



Spring 2022 Design Brief

Forest ReLeaf of Missouri, a nonprofit tree growing and planting organization in St. Louis, is seeking a communications student for immediate help with a project. The project is part of a communications effort to promote our 2-year tree planting initiative taking place in the Ville Community in North St. Louis.

Our objective is to grow awareness around the importance trees play in public health. Urban areas that are devoid of trees and green spaces have an adverse effect on a community's health. Higher instances of childhood asthma, violent crime, depression, and more all have been proven as a result. As part of our commitment of planting and enriching communities around the state, Forest ReLeaf is focusing on tree equity, i.e. intentionally growing tree canopy in areas impacted by the effects of redlining, disinvestment and environmental racism.

Project Title: #TreetheVille Trifold

Project Description: A trifold brochure to communicate the public health benefits of trees in a culturally relevant way

Project Start Date: ASAP

Project Delivery Date: Friday, April 8, 2022

Design Brief: Tri-fold brochure to include the following:

- Summary of tree planting initiative
- How trees clean the air and reduce asthma
- How trees improve mood and mental health
- How trees provide shade and reduce energy costs
- Timeline of tree growth
- How to request a free tree

Pay Rate: \$12.00/hr (not to exceed 25 hours)

Interested applicants should send a sample of their work to:
Rebecca Hankins, Partnership Manager, at rebecca@moreleaf.org

Forest ReLeaf is an equal opportunity employer.