



TREE PRESS

April 2020

"Acts of creation are ordinarily reserved for gods and poets, but humbler folk may circumvent this restriction if they know how. To plant a pine, for example, one need be neither god nor poet; one need only own a good shovel."

--Aldo Leopold, A Sand County Almanac.

Visit our Website

Crowning achievements

A database of arboricultural safety standards used by ISA components, compiled by Jamie Lim, University of Massachusetts, Brian Kane, PhD, University of Massachusetts, and David Bloniarz, PhD, University of Massachusetts, can be found on the TREE Fund website [here](#).



Register to ride or support a rider today!

Registration for the 2020 Tour des Trees in Colorado is filling quickly. 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. Complete details on Tour des Trees 2020 can be found at [here](#). Registration closes on June 15.



Complete details on Tour des Trees 2020 can be found at [here](#).

Already registered? Be sure to follow the discussion and stay involved by joining our [Facebook](#) event and [Strava](#) club! Don't forget to check your monthly Ride Guide emails to stay up-to-date on the latest fundraising promotions and opportunities.

Lead donors

We are deeply grateful to the following people and organizations who contributed \$2,500 or more to TREE Fund in March 2020:

The Davey Tree Expert Company Wright Tree Service

See the full list of lead donors who make our vital tree research and education work possible on our [website](#).

Change in law makes giving to TREE Fund easier

The Coronavirus Aid, Relief, and Economic Security (CARES) Act creates two new tax benefits for donors to non-profits.

First, the law creates a \$300 deduction for charitable gifts available to the nine in 10 taxpayers who do not claim itemized deductions on their federal income tax returns.

Second, the law lifts the cap on how much a donor can deduct in charitable gifts in a single year: a donor can fully deduct gifts equal to as much as 100 percent of their adjusted gross income this year.

For businesses, the new law also increases the limit on the deduction for charitable contributions from 10 percent to 25 percent of a corporation's taxable income.

Caveats: The increased limits for individual and corporate taxpayers apply to cash contributions only. They do not apply to gifts to donor-advised (restricted) funds.

Volunteer spotlight



"A volunteer is a person who can see what others cannot see; who can feel what most do not feel. Often, such gifted persons do not think of themselves as volunteers, but as citizens – citizens in the fullest sense; partners in civilization." -- President George H.W. Bush

In the United States, April is National Volunteer Month—a month dedicated to recognizing the importance of volunteering and honoring the significant contributions volunteers make by generously donating their time and talents to worthy causes.

TREE Fund recognizes, appreciates, celebrates and is inspired by the many volunteers who give of their time, talent and treasure in support of TREE Fund's mission.

Please accept our heartfelt gratitude. Thank you.

TREE Fund expands free webinar series

TREE Fund is proud to partner with the [Alabama Cooperative Extension System](#) to bring you these free education offerings. We are grateful to the [ISA Southern Chapter](#) for cosponsoring the webinars "Sidewalks, Urban Plazas, and Tree Roots" and "The Calm Before: Tree Adjustments to Wind & Ice Storm Loads." Mark your calendars for these upcoming free webinars from TREE Fund:



[A simple technique for online street tree inventories – is it right for my community?](#) Adam Berland, PhD, Ball State University
Tuesday, April 21 at 12 p.m. Central

[Sidewalks, Urban Plazas and Tree Roots](#)
Tom Smiley, PhD, Bartlett Tree Research Lab
Tuesday, May 12 at 12 p.m. Central

[The Calm Before: Tree Adjustments to Wind & Ice Storm Loads](#)
Kim Coder, PdD, Warnell School of Forestry and Natural Resources, University of Georgia
Tuesday, June 2, at 12 p.m. Central

[Fighting Microbes with Microbes to Protect Our Native Trees](#)
Tuesday, June 16, at 1 p.m. Central
Rachael Antwis, PhD, University of Salford

[Enhancing Tree Health in Water Sensitive Urban Design: Role of Mycorrhizae](#)
Tuesday, July 14 at 12 p.m. Central
Brandon Winfrey, PhD, Monash University

[Soil Assessment for Urban Trees: Part 2 Action Plans](#)
September 29, 1 p.m. Central
Bryant C. Scharenbroch, PhD, University of Wisconsin – Stevens Point

[Measuring Multi-stemmed Trees](#)
Tuesday, Oct. 13 at 12 p.m. Central
Yasha A. S. Magarik, Yale School of Forestry and Environmental Studies
Lara Roman, PhD, Research Ecologist, USDA Forest Service, Philadelphia Field Station, Northern Research Station

TREE Fund's 1-hour webinars 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. Registration information becomes available on our [website](#) approximately one month before webinar date. Missed a webinar? Watch it anytime on our [webinar archive page](#)

ISA offers 10% off sale

For a limited time, ISA is offering a 10% discount on online educational courses! Throughout the month of April, continue your arboricultural education by taking advantage of this one-time offer by using code ONLINETEN at checkout. Available through 30 April 2020, this discount is available to everyone. For ISA members, this is IN ADDITION to your member discount! This is a great time to take advantage of online educational courses.



[Go here for more.](#)

- Includes all online courses and bundles using code ONLINETEN
- One use per customer, expires 30 April 2020
- 10% off only applies to eligible items
- Not applicable to previous purchases
- Members get 10% off member price, non-members get 10% off non-member price

Leading thoughts

by Russell K. King, TREE Fund President and CEO

You support TREE Fund. Perhaps you've supported TREE Fund for a very long time. You may be a volunteer serving on a task force, committee, or the board, or helping at events and ISA chapter meetings. You may be a personal donor. You may be who authorizes corporate donations or a partnership with TREE Fund. You may be a combination of some or all of the above. You've earned the gratitude of, well, the planet, so I'll say thank you for all of us. Still, you may be wondering, "How might I help TREE Fund more?"



Glad you asked.

The tree care community brought TREE Fund into existence, nurtured its growth, and sustains it today, but it's time to recruit others into the TREE Fund family so you aren't carrying the load alone. My predecessor, J. Eric Smith, talked about expanding the TREE Fund circle to find new sources of funding for the research TREE Fund supports. He was right, and I have some suggestions on how you can help.

You may be providing services to companies that seek to brand themselves as "green"—friendly to the Earth and concerned about the environment, climate change, etc. If so, please speak to them about demonstrating their green values by supporting TREE Fund. If you find they are interested, you can let me know and I'll take it from there (involving you to whatever extent you prefer).

Similarly, you may be providing services to individuals who enjoy unusual personal wealth and who hold green values. They may be interested in learning how they (and their friends) can support science-based expressions of those values. A lot of people are giving money to support planting new trees, and that will help the environment in a decade or so, but caring for the trees we already have helps the environment right now. By supporting TREE Fund, they will be supporting the scientific research that helps you care for our vital existing trees. Again, if you can make an introduction, I'll be happy to chat with them about TREE Fund.

If one of those people is a celebrity, they are able to have a dramatic and almost immediate effect on TREE Fund. The power of fame is so great that celebrities have been able to raise tens of millions of dollars in donations for important causes with just a mention or two on social media. A small effort could make a large difference at TREE Fund. If you can make the introduction, I can make the ask.

I have a few more ideas that I'll be sharing in future editions of the TREE Press; stay tuned. If you have ideas, please share them.

In the meantime, thank you again for what you have done, are doing, and will do to help TREE Fund help the entire tree care community. It's a good thing you're doing.

TREE Fund achieves highest rating

TREE Fund has reached Guidestar's highest level of achievement for nonprofit transparency--the platinum award. GuideStar is the world's largest and most authoritative source of information on nonprofit organizations. Major donors tend to look to GuideStar as the "seal of approval" before making donations.



THANK YOU TREE Fund Crown and Diamond Partners!





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TREE Fund is a 501(C)3 nonprofit with a mission to support scientific discovery and dissemination of new knowledge in the fields of arboriculture and urban forestry.