

PRESS RELEASE
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Monarch Research and Local Healthcare Providers Empower Parents to Cultivate a Bond between Children and Nature through the "One Child, One Tree – Growing Together" Program

Marion, IA (June 1, 2023) - Monarch Research is thrilled to announce a collaborative endeavor with local healthcare providers, Mercy Medical Center and UnityPoint Health, to launch the "One Child, One Tree – Growing Together" program. This innovative initiative aims to foster a deep connection between children and nature by offering complimentary native trees to new parents in Linn County.

Under the One Child, One Tree program, new parents are presented with a certificate containing a unique order code. This code enables them to select and order a tree for their child from a diverse list of available species on the Monarch Research website (monarchresearch.org).

Certificates are distributed to parents at various contact points within Mercy Medical Center's and UnityPoint's birth care process, including pre-delivery visits, at discharge/checkout, or during a follow-up visit post-birth. If the certificate is offered during a pre-delivery visit, parents have the flexibility to order their child's tree immediately or at any time in the future. The program has been designed to be self-explanatory and convenient for parents and hospital staff.

"The One Child, One Tree program signifies a meaningful opportunity for parents to instill a love for nature and environmental stewardship in their children, creating a lasting legacy for generations to come," offers Clark McLeod, Monarch Research Founder, and philanthropist.

Monarch Research recognizes that not all parents may have a suitable location to plant a tree for their child. To address this, the nonprofit has partnered with Linn County Conservation which will provide an area within a County Conservation Park, preserve, or natural area where

trees are needed as part of restoration goals. These areas will be designated as the 'Children's Woodlands' for One Child, One Tree plantings. Parents choosing this option will receive instructions from Monarch Research as to when and where to plant their tree under the guidance of park rangers.

While Monarch Research manages the entire program, Mercy Medical Center and UnityPoint Health hospital staff and volunteers help with tree distribution in April and October, aligning with their existing employee Planting Forward program.

About the Planting Forward Program

The Planting Forward program is a native tree restoration initiative that aims to address the ecological disaster caused by the loss of the tree canopy. It encourages landowners, employers and their employees, nonprofit organizations, staff, and families to participate in tree planting and care activities. Since its inception, the program has facilitated the planting of over 61,000 native trees across Linn County, involving 49 organizations, 4 colleges, 3 government municipalities, 96 schools, and 180 Woodlands property owners.

About Monarch Research

Monarch Research is a leading organization dedicated to environmental conservation and restoration. Through innovative programs and initiatives, Monarch Research strives to protect biodiversity and promote sustainable practices for a greener future.

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