



TREE FUND Report



Sept. 2013

A \$100 investment that could change the world

By Randy Miller, TREE Fund Chairman Elect



Are trees worth \$100 to you? Are they worth \$100 to your livelihood? It's a silly question, isn't it? Of course they are.

Research and education form the bedrock of arboriculture. They make the difference between success and failure, and differentiate the pros from the pretenders. Without science we have nothing to offer but the best sales job and lowest price. So if nothing else, supporting research and education is self-serving. It entitles us to professional wages for professional services.

But it's more than that. We're devoted to delivering positive results for trees. Our future and the future of arboriculture will be driven by the scientific studies being conducted now and in later years, and the profession will advance by what we learn from it and pass on to the next generation of arborists.

We can be proud of what we've accomplished. In 2012, cash contributions to the TREE Fund from individuals amounted to nearly \$300,000. That's a start, but we can do so much more. ISA has well over 20,000 members, yet in 2010, 2011 and 2012 only 346 individual donors (including ISA members and others) supported the TREE Fund with a gift every year.

That statistic speaks volumes, and the message isn't good. It says the overwhelming majority of us aren't willing to make cash gifts to support what we hold to be a core value. It sells trees short, sells arboriculture as a profession short and sells aspiring arborists short. After all, if the majority of members of the world's largest professional arboricultural organization don't care enough to support tree research and education, why should anyone else?

The good news is that we have a powerful opportunity before us. Tomorrow's research is being funded right now. If every ISA member donated just \$100 a year we would raise \$2 million annually for current and future research, arboriculture education programs and scholarships for aspiring tree care professionals. At the same time, we'd be sending an unequivocal message about the importance we place on professionalism and our commitment to the future of our industry.

I'm challenging every ISA member to donate \$100 or more to the TREE Fund today, and to commit to donating every year. Support a STIHL Tour des Trees rider or your Chapter's team with an online donation at www.stihltourdestrees.org, or donate directly to the TREE Fund at www.treefund.org.

Did You Know?

It's easy to set up an automatically recurring donation to the TREE Fund on [our website](#). When asked "How often do you want to make this donation?" simply choose the frequency that works best for you. Thank you for supporting the TREE Fund!

As arborists we have committed to leaving the world better than we found it by doing what's right for trees and for the next generation to whom we will entrust their care. It's time we backed up that commitment with the cash needed to make it happen. If you're already a TREE Fund donor, thank you. Your vision has taken us this far, but arboriculture in the 21st century will pose unprecedented challenges. Luckily, there's no shortage of bright, dedicated researchers willing to tackle tree care's tough questions. Let's put them all to work for the benefit of urban trees, our profession and the planet we call home. It might just be the best \$100 you spend this year.