



Downtown Oshkosh as it stands now, with little plant life to be seen.



Even residential neighborhoods with existing mature trees can be improved.



The addition of trees, flowers and shrubs helps transform Downtown Oshkosh, giving it a fresh, vibrant appeal.



Planting trees on the boulevards, burying power lines and adding street lamps improves safety and aesthetics.

Community Pride

First impressions are everything. When our community looks good, it attracts new residents, drives business traffic and boosts tourism.

In 2009, the majority of participants in the Oshkosh Vision Survey indicated that they wanted to see a community with more trees, wider terraces and unified streetscapes. Such minor improvements can make a significant difference in the perception of our community.

Donate Now

With your support, we can raise the \$500,000 necessary to transform our community. Trees, signage and other beautification efforts will make an immediate and noticeable impact.

Contributions are fully tax deductible, and will help support beautification initiatives throughout Oshkosh.

You can help our community take root. Please donate today.

Support the Taking Root Fund

Thanks to a \$150,000 challenge grant from the John E. Kuenzl Foundation, your contribution may be matched, doubling your impact.

Total Pledge Amount \$ _____

Pay Pledge Now Quarterly Annually
(2010-11 only)

Pledge Beginning _____ (Month/Year)

Initial Contribution Enclosed \$ _____

Cash Check Credit Card

Name

Address

City

State

Zip

Phone

E-mail

MasterCard Visa Discover American Express

Card Number

Exp. Date

Card Code (3-4 digits on back)

Signature

Please remove and return to:

Oshkosh Area Community Foundation
230 Ohio Street, Suite 100
Oshkosh, WI 54902



Retail development on Koeller Avenue is well-maintained, but dull.



An artist's rendering shows a dramatic transformation, with trees, plants and flowers added to the landscaping.

Beautification Benefits

Trees and plants renew the look and feel of our community. Greenery creates a pleasant environment for residents and visitors alike, with such benefits as:

- Improved aesthetics
- Energy conservation
- Storm water retention
- Noise buffering
- Cleaner air
- Increased property values

The **Taking Root Fund** is a special project fund of the Oshkosh Area Community Foundation.

The Oshkosh Area Community Foundation is a nonprofit charitable organization created by and for the people of Winnebago County, Waushara County, Green Lake County and Ripon. Through charitable giving, the Community Foundation strives to make our communities thrive.

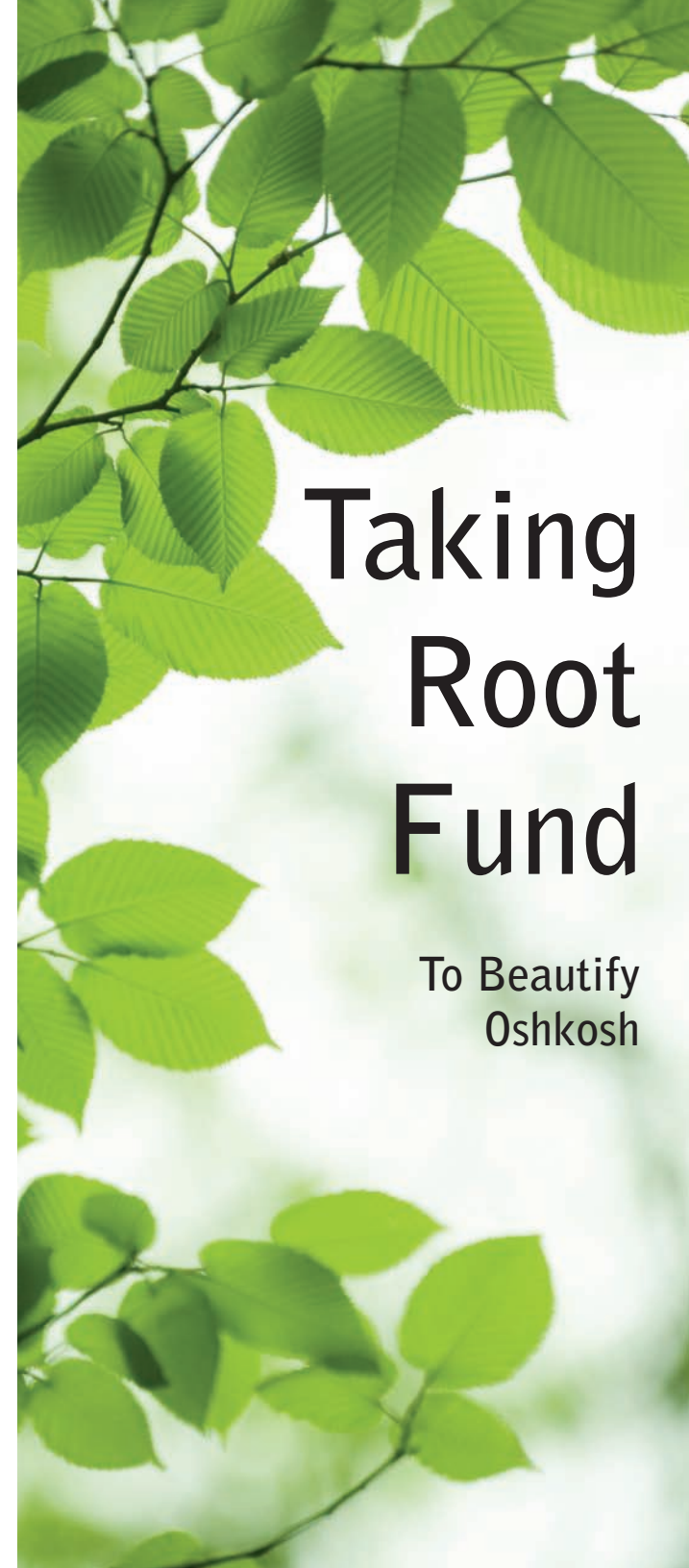
If and when the time is right for you to include a gift in your will or estate plan, please remember the Oshkosh Area Community Foundation. Like your legacy, the Community Foundation is for good, for ever.



OSHKOSH AREA
COMMUNITY FOUNDATION

230 Ohio Street, Suite 100
Oshkosh, WI 54902

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Taking Root Fund

To Beautify
Oshkosh