



STREET TREES

FOR LIVING



SPONSORSHIP PACKAGES: GIVE THE GIFT OF GREEN

We welcome sponsorship from residents and businesses near and far. Whether you can sponsor one tree or one hundred, your support makes all the difference and enables us to keep on greening the streets of Lewisham.

Sponsorship Packages:

- Acorn: 1 x tree
- Oak: 10 x trees
- Forest: 25 x trees

About Street Trees For Living

STfL is a dynamic community-led charity, successfully planting street trees in the London Borough of Lewisham since 2012. We aim to increase biodiversity and promote the benefits of a healthy relationship between trees and humans. All while contributing to a greener landscape throughout south east London.

Our Objectives:

- To green the streets of Lewisham Borough and support Lewisham Council's response to climate change issues through the planting of trees, in partnership with local residents
- To forge links with local schools and create avenues of street tree planting that will reduce the negative impacts of air pollution and provide shading and screening for school children
- To encourage a healthy connection and understanding between children and their local natural environment
- To develop learning programmes about trees, biodiversity and environmental benefits
- To oversee our innovative community-led tree planting programme to ensure a high tree survival rate of over 95%

Our Work Includes:

- Planting over 250 trees a year in the London Borough of Lewisham
- Promoting, supporting and nurturing community interest in trees
- Supporting fundraising and increasing awareness of local tree planting opportunities
- Facilitating the planting of street trees for residents, community groups and schools

Our Partners:



Street Trees For Living is a Registered Charity, Number 1185165



SPONSORSHIP BENEFITS COMMUNITY COLLABORATION

Corporate Sponsorship:

- Connect with, support and give back to your local community
- Work towards carbon mitigation and widening your green reach
- Be known as a leading local green business
- Inspire other business to think green and lead the way
- Off-set sponsorship costs from corporation tax as a charitable donation
- Increase your visibility; through community networking, locally with tree name tags and online via STfL and social media

Personal/Private Sponsorship:

- Leave a legacy for future London and your local neighbourhood
- Long-term: contribute towards mitigating your personal carbon footprint
- Support and increase your street's and Lewisham's natural biodiversity
- Off-set personal charitable donations against your personal tax bill

Love Your Street

Trees are living, breathing, greening, shading, hard working nature. They bring joy and colour and make our streets happier and healthier for all. "A street without trees is like a party without music" - local resident.



Before and after: Silvermere Road



School Trees Project

The planting of avenues of trees close to local schools helps to create green corridors, reduce speeding traffic and encourages walking to school. STfL has now worked with thirteen Lewisham primary schools and counting...



Rathfern School's new trees; A happy waterer at Coopers Lane Primary School



Longtime Sponsors

Following an internal sustainability initiative to reduce paper consumption, local company Regular Cleaning has become a permanent sponsor of STfL and aim to plant 10 street trees a year, giving back to the local community.



The Regular Cleaning team planting yet more street trees!



'The School Trees Project gave us an opportunity to work together with our neighbours to create a tree-lined street on Rathfern Road. The children water the trees each week and do so with great enthusiasm! Looking after the trees and watching them grow makes them feel proud of the fact that they are helping to look after our planet.'

Michelle Henderson-Vieira, STfL Tree Champion and Global Learning and Geography Lead, Rathfern Primary School



SPONSORSHIP PACKAGES

TREES ARE TRANSFORMATIVE

“Recently the urgent need to plant more trees to help tackle the climate emergency and the ecological crisis has risen up the national political agenda. The role of trees and woodlands in supporting Londoners’ health and well-being during the Covid-19 pandemic lockdowns has also highlighted their value and there’s growing interest from businesses and the public, keen to get involved.”

London Urban Forest Partnership 2020

The Small Print:

Sponsors do not own trees, they are owned by Lewisham Council. Trees are insured against failure or vandalism for two years after planting. There is no requirement/need for sponsors to seek insurance at any point. Any donations received over and above that necessary to complete the project will be applied towards the general charitable purposes of STfL.

ACORN: Sponsorship of 1 x tree

£1,100

- 1 x 4m tree with two stakes and a guaranteed replacement if the tree fails or is vandalised in the first two years
- 1 x tree label including sponsor’s name
- **50% discount for any sponsorship going toward a residential planting programme already in progress!**

OAK: Sponsorship of 10 x trees

£9,000

- 10 x 4m trees with two stakes and a guaranteed replacement if the trees fail or are vandalised in the first two years
- Strong ties created with local community groups
- 10 x tree labels including sponsor’s name
- Sponsor’s logo added to STfL’s sponsorship page
- 1 x blog post on STfL website, shared across all social media platforms
- STfL logo provided for sponsor’s website
- Management and finding of community guardians/waterers
- Promote your new environmental credentials via your social channels, and increase your company’s environmental visibility
- **50% discount for any sponsorship going toward a residential planting programme already in progress!**



FOREST: Sponsorship of 25 x trees

£27,500

- A bespoke tree planting project to be planted in a Lewisham location of choice, subject to council agreement
- Choice of species from STfL list of approved trees
- Immediate, positive and strong ties created with the local authority and local communities including schools, residents, religious groups and community centres
- 25 x 4m trees with two stakes and a guaranteed replacement if the trees fail or are vandalised in the first two years of planting
- 25 x tree labels including sponsor's name
- Management and finding of community guardians/waterers
- Sponsor's logo added to STfL's sponsorship page
- Sponsor's logo to appear at the foot of all pages of the STfL website
- 1 x blog post on STfL website, shared across all social media platforms
- STfL logo provided for sponsor's PR and marketing purposes
- STfL copy detailing sponsor's involvement with STfL, available for use in all sponsor's corporate responsibility information and publicity
- Promote your new environmental credentials via your social channels, and increase your company's environmental visibility

'In 2019, a sustainability initiative led us to an exciting investment in Street Trees for Living, with the aim to not only reduce paper usage but to offset the amount we continue to use through the simple act of planting trees. The team at STfL are extremely passionate about what they do and are committed to making time for good.'

As a sustainable cleaning company, we set out to make a positive impact on our environment and the community in which we live and work, and with STfL, we are doing just that. Together, our aim was to produce something positive and visionary, to collectively view street trees as an asset. This partnership has been a true collaboration, and we look forward to planting many more trees over the years.'

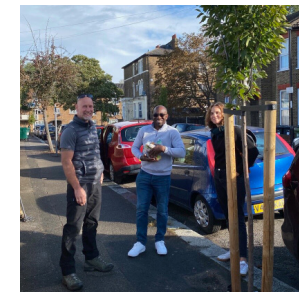
**Victoria Pike, Commercial Administrator
Regular Cleaning**

Benefits of Street Trees

Street trees and urban trees look after us in the following ways: reduce toxic air mortality, improve mental health, encourage biodiversity and wildlife, reduce road rage and slow traffic, reduce crime, increase neighbourhood vigilance, increase work productivity, help prevent flooding, increase health recovery rates, increase business profits, provide insulation, shading, regulate temperatures and cool urban streets.

Planting Times

Trees are planted in November through to February, whilst they are dormant. To plant a street tree the process normally takes a year from the first enquiry. Streets are surveyed and scanned in early spring, council tree officers review utilities maps in early summer, species and permissions are then completed. Payments are made in July, trees are ordered from reputable tree nurseries in August for planting in the following autumn/winter.



Our Volunteer Team

Our charity is all volunteer-run, by hundreds of people: from our trustee board to the youngest volunteers watering the trees. Each tree, from enquiry to planting, will generate at least 40 hours of volunteering: area-reps and street-reps liaise with residents and survey and scan the streets for underground cables; our admin team coordinates the species choices and planting; our waterers help the trees to flourish and our maintenance team audit our trees and look after them. We couldn't do it without them!

Tree Species



When planting street trees there are several factors that need to be taken into account, such as pavement width, how exposed or sheltered the area is, street access, as well as allergies (a specific consideration for the School Trees Programme). Therefore, we are pleased to offer a variety of street trees for planting that accommodate the many different needs of Lewisham's varied streets as well as promote biodiversity in the borough.

How Diverse Are STfL Trees?

We aim to follow the 10-20-30 rule (Santamour,F, 2002) as a method of ensuring our tree population remains sufficiently diverse:

- No more than 10% should be the same species (*Prunus Avium*, Wild Cherry)
- No more than 20% should be the same genus (*Prunus*, Cherry)
- No more than 30% should be the same family (*Rosacea Family*)

Our Recommended List of Street Trees

Our trees are supplied by *Barcham Trees*; you can find full details on our website www.streettreesforliving.org/species-guidance. Barcham Trees also has its own Tree Eco Ratings Table; a guide to the extent carbon is stored per variety. Below are some examples of the tree varieties we offer:

For Narrow Pavements (1.8m), including:

- *Cornus Mas* - *Cornelian Cherry*
- *Betula Pendula Fastigiata* - *Silver Birch*
- *Ginkgo Biloba Nanum Dwarf* - *Maidenhair*

For Medium Sized Pavements (2.4m), including:

- *Ilex Castaneifolia* - *Chestnut-leaved Holly*
- *Ligustrum Japonicum* - *Japanese Tree Privet*
- *Acer Ginnala* - *Maple*

For Wide Pavements and Soft Verges (3m), including:

- *Gleditsia Triacanthos* - *Sunburst Honey Locust*
- *Ulmus New Horizon* - *Resistant Elm*
- *Tilia Cordata* - *Small Leaved Lime*



GET IN TOUCH



**STREET
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Sponsorship:

- For all sponsorship enquiries: info@streettreesforliving.org
- Find out more about School Trees: marie-claire@streettreesforliving.org

Volunteering Opportunities:

- Become a volunteer, or street/area representative, or become a tree waterer and look after trees: visit www.streettreesforliving.org/volunteer

Follow Us Online:

- Website www.streettreesforliving.org
- Twitter [@STfLLondon](https://twitter.com/STfLLondon)
- Instagram [@stflondon](https://www.instagram.com/stflondon)
- Facebook [@streettreesforliving.org](https://www.facebook.com/streettreesforliving.org)

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