



# The Wisconsin Tree Legacy Fund

## The Green Industry's Growing Partnership with the University of Wisconsin

The green industry has a strong and enduring relationship with our state research institution, the University of Wisconsin–Madison. Recognizing the industry-wide benefits that come from the research and graduates of UW–Madison, R. Bruce Allison, past chairman of the Wisconsin Urban Forestry Council and past president of Wisconsin Arborist Association, working on behalf of the Wisconsin green industry joins the UW–College of Agriculture and Life Sciences leadership team annually in Washington, DC, to testify before Congress on the need to continue federal funding. He has also worked with the UW Foundation to establish a research and education endowment fund. The Wisconsin Tree Legacy Fund will provide private funding for critically needed tree research and education at the University of Wisconsin. The fund will provide the opportunity for concerned donors to help advance our knowledge of the health, environmental benefits and intelligent stewardship of landscape trees by providing grant money to the best UW scientists and educators.

Your contribution to the Wisconsin Tree Legacy Fund is money well spent. UW–Madison is one of the nation's most respected land grant institutions and is internationally recognized for efficient and effective tree research and education. Trees are critical components of our public health and environmental wellbeing, refreshing and filtering the air we breathe, trapping greenhouse gases, increasing property values and urban livability. The UW has taken a leadership role in defending our trees against threats and enhancing their benefits within our state. Now, more than ever, private donations are needed at our great public university.

Please make a generous contribution to the Wisconsin Tree Legacy Fund, planting a seed in fertile ground that will grow for the benefit of this and future generations. By becoming a founding contributor you will be recognized as a "tree champion." A brochure offering additional information about the Wisconsin Tree Legacy Fund and its management by the UW Foundation is available by contacting Janine Veto at [janine.veto@uwfoundation.wisc.edu](mailto:janine.veto@uwfoundation.wisc.edu). Consider sending this brochure to clients and customers encouraging them to contribute to this critical partnership between the green industry and the University of Wisconsin.

R. Bruce Allison  
[rbruce@allisontree.com](mailto:rbruce@allisontree.com)



Photo: Michael Forster Reinhardt

Trees are our planet's lungs — cleansing the air we breathe and trapping carbon dioxide. Trees serve as habitat for animals, cool urban heat islands and provide sustainable, renewable sources of building material and fuel. Trees act as natural mufflers, cutting noise in urban areas. They reduce runoff from rainstorms and help recharge aquifers. They stand as landmarks and meeting places, linking the generations and inspiring the imagination.

*"He who plants an oak looks forward to future ages, and plants for posterity. Nothing can be less selfish than this. He cannot expect to sit in its shade, or enjoy its shelter; but he exults in the idea that the acorn which he has buried in the earth shall grow up into a lofty pile, and shall keep on flourishing, and increasing, and benefiting mankind, long after he shall have ceased to tread his paternal fields."*

— Washington Irving, *Forest Trees* (1822)

Trees and people need each other. Humans are indebted to trees in many ways, not the least of which is in finding inspiration beneath a special neighborhood tree or restoring spirits during a walk through a favorite woods. Trees also shade us, cool us, cleanse our air, filter our groundwater, counter global warming and make our neighborhoods more livable and valuable.

But trees need us, too. Their wellbeing and in some cases their survival are influenced by human impact on the environment. Maintaining healthy, durable trees in the urban landscape, where 80 percent of the state's population lives, is challenged by development impacts and pests like oak wilt, Dutch elm disease, gypsy moths, emerald ash borers and others. For us to be good stewards of our trees and continue to receive their generous gifts, good science must guide our response to these ever evolving threats.

The University of Wisconsin–Madison is internationally recognized for excellence in tree research and education. It is a public institution, but available public funds are dwindling. More than ever it is dependent on the goodwill and foresight of private donors to help fund critical research and teaching.

The Wisconsin Tree Legacy Fund has recently been established to provide an opportunity for caring individuals and organizations to contribute to tree research and education at the university. Gifts will provide opportunities for the best scientists, instructors and students at the university and their collaborators across the state to study trees growing within our landscape and address issues of health, maintenance and environmental interaction.

There is no better way to say thank you for the gifts of the trees and to ensure that future generations will share in those benefits.

A seed gift to the Wisconsin Tree Legacy Fund will ensure that the top minds at the University of Wisconsin have the resources necessary to help our trees survive and thrive. Planting your roots in this fertile soil will benefit generations yet unborn.

I/we wish to join in support of the **Wisconsin Tree Legacy Fund**, #12046181.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

My company's matching gift form is enclosed

Please charge my contribution \$ \_\_\_\_\_ to my:  MasterCard  Visa  American Express

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Cardholder's name (please print) \_\_\_\_\_

Cardholder's signature \_\_\_\_\_ Date \_\_\_\_\_

Please make checks payable to UW Foundation-Tree Legacy Fund. You will receive a receipt for your tax deductible gift. Mail to the University of Wisconsin Foundation, US Bank Lockbox, PO Box 78807, Milwaukee WI 53278-0807.

To make a gift on-line visit [www.uwfoundation.wisc.edu](http://www.uwfoundation.wisc.edu).



Photo: Jeff Miller