

CANOPY IMPACT REPORT

HEALTHY TREES HEALTHY COMMUNITIES

2018

I'd liken our tree planting day to an old-fashioned barn raising—neighbors coming together to help each other do something they can't easily do alone. It's a wonderful community builder.

enat Ellson, Greenmeadow Tree Champion 201

- CANOPY MAP
- GROWING TREES WHERE PEOPLE NEED THEM THE MOST
- CONNECTING YOUTH WITH NATURE
- INVESTING IN THE NEXT GENERATION OF ENVIRONMENTAL STEWARDS

- ENGAGING COMMUNITIES IN CITIZEN SCIENCE
- ADVOCATING FOR A RESILIENT FUTURE
-) LOOKING AHEAD
 - FINANCIALS



It takes a village to grow the urban forest

Dear Friends,

The pages that follow tell the stories of diverse people coming together to plant and care for trees, learn about trees, appreciate them, and enjoy the multitude of benefits they provide. In doing so, neighbors meet each other, often for the first time, and as they work side by side, they create the neighborly bonds that make their communities more resilient. Youth connect with nature in new ways—on their school campuses or by guiding Canopy volunteers, or surveying native oaks.

This year, Canopy volunteers, board members, partners, and friends united to expand our tree plantings, to bring nature education to new schools, and to engage more youth as Teen Urban Foresters. We advocated more vigorously than ever to remedy local inequities in tree canopy cover and support nature-filled neighborhoods.

But we face challenges. Clearly the forces of urbanization and densification are intensifying in our region. Meanwhile the threat of climate change seems more urgent than ever. In the face of these challenges, how can we create healthy, livable cities, with adequate housing and transportation, and neighborhoods where people and nature flourish?

Canopy's answer is to mobilize our communities to grow and care for resilient urban forests. Together we plant trees that combat climate change and its effects. We prepare the next generation of nature stewards. And we strengthen the social fabric of our cities by bringing neighbors together.

As you read on and explore the various ways your support and participation make our work possible, know that we are grateful to count you as an active member of our village.

Thank you,

Sally O'Neil Board Chair

Catherine Martineau Executive Director



Canopy by the Numbers



323 trees and 784 landscape plants planted across 12 community sites





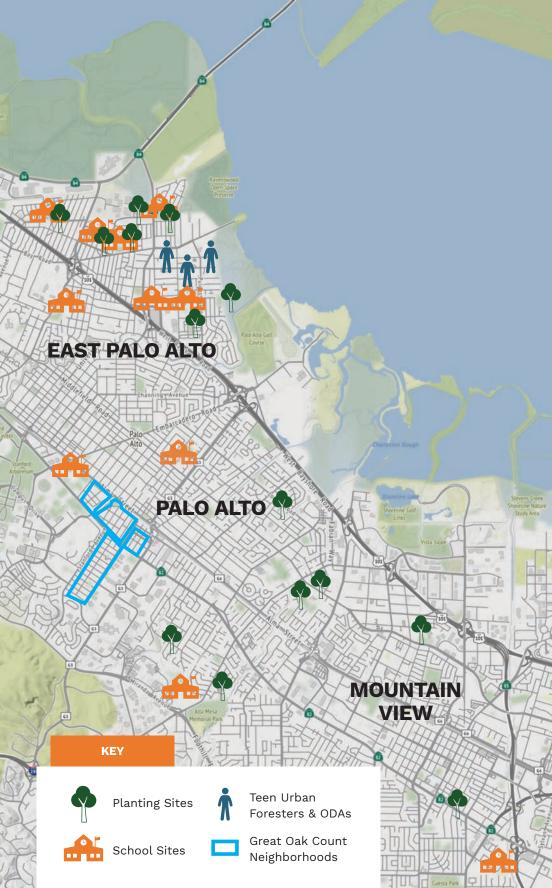
742 young trees surveyed for the Young Tree Care Survey

And 511 native oaks
Surveyed and mapped in
Palo Alto neighborhoods

1,820 students explored environmental science through hands-on lessons with trees

18 paid Teen Urban Forester interns and

13 Oxford Day Academy student interns



My hope for the future is that, with people pitching in together for a cause like urban greening, we can achieve great results.

Ponain Tanière

In January 2018, over 200 volunteers joined Canopy and partners to bring 54 trees and 173 understory plants to Rich May Memorial Field in East Palo Alto as part of the Martin Luther King Day of Service. Canopy Planting Leader Antoine Gaessler (left) with his volunteer team proudly pose with their newly planted tree.

Growing trees where people need them the most

- "When you drive through nearby communities, the difference is actually striking in terms of the urban forest with East Palo Alto," shares Tree Champion Romain Tanière, "We heard about Canopy and decided to contact them to bring more nature into the Kavanaugh neighborhood."
- Engaging and equipping local tree champions like Romain is Canopy's top priority when bringing trees to a neighborhood.
- Romain and his partner Luis Guzman worked with Canopy to canvas their neighborhood to build the buy-in and support needed for two successful plantings.
- "At the tree plantings we saw how all the volunteers from other communities and people from the neighborhoods came together that's really special—especially when young children are participating."
- "We knew it was a success when neighbors who saw what was being done wanted to take that to their own neighborhoods which are also lacking greenery."

From left: Luis Guzman, East Palo Alto Mayor Ruben Abrica, and Romain Tanière at the Kavanaugh Neighborhood Tree Planting and Community Fair. The "Planting Trees is Fun" lesson for 5th graders is a wonderful opportunity for students to grow their environmental science knowledge through the hands-on action of planting trees at their school campus. In this lesson, Community Forestry Program Manager Uriel Hernandez teaches a group of students how to prepare a tree's root ball for planting at Brentwood School in East Palo Alto.

Connecting youth with nature

It's proven science: a walk in the woods or even strolling down a treelined street does wonders for your mind and your mood.

This is part of the message Canopy brings to Mountain View and Palo Alto high school students during our new school campus Wellness Tree Walks.

"I found it very relaxing to be able to walk around and embrace nature without stressing about anything," shares one student. "I also felt like I was able to really connect with nature in a way I hadn't before."

The Wellness Tree Walks provide students with the opportunity to develop their connection to the natural world, while enhancing their health and wellbeing.

Another student shares, "the walk was one of the unforgettable moments I had over the summer because it allowed me to refresh my brain and stay out of my electronic devices."

Since the program launched in fall 2017, over 954 students have taken a Wellness Walk to reconnect with nature and enjoy the benefits of trees on their school campuses.



"All of my students reported feeling calmer, more relaxed, and more appreciative of nature and wanting to go out into it more post-lesson." – Mimi Park, Teacher at Jordan Summer School Every year for the Teen Urban Foresters graduation, Education Director Natalie Brubaker and Tree Care and Youth Programs Coordinator Jack Dorsey (in yellow) take them on a celebratory hike; this year they visited Foothills Park in Palo Alto. DLU 22 ME

"I think my favorite part was knowing that this was all for my community and future generations. My experience as a TUF will benefit me in my future because I plan on going to college to study the environment and pursue a green career. This is just a start. I am grateful to have been given a chance to meet people and get my hands dirty."

61016

– Luz Abarca, Teen Urban Forester, 2017

Investing in the next generation of environmental leaders

Canopy's high school interns play an increasingly active role in growing the urban forest in their own East Palo Alto neighborhoods. Canopy's two programs—Teen Urban Foresters (TUF) and Oxford Day Academy Service Learning-train and equip high school students to steward trees, lead volunteers, and facilitate lessons with younger students. Eric Perez

Eric Perez, TUF since 2015, shares "my focus now isn't just on getting trees planted; it's to help the community grow closer during the plantings and see bonds form that weren't previously there.

"As a culture, we tend to think of trees as a luxury, but I think we definitely need to work on seeing them as more of a right, as something that people need."

A similar sentiment was shared by TUF Rayshaun Jordan, "I am now taking it upon myself to educate adults who come to plantings about the benefits of trees. because I have personally seen the benefits they can have on small communities of color that often do not have the resources to beautify their cities."

The Right Skills for Future Leaders

Employers and business leaders agree: most students aren't getting enough practical experience with the "soft skills" they need to succeed-skills like critical thinking, creative problem solving, and collaborative communication. This year, Education Director Natalie Brubaker has developed a 21st century skills rubric as a way to engage students in one-on-one conversations about what they're doing well and ways they can grow. "This kind of personal feedback is something I see students really craving," says Natalie. "We're engaging them in self-reflection and it's already sparked some great moments of learning and dialogue."

Raysha<u>un</u>

uepior

The Great Oak Count project will provide key insights into the changes in oak canopy that have occurred over the past two decades. This shared foundation of knowledge will guide re-oaking efforts in Palo Alto and beyond.

Frica Spotswood, SFEI Applied Ecologist



Engaging communities in citizen science

Launched as an update to Canopy's 2002 Oakwell survey, the Great Oak Count is a citizen science effort to map changes in native oak populations over the last two decades.

"As we go to find these oaks again and record how big they are and how they're doing, we're able to answer top of mind science questions about how our urban forests are changing," reports Elise Willis, Community Forestry Program Manager.

Mobile devices are now used to collect data on Tree Plotter, Canopy's new custom online map. We first started using it for the Great Oak Count and had a very successful pilot surveying 511 native oaks in Palo Alto.

One of the first research organizations to use Canopy's survey data is the San Francisco Estuary Institute (SFEI). In 2017 they released their seminal report, "Re-Oaking Silicon Valley: Building Vibrant Cities with Nature," on the local oak ecosystem. The report investigates how native oaks support local ecosystems and contribute to ecological resilience in the face of climate change.

Map your tree at home with Tree Plotter! Go to: pg-cloud.com/canopy



Canopy has integrated trees into the fabric of East Palo Alto and enabled the community to deeply invest their hearts and energy in establishing and reinforcing the canopy cover for a healthier future.

Michelle Daher, City of East Palo here Environmental Programs Management

In spring 2018, Geoff Paulsen (second from right) and Executive Director Catherine Martineau (third from right) joined the California ReLeaf Network for "Advocacy Day" in Sacramento. At the Capitol Building, they met with Assemblymember Marc Berman who was instrumental in securing state funding for urban forestry.

Advocating for a resilient future

As a Canopy supporter, you're part of our community's voice for the urban forest and for environmental justice. Your partnership fuels advocacy efforts with long-lasting impact.

Local level

- Prevented widespread cuts to the Palo Alto urban forestry budget and advocated for the strengthening of tree protections through the process of updating Palo Alto's Tree Protection Ordinance and Tree and Landscape Technical Manual.
- Successfully advocated for new and robust tree protection policy in East Palo Alto as part of the review of the City's new Development Code.
- Assisted the City of East Palo Alto in applying and obtaining a \$280,000 state grant to create the City's first Urban Forest Master Plan and hire a part-time Urban Forester. Obtained additional state funding to plant more trees in East Palo Alto, Menlo Park, Redwood City and North Fair Oaks.
- Secured a seat on the council-appointed Menlo Park Heritage Tree Ordinance Update Task Force.

Regional level

- As an active participant in the San Mateo County's Tree Ordinance Update Steering Committee shaped and strengthened tree protection policies.
- Planned and co-hosted Santa Clara County's "Urban Forestry for People in a Hurry" summit to engage planners, decision makers, and stakeholders in urban forestry hot topics and provide them with practical tools for strengthening their cities' tree programs.

State level

• Participated in California ReLeaf's first ever Advocacy Day in Sacramento to secure critical state funding for urban forestry, urban greening, and other natural resources programs.

Join us for 2019 and beyond

Canopy's Community Forestry School

This summer, Canopy launched its very first Community Forestry School! The five-month series dives into the fundamentals of urban forestry and teaches participants how they can bring the benefits of trees to their local communities. Each workshop includes an in-depth session on key topics in urban forestry and concludes with optional trainings to equip participants with the skills to work side by side with Canopy to remedy local inequities in tree canopy cover and access to urban nature.

Redwood City tree planting initiative

Canopy continues to expand its impact on local urban forests with a new partnership with the Redwood City School District. The expansion into Redwood City schools will contribute to a greener and more nature-filled environment. As with Canopy's tree plantings at schools in East Palo Alto and Mountain View, bringing canopy cover to schools is critical for the overall physical and mental health, and wellbeing of their students.

Urban forest master plan for East Palo Alto

In 2019, the City of East Palo Alto will begin the process to create its very own Urban Forest Master Plan (UFMP). Canopy was integral to securing funding from CAL Fire that will equip the city with the necessary tools to manage and expand its urban forest. The first step in the process will be a city-wide tree canopy assessment and analysis to identify target planting areas for optimum ecosystem benefits. This will be followed by the creation of a 40 year master plan that will identify strategies to achieve tree canopy cover goals and grow a healthy urban environment for the benefit of the entire community.



And planting our 5,000th tree!

CLA STER

This year, we are incredibly excited for the momentous occasion of planting our 5,000th tree! Over the next planting season we have an ambitious goal to plant 217 trees in East Palo Alto and Redwood City, 100 trees in south Palo Alto, 30 trees at Mountain View schools, and 150 fruit trees. We hope you will join us this season to help plant and grow a thriving urban forest for generations to enjoy.

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Community is core to Canopy's success and identity. Dedicated volunteers, donors, residents, tree champions, civic leaders, and conservation allies all working together make growing healthy trees possible. Thank you!

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We're grateful to all **1,499** of our individual volunteers! Thank you to each one of you who make our work possible.

Donors July 1, 2017 - June 30, 2018

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The Wonder of Trees gala with Hope Jahren was an unforgettable evening! A special thank you to event donors—your partnership means the world to us. Your generous support will have a lasting impact as, together, we nurture greener, healthier communities where people and nature thrive.



Last year, Rotary International pledged to plant one tree for every member. Thank you to Palo Alto Rotary, University Rotary, and Woodside/ Portola Valley Rotary for partnering with Canopy to plant trees in honor of that pledge in the community.



Sophie Christel Tom Collins Carolyn Compton and Patricia Jo Morrissey Debra and David Compton Ruth and Jerry Consul Jeannette Cosby and Glenn Skinner Caroline and John Cote Christine and Frank Currie John Dennis Mike Dennis Guy and Janet DiJulio Dave and Eileen Dockter Pam and Ted Donaghue Joseph Doniach and Barbara Powell Suzanne Doyle Anne and John Draeger Paul and Maureen Draper Lissa Dutton Shader and Danny Shader Susan Elgee and Steve Eglash Thomas Engelsing Leif and Sharon Erickson Kirsten and Kirk Essenmacher Sally and Craig Falkenhagen Judith Fan and Robert Reay Pat Farris Susan Feist Andy Fenselau and Suzanne Koch Fred and Ira Fischer Carol and Larry Fisher Stacy and Frank Fredericksen Jim Fruchterman Betsy and David Fryberger Antoine Gaessler and Mary Chin Paige Garriques Kate Godfrey and Robert Colley David Gordon and Lucia Heldt Rich Gordon and Denny McShane Pria Graves and George Koerner Mike and Anne Green Jan Gronski and Teodora Ngo Brian and Alison Guan Don and Natalie Handelman Tor Hansen

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Canopy's Junior Forester after-school program engages students in new ways that not only educate, but also excite and inspire kids. In this lesson, Education Leader Stephanie Enos explores leaves and tree bits with several students.



Elliott and Rachel Wright Mary Xia Quinten Yearsley Jiaolong Yu

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4-H Million Trees Youth Planting Initiative Allan and Gayle Schwartz Avis Horjus Cardenas Edward Mack and Pitbull Bar B Q Linnaea Knisely Lyngso Garden Materials, Inc. Peet's Coffee

TREE GIFTS AND DEDICATIONS

GIFTS IN HONOR

Lisa Abevounis In honor of Kathryn Verwillow Lonnie Zarem Michael and Frannie Kieschnick Amy Baggott Kammy Lo and Kowsik Tony Cadena Pam and Doug Wong Christine and Frank Currie Catherine Martineau Carole and Steve Eittreim The life of Matt Plock Len and Mary Ely The Collins Family Paige Garriques Susan Rosenberg Betsy Gifford Marty Deggeller Min Ho In honor of Lilv Leannah Hunt Susan Rosenberg Karla Kane Khoi Huynh Judy Koch Marty Deggeller Jeff Koseff and Thalia Anagnos Pamela Matson Eleanor Laney Emerson Cool Block Neighbors Eleanor Linton Susan Ellis and Mark Linton Gayle McGinnis Catherine Martineau Mimi and Bill Meffert Judy and Marty Deggeller Mr. Nilsen and Ms. Lou John Erving Lanie Powers Julie Powers

Susan Schaps and Rob Shelton Kevin Raftery Linda and Ted Schlein Kevin Raftery Jeny Smith and Stephen Boroth Cassady Carmen Ann Sonnenberg Patti Shavelson Edward and Anne Spaulding Anne Draeger

GIFTS IN MEMORY

Jane and Enrico Bernasconi In memory of Elinor Wilner David and Nancy Bishop (2) Ward and Carol Ellis Miriam Cespedes E. Yanosh Alt Marty and Judy Deggeller Robert Dahlquist Tony Awaida Annette Glanckopf Thomas Ashton Don and Natalie Handelman Betty Meltzer Carolyn Kornberg Mort Levy Nancy Leech Jane A. Leech Anya Marinkovich Dr Vincent A. Marinkovich Susan R. Mendelsohn and Robert J. Flanagan David Hettig Susie Richardson Ruth and Arnold Soforenko Marilvn Smith Don Briglia Nancy Soforenko and David Gerken Ruth and Arnold Soforenko Dixie-Lee Specht-Schulz William Craig Specht Beth Whitmore Dr. B. Kobrin

Canopy's Values

EXCELLENCE

We value evidence-based practice and continual innovation. To work effectively and maintain community trust, we invest in passionate, hard-working staff and board members who embrace and promote a culture of excellence in every aspect of our work.

EQUITY

We actively seek to engage and reflect the diversity of people living on the Midpeninsula, and to remedy local inequities in access to tree canopy and urban nature.

COLLABORATION

We actively share knowledge, experience, and resources with public, private, and other nonprofit agencies, investing in strong partnerships to achieve greater collective impact.

GRATITUDE

We value, recognize, and celebrate the diverse contributions of staff, board, volunteers, donors, and partners who power Canopy's success and create long-lasting impact.

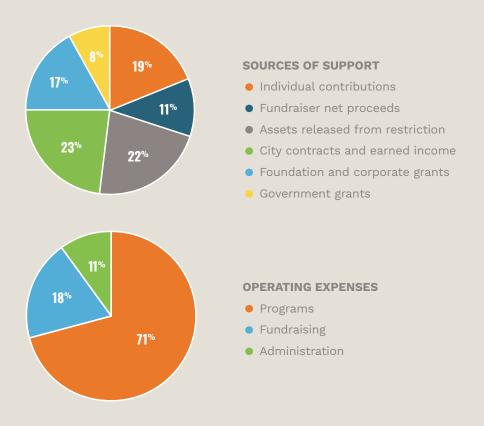




Fiscal Year 2018^{*} Financial Summary

Operating revenues totaled \$828,164 and operating expenses totaled \$814,044.

Our many dedicated volunteers make our tree plantings, tree care, education and other programs possible. Although not accounted for in the financial statements, the total value of their incredible work (close to 7,000 hours) is an estimated \$230,000. For more information, please refer to the Canopy website for our tax return (Form 990.)



*Canopy's fiscal year: July 1 to June 30.

Canopy's mission is to grow urban tree canopy in Midpeninsula communities for the benefit of all.

We envision a day when every resident of the Midpeninsula can step outside to walk, play, and thrive under the shade of healthy trees.



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PHOTOS BY CANOPY STAFF AND JACK OWICKI OF PRO BRONO PHOTOGRAPHY









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