

# 2024 Annual Impact Report

**SETTING ROOTS, GROWING FUTURES**



# 2024 BY THE NUMBERS



TreePeople

3,326

urban trees  
planted



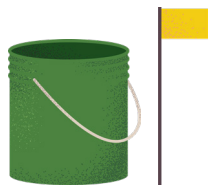
3,214

fruit trees distributed



22,511

trees cared for

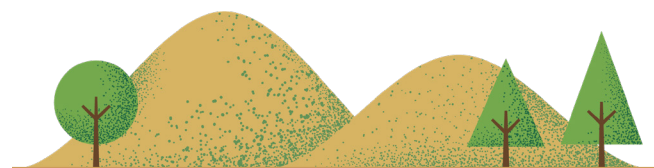


8,600

forest trees planted

6,006

native plants installed



3,000

acres of coastal  
mountains  
protected

360

acres of  
forestland  
managed



6,886

volunteers

554

volunteer events

23,500

students

230

schools reached



350

in-classroom  
projects



370

tours



94

workforce  
development  
opportunities





Dear TreePeople Family,

This past year has been one of growth, resilience, and accomplishment. Through our team of over 100 staff and thousands of volunteers, supporters, and partners we continue to lead with action, education, and engagement to implement nature-based solutions across Southern California—building a greener, healthier, and more sustainable future.

This reflection comes at a time when wildfire—once again—underscores the urgency of our work. The fires are a stark reminder of both the daunting challenges we face and the crucial need to deliver actionable solutions to the growing threats posed by our changing climate, including extreme heat, drought, and the wildfires they fuel. Through our ongoing post-fire reforestation and restoration projects in the mountains surrounding Los Angeles, we are poised to respond quickly and effectively, helping to heal vital ecosystems that enhance our environment. At the same time, we continue to bring together communities across Southern California to expand tree canopy and increase shade equity, planting seeds of unity and hope at a time when many feel divided and disheartened.

## Here's a glimpse of what we achieved in 2024: .....

- Began the Cindy Montañez Young Leaders Program, a paid internship that gives the next generation of environmental leaders—high school students—a deep dive into green career options, in honor of our late CEO, Cindy Montañez.
- Implemented tree planting campaigns in Southeast Los Angeles, South Los Angeles, the Northeast San Fernando Valley, the San Gabriel Valley, and the Inland Empire.
- Launched a post-fire reforestation and restoration project across over 1,000 acres in the Angeles National Forest.
- Expanded field trips for K-12 students in environmentally burdened communities to learn firsthand the benefits of urban and mountain forests, rivers and watersheds, as well as recycling and waste facilities.
- Hosted our Annual Youth Summit, where over 200 students showcased their environmental service learning projects and presented actionable solutions to peers and teachers.
- Completed the Pacoima Middle School's Living Schoolyard, replacing 14,000 square feet of asphalt with 107 trees, pollinator gardens, outdoor learning spaces, and a shade tree barrier to reduce freeway pollution.
- Partnered as a leader in the Summit for Equity & Resilience in Water, engaging over 200 participants on the successes and lessons learned from the WaterTalks Program.
- Grew The Canopy—our monthly membership program—by 33% to provide sustainable support for all of our programs and reintroduced Planned Giving options, empowering donors to create lasting legacies.

On the horizon for 2025, we're excited to continue branching out our partnership and impact to more communities. Our journey will take us back to our roots in the San Bernardino Mountains, where TreePeople's legacy began more than 50 years ago, as we launch an ambitious reforestation initiative. We're breaking new ground on transformative school greening projects at over a dozen school campuses across Los Angeles County. In the San Gabriel Mountains, we are growing our reforestation efforts, bringing life back to fire-scarred landscapes. Environmental education will be more important than ever in 2025, so we're expanding our student internship program to provide paid opportunities to explore green careers that inspire the next generation of environmental leaders.

TreePeople's strength is our community: partners like you who share our vision of a green, healthy, and sustainable future. Thank you for standing with us as we honor our past, celebrate our present, and look forward to what's ahead on our shared journey.

With hope and gratitude,



**Daniel Berger**  
Executive Director



**John D. Bunzel**  
Board Chair

# COMMUNITY FORESTRY

Expanding urban tree canopy by planting and caring for trees where they are needed most.

17 communities planted  
across Southern California



3,226 TREES PLANTED  
IN OUR COMMUNITIES

With the support of our dedicated volunteers and Community Forestry team, TreePeople planted thousands of trees across South LA, Southeast LA, the San Fernando Valley, the San Gabriel Valley, and the Inland Empire. These efforts focused on public spaces like parks, parkways, and schools to address pressing environmental challenges. We also equipped community members with forestry skills, to support ongoing stewardship and ensure a lasting legacy. Trees transform neighborhoods by providing shade and cooling, carbon sequestration, improved air quality, healthier soils, and stormwater capture to reduce polluted runoff and replenish groundwater.



El Monte 50 Trees 1 Day kick-off tree planting  
Photo credit: Miguel Angel Vargas



San Fernando Valley fruit tree distribution  
Photo credit: Miguel Angel Vargas



3,214 FRUIT TREES DISTRIBUTED  
TO RESIDENTS

TreePeople distributed free fruit trees—including avocado, pomegranate, and lime—directly to residents through community gatherings, farmers markets, and drive-through distributions. These efforts increased residential tree canopy, providing shade that cools homes and reduces energy use. Once established, each fruit tree provides fresh, healthy produce, addressing food insecurity in communities with limited access to affordable, nutritious groceries, often classified as food deserts. Fruit trees are a sustainable solution for nourishing families and enhancing neighborhood resilience.



22,511 TREES CARED FOR  
LONG-TERM SUCCESS

TreePeople nurtures every tree we plant by providing critical tree care, including watering, weeding, mulching, and restaking to promote healthy growth. This early investment significantly increases the likelihood of young trees reaching maturity to deliver their full environmental and community benefits. By actively engaging with residents to participate in tree care, TreePeople fosters local stewardship that supports lasting, positive impact.



# CONSERVATION

Restoring and stewarding ecosystems in our mountains and forests to increase climate, fire, and habitat resilience.



Castaic Project kick-off restoration  
Photo credit: Adam Corey Thomas



Betty Dearing Trail restoration  
Photo credit: Adam Corey Thomas



**360 ACRES OF FORESTLAND  
RESTORED AND MANAGED**

In partnership with the US Forest Service, TreePeople managed the restoration and ongoing maintenance of fire-scarred sites across the Angeles National Forest. By removing invasive plants that act as flash fuel for wildfires and planting climate- and fire-resilient native species, TreePeople protects and restores degraded wildlands, mitigating fire risk through the creation of resilient, biodiverse ecosystems.



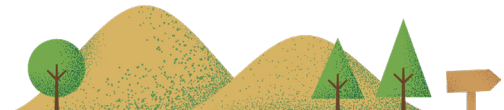
**3,000 ACRES OF COASTAL  
MOUNTAINS PROTECTED**

Through TreePeople Land Trust, we protected and stewarded thousands of acres of critical habitat in the Santa Monica Mountains, ensuring that these ecologically-significant landscapes are preserved for the benefit of local people, plants, and animals. The Land Trust's Cold Creek and La Sierra Preserves feature incredibly rich freshwater wetlands, oak woodlands, and chaparral slopes that help rare and endangered species thrive.



**14,620 TREES AND SHRUBS  
PLANTED IN NATURAL HABITATS**

TreePeople planted a diverse mix of over 50 native species across chaparral, riparian, oak woodland, and conifer habitats. These species enhanced ecosystems to: 1) Mitigate Climate Change: Increasing carbon capture through improved forest biomass; 2) Improve Watershed Health: Reducing soil erosion and protecting water quality downstream in the Santa Clara, Los Angeles, and San Gabriel River watersheds; 3) Promote Biodiversity: Creating habitat for endangered and threatened species such as the slender mariposa lily, arroyo toad, California red-legged frog, southwestern willow flycatcher, and California spotted owl.



**Removed invasive plants across  
54.5 acres of wilderness**

# EDUCATION & OUTDOOR EQUITY

Inspiring, engaging, and equipping tens of thousands of K-12 students, teachers, and communities to take bold steps to address environmental challenges.



## 350 SERVICE LEARNING PROJECTS

TreePeople partnered with middle and high school educators to deliver hands-on service learning projects—meeting teacher objectives and community needs—in and out of the classroom to address environmental challenges using evidence-based solutions. These projects improved sustainability in students' surroundings and increased environmental awareness by 10%, as shown in pre- and post-project surveys. TreePeople Educators, often from the communities they serve, become role models who boost student confidence and self-efficacy. By replacing eco-anxiety with actionable service to campuses and communities, TreePeople empowers students to believe in their ability to succeed and drive positive change.



## 370 ECO-TOURS AND NATURAL CONNECTIONS TOURS

Eco-Tours to TreePeople headquarters at Coldwater Canyon Park immersed thousands of students in nature, providing engaging lessons about the critical role of trees, urban forests, and healthy soil in fostering environmental sustainability. Natural Connections Tours, introduced in 2022, expanded TreePeople's reach by creating new opportunities for Title I students and their families to explore nature both within their neighborhoods and beyond. This expansion added four new field trip locations in 2024—bringing our field trip locations offered to Title I students up to eight—cultivating a sense of community pride while addressing specific environmental and climate challenges. These enriching experiences equip students and families with knowledge and tools to steward their local environments and adopt lasting sustainable habits.



## 94 WORKFORCE DEVELOPMENT OPPORTUNITIES

TreePeople provided hands-on training for young people to prepare for green careers, offering three signature programs that combine field experiences, exposure to environmental professions, and insight from guest speakers: 1) Cindy Montañez Young Leaders with nine paid high school interns from El Monte and South El Monte; 2) Compton YouthBuild Youth Forester with 65 student participants; and 3) AmeriCorps and Climate Action Corps with 20 members. Through these initiatives, participants gained skills in tree care, watershed management, and ecosystem restoration, with many expressing increased interest in pursuing green careers after their experiences.



Youth Leadership Program Angeles conifer study field trip  
Photo credit: Adam Corey Thomas



# GREEN INFRASTRUCTURE

Designing and implementing natural solutions that transform spaces through multi-benefit projects.



Pacoima Middle School Living Schoolyard

Photo credit: Adam Corey Thomas



## 13 LIVING SCHOOLYARDS DESIGNED

TreePeople conducted comprehensive planning and community engagement to guide the development of transformative living schoolyard designs tailored to the unique needs of each campus. Each design was informed by input received from students, educators, and parents, ensuring that the greening elements not only address environmental goals, such as cooling and air quality, but also promote student health outcomes and opportunities for environmental education.



## PACOIMA MS LIVING SCHOOLYARD

At Pacoima Middle School, TreePeople completed the installation of a vibrant, living schoolyard, replacing 14,000 square feet of asphalt with 107 trees, pollinator gardens, outdoor learning spaces, and a shade tree barrier to reduce freeway pollution.



## PLANNING FOR GREENER, VIBRANT PUBLIC SPACES

In addition to schools, TreePeople spearheaded planning efforts at parks, streets, parking lots, and alley ways to revitalize public spaces with green infrastructure at the forefront. At locations such as “The Bowl” at Kenneth Hahn State Recreation Area and Carlisle St. in San Fernando, TreePeople completed community engagement and project designs that will increase tree canopy, biodiversity, stormwater management, and recreational opportunities.

**TreePeople is actively working to green 27 schools.**



# POLICY & RESEARCH

Conducting cutting-edge research and facilitating policies that support nature-based solutions.



## ADVOCATING FOR THE ENVIRONMENT

TreePeople partnered with trusted allies to support three bonds on the November 2024 ballot—all passed by voters. Proposition 4 (the climate bond) contains \$450 million to combat extreme heat in our most vulnerable communities and billions more to support nature-based solutions for climate resilience. Proposition 2 (the education bond) has the capacity to support hundreds of millions of dollars in green schoolyards investments. Measure US (LAUSD bond) contains tens of millions of new dollars to expand green schoolyards across LA County.



## 7 RESEARCH PUBLICATIONS

TreePeople developed seven key publications that included two peer-reviewed scientific articles, three Urban Forest Management Plans for local municipalities, and two public education reports. These publications present research and analysis to operationalize the use of trees, soils, and water to improve to our urban environment. TreePeople leverages our research findings to create a greener, healthier Los Angeles.



WaterTalks Summit  
Photo credit: Miguel Angel Vargas



City of Paramount Urban Forest Management Plan workshop  
Photo credit: Adam Corey Thomas



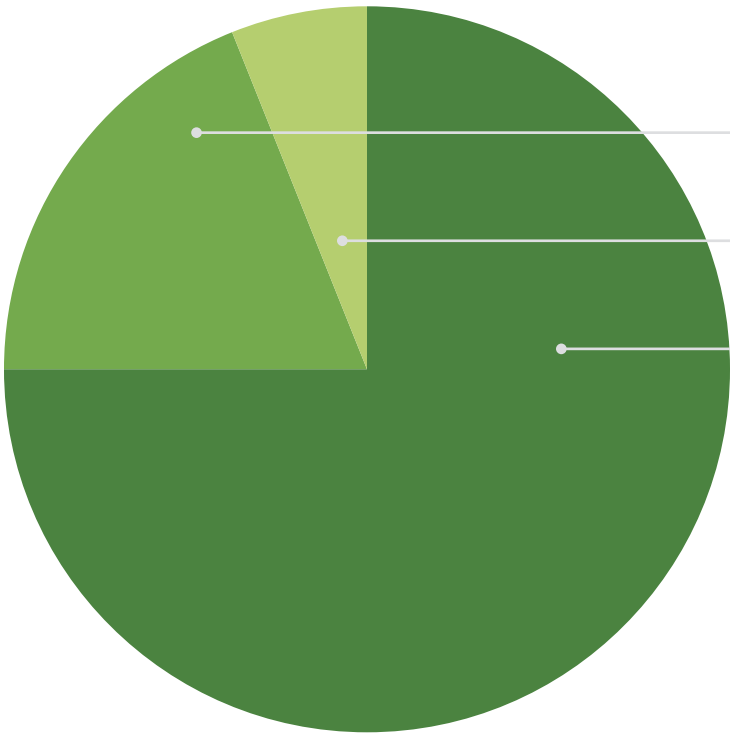
## BUILDING WATER RESILIENCE

TreePeople reinforced its commitment to water resilience efforts in Los Angeles by serving as a convener, advocate, and capacity builder. Following the completion of the WaterTalks Program, a groundbreaking campaign to receive diverse community feedback on water infrastructure, we hosted discussions with over 200 participants, fostering collaboration and innovative solutions. As the Santa Clara River Watershed Coordinator for the LA County Safe, Clean Water Program, TreePeople plays a pivotal role in capacity building and community education to protect and enhance regional water resources.





# 2024 FINANCIALS

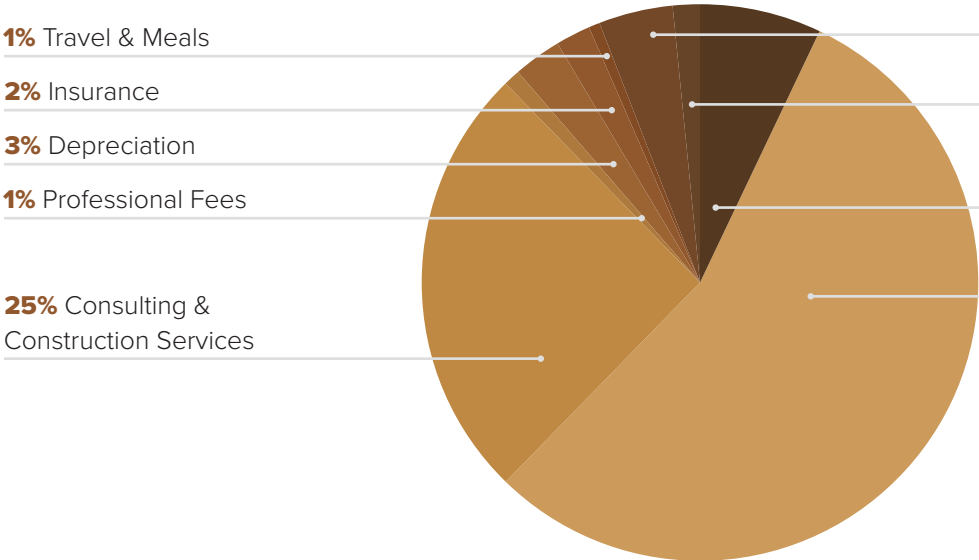


19% Individual Giving

6% Program Income & Other Sources

75% Government & Private Grants

**Total Revenue:**  
**\$ 17,529,562**



1% Travel & Meals

2% Insurance

3% Depreciation

1% Professional Fees

25% Consulting &  
Construction Services

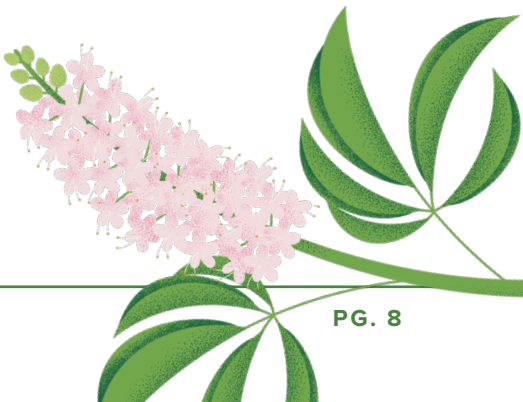
4% General Administrative & IT

2% Occupancy & Utilities

7% Trees, Plants,  
Equipment, & Supplies

55% Staff Salaries & Benefits

**Total Expenses:**  
**\$ 16,436,113**



# TREEPEOPLE BOARD OF DIRECTORS

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**Amanda Begley**

Watershed Senior Program Manager

**Daniel Berger**

Executive Director

**Mario Dagonel**

Associate Director of Community Engagement

**Eileen Garcia**

Director of Program Operations

**Kevin Gaston**

Executive Director of TreePeople Land Trust

**Manny Gonez**

Director of Policy Initiatives

**Dustin Herrmann**

Principal Scientist

**Alex Miller**

Director of Marketing & Communications

**Saxon Miller-Jones**

Director of Development

**Katie Mills**

Director of Environmental Education Strategy  
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**David Pineda**

Senior Director of Strategy & Impact

**Thierry Rivard**

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**Alex Sharrigan**

Director of Technology

**Brett Stapleton**

Chief Financial Officer

**Autumn Torregano**

Senior Director of Human Resources

**Marcos Trinidad**

Senior Director of Programs

**Emily Tyrer**

Director of Green Infrastructure

**Bryan Vejar**

Associate Director of Community Forestry

**Alyssa Walker**

Associate Director of Conservation





# **TOGETHER, WE MADE AN IMPACT.**

## **TO OUR 6,900+ VOLUNTEERS:**

your 22,000+ hours at 550+ events  
transformed our communities and wildlands.

## **TO OUR 3,400+ DONORS:**

your generosity fuels everything we do.

**Your partnership makes all the difference.  
Let's keep growing together!**



**TreePeople**

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Support our work: [treepeople.org/donate](#)