

# Creating Impact *Together*

AT THE ARBOR DAY FOUNDATION, we work with organizations to develop relationships that not only support their sustainability goals but also have a positive impact on the environment. Read on to discover how these organizations have found success — with employee engagement, corporate social responsibility, paperless programs, and more.



**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 revel in this notable event yet also give back at the same time. In developing a programmatic approach with the Arbor Day Foundation, Enterprise Rent-a-Car created ongoing impact in their footprint. In addition, Enterprise found that customer loyalty increased by promoting their partnership with the Arbor Day Foundation.

**Solution:** As one of their initiatives with the Arbor Day Foundation, Enterprise Rent-a-Car is planting 50 million trees across the globe over 50 years through the Foundation's reforestation program.

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**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. Through a cause marketing partnership, the Arbor Day Foundation provided Canon with a way to inspire 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 500,000 trees to date.

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**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 its 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 more than \$1 million dollars to the Arbor Day Foundation to provide more than 50,000 trees and support for rebuilding these communities.

For more information on becoming a corporate partner,  
call 877.445.9917 or email [corporatepartnerships@arborday.org](mailto:corporatepartnerships@arborday.org).





**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 kick off 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 who signed up for electronic statements, and AT&T saved approximately \$17 for each customer who 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 an achievement and plant it wherever is meaningful to them.

**Solution:** UPS recently granted the Arbor Day Foundation \$350,000. A portion of that funding is to acknowledge new employees or employees who have reached significant milestones by sending them a tree to plant.



**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 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.



**Opportunity:** Engage employees in sustainability initiatives

**Overview:** CSX was looking for a way to give back to the communities where they operate and to engage their employees across the country. They found a way to accomplish both of those goals through their partnership with the Arbor Day Foundation.

**Solution:** CSX and the Arbor Day Foundation work together on a variety of programs, including Volunteer Service Days. These urban tree planting events provide communities with numerous benefits such as clean air, shade, and beauty. They also provide great volunteer opportunities for CSX employees to engage with their company's sustainability initiatives.



**Opportunity:** Engage customers and offset carbon emissions

**Overview:** Wyndham Vacation Ownership was looking for a way to engage property owners in sustainability efforts. Through a partnership with The Arbor Day Foundation, they found a way for customers to offset their stays and reduce the threat of climate change through carbon offsets.

**Solution:** By donating \$2 for every night spent on vacation, customers offset their resulting carbon footprint and plant an additional tree to help reduce future emissions. To date, more than 600 room nights have been offset by donations from both individual owners and resort properties.



**Opportunity:** Restore impaired and at-risk watersheds

**Overview:** As a premier food and beverage retailer, Publix wanted to help restore forested watersheds — the largest single supplier of water in the nation — within its home state of Florida. This fit within Publix's sustainability strategy of focusing on community-oriented and environmentally responsible projects.

**Solution:** Publix worked with the Arbor Day Foundation to sponsor a clean waters program targeting reforestation projects within its footprint, including two impaired watersheds. These trees will provide natural filtration and storage for water. The ability for these trees, along with the soil, to absorb and filter water will increase groundwater, as clean water feeds aquifers that may be accessed hundreds of miles away, and moderate storm water runoff. The long-term goal for this project, combined with additional projects, is to restore these water bodies deemed impaired by the Environmental Protection Agency (EPA).