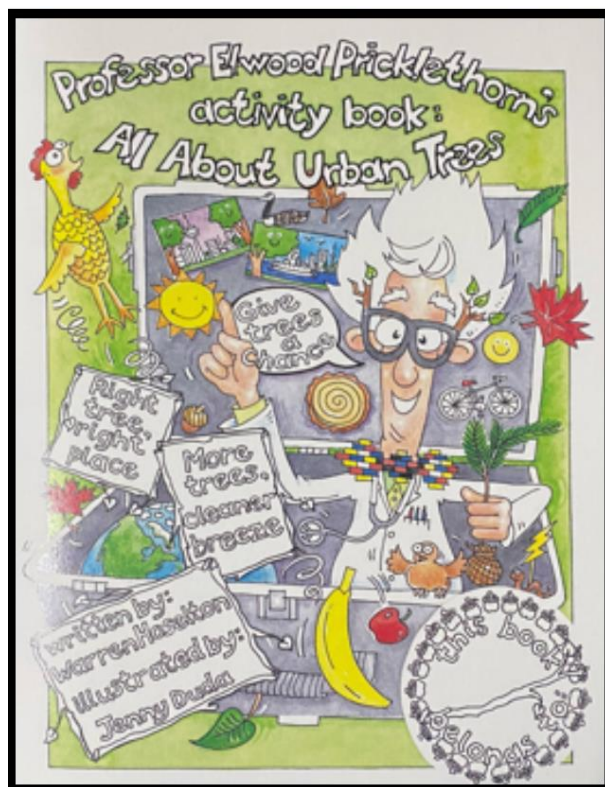


Re: The Canadian TREE Fund Jack Kimmel Canadian Grant Program Final Report

Project: Professor Elwood Pricklethorn's Activity Book: All About Urban Trees 2nd Edition

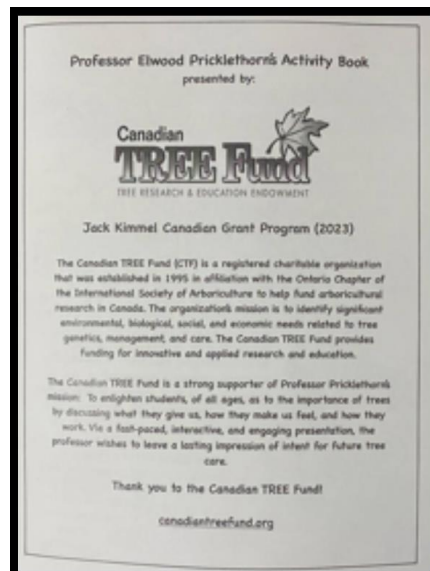


Dear Canadian TREE Fund;

With books in hand and a digital template ready to go, we can report to you the successful completion of our project. As the professor ran out of his Junior and Senior activity books printed in 2018, we needed to make a decision; reprint, or create something new? We went with new! This 2nd edition activity book combines the best of our original Junior and Senior versions with added new features including a page of land acknowledgement, and two pages dedicated to the education and career paths available to anyone wishing to work in the field of urban arboriculture. As before, the 3,000 copies printed will be used as hand-outs at Professor Pricklethorn's interactive and educational demonstrations in schools, and at festivals, fundraisers, and community gatherings regionally, and nationally.

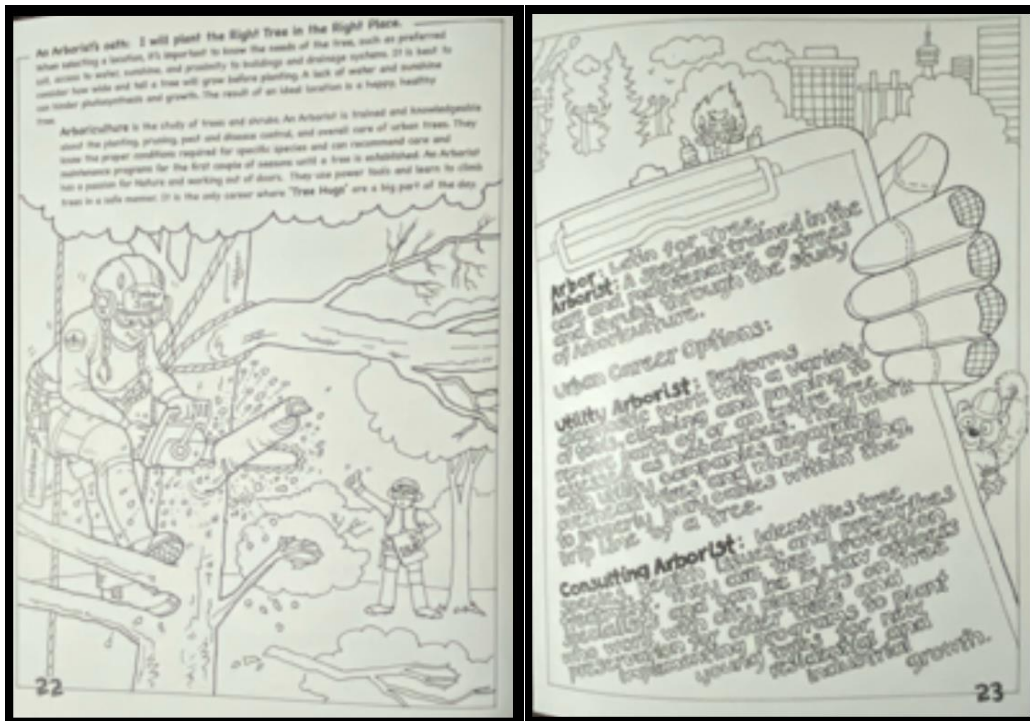
Our project was made up of two parts; the printing of the new version of the activity book; and the creation of a digital template of the book available for sale. We will be offering for sale the rights to print customized, limited-edition copies of the book. The content will remain the same, yet one page can be customized to suit each individual company with space for a logo and promotion. Within the arborist industry, this activity book will serve as a valuable hand-out to pass along to clients, or as an introduction gift at community information expos. By offering these custom-printed editions to professional arborists, we can make the book available to an ever-growing audience and further increase awareness of urban tree health and wealth. Information about the availability of the limited edition customized activity books will go out via all social media platforms, through networking with organizations such as Tour Des Trees, and with access to the Pricklethorn website at pricklethorn.com.

It is with your generous support and the support of others that our limited-edition customized version of our book can be placed in companies across Canada. With each contract, a 10% portion of the sales will go to the Canadian TREE Fund. A Tree-ific way to bring tree awareness to even more people! **Thank-you, Canadian Tree Fund.**



Professor Elwood Pricklethorn cannot say enough about the benefits of being around trees and continues to inspire children and adults to look at the world in a 'green' and more natural way. The professor helps us to understand the many ways trees benefit an urban area with the clean air we breathe, the shade and transpiration we enjoy, the animals and insects that find food and shelter, the beautifying effects, and the general well-being trees gift us by their proximity. One of our main goals for this book is to capture the attention of children. We believe there is no age limit to when you can begin to fall in love with trees. As the professor presents the benefits of trees, it is our hope that this early education and exposure will mature into a lifelong understanding and caring of all plants on our planet and the natural world, as a whole.

Let's, always, take the time to pause and see the 'green' magic that surrounds us!



The conceptualizing, writing, design, and illustrating of our book was an exciting and fun process. During the Winter of 2022 and Spring of 2023, we received great feedback from those that viewed the draft of the activity book as part of the editing process.

Project Work Plan:

Fall, 2022 ~ The decision was made to create an improved 24-page 2nd edition inspired by the previous Junior and Senior versions of the activity book. Work began on our grant proposal to the Canadian TREE Fund. The new content was decided upon and a rough draft of the book was made. We then met with our amazing illustrator Jenny Duda for her imaginative input and her estimate.. Richard's Printing in Port Hope was contacted for their estimate and to confirm that we would be ready for them in the Spring of 2023.

Winter, 2022/23 ~ Once funding was confirmed, Jenny went to work bringing to life the pages of our book and the designing was underway. We heard from Richard's Printing that the our 100% Canadian recycled paper of choice would not be available until the Spring.

Spring, 2023 ~ All original artwork and graphic design was completed., We proceeded with the next step towards printing and binding. The digital template of the book was created during the editing process with the printer. Each page was scrutinized until we had our ideal version. By June, we signed off on the book and the printing was underway.

Summer, 2023 ~ The 3,000 copies of the book were ready for pick up late July. The digital template of the book is in our possession and we bid a fond farewell to Richard's Printing as they closed their doors. We were among their final clients as the business is now retired. A new printer will be vetted for future publications and as a keeper of the digital template of our book.

A BIG Thank you to all our sponsors with a special Thank you to the Canadian TREE Fund Jack Kimmel Canadian Grant Program for their continued support of our projects and the generous grant.

With gratitude,

Julie Hinton Walker and the Professor Pricklethorn Tree Team

