One Frame, One Tree

We are excited about our partnership with *Trees for the Future,* an organization that plants millions of trees across the globe, creating a greener planet and changing lives! Since 1989, they have planted over 120 million trees worldwide and now the diploma frames sold in your bookstore can be a part of that good work. Herff Jones and Framing Success have entered into an agreement to provide funds to this organization **to plant 1 tree for every frame sold.**

All tree planting work, conducted by Trees for the Future, benefits the local communities they serve. Trees provide these communities with food, fuel and building material. In Africa, they have helped plant trees in an incredible range of environments from coastal areas to mountains, restoring soil that had been unproductive for decades or even hundreds of years. They are working with local groups in Indonesia and the Philippines to restore tree cover to upland areas, so the land can absorb more water during storms and reduce the likelihood of flooding and mudslides. In Honduras, Trees for the Future planted more than a million trees in conjunction with one of our local partners.

Not only do the donated trees create a greener planet, they change lives! For example, in Ethiopia, poor farmers feed their goats leaves and bark from the trees grown through donations. In turn, the goats provide the farmers’ families with enough milk and cheese to improve their diet as well as to sell, so that they can clothe and educate their children.

Corporate responsibility is important to Herff Jones and Framing Success. It’s also increasingly important to consumers. Recently, ChicagoBusiness.com reported; “4 in 5 young adults are more likely to purchase from a company that supports a cause they care about.”

For more information about the Trees for the Future mission, visit [www.trees.org](http://www.trees.org). Contact your Herff Jones Representative for marketing collateral to support this initiative or to explore diploma frame options for your store.