



Historical Overview




1872

The first Arbor Day is held in Nebraska City, Nebraska. An estimated 1 million trees were planted in Nebraska during the first Arbor Day.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” — Margaret Mead



TREE CITY USA®

1972

The Arbor Day Foundation is formed to celebrate the 100th anniversary of Arbor Day and to carry on the mission of the tree planters’ holiday.

1976

Tree City USA® begins, with 42 communities in 15 states honored. Today, more than 3,600 cities and towns are honored as Tree City USA communities.



1977

The Arbor Day Foundation offers a membership opportunity for the first time. Today, the Foundation has nearly 1 million members from around the world.

1989

The Trees for America[®] program kicks off with a visible public service campaign featuring John Denver.

“When we plant trees, we plant the seeds of peace and hope.” — Wangari Maathai



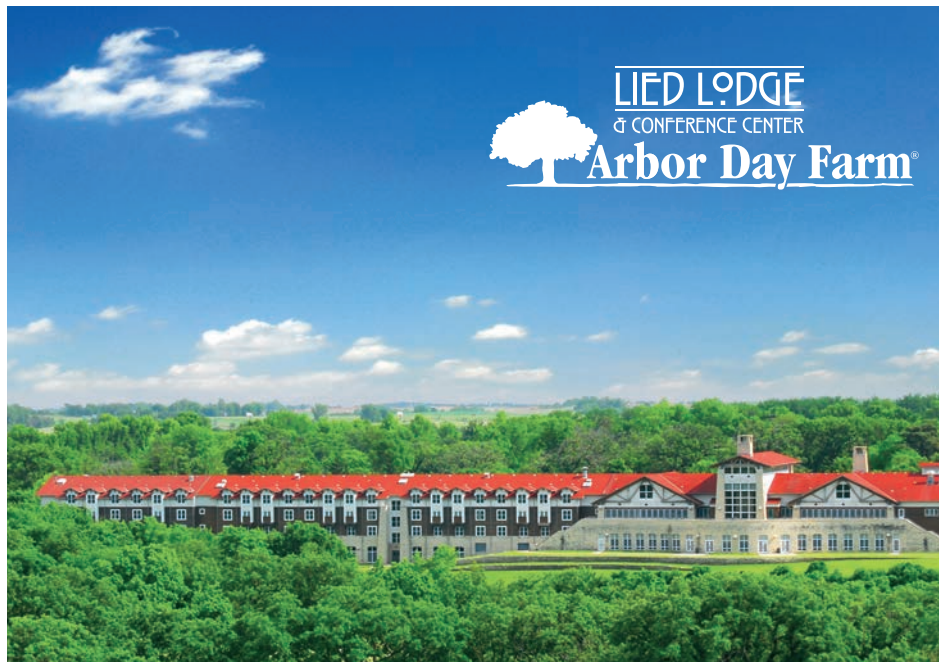
1990

The Arbor Day Foundation begins working with the U.S. Forest Service to plant trees in America’s national forests in need of reforestation. Since 1990, the Foundation, through the generous donations of its members and corporate partners, has helped plant 100 million trees in America’s public forests.



1992

The Rain Forest Rescue® program is formed to save valuable land in South and Central America. The program includes preservation, reforestation, and support to local communities for sustainable agroforestry.



1993

Lied Lodge opens at Arbor Day Farm[®] in Nebraska City, which is owned and operated by the Arbor Day Foundation.



2001

The Arbor Day Foundation encourages people to vote for America's National Tree. With more than 400,000 Americans voting, the winner was the oak tree.

“He who plants trees loves others besides himself.” — Thomas Fuller



2005

The first Nature Explore Classroom is constructed at Arbor Day Farm in Nebraska City as a demonstration for school and child care educators and administrators.



2006

Enterprise Rent-A-Car celebrates its 50th anniversary by teaming up with the Arbor Day Foundation to plant 1 million trees in the U.S., Canada, and Europe each year for the next 50 years. Enterprise's 50-million-tree pledge is the largest ever made to the Foundation.



2008

The “Exploring Trees Inside and Out” traveling exhibit opens at the Pacific Science Center. The traveling exhibit is part of the Nature Explore program, a collaborative project of the Arbor Day Foundation and Dimensions Educational Research Foundation.

2008

Tree Campus USA® (now known as Tree Campus® Higher Education) launches as 29 colleges and universities are recognized for following best tree care practices on campus. Today, more than 400 campuses are recognized.

“He who plants a tree plants a hope.” — Lucy Larcom



2010

The Arbor Day Foundation passed a milestone of planting 20 million trees in 20 years in our national forests through an enduring partnership with the U.S. Forest Service. The Foundation’s first national forest tree planting project was in 1990 in the wake of the Great Yellowstone Fire.

2010

The Arbor Day Foundation surpassed more than 1 million members, each sharing our mission, caring for our earth, and engaging in good work of deep and lasting value.



2011

More than 8 million trees were delivered to Arbor Day Foundation members in 2011 for planting in their yards, acreages, and neighborhoods.

2011

The Foundation launched the Energy-Saving Trees® program to conserve energy, reduce peak demand, and lower household electricity bills through strategic tree planting. Homeowners use an innovative online tool to virtually plot the right trees in the right place in their yards. Then the real trees are funded by their local utilities.

“To exist as a nation, to prosper as a state, and to live as a people, we must have trees.” — Theodore Roosevelt



2012

More than 250,000 guests from six continents visited Lied Lodge and Arbor Day Farm throughout the year, where they witnessed conservation in practice at every turn.



2013

In the wake of devastating tornadoes in Alabama and Missouri, Hurricane Sandy, and a 32,000-acre wildfire in Bastrop, Texas, the Arbor Day Foundation accelerated its Community Tree Recovery program to provide new trees to residents to raise their spirits and bring hope and healing to their communities.



2014

After 42 years as president and chief executive, Arbor Day Foundation founder John Rosenow retired. With 12 years on the Foundation leadership team, Matt Harris was unanimously approved as the new chief executive by the Board of Trustees.

2014

The Rain Forest Rescue program expanded to the African island nation of Madagascar. Through a partnership with the genetics team at Omaha's Henry Doorly Zoo, the Foundation made a commitment to plant more than 250,000 trees each year to restore critical habitat to endangered wildlife while providing employment to local communities in tree nurseries and on planting crews.

“I took a walk in the woods and came out taller than the trees.” — Henry David Thoreau



2015

Owned by the State of Nebraska, Arbor Lodge State Historical Park opens under the management of the Arbor Day Foundation. Adjacent to Arbor Day Farm, visitors to the historic Morton mansion and park now enjoy the same service and experience they have come to expect from the Foundation.



2015

After 22 years, Lied Lodge undergoes a \$9 million renovation thanks to support from longtime partner Wyndham Vacation Ownership and other contributing corporate partners and donors.



2015

The Foundation expands its global reach to work in 16 countries on five continents through reforestation, saving rain forests, and changing the lives of coffee-growing farmers and their communities.



2015

Through enduring partnerships with the U.S. Forest Service and the National Association of State Foresters, the 50 millionth Arbor Day Foundation tree was planted in our nation's forests to help restore damage from insects, disease, and wildfires.

“The creation of a thousand forests is in one acorn.” — Ralph Waldo Emerson



2016

The Alliance for Community Trees® — a network of community-based organizations dedicated to planting and caring for trees — becomes a program of the Arbor Day Foundation.

2017

The Arbor Day Foundation's global reach extends to 26 countries throughout the world.



2018

The *Time for Trees*® initiative is launched, with a goal of planting 100 million trees in forests and communities and inspiring 5 million tree planters by Arbor Day of 2022 — the 150th anniversary of the holiday and the 50th anniversary of the Arbor Day Foundation.

2018

The Tree Cities of the World™ program launches to celebrate greener cities worldwide. This new undertaking is a partnership with the Food and Agriculture Organization of the United Nations and will develop a strong global network of cities focused on idea sharing and best practices in urban forestry.

“Acts of creation are ordinarily reserved for gods and poets.
To plant a pine, one need only own a shovel.” — Aldo Leopold



**EVERGREEN
ALLIANCE**

2018

The Foundation begins to offer a wider range of reforestation and forest preservation options for corporate partners wanting to offset their environmental impact and help to create a carbon-positive future through forestry carbon credits.

2019

The Evergreen Alliance — a dedicated group of corporate partners committed to helping the Foundation create great change through the *Time for Trees* initiative — is established, with 17 founding member organizations.



2019

The Tree Campus® Healthcare program begins taking applications to recognize health institutions that make a mission-aligned impact on community wellness through tree education, investment, and community engagement.

2019

The Tree Campus® K-12 program is developed to inspire the next generation of tree stewards through experiences that bring the benefits of trees to life both inside and outside the classroom.

“I think that I shall never see a poem lovely as a tree.” — Joyce Kilmer

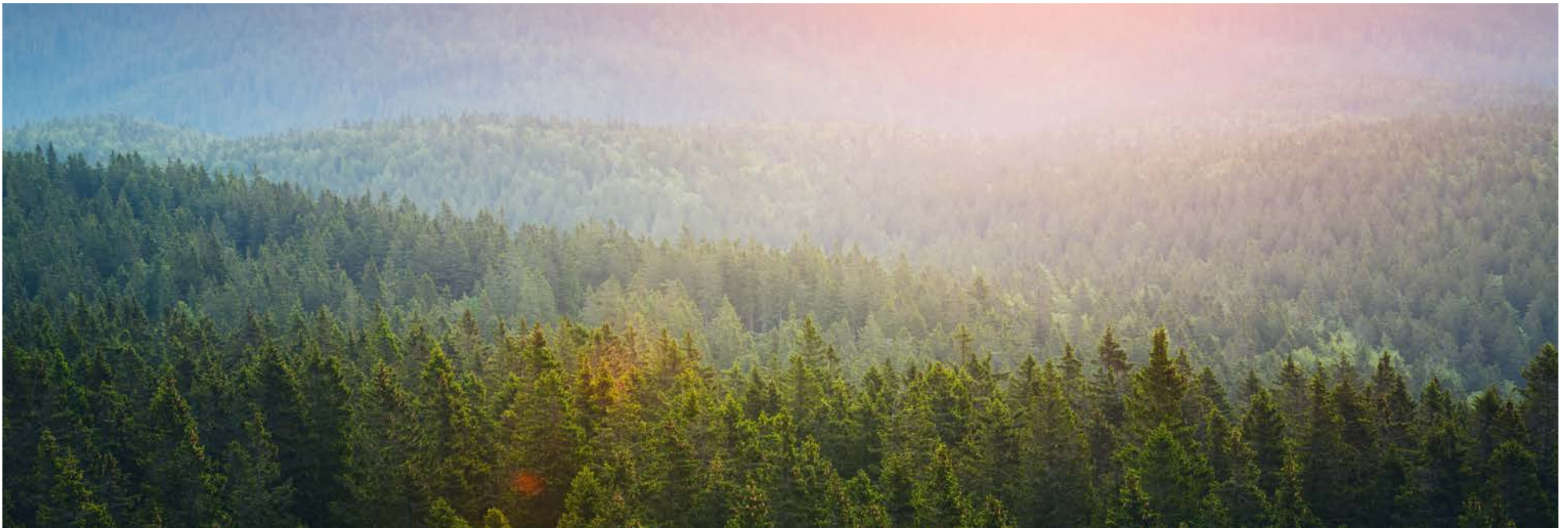


2019

Treetop Village® opens at Arbor Day Farm. This million-dollar attraction spans three acres up in the trees and includes 11 treehouses, a series of unique bridges and slides, and a suspended jumping area called the WonderNet.

2019

The Foundation works with YouTube influencers to launch #TeamTrees®, a viral social media campaign with a goal of raising \$20 million to plant 20 million trees. The goal is reached in 56 days, making the campaign the largest crowdfunding effort in YouTube’s history and one of the fastest-growing environmental fundraising initiatives to-date.



2019

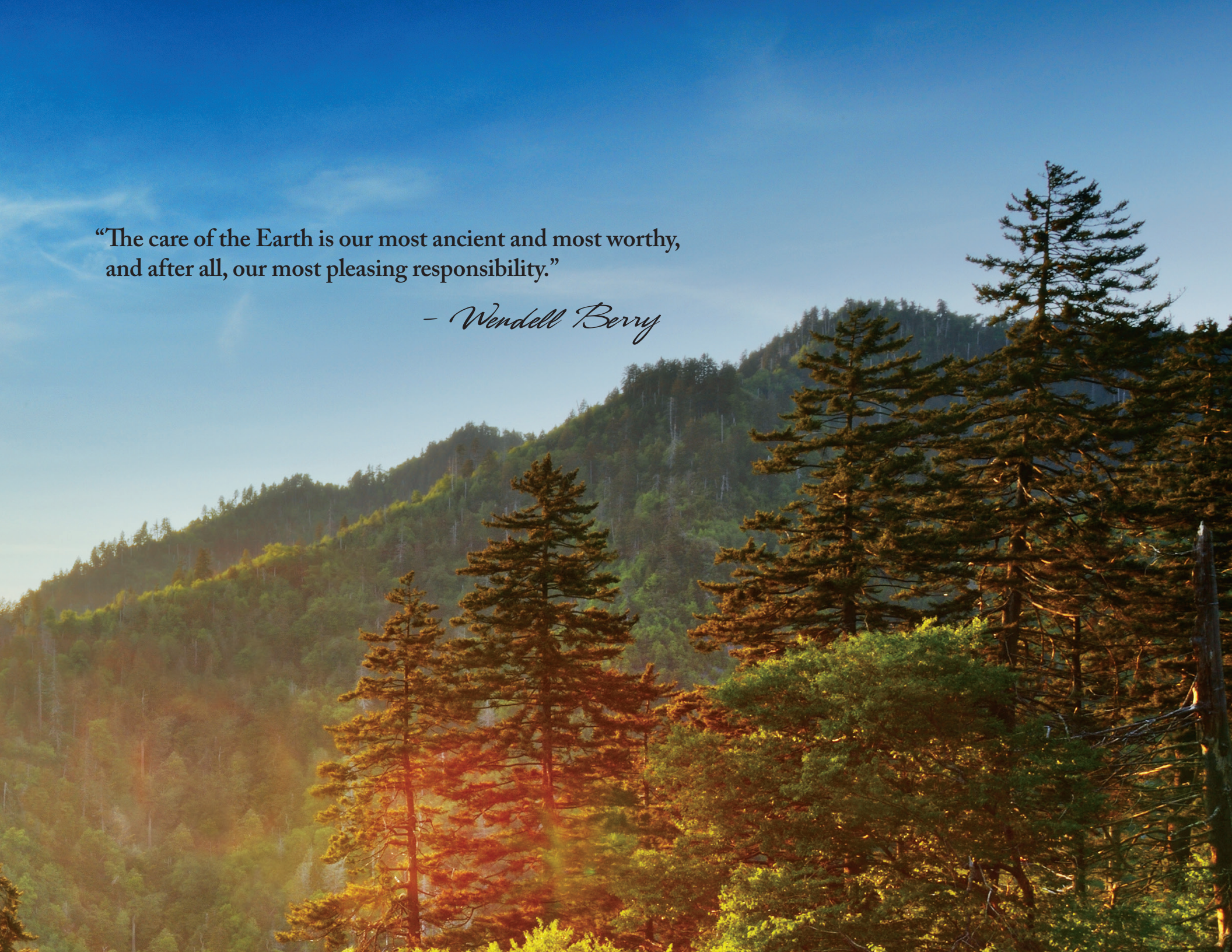
A record 32 million trees are planted this year in forests and communities around the globe — the equivalent of planting all the trees in New York Central Park every six hours.



...And the Story Continues

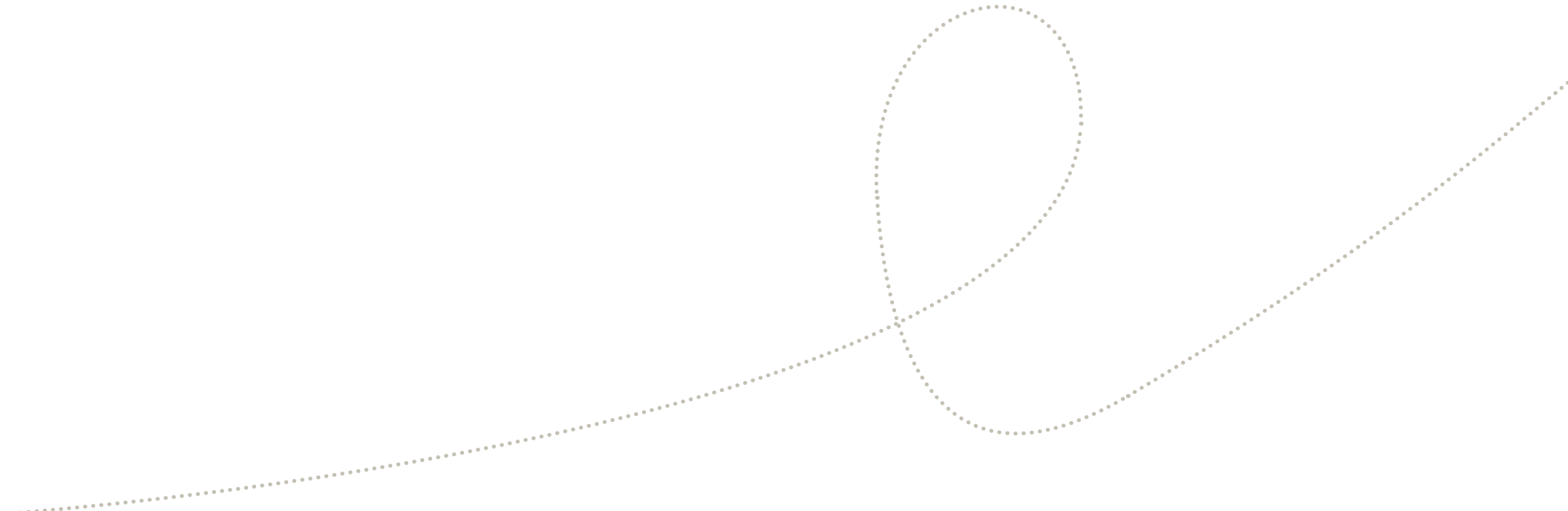
Our work is far from over, and we are excited to carry on the critical work of planting trees for future generations.





“The care of the Earth is our most ancient and most worthy,
and after all, our most pleasing responsibility.”

- Wendell Berry



48 years. More than 400 million trees planted and distributed for posterity.
The future, together, is green and bright.



Arbor Day Foundation®

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