Opportunity: Exhibit environmental corporate social responsibility

Overview: Enterprise Rent-a-Car was interested in celebrating their 50th anniversary in a meaningful way—they wanted to both revel this notable event yet also give back at the same time. The Arbor Day Foundation was able to provide a solution that met their needs—in addition, Enterprise found that their customer loyalty increased by promoting their partnership with the Arbor Day Foundation.

Solution: Enterprise Rent-a-Car has a partnership with the Arbor Day Foundation to plant 50 million trees across the globe over 50 years through the Foundation’s reforestation program.

Opportunity: Drive and inspire consumer purchases

Overview: Canon U.S.A. wanted an engaging way to participate in cause marketing efforts as well as provide their customers with an incentive for purchasing a specific copier model. With our cause marketing offering, the Arbor Day Foundation provided Canon with a way to engage their customers and make a positive impact on the environment.

Solution: Canon U.S.A. plants one tree for every imageRUNNER Advance copier model sold and has planted more than 360,000 trees to date.

Opportunity: Help communities rebuild after natural disasters

Overview: FedEx approached the Arbor Day Foundation searching for a unique program that would allow them to fill a hole in their Disaster Recovery portfolio but also provide lasting sustainability benefits. The Arbor Day Foundation presented FedEx with our Community Tree Recovery program—by sponsoring this program FedEx was able to fulfill their goals for disaster recovery and sustainability as well as employee engagement.

Solution: FedEx is the signature corporate sponsor of the Community Tree Recovery program. Through this partnership, FedEx has donated over $1 million dollars to the Arbor Day Foundation to provide more than 50,000 trees and support for rebuilding these communities.
Opportunity: Reduce paper usage and waste

Overview: AT&T was actively looking for a paperless solution. They wanted to shift their customers from paper billing to electronic billing statements. In addition to the Arbor Day Foundation providing AT&T with the solution they needed to move their business forward, two of our partners were able to collaborate and help kickoff AT&T’s paperless program in a big way.

Solution: AT&T worked with the Arbor Day Foundation to shift 520,000 customers from paper billing to electronic billing. One tree was planted for every customer that signed up for electronic statements, and AT&T saved approximately $17 for each customer that switched.

Opportunity: Engage and celebrate employees

Overview: UPS partners with the Arbor Day Foundation in a variety of ways—including employee engagement. UPS has employees all across the globe and they wanted a way to celebrate milestones in a significant way. The Arbor Day Foundation created a program known as Employee Forest, allowing the UPS employee to receive a tree in celebration of their achievement and plant it wherever it is meaningful to them.

Solution: UPS recently granted the Arbor Day Foundation $250,000. A portion of that funding is to acknowledge new employees or employees who have reached significant milestones by sending them a tree to plant in recognition of their accomplishment. To date, UPS employees have planted 29,000 trees.

Opportunity: Support environmental conservation through education programs

Overview: Toyota is a big proponent of educational projects—from youth to volunteer tree planting groups. They were looking for a way to involve youth in a way that encouraged environmental conservation. Toyota’s collaboration with the Arbor Day Foundation began as a poster contest to engage youth and evolved into the partnership and development of the Tree Campus USA® program.

Solution: In 2008, Toyota helped the Arbor Day Foundation launch the Tree Campus USA program. Tree Campus USA helps colleges and universities around the country establish and sustain healthy community forests. Currently, there are more than 250 Tree Campuses in the U.S.

For more information on becoming a corporate supporter call 877.445.9917 or email corporatepartnerships@arborday.org.