONTRACTED ONSITE WATERING
On planting day |  CONTINUOUS TREE CARE
For existing and newly planted
trees | |

PARTNERSHIP BENEFITS

Treesilience partnerships range from \$25,000-\$75,000 and include some or all of the following benefits:

- An **annual impact report** showcasing quantitative and qualitative data and insights of the community impacts.
- A **Lunch and Learn** with our arborist, who can present in-person or virtually for a one-hour chat about Tree Equity.
- **Treesilience marketing**, with visibility according to partnership level.
- A specified number of **engagement opportunities*** for each level of partnership
 - These opportunities are volunteer slots for your team that directly impact the community we're serving – explore [page 3](#) under 'activities' to read about the events your team can participate in!
 - Each partner will work directly with our Development & Marketing Coordinator to select the right employee engagement opportunities for your team.



For additional information, please contact
TreesCharlotte's Development Manager,
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**All volunteer spots indicated can be donated to the public at the guidance of the partnership.*