ANNUAL REPORT

2022-2023 EDITION
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
Co-Founder, Co-Director
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
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.
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
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.

$14,950 was sent to 45 schools to fund the planting of 2,840 saplings

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...

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

<table>
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<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Tree Sales</td>
<td>$60,000</td>
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<tr>
<td>Donations</td>
<td>$16,330</td>
</tr>
<tr>
<td>Event Sponsorships</td>
<td>$55,000</td>
</tr>
<tr>
<td>2020-21 Seed Money</td>
<td>$113,762</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$245,092</strong></td>
</tr>
</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Purchases</td>
<td>$55,000</td>
</tr>
<tr>
<td>Administrative Fees</td>
<td>$61,000</td>
</tr>
<tr>
<td>Miscellaneous (Tech, Outreach, etc..)</td>
<td>$8,000</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$124,000</strong></td>
</tr>
</tbody>
</table>
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

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

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

Rhode Island
Portsmouth High School
Barrington High School
Pilgrim High School

Oregon
Sherwood High School
Adrienne C. Nelson High School

South Dakota
Central High School