

# CANOPY ANNUAL REPORT TO THE COMMUNITY

Fiscal Year 2012

Healthy Trees, Healthy Communities





*"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



*Catherine Martineau and Susan Ellis*



## from the Board Chair and Executive Director

Dear Friends of Canopy,

The Palo Alto urban forest continues to flourish and school yards in East Palo Alto will soon have beauty and shade as never before.

Now in our 17th year, Canopy continues

to provide tree advocacy, community services, landscape improvements, and education throughout Palo Alto and East Palo Alto. We do this because we know that beyond the multiple environmental benefits trees offer, they improve our quality of life.

Canopy was instrumental this year in the hiring of Walter Passmore as the City of Palo Alto's first Urban Forester. As early advocates for the creation of this position, we assisted the City in developing an attractive job description and participated in the recruitment panels. Lured away from Austin, Texas, Walter has the passion, expertise, and experience to implement the City's Forestry Program in the 21st Century. He will lead the completion of the Urban Forest Master Plan, which will ensure that valuing the beauty and tangible benefits of the Palo Alto urban forest is deeply rooted in all levels of City government.

Our Healthy Trees, Healthy Kids! initiative addresses the green gap at local schools, primarily in East Palo Alto. With 613 trees planted at schools so far, most of them in the Ravenswood City School District, we are well on our way to our goal of 1,000 new trees for

kids. Along with each tree planting, Canopy engages all students on these campuses in tree-centric hands-on natural history lessons and activities.

Each of our programs invites community members of all ages to appreciate and understand community trees, to learn how to plant and care for them, and to give us a hand when volunteers are needed. This year our plantings and tree care workdays, educational offerings, and Arbor Day Festival attracted more than 3,000 people.

We are proud of our accomplishments and happy to share with you, our growing community of volunteers, supporters and partners, the two noteworthy awards received in the past year: the Stanford Community Partnership Award and the California Urban Forests Council Award. Your generous gifts of time, talent, and resources are creating a living green legacy for generations to come.

With gratitude,

Susan Ellis  
Board Chair

Catherine Martineau  
Executive Director

*"Canopy's programs  
build a sense of  
community where  
we appreciate, protect  
and enhance East Palo  
Alto's urban forest. As  
one community we are  
planting our future."*

Laura Martinez,  
Mayor of East Palo Alto





# 2012 ACCOMPLISHMENTS

Canopy is making a profound impact on the urban forests of Palo Alto and East Palo Alto with hundreds of trees planted annually. The payback we get from each tree we plant includes shade, reduced energy costs, cleaner air, diminished greenhouse gasses, improved water quality, and simple beauty.



## Planting Trees

With the planting of 255 trees, Canopy brought our grand total to 2,659 trees planted since our founding in 1996. Our annual Palo Alto Mayor's Tree Planting took place at Gunn High School this year with alum Yiaway Yeh.

- Planting events: 17
- Tree planted: 255
- Volunteers engaged: 533 who gave 1,570 hours
- Students at schools with new trees: 2,300

## Sharing Insight and Knowledge

We reached hundreds of people with educational messages and information at a variety of community events. The Palo Alto Arbor Day Festival at Mitchell Park was full of fun family activities and learning opportunities. We kicked-off our series of popular arborist-led Tree Walks and workshops with a Tree Talk by arboriculture thought leader Prof. Matt Ritter of Cal Poly San Luis Obispo. We added 774 high quality photos of local trees to the free online Canopy Tree Library.

- Tree Workshops and outreach events: 44
- Total attendees at events: 3,166
- Visits to [canopy.org](http://canopy.org): 46,973
- Community Arborist List users: 2,519
- Emails and calls to the Tree Hotline: 251

## Engaging Youth

Canopy engages youth in tree stewardship educational programs in schools and through the Canopy Youth Staff Program, which hires East Palo Alto high school students as Urban Forestry Technicians. Trained by professional ISA-certified arborists, the Youth Staff plays a

significant role in caring for our urban forest and educating others about trees.

- Canopy employed Youth Staff: 6
- Youth Staff teaching/education events: 15
- School age students reached: 1,812
- Hours worked by Youth Staff: 941

## Caring for Trees

Canopy Youth Staff and volunteers continued their annual surveying, weeding, watering, mulching, and pruning of young trees in Palo Alto and East Palo Alto. As a result of this care, the trees we plant enjoy an exceptionally high survival and establishment rate.

- Trees surveyed and cared for: 2,200
- 160 volunteers gave 668 hours

## Advocating for the Urban Forest

Working with local administrations and school districts, we promoted the preservation of mature trees, designed and implemented tree planting projects, and recommended the selection of drought-tolerant and climate-adapted trees. Canopy was instrumental in the successful hiring of Palo Alto's first Urban Forester and assisting the City in multiple projects such as the replacement of a 200 year old heritage oak loved by the community. We also helped the City of East Palo Alto obtain funding for its first ever street tree inventory and canopy analysis. We advocated at the state and national levels to elevate the profile of urban forestry and the recognition of our work. This year we attracted the annual statewide Urban Forestry conference to Palo Alto and our Executive Director was elected to the board of California ReLeaf.



# 2013 GOALS

**Canopy believes that growing our urban forest is one of the wisest, high-yield investments we can make in our community. We plan to continue planting and safeguarding our urban trees while engaging and educating residents. Kids and schools remain the priority in our 2013 plantings—we're creating healthier, more inspiring learning environments for our children.**

## **Creating Outdoor Equity - Planting Trees for All Kids**

Canopy plans to plant 230 new trees on seven local school campuses. By transforming barren school grounds into verdant sanctuaries we provide kids with better learning environments, bring much-needed shade to play areas, increase energy efficiency of school buildings, break up heat islands, and provide healthy fruit snacks. Planting trees on school campuses brings us closer to "canopy equity" in our schools.

## **Inspiring a New Generation of Environmentally Literate Kids**

We'll strengthen youth education programs by updating our curriculum for elementary, middle, and high school plantings, classes, and workshops. We'll also reach out to more schools to help kids become environmentally literate problem solvers, better prepared to be good stewards for the future.



## **Advocating for the Urban Forest**

Canopy brings together City government, school districts, and businesses, all of whom play a critical role in planting, growing, and protecting our urban trees. Canopy will continue to provide advice and guidance to the Cities of Palo Alto and East Palo Alto to ensure that the urban forest is safeguarded and grows. We'll work at the state and federal legislative levels through our active involvement in California ReLeaf and Alliance for Community Trees.

## **Engaging the Community**

Since local municipalities tend only to City trees, the community plays an important role in maintaining our urban forest. The care that residents provide to trees in their yards is invaluable. Canopy will engage people of all ages and provide relevant, expert information, and training to the public in species selection, planting, and tree care techniques.



## **PILOT PROGRAM: Evaluating an Irrigation Product for Future Large Scale Plantings**

Canopy has started conducting test plantings with DriWater, an innovative irrigation method. Buried around tree roots, DriWater gel pacs gradually release water to hydrate the roots. The gel packs are less expensive to install and use less water than traditional irrigation systems. Thanks to a grant from the Dean Witter Foundation, Canopy monitors the trees planted with this product to assess the potential for larger scale use of DriWater.

# Healthy Trees, Healthy Kids!



With 613 new trees in the ground, we have passed the halfway marker

in our initiative to plant 1,000 shade and fruit trees on school campuses and parks in Palo Alto, East Palo Alto, Menlo Park, and neighboring communities by 2015. Schools with trees boast higher scholastic achievements, reduced rates of mental and physical health problems (depression, early onset diabetes, and obesity), and a more positive sense of school, place, and community.

**NEW TREES PLANTED AT 14 SCHOOLS, PARKS, AND COMMUNITY CENTERS.**

**2012 Plantings**



**2013 Plantings**



## WITH EVERY TREE, A CHILD GAINS:

### Cleaner, fresher air

Trees filter air pollutants, fixate particulates, and release oxygen

### Shade

Trees break up city and school ground heat islands

### Welcoming surroundings

Green school campuses promote psychological health and boost academic achievement

### Play space

Trees provide safe-havens and magical spaces for kids to play, encouraging them to be more active and thus healthier

### Fruit

Fruit trees provide healthy snacks for kids and remind them of their connection to the earth

### UV protection

Trees reduce UV-B exposure by about 50%

### Sound barriers

Trees muffle sounds from nearby streets and highways

### Nature learning

Observing, planting, and caring for trees teaches kids to care for the environment







*Canopy receives The Stanford Community Partnership Award*

## Board of Directors

Susan Ellis, *Chair*  
Liz Schwerer, *Vice-Chair*  
Roy C. Leggitt, III, *Secretary*  
Beth Lim, *Treasurer*  
Marty Deggeller  
Marilyn Keller  
Carol Langston  
Mark McNerney  
Sairus Patel  
Jeff Snyder  
Wen Shu Tang

## Staff

Catherine Martineau  
*Executive Director*  
Michael Hawkins  
*Program Director*  
Estefani Morales  
*Education and  
Community Outreach  
Manager*  
Natalia Schoorl  
*Program Coordinator*

## Youth Staff and Interns

Reed Garber  
Russell Langston  
Jesus Lopez  
Brian Maldonado  
Markel Moore  
George Nickings  
Daniel Noriega-Diaz  
Jazmin Perez  
Javier Vazquez  
Silvia Vazquez

## Advisory Committee

Matthew Bahl's  
Faye Brown  
Tony Carrasco  
James F. Cook  
Urban K. Cummings  
Anne Draeger  
Patricia Foster  
Ruben Green

Carroll Harrington  
Joe Hirsch  
Leannah Hunt  
Carol Jansen  
Jeanne Kennedy  
John McClenahan  
Mary McCullough  
Scott McGilvray  
Dave Muffly  
Brooks Nelson  
Forest Preston, III  
Nancy Peterson  
Susan Rosenberg  
Jane Stocklin  
Lauren Bonar Swezey  
Lanie Wheeler

## Partners State

Alliance For  
Community Trees  
Cal Fire  
California ReLeaf  
Cal Trans  
California Urban Forests  
Council

## City of Palo Alto

City Council  
City Manager's Office  
Administrative Services  
GIS/Information  
Technology  
Community Services  
Art Center  
Junior Museum and Zoo  
Library  
Parks  
Planning  
Public Works – Urban  
Forestry Division  
Utilities

## City of East Palo Alto

City Council  
Transportation Commission  
City Manager's Office

Community Services  
Planning  
Public Works –  
Maintenance Division

## Community

Acterra  
Aspire East Palo Alto  
Schools  
Barron Park  
Neighborhood  
Green Team  
Boys and Girls Club of  
the Peninsula  
City Trees  
Collective Roots  
Common Ground  
Eastside College  
Preparatory School  
Elizabeth F. Gamble  
Garden  
First Presbyterian Palo Alto  
Garden Club of Palo Alto  
JobTrain  
Magic  
Master Gardeners of  
Santa Clara County  
Midtown Residents  
Association  
Mountain View Trees  
Pacific Art League  
Palo Alto Chamber of  
Commerce  
Palo Alto Neighbors  
Abroad  
Palo Alto Unified School  
District board, faculty,  
staff, students and  
families  
Palo Alto Rotary  
PAUSD Sustainable  
Schools Committee  
Public Allies  
Ravenswood City School  
District, faculty, staff,  
students and families

Ravenswood Education  
Foundation  
Ravenswood Youth  
Athletic Association  
Rebuilding Together  
Stanford University  
'The Palo Alto Forest' -  
Angela Buenning Filo  
VA Palo Alto Healthcare  
System  
Vi at Palo Alto  
Western Chapter ISA  
Youth Community Service  
YMCA East Palo Alto  
YMCA Palo Alto

## Volunteer Certified Arborists

Kathy Alford  
James Allen  
Heather Booty  
Robert Booty  
Don Cox  
Dave Dockter  
Heather Ellison  
Herb Fong  
Walt Fujii  
Ruben Green  
Peter Jensen  
Roy Leggitt  
Walter Levison  
Jon Maystrik  
John McClenahan  
Ralph Mize  
Dave Muffly  
Jeff Newborn  
Walter Passmore  
Kevin Raftery  
Chris Regan  
Matt Ritter  
Ellyn Shea  
Peter Sortwell  
Emily Spillett  
Michael Young



# VOLUNTEERS

## Volunteer Planting and Outreach Leaders

Jorge Aleman  
Dan Archer  
Kerri Atwood  
Matthew Bahls  
Ann Bilodeau  
Melissa Chun  
James Cook  
Dave Cortesi  
Marian Cortesi  
Sibby Coxhead  
Urban Cummings  
Tom Day  
Cédric de la  
Beaujardière  
Marty Deggeller  
Susan Ellis  
Douglas Felt  
Jim Filo  
Linda Filo  
Rory Harriss  
Dedra Hauser  
Walt Hays  
Hank Heubach  
Belinda  
Hopkinson  
Anwyn Hurxthal  
Nancy Hurxthal  
Ann Johnson  
Marilyn Keller  
Carole Langston  
Lillian Lee  
Beth Lim  
Nicole Loomis  
Barb Mackraz  
Mike McMahon  
Fred Nichols  
Sally O'Neil  
Cristy Osborne  
Sairus Patel  
Nancy Peterson  
Jim Phillips  
Jon Richter  
Charles Ridley  
Susan Rosenberg  
Bob Schauer  
Kay Schauer  
Liz Schwere  
Shawn Sears  
Darryl Sepulveda  
Susan Stansbury  
Jim Stinger  
Jane Stocklin  
Doria Summa  
James Sutherland  
Wen Shu Tang  
Kay Thornton  
Katrina Van der  
Linden  
Marilyn Waterman  
Hans Weber  
Scott Wells  
Ellen Wilkinson  
Jeff Williams  
Justin Williams  
Elliott Wright

## Volunteer Groups

Bowdoin College  
Alumni  
Boy Scouts of  
America  
Cesar Chavez  
Middle School  
Eastside Prep  
Step by Step Club  
Facebook

Girl Scouts of  
America  
Infosys  
Kiwanis of Palo  
Alto  
Microsoft  
Research Silicon  
Valley  
Paly YCS  
Interact  
REI  
Rotaract  
Santa Ynez  
Dunn Middle  
School  
Soleenic  
Thoit, Love,  
Hershberger  
& McLean  
PLC  
VA of Palo Alto  
Veterans  
Woodside Priory  
High School  
World Centric

## Individual Volunteers

Lisa Abeyounis  
Leila Abu-Sharr  
Anurag  
Aggarawal  
Cecilia Aguilar  
Leticia Aguilar  
Bronwyn  
Alexander  
Dario Alvarado  
Josephina  
Alvarez  
James Anderson  
Kristen Anderson  
Dan Archer  
Claudia  
Arredondo  
Jose Arreola  
Patricia Artia  
Jocelyn Au  
Bertha Avalos  
Bryan Avalos  
Blanca Ayala  
Fred Balin  
Jennifer Baltazar  
Adam Bangham  
Cristoval Barajas  
Don Barr  
Shah Baski  
Adam Baughman  
Felipe Bellot  
Ken Bencala  
Matt Bennett  
Jeff Benton  
Sally Bentz  
Mike Berman  
Martin Bermudez  
Andy Berschauer  
Kelly Berschauer  
Juan Bilbao  
Martha Blackwell  
Tamera Bland  
Laneava Blanks  
Jena Bloomquist  
Lauren Bonar  
Swezey  
Adrianne Bragg  
Douglas A.  
Brown  
Lara Brunin  
Todd Burke  
Bonjou Cabande  
Javier Cabrera  
Saul Cambra

Will Cambra  
Lisa Capistran  
Liseth Cardozo-  
Sejas  
Arturo Castro  
Tony Cerda  
Amarjeet Chahal  
Jamie Chan  
Mei-Mei Chan  
Antonia Chang  
Joyce Chang  
Julie Chang  
Michael Chavez  
Charles Cheadle  
Rosa Chen  
Holly Chenette  
Xi Cheng  
Cynthia Chin  
Kelvin Chin  
Helen Chow  
Daniel Collins  
David Collins  
Terry Conner  
Karina Contreras  
Patrick Cotter  
Helen Craig  
Alan Cruz  
Joseline Cruz  
Saul Cuevas  
Susan Dansker  
Joel Davidson  
Jennifer Davis  
Michael DeLeon  
Bruno De Zan  
Delney Deloa  
Isidro Diaz  
Willard Dietrich  
James Dionisio  
Harshal Doshi  
T'Liyan Dozier  
Marco Duarte  
Mel Duffy  
Beau Edwards  
Rebecca Elicsu  
Ricardo Erazo  
Anne Ercolani  
Cesar Escamilla  
Abel Espinosa  
Sid Espinosa  
Tami Espinosa  
Adrian Paul  
Estrabo  
Justin Evans  
Peter Falkenberg  
Yi Ding Fang  
Tracy Fearnside  
Vicky Feng  
Megan Feroglia  
Judy Feron  
Sarah Ferraro  
Devon Filo  
German Flores  
Luis Flores  
Albert Fong  
Evelyn Ford  
Nathaniel Ford  
K.T. Forward  
Ana Franco  
Alice Frost  
Betsy Fryberger  
Sherri Furman  
Antoine Gaessler  
Jordan Garber  
Alex Garcia  
Benny Garcia  
Juan Garcia  
Kimberly Garcia  
Michelle Garcia  
Maureen  
Garland  
Davena Gentry

Annette  
Glanckopf  
Ashima Goel  
Jorge Gomez  
Erin Gonce  
Larry Graff  
Chris Green  
Elizabeth  
Greenfield  
Jeff Greenfield  
Diana Gruber  
Elizabeth  
Guerrero  
Nanda  
Guruswamy  
Maria Gutierrez  
Javi Guzman  
Ricardo  
Guzman  
Loren Haley  
Barbara Hall  
Gerricka  
Hamilton  
Andy Harris  
Jake Harris  
Jeanette Harris  
Austin Hay  
Harmony Hayes  
Izola Haynes  
Jerry Hearn  
Adriana  
Hernandez  
Alfonso  
Hernandez  
Alonso  
Hernandez  
Brenden  
Hernandez  
Hernandez  
Hernandez  
Jessica Herrera  
Glenda Hiedsick  
Esther Ho  
Jacqueline  
Hoang  
David Horn  
Victor Hu  
Andrea Huang  
Natasha  
Humphries  
Rahm  
Humphries-  
Hodge  
Sophia Hwang  
Debra Jacobs  
Deras Jaime  
Elaine Ji  
Robert Johnson  
Kevin Kaatz  
Jin Kaku  
James Keeley  
Ben Kelley  
John Kelley  
Peggy Kenny  
Bette V. Kiernan  
Stephanie Kim  
Yoriko  
Kishimoto  
Kyle Kobaza  
Joanne Koltnow  
Lorin Krogh  
Joseph Ku  
Avinash Kumar  
David Kurtzman  
Sunie Kwon  
Winnie Lam  
Christine  
Langston  
Jeff Langston  
Deisy Lara  
Janice Lee

Jocelyn Lee  
Jiong Li  
Julia Li  
Arthur  
Lieberman  
Mark Linton  
Joe Liszewski  
Candy Liu  
Jerry Liu  
Xuemin Liu  
Youjun Liu  
Elizabeth Loi  
Nicole Loomis  
Howell Lovell  
Nailah Lugent  
Donald Lun  
Jaime Lyon  
Alyssa Lytle  
Natalie Mackraz  
Tiberio  
Madrigal  
Maria C. Magaña  
Obaldo Magusa  
Andre  
Makhanov  
Quinn Manely  
Martha Mantero  
Stella Manukyan  
Colin Marchon  
Joe Margevicius  
Margaryte  
Markhanov  
Paula Maroon  
Jose Marquez  
Greg Martineau  
Pierre Martineau  
Bernardo  
Martinez  
Laura Martinez  
Vanessa  
Martinez  
Victor Martinez  
Joan Marx  
Jan Masters  
Cristina  
Matthews  
Douglas  
McCulloch  
Mary  
McCullough  
Kathy McDonell  
Erin McGough  
Graig McKenna  
Carmen Medina  
Lynnie Melena  
Cecilia Melgar  
Saikanth  
Mellacheusu  
Agapito  
Mendoza  
Arnolfo  
Mendoza  
Esmeralda  
Mendoza  
Jaime Mendoza  
Juan Carlos  
Mendoza  
Leticia Mendoza  
Yesenia  
Mendoza  
Kalpana Menon  
Jon Mikleelson  
Parissa  
Mohammadi  
Marianna Moles  
Natalia Monje  
Roman  
Montalvo  
Patricia  
Montemayor  
Maria Montoya

Juan Mora  
Lidia Morales  
Anna Morgan  
Donald Morgan  
Ricky Mosqueda  
Kathy Munoz  
Bryan Murray  
Pat Murray  
Mark Musen  
Annabelle Musil  
Karthik  
Muthuswani  
Debbie Mytels  
Nicole Neal  
Sabrina Ni  
Georgi Nikolov  
Nailah Nugent  
Hugo Nuñez  
Janet Nunez-  
Aguilar  
Danielle Nunn  
Mireya Ocnoa  
Meda Okelo  
Wayne Okeson  
Scott Oligher  
Angelo Onalfo  
Venancio  
Ortega  
Katia Osuna  
Jenny Orosina  
Marjan Paba  
Grishma Parikh  
Tom Parry  
Julio Paseilo  
Itzel Peña  
Ryan Pendleton  
Claudia Perez  
Melissa Perla  
Debra Perry  
Alex Pope  
Edgar Ramirez  
Blanca Ramos  
Kathleen Ray  
Katia Reeves  
Celeste Rendon  
Danea Reynolds  
Rebecca  
Reynolds  
John Rho  
Stevan  
Richardson  
Dodd Rick  
Cierra Riesch  
Leonel Rivera  
Carlos Romero  
Saul Romero  
Jose Rosales  
Samuel Rufer  
Kathy Ruppel  
Dudley Ryder  
Celestino Sacor  
Aryana Salehi  
Raoul Salem  
Isaac Salines  
Jenny Saltzman  
Tal Samet  
Jurma Sanchez  
Pat Sanders  
Minerva  
Sandoval  
Giri Satmya  
Suzanne Scott  
Sara Selis  
Aaron Selversson  
Derek Settle  
Parin Shah  
Shaleen Shah  
Aparna Sharma  
Hongyi Shi  
Kevin Short  
Alejandro Silva

Maria Simon  
Navita Singh  
Debbi Sizemore  
Gail Slocum  
Mitchell  
Slomiak  
Virginia  
Smedberg  
Clare Smith  
Jeffrey Smith  
Latiese Smith-  
Burks  
Gail Snyder  
Natalie Snyder  
Cindy Soltis  
Carlos Soto  
Pat Steck  
Nichole  
Stockman  
Jonathan  
Strange  
Karel Sykora  
Herlinda Tafolla  
Isileli Tameifuna  
Michael  
Taulapapa  
Ranie Thiehl  
Sue Thiemann  
Lana Togami  
Phillip Torie  
Chris Torres  
Leslie Torres  
Luis Torres  
Vanessa Tostado  
Scott Toussant  
Pat Townsend  
Claudia Perez  
Melissa Perla  
Debra Perry  
Alex Pope  
Edgar Ramirez  
Blanca Ramos  
Kathleen Ray  
Katia Reeves  
Celeste Rendon  
Danea Reynolds  
Rebecca  
Reynolds  
John Rho  
Stevan  
Richardson  
Dodd Rick  
Cierra Riesch  
Leonel Rivera  
Carlos Romero  
Saul Romero  
Jose Rosales  
Samuel Rufer  
Kathy Ruppel  
Dudley Ryder  
Celestino Sacor  
Aryana Salehi  
Raoul Salem  
Isaac Salines  
Jenny Saltzman  
Tal Samet  
Jurma Sanchez  
Pat Sanders  
Minerva  
Sandoval  
Giri Satmya  
Suzanne Scott  
Sara Selis  
Aaron Selversson  
Derek Settle  
Parin Shah  
Shaleen Shah  
Aparna Sharma  
Hongyi Shi  
Kevin Short  
Alejandro Silva





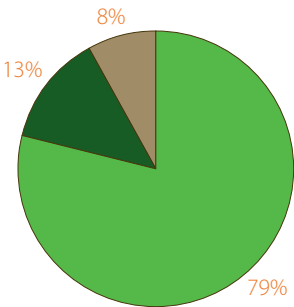
*"Nearly all of the 1,000 trees Canopy planted five years ago are surviving and thriving - that's a rarity in urban forestry, and a real testament to all of your hard work."*

Lara Roman, Ph.D. student in Urban Forest Ecology  
University of California, Berkeley

## Fiscal Year 2012 Financial Summary \*

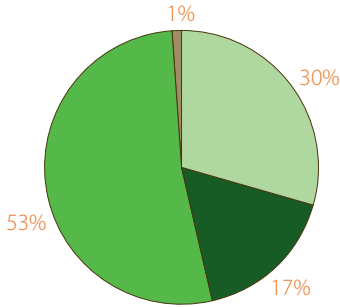
Total revenues for the year reached \$503,745, while operating expenses were \$346,917. We were able to transfer the majority of the surplus to reserves and carry forward funds for program expenses to be used in fiscal years 2013 and 2014.

As always our dedicated volunteers were important in making plantings, tree care, and other programs possible. Although not accounted for in the financial statements, the total value of volunteer hours can be estimated at more than \$115,000.



### Operating Expenses

- Programs (79%)
- Fundraising (13%)
- Administration (8%)



### Sources of Support Graph

- Urban forestry and other grants (30%)
- City of Palo Alto (17%)
- Individual contributions (53%)
- Other revenues (1%)

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



# DONORS July 1, 2011 to June 30, 2012

## Urban Forestry Grants

Alliance for Community Trees  
Cal Fire Urban & Community Forestry Program  
California ReLeaf  
City of Palo Alto

## Corporate and Foundation Grants

### \$20,000 & above

Microsoft Research  
Silicon Valley

### \$10,000 - 19,999

David and Lucile Packard Foundation  
Dean Witter Foundation  
Facebook  
Gordon and Betty Moore Foundation  
Peery Foundation  
Sand Hill Foundation  
Yavanna Foundation

### \$5,000 - \$9,999

Change Happens Foundation  
Palo Alto Community Fund

### \$2,500 - \$4,999

Arborwell  
Google Matching Gifts  
Palo Alto Weekly Holiday Fund  
Patagonia  
The Outdoor Foundation

### \$1,000 - \$2,499

Kiwanis Club Of Palo Alto  
Sprinkles Cupcakes  
Stanford University  
Thoit, Love, Hershberger & McLean  
Whole Foods

### Up to \$999

IBM Matching Grants  
Kepler Corporation  
Microsoft Matching Grants  
Midtown Residents Association  
Nixon Peabody  
Oracle Matching Grants  
REI  
Sacred Heart School  
Soleenic  
State Farm Insurance  
Woodside Priory School

### Gifts in Kind

A to Z Tree Movers  
Julian Ashton and Julie Siegert  
Susan Ellis and Mark Linton  
Four Seasons Silicon Valley  
Home Depot  
Carole and Jeff Langston  
Morton & Associates  
Dave Muffy  
Palo Alto Hardware  
Sairus Patel  
Jaime Picazo  
Adam Portley  
Adam and Melissa Rofer  
Mitchell and Sandra Rosen  
Silky Saws

### Individual Gifts

#### \$100,000 and above

Martha Blackwell and Peter Levine

#### \$10,000 - \$19,999

Susan Ellis and Mark Linton

Susan Rosenberg

#### \$5,000 - \$9,999

Eve and John Melton  
Liz Schworer and Kingston Duffie  
\$2,500 - \$4,999  
Marty and Judy Deggeler

#### \$1,000 - \$2,499

Anonymous  
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 Camelia Sutorius  
     in honor of Marilyn  
     Sutorius  
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     Nicolas Juarez



We have attempted to create  
 an accurate listing of Canopy's  
 supporters and volunteers. Should  
 there be any error or omission,  
 please email [info@canopy.org](mailto:info@canopy.org).



## A Special Gift for Canopy

Local 8th grader Diana Gruber  
 mobilized friends and family at her  
 Bat Mitzvah to make a donation to  
 charity or to volunteer at a Canopy  
 tree planting in lieu of a gift. Diana  
 raised a total of over \$1,000 and  
 divided the funds between Canopy,  
 The Jewish National Federation's  
 reforestation projects in Israel, The  
 Second Harvest Food Bank and  
 Heifer International. Diana explains

that trees mean a lot to her, "I like the shade trees give, and their beauty. They give oxygen and a place for birds and animals to live. It just feels good to be around trees and nature." She appreciates Canopy's work because, "It makes me sad when I see other schools that have very few trees, lots of pavement, and not much natural green space." Diana notes with humor, "The name of our synagogue is Etz Chayim which means "Tree of Life" and we're in the City of the "Tall Tree" (Palo Alto)!" Canopy is especially grateful for this thoughtful gift from a young person that loves trees.



# It Takes A Village To Grow A Forest

Many generous donors, volunteers, and friends make Canopy's tree plantings and community education possible. We thank you for the tremendous support you provide.



## HONOR SOMEONE WITH A TREE GIFT

A tree gift helps Canopy plant a new tree at a school, in a community park, or along a street. Buy a tree gift online at [canopy.org](http://canopy.org) or call 650 964 6110.

## CREATE A LEGACY

To discuss a planned gift, email [catherine@canopy.org](mailto:catherine@canopy.org) or call 650 964 6110.

## GIVE STOCKS

Transfer tax deductible shares to Canopy. Email [catherine@canopy.org](mailto:catherine@canopy.org) or call 650 964 6110.

## VOLUNTEER

Sign up for a tree planting or to volunteer for a community education event. Visit [canopy.org](http://canopy.org).

## DONATE A CAR

Donate a vehicle to Canopy, a simple process that includes free towing. Call 877 676 8733 or visit [canopy.org/pages/donate/car-donations](http://canopy.org/pages/donate/car-donations).

## LEARN ABOUT THE URBAN FOREST

Join a Canopy Tree Walk. Sign up for our TreE-NEWS updates at [info@canopy.org](mailto:info@canopy.org).

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## CANOPY

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*Canopy grows healthy trees and healthy communities.*

**CANOPY'S MISSION:** Because trees are a critical element of a livable, sustainable urban environment, Canopy's mission is to educate, inspire, and engage residents, businesses, and government agencies to plant, protect, and enhance local urban forests.

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