Mission
To plant and care for trees and the environment by empowering people, building community, and promoting stewardship.

Vision
People sustaining the places where they live, work, and play by planting and caring for trees and natural areas.

Guiding Principles
- Have humor
- Listen actively
- Strive for quality and simplicity
- Encourage synergy and creativity
- Be empathetic and understanding
- Communicate openly and honestly
- Treat people with respect and dignity
- Leadership is everyone’s responsibility
- Be positive, flexible, and solution oriented
- Be the change you expect—lead by example
- Recognize everything is a process being improved
- Demonstrate environmental integrity and community responsibility