



Excellent Environmental Program

Organization: Awesome Org

DESCRIPTION

The Community Tree Restoration Program works with local volunteers to plant and care for trees in urban and suburban areas that have lost tree canopy. Through community planting events and ongoing stewardship, the program helps restore green spaces and improve environmental health. By increasing tree coverage, the program supports cleaner air, cooler neighborhoods, and healthier ecosystems.

LOCATION

- Madison, WI, USA 33%
- Milwaukee, WI, USA 33%
- Green Bay, WI, USA 34%

PROGRAM TIMELINE

Program start: 01 Jan 2025
 Program end: 31 Dec 2025

ACTIVITIES

- Service delivery method: **Capacity Development**
- Primary service activity: **Direct stakeholder engagement and education**
- Secondary service activity: **N/A - No secondary service sub-type response**
- Average value or length of time of services delivered: **1.5-4 hours**
- Average number or frequency of services delivered: **2-4**
- Average duration of services delivered: **1 day**

Impact Model

Below is the grantee's summary of how this program/initiative generates value, including the criteria for success at each stage and the number of successes achieved (Indicator), where the data come from (Measurement), and, if relevant, how much the current numbers vary from the original forecast before implementation (Variance).

STAGE	FORECAST	DATA QUALITY	VARIANCE
 Program Development	<p>22 trainings or events held</p> <p>Success criteria: We host monthly volunteer tree planting events.</p> <p>Sources and assumptions: We run at about 1-2 events per month.</p>	 Direct measurement Staff or administrative project monitoring	<p>Not applicable</p>
	<p>228 volunteers reached</p>		<p>Not applicable</p>

Reach

Success criteria: When they attend at least one tree planting event.

Sources and assumptions: We track the total number of volunteers who sign into a tree planting event.

1,356 trees planted

Success criteria: When a tree is planted in a designated area.

Sources and assumptions: We track every tree planted

Direct measurement

Participant sign-in, attendance lists, or usage logs



Direct measurement

Tracked data sources such as actual sales, member lists, etc.

Not applicable



Succeed

55,000 Community members protect or improve their health

Success criteria: Number of community members who experience improvements in physical health or reduced health risks due to environmental improvements supported by the program, such as increased green space, improved air quality, or reduced urban heat exposure.

Time period: 1-3 years (Jan 1, 2026 - Dec 31, 2028)

Sources and assumptions: Estimate the number of people living in or regularly using areas where trees are planted or environmental improvements occur, combined with evidence-based research linking tree canopy and improved air quality to better health outcomes.



Estimate based on data

Published studies or data from similar programs with documented social impact

Not applicable

3 locations achieve air quality targets

Success criteria: Number of locations where air quality meets or improves toward established air quality standards following environmental restoration or tree planting activities.

Time period: 1-3 years (Jan 1, 2026 - Dec 31, 2028)

Sources and assumptions: Track air quality measurements (such as particulate matter or pollution levels) from local monitoring data or environmental models and compare



Estimate based on data

Published studies or data from similar programs with documented social impact

Not applicable

them against recognized air quality benchmarks to determine whether targeted locations meet or improve toward those standards.

Beneficiaries

CATEGORY	GROUP	SUB-GROUP*	% SERVED
Age Groups**	Adults	All Adults	75%
Age Groups**	Children and youth	All Children	25%
Gender Groups	Females		60%
Gender Groups	Males		40%

*Not all groups contain sub-groups
**Group total must equal 100 percent

Narratives

SUCCESS STORY



Greening Maple Street

Residents of Maple Street had long struggled with poor air quality and limited green space. Through the Community Tree Restoration Program, volunteers

LESSONS LEARNED

Type of lesson: Planning

We need better weather alternative options. A few of our scheduled events had to be cancelled due to weather, but it would be ideal to still run some sort of activity to educate volunteers around the importance of tree planting.

planted dozens of trees along the neighborhood's streets and park areas. Within a year, the new canopy began improving air quality and creating cooler, healthier outdoor spaces for families to enjoy.

Budget

EXPENSE/DONATION TYPE	AMOUNT BUDGETED	VARIANCE
Direct Cost	\$210,000	0%
Overhead Cost	N/A	Not applicable
In-kind Donations	N/A	Not applicable
Total Budget		\$210,000.00