



## Overview

American Forests' Meeting ReLeaf program is a fast, easy and affordable way for associations to offset the carbon footprint of their major meetings, while also achieving significant additional environmental benefits. When you sign up for the program, American Forests will plant a tree in honor of every attendee at your meeting in a carefully chosen forest restoration project in the U.S.

In most cases, this will not only offset all carbon emissions associated with the meeting, but also significantly enhance air and water quality, promote biodiversity and expand animal habitat.

## Program Benefits

- **Easy** - Once you sign on, American Forests will take care of all of the details. All you have to do is tell your members and reap the praise!
- **Turnkey** - American Forests will provide a brief video overview of the program that can be shown in your general session, a sample press release, ads and copy for your program guide or brochure to explain Meeting ReLeaf and your environmental commitment, and talking points that can be used to describe your involvement.
- **Affordable** - The program costs only one dollar per attendee for meetings of 1,000 people or more.
- **A Crowd-Pleaser** - While it is great to say that your meeting is carbon neutral, it is even better to say that you achieved this by planting a tree for every attendee, providing habitat for countless animals and clean air and water for everyone.

## American Forests

American Forests restores and protects urban and rural forests. Founded in 1875, the oldest national nonprofit conservation organization in the country has served as a catalyst for many of the most important milestones in the conservation movement. Since 1990, American Forests has planted more than 40 million trees in forests throughout the U.S. and in 38 countries, resulting in cleaner air and drinking water, restored habitat for wildlife and fish, and the removal of millions of tons of carbon dioxide from the atmosphere. [Learn more at www.americanforests.org.](http://www.americanforests.org)

**"Meeting ReLeaf adds to our sustainability efforts with little effort and a high return for our members, the organization, and the planet. It's great to be able to tell attendees that we offset our carbon footprint by planting trees in honor of every single one of them!"**

**Amy Ledoux, CAE, CMP**

**SVP of Meetings & Expositions, ASAE**



## Why Forests?

**Climate change:** One of the most important roles that trees and forests play is removing carbon dioxide from the atmosphere. As they grow, trees remove CO<sub>2</sub> and other greenhouse gases from the atmosphere and sequester them in their leaves, branches, trunks and roots. Planting trees can decrease the rate of climate change and help us withstand its effects, potentially resulting in less intense storms, fewer infectious diseases, a more stable water supply and fewer wildfires.

- Forests are the largest form of carbon storage, or sinks, in the United States. Currently, plants absorb and store about 15 percent of the United States' total carbon dioxide emissions from the transportation and energy sectors.



**Clean Air:** Clean air is important for all life on Earth. Air pollution has been related to a range of adverse health and environmental effects, from respiratory infections to acid rain. Trees absorb CO<sub>2</sub> through photosynthesis, producing oxygen for us to breathe and intercepting harmful airborne pollutants on leaf surfaces.

- A single tree can absorb 10 pounds of air pollutants per year. The average healthy, mature tree produces roughly 260 pounds of oxygen annually. Two trees provide enough oxygen for one person each year.

**Clean Water:** Forests are a key factor in providing us with clean water. Trees' hair-like root fibers help filter groundwater by absorbing nutrients and potential contaminants. The leaves and branches slow the movement of rain to the ground, allowing it to soak in slowly, while roots stabilize the soil so it doesn't wash away.

- More than 60 percent of the drinking water in the United States originates in forests. Approximately 180 million people depend on forests for their drinking water.

**Wildlife Habitat & Biodiversity:** Forests provide habitat and support to millions of species of animals and plants. These species not only rely on forests for survival, but also play many important roles in the environment, including pollinators, seed dispersers, predators and ecosystem engineers. When wildlife habitat is destroyed or degraded, species become threatened or endangered.

- Forests planted by American Forests domestically and around the world provide habitat for several uncommon, threatened and endangered species, including spotted owls, river otters, Siberian tigers, bald eagles and monarch butterflies.

**With Meeting ReLeaf,  
your investment goes  
far beyond reducing  
or eliminating your  
carbon footprint. You'll  
also be contributing  
to cleaner air and  
water, rebuilding  
wildlife habitat  
and encouraging  
sustainable recreation.**

Learn more at [www.americanforests.org](http://www.americanforests.org).