



## **The Green Initiative Report and Proposed Promotion**

Prepared by Trees Forever, January 2022

### **Introduction and Summary**

Trees Forever thanks GreenState Credit Union for its continued support and partnership. Together, we have planted 21,147 seedlings across the state of Iowa since our partnership began! GreenState Credit Union's strong belief in the importance of conservation and sustainability ensures that we all live in a greener world.

In 2021, the following targets were achieved:

- 12,400 seedlings planted
- 30 individual projects
- 748 volunteers engaged
- 1,166 volunteer hours given
- \$29,336.56 volunteer impact

Since the beginning of our partnership, GreenState and Trees Forever have achieved the following:

- 21,147 seedlings planted
- 49 individual projects completed
- 2,125 volunteer hours given
- \$55,644.56 volunteer impact

We did see an increase in the number of seedlings planted or given away in 2021, but still fell short of our intended target of 20,000 seedlings in 2021. The lasting ramifications of the COVID-19 pandemic and derecho influenced many project and engagement activities. Additionally, Trees Forever acknowledges that "selling" people on seedlings is more of a challenge than originally anticipated. However, we do feel that we are finding our footing and identifying new and exciting ways to get more seedlings into the communities we serve. The following lays out some of the ways we'll continue to promote the Green Initiative, promote the positive work of GreenState, and plant more trees!

In 2022, Trees Forever will focus on the following strategies to keep aiming towards the goal of planting one tree for every new member. It's expected that 60,000 people will open new accounts at GreenState Credit Union in the period of 2020 to 2023. Tree planting projects will be a combination of

seedlings, saplings and landscape-sized trees to reach one tree per new member. This will be accomplished through partner plantings in other communities plus the following high-profile events.

### **Community Service Day**

GreenState employees will team up with Trees Forever volunteers to plant seedlings in the Linn County area at a location to be determined in the spring.

### **Day of Greening #mynewtree**

Trees Forever would like to continue on the success of the 2021 Day of Greening event. On a single, coordinated day in early May, multiple GreenState Credit Union locations will have a supply of approximately 200 seedlings for anyone to take home and plant-- credit union employees, members as well as the general public. Each adopter will receive information about the tree species and how to care for it. The objective is for each adopter to develop a keen interest in trees and commit to helping the new tree become established so it grows big and strong. Tree adopters will be encouraged to share a photograph of their newly planted tree on social media and tag with #mynewtree. Three to four priority locations around the state will be chosen. This could include Des Moines, Quad Cities, Grinnell, Dubuque, or other areas that are strategically important to GreenState.

### **Seedlings for Scholars**

This is a new initiative where Trees Forever field coordinators will work with schools to plant trees or host giveaways. Trees Forever will provide education on the importance of trees and distribute GreenState Credit Union merchandise as prizes during the presentation. Seedlings for Scholars has the potential to be student led as well. Providing leadership opportunities with the guidance of Trees Forever staff. Our goal for 2022 is work with 20-30 schools.

### **Reforestation Iowa's Counties**

Every county in Iowa has a County Conservation Board. This department is responsible for education and management of natural areas within that county. Trees Forever will strategically collaborate with this network, through the Green Initiative. Whether providing seedlings for reforestation projects or seedling distribution, Trees Forever and GreenState Credit Union together could help County Conservation Boards *Grow Green*. Our goal for 2022 is to work with 20-30 County Conservation Boards.

### **Additional Involvement Opportunities**

Throughout Trees Forever's 2022 planting season, we will notify GreenState of additional opportunities to have fun while getting their hands dirty. Whether through a dedicated team building event or a chance for individual employees to use volunteer hours, we'll welcome their support as an additional way to *Grow Green*.