



EARTH DAY NETWORK

# Planting Trees in Places that Need Them Most

## THE CANOPY PROJECT

Earth Day Network's Canopy Project plants trees that help communities sustain themselves and their local economies. For each dollar donated, Earth Day Network will plant one tree.

### Why trees?

Trees reverse the impacts of land degradation and provide food, energy, and income, helping communities to achieve long-term economic and environmental sustainability. Trees filter the air and help stave off the effects of climate change. In just one year, a mature leafy tree produces as much oxygen as 10 people inhale!

Fruit and nut trees planted in low income countries combat hunger and provide products for market which have proven downstream economic benefits. In countries like the U.S., trees make healthier communities, mitigating the urban heat-island effect, lowering energy bills, and raising overall property values.

### Our commitment:

With the reality of increasingly unpredictable weather patterns and more frequent and violent storms and floods, tree cover to prevent devastating soil erosion has never been more important. That's why Earth Day Network has made a commitment to plant 7.9 billion trees – one tree for every person on Earth – for the 50<sup>th</sup> anniversary of Earth Day. Many of these trees will be planted via large global partnerships. Others will be planted 100 or 1,000 at a time with the help of individual and corporate partners.

### Highlights:

Over the past 10 years, The Canopy Project has planted over 100 million trees in 42 countries. Here are some examples:

- In the U.S., projects to restore urban canopies have been completed in New York, San Francisco, Los Angeles, St. Louis, Atlanta, Baltimore, Cleveland, Flint, Chicago, and Dallas.
- In Haiti alone, where earthquakes caused landslides on deforested hillsides, leading to horrific devastation, The Canopy Project planted 550,000 trees.
- In three high-poverty districts in central Uganda, we planted 350,000 trees to provide local farmers with food, fuel, fencing, and soil stability.

Our tree plantings are supported by sponsors and individual donors and carried out in partnership with nonprofit tree planting organizations throughout the world. The Canopy Project is an official partner of the United Nations Environment Programme's Billion Trees Campaign.

## KEY IMPACTS



Over 100 million trees in  
past 10 years



42 countries



Thousands of tons of  
carbon dioxide

## SPONSORSHIP OPPORTUNITIES & BENEFITS

- Donate for trees. Each dollar donated supports the planting of one tree.
- Inspire employees by planting trees in their honor
- Engage customers by donating a portion of Earth Month profits
- Celebrate corporate achievements with a forest

[www.earthday.org/campaign/canopy-project](http://www.earthday.org/campaign/canopy-project)

