



**For Immediate Release**  
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### **Community Foundation of Greater Lafayette establishes an Endowment for Tree Lafayette**

Tree Lafayette has much to be thankful for this holiday season with the announcement of its first endowment, created by the Community Foundation of Greater Lafayette.

“For every gift you give, or a friend of yours gives, the Community Foundation will match one dollar for every four dollars that is designated to the Tree Lafayette Endowment,” says Larry Rose, president of Tree Lafayette.

Rose says Tree Lafayette has set a short-term fundraising goal of \$10,000 to give the new endowment a strong start. This funding is set up to be raised over a three-year period and is tax deductible. The money will primarily be used for replacing trees that Tree Lafayette previously planted and that have died, says Rob Pahl, Tree Lafayette vice president.

“The earnings from the endowment will fund the replacement of trees and help sustain our urban forest.” This is slightly different from the organization’s original focus on planting new trees.

Tree Lafayette supporters are asked to donate to the endowment and their donation will be listed in the 2011 annual report. Donations to the new Tree Lafayette endowment can be made by writing a check payable to Community Foundation of Greater Lafayette, 1114 State Street, Lafayette, IN, 47905. Please write “Tree Lafayette endowment” in the memo line on the check.

Although this is the first formal endowment established by Tree Lafayette at The Community Foundation, The Foundation has been granting funds to Tree Lafayette for the past 10 years. Continuing in this tradition, The Community Foundation will award a grant of \$1,000 to Tree Lafayette at the annual Grants Reception, Wednesday, Dec. 14. Accepting the grant will be Tree Lafayette’s Vice President Rob Pahl.

**About Tree Lafayette:** Tree Lafayette is a non-profit organization whose mission is to plant trees in the urban setting, and raise awareness of the importance of trees in this environment.

**About The Community Foundation of Greater Lafayette:** The Community Foundation of Greater Lafayette, Ind., is a public charity that awards grants to diverse organizations to enhance the quality of life in the community.