



# Avocado Green Brands Impact Report

April 2022



**FRIENDS OF THE  
LA RIVER**



## Avocado Green

Together with our corporate sponsor Avocado Green Brands, we created:

**+72 Native Seed Balls**

filled with a mixture of California's native seeds such as the California poppy, white yarrow, and black eyed susan.

## Thank You Avocado Green Brands

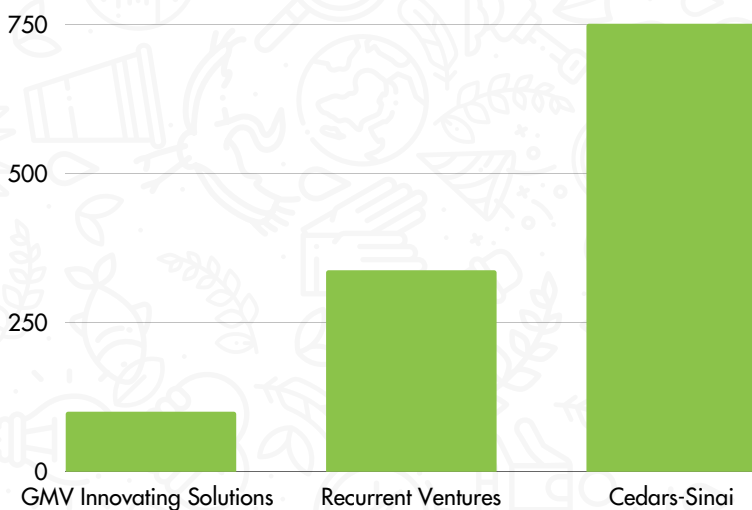
We were happy to welcome Avocado Green Brands to our Earth Week festivities to celebrate Mother Earth. We are grateful for Avocado Green Brand's financial support of our Earth Week events and appreciate all your efforts towards environmental stewardship. With your help, we could build an LA River that is climate resilient and equitably accessible to all Angelinos.



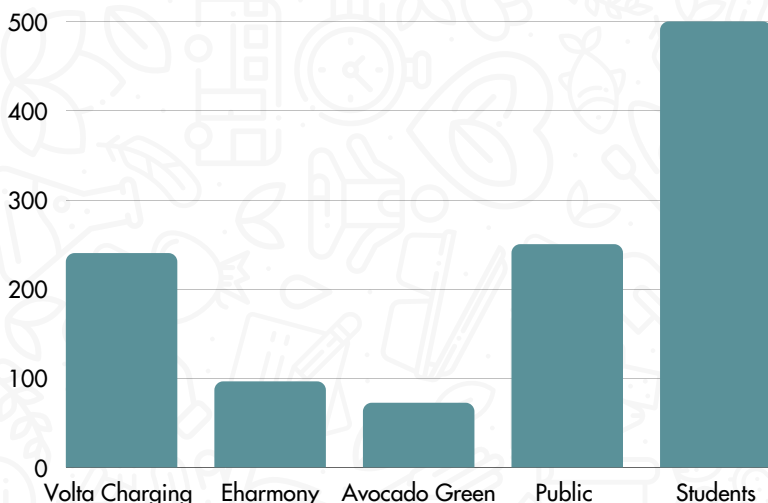


**April 21st -24th**

## Pounds of Trash Collected



## Number of Seedballs Made



# BY THE NUMBERS

**+1,178 lbs of trash removed from the LA River**

**\*157 bags of trash,**

**336 total volunteers**

**+800 Native Seedballs made**

**Weird items: Shopping Carts, Mechanical Chairs, Rugs, Couch, Mattress pads, Baseballs, Fishing Poles, Frying Pans**

**Wildlife on-site: Canadian geese, black-necked stilts, American coot, great blue heron, red-winged blackbirds, mallards and ducklings, and bullfrogs.**

# Thank you for Sponsoring FoLAR's Earth Week 2022

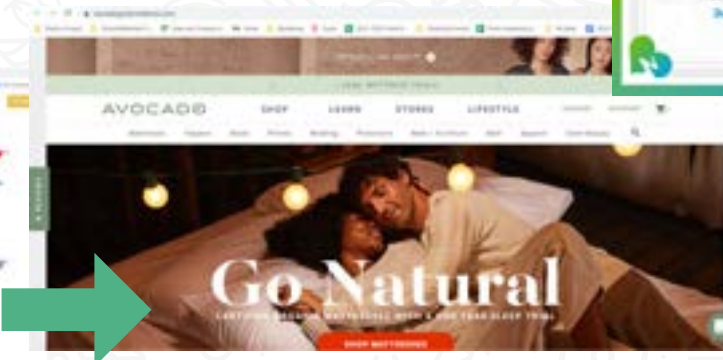
Listed below are your sponsor benefits:

- This Impact Report
- Photos
- Recognition at the Great LA River Clean Up in June and July

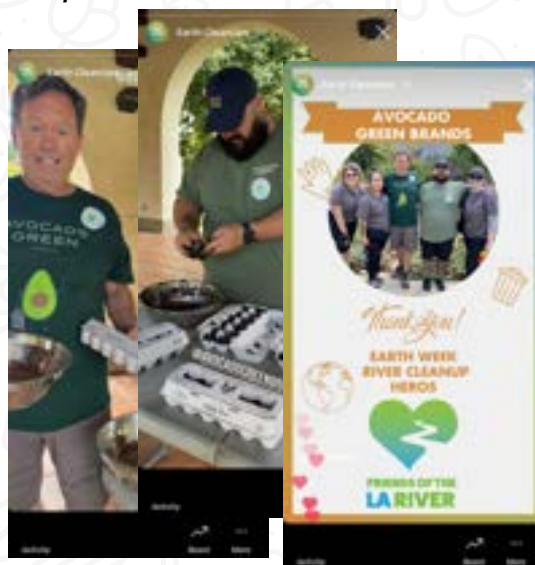
Earth Week Certificate given on site



Promotion for your company on our website



Social Media (IG Live & Story Reel)



Logo feature in FoLAR's email signature





## Why Do We Charge For Corporate Cleanups?

The money we receive from your participation in these Earth Week CleanUps covers the dumpsters, port-a-potty, trash haul, permits, gloves, trash bags, staff time, and other associated costs. Once these costs are covered, if there are any excess funds, we put them directly toward our other programs, which move us toward environmental preservation and climate mitigation. Our goal is not only to preserve the environment but to make it more equitable and just.



We don't passively hope for an equitable and just environment; we intentionally pursue it. For example, while all students are welcomed into our program, we focus on Title 1 Schools so that the children at these schools who receive limited funding engage in STEM and place-based environmental education in similar ways to some of their more affluent counterparts. Fundraising allows us to offer our program free of charge for Title 1 Schools. This is the type of impact you're having by signing up for this cleanup. Your funds go beyond environmental conservation right now; it helps us ensure that we have environmental stewards tomorrow.

**Title I Schools are in communities where the majority of the families live at or below the federal poverty level.**



# THANK YOU TO OUR EARTH WEEK SPONSORS



## Thank you for helping us:

### Advocate

The importance of building a climate resilience water way by restoring



51 Miles of the LA River.

### Restore

110 Acres

Of natural riparian biodiversity by removing invasive species



### Protect

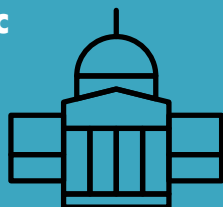
Urban riparian habitat home to over



1,200 species of wildlife.

### Generate

Comments to public agencies on impactful environmental policy.



With 600 public comments made in 2021

### Connect

3000 Title I students



A year to nature in an outdoor or virtual classroom experience on the banks of the LA River.