



## **Christmas SPIRIT Foundation**

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## **Trees for Troops Fact Sheet**

### **About Trees for Troops**

Christmas Tree growers have been providing free trees for military families for many years. In 2005, FedEx contacted the Christmas SPIRIT Foundation, the 501(c)(3) charitable branch of the National Christmas Tree Association and wanted to be involved in the foundation's mission. Together the two organizations expanded the idea of providing Christmas Trees to military families, and Trees for Troops was born.

Since 2005, when the program started, 262,265 fresh, farm-grown Christmas Trees have been donated to troops and military families in the United States and overseas through Trees for Troops. Thousands of trees are donated by American farm families and the public, and FedEx delivers these trees to as many as 80 military bases in the U.S. and overseas. FedEx has logged more than a million miles for the Trees for Troops program.

### **Honors and Recognitions**

The Christmas SPIRIT Foundation was awarded the Best in America Seal of Excellence. The Independent Charities Seal of Excellence is awarded to charities that have been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and cost effectiveness. It is estimated that fewer than 5 percent meet or exceed these standards, and, of those, fewer than 4 percent have been awarded this seal.

In 2017, Trees for Troops, was honored as a recipient of the 2017 Spirit of Hope Award in a ceremony at the Pentagon. The Spirit of Hope Award, established in 1997, is named for comedian and actor Bob Hope and recognizes current and former military members, civilians and organizations that epitomize his values of patriotism, loyalty, freedom, and dedication.

In 2012, Trees for Troops was honored at the White House as a top 20 national finalist in the Joining Forces Community Challenge, an initiative started by First Lady Michelle Obama and Dr. Jill Biden to recognize organizations that provide exemplary service and support to military families.

In 2009, CSF received a Halo Award from the Cause Marketing Forum for the implementation of the Trees for Troops program. This award recognizes outstanding cause marketing campaigns, which is an alliance between a non-profit and a corporate entity who join together for a cause.

### **By the Numbers**

Since 2005, Trees for Troops has provided more than 262,265 Christmas Trees to military families and troops in all branches of the military at more than 79 bases in the U.S. and overseas.

Final numbers for 2020: 16,073 total trees, picked up from 57 locations and delivered to 79 total bases. Trees were donated by individual farms and lots, the collective efforts of state and regional Christmas Tree associations, and the customers of Trees for Troops weekend participating locations. Hundreds of donors and volunteers participate each year to make Trees for Troops happen.

## **Trees for Troops Weekend and “Official Locations”**

Trees for Troops Weekend is an annual event during which Christmas Tree farms, retail lots and nurseries across the country volunteer to host a trailer (provided by FedEx) to gather Christmas Trees donated by their customers. In 2021, we have a new way to do that. It is called “Official Locations”. When someone from the public wants to buy and donate a tree to the program, the CSF will send customers to the list of “Official Locations” starting in September (for those pre-selling online). Locations will get special promotional pieces.

Consumers can donate funds or Christmas Trees by visiting one of these locations in person or their online store and are encouraged to write personal messages on the tree tags that accompany donated trees. There are also opportunities to donate remotely for those not located near one of the official locations.

## **How You Can Get Involved**

- Follow Trees for Troops on Facebook, Instagram, Pinterest and Twitter and share our posts with your social networks.
- Donate funds online at <https://www.christmasspiritfoundation.org/Donate>. The Christmas SPIRIT Foundation is a 501(c)(3) charitable organization and donations are tax deductible.
- Double your donation: some employers will match your charitable donations. Check with your company’s human resources department to see if your employer offers a charitable matching program.
- If you are a federal employee, select #12283 in the Combined Federal Campaign.
- When you purchase your family’s tree, ask your Christmas Tree retailer if they are involved in Trees for Troops (look for “We Support Trees for Troops” signs). Many Christmas Tree retailers accept donations or provide other opportunities to support the program.
- If you would like to add a tree to the program, visit one of the “Official Locations”.
- To learn more, visit our website at <https://christmasspiritfoundation.org/trees-for-troops> or email [info@TreesForTroops.org](mailto:info@TreesForTroops.org).
- We need your support of Trees for Troops year-round! Through the generosity of people all over America, as well as Christmas tree farmers, FedEx Freight, sponsors and supporters, our Trees for Troops program has provided over a quarter million free, real Christmas Trees to military families and troops since it started in 2005. Our mission is to provide Christmas SPIRIT to kids, families and the environment, and the Trees for Troops program does that. To get a sense of how this program has a positive impact, browse through some of the photos and stories we receive from families and soldiers who get a tree.

## **Connect with Trees for Troops**

