



November 2021

*“Trees have dignity.
Dignity means to command respect.
Tree mutilation destroys a tree’s dignity.
Plan before you plant.”
--Alex Shigo, PhD*

Give to the TREE Fund year-end appeal

Russell King, president & CEO



“The only constant in life is change.” That bit of wisdom is 2,500 years old (give or take a week) but still rings true. Survival requires adaptation to change, and tens of thousands of nonprofit organizations, unable to adapt, closed their doors over the past two years. We have, however, survived—and now thrive—thanks to adaptations and your support.

While our crown still grows in the same direction, our root system is expanding, keeping us windfirm and seeking new sources of nutrients. Our new strategic plan keeps our grant and education focus on the science that gives us new knowledge that’s useful to arboriculture and inspires us to seek out additional sources of donations. The TREE Fund is your way to use the power of science to nurture, sustain, and share the many benefits of trees in our lives.

Our grants support research into sustainability, safe arborist techniques, urban forest improvement, pest control, disease prevention, utility arborist work, communication of the value of trees and urban forests, technology transfer, and more.

In 2021, we implemented our new strategic plan, continued to fund all our grants and scholarships while launching one new grant and two new scholarships, created our new sustainability fund, and revived the in-person Tour des Trees.

Our 2021 year-end appeal asks the TREE Fund family to help build the new Sustainability Fund, the new Will Nutter Memorial Scholarship Fund, and our general fund.

The first will ensure that the indirect costs of our grants and scholarships, the costs of doing business, will be met in times of crisis.

The second will build an endowment to fund the new scholarship in Will's name.

The third will help support our webinars that offer emerging knowledge and continuing education credits to certified arborists. As Andrew Koeser, PhD, said, "You folks have really built THE webinar for urban tree research dissemination."

Since our founding in 2002, the TREE Fund has made grants totaling more than \$4.5 million, but that's just the beginning: our grants are especially effective as seed money, attracting an additional \$2.63 for every dollar we provide. That makes your gift especially effective!



You can use the QR code to the right or visit our [website](#) to donate online, or mail your gift to TREE Fund, 1755 Park St. #200, Naperville, IL 60563.

If you've given before, thank you for your past support. We're as proud as we are grateful that you're part of the TREE Fund family. If you have not, we'd love for you to join us on our mission.

Please give today.

Tour des Trees 2022: Iowa

The dates are set--**Aug. 27 through Sept. 3, 2022**--so mark your calendars! Watch for more details.

The route is now being planned in Iowa, and you can expect to once again have the virtual participation option.

We offer our heartfelt thanks to the 38 riders and 36 virtual participants who raised **more than \$250,000** in 2021. That's a remarkable feat and helps tremendously to advance the TREE Fund mission. Thank you!



TREE Fund After Hours coming in December

If you are attending the ISA virtual conference, please join TREE Fund Wednesday, Dec. 15, at 3:45 to 5:00 CST for a virtual TREE Fund After Hours. The event will feature a panel of three researchers who have won TREE Fund grants discussing the emerging challenges and opportunities facing the arboriculture industry.



In addition, the TREE Fund will provide an update on activities, announce this year's volunteer of the year, and recognize the success of this year's Tour des Trees riders.

Lead Donors

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

Asplundh Tree Expert, LLC
Canadian TREE Fund
Patrick and Tracy Covey
Stuart Crow
Randolph Dickson Hoover
Stacy Hughes and Tracy Tylkowski
Indiana Arborist Association
New England Chapter ISA
Shade Tree Service Company
Tom Wolf
Tripp Wyckoff



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

TREE Fund Achieves Highest Rating

For the third 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.



[Visit our Website](#)

THANK YOU
TREE Fund Crown Partners!



TREE Fund

1755 Park St. Suite #200, Naperville, IL 60563

(630) 369-8300

treefund@treefund.org

www.treefund.org

[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.