

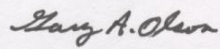
Faculty and Staff  
May 15, 2013  
Page Two

In its first week, the Daemen 100-Tree Challenge has earned over \$10,000 toward our campus beautification campaign. We hope to have a late spring planting and another in the fall. There is still time to be included in the spring planting if you want to dedicate a tree or bench to someone, or simply make a donation toward the project (remember, the \$199 does not cover the full cost of the tree; we are counting on overall donations to help us pay for the entire project).

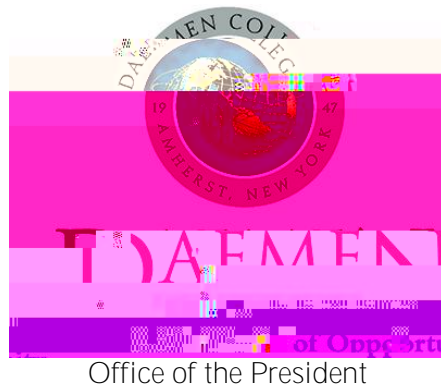
For your convenience, I am attaching my original letter and the pledge form. Thanks for helping to make Daemen an even greener campus than it has been.

I look forward to seeing you at Commencement this Saturday.

Cordially.

A handwritten signature in cursive script that reads "Gary A. Olson". The signature is written in dark ink on a light-colored, rectangular background.

Gary A. Olson  
President



May 7, 2013

Dear Friends of Daemen,

I am delighted to invite you to participate in *The Daemen One-Hundred Tree Challenge*, an adopt-a-tree campaign that will transform the Daemen campus grounds into a beautiful green space, not only for the Daemen family but for the Amherst community at large.

We will plant up to 100 mature trees and landscaped areas according to a professionally designed landscaping plan. An engraved brick will identify your name or the name of someone you wish to honor on each adopted tree.

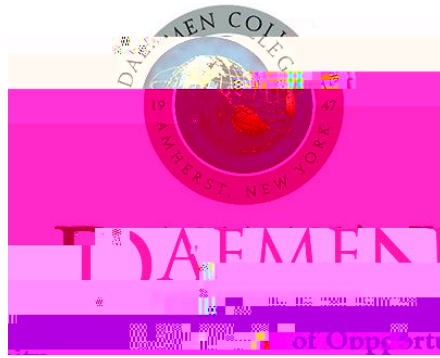
Adopt a tree for the cut-rate price of **\$199** (a fraction of the actual cost), and choose who to dedicate it to: yourself, a spouse, a friend, a deceased relative. We are able to offer this artificially low price thanks to the generosity of some of our donors.

Because the adoption price is so low, we encourage donations in excess of the \$199 from those who wish to provide additional support of this green initiative. **EVERY PENNY** of your donation will be used exclusively for landscaping, not for advertising or other activities.

The entire cost of the tree and any additional donation is tax deductible.

I am pleased to report that several friends and officials of Daemen have already adopted trees or contributed to the campaign, including Bob Beiswanger, Mike Brogan, Pat Brown, Dave Cristantello, Sherrie Gustas, Chris Malik, Richanne Mankey (in honor of her father, Richard R. Cunningham), Guy Marlette, Bobby Mills, Darrell Moore, Gary Olson, and Lynn Worsham.

We hope departments, offices, and local businesses will participate as well (do( don)11(at)5(i)af YCr1511( ( des)-3po1 ')



**Yes, I wish to join the Daemen One-Hundred Tree Challenge!**

**My Support**

Number of trees @ \$199: \_\_\_\_\_

Personalized stone  
bench @ \$600: \_\_\_\_\_