



THE BLAIR FOUNDATION TREE CHALLENGE

Introducing the Blair Foundation Tree Challenge!

The Blair Foundation was created in memory of long-time Naples residents and philanthropists, John and Dorothy Blair. The Blair family and the Blair Foundation have provided meaningful gifts to communities and organizations that serve to enhance the quality of life for residents of Southwest Florida.

Concerned with the amount of damage Hurricane Irma inflicted upon the City's stately trees, the Blair Foundation trustees donated \$500,000 to help reforest the City and have their gift serve as a catalyst for additional donations dedicated to planting trees in the City.

The Blair Foundation's donation is provided in the form of a challenge or matching grant and can only be realized if other community members and organizations donate funds to plant trees in the City of Naples too!

Help Reforest Naples by Donating to the Tree Challenge!

Naples needs trees and you can help!

By donating the cost of a tree or multiple trees to the City of Naples, your tax-deductible gift will leverage a dollar-for-dollar match from the Blair Foundation Tree Challenge. Your gift will be used to plant trees within public spaces along your neighborhood street, along main roadways or in City parks. City staff will work with residents to plant the right tree in the right place.

The Blair Foundation has generously granted the City three years to raise \$500,000 that will be used to match their gift of \$500,000. That means, \$1,000,000 of trees can be planted in Naples!

The cost per tree ranges between \$800 and \$5,000 depending upon the species and size of the tree. This cost includes one year of maintenance by the contractor and a one-year warranty. Contact the Naples Community Services Department for more information. Trees will be planted twice per year; winter and late spring. Planting locations and tree species must be approved by the City Arborist.



For Additional Information Please Contact:
City of Naples – Community Services Department
239-213-7120



The Information Below Explains How the Tree Challenge Works

Watch Your Donation Double Through The Blair Foundation Tree Challenge!

The Need for Trees – The City of Naples has long been known as the “Green Jewel” of southwest Florida. The City has also received the “Tree City USA” designation by the National Arbor Day Foundation – for 21 years! The lush canopy trees and tropical palms that grace Naples’ streets and parks are important to residents and the quality of life in our community.

On September 10, 2017, Hurricane Irma made landfall just south of the City of Naples. The storm caused considerable damage to the Naples area and 1,929 City trees were either destroyed or damaged to the extent that they were removed.

Before the storm, there were approximately 2,000 vacant tree locations in the City. This means there are now 4,000 trees that need to be replanted in Naples.

City of Naples Funding – Yes! The City of Naples provides annual funding for tree replacement. For the past two fiscal years, the Naples City Council has provided \$300,000 per year for tree planting. Following Hurricane Irma, the City is focused on replanting main roadways first.

Make a Donation – You, your business, your civic organization, your HOA, or your neighborhood association, are all eligible to make tax-deductible donations to help reforest Naples.

Donations to the City will leverage a dollar-for-dollar match from the Blair Foundation Tree Challenge!

Individuals – You may donate the cost to replace the tree in front of your home or on your street. This will fund another tree in a park or in one of Naples neighborhoods!

Businesses and Civic Associations – Make a donation that leverages funds from the Blair Foundation Tree Challenge to keep Naples “Green” for generations.

HOA's and Neighborhood Associations – The Blair Foundation Tree Challenge provides your association the opportunity to solicit member donations and double the tree planting in your neighborhood. These donations, either large or small, can be combined to have a greater impact in your Naples neighborhood.

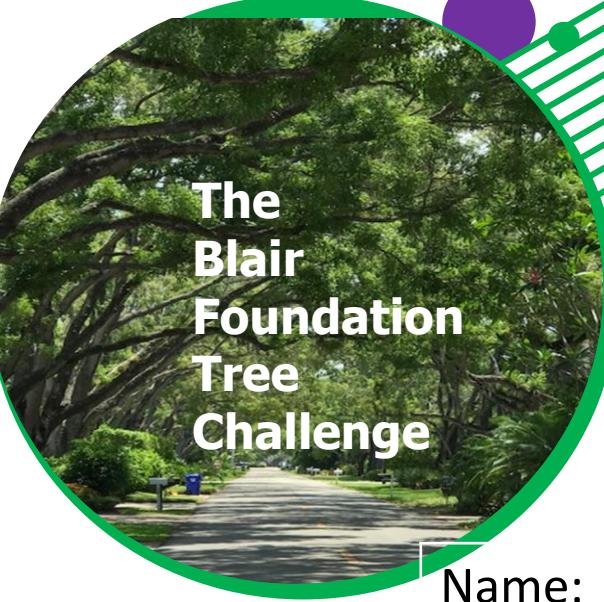
Benefits – The benefits of planting trees in Naples are numerous. Here are a few!

- Trees increase property value
- Trees clean the air
- Trees cool the City
- Trees provide shade
- Trees support nature

City staff will work with donors to identify tree planting locations that will benefit Naples. Sorry, no plaques will be installed.



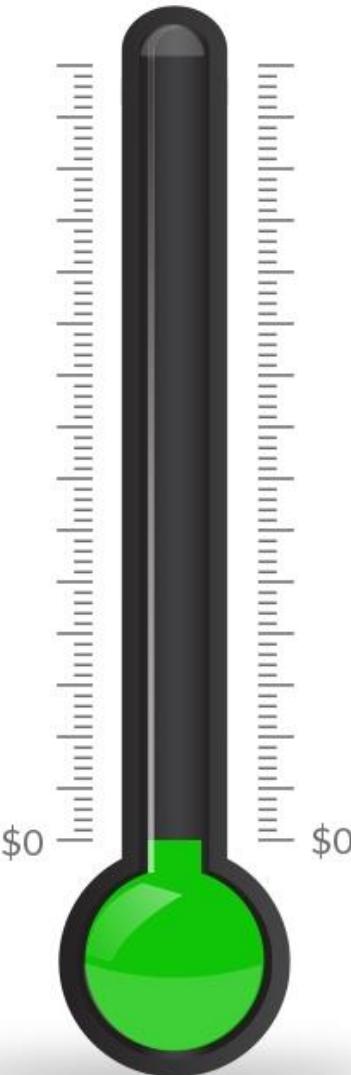
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The Blair Foundation Tree Challenge

DONATION FORM

**Tree Planting
Fundraising Goal
\$1,000,000**



Name: _____

Address: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Donation Amount: \$ _____

Please Apply My Donation To The General
Planting Fund (no minimum donation)

Please Apply My Donation To Plant A Tree
At The Location Indicated Below

(Minimum donation for one tree in a specific location must be the full cost of the tree. Call 239-213-7120 for information. The Blair Foundation matching funds will be used to plant a tree in the River Park/Lake Park neighborhoods. Location and species must be approved by City arborist)

Planting Location: _____

Checks – Payable to the City of Naples and the completed form must be mailed to the:

Naples Community Services Department
280 Riverside Circle, Naples, FL 34102

