



# TREE PRESS

**September 2020**

*"The oak's distinction is its insistence and its flexibility.  
The tree helps and is helped in return."*

- William Bryant Logan in "Oak: The Frame Of Civilization"

Visit our Website

## Virtual Tour des Trees 2020 rolls on, thanks to you!

The Rollin' in Place campaign will come to a close Nov. 15, but that doesn't mean that the campaign is slowing down. Our participants have already raised over \$120,000 (we are so close to reaching that \$150,000 fundraising goal!) and logged over 25,000 miles! Livestream engagement sessions and fundraising prizes will continue through the end of the campaign, so it is never too late to participate or show your support. Learn more at [tourdestrees.org](http://tourdestrees.org), and contact us with any questions. We cannot thank you enough for helping to make this year successful, and are looking forward to Rollin' the Rockies with you next year!



**Use this QR code to go directly to the 3-2-1 challenge page and register for the Tour des Trees Rollin' in Place!**

## Lead donors

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

**ACRT Services**  
**Jacques Brunswick and Louise Desjardins**  
**Bruce Fraedrich, PhD**

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

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## TREE Fund free webinar series

The TREE Fund is proud to partner with the [Alabama Cooperative Extension System](#) to bring you free education offerings. We are now able to accommodate up to 3,000 participants! Mark your calendars for these upcoming free webinars from TREE Fund:



### Soil Assessment for Urban Trees: Part 2 Action Plans

Tuesday, September 29, 12 p.m. Central  
Bryant C. Scharenbroch, PhD, University of  
Wisconsin – Stevens Point

[Register now.](#)

### Measuring Multi-stemmed Trees

Tuesday, October 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

[Register now.](#)

TREE Fund's 1-hour webinars are *free* and offer 1.0 CEU credit for live broadcasts 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](#)

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## Leading thoughts

*by Russell K. King, TREE Fund President and CEO*

As the TREE Fund begins to forge a new and more robust future, we are asking you who have supported it for so long to help in new ways. Last month, I wrote of some direct ways to help and the month before was about indirect ways. This month, let's talk about how you can help with "intel gathering" (on social media it's called "research," but I like to save that word for what scientists and



academics do).

If every TREE Fund supporter provided just one of the following contacts in 2020, we would have a great start at making real progress. With this information, we can forge new partnerships, open doors to a wide array of new potential individual donors, and raise the TREE Fund's brand awareness.

**Identify foundations.** Such foundations may be attached to surprising entities, such as insurance companies, financial planners, banks, service organizations, etc. Please provide the name of the foundation, the URL, and any specific contact information (person's name, email address, mailing address). Include any information you gather that may be helpful, such as guidelines, limitations, and applications processes.

**Identify related organizations.** Organizations involved in, advocating for, or otherwise supporting trees, forests, urban forests, landscapes, arboretums, parks, public gardens, nature preserves and sanctuaries, forest therapy (aka forest bathing, Shinrin-Yoku), the environment, human health and wellness. This might also include arboretums, research groups, academic and industrial research departments, and universities, as well as clubs and social media groups. Please provide the name of the organization, the URL, and any specific contact information (person's name, email address, mailing address). Include any information you gather that may be helpful in making an "ask."

**Identify businesses seeking to express "green values."** Often, these are customers or vendors or your employer, but there's no reason to limit yourself to those. Please provide the name of the business, the URL, and any specific contact information (person's name, email address, mailing address). Include any information you gather that may be helpful in making an "ask," such as conversations you've already had or evidence that the company wishes to position itself as "green."

**Identify customers or others you may know who are either famous or wealthy who identify as "green."** Please provide the name of the person and any contact information you can. Include any information you gather that may be helpful in making an "ask," such as conversations you've already had or evidence that the person sees their self as "green."

**Identify companies related to bicycling, home fitness, general fitness, sports nutrition, etc.** We will approach these entities about supporting the Tour des Trees. Please provide the name of the business, the URL, and any specific contact information (person's name, email address, mailing address).

Of course, if you have other ideas, please follow up and let me know.

In the meantime, please continue to help spread the word. Thank you!

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## TREE Fund achieves highest rating again

For the second consecutive year, the 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.



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## THANK YOU TREE Fund Crown Partners!



### TREE Fund

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www.treefund.org

[Donate now](#)

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.

