



Crowning Achievements

Cultivating Innovation – Documenting 15 Years of TREE Fund Research Impact

TREE Fund’s charitable mission is to support scientific discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry. Our work is made possible through partnership with thousands of individuals and organizations that share our belief that research is fundamental when it comes to sustaining and enhancing our urban canopies, making them safer for the skilled professionals who care for them, and healthier for the communities that reap their benefits. Toward this end, we have awarded just under \$4.0 million in grants and scholarships since our establishment in 2002; for perspective on the scale of this investment, consider that the ISA Research Trust distributed \$460,000 in the 15 years prior to its merger with the National Arborist Foundation that created TREE Fund.

One of the most frequent questions we hear is “So what did all that money buy?” It’s a tough one to answer, since tree research can be slow, findings can be incremental, and outcomes and findings are often disseminated in ways and places outside of TREE Fund’s purview. To help better answer this important and valid inquiry, TREE Fund’s Board of Trustees issued a competitive request for proposals in 2017 under our Directed Grants Program to complete a comprehensive evaluation of impacts, outputs, outcomes and returns on investment from all of our research grants since 2003. The grant was awarded to Drs. Andrew Koeser (University of Florida, Gulf Coast Research and Education Center) and Richard Hauer (University of Wisconsin, Stevens Point) and presented to TREE Fund’s Trustees, who accepted its findings in late 2018.

In summary, Drs. Koeser and Hauer concluded that TREE Fund sponsored research has been instrumental in the evolution of tree care industry standards and practices. We invite you to read their complete report – “A 2018 Assessment of TREE Fund’s Research Grant Program: Research Outputs, Outcomes & Impacts” – on our website, www.treefund.org, and join their webinar on May 29, 2019 (see *The Word on Webinars for more details*). We are deeply grateful for your support which continues to make our work possible.

“Nature
welcomes inquiry.

Nature does not
hide its work.

Just seek,
and you will find.”

- Alex L. Shigo

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Leading Thoughts

By J. Eric Smith, TREE Fund President and CEO

I have spent over a quarter-century in leadership roles in the nonprofit sector, and you know what? I still don't like asking people for money. Like all of my professional peers, I am continually researching prospects, cultivating donors, crafting appeals, making cases, and asking for gifts – and despite all of that effort, more often than not, the answer is still “no.”

Being a fundraiser is analogous to being a baseball batter in that regard: if you're *really* good at your job, you can pull a .300 average (i.e. 30% success rate), but more than two-thirds of the time you're going to strike out, get tagged out, or hit what looks like a glorious stroke into deep center field, only to see it snatched away against the wall. But those of us who make careers in this field learn to shake off those bad at-bats, take some practice swings, and step up to the plate again, with the never-flagging confidence that the next at-bat just might be a highlight reel game winner.

One of the nicest things about being CEO of TREE Fund is that a sizable percentage of our annual gift solicitations are handled by volunteers, most especially our ISA Chapter Liaisons and our Tour des Trees riders. People rightly marvel at the physical challenges of the Tour (I ride it, so I know how hard it is), but as a professional fundraiser, I'm honestly more awed by the fact that our riders are willing and able, year after year, to solicit friends, family members, coworkers, colleagues, strangers, whoever it takes, to raise *a lot* of money for our research programs. Wow!

That extraordinary level of volunteer commitment allows our staff team to focus more on business partnerships, direct mail solicitations, and other forms of giving that either defray the expenses associated with the Tour, underwrite operations, or enhance our endowment to ensure our long-term viability. Another area where we focus staff attention, though a bit more behind-the-scenes, is on planned giving. Unlike annual giving – where a donor makes a contribution to a charity as an outlay of current assets or income – planned gifts are current decisions to make future gifts, most often from an estate via bequests, insurance policies, or retirement plan distributions.

For individuals and families who wish to make legacy gifts that are guaranteed to support their philanthropic interests in perpetuity, planned gifts may provide the most effective ways of achieving such goals. We have an amazing group of supporters called The Heritage Oak Society (visit www.treefund.org to learn more) who have already established such legacy commitments. We're going to be making a formal appeal for The Heritage Oak Society this summer, so you'll hear more from me on this topic then – unless, of course, you decide to give a grateful fundraiser an intentional walk to first base by reaching out to express your interest before I ask.

I'll be over here in the dugout at jessmith@treefund.org if you'd like to share some sunflower seeds and talk it over. It could be a winning proposition for you, for me, and best of all, for TREE Fund.



You are invited to

TREE Fund After Hours!

August 13, 2019

6:00 – 7:00 pm

followed by

Toast with the Host

**Jackson Terminal
205 W Jackson Ave
Knoxville, TN**

Please register for this
FREE event when you
complete your ISA
Conference registration

**Ken Ottman
Outstanding
Volunteer Award
WINNER ANNOUNCED**

**Support your favorite
Tour des Trees
Teams and Riders!**

**Free Appetizers and
Two Drink Tickets**

**BRING YOUR
FRIENDS AND
JOIN THE FUN!**

Lead Donors

We are extremely grateful to the following people and organizations who contributed **over \$2,500** to TREE Fund in March 2019:

ALTEC/STYSLINGER FOUNDATION

~ • ~

THE DAVEY TREE EXPERT COMPANY

~ • ~

WISCONSIN ARBORIST ASSOCIATION

Thank you!

See the full list of Lead Donors who make our vital work possible on our [website](#).

Website Update

Our transition from old to new website is complete! [TREEFund.org](#) is now fully phone/tablet compatible, with a streamlined theme and more intuitive navigation.

Take a look, kick the tires, and please [let us know](#) if you see anything glitchy!

2018 Annual Report

2018 was a very successful year for TREE Fund. Read all the details in our Annual Report saved on our website at [www.treefund.org](#).



2019 Tour des Trees

Register to Ride Today!

Registration for the 2019 Tour des Trees in Tennessee and Kentucky has been so fast and furious that we are getting close to our maximum rider capacity. To maintain our road support safety standards and due to lodging limitations, we will close registration when we get to 85 full-time riders or 90 total riders, whichever comes first. So if you want a guaranteed spot in the peloton, register at [www.treefund.org](#) now!

Attention Registered Tour des Trees Riders: Be sure to follow the discussion and stay involved by joining our [Facebook Event](#) and [Strava Club](#), and don't forget to check your monthly Ride Guide emails to stay up-to-date on the latest fundraising promotions and opportunities.

Volunteer Spotlight

Kevin Jones

We are happy to feature Kevin Jones, Business Development Manager with ACRT, in this month's Volunteer Spotlight! The 2019 Tour des Trees will be Kevin's 10th time participating in the event. Kevin has become an expected face at this annual reunion of tree lovers and cycling enthusiasts, and he truly embodies what it means to be a Tour rider and a TREE Fund supporter. Most recently, Kevin organized multiple fundraising efforts at the 2019 Ohio Chapter ISA conference, including a silent auction and a spirited "Heads or Tails" competition. Conference members couldn't help but catch the TREE Fund bug after just one conversation with Kevin, discussing the beauty of trees and the importance of research with a sincerity that only he can portray (and exude).

The 2018 Tour des Trees proudly rode its course through Kevin's home state of Ohio, where he was able to show off the state's hilly terrain and local urban canopy coverage. The Tour des Trees riders planted a *Nyssa sylvatica* tree in honor of ACRT founder, Dick Abbott, and Kevin was highlighted in a feature [video clip](#) commemorating the event. We are privileged to call Kevin Jones part of our TREE Fund Family, and we are honored to recognize him in this month's volunteer spotlight!



To suggest someone for the Spotlight, contact [Teresa Recchia](#).

The Word on Webinars

Join Drs. Koeser and Hauer at our next webinar where they will share highlights of their [report](#), “A 2018 Assessment of TREE Fund’s Research Grant Program: Research Outputs, Outcomes & Impacts” – from facts and figures to more personal accounts from industry leaders on how TREE Fund has impacted their professional lives. You may be surprised to learn what commonly accepted practices trace their origins to TREE Fund research projects! Registration opens on our website on April 29, 2019.



May 29, 2019 at 12 pm (Central)

Dr. Andrew Koeser, University of Wisconsin
Dr. Richard Hauer, University of Florida
Cultivating Innovation – Documenting 15 years of Tree Fund Research Impact

June 11, 2019 at 12 pm (Mountain)

Dr. Nina Bassuk, Cornell University
Remediating Compacted Soils Compromised by Urban Construction

August 29, 2019 at 12 pm (Central)

Dr. Glynn Percival, Bartlett Tree Experts
Research Laboratory, UK
Can We Vaccinate Trees to Protect Against Diseases?

November 19, 2019 at 12 pm (Mountain)

Dr. Kathleen Wolf, University of Washington
Health Benefits of City Trees: Research Evidence and Economic Values

These one-hour programs are **FREE** and offer **1.0 CEU** credit from the International Society of Arboriculture, the Society of American Foresters, the National Association of Landscape Professionals and sometimes the Landscape Architecture Continuing Education System. See webinar descriptions for specifics.

Contact Us

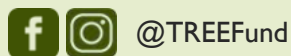
TREE Fund | *Cultivating Innovation*

552 S. Washington Street
Suite 109
Naperville, IL 60540
(630) 369-8300
treefund@treefund.org

Connect with us online at www.treefund.org

and on social media:

#treefund



TREE FUND IS A 501(C)3 NONPROFIT WHOSE MISSION IS TO SUPPORT SCIENTIFIC DISCOVERY AND DISSEMINATION OF NEW KNOWLEDGE IN THE FIELDS OF ARBORICULTURE AND URBAN FORESTRY