



# 2023 ANNUAL REPORT

## MESSAGE FROM THE CHAIR

In 2023, the West Lafayette Tree Friends (WLTF) achieved many successes through a mix of new and existing strategies.

## BASICS

Planting and pruning street trees are two basic functions supported by WLTF

**+2,000**

trees pruned in 2023

**95**

trees planted

**55**

in the Spring

**40**

in the Fall

## NEW INITIATIVES

- Added matching fund to November donor drive.
- Developed mentoring materials from documented policies.
- Gained seat on West Lafayette Parks Foundation Board.
- Shared costs for tree watering bags to improve survival rates.\*

This new initiative has the potential to improve the survival rate of newly planted trees in 2023 and in years to come.

## IMPROVED/EXPANDED EXISTING INITIATIVES

- Doubled the number of trees pruned in 2023 with increased events.
- The fund drive expanded by coordinating with fall pruning in University Farm and Amberleigh Village and pairing it with the WLTF door hanger campaign and direct mail efforts.
- Expanded community outreach by participating in Riverfest and Saluting Branches events.
- The Lillich Lecture series returned this year with a program in the Spring and a second in the Fall.

The West Lafayette Executive Committee will evaluate these events and determine if they will continue in 2024.

## HEARTFELT THANKS

To our donors, members, and volunteers - Your support in the form of time and/or treasure is essential to West Lafayette Tree Friends and our community. Tree Friend volunteers logged over 2,000 hours in 2023

## DENNIS SCHLOTT, CHAIR

Plant more trees!

## FINANCIAL REPORT



**\$8,325** Paid by the City of West Lafayette which holds WLTF funds.

**\$7,493** Disbursement received from the Community Foundation of Greater Lafayette.

**\$18,293** WLTF's portion of the Department of Parks and Recreation's Operation Re-Leaf program to plant new or replacement trees in the City's street tree greenspace.

## WEST LAFAYETTE TREE FRIENDS ENDOWMENT FUND

Administered by The Community Foundation of Greater Lafayette

### NET ASSETS

Q4'22 **\$247,073.09**

Q4'23 **\$279,114.20**

**+ \$32,041.11**

### CONTRIBUTIONS TO THE ENDOWMENT FUND

**\$1,300** | Donations Received and Forwarded to Community Foundation

**\$680** | Donations Directly Received by Community Foundation

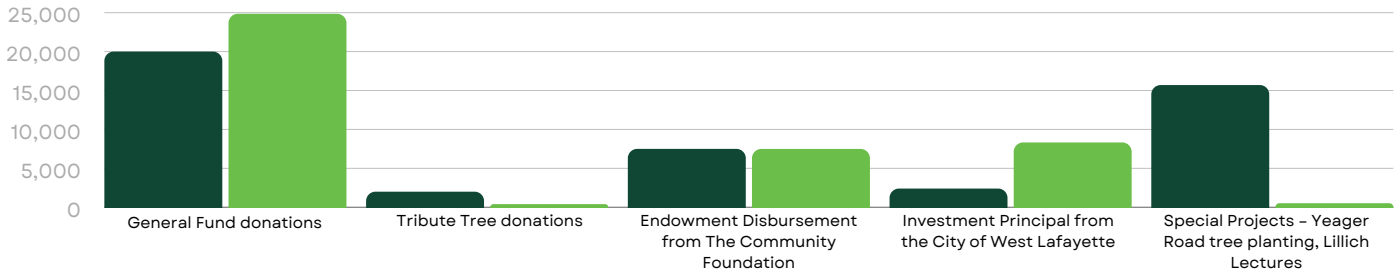
**\$2,999** | Contribution by WLTF (Revenue)

**\$ 4,979**

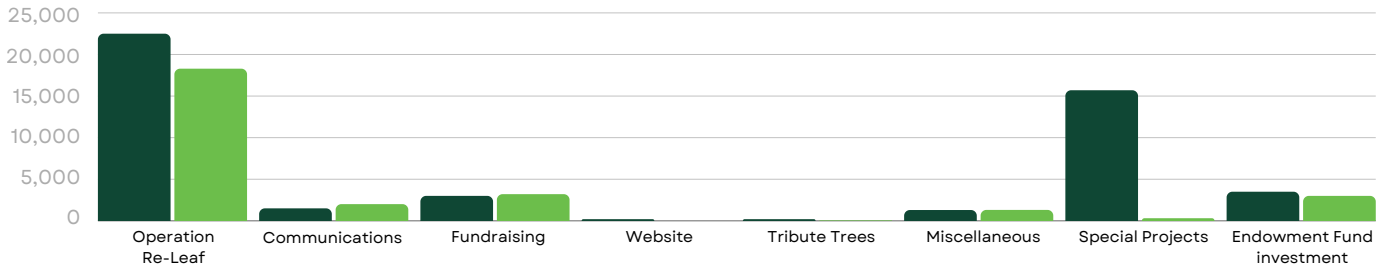
# FINANCIAL REPORT

## REVENUE

KEY:  Budget  Actual



## EXPENSES



## TOTAL YEARLY



## APPRECIATION

In 2023, under the steadfast leadership of their devoted team and bolstered by the tireless efforts of dedicated volunteers, West Lafayette Tree Friends reached remarkable milestones, marking an era of significant accomplishments and unwavering dedication.

### FUNDRAISING ACHIEVEMENTS - LED BY BILL EVERS

- Doubled annual donor drive reach.
- Secured significant matching gift donation.
- Implemented effective follow-up strategies.
- Integrated technology for online donations.

### COMMUNICATIONS COMMITTEE - LED BY BILL GASS

Who remained dedicated to upholding the WLTF strategic plan by ensuring the continuity and enhancement of communication efforts.

### DONOR RECOGNITION - NANCI FORNEY

Orchestrated by Nanci and hosted by Dennis Scholtz to express gratitude and strengthen relationships with donors.

### TRIBUTE TREES PROGRAM - OVERSEEN BY BECKY FRY / SUMAN HARSHVARDAN

Increased program to nearly 70 trees by honoring community members and loved ones through tree plantings, fulfilling its mission of tribute.

### URBAN LEAVES - HEADED BY JUDY PELLISSIER

Informed, educated and inspired the readers to better understand and appreciate trees.

- Increased Urban Leaves readership.

These achievements reflect the Tree Friends' commitment to community engagement and environmental stewardship.

