APPLICANT: Global Health and Education Projects

PROJECT: The Family Tree Adoption Program

GRANT AMOUNT: $15,000

PROJECT SUMMARY: In 2016, Global Health and Education Projects (GHEP), was awarded a grant to conduct a pilot of the Family Tree Adoption Program (FTAP). This program provides native trees and shrubs to private homeowners in Prince George’s County. The goal of the program is to green local communities by increasing tree canopy, which, in turn, will improve air and water quality and community aesthetics.

In collaboration with the Prince George’s County Department of the Environment and the Neighborhood Design Center, FTAP held three community tree planting demonstrations in Riverdale, Glendale, and Landover. These tree planting workshops helped increase community participation and engagement with tree plantings and the environment. This project developed an engagement strategy to plant trees. FTAP widely distributed marketing and outreach materials; collected online surveys; and phoned, texted, and emailed citizens to let them know about the opportunity to plant trees on their property. Outreach efforts also stated the benefits of trees and connected trees to improved public health, clean neighborhoods, clean air, and increased sense of community. A total of 109 trees were planted.

GHEP will continue the FTAP program and extend their reach in the County with a second grant received to plant more trees on residential property.

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