

PROGRAMS

2010: Responding to the needs of our community and our trees

Canopy has efficiently and effectively served our trees and community through another challenging year. This year, reversing the economic trend, an unprecedented number of volunteers and supporters joined Canopy to plant and protect our communities' urban forest. Staff, Board members, and volunteers organized more than 31 educational tree projects and activities in Palo Alto and East Palo Alto, engaging a record total of 3,000 community members.

Canopy has been lifted by the continued support of many dedicated volunteers, whose total contribution of time and energy is equivalent to more than half of our annual budget. Donors too have stepped-up their contributions, making it possible for us to continue our core programs while furthering our outreach and advocacy.

Advanced our core programs

- Planted 100 new trees in Palo Alto and East Palo Alto neighborhoods, schools, and parks with volunteers who clocked 800 planting hours.
- Surveyed the health and growth of close to 2,000 young trees and performed extensive care on 1,200 trees recently planted by Canopy in East Palo Alto (which have achieved an astounding 98% survival rate).
- Mobilized more than 600 volunteers who spent 4,700 hours to prune, mulch, survey, and weed over 900 trees in Palo Alto.
- Employed five East Palo Alto high-school students who played a pivotal role in caring for our urban forest.
- Provided community services: The Right Tree in the Right Place Program, Arborists for School Grounds, The Community Arborist List, "Tree Question" Hotline & Inbox, and Fiscal Sponsorship and Mentoring for other tree organizations.

Reached 3,000 people through our education programs

- Redesigned canopy.org entirely with a slate of new and updated materials including a state-of-the-art interactive Tree Library created by local experts.
- Protected thousands of Palo Alto Trees threatened by the planned use of high-salinity recycled water for irrigation.

- Delivered 31 workshops to school children and youth, through partnerships with local schools and after-school programs.
- Strengthened Canopy's Is Your Tree Thirsty? campaign with smart water conservation tips to protect trees through our warm summer months.
- Published 14 redesigned Neighborhood Tree Walks and offered monthly arborist-led tours attended by over 350 residents.

Stepped-up Urban Forest Advocacy

- In partnership with the community and the City of Palo Alto, created a climate-appropriate replanting design for California Avenue and organized more than 150 volunteers at a very successful replanting event.
- Successfully advocated to keep the City of Palo Alto tree budget intact, and to keep the City responsible for sidewalk repair.
- Protected thousands of Palo Alto trees from harm through the planned use of high-salinity recycled water for irrigation.
- Consulted with the Palo Alto Unified School District on various projects including tree preservation and protection plans, species selection, and planting design.



"Canopy's programs touch all aspects of the urban forest and simultaneously address many residents' concerns: growing, caring for, advocating and protecting the forest as a whole."

— Patricia Foster, Former Mayor of East Palo Alto



2010 Accomplishments At A Glance

- 31 educational tree events
- 150 people at the replanting of California Avenue
- 600 urban forest volunteers
- 1,200 public inquiries answered
- 3,000 residents involved in urban forest care
- 2,200 trees given check-ups



"Volunteering with Canopy has become a great family activity. So many world problems feel beyond our control, but planting and caring for trees makes us a tiny part of the solution to global warming."

— Dedra Hauser, Canopy Volunteer

Letter

from the Board Chairs and Executive Director

Dear Friends of Canopy:

If trees have taught us anything, it is flexibility and perseverance.

Canopy is grateful to the community for its support through a tough year for our trees. In addition to our core work—planting and caring for trees—Canopy responded to several tree-related controversies through the year, including the unannounced removal of 63 mature Holly Oaks on California Avenue.

When the community called for our help, Canopy dedicated all of its resources, time, and energy to address the crisis. Canopy worked diligently with stakeholders and community partners to organize and implement an innovative and successful community replanting.

The Palo Alto urban forest in a fragile state of maturity, threatened by drought, climate change, land development, improper care, and a lackluster pace of replanting. To address all of these issues, Canopy is working closely with the City of Palo Alto and the community to create an Urban Forest Master Plan. This plan will provide a platform of sound planning and efficient protocols to meet the many challenges facing our urban forest.

Canopy is also committed to helping East Palo Alto expand its urban forest, by planting thousands of trees. In the last three years Canopy planted 1,200 thriving new trees in East Palo Alto. We are now leading a campaign to plant hundreds of young trees on school campuses in partnership with the Ravenswood City School District.

Our community is a special place whose character is greatly enhanced by the trees that adorn our streets, parks, schools, and backyards. As we approach our 15th anniversary in 2011, we hope that you will join in our mission, share our good work with your friends and neighbors, and support our efforts in the coming year.

Thank you,

Susan
Susan Rosenberg
Outgoing Board Chair

Susan
Susan Ellis
Incoming Board Chair

Catherine
Catherine Martineau
Executive Director



Catherine Martineau (left), Susan Rosenberg (center) and Susan Ellis

"Canopy's efforts in East Palo Alto have inspired many excellent urban greening efforts and they have been wonderful partners in many of them."

— John Melvin, State Urban Forester, CAL FIRE

"The thing about trees... is they give something to everyone. They are probably one of our cities' most valuable but under-recognized public assets."

— Michael Hawkins, Canopy Program Director



Canopy grows healthy trees and healthy communities.

Sign up for our TreE-NEWS updates at info@canopy.org

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CANOPY ANNUAL REPORT TO THE COMMUNITY Fiscal Year 2010

Healthy Trees, Healthy Communities.

2011: Bringing nature into our neighborhoods, parks, and schools.

Canopy's vision is to create a continuous, sustainable, and thriving urban forest connecting parks, schools, and scenic streets for public enjoyment, health, and inspiration. Supporting this vision, Canopy's work in the coming year will focus on:

Healthy Trees



Healthy Kids!



Healthy Trees, Healthy Kids!

Trees are essential to create healthy learning environments on our school campuses. In 2011 Canopy will continue partnering with the Palo Alto Unified School District. Canopy will also work closely with the Ravenswood City School District to bring nature back to the schoolyards of East Palo Alto. Canopy's focus is to create sustainable plantings for shade that include native and fruit trees and provide educational opportunities to large groups of students.

Forestry Jobs for Youth

Canopy is expanding the Youth Staff program and recently hired six East Palo Alto students to join Canopy's efforts in the Ravenswood City School District. Our program trains young people on the value of community trees while providing them with hands-on experience in urban forestry.

Tree Awareness and Urban Forest Advocacy

Canopy raises community awareness about urban forestry issues, such as the value of trees, equity in access to the urban forest, impact of climate change and water conservation on trees, and the need for public funding to support urban forest revitalization and stewardship. This year, we will work closely with the City of Palo Alto to create an Urban Forest Master Plan that will provide sound planning and efficient protocols to improve the long-term health of our urban forest.

Stewardship Expertise

Canopy engages hundreds of volunteers each year, offering urban forest stewardship opportunities to people of all ages and interests. Canopy conducts trainings and workshops in tree selection, planting, and care. This year, with a slate of redesigned materials and online resources, Canopy will reach out to our community with dozens of tree tours and other opportunities to learn more about trees.

Through these programs, Canopy will work toward outdoor equity, healthier environments, and community renewal:

Outdoor Equity

Through tree planting and tree care projects, Canopy endeavors to narrow and ultimately eliminate inequities in the urban forest, providing communities with safe, accessible, and inviting tree landscapes.

Healthier Environments

Canopy creates vibrant, forested spaces for passive and active recreation that improve health and well-being.

Community Renewal

Tree planting and tree care projects build community and lead to economic and civic renewal.

Please support Canopy and help us create a continuous, sustainable, and thriving urban forest that can be enjoyed today and by future generations.



Board of Directors

Susan Ellis, *Chair*
 Marty Deggeller, *Vice-Chair & Treasurer*
 Roy C. Leggett, III, *Secretary*
 Matthew Bahls
 Urban K. Cummings
 Carol Langston
 Dave Muffly
 Liz Schwerer
 Jeff Snyder

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Catherine Martineau, *Executive Director*
 Michael Hawkins, *Program Director*
 Phung Nguyen, *Program Coordinator*
 Elliott Wright, *Development Director*

Youth Staff and Interns

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 Darryl Sepulveda
 Oscar Hernandez
 Fabian Gutierrez
 Manuel Macias

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 Tony Carrasco
 James F. Cook
 Anne Draeger
 Patricia Foster
 Carroll Harrington
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 Carol Jansen
 Jeanne Kennedy
 John McClenahan
 Mary McCullough
 Scott McGilvray
 Brooks Nelson
 Forest Preston, III
 Nancy Peterson
 Susan Rosenberg
 Jane Stocklin
 Lauren Bonar Swezey
 Lanie Wheeler

Partners

City of Palo Alto
 City Council
 City Manager's Office

Public Works Department –
 Tree and Engineering Divisions
 Parks and Recreation Department
 Utilities Department
 Planning Department
 Palo Alto Chamber of Commerce
 Administrative Services Dept
 (GIS/Information Technology)
 Palo Alto Junior Museum and Zoo
 Palo Alto Art Center

City of East Palo Alto

Ravenswood City School District
 City Council
 Transportation Commission
 City Manager's Office
 Public Works Department – Maintenance Division
 Community Services Department
 East Palo Alto Health Roundtable

Community

Acterra
 Ad-Hoc California Avenue Tree Citizens Group
 Collective Roots
 Eastside Preparatory School
 EPA Boys and Girls Club
 Gamble Garden
 Invision
 Kehillah Jewish High School
 JobTrain
 Master Gardeners of Santa Clara County
 Meltzer Family
 Midtown Residents Association
 Mountain View Trees
 Oshman Family Jewish Community Center
 Public Allies
 Palo Alto Unified School District staff, students and families
 Shelter Network
 Stanford University
 Sustainable Schools Committee
 Whole Foods
 University Circle
 Youth Community Service (YCS)
 YMCA East Palo Alto
 YMCA Palo Alto

VOLUNTEERS July 1, 2009 to June 30, 2010

Volunteer Arborists Kathy Alford Robert Booty Heather Booty Barrie D. Coate Dave Dockter Ron Eicher Walt Fuji Ruben Green Richard Huntington Ted Kipping Kevin Kielty Carole Langston Roy Leggett John McClenahan Ray Morneau Dave Muffly Kevin Raftery Chris Regan Jess Running Elysa Shea Joel Smith Peter Sortwell Dahlia Wist Michael Young	Palo Alto High School Key Club Stanford Circle K Woodside Priory Individual Volunteers Ralph Adams Annapoorna Akella Rafael Akram Khashayar Alae Emu Ardyanto Luciana Balgun Raul Bannelos Brian Barnes Ricardo Barron Victor Barron Ariana Barron Sean Barry Carlos Bejinez Nina Bell Arielle Bendahan Sheeva Bhatuni Byron Black Chloe Blanchard Natalie Botto Cecile Bourbonnais Elizabeth Bowman Xiaolin Bu Pam Burnor Rio Burns Andy Butcher Joshua Cai Eddie Cambron Isidoro Cambron Samantha Castaneda Jonathan Kay Marilyn Keller Hannah Kim Pat Kinney Yoriko Kishimoto Marlo Kitch Scott Kleckner Sonya Kohli Rachel Krantz Eric Krebs Benjamin Kreitman Austin Kron Alice Ku Jeff Langston Ellen Lee Gang Nee Lee Justin Lee Pai Lee Jacky Lei Brad Lent Jeremy Lep Marilyn Lerner Calvin Li Libby Li Linda Li Alyn Liang Arthur Liberman Jody Lieb Patrick Lim Mark Linton Andrew Liu Nancy Lowe Anne Lu Tricia Lungaro Ben Lyman Rosana Madrigal Javier Magaña Kelsey Main Carrie Manley Lynn Marks Christopher Martin	Francis Ge Teresa Gibson Danny Gilliland Judy Gittelsloh Bob Golton Susan Gordon Stefan Gouyet Helen Gracon Rachel Grate Diana Hairrell Tracy Harper Anja Harris Chloe Hauser Stephen Hayes John Haynes Reo Haynes Marie Hernandez Laura Herrera Ruth Hershberg Kathleen Himmelberger Dan Hitt Belinda Hopkinson Xi Hou Kevin and Irene Hu Simon Huang Kenneth Htoo and Gina Kuo Amwyn Hurxthal Nancy Hurxthal Kirah Ingram Ronnie Intrella Radhia Jamil Greg Justice Avni Kansara Jonathan Kay Marilyn Keller Hannah Kim Pat Kinney Yoriko Kishimoto Marlo Kitch Scott Kleckner Sonya Kohli Rachel Krantz Eric Krebs Benjamin Kreitman Austin Kron Alice Ku Jeff Langston Ellen Lee Gang Nee Lee Justin Lee Pai Lee Jacky Lei Brad Lent Jeremy Lep Marilyn Lerner Calvin Li Libby Li Linda Li Alyn Liang Arthur Liberman Jody Lieb Patrick Lim Mark Linton Andrew Liu Nancy Lowe Anne Lu Tricia Lungaro Ben Lyman Rosana Madrigal Javier Magaña Kelsey Main Carrie Manley Lynn Marks Christopher Martin	Pierre Martineau Taylor McAdam Michael McMahon Ana Medina Chris Melville Ali Meyers Dr. Michie David Mineau Jorge Miranda Alejandro Molner Dustin Munkang Gen Murphy Katherine Naegele Stacy Ness Annette Ng Evan Ngau Chi Nguyen Luke Nguyen Stephanie Nguyen Frederic Nichols Daniel Noriega-Diaz Donna Nozick Adelaide O'Neal Sally O'Neil Annika Ozanskas Monica Pranzi June Palana Dennis Pan Hannah Park Robbie Parry Sairus Patel John Peery Juan Perez Bea Peterson Minh Phan Jim Phillips Laurie Pomeranz Dave Price Rick Ramirez Sonia Ran Robert Redfern-West Susy Redfern-West Emerson Reiter Andrea Resnick Amy Reynada Elizabeth Robinson Ruben Robles Carlota Rodriguez Sammy Rome Harper Rose Jimmy Ruck Kathy Ruppel Alma Sanchez Pat Sanders David Saxton Mike Schaff Mark Schneider David Schwartz Brian Scoles Tommy Shi Sara Silberman Elvia Silva Praniti Sinha Julie Smith Lucy Smith Nancy Soforenko Jane Solomon Gregg Spears Brian Steen James Stinger Valerie Stinger Jane Stocklin Sam Stone David Stonestrom Felice Stonestrom	Joseph Strebler Dan Sullivan Merridee Taylor Bryan Templun Gabriel Thomas Nicole Ton Bert Torres Chris Torres Tania Tran Ann Tsukamoto Kung Tueyun Lorenzo Ubaldi Jenny Valdivinos Stephanie Velednitsky Jocelyn Villaruz Camille von Kaenel Lien Vu Jingyu Wang Lina Wang Sophie Wang Jeff Ware Steve Ware Jordan Webster Alan Weller Melissa Wen Christine Wettersten Lanie Wheeler Trina Whiteley Ellen Wilkinson Denzell Williams Julia Williams Doug and Pam Wong Julia Wong Li Xiao Jingwei Xu Lei Xu Sprig Xu Natalie Yau Andy Yeh Jerry Yu Michael Zelgis Charles Zhou Eddie Zhou Geoff Ziman Yiyang Zou
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DONORS July 1, 2009 to June 30, 2010

Urban Forestry Grants
 Alliance for Community Trees
 Cal Fire (California Dept. of Forestry and Fire Protection)
 California ReLeaf
 City of Palo Alto

Corporate and Foundation Grants \$20,000 & above
 Microsoft Corporation
\$10,000 – \$19,999
 Sandisk Corporation Fund

\$2,500 – \$4,999
 Foundation for Global Community
 Garden Club of Palo Alto
 Stanford Terrace Inn

\$1,000 – \$2,499
 American Academy of Physician Assistants
 John and Marcia Goldman Philanthropic Fund
 PG&E
 The Wildflower Fund
 Whole Foods

Up to \$999
 Anthropologie
 Foundation for a College Education
 Genentech, Matching Gifts
 Google, Matching Gifts
 Kiwanis Club of Palo Alto
 Oak Creek Apartments
 Sun Microsystems, Inc.
 Matching Gifts
 The Davey Tree Expert Company
 Woodside Priory

Gifts in Kind Up to \$2,499
 Bill Courtington
 Sibby Coshead
 Sid Espinosa
 Gary and Annette Fazzino
 Mike and Anne Green
 Susan and John Haviland
 Gail and Herb Kaiser
 Nancy Karp
 Joy and Joel Kellman
 Forest Preston
 Chris and Anne Ream
 Bob and Kay Schauer
 Steve and Paula Smith

\$100 – \$249
 Dudley and Elaine Andersen
 France and Dennis Duffie

\$1,000 – \$4,999
 Matthew Bahls
 James and Wendy Cook
 Urban Cummings and Christine Clark
 Nancy Drapkin
 John and Kristine Erving
 John and Marcia Goldman
 Mandy and Charles Lowell
 Jane McCoy
 Mary and Walt McCullough
 Robert McIntyre
 Bob Meltzer
 Brooks and Marilyn Nelson
 Billy Prior
 Jeannie and Anthony Siegman

Clint and Marilyn Smith
 Roger and Judy Smith
 Peter Sortwell
 Don and Anne Verneil
 Marcus Wood

\$500 – \$999
 Anonymous
 Ann and Ken Bilodeau
 Allan and Marilyn Brown
 Tony Carrasco
 Nancy and John Cassidy
 Kim Cooper
 Yogen and Peggy Dalal
 Carolyn and Gordon Davidson
 Janet and Wylie Greig
 Tim and Glista Guilford
 Donald and Natalie Handelman
 Joe and Bette Hirsch
 Carole and Jeff Langston
 Roy Leggett and Courtney Clarkson
 Scott and Leslie McGilvray
 J. Boyce and Peggy Nute
 Roxy Rapp
 Carolyn and Bill Reller
 Jake and Robin Gordon and Vicki Rosenberg
 Meryl and Robert Selig
 Matthew and Vangi Sorgenfrei
 Jane and Bill Stocklin
 Tig and Marilyn Tarlton
 Peggy Taylor Gunton

\$250 – \$499
 Maryvonne and Curtis Abbott
 Patricia and Michael Burbank
 Terry and Anne Clark
 Bill Courtington
 Sibby Coshead
 Sid Espinosa
 Gary and Annette Fazzino
 Mike and Anne Green
 Susan and John Haviland
 Gail and Herb Kaiser
 Nancy Karp
 Joy and Joel Kellman
 Forest Preston
 Chris and Anne Ream
 Bob and Kay Schauer
 Steve and Paula Smith

\$100 – \$249
 Dudley and Elaine Andersen
 France and Dennis Duffie
 Karen Bartholomew
 Katherine and Dorsey Bass
 Marilyn and Bill Bauriedel
 Jim and Nancy Blake
 Pat Blumenthal
 Faye Brown
 Phyllis Browning
 Jeff Burch
 John Burt
 Carolyn and Robin Caddes
 Rita Chaput
 Andy and Liz Coe
 Jacotte and Yves Cognet
 Debra and David Compton
 Trish and Doug Corl
 Jeannette Cosby
 Christine and Frank Currie

Richard and Megan Yankwich
 Jane and Mitchell Zimmerman
 Caroline Zlotnick

Up to \$149
 Sandra June Adams
 Mary Brayton
 Michael and Marina Campbell
 Frank and Margaret Carney
 Miriam Cspedes
 Theresa Chen
 Dexter and Jean Dawes
 Linda Eaton
 Alex and Laurie Firestone
 Pat Foster
 Romola Georgia
 Rona Giffard
 Rana Glasgal
 Kate and Robert Godfrey
 Ben and Joan Grammar
 Beth Guislin
 Jane Harris
 Walt and Kay Hays
 Anwyn Hurxthal and Daniel Collins
 Sharon Kelly
 Derek Kennedy
 Jennifer and James Kleckner
 Dane Klingler
 Tony and Judy Kramer
 Franklin Lockfield
 Gwen Luce
 W.G. McElhinney
 Mark and Elizabeth Moragne
 Debbie Myslens
 Dennis and Yu-Jeng Pan
 Enid Pearson
 Alice Pease
 Robert Lacy and Anne Lynn
 Laurie Ramon
 Nick and Christine Ross
 Shulamith Rubinfeld
 Thomas and Janette Rudkin
 Flash Sheridan
 Virginia Smedberg
 Alice Smith
 Nancy Soforenko and David Gerken
 William and Nancy Spangler
 Samuel Sparck
 Suzi Stewart
 Josephine Stiene
 Adam Strassberg
 Merridee Taylor
 John and Roberta Uebbing
 Holly and Stuart Welstein
 Alison Williams

Tree and Care Gifts
 Dudley and Elaine Andersen
 five trees in honor of Marty Deggeller
 Marilyn and Bill Bauriedel
 in memory of my mother
 Pauline E. Ursu
 Pat Blumenthal
 in honor of Douglas Murray
 Kate and Marvin Feinstein
 in memory of Mr. Christopher Moore and Dr. John Levinson
 Jerry Hearn
 in memory of Sue Varian
 Joe and Bette Hirsch
 in memory of Ruth Bloomfield
 in memory of Bea Hessen
 in memory of Mariane Cooper
 in memory of Charlene Ward
 in memory of Mickey Tillman
 Marilyn Keller and Jeff Greenfield
 in honor of Karen Holman on the occasion of her election to Palo Alto City Council
 Ellen Levitas
 in memory of Beth Longwell
 Alan and Alison Marer
 in memory of Pauline Ursu
 Frances Nitzberg
 in memory of Martha Louise Orr
 Roxy Rapp
 in memory of Skip Crist
 Susan Rosenberg
 on the occasion of the birth of Aiden Drekmeyer
 in memory of Ariel Shaker
 in memory of Belle Kaplan
 Tina Roushall
 in memory of Jeffrey Walker
 Jeffrey and Jeanese Snyder
 on the occasion of Natalie's 12th birthday
 Marion Sullivan
 in memory of Phyllis Toomey
 Anne and Craig Taylor
 in honor of a mother, Rosemary Taylor, on Mother's Day
 Sam and Kim Webster
 in honor of William Halford Jr.

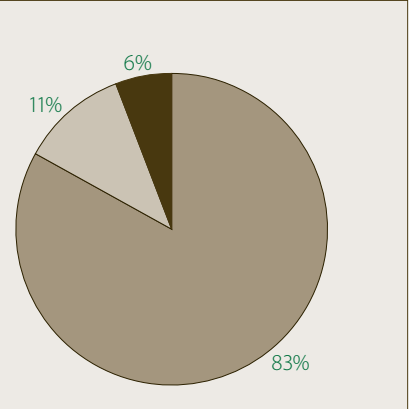
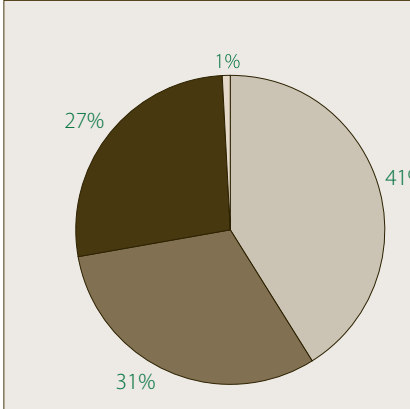
Tree Gifts
 Anonymous donor
 in honor of Matthew Bahls
 Anonymous donor
 in honor of "my Mom"
 Mary Bender and Stephen Hoyt
 in memory of Sonya Raymakers
 Barbara Bowman
 in honor of Susan Rosenberg
 Faye Brown
 in honor of East Palo Alto Tree Task Force Project
 Carolyn Caddes and Robin Robinson
 in memory of Stephen Home
 in memory of a little dog, Annie
 Michael Campbell and Marina Zago
 in honor of Natalie's 12th birthday
 Bud and Rebecca Colligan
 in memory of Nancy Deewall
 Thomas
 Karla Eastling
 in honor of Val Rabe
 Keith and Samantha Elliott
 in honor of Trish and Jim Mulvey
 Mike and Anne Green
 in memory of Rosemary Prior, James Ernest Prior and Margorie Moore
 Prior

Fiscal Year 2010 Financial Summary *

Total revenues for the year reached \$268,635. Operating expenses were \$258,870. After a non-recurring expense of \$6,000 to recognize unrecoverable pledges, we were able to add close to \$5,000 to reserves.

Again this year we asked a lot from our dedicated volunteers. As always, they responded enthusiastically and made plantings and other programs possible. Not accounted for in the financial statements, the total value of their contribution can be estimated at close to \$172,000, an increase of 21% over last year.

*Canopy's fiscal year matches that of the City of Palo Alto, July 1 to June 30.



Sources of Support:
 ■ Individual contributions (41%)
 ■ City of Palo Alto (31%)
 ■ Urban forestry and other grants (27%)
 ■ Other revenues (1%)

Operating Expenses:
 ■ Programs (83%)
 ■ Fundraising (11%)
 ■ Administration (6%)