

FedEx Ground and Arbor Day Foundation team up to address tree shortage impact

Lack of trees can be a very big problem. Without trees, our air is more polluted, our water dirtier, our risk of heat-related illness higher.

A community can have all their most basic needs met but, without trees, the land underneath them and the homes that rest on that land can experience more damage, especially during extreme weather scenarios such as hurricanes.

Thankfully, FedEx deliberately comes alongside in these situations, connecting people with the possibility of help and hope.

FedEx Ground has long cultivated a focus on responsible corporate citizenship through encouraging local volunteering, facilitating grants to non-profits, and creating corporate initiatives and relationships that support charitable efforts in the communities in which employees live and work.

This legacy continues in **the new FedEx Cares 50x50 journey, to positively impact 50 million people by our 50th anniversary in 2023.**

One important step on this journey is to partner with organizations that improve the environment and create sustainable solutions to problems that affect people the world over. One such relationship is our exciting relationship with the Arbor Day Foundation.



ATTN: Employees in U.S.
FedEx Ground joins effort to plant 100 million trees
The Arbor Day Foundation recently launched its most ambitious undertaking to date, and FedEx Ground is getting on board to help plant 100 million trees in forests and communities worldwide by 2022. [More...](#)

Started in 2012 with a national FedEx sponsorship of the Community Tree Recovery program, the relationship expanded in 2019 to include FedEx Ground EarthSmart volunteer events. These focus on two main Arbor Day Foundation programs: The Time for Trees Initiative, and Community Tree Recovery Program.

Time for Trees enriches community and protects children

[Announced to FedEx Ground employees](#) on April 15, 2019, the goal of the ambitious Time for Trees undertaking is to plant 100 million trees in communities and forests worldwide by 2022.

“Not only does planting trees help offset carbon emissions, it helps create an environment which future generations will be able to enjoy,” says **Ben Fogg**, sustainability specialist with FedEx Ground and primary FedEx contact for Time for Trees.

To engage volunteers and determine locations to host tree plantings, FedEx Ground uses the EarthSmart Champion program, established to capitalize on employee passion for the environment through empowering one local employee to champion sustainability and volunteer efforts at their location. This also results in enhanced engagement with customers and community.

“EarthSmart Champions are key to this initiative,” says Ben. “We can’t thank enough those that have volunteered their time and outstanding efforts.”



One such volunteer is **Lenny Vaughn**, senior manager of the FedEx Ground Miami location, and one of the first employees to plan a Time for Trees event.

In February 2019, Lenny gathered a group of about 40 employees from the Miami, Kendall, and Fort Lauderdale FedEx Ground stations and the FedEx Services sales team to plant trees in Miami’s Marva Y. Bannerman park, across the street from Brownsville Middle School.

Before planting, volunteers enjoyed a light breakfast at park picnic tables, learning the area they were about to plant is in a low-income and low-urban tree canopy area in desperate need of more coverage. Over the next few hours, the team planted 100

strategically placed trees to frame not only the park, sidewalk and roadway but also the pool area, walkways, benches, playground and fitness court.

“The Arbor Day Foundation was very helpful and made the experience informative and enjoyable,” says Lenny. “They did a great job explaining the impact we are making from an environmental standpoint, and for the community. Our team was excited to be a part of it.”

Shading the playground, also a part of the Growing Green Playgrounds initiative, made it safer for children to play outside in the tropical climate, avoiding high ambient temperatures

THE TIME FOR TREES™ INITIATIVE

Planting trees is one of the Arbor Day Foundation's missions. It's what we've always done. We plant them with great purpose—because the beneficiaries of those trees and forests are people.

In realizing our vision of being a trusted leader in creating worldwide recognition and use of trees as a solution to global issues, it has become clear that our stewardship programs have a great influence on people. Trees change lives. Trees provide the necessities of life itself. There must be clean air to breathe and healthy water to drink. People need a climate that's tolerable. They need communities that ensure their personal health and well-being. These are global issues that demand a global response at an unprecedented scale.

This is The Time for Trees. To address the necessities of life for humankind, we've decided to launch an unprecedented initiative to plant millions of trees today for billions of lives tomorrow. Specifically this initiative will plant 100 million trees in forests and communities, and will inspire 5 million tree planters to carry the mission forward by 2025—the 150th anniversary of Arbor Day.

At our core, we have strength in relationships—with government, public, private, professional, and nonprofit partners across the globe. And we're grateful that our corporate partners are taking a leadership role—aligning their sustainability goals with our ambitious tree-planting goals.

Thanks to collaborations like FedEx, we simply have never been in a stronger or better position to address the urgent needs of our earth and its people. We are excited, and we invite you to be part of this great, extraordinary, and limited-time commitment.

ADDITIONAL TIME FOR TREES SUPPORT WOULD INCLUDE:

- One fund allocated to the areas of greatest need within both communities and forests or key FedEx markets
- Nominity as a corporate partner in this important initiative
- Sustainability/societal tree benefits
- Media support surrounding FedEx as a lead partner in the initiative

The **TIME** for **TREES.**

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and protecting local neighborhood and school age children from high surface temperatures. Feeling positively impacted and inspired to volunteer even more, employees finished off their successful planting with lunch in the park, enjoying the shade they helped create.

Community Tree Recovery renews neighborhoods destroyed by Hurricane Florence

The Community Tree Recovery Program likewise plants trees to achieve positive community impact, though in the aftermath of natural disaster causing dramatic tree loss and demolishing green infrastructure. Urban trees provide not only the psychological benefit of adding beauty to daily lives, they also clean the air and water of their local communities, limit soil erosion, minimize storm water runoff, reduce city noise, and provide environmental sustainability and enhanced economy.

COMMUNITY TREE RECOVERY

Trees are an essential part of each community. They play a quiet, but critical role in improving the quality of life for citizens by cleaning the air we breathe and the water we drink, shading our homes and parks, and framing beautiful streets, boulevards, and neighborhoods. Trees in urban environments limit soil erosion, decrease storm water runoff, and reduce city noise.

Unfortunately, every year, tornadoes, hurricanes, ice storms, fire, and other natural disasters strike communities and create dramatic loss of trees. Without this green infrastructure, the environmental sustainability and economy of communities, as well as the familiar landscape of home for thousands of residents, are severely affected.

In the wake of these storms, recovery efforts do, and should, begin with home and health—addressing the most basic human necessities. Soon after, however, the conversation begins about bringing community trees back to their previous beauty and strength. Often, a community's resources for tree-planting after a storm strikes are rightfully directed towards city parks and streets. However, this leaves homeowners without resources to support the replanting of trees on their properties.

Thanks to the ongoing support of FedEx, the Community Tree Recovery program not only exists, but is ready and capable to assist in the recovery process by coordinating tree restoration efforts in communities affected by natural disasters when the time is right. As the program looks to continue and expand, areas like California with recent wildfires and subsequent mudslides, will be a large area of focus.



COMMUNITY TREE RECOVERY INSTITUTIONAL SUPPORT WOULD INCLUDE:

- Support for further expansion of the Community Tree Recovery Program
- Engage new partners (fundraising and planting)
- Photography/videography to capture work happening on the ground in real time
- Unique disaster-focused employee engagement event
- Coordination of all tree distribution events
- Management of back-end fulfillment systems at the Arbor Day Foundation
- Marketing of the program to broader audiences through the Arbor Day Foundation's newsletter and social media platforms
- International expansion with a focus on FedEx employee markets
- Conference sponsorship
- Tree Bank dedicated to helping where the need is greatest
- Comprehensive/Quantifiable Environmental and Social Metrics Reporting


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On June 15, 2019, FedEx Ground employees in South Carolina used the Community Tree Recovery program as an opportunity to help rebuild their own community, an area in which they live and work and which was hard hit by Hurricane Florence.

In September of 2018, Hurricane Florence took aim at North Carolina, dumping 20-30 inches of devastating rainfall on the state which then catastrophically drained into and flooded South Carolina's Great Pee Dee River. Becoming channelized due to urbanization, the river had no flood plain to absorb the additional water. Roads were washed out, people evacuated and homes destroyed while water as high as 20 inches in some places coursed through Marion, doing \$3.5 million dollars worth of damage.



Nine months later, with the help of Community Tree Recovery, **Josh Giltner**, FedEx Ground Florence station Pick-up and Delivery manager, organized 25-30 volunteers to plant 45 fifteen-gallon trees. The site chosen for the planting had seen four feet of standing water over the course of three days, the water also washing out an adjacent road and bridge.

The South Carolina Forestry Commission's Urban and Community Forestry Program provided technical

assistance with the plan, tree selection and tree planting.

In appreciation of this vital work, governor Henry McMaster attended the event and joined volunteers in planting a tree on the Marion Hike and Bike Trail. His speech to attendees, covered by local and national media, discussed how trees aid in infiltration (their roots creating plentiful and stable passages for movement of surface water into the soil to be stored, filtered, drained, evaporated, or used by plants) and how trees help mitigate floodwaters through evapotranspiration (water leaving land through evaporation and plant transpiration).

As a result of FedEx volunteers expending both time and energy, one South Carolina community had not just trees, but an important part of their future planted that day.

Awarding grants aligns with sustainability initiatives

Rachel Kesselman, communications advisor for FedEx Services and primary contact for the Community Tree Recovery Program, sees the primary aim of corporate initiatives, such as the relationship with Arbor Day Foundation, to be long term, emotional recovery following disasters. “FedEx is there with immediate humanitarian needs and is still there to help with recovery years after the storm,” says Rachel. “We’ve been able to deliver 4.5 million trees to plant and distribute in areas recovering from various storms.”

FedEx Ground corporate initiatives also often align with grants awarded to partnering non-profits. “Being able to provide grants for opportunities such as this relationship is a great way to engage with customers and the community on a different level,” says Ben. “They help us engage with the local community where we conduct business, helping us meet our goals to continue to be a responsible corporate citizen.”

What’s next for FedEx and the Arbor Day Foundation?

The next stage of relationship for FedEx and the Arbor Day Foundation is to explore expansion of these programs into key FedEx employee markets where communities and forests have the greatest need.

FedEx is actively looking for future planting locations as we continue this initiative over the next few years. If participating in such an exciting initiative interests you, please reach out to the FedEx Ground Sustainability group at fxgsustainability@fedex.com.



DID YOU KNOW?

Forests provide 75% of the world's accessible fresh water by removing impurities and preventing erosion?



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