



TREE PRESS

October 2020

*"Going to the woods is going home,
for I suppose we came from the woods originally."*
- John Muir in "Atlantic Monthly" April, 1900

Visit our Website

Tour des Trees Trivia Night!

With less than a month left in the Rollin' in Place campaign (closing on Nov. 15) we are within \$17,500 of our \$150,000 fundraising goal! Our amazing participants have logged over 37,000 miles and have no plans of slowing down. 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, 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!



Be sure to [register](#) for Trivia Night (click the graphic above right) at 5pm central on Thurs., Oct. 29! (Prizes provided by ACRT)



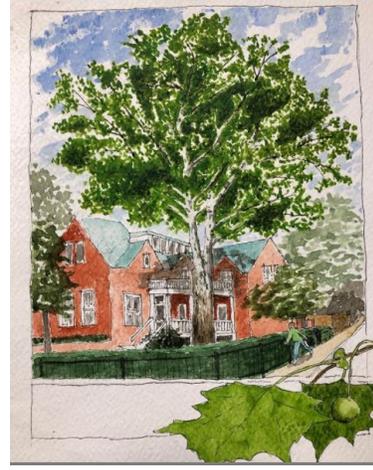
Use this QR code to go directly to the **3-2-1 challenge page** and register for the **Tour des Trees Rollin' in Place!**

A Match Challenge!

An anonymous donor has offered to match any donation of \$100 to \$500 (up to \$3000) made between now and Nov. 15 to the [Amazing Tree Portraits on TREE Fund's Virtual Tour des Trees site.](#)

That means that your donation could be worth

between \$200 and \$1,000. The Amazing Tree Portraits is Jim Urban's Tour des Trees challenge to paint 32 watercolors of trees around Annapolis before the end of campaign. You may see the progress and make your donation at [Amazing Tree Portraits](#) campaign. With your help the TREE Fund can benefit from this generous matching gift offer.



Volunteer Spotlight

Kathleen Wolf, PhD, is serving on the 2020 TREE Fund Strategic Planning Task Force, an undertaking that involves monthly meetings and preparation. The task force has been remarkable for the intensity of its engagement, creativity and robust discussion, and Kathy's context, insight, and knowledge have been invaluable to our work. The TREE Fund is deeply appreciative of her contributions.



Kathy is a social research scientist with particular interests in: [the human dimensions of urban forestry and urban greening](#); public health benefits associated with access to nearby nature in cities; understanding the extent, significance, and positive footprint of citizen engagement in urban ecology; and integration of science and policy in urban natural resources stewardship, including urban ecosystem services.

Kathy is currently involved in multiple research projects and science outreach projects: (a) collaborating with American Forests to create a carbon and health action menu for urban forestry; (b) evaluating urban natural resources stewardship programs at the volunteer and organizational scales; (c) studying student and community benefits from green schoolyards, and (d) collaborating with the American Planning Association to generate planning guidelines for nature and health. A recent [review article](#) on the health benefits of trees follows earlier work on [Green Cities Good Health](#), a web portal to research about the linkages between urban greening and human health and well-being

The Power of Social Media

This past month demonstrated the power of social media to create awareness of and support for the TREE Fund. Between Sept. 22 and Oct. 19, the TREE Fund page on Facebook increased the number of people it reached by 953%, increased its post engagement by 702%, and increased its page "likes" by 556%.

The catalyst for this increase was a combination of the virtual Tour des Trees activity and a couple of posts that "went viral." A typical post on our page is seen by 250 to 450 people, but one post--comparing the height of tall trees--

has been seen by about 13,000 and another--giving tips on the unlikely prospect of growing a tree from a pine cone--has reached more than 214,000!

The takeaway is that the more you share posts from the TREE Fund social media platforms (Facebook, LinkedIn, Twitter, Instagram, and Tumblr), the more people will learn of the TREE Fund, of arborists, and of the important work we both do.

Why is that important? The more people who come to know about the TREE Fund and arboriculture, the more potential donors we will have to appeal to in raising funds to support the TREE Fund and the scientific research and education the fund supports. As we seek to broaden our base of support, social media looks to be an effective and low-cost method of spreading the word.

Thank you for your help!

Lead Donors

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

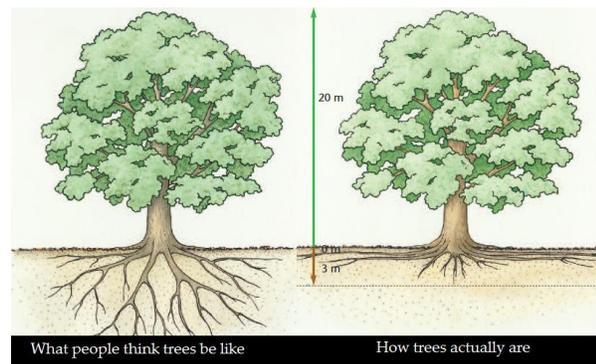
Asplundh Tree Expert, LLC
Indiana Arborist Association
ISA Southern Chapter
New Jersey Arborists
SavATree

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

Leading Thoughts

by Russell K. King
TREE Fund President and CEO

I'd never even pretend to be an arborist, but I've learned a few things during my first year at the TREE Fund that both surprised me and provided me with an apt metaphor for the TREE Fund's future.



Like most common folk, I'd been fooled by "inspirational" speakers and images into thinking that trees were anchored by extremely thick roots that reached deep into the Earth, and that this is how they withstood the ravages of stormy weather.

I've learned, however, that trees' survival of storms depends more on their canopy's ability to flexibly adapt to the wind and broad root plates, along with strong trunks.

The TREE Fund has thus far weathered the storms of 2020 that uprooted thousands of other nonprofits. I read that more than 2,000 nonprofits in Illinois alone closed due to the effects of the pandemic. In my analysis, we survived both because our trunk--our traditional supporters in the tree care industry--was strong and because we (the board and staff) were flexible enough to adapt before being blown away. Our fiscal changes and our quick switch to a virtual Tour des Trees are the prime examples.

The storms, however, are not done. The world has changed, and more challenges await us in the coming years. Growing our lateral roots and broadening our root plate--meaning, expanding our brand awareness and reaching out to new people and organizations for support--is our highest priority. Adding a broader base to our flexibility and strength will give us our best chance of surviving the winds of change that are yet to come.

Thus the reality of trees, as pictured above, is a powerful poetic metaphor for the TREE Fund. It's fitting that the TREE Fund's health relies on it growing like a tree.

The TREE Fund Strategic Planning Task Force is making great progress toward an *adaptable strategic plan* that will enable us to grow a more secure future. The metaphor works for the task force's creativity as well, and I'm grateful that the members have recognized the need and risen to the occasion.

Our determination to survive this storm and what follows has touched me, inspired me, and strengthened me. Thank you for all you've done; thank you for what more you will do.

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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[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.