



GROWING TREES MAKES GREAT NEIGHBORHOODS

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.

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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.