

IMPACT PROFILE

EIA provided needed expertise. They expanded the capacity of the foundation, to increase the integrity and quality of the program.

JANETTE MONEAR
Executive Director,
Texas Trees Foundation



Plan and promote "Super Grow XLV", an event that increased TTF's national visibility and planted 6,500 trees in the North Texas area.



GROWING IMPACT

With Super Bowl XLV on its way to North Texas, the NFL environmental program contacted the Texas Trees Foundation (TTF) to develop a program to offset the big game's environmental impact on the region. Together, TTF and the NFL environmental program, along with the Texas Forest Service, created the largest Super Bowl project in the environmental program's 17-year history—Super Grow XLV. But the leaders of TTF quickly realized they did not have the capacity to plan and execute such an event in such a short timeframe. That's when they called on Executives in Action (EIA) for help.

EIA immediately provided two top-notch executives to assist with the project. John O'Toole used more than 20 years experience as a certified consultant and business advisor to keep the project on track and on time; while Joy Brandon Donovan used 15 years of journalism and marketing skills to ensure that the amazing story of Super Grow XLV reached as many people as possible. With the help of these two EIA experts, Super Grow XLV made a major impact by planting 6,500 trees and educated more than 2,000 students and the general public about the benefits that trees provide.

- \$10,000**
EIA INVESTMENT
- 8-to-1**
INITIAL ROI
- \$80,000**
TOTAL FINANCIAL IMPACT
- \$491,400***
ENVIRONMENTAL IMPACT

*Over the tree's estimated 40-year lifespan, each tree will save about \$75.60 in reduced and removed air pollutants. (Source: Center for Urban Forest Research, Pacific Southwest Research Station, USDA Forest Service; Davis, CA)