



We inspire people to plant, nurture, and celebrate trees.

Dear Dane,

Thank you for your continued commitment to and involvement in the Arbor Day Foundation's Tree City USA program. Together, we are planting and caring for trees with great purpose, because the beneficiaries of those trees and forests are people. We value our continued relationship and want you to be among the first to hear about a new initiative that will be announced publicly in March — the *Time for Trees* initiative.

This initiative is being launched at a time when life's necessities are at great risk, a time when planting trees is more important than ever. We are losing trees at an alarming rate — in our forests and our cities — putting the very necessities of life at risk. We need trees to provide what we must have in order to live: clean air, clean water, and a tolerable climate.

Through the *Time for Trees* initiative, we have set ambitious goals: **to plant a total of 100 million trees and engage 5 million tree planters by 2022**. The trees will restore our forests and strengthen our communities, and the inspired tree planters will create a larger network of individuals dedicated to greening our planet. These goals are ambitious. We realize we need to plant trees at a scale like never before.

As a valued Tree City USA community, you play an important role in the *Time for Trees* initiative. Each tree you plant, each person you inspire not only contributes to these critical goals; they create the large-scale impact we are seeking.

Over the next year, you will be hearing more from us about this initiative. We invite you to use this campaign to further your own community tree planting goals or increase your capacity to create greater impact, and we will share resources to help support your efforts. We are also working to identify new funding for communities and organizations across the country to help with achieving community or organizational tree planting goals.

If ever there was a time for trees, now is that time. Together, we can plant trees and create great change for generations to come.

Best Regards,

Dan Lambe
President