



# TREE FUND Report



Winter 2014

## 2013 Chapter Challenge Results



Congratulations to the [regional chapters of ISA](#) for their outstanding fundraising achievements in 2013. Led by the [TREE Fund Liaisons](#) and [STIHL Tour des Trees fundraisers](#), the ISA chapters raised an impressive \$543,223 for the TREE Fund.

The Chapter Challenge is a friendly fundraising competition between ISA chapters supporting the TREE Fund’s mission and programs. 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 be posted on chapter websites and used for bragging rights.

Eight chapters attained Platinum status in 2013 with a contribution equivalent to \$40 per registered ISA member. Two chapters achieved Gold status, equal to \$30 per member, and two came in at Bronze, equal to \$20 per member.

Platinum achievers in 2013 were New York, Mid-Atlantic, Ohio, Ontario, Wisconsin, New Jersey, Indiana and Utah. Congratulations to Wisconsin, New Jersey, Indiana and Utah for achieving Platinum level four years in a row!

Six chapters significantly increased their fundraising success over 2012, and five of the six generated their highest amount ever! New York and Michigan brought in more than double the level they achieved in 2012. Florida increased its fundraising dollars by 20% and Mid-Atlantic improved by 50%. Ontario and Indiana attained 70% and 80% more, respectively. Western Chapter again brought in the highest dollar amount at \$72,144.

The TREE Fund extends a sincere “thank you” to the ISA Chapters and TREE Fund Liaisons for their dedication and creative efforts that made 2013 such a success. Here’s to an equally outstanding 2014 Chapter Challenge!

Top Five Chapter Challenge Contributors for 2013			
Chapter	Amount Raised	Liaison	# Members
Western	\$72,144	Helen Stone	3,375
New York	\$59,077	Frazer Pehmoeller	738
Mid-Atlantic	\$58,171	Doug Petersen	1,135
Ohio	\$45,775	Beth Buchanan	724
Ontario	\$35,900		647

*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.*

