

PREPARED FOR:
The City of Lake Worth Beach



PREPARED BY:
Community Greening
Social Impact Lab at Lynn University
3601 N. Military Trail
Boca Raton, FL 33431-5507





MARK CASSINI
CO-FOUNDER/EXECUTIVE DIR.

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2022
Outstanding Urban
Forestry Program



**Arbor Day
Foundation®**
2021
Spirit of Arbor Day
Award



2021
SE Conservation
Partner of the Year



2019
Nonprofit
of the Year

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COMMUNITY GREENING
C/O SOCIAL IMPACT LAB
LYNN UNIVERSITY
3601 N. MILITARY TRAIL
BOCA RATON, FL 33431

communitygreening.org



August 10, 2026

Donna Kerner
Chair, Tree and Landscape Board
City of Lake Worth Beach
7 North Dixie Highway
Lake Worth Beach, FL 33460

Delivered via email to: dakerner@hotmail.com

Dear Donna:

We are pleased to provide the attached proposal for your consideration.

Community Greening, an urban forestry nonprofit based in Florida, was founded to engage the community in efforts to increase the tree canopy. Since 2016, we have been successful in planting and distributing more than 29,750 trees in parks, schoolyards, public green spaces, and neighborhoods in South Florida.

We look forward to partnering with you to enhance the quality of life of both the environment and community as we move toward becoming a more sustainable region. Thank you for your time and interest. If you have any questions, please contact me at 561-927-8733 or mcassini@communitygreening.org.

Sincerely,

Mark Cassini
Executive Director
Community Greening

Project Description

Tree Giveaway

Community Greening will host a tree giveaway event to benefit residents and support the tree canopy in the City of Lake Worth Beach. Community Greening has conducted dozens of “sold out” tree giveaways of 100-400 trees each in Boca Raton, Boynton Beach, Delray Beach, and West Palm Beach.

Community Greening’s Engagement and Communications Director will work with City staff on event logistics and coordination. Community Greening will promote the event and the City’s overall sustainability efforts through social media, press releases, blog posts, community calendars, etc.

Each household will be eligible to select a limited number of trees with a total of 100 Florida native/Florida friendly shade trees and 50 fruit trees available at the event. At the conclusion of the event, any remaining trees will be the property of Community Greening. Trees are 3G in size to ensure that residents can fit the trees in their car or easily manage the walk home. In our experience conducting numerous successful tree giveaways, providing both fruit trees and Florida native/Florida friendly shade trees encourages attendance and excitement among area residents.

Community Greening will provide information about tree species and site requirements. Residents provide their address during the registration and eligibility confirmation process, and the species of tree they have received is tracked and recorded in our publicly available online database.

As the supporting sponsor of this event, the City will receive the following considerations:

- Name and/or logo inclusion on Tree Giveaway promotions (sign-up pages, digital flyers, etc.)
- Social Media appreciation post with photos of giveaway
- Sponsorship Recap Packet with photos

Price

Total project cost including labor, trees, and supplies for a tree giveaway event with 100 shade trees and 50 fruit trees:
\$10,301

Please sign below and return to info@communitygreening.org by 9/15/2026 to indicate approval of this proposal.

Signature: _____

Print Name: _____

Title: _____

Date: _____



ORGANIZATION HISTORY

Community Greening was founded by Mark Cassini and Matt Shipley in 2016 as a positive, proactive, community-centered approach to the ecological and human risks associated with climate change. From its inception, Community Greening has been a collective effort to improve our environment for people and nature. Our vision is an engaged community creating sustainable greenspaces and a vibrant tree canopy to equitably strengthen our environment.

To date, Community Greening has planted more than 29,750 trees in parks, schoolyards, public green spaces, and neighborhoods in Palm Beach County. Community Greening was named the “Southeast Conservation Partner of the Year” by the US Fish and Wildlife Service; “Tree Advocacy Group of the Year” in 2018, “Outstanding Urban Forestry Program” in 2022, and “Outstanding Tree Advocate” in 2024 by Florida’s Urban Forestry Council; “Non-Profit of the Year” by the Greater Delray Beach Chamber of Commerce; won the “Spirit of Arbor Day” award from the Arbor Day Foundation; and received the “Zone Civic Improvement Commendation” from the Garden Club of America.

Community Greening is a member of the Arbor Day Foundation's Alliance for Community Trees, a nationwide network of community-based organizations who engage residents to plant and care for trees. To help prioritize planting efforts in neighborhoods with the highest need, Community Greening works alongside local government, community development boards, businesses, and funders to establish a baseline study of the local tree canopy. Concentrated efforts are then focused on increasing the canopy in areas with fewer trees; with very few exceptions, these areas follow national trends and have a high percentage of BIPOC residents and low median household income.

Programming to increase the tree canopy includes tree plantings at parks and schools, urban orchards, nursery operations, tree giveaways, and residential deliveries. Community Greening also employs a Youth Tree Team of Palm Beach County high school students. These local teens receive competitive hourly wages as they gain work experience in the “green collar” sector and learn about urban forestry and community improvement.

Strong ties in the local community combined with ongoing professional development in environmental equity issues help ensure that challenges are identified by residents and solved collaboratively. Many of our staff and most of our Youth Tree Team members live in and around the neighborhoods that we work in. By employing local teens and tree technicians to improve their neighborhood, Community Greening is building the next generation of environmental leaders and green ambassadors.

Website: www.communitygreening.org

Facebook: facebook.com/communitygreening

Instagram: instagram.com/communitygreening

