



PLANNING & PLANTING FOR THE FUTURE

OUR COMMITMENT

Tree San Diego is dedicated to enhancing the quality, density, and sustainability of the region's urban forests for the benefit of all communities and the environment. We work to ensure that every person has equitable access to the values and benefits of a thriving urban forest.

OUR PROJECTS & PROGRAMS

- Tree Planting
- Tree Palette Analysis
- Reforestation Planning
- GHG Sequestration Reporting
- Tree Inventories & Mapping
- Urban Forestry Education & Training
- Benefits Assessments
- Wood Reutilization

HELP GROW A SUSTAINABLE FOREST

- 1** DONATE TO PLANT TREES
Visit www.treesandiego.org
- 2** VOLUNTEER IN THE FIELD
Email info@treesandiego.org
- 3** BECOME A TERRIFIC TREE MEMBER
Visit www.treesandiego.org/get-involved
- 4** PARTNER WITH US
Call 858-210-6451

GOALS BY YEAR

FOCUS AREAS	YEAR 1: 2023	YEAR 3: 2025	YEAR 5: 2027
Mission-Driven Services	Increase our impacts through urban forestry projects.	Expand existing programs.	Broaden service lines.
Marketing & Public Relations	Increase program and project visibility.	Achieve program and project recognition.	Develop a robust marketing plan.
Financial Sustainability	Expand our donor base.	Double corporate donations.	Double general operating fund.
External Stakeholder Engagement	Cultivate new relationships.	Cultivate regional and statewide partnerships.	Broaden national and international reach.
Infrastructure & Process	Improve mission delivery.	Enhance professional development.	Increase staff with competitive wages.