

V I S I O N

TreeLink's vision is to provide information and communications that inspire people to cultivate sustainable urban forests worldwide.

M I S S I O N

Our mission is to raise awareness and raise support for healthy urban forests.

G U I D I N G V A L U E S

Honesty . Credibility . Dependability.

"After sending out the request for assistance on my research, I have received a GREAT number of responses and help on my project. I wish I had used the listserv first, instead of combing the Internet and libraries. Thanks a million for your help and dedication to Urban Forestry and future PhD's like me!"

Melanie R. Kirk, MS
Department of Forest Science
Texas A&M University

TreeLink 2006 Annual Report



Photo - Kent Lacin



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“I can’t find the words to express my appreciation for the education I receive from your website. The Resource Center and Resource Spotlight are so informative.”

Rick Evertsen
Certified Master Gardener, St. George, UT



DEAR FRIENDS AND PARTNERS OF TREELINK,

The board of directors and staff at TreeLink are very pleased to share with you our 2006 annual report. This year we arrived at the tenth anniversary of our founding. To mark the occasion, we're using the power of social networking with key leaders and friends to help push urban forestry over the "tipping point" and make the world more sustainable.

The urban and community forestry movement is going mainstream.

We at TreeLink are proud to have built the capacity to meet both the informational and networking needs of urban forestry professionals and the practical tree needs of inquisitive students and do-it-yourself homeowners.

We've learned there is no magic bullet to solve air, water and soil pollution, but we have the knowledge to create communities that are both economically and environmentally sustainable, and now we have the technology to share that knowledge far and wide.

When the topic is trees, the information, communications and inspiration begin at TreeLink.

*"Give me a lever long enough and I alone can move the world."
-Archimedes*

2006 . . . AN UNWAVERING COMMITMENT

TreeLink maintains an unwavering commitment to creating real impact to help solve some of the biggest problems plaguing our world: urban decay, poor air quality, rising energy costs and climate change. Our audacious idealism is grounded in real pragmatism.

We value volunteers, donors and advisers not only for time, money and guidance but also for evangelism to inspire new supporters of our mission and core values.

We don't see business as an enemy, and strive to help companies "do well while doing good." We began establishing partnerships to establish not only funding but marketing support and in-kind donations. We took the time to study economic incentives and market-based systems to control pollution, and resolved to advocate for sustainable business practices while urging citizens to pitch in on behalf of their immediate environment.

This was a year of re-evaluation, listening to feedback, reorganizing and investing in human services, and aligning our fundraising strategy with our impact strategy to increase and sustain impact. We listened further and learned to modify our efforts on the basis of external clues.



Necessity is the Mother . . .

As federal funding for urban forests became scarce, and our budget dipped, we saw a unique opportunity to execute new and creative ideas. We recognized that cities are struggling just to keep up with essential services, and we recognized that green solutions are more than a trend. In the words of one banking executive, they are “a necessity for our nation’s economic and environmental future.” We recognized more than ever that advocacy and service reinforce each other at the core of TreeLink.

TreeLink is evolving. In 2006 we began revamping the web site, outsourcing where needed, and invested in human services. We developed a reliable network of internal infrastructure. We began changing from a passive online information library to a new interactive experience, which in turn brings a community of people to TreeLink from a wide diversity of interests and backgrounds. We believe that to reach out faster and further, this urban forestry movement needs a healthy dose of self organizing. For that to happen, more people need to discover urban forestry and each other.

“Green business is more than a trend; it is a necessity for our nation’s economic and environmental future.”

~Vectra Bank Colorado



Photo - Jamie Jones

“Our study of 12 high-impact nonprofits shows that real social change happens when organizations go outside their own walls and find creative ways to enlist the help of others.”

- Stanford Center for Social Innovation, Graduate School of Business

TREELINK'S CONNECTIONS



TreeBank is a Web-based tool that enables the development of community funds for tree planting, care and education. The program offers a pro-active way for anyone, anywhere to support local nonprofit “branches.” Dollar for dollar, there is no better investment in the local environment.

TreeBank BRANCHES

- Replant New Orleans - New Orleans, LA
 - Trees Indiana (statewide)
 - TreeUtah (statewide)
- Sacramento Tree Foundation – Sacramento, CA
 - Trees Forever – Marion, IA (statewide)
 - Trees Atlanta – Atlanta, GA
 - Hoosier ReLeaf – Indianapolis, IN
- Mississippi Urban Forest Council – Madison, MS (statewide)
 - TreePeople – Los Angeles, CA
 - UC Green – Philadelphia, PA
 - Urban Releaf -- Oakland, CA
- Friends of the Urban Forest– San Francisco, CA
- Tree New Mexico – Albuquerque, NM (statewide)
 - Trees for Tucson – Tucson, AZ
 - Tree Trust – St. Paul, MN
 - Alliance for Community Trees
 - TreeLink – Salt Lake City, UT

Resource Center – Navigates the user through more than 80 resources to credible, relevant and research based information about urban forestry. Tools, information, research, examples and guides to help create and sustain urban forestry programs and projects.

Resource Spotlight – Timely tools from more than 2,000 resources.

Tree Facts – Science-based research synopsis.

Who’s Who in Your State – Directly links to key contacts within a specific state.

JobLink – Job opportunities are posted by organizations, agencies, business and others for urban and community forestry, arboriculture and support positions.

National News Desk – Breaking news and related articles from around the world that highlight different urban forestry projects, programs, opportunities, and information.

WoodNotes – Our quarterly e-zine, sometimes irreverent, always thoughtful.

Free for All! – Downloadable photos, grant writing tutorial, e-cards and screensavers for all to enjoy – for free!

urbNRnet – The Urban Natural Resources Network, discussions from around the nation and abroad.



TREELINK 2006 ACCOMPLISHMENTS

- Debuted a major online national resource, the Urban Forestry Index (UFind), a database of current and historic urban forestry and arboriculture publications and other media that can be searched by topic, author, title, description, keyword and geographic region. This ambitious project took nearly three years to complete.
- Hosted national discussion and problem solving nationwide on the Urban Natural Resources Network (urbNRnet).
- Expanded TreeBank program to 17 branches. Brought program in-house, cutting expenses in half.
- Established legal agreements and registration of proprietary materials.
- Refined and expanded development and planning to secure two new foundation grants and two new corporate sponsors.
- Developed a professional display booth for national conferences. (see photo)
- Distributed Center for Urban Forest Research News.
- Added state coordinators and key urban forestry contacts to Who's Who in Your State
- Hosted NUCFAC website
- Reached 70 plus countries through 6 languages

AWARDS

- Global ReLeaf Award for Organizational Achievement AMERICAN FORESTS
- National Arbor Day Foundation Media Award NATIONAL ARBOR DAY FOUNDATION
- Chiefs Award for Excellence in Technology Transfer USDA FOREST SERVICE

"Tree planting is a very local activity. Trees survive best and produce their needed benefits when the planning, planting and care are coordinated locally. TreeBank is a much needed independent community-based service that helps match donors and their resources directly with local organizations and projects in the areas they wish to green."

~ Andy Lipkis, President, TreePeople ~



TreeLink Revenue and Expenses
January 1, 2006 - December 31, 2006

Revenue

Beginning Cash	18,921.57
Federal Grants	30,000.00
Grants/Donations	85,000.00
Consulting/Sponsored Links	11,510.00
Total Revenue	145,431.57

Expenses

Salaries (2)	55,200.00
Fringe Benefits	4,495.44
Employer Taxes (FICA)	3,019.80
Contract Services	19,302.74
Tax Service	510.00
Promotional Support	1,139.40
Promotional Materials	2,992.91
Travel	6,289.41
Computer Equipment/Supplies	877.93
Internet Services	859.02
Web Hosting/Connections	5,256.47
Provider #1K	1,748.56
Provider #2in	2,907.91
Provider #5M	600.00
Telephone Expense	1,731.95
Office Supplies	842.87
Postage	402.37
Non-Profit Expense	4,599.88
Insurance	1,441.00
Attorneys	3,150.88
Non-Profit License	8.00
Membership	3,977.00
Total Expenses	111,587.19

Equity/Payables

Ending Cash	33,157.38
Taxes Payable	687.00
	33,844.38

Total Expenses and Equity **145,431.57**



A SPECIAL THANKS

The George S. and Dolores Dore Eccles Foundation, USDA Forest Service, NCDL Imaging and Mapping, PacifiCorp, Rocky Mountain Power, Rainbow TreeCare, Bartlett Tree Experts and the Kenner-son Group.



Photo - Pepper Provenzano

Established in 1996, TreeLink® is one of the most respected non-profit organizations in the urban and community forestry movement. TreeLink's information portal, www.treelink.org, provides extensive information and tools for individuals, researchers, non-profits, and land managers to make a difference in the urban environment—where more than 85 percent of the U.S. population lives.

At the same time, we help build our field through collaboration rather than competition. TreeLink doesn't compete. We enable other groups by advocating for support of local peers and allies.

TreeLink's proprietary online giving service, TreeBank™, is a plug-and-play online donation system for urban and community forestry initiatives.

Most people and organizations want to help improve the environment, but they don't know where to begin. TreeBank is the most convenient way for individual donors and corporate sponsors to support urban and community forestry projects in their communities of choice. In this way, TreeBank harnesses the green intentions of thousands of individual donors and accelerates the missions of tree organizations. Visit www.itreebank.org.

The program offers a pro-active way for anyone, anywhere to support local nonprofit "branches." Dollar for dollar, there is no better investment in the local environment.