

# Seedling news



## Experience the Wilderness Next Door

Founded as the Mountains Restoration Trust in 1981, and acquired by TreePeople in 2019, the TreePeople Land Trust (TPLT) protects and manages 3,000 acres in the Santa Monica Mountains and provides excellent trail access to nature. TPLT protects water quality, open space, and is home to California wildlife, from bobcats, hawks, mountain lions, to the California newt and native chaparral plants.

If you haven't visited this spectacular site yet please consider visiting and perhaps volunteering. Volunteers are working with staff currently on maintaining trails and repairing impacts from the recent winter storms. If you are excited by expanding public access to nature and protecting ecologically important places here in LA, please learn how to get involved at [treepeoplelandtrust.org/](https://treepeoplelandtrust.org/). Protecting a mountain range bordered by one of the largest urban centers in the world takes partnership and public support—donations of all sizes are gratefully appreciated.

## Words from our CEO

### *TreePeople turns 50 this year!*

50 years of planting thousands of trees. 50 years of bringing communities together, and 50 years of the power of people like you who care enough to support TreePeople year after year. Thank you for helping make history. We have so much to celebrate—and we have so much still to do! Our ambitious plans for the “next 50” include accelerating and expanding our efforts to serve more communities, faster.

Thank you for partnering with us to make this work possible!

*Cindy Montaney*



**Order Your  
Mother's Day  
Tree Dedication!**

[treegifts@treepeople.org](mailto:treegifts@treepeople.org)  
(818) 753-TREE (8733)  
[treepeople.org/tree-dedications/](https://treepeople.org/tree-dedications/)

# A History 50 YEARS in the Making

**2004**

Our platinum-rated LEED (Leadership in Energy and Environmental Design) TreePeople Conference Center and 216,000-gallon rainwater cistern are constructed.



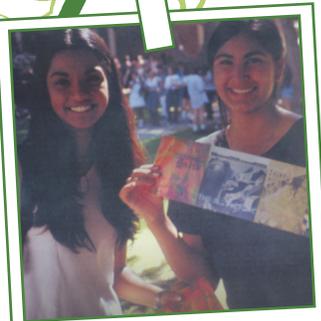
**1973**

TreePeople is formally incorporated. After teenager Andy Lipkis learns in 1970 that air pollution from the city is killing Southern California's forests, he decides it is up to kids like him to save the forest.



**1997**

Generation Earth (our environmental education program) is launched and continues today.



**1976**

TreePeople finds a home at what is now called Coldwater Canyon Park.



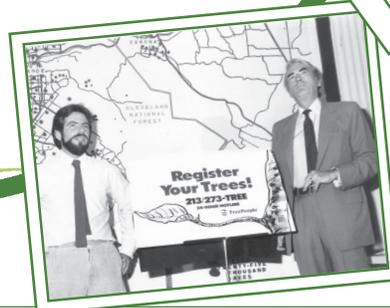
**1990**

TreePeople holds the largest urban planting in its history: a one-day planting of nearly 400 trees with 3,000 volunteers along a seven-mile stretch of Martin Luther King Jr. Blvd. in Los Angeles.



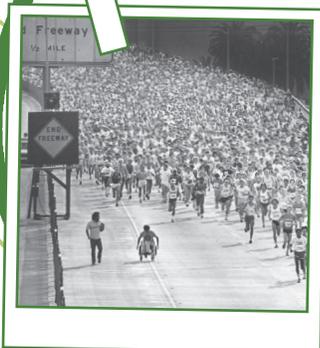
**1984**

TreePeople plants its one-millionth tree as part of the Million Tree Campaign that was launched in 1981 to help Los Angeles comply with the Clean Air Act of 1970.



**1979**

TreePeople and 5,000 runners close down CA-90 for the Tree Run to raise money for urban forestry. TreePeople membership program begins.



## 2008



TreePeople opens to the public The La Kretz Urban Watershed Demonstration Garden, The S. Mark Taper Foundation Environmental Learning Center, W. M. Keck Foundation Nursery, and Parking Grove at Coldwater Canyon Park.



## 2011

TreePeople plants its 2 millionth tree.



## 2023

TreePeople celebrates our 50th anniversary. With the help of donors, volunteers, and staff, we're excited for the next 50!

## 2021

TreePeople helps lead the push for \$150 million in state funding for greening schools.



## 2015

TreePeople helps create the City of LA's first-ever Stormwater Capture Master Plan.



## 2019

TreePeople merges with the Mountains Restoration Trust to steward over 3,000 acres in the Santa Monica Mountains.

The Disadvantaged Community and Tribal Involvement (DACTI) Program, also called WaterTalks, is launched.



## 2020

TreePeople responds to the COVID-19 pandemic as essential workers and continues to plant trees in person and educate remotely.

# TreePeople

12601 Mulholland Drive, Beverly Hills, CA 90210



*TreePeople's mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share our process as a model for the world.*

## Cinader Grove

### *Growing Hope, Recognition, and Sustainability*

Come visit our new beautiful Cinader Grove at TreePeople's Coldwater Canyon Park! We invite you, our beloved TreePeople supporters, to adopt a tree and have your own plaque installed in our new permanent dedication signage. Over the next 3-5 years we are completing the planting of 600 native trees along the 2-mile Betty B. Dearing Trail, one of the most frequented trails in Los Angeles County.

Don't miss your chance to adopt a tree! Your donation will include the tree sapling and your own custom plaque. Staff and volunteers will plant, water, and maintain the trees to ensure Cinader Grove lives on and creates shade for generations to come.



### **Fun fact:**

*Blue Grama Grass is an alternative to grass and uses 75% less water than typical perennial tufted grasses. For more facts and to learn how to make a more drought-tolerant lawn, please visit:*

**[treepeople.org/yards](https://treepeople.org/yards)**