

Record-Breaking Chapter Challenge Results

Congratulations to the [regional Chapters of ISA](#) for their record-breaking fundraising achievements in 2012. Led by the [TREE Fund Liaisons](#) and [STIHL Tour des Trees fundraisers](#), the ISA Chapters raised \$628,009 (37% increase over 2011), and every participating Chapter met or exceeded its Chapter Challenge goal—a first in the history of the TREE Fund!

The Chapter Challenge is a friendly fundraising competition between ISA Chapters benefiting the TREE Fund's research and scholarship budget. As each Chapter sets its Challenge goal, they are also providing an important budgeting tool for the TREE Fund. Chapter support of the TREE Fund is recognized with Platinum, Gold and Bronze Chapter Challenge virtual plaques that can not only be posted on Chapter websites but used for bragging purposes.



Thirteen Chapters attained Platinum status in 2012 with a contribution equivalent to \$40 per registered ISA member. Four Chapters achieved Gold status, equal to \$30 per member, and one came in at Bronze, equal to \$20 per member.

Platinum achievers in 2012 were Indiana, Kentucky, Mid-Atlantic, Minnesota, New England, New Jersey, New York, Ohio, Penn-Del, Texas, Utah, Wisconsin and Ontario. Kudos to Indiana, New Jersey, Utah and Wisconsin for their consistent achievement of Platinum over the past few years.

Several chapters significantly increased their fundraising success over 2011. Minnesota brought in \$12,027—more than *quadruple* the amount they raised the previous year. Pacific Northwest, New York and Texas more than doubled their dollars versus 2011. Midwestern increased its fundraising by \$5,765, joining the ranks of Illinois, Rocky Mountain and Western at the Gold Level. Western Chapter again brought in the highest dollar amount at \$93,689.

The TREE Fund extends a sincere “thank you” to the ISA Chapters and TREE Fund Liaisons for their dedication and creative efforts that made 2012 such a success. Here’s to an equally outstanding 2013 Chapter Challenge!

Top Five Chapter Challenge Contributors for 2012			
Chapter	Amount Raised	Liaison	# Members
Western	\$93,689	Helen Stone	2,712
Ohio	\$68,882	Beth Buchanan	627
Texas	\$54,573		563
Wisconsin	\$44,950	Laura Wyatt	398
Mid-Atlantic	\$38,325	Doug Peterson	929

Chapter Challenge totals include chapter sponsorships of TREE Fund special events, funds raised by Tour riders, auction proceeds from items donated by chapters, proceeds from chapter fundraising events and individual and corporate donations to the TREE Fund obtained through the efforts of the chapter.