



Christmas SPIRIT Foundation
16020 Swingley Ridge Road, Suite 300
Chesterfield, MO 63017
Phone 636-449-5060 **Fax** 636-449-5051
info@treesfortroops.org
www.treesfortroops.org

Trees for Troops 2012 Program Highlights

18,694 – Number of Real Christmas Trees Provided to troops and military families in 2012

65 – Number of Military Bases Receiving Trees in 2012

In 2012, Trees for Troops provided 18,694 real Christmas Trees to military families and troops, bringing the total since the inception of the program to more than 121,000 trees. Trees were delivered by FedEx to 65 military bases in the U.S. and Middle East, covering every branch of the armed services.

12,666 – Number of Trees donated by Growers and Farm Families in 2012

\$523,106 – Estimated Value of Trees donated by the Real Christmas Tree Industry

750 – Number of Farms Participating in Trees for Troops

This year, 12,666 of the trees were donated by an estimated 750 Christmas Tree growers, farm families and retailers. Donations were received through individual farms, the collective efforts of state and regional Christmas Tree associations, and Trees for Troops weekend. At an average value of \$41.30 per tree (based on Harris Interactive's poll of consumer spending on Real Christmas Trees in 2012), that equates more than a half-million-dollar in-kind donation by the Real Christmas Tree industry.

6,028 – Number of Trees Donated by Consumers

\$36,857 – Trees for Troops Weekend Participation Fees, Per-Tree Donations and Sponsorships

32 – Number of Farms and Retail Locations for Trees for Troops Weekend

Consumers supported Trees for Troops by donating a record-high 6,028 trees at the 32 farms and retail locations across the country that hosted FedEx trailers during Trees for Troops Weekend. One garden center participant, Mahoney's Evergreens, sold 1,525 trees at their eight locations.

67,851 – Number of Ground Miles Donated by FedEx Freight

6,600 – Number of Miles Donated by FedEx Express (measured in nautical miles)

FedEx Freight donated in-kind a total of 67,851 miles to pick up and deliver more than 18,000 trees this year. Many locations reported having the same FedEx driver as in previous years and loved hearing how excited the drivers were to participate in Trees for Troops each season. That number does not include the estimated 6,600 nautical miles donated by FedEx Express to pick up and transport 300 trees to grateful U.S. troops in Kuwait and Afghanistan.

\$23,549 – Donor and Sponsor Dollars Donated/Raised by the CSF Board of Trustees in 2012

This year, the Christmas SPIRIT Foundation Board of Trustees was challenged to raise at least \$2,000 per trustee in donations and local sponsorships, for a total of \$20,000. This goal was more than exceeded, as together the trustees gathered \$23,549 through fundraising and their own donations. Together, the trustees raised more than 22 percent of CSF/Trees for Troops' total revenues.

\$50,160 – Donations from Consumers

In addition to Trees for Troops Weekend, consumers supported Trees for Troops through cash donations, raffle tickets, teddy bears, the Combined Federal Campaign, and other opportunities. This year Trees for Troops was the recipient of more than \$50,000 in consumer support. Fundraising for 2013 has already begun!