



**Arbor Day
Foundation®**

A Tree Can Be

TV PUBLIC SERVICE CAMPAIGN

ABOUT THE ARBOR DAY FOUNDATION

Founded in 1972, the Arbor Day Foundation, a 501(c)3 nonprofit, has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters and valued partners.

Since 1972, almost 500 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival.

As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners and programs, educates and engages stakeholders and communities across the globe to involve themselves in its mission of planting, nurturing and celebrating trees. More information is available at arborday.org.



Learn more about the Arbor Day Foundation

[ARBORDAY.ORG](https://arborday.org)



[FACEBOOK](https://www.facebook.com/arborday)



[INSTAGRAM](https://www.instagram.com/arborday)



[TWITTER](https://twitter.com/arborday)

Dear Public Service Director,

A tree can be a solution to solve some of the biggest problems facing people and the planet today.

A tree can be brave, standing tall on the frontlines of climate change to cool our cities and pull carbon from the air. **A tree can be a home**, fostering biodiversity to 80 percent of all land-based animals, plants and insects. **A tree can be equitable**, because everyone deserves to have access to trees and greenspace.

We need trees now more than ever. That's why the Arbor Day Foundation — the world's largest membership nonprofit organization dedicated to planting trees — is committed to plant 500 million trees in the next five years in forests and neighborhoods of greatest need.

Because **a tree can be an answer**.

Please join us in supporting these tree planting efforts by airing the new PSA titled "**A Tree Can Be**" (:60, :30). This PSA can help your viewers understand how a tree can be a solution to some of the most pressing issues facing people and the planet today. The PSA, which has **no end date for use** also encourages viewers to visit arborday.org.

For any questions or additional information, please contact our distribution representative Holly Mulé at Connect360 Multimedia (email: hmule@c360m.com; ph: 212-624-9196).

Thank you in advance for your support of this public service campaign.

Sincerely,

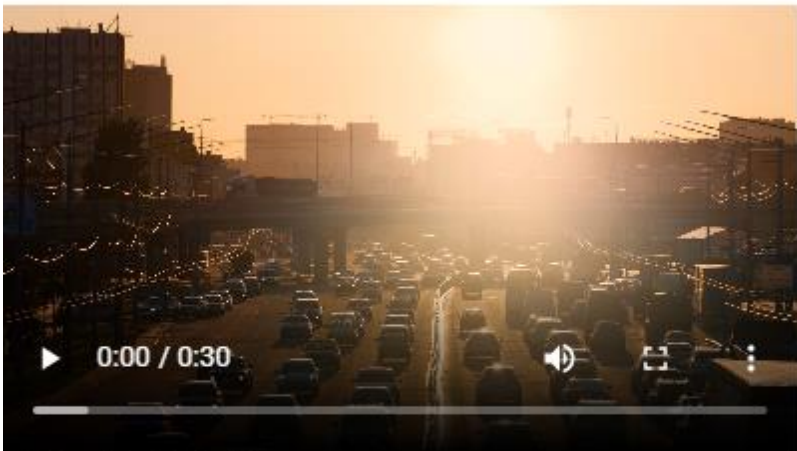


Dan Lame
Chief Executive

A Tree Can Be

Trees never stop giving to us. That's why the Arbor Day Foundation has never stopped working for them. The Arbor Day Foundation has planted and distributed nearly 500 million trees in more than 50 countries around the world.

To learn more, please watch our new :60 PSA titled "**A Tree Can Be**" which is also available in :30 lengths. We ask that you please air this PSA as soon and as often as possible. **This PSA has no end date for use.**



"A Tree Can Be." :60

TV PSA SCRIPTS

"A Tree Can Be" (:60)

MUSIC UP AND UNDER

NARRATOR V/O: A tree can be unifying- Inviting diverse communities to gather over common roots. A tree can be innovative- Effortlessly pulling carbon from the air. A tree can be noble- Actively nurturing life in an uncertain world. The Arbor Day Foundation has been planting trees for 50 years in every season and soil, every climate and corner of the earth. A tree can be transformational- Helping us turn local action into global impact. That's why now is the time for trees. Lots of trees. Let's tell the world everything a tree can be. Because a tree can be a solution. Let's put millions of solutions in the ground, together.

FADE SOUND AND PICTURE OUT

TV PSA SCRIPTS

"A Tree Can Be" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: Climate change, vulnerable neighborhoods, threatened ecosystems. Our challenges demand we do better, and a tree can be an answer. Because a tree can be innovative, it can be unifying, it can be a home. Now is the time for trees. Let's plant millions of trees, together.

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/arborday>

No End Date For Use

"A Tree Can Be - Learn More" (:60, :30)

"A Tree Can Be - Donate" (:60, :30)

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé: via e-mail at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077383720
Nov. 20, 2018 LTR 4168C 0
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BODC: TE

NATIONAL ARBOR DAY FOUNDATION
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211 N 12TH ST
LINCOLN NE 68508-1411



109191

Employer ID number: 23-7169265
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Sep. 13, 2018, about your tax-exempt status.

We issued you a determination letter in February 1972, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,



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