



April 2021

"Trees give peace to the souls of men."
— Nora Wal, author and journalist

Lead Donors

We are deeply grateful to the following people and organizations who contributed \$2,500 or more to the TREE Fund in March 2021:

New York State Arborists, ISA Chapter, Inc.

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



New ways to spread the good news!

Since our inception, the TREE Fund has paid out more than \$4.5 million for grants, educational programs, and scholarships benefiting trees and arboriculture, but too few have heard that good news. We're on a mission to raise awareness about the TREE Fund, and you can help.



We've developed an [e-brochure](#) that explains the TREE Fund. Feel free to share this link in your social media and your email contacts. A short informative [video](#) is available, as well.

If you're on Facebook, you can now show your support and raise awareness of the TREE Fund by applying the new [TREE Fund frame](#) to your profile picture (see the example above).

We've also developed a [new e-poster](#) highlighting our 2020 research grant awards that you can use online or print off and use.

Finally, we're developing advertising to introduce the TREE Fund to a wider audience. This is a sample, but our intention is to develop ads

specifically targeted for the various audiences of the magazines, newsletters, and websites selected for placement.

We're asking for your help in identifying advertising opportunities. If you know of a publication or site that reaches an audience that might be interested in the TREE Fund or the Tour des Trees, please [send us](#) the contact information. We'll do the rest! Thank you.



Tour des Trees 2021: Update

The TREE Fund continues to plan for the 2021 Tour des Trees to be held in Colorado. While a final decision cannot yet be made, we are increasingly optimistic. If you're hoping to ride with us this year, we encourage you to communicate now with your potential donors, letting them know you may soon be reaching out to them for their support and asking them to keep you in mind as they schedule their charitable donations.



In the meantime, you can count on the availability of the virtual Tour des Trees returning for 2021. The virtual event makes it easy for folks who cannot make the ride to continue to support the TREE Fund's vital mission. The virtual tour also enables us to invite a much wider group of potential donors, with a broader range of activities, locations, and timeframes to support the TREE Fund.

Watch the *TREE Press* and our website for more information: as soon as the decision is made, we will send an announcement. In the meantime, questions may be directed to [Jonathan Cain here](#).

TREE Fund webinar series 2021

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:



Planning for the Next Three Letter Urban Tree Canopy Changer: Lessons Learned with DED, EAB, ETC.
Tuesday, April 20, 2021, at 12 p.m. Central
Richard Hauer, PhD, University of Wisconsin – Stevens Point.
[Register Here](#)

LiDAR based urban tree inventory permits a better evaluation of tree services:

an example from Montréal Canada

Tuesday, May 11, 2021, at 12 p.m. Central

Dan Kneeshaw, PhD, University of Quebec, Montreal

Why do some trees transplant better than others? A look at some new research on water uptake

Tuesday, June 22, 2021, at 12 p.m. Central

Nina Bassuk, PhD, Cornell University

A three-pronged approach to understanding the defensive mechanisms in Green Ash resistant to EAB

Tuesday, July 27, 2021, at 12p.m. Central

Jeanne Romero-Severson, PhD, University of Notre Dame

Long-term effects of electrical right-of-way vegetation management on floral and faunal communities

Tuesday, Sept. 14, 2021, at 12 p.m. Central

Carolyn Mahan, PhD, Penn State Altoona

Digging into the Science of Tree Planting and Removing Packaging Materials

Tuesday, October 19, 2021 at 12 p.m. Central

Richard Hauer, PhD, University of Wisconsin - Stevens Point

Andrew Koeser, PhD, University of Florida

Jason Miesbauer, PhD, Morton Arboretum

Growing trees in paved sites

Tuesday, Nov. 16, 2021, at 12 p.m. Central

Alessio Fini, PhD, University of Milan

The 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 each webinar date.

Missed a webinar? Watch it anytime on our [website](#).

CEU Credit for Recorded Webinar

Missed TREE Fund's last webinar, "Loading of a Tie-in Point While Climbing"? Now you can watch the recording of this live webinar and earn ISA CEU credits by completing a 20 question quiz with 80% accuracy. Learn more on our [website](#).

TREE Fund strategic plan 2021-2024

The TREE Fund Board of Trustees has adopted a new strategic plan for 2021-2024, launching an exciting new era in which the TREE Fund achieves long-term sustainability. The plan seeks to build on the powerful foundation of support the TREE Fund has always enjoyed from the tree care community, academics, and industry leaders to expand the potential donor base to others who share our green values, love trees, and understand their value. You can see

the entire plan [here](#).

The potential new donors include companies, institutions, organizations, groups and individuals. The TREE Fund asks for your help in identifying these potential donors. It may be an institution or person you're serving professionally or you enjoy in your personal network. If you can [send](#) contact information to the TREE Fund, we can begin the process of outreach.

The other major goal of the plan is to build a [Sustainability Fund](#) for the TREE Fund. The pandemic of 2020 that continues today highlighted the need for a reserve on which the TREE Fund can draw in times of emergency or opportunity to pay for operations. The Sustainability Fund will be the primary focus of our fundraising for life of the strategic plan.

Visit our Website

THANK YOU TREE Fund Crown Partners!



TREE Fund

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Donate now

TREE Fund is a 501(C)3 nonprofit with a mission to explore and share the science of trees contributing to the lives of people, communities, economies, and the environment, and of the planning, planting, and sustainability of urban and community trees.