



ANNUAL REPORT



2022-2023
EDITION

TREE-PLENISH ANNUAL REPORT

Dear Tree-Plenish Community,

It is hard to believe that we just wrapped up our third event cycle. We are so thankful for the students and teachers who hosted events, volunteers who planted saplings, businesses and individuals who sponsored events, and everyone else who helped fulfill our mission of empowering students to create a more sustainable and equitable future through community tree planting.

During the fall and winter, students and teachers from 143 schools across the country worked hard to plan their tree-planting events. In the spring, over 3,100 volunteers helped to plant 22,496 saplings. We continue to be amazed and inspired by the leadership and initiative taken by these students who share our passion about fighting climate change and making a difference in their communities.

The Tree-Plenish team had a busy year developing new technologies, initiatives, and advisory groups. We launched the Tree-Plenish app to streamline communication with event hosts and provide a one-stop-shop for all the mentorship resources they may need to plan their events. We are also piloting college chapters. These chapters will help recruit and support events at local high schools. We also formed a new Environmental Advisory Committee that is tasked with improving our sapling survivability and environmental impact.



While this letter is a chance to celebrate the work of Tree-Plenish, it is also a chance for us to make an announcement. With our college graduations behind us, we are stepping back from the role of Executive Directors and handing the torch of leadership off to the next set of leaders at Tree-Plenish. We are extremely thrilled to announce that Maddie Groothuis and Caroline Belanger will be taking over the role of Executive Directors. Please see the next section for their introduction!

Having started this organization as seniors in high school, seeing the growth of this organization has been a surreal journey. From a hypothetical idea between two friends to a registered nonprofit with 30+ team members and hundreds of partner schools across the country, it has been a truly humbling experience. We are so thankful for and proud of all the talented and passionate students we have had on our team who have made the work we do not just possible, but also enjoyable. Even though we are a remote organization, we have made lasting connections.

It is uplifting to know that there are so many students that believe in Tree-Plenish's mission and will continue this important work. We are leaving Tree-Plenish in very capable hands, with a strong group of leaders, a skilled team of college students and interns, and an ever-growing network of student leaders who are ready to take action.

Thank you to everyone who has supported us along the way! We look forward to providing guidance from the sidelines and celebrating Tree-Plenish's continued success in this next chapter.

With tree-mendous gratitude,

Sethu Odayappan & Lizzy Elsner



Sethu Odayappan
Co-Founder, Co-Director



Lizzy Elsner
Co-Founder, Co-Director

LETTER FROM OUR NEW TREE-PLENISH EXECUTIVE DIRECTORS

Dear Tree-Plenish Community,

As Tree-Plenish's new executive directors, we are excited to step up into this role as the future of the organization. Both of us have been members of the Tree-Plenish team for a couple years, and have gotten to see the organization grow tremendously, from one high school in Massachusetts, to hundreds of high schools across the country. Tree-Plenish is a unique organization in that we are able to impact so many communities through the work of a team of dedicated students. It is humbling to be a part of something so important in fighting climate change and inspiring the next generation to do the same.

To introduce ourselves, my name is Maddie Groothuis, and I am a senior at Columbia University. I joined Tree-Plenish at the beginning of my freshman year of college in 2020, and have been on nearly every team in the organization since. For me, the best part of working at Tree-Plenish is getting to connect with so many people passionate about the environment. As director, I hope to further the immense legacy Sethu and Lizzy have left, and continue to expand to even more communities. Specifically, it is important to me to grow our Environmental Equity Committee, which disperses funds to low-income and diverse communities to support tree-planting efforts in these communities.

My name is Caroline Belanger, and I am a sophomore at Northeastern University. I joined the Tree-Plenish team after hosting two Tree-Plenish events with my school's Environmental Club, starting out as an intern, and then working in different roles on our Mentorship Team. I love helping school's host successful Tree-Plenish events of their own, and seeing communities come together to help the environment. I am grateful for the opportunity to lead such an inspiring organization that has allowed me to grow in so many ways. This year, I hope to work with as many schools as we can reach, and improve our event hosting model for schools in urban communities.

We look forward to Tree-Plenish's continued success in empowering youth, planting trees, and bringing communities together.

With Gratitude,
Maddie & Caroline

OUR MISSION

Empowering students to create a more sustainable and equitable future through community tree planting



OUR VALUES

We believe in building a sustainable future by giving back what we take

We are committed to channeling the power of youth to create meaningful change

We value the strength of a local community coming together to take action

OUR PROCESS

1

Recruit student leaders for the upcoming event cycle

2

Students organize the logistics of their events

3

Students market their events to their communities

4

Community members request saplings and register to volunteer on event websites

5

The tree-planting events are hosted!

ABOUT US: THE BOARD OF DIRECTORS



Sethu Odayappan
Harvard University
Co-Founder



Lizzy Elsner
University of Vermont
Co-Founder



Maddie Groothuis
Columbia University
Director of Mentorship



Caroline Sprenkle
Boston College
Director of Strategy &
Communications



Cynthia Wang
Georgia Institute of Technology
Director of Technology



Sarah McVey
Tufts University
Director of Operations

OUR ORGANIZATION BY THE NUMBERS



30

dedicated
team members

100%

of our team members
are students in college
or high school

15

high school interns
during the 2022-23
academic year

14

Colleges/Universities
represented

Board of Advisors



Logan Donahoo
Arbor Day Foundation



Jean-Paul Arsenault
Portsmouth High School



Hannah Perls
Senior Attorney at Harvard's
Environmental & Energy
Program



Ben Downing
VP of Public Affairs at The Engine



Mike Smalligan
Michigan Department of Natural Resources

As students, the advice and mentorship from our Board of Advisors has been invaluable for the past four years! We are so grateful for the combined resources and knowledge that these five advisors provide for our organization.

Environmental Advisory Committee



Rachel Holmes
The Nature Conservancy



Leslie Shad
Natural Habitat Evanston



Erin Givens
Florida Urban Forestry Council



Dana Coelho
U.S. Forest Service



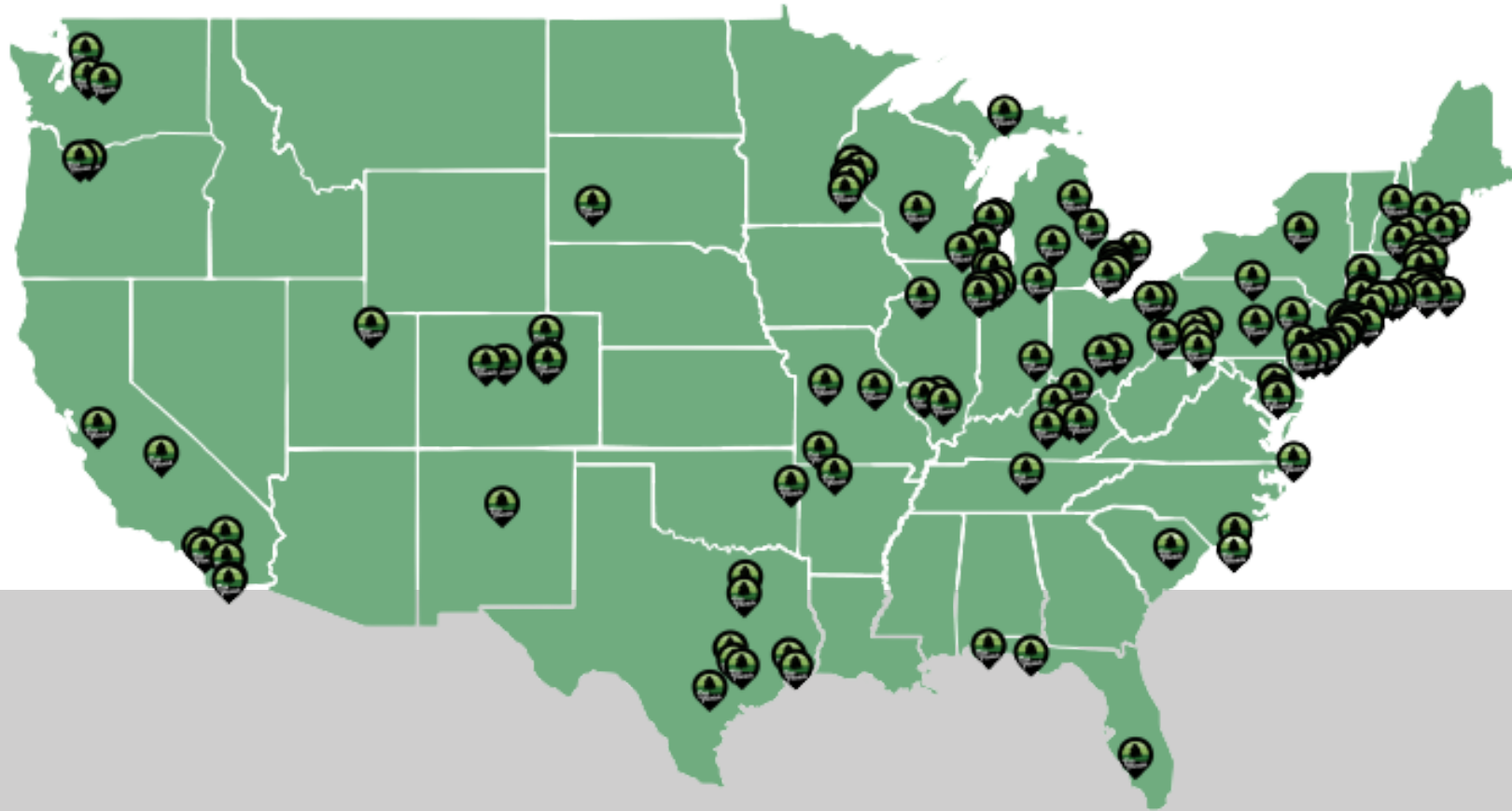
Greg Brumlow
Native Forest Nursery



Michelle Chin
UC Master Gardener Program

As students with backgrounds in a variety of educational studies, the guidance from our Environmental Advisory Committee has been so helpful this past year! We are so thankful for the combined expertise and resources that these advisors provide for our organization.

OUR IMPACT BY THE NUMBERS



22,496
Saplings



143
Schools



3,168
Volunteers

THE ENVIRONMENTAL EQUITY COMMITTEE

Mission Statement

"We are committed to advancing environmental justice by making community planting events more accessible to all regardless of income or race."

Projects Worked On:

We created **educational content** related to environmental justice in current events to post on our Instagram stories and send out in the Mentorship Newsletter.

We met with and **surveyed urban schools** to hear about their experiences hosting an event in an effort to better support urban schools in the future and improve our program for them too.

The Environmental Equity Fund

We created the Environmental Equity Fund to support schools in urban and low-income communities that believe financial status may hinder the success of their events. In this event season...

\$14,950
was sent to...

45 schools to
fund...

the planting of
2,840 saplings

This fund is largely made possible through donations and grants.

LOOKING AHEAD:

2023 SUMMER INTERNSHIP PROGRAM

This summer we are implementing a volunteer based internship for students passionate about the mission of Tree-Plenish! Interns will work in teams on projects ranging from social media creation to grant writing. These motivated students will have the opportunity to work with like-minded peers to practice and learn new skills while working to create a more sustainable and equitable future.

These interns will also host events in the following event season, so they will also take this time to plan for their future event and prepare for that process in the fall. We are so excited about this opportunity to empower passionate students from across the country to create positive change!

TREE-PLENISH COLLEGE CHAPTERS

To help get more schools involved with Tree-Plenish, we have started working with colleges! Tree-Plenish college chapters will recruit high schools near them to host tree-planting events. These events come at no cost to the colleges or the high schools. As a college chapter, they learn how to help the high schools students market and plan their event through training sessions with members of the Tree-Plenish national team. The national organization provides resources to the colleges to help support the high schools. High schools receive chat support, virtual office hours, an event webpage, marketing materials, and saplings for the event from the National Organization. Colleges are there to help surrounding high school's succeed, while gaining valuable experience and improving the sustainability of their local community.

FINANCIAL METRICS

Revenues

Tree Sales	\$60,000
Donations	\$16,330
Event Sponsorships	\$55,000
2020-21 Seed Money	\$113,762
Total Revenue	\$245,092

Expenses

Tree Purchases	\$55,000
Administrative Fees	\$61,000
Miscellaneous (Tech, Outreach, etc..)	\$8,000
Total Expenses	\$124,000

MOVING FORWARD: GOALS FOR THE FUTURE

Continuing to increase urban tree planting events in diverse communities by expanding the Environmental Equity Fund

Building upon our sustainable planting practices and improving our sapling survivability data available for both our team and for community members

350

Tree Planting
Events

100K

Saplings Planted

10

College
Chapters

Creating a more seamless event hosting experience for students by building our college chapter program to support students with their events directly

THANK YOU TO ALL OF OUR SCHOOLS & CLUBS!

Alabama

Chickasaw High School

Arkansas

Rogers Heritage High School

California

Elsinore High School

Bishop O'Dowd High School

Gretchen Whitney High School

Alliance Neuwirth Leadership Academy

Options For Youth - Victor Valley/Acton

Westview High School

Clovis West Environmental Club

Colorado

Jeffco Remote Learning

Denver School of the Arts

Battle Mountain High School

Glenwood Springs High School

Jefferson County Open School

Fort Collins High School

East High School

Denver South High School

Connecticut

Killingly High School

Haddam-Killingworth High School

Weston High School

Naugatuck Sunrise

Bacon Academy

Delaware

Charter School of Wilmington

Florida

Venice High School

Niceville High School

Iowa

Davenport North High School

Illinois

Lakes Community High School

Hinsdale Central High School

Yorkville High School

Illinois Mathematics and Science Academy

Collinsville Middle School

Owls Outdoors Club

Waukegan High School

MHS Ecology Club

Indiana

Southport High School

Kentucky

North Oldham High School

Larry A. Ryle High School

ACHS Green Club

West Jessamine Environmental Club

Elizabethtown High School

New Jersey

Abraham Clark High School

THANK YOU TO ALL OF OUR SCHOOLS & CLUBS!

Massachusetts

Hudson High School
North Reading High School
Norton High School
Groton-Dunstable Regional High School
Andover High School
Mashpee Middle High School
Dighton Rehoboth Regional High School

Maine

Casco Bay High School
Sanford High School

Maryland

Friendly High School
Richard Montgomery High School
North Point High School

Michigan

St. Clair TEC
Melvindale High School
Bowers Farm School
Franklin High School
Marquette Senior High School
Dowagiac Union High School
Freeland High School
Rochester High School
Forest Hills Northern High School
Houghton Lake Community Education

Minnesota

Minnetonka High School
Thomas Jefferson High School
White Bear Lake Area High School
New Prague High School
Andover High School

Missouri

Joplin High School
Central High School
Rock Bridge High School
Blue Springs High School

North Carolina

Clarkton School of Discovery SGA

New Jersey

South River High School
Morris Hills High School
Columbia High School
South Brunswick High School
American History High School
Leonia High School
Collingswood School District
West Essex High School
Livingston High School
Bergen County Academies

New York

Hudson High School
W.T. Clarke High School
John Jay High School
APW Conservation Club
Arlington High School
Wellsville Secondary School

New Hampshire

Kennett High School
Fall Mountain Regional High School
Campbell High School

THANK YOU TO ALL OF OUR SCHOOLS & CLUBS!

Ohio

Shaker Heights High School
Westland High School
Shawnee High School
Rocky River High School
Claymont High School
John Marshall School of Engineering

Oklahoma

Coweta High School

Oregon

Sherwood High School
Adrienne C. Nelson High School

Pennsylvania

Truman High School
La Salle College High School
State College Area High School
Central Columbia High School
Conestoga High School
Upper St. Clair High School
Oxford Area High School
The Haverford School
Academy Park High School
Howard Horace Furness High School
North Penn High School
Ambridge High School
Freeport High School
Bethlehem-Center High School

Rhode Island

Portsmouth High School
Barrington High School
Pilgrim High School

South Carolina

Blythewood High School
North Myrtle Beach High School

South Dakota

Central High School

Tennessee

Beech High School

Texas

Cedar Creek High School
Joshua High School
Liberty Hill High School
Klein Collins High School
Southwest High School
Interact-Montgomery High School
Westlake High School
V.R Eaton High School

Utah

Skyline High School

Virginia

Grassfield High School

Vermont

Spaulding High School

Washington

Coupeville High School
Tahoma High School

Wisconsin

Plymouth High School
Arrowhead High School
Sparta High School
Sheboygan North High School
Pewaukee High School
Edgerton High School