



STUDENT CONSERVATION ASSOCIATION

EARTH DAY

2017 impact report



WITH THE SUPPORT OF EARTH DAY SPONSORS AMERICAN EXPRESS AND SOUTHWEST AIRLINES, SCA rallied over 2,400 volunteers from coast to coast to celebrate the planet through service. At 14 SCA Earth Day events in 10 cities, volunteers of all ages and backgrounds came together to restore local parks and green spaces—planting thousands of trees, making thousands of wildflower seed bombs to bring back native pollinators, and completing other projects to educate community members and help build capacity at urban parks nationwide.



2017 earth day impact

2,800
trees planted

250
tree seedlings adopted by
local community members to
be planted in yards, schools,
and community gardens

2,006
native pollinator
seed balls created

81%
of participants
under age 35

58%
of participants self-identify
as being from racial
or ethnic minority
backgrounds

10
CITIES

14
EVENTS

2,470
VOLUNTEERS

4,174
HOURS OF SERVICE

VALUED AT*
\$100,760

**based on 2016 estimated value of volunteer time
according to the Independent Sector*

910
recycled seed starters created

300
pounds of trash and debris
removed from the waterfront

64
park benches painted
and prepped

550
students and community
members educated

63%
were visiting the
park for the first time

76%
were attending an
SCA service event
for the first time



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IN NEW YORK CITY, SCA EXPANDED THE CONSERVE model to hold projects at multiple park sites and host an Earth Day festival at Riverbank State Park. With music, a photo booth, a tree giveaway, recycling games, quick-touch service activities, and more, SCA engaged record numbers in the Harlem community to celebrate the planet.

NEW YORK, NY

April 22nd, 2017 • Riverbank State Park

VOLUNTEERS: 761

SITE PARTNERS:

New York State Parks, NYC Parks, Trinity Cemetery

WORK ACCOMPLISHED:

64 benches painted and prepped at Riverbank State Park, 12 acres of historic memorials surveyed at Trinity Cemetery, 602 native pollinator seed balls created, 360 recycled seed starters created, and dozens of park visitors surveyed at Jackie Robinson and St. Nicholas Parks.



"These partnerships mean the world to us. Introducing people to the park, getting hugely important work done, and giving staff and patrons a chance to work together and stretch their skills—it's all a giant victory and we thank SCA!"

– Leslie Wright, NYC Regional Director, New York State Office of Parks, Recreation, & Historic Preservation



Special thanks to Urban Radio 103.9, MUFG, and The Beacons for providing music at our Earth Day festival!



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IN SAN FRANCISCO AND WASHINGTON DC,
SCA expanded Earth Day impacts by bringing the ConSERVE model to citywide Earth Day events, engaging hundreds of volunteers in making wildflower seed bombs to help bring bees, butterflies, and other native pollinators back to urban environments.

SAN FRANCISCO, CA

April 22nd, 2017 • Civic Center Plaza
Earth Day San Francisco

VOLUNTEERS: 717

SITE PARTNER:

Earth Day San Francisco

WORK ACCOMPLISHED:

750 native pollinator seed balls created,
250 recycled seed starters created.

WASHINGTON, DC

April 23rd, 2017
Smithsonian National Museum of Natural History
Earth Optimism Summit

VOLUNTEERS: 309

SITE PARTNER:

Smithsonian Institution

WORK ACCOMPLISHED:

350 native pollinator seed balls created,
300 recycled seed starters created.





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SEATTLE, WA

April 22nd, 2017 • Washington Park Arboretum

VOLUNTEERS: 326

SITE PARTNERS:

Arboretum Foundation, University of Washington Botanic Gardens, Seattle Parks & Recreation

WORK ACCOMPLISHED:

20 cubic yards of mulch installed in gardens around the arboretum.



HOUSTON, TX

April 22nd, 2017 • Sims Bayou at Milby Park

VOLUNTEERS: 75

SITE PARTNER:

Houston City Parks

WORK ACCOMPLISHED:

300 native trees planted.



PHILADELPHIA, PA

April 15th, 2017 • John Heinz National Wildlife Refuge

VOLUNTEERS: 68

SITE PARTNER:

John Heinz National Wildlife Refuge

WORK ACCOMPLISHED:

300 pounds of trash and debris removed from Darby Creek.



CORPS EVENTS



SCA'S CORPS PROGRAMS BROUGHT SCA AMERICORPS MEMBERS TOGETHER with local volunteers and community members to engage additional Earth Day participants in New Hampshire and throughout New York's Hudson Valley.

SCA NEW HAMPSHIRE CORPS

April 8th, 2017

Massabesic Audubon Center – Auburn, NH

VOLUNTEERS: 30

SITE PARTNER:

AmeriCorps, Audubon New Hampshire

WORK ACCOMPLISHED:

Worked with 200 student participants to pot seedlings and complete environmental education activities as part of the Massabesic Audubon Earth Day Festival.



SCA HUDSON VALLEY CORPS

April 22nd, 2017 • April 28th, 2017

New Paltz, NY; Saratoga Springs, NY; Bear Mountain, NY

VOLUNTEERS: 62

SITE PARTNERS:

NYSDEC, New York State Parks, Trailside Museums & Zoo

WORK ACCOMPLISHED:

Potted 2500 native bareroot seedlings, installed split-rail fences to protect the endangered Karner Blue Butterfly, provided hands-on educational and engagement opportunities for over 350 participants at the Bear Mountain State Park Earth Day Festival.





CONSERVE[®]

Pollinators

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IN NEW YORK CITY AND LOS ANGELES, SCA TOOK THE CONSERVE MODEL ON THE ROAD, bringing Earth Day preview activities directly to local corporate offices to give employee volunteers the opportunity to get involved by making wildflower seed bombs to help bring native pollinators back to the city.

April 17th • Los Angeles
Creative Artists Agency

April 20th • New York City
American Express

April 21st • New York City
Creative Artists Agency

April 21st • New York City
Cohen & Steers



VOLUNTEERS: 122

WORK ACCOMPLISHED:
304 native pollinator seed balls created.



THE FACES OF EARTH DAY



**Thank you to our
2017 Earth Day sponsors!**



American Express is the Presenting Sponsor of all 2017 ConSERVE Events and Community Volunteerism.



Southwest Airlines is SCA's 2017 Earth Day Sponsor and Official Airline of SCA.

Care To Recycle®

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Donate a Photo

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Johnson & Johnson Family of Companies, Care To Recycle®, and Donate A Photo enabled Earth Day volunteers across the country to support SCA simply by sharing a photo.

SCA ConSERVE volunteers in New York City showed their love for the planet at the **EARTH DAY PHOTO BOOTH!**



**Thanks also to our Earth Day
project hosts and agency partners:**

AmeriCorps

Audubon New Hampshire

Cohen & Steers

Corporation for National and
Community Service

Creative Artists Agency

Earth Day San Francisco

John Heinz National Wildlife Refuge

National Parks Conservation Association

New York City Department of
Parks & Recreation

New York Restoration Project

New York State Department of
Environmental Conservation

New York State Office of Parks,
Recreation, & Historic Preservation

Seattle Parks & Recreation

Smithsonian Institution

Trailside Museums & Zoo at Bear Mountain

Trinity Cemetery & Mausoleum

University of Washington Botanic Gardens

US Fish & Wildlife Service

Washington Park Arboretum



*Southwest Airlines employees team up to build
new park benches with SCA in NYC.*



*American Express employees take time out of their
work day to make wildflower seed bombs with SCA.*



*SCA volunteers adopt native trees to plant at home
thanks to the New York Restoration Project.*