

# California Urban Forests Council “Friend-raising Case Statement”

We envision thriving and prosperous California communities transformed by healthy trees and green spaces

**We are a non-profit organization dedicated to supporting urban forestry to improve quality of life in California communities.** We achieve this through education and tree planting programs addressing public, economic, and environmental health that enhance quality of life. These initiatives include:

- Development and support for successful local, regional and state-wide urban forestry programs, projects and organizations
- Creation and dissemination of educational materials that offer research, professional expertise and contemporary knowledge to empower California residents to participate actively in urban forestation
- Outreach and support for public policy and government action that encourages the development of policies and practices to sustain urban trees and greening and green infrastructure investment

## **Mission:**

We advance smart investment in urban and community trees, parks and green spaces through education and outreach, community-based activities and collaborative action.

## **Our governance structure**

CaUFC is governed by a Board of Directors. The Board oversees the organization and supports resource development efforts to sustain and grow the organization’s work.

## **Organizational Goals**

We strive to achieve the following outcomes:

- Grow recognition of and investment in urban and community forestry at the local, regional, statewide, and nation levels
  - Inspire and engage a diverse network of members, partners and decision-makers through robust programs
  - Prioritize the integration of Invest From the Ground Up education campaign and tree planting program being flexible and adaptive to new opportunities
  - Strengthen existing programs as needed and appropriate
  - Support Regional Councils’ effectiveness
- Build organizational excellence and capacity
  - Recruit a board of directors that is effective in raising money, garnering in-kind support, and relationship development
  - Ensure financial and programmatic sustainability

## **Fundraising Objectives**

- a. Raise funds to maintain CaUFC’s current fund reserves while building our capacity and effectiveness programmatically and cover fundraising costs.
- b. Raise funds to expand CaUFC’s capacity in outreach and public policy efforts and further developing leadership training opportunities for members and cover fundraising costs.

Note: These goals do not include funding for additional programs or expanded staffing needs.