



NEWS RELEASE

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The Giving Tree Project DC Kicks Off Sixth Annual Holiday Fundraising Campaign to Raise \$50,000 to Help Persons in NoMa Achieve Housing Stability

Since 2016, Wunder Garten, the German-inspired outdoor beer garden in NoMa, has hosted ‘The Giving Tree’ Christmas tree lot to bring cheer and convenience to local residents by providing easy access to freshly cut, real trees. Recognizing that Christmas is not only about “getting” but also “giving,” Wunder Garten built-into the annual event a community-focused fundraising campaign called the “Giving Tree Project DC,” which donates a portion from each tree sold on its lot to a local non-profit homeless outreach organization.

“Last year, from our six-weeks of Christmas tree sales at [Wunder Garten](#), we were able to raise and donate \$10,000 to support outreach to persons experiencing homeless in NoMa,” said Ben Sherman, founder of the Giving Tree Project DC, and owner of DC-based landscaping company, Sherman Gardens.

This year, [the Giving Tree Project DC](#) is expanding its circle of giving to include the [NoMa Business Improvement District](#). Together with Wunder Garten, both partners have committed \$5,000 towards the 2021 campaign to help NoMa neighbors in need.

The Giving Tree Project DC has also set up a [GoFundMe](#) fundraiser to allow the public to join the campaign. By expanding the ways for people and organizations to contribute, in addition to collecting contributions for each tree sold on the lot at Wunder Garten, the Giving Tree DC aims to raise \$50,000, which will be donated to [the h3 Project](#), a local non-profit homeless outreach and service provider established by Dr. Ami Angell. Angell, who was once homeless herself, employs a team of six trained outreach workers and has been instrumental in helping dozens of unhoused persons living in NoMa transition to temporary and permanent housing through the new DC government’s C.A.R.E (Coordinated Assistance and Resources for Encampments) pilot program.

“The h3 Project continues to meet the needs of our unhoused NoMa neighbors and those who now have housing through the city’s new pilot program,” says Christopher Lynch, a co-owner of Wunder Garten. “The \$50,000 we aim to raise through the Giving Tree Project DC will help the

h3 team continue their vital and life-saving work and provide household necessities for those who were formerly homeless. I'm confident that with the public's and our partners' help, the Giving Tree Project DC will not only meet but surpass our \$50,000 goal to help neighbors in need this holiday season."

Retail experts are predicting yet another boom in the sale of real Christmas trees this year. On top of supply shortages, demand for Christmas trees and décor is expected to surge after last year's pandemic lockdowns and lack of holiday parties and gatherings.

The Giving Tree Project, located at Wunder Garten, 1101 First Street NE, will open at noon on Saturday, November 27th, and run through December 23rd, or while supplies last, with a portion of each tree sold being donated to the Giving Tree Project DC. Those wishing to contribute directly to the Giving Tree Project DC can visit <https://www.gofundme.com/f/vx6b3q-the-giving-tree-project>.

For more information about the The Giving Tree Project, please visit: www.givingtree.business.site.