



# ANNUAL REPORT

**2021**  
EDITION



# TREE-PLENISH ANNUAL REPORT

Dear Tree-Plenish Community,

As we wrap up another successful event cycle, we are so thankful for your continued support. Tree-Plenish would not be able to carry out its mission without your help, so whether you hosted an event, volunteered to plant a sapling, donated to our mission, or supported us in some other way, we want to say thank you! Through another year, we have come together to uplift and inspire our youth to take action towards making our communities more sustainable.

We have been humbled and overjoyed as we've watched this organization grow from the first event in Mansfield, Massachusetts to the 300 events in 40 different states that took place this spring.

We have worked with incredible student leaders who have shown us the future of the world is in good hands. We hope that through this experience, these students have inspired themselves and their peers as much as they have inspired us.

Behind many of these events, there were teachers and faculty supporting students every step of the way. We know the past two years have been especially hard for educators, so we thank you for your tireless work and for adding a Tree-Plenish event to your already long to-do lists.



Tree-Plenish Volunteers



Through the students' hard work of organizing these events, and the support of the community members who ordered saplings and volunteered on the day of these events, we were able to plant 45,404 saplings.

As you read through this report, you will learn more about the continued impact Tree-Plenish has had, and the progress we have made and plan to continue to make. This year we focused on making our program more equitable by creating the Environmental Equity Committee in order to ensure the communities who need trees the most have access to our program. This committee dispersed approximately \$20,000 to fund free trees in 52 low-income and diverse communities. Tree-Plenish remains steadfast in its commitment to environmental equity, and we hope to grow this fund next year.

Finally, we want to express our appreciation for our Board of Advisors, who give us invaluable advice and encouragement, and the members of the Tree-Plenish team. We are so proud of all that our team has accomplished this year and have thoroughly enjoyed working alongside these dedicated and passionate college and high school students. Without them, this would never have been more than one event.

We look forward to continuing to empower youth voices, bring communities together, and make the world a little more sustainable one sapling at a time!

With gratitude,

*Sethu Odayappan & Lizzy Elsner*



Sethu Odayappan  
Co-Founder, Co-Director



Lizzy Elsner  
Co-Founder, Co-Director



# OUR MISSION

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 participate in our environmental education program

3

Students begin to organize and market their tree-planting events

4

Community members request trees and register to volunteer on our website

5

The tree-planting event is hosted and the trees are planted



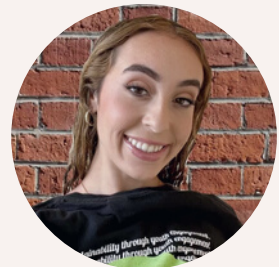
# ABOUT US: THE BOARD OF DIRECTORS



**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



**Justin Miller**  
Northeastern University  
Director of Technology



**Bri Mahon**  
Boston College  
Director of Operations



# OUR ORGANIZATION BY THE NUMBERS



**30**

full-time  
team members

**100%**

of our team members  
are students in college  
or high school

**15**

high school interns  
during the 2021-22  
academic year

**14**

Colleges/Universities  
represented



# OUR BOARD OF ADVISORS



**Logan Donahoo**  
Arbor Day Foundation



**Jean-Paul Arsenault**  
Portsmouth High School



**Melissa Cowell**  
Project Green Schools



**Neil Rhein**  
Keep Massachusetts Beautiful

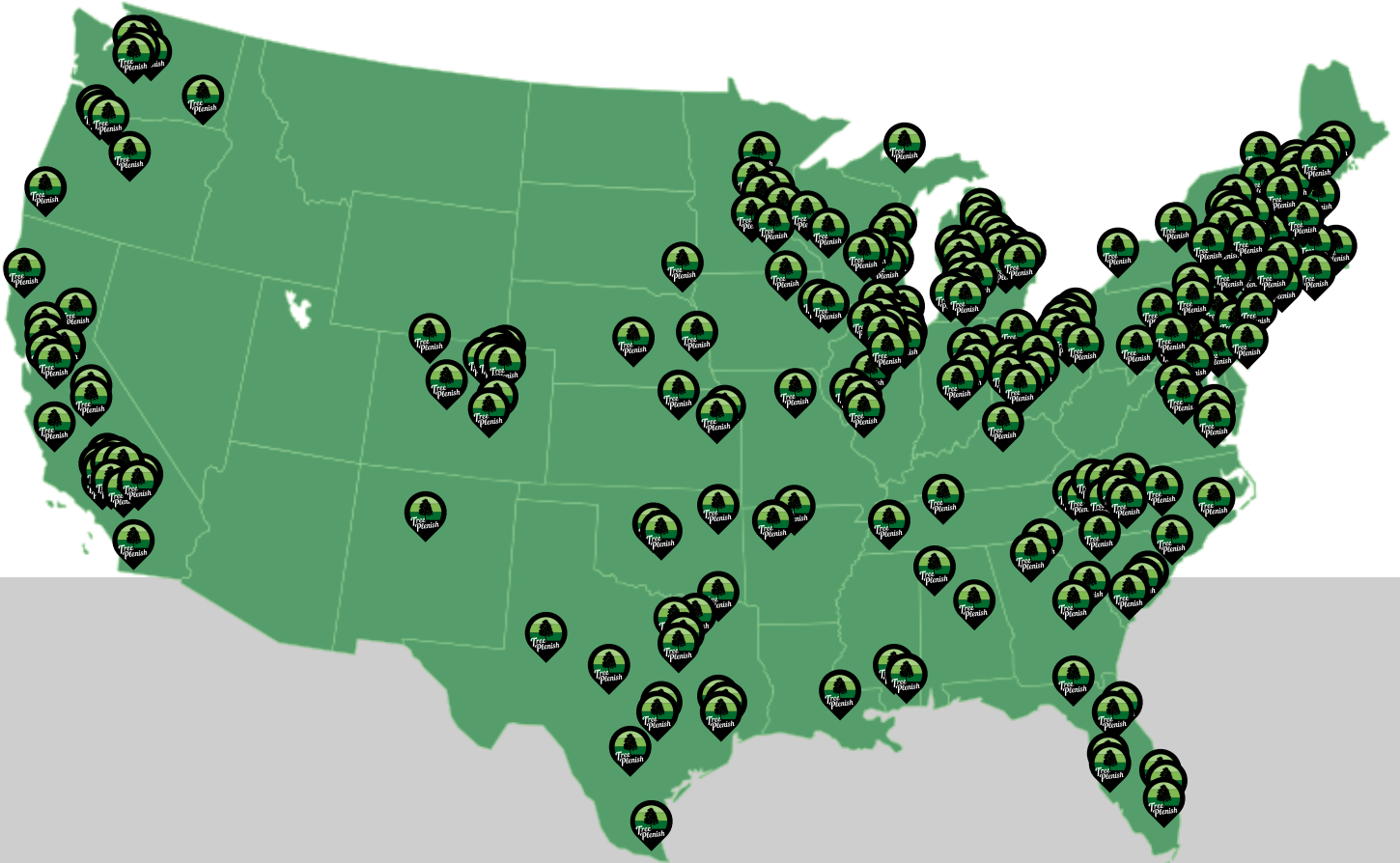


**Mike Smalligan**  
Michigan Department of Natural Resources

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



# OUR IMPACT BY THE NUMBERS



**49,405  
Trees**

**150% growth over  
2020**



**300  
Schools**

**253% growth over  
2020**



**3,168  
volunteers**

**58% growth over  
2020**

# NEW THIS YEAR: 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."

## Issues Addressed

Low-income, urban, and BIPOC communities have significantly lower quantities of green spaces within their neighborhoods in comparison to more affluent neighborhoods. Moreover, low-income/BIPOC students may not have the same access to resources, school support, and/or leadership opportunities as their white counterparts.

## 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 2021...

**\$20,200**  
was sent to...

**51 schools** to  
fund...

the planting of  
**3,629 saplings**

This fund is largely made possible through donations and grants.



# ENVIRONMENTAL EQUITY FUND SCHOOL SPOTLIGHT

## Leon M. Goldstein High School Environmental Equity Fund Recipient

Valerie Voytsekhovskaya, the leader of Leon M. Goldstein High School's Environmental Club, is excited to lead her second Tree-Plenish event this year. Valerie lives in the Brighton Beach/Sheepshead area of South Brooklyn, New York, a community "composed of many Slavic and Central Asian immigrants - [herself] included - blending a diversity of cultures and languages that give this South Brooklyn area its distinct characteristics."

In reflection on her Tree-Plenish event last year, having "people unite over this one mission and goal" was really special, especially while being located in an urban community where people tend to live a bit more independently. In last year's event, she also invested a lot of her energy trying to make all of the trees free to increase accessibility to her event. To do this, Valerie poured a lot of time into fundraising because she "really wanted to give people the opportunity to take home a tree that was cost-free."



Students from Leon M. Goldstein High School

With the help of the Environmental Equity Fund, \$500 were donated to her school's event, making 100 trees free. Valerie says that it has helped to ease stress and she has "been able to allocate more time towards actually getting more people involved and advertise the actual event." Valerie finds that removing the barrier of even just a small cost, such as \$5 for a tree, has made a great difference in the success of her event. With some citizens of her community being lower income or being less invested in environmentalism, a free sapling goes a long way in getting people started in taking their part in environmental efforts.

Valerie believes that green spaces "provide a place for communities to get together that is not dependent on anyone's socioeconomic status," especially since traveling places every day in New York City is expensive. This has strengthened her desire to create more of those spaces through providing free trees to her community.



Students from Leon M. Goldstein High School



# FINANCIAL METRICS

## Revenues

Tree Sales	\$178,211
Donations	\$48,799
Event Sponsorships	\$41,864
Organizational Sponsors & Grants	\$32,440
2020-21 Seed Money	\$95,680
Capital Gains	\$3,939
<b>Total Revenue</b>	<b>\$400,933</b>

## Expenses

Tree Purchases	\$154,148
Administrative Fees	\$90,280
Outreach	\$12,856
Supplies	\$22,464
School Mentorship Expenses	\$4,511
Team Gifts	\$1,450
Photo & Video	\$1,462
<b>Total Expenses</b>	<b>\$287,171</b>

# 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 tree species selection by creating the Environmental Advisory Committee

**500**

tree planting  
events

**100K**

saplings planted

Creating a more seamless event hosting experience for students by building upon our mentorship and technical resources



# PARTNER SPOTLIGHT

## Arbor Day Tree Campus K-12 Program



Tree-Plenish is proud to work with the Arbor Day Foundation; the nation's premier tree-planting organization. We specifically work closely with the Tree Campus K-12 Program to share school connections and provide all Tree-Plenish schools with the opportunity to get Arbor Day's Certification. This certification ensures that schools participate in annual sustainability activities.

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## One Tree Planted

Tree-Plenish is excited to grow our new partnership with One Tree Planted. This organization helped fund Tree-Plenish events in low-income and underprivileged communities during the 2021-2022 school year. We are currently working with them to integrate their environmental education resources into our mentorship program. We look forward to collaborating with them on more environmental justice initiatives.





# THANK YOU TO ALL OF OUR SCHOOLS!

## Arkansas

Lamar High School  
Mountain View High School

## California

Mary Bragg Elementary School  
Ganesha High School  
Irvington High School  
La Canada High School  
Animo Ralph Bunche Charter High School  
Hoover High School  
Placer High School  
Acalanes High School  
Brio College Prep  
Santiago High School  
Granada High School  
Gretchen Whitney High School  
Bell Gardens High School  
Westview High School  
Bishop O'Dowd High School  
Redlands High School  
Knight High School  
Westmont High School  
Templeton High School  
Aptos High School  
Alliance Patti and Peter Neuwirth Leadership Academy  
Options For Youth  
Sierra Pacific High School  
Centennial High School  
Fort Bragg High School

## Colorado

Steamboat Springs High School  
Centaurus High School  
Pikes Peak Early College  
Golden High School  
Cheyenne Mountain High School  
Battle Mountain High School

Fairview High School  
Peak to Peak Charter School  
East High School  
South High School  
Denver School of the Arts  
Rock Canyon High School  
Colorado Early Colleges

## Connecticut

Brookfield High School  
Haddam-Killingworth High School  
Montville High School  
Sport and Medical Sciences Academy  
Waterford High School  
Squadron Line Elementary  
Weston High School

## Delaware

Newark Charter School

## Florida

Everglades High School  
Venice High School  
Miami Arts Studio 6-12 at Zelda  
Lake Minneola High School  
Suwannee High School  
Wellington High School

## Georgia

Swainsboro High School  
Emanuel County Institute  
Gainesville High School  
The Gwinnett School of  
Mathematics, Science, & Technology

## Iowa

Osage High School  
Liberty High School  
West Liberty High School



# THANK YOU TO ALL OF OUR SCHOOLS!

## Illinois

Mascoutah High School  
Lakes Community High School  
Pekin Community High School  
Glenbrook South High School  
Hononegah High School  
McHenry High School  
Glenbard West High School  
Maine West High School  
Highland Park High School  
Glenbard North High School  
Illinois Mathematics and Science Academy  
Granite City High School  
Triad High School  
Manteno High School  
Lemont High school  
Riverside Brookfield High School  
Hinsdale Central High School  
Mendota High School

## Indiana

Hamilton Southeastern Schools  
Southport High School  
University High School  
Austin High School  
Taylor High School  
Blackford High School

## Kansas

Shawnee Mission Northwest High School  
Rossville Junior Senior High School

## Kentucky

West Jessamine High School

## Louisiana

Dutchtown High School

## Massachusetts

Advanced Math and Science Academy  
Masconomet High School  
Lenox Memorial Middle and High School  
Wareham High School  
Jonas Clarke Middle School

Norton High School

Ashland High School

Chicopee Comprehensive High School

Barnstable High School

North Reading High School

Seekonk High School

Westwood High School

Mansfield High School

Watertown High School

Hudson High School

Mount Everett Regional Middle and High School

Acton Boxborough Regional High School

Amherst Regional High School

Braintree High School

Milford High School

Wahconah Regional High School

Plymouth South High School

Melrose High School

Andover High School

## Maine

Freeport High School

Sanford High School

Casco Bay High School

## Maryland

Watkins Mill High School

Academy of Blended Learning

Linganore High School

University of Maryland College-Park

Richard Montgomery High School

Randallstown High School

## Michigan

Watervliet High School

St. Clair TEC

City Middle and High School

Birch Run High School

East Grand Rapids High School

Freeland High School

Otsego High School

Marquette Senior High School

Dowagiac Union High School

Lakeshore High School



# THANK YOU TO ALL OF OUR SCHOOLS!

## Michigan (contd.)

Rochester High School  
Forest Hills Northern High School  
Mattawan High School  
Saginaw Arts and Sciences Academy  
Franklin High School  
Grand Blanc High School  
Ionia High School  
Clare Public High School  
Okemos High School  
Houghton Lake Community Education  
Davison High School

## Minnesota

Saints Academy  
Foley High School  
Glencoe-Silver Lake Senior High School  
New Prague High School  
White Bear Lake Area High School  
Saint Michael-Albertville High School  
Crosby-Ironton High School

## Mississippi

Long Beach Senior High School  
Pearl River Central High School

## Missouri

Rock Bridge High School

## North Carolina

North Wilkes High School  
Swansboro High School  
Piedmont High School  
Fuquay Varina High School  
The Early College at Guilford  
Panther Creek High School  
South Caldwell High School  
Walkertown High School  
Franklin School of Innovation  
Ashbrook High School

## Nebraska

Kearney High School  
Lincoln Northeast High School

## New Jersey

Manasquan High School  
New Providence High School  
Delaware Valley Regional High School  
Middletown High School North  
Ranney School  
High Point Regional High School  
West Essex High School  
Alexander Hamilton Preparatory Academy  
Spotswood High School  
American History High School  
Ridge High School  
Science Park High School  
Vernon Township High School  
Malcolm X Shabazz High School  
Hillside High School  
Kinnelon High School  
Bloomfield High School

## New York

LaFayette Junior Senior High school  
W.T. Clarke High School  
Farmingdale High School  
Leon M. Goldstein High School  
Midwood High School  
Aviation High School  
John Jay High School  
Columbia High School  
Millennium Brooklyn High School  
Hempstead High School  
Onondaga Central Junior Senior High  
Riverside Academy #208  
Queens School of Inquiry  
John Jay High School  
Uniondale High School  
Bronx High School for Law and Community Service  
Hillcrest High School  
Staten Island Technical High School

## New Hampshire

Pinkerton Academy  
Fall Mountain Regional High School  
Dover High School  
Nashua High School South



# THANK YOU TO ALL OF OUR SCHOOLS!

## Ohio

Findlay High School  
Mayfield High School  
Westfall High School  
Brookville High School  
Rocky River High School  
Dayton Regional STEM School  
Worthington Kilbourne High School  
Olmsted Falls High School  
Valley View Elementary  
Loveland High School  
Mentor High School  
Normandy High School  
Kings High School  
Lebanon High School  
Kent State University

## Oklahoma

Yukon High School  
Pathways Middle College  
Coweta High School

## Oregon

Adrienne C. Nelson High School  
Redmond Proficiency Academy  
Brookings Harbor High School  
Century High School  
Jesuit High School  
Glencoe High School

## Pennsylvania

Conestoga High School  
Newport High School  
Cheltenham High School  
Bishop Guilfoyle High School  
Bermudian Springs High School  
Greater Latrobe High School  
Hatboro-Horsham High School  
Westmont Hilltop School District  
Saucon Valley High School  
Perkiomen Valley High School  
Central York High School  
North Penn High School  
Cumberland Valley High School

Marple Newtown High School

Upper Dublin High School

Arts Academy At Benjamin Rush High School

Great Valley High School

Upper St. Clair High School

Burrell High School

Stroudsburg Junior High School

Redbank Valley High School

York Suburban High School

Bayard Rustin High School

Belle Vernon Area High School

William Tennent High School

## Rhode Island

Barrington Middle & High School

Central High School

Portsmouth High School

East Providence High School

## South Carolina

West Ashley High School

Beaufort High School

Blythewood High School

Philip Simmons High School

North Myrtle Beach High School

## New Hampshire

Pinkerton Academy

Fall Mountain Regional High School

Dover High School

Nashua High School South

## Tennessee

Beech Senior High School

Craigmont High School

## Texas

Hebron High School

Carl Wunsche Senior High School

Anderson High School

Chisholm Trail High School

Bonham High School

Midland High School

Burleson High School



# THANK YOU TO ALL OF OUR SCHOOLS!

## **Texas (contd.)**

Joshua High School  
Westlake High School  
Edcouch-Elsa High School  
Atascocita High School  
Alamo Heights High School

## **Virginia**

Grassfield High School  
James River High School  
Hampton High School

## **Vermont**

Spaulding High School  
Woodstock Union High School Middle School

## **Washington**

Thomas Jefferson High School  
Walla Walla High School  
Foss High School

## **Wisconsin**

Oconomowoc High School  
Sheboygan North High School  
Lodi High School  
River Falls High School  
Plymouth High School  
Arrowhead Union High School  
Logan High School  
Sauk Prairie High School