

CANOPY IMPACT REPORT 2014



# from the Board Chair and Executive Director

Dear Friends of Canopy,



David Collins and Catherine Martineau

We've reached a milestone this year: our Healthy Trees, Healthy Kids! initiative was successfully completed with 1,070 new trees planted in schools and parks across the cities of East Palo Alto, Menlo Park and Palo Alto. This is Canopy's third significant planting initiative, bringing a total of over 3,700 new trees to our neighborhoods since 2006.

In addition to planting new school trees, we fulfilled other equally important goals. We cared for and maintained thousands of growing trees, empowering kids and community members as active environmental stewards. We advocated for urban trees at city and state levels, making Palo Alto a national example of effective community tree care. We also invested in organizational capacity, completing a new strategic plan and exploring ways to provide more trees to new communities and additional schools.

One planting at a time, we're working toward our vision: a day when every San Francisco Mid-Peninsula resident can step outside and walk, play, and in all ways thrive under the shade of a healthy tree.

"Canopy has been instrumental in helping Palo Alto become a national example of how a community cares for its trees. Their partnership has resulted in stronger connections between people and the urban forest."

Walter Passmore, Urban Forester, City of Palo Alto As guardians of the urban forest, architects of the urban environment and community builders, we unite diverse groups of volunteers and supporters to bring the benefits of trees to the schools and neighborhoods where they are needed the most. Thousands of healthy, flourishing trees wouldn't exist today without the energy and enthusiasm of our volunteers, the generosity of our donors, the dedication of our Board, the passion of our partners and the determination of our staff. The continued health of our urban trees depends on the commitment of all these people working together.

But trees in our region are more endangered than most people realize. Drought, insufficient oversight, and weak investment continue to threaten the health of our urban canopy. Trees can disappear quickly. Canopy's advocacy efforts encourage local and state governments to preserve trees, to include climate-appropriate trees in new developments and to provide the care that will enable city trees to thrive.

Together with city governments, residents, school communities and supporters like you, we continue our ambitious programs to bring the life-giving benefits of trees where they're most needed across the Mid-Peninsula.

With gratitude,

David Collins Board Chair Catherine Martineau Executive Director



"Our new trees have directly contributed to making our school more conducive to education and learning. They've positively affected the morale of our entire school community which correlates directly to overall academic results." **Gina Sudaria**, Principal, Costaño School

# Growing a vibrant urban forest

We are not only planting trees; we are transforming communities by growing an urban forest that provides life-giving benefits. Our approach is multifaceted: by connecting and engaging institutions, communities and individuals we build human networks that support urban trees. In 2014, we:

- Planted 385 trees, completing our Healthy Trees, Healthy Kids! initiative and exceeding our 5-year goal of 1,000 new trees in total.
- Transformed barren schoolyards in East Palo Alto for 1,400 students.
- · Engaged over 2,500 students in the care of urban trees.
- Ensured the health of 2,000 newly planted trees through regular maintenance and monitoring.

# Multiplying impact through community engagement

Our approach to tree planting and care relies on community engagement. In 2014, more than 1,000 volunteers contributed over 5,000 hours to help us accomplish our goals. The benefits of this approach are numerous.

- Engaging students, families, and neighbors allows us to accomplish more. We also invite residents to connect, learn, and join us in our mission.
- Empowering local tree stewards at every planting site and ensuring our volunteers are well trained helps us achieve rates of tree survival and longevity that are among the highest in the nation.
- Educating residents about the benefits of trees while advocating with local government and institutions strengthens community support for protecting and enhancing the urban forest.

# Fostering a new generation of nature stewards

School trees provide rich opportunities for students to explore and learn about urban nature that surrounds them. This year, Canopy successfully piloted hands-on, grade-specific lessons for 27 classrooms in the Ravenswood City and Palo Alto Unified School Districts. The lessons provide students with powerful learning experiences that engage their minds, bodies, and senses, igniting curiosity about the natural world. Canopy also engaged 6 high school students this year through service learning internships, providing stipends, job training, and leadership experience. The youth provide regular tree care—weeding, mulching and pruning—helping young trees thrive. In the process, they make connections between trees, nature, and their own communities, and learn the importance of caring for the urban environment.





"By engaging community members to plant trees, Canopy extends the health and beauty of the urban forest across many, many neighborhoods, creating a happier, richer environment for everyone." Fran Fuller, Canopy Planting Leader



Our approach to tree care, always engaging the community, ensures high rates of tree survival and longevity.



From left: Wen Shu Tang, David Collins, Marilyn Keller, Geoff Paulsen, Maria Rocha, Marty Deggeller, Susan Rosenberg, Susan Ellis, Sally O'Neil. Not pictured: Beth Lim, Mark McInerney.

# **Board of Directors**

David Collins, Chair
Susan Ellis, Vice Chair
Marilyn Keller, Secretary
Beth Lim, Treasurer
Marty Deggeller
Mark McInerney
Sally O'Neil
Geoff Paulsen
Maria Rocha
Susan Rosenberg
Wen Shu Tang

#### Staff

Catherine Martineau,
Executive Director
Michael Hawkins,
Program Director
Anwyn Hurxthal,
Communications and
Development Director

Natalia Schoorl, *Program Coordinator*Maika Horjus,

Community Outreach
Coordinator
Carol Ruescher,

Administrative Associate

#### Youth Staff and Interns

Miguel Berumen Jr. Elizabeth Greenfield Jesus Lopez Kyren Patrick Elizabeth Perez Jorge Rodriguez Jennifer Vargas Javier Vazquez

## **Advisory Committee**

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Mary McCullough Scott McGilvray Dave Muffly Jeff Newborn Brooks Nelson Sairus Patel Nancy Peterson Forest Preston, III Liz Schwerer Jeffrey Snyder Jane Stocklin Lauren Bonar Swezey Lanie Wheeler

### Partners State

Alliance for Community Trees Arbor Day Foundation Cal Fire California ReLeaf Caltrans California Urban Forests Council

## **City of Palo Alto**

City Council
City Manager's Office
Information Technology
Community Services
Art Center

Junior Museum & Zoo Parks Libraries

Planning & Community Environment Public Works Urban Forestry Section

Urban Forestry Sectio Utilities

# **City of East Palo Alto**

City Council City Manager's Office Community Development

# Community

4-H Million Trees Project
Acterra
Aspire East Palo Alto Schools
Audubon Society
Boys and Girls Club of the
Peninsula
Boy Scouts of America Pacific
Skyline Council
City Trees

Collective Roots College Terrace Resident's Association Common Ground East Palo Alto Stanford Academy Eastside College Preparatory School Elizabeth F. Gamble Garden **Environmental Volunteers** Friends of the Palo Alto Library Garden Club of Palo Alto IobTrain Kiwanis Club of Palo Alto Magic Master Gardeners of Santa Clara County Mountain View Trees Mountain View Whisman School District Oshman Family Jewish Community Center Palo Alto Chamber of Commerce Palo Alto Community **Environmental Action** Partnership Palo Alto Historical Society Palo Alto University Rotary Club PAUSD board, faculty, staff, students and families PAUSD Sustainable Schools Committee RCSD faculty, staff, students and families Ravenswood Youth Athletic Association Rebuilding Together Redwood City School District Rotary Club of Palo Alto Rotaract Club of Silicon Valley Sacred Heart Schools - Atherton Stanford Rotaract Stanford Summer College Stanford University Synapse School VA Palo Alto Health Care System Village Harvest Western Chapter ISA Woodside School Youth Community Service

YMCA East Palo Alto

YMCA Palo Alto

# VOLUNTEERS



#### **Volunteer Certified Arborists**

Kathy Alford Doug Anderson Michael Bench Miguel Berumen Sr. Ken Greby Ruben Green Peter Jensen Brian Kempf John McClenahan Ralph Mize Ray Morneau Dave Muffly Katherine Naegele Jeff Newborn Kevin Raftery Ellyn Shea Dave Teuschler Michael Young



#### Volunteer Planting Leaders

Lisa Abeyounis
Jorge Aleman
Rodrigo Alfaro
Kathy Alford
Dan Archer
Jenna Ascari
Matthew Bahls
Kyung Wong Chang
David Collins
James Cook

Dave Cortesi Robert Costick Husain Dalal Tom Day Cédric de la Beaujardière Marty Deggeller Diane Farrar Doug Felt Linda Filo Colleen Foraker Laura Fovinci Fran Fuller Antoine Gaessler Rory Harriss Dedra Hauser Uriel Hernandez Hank Heubach Rachel Jacobson Melody Jan Aruna Katte Marilyn Keller



Charles Kestler Carole Langston Russell Langston Christine Langston Molly Levy Beth Lim Mark McInerney Michael McMahon Heidi Moeser Christopher Michaels Estefani Morales Jeff Newborn Fred Nichols Juan Obregon Meda Okelo Sally O'Neil Cristen Osborne Geoff Paulsen Kimberly Perkins Jim Phillips

Dane Price Kevin Raftery Jorge Rodriguez John Richter Zack Ross Ram Roty James Scheid Dhara Shah Emily Spillett



Susan Stansbury Jim Stinger Wen Shu Tang Nicholas Taylor Katrina Van der Linden Marilyn Waterman Jennifer Wei Kathy Weiss Kylie West Ellen Wilkinson Jeff Williams

#### Education and Outreach Volunteers and Advisors

Urban Cummings Jose Gonzalez Lillian Lee Carol Olson Sairus Patel Ranger Bob Roney Jenny Saltzman Heather Young





#### Office and Admin Volunteers

Ann Bilodeau Kyung Won Chang Sudeep Conoor Marian Cortesi Uriel Hernandez Sue Thiemann Conrad Wysocki

#### Volunteer Groups

Castilleja School Circle K International (Foothill College) College Track East Palo Alto Eastside Interact Club Gunn High School Homestead High School National Honor Society



Homestead High School CSF Irvington High School Magnolia Science Academy Menlo-Atherton BuildOn Monta Vista High School CSF Pacifica Institute Palo Alto Girl Scouts Palo Alto High School Silicon Valley Volunteers Students and Families of RCSD Schools



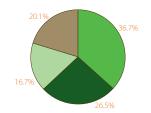
For a list of individual volunteers, please go www.canopy.org/volunteers  $2014\,$ 

# Fiscal Year 2014 Financial Summary \*

Total operating revenues reached \$560,410 while operating expenses were \$557,317.

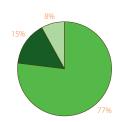
As always our many dedicated volunteers were instrumental in making tree plantings, tree care, and other programs possible. Although not accounted for in the financial statements, the total value of volunteer hours can be estimated at more than \$137,000.

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



#### Sources of Support

- Urban forestry and other grants
- Individual contributions
- City of Palo Alto and other contracts
- Special Event net proceeds



#### Operating Expenses

- Programs
- Fundraising
- Administration

#### **Urban Forestry Grants**

ACTrees
Cal Fire Urban & Community
Forestry Program
California ReLeaf
California Urban Forests
Council
City of Palo Alto

#### Corporate and Foundation Grants

\$20,000 & above Kimball Foundation Sand Hill Foundation

\$10,000 - 19,999
Basis Foundation
Gordon and Betty Moore
Foundation
Peery Foundation
Yellow Chair Foundation
YWC A of the Mid-Peninsula

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

Change Happens Foundation Clif Bar Family Foundation Facebook First Solar Palo Alto Community Fund Silicon Valley Community Foundation

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

Junior League of Palo Alto Patagonia S. P. McClenahan Stanford University University Rotary Club

#### **\$1,000 - \$2,499** Anderson Arbor Care

Specialists
Bancroft-Clair Foundation
Bingham McCutchen
Davey Tree Expert
Evergreen Arborists
Garden Club of Palo Alto
Google Matching Gifts
Hob Nob
King Asset Management
Kiwanis Club of Palo Alto
Palo Alto Medical Foundation
Sakata Inc.
Sprinkles
Strong Foundation
Urban Forestry Organization

#### Up to \$999

Adobe Matching Gifts Farm Fresh To You IBM Matching Gifts Intuit Matching Gifts Microsoft Matching Gifts The Morley Brothers Urban Forestry Organization Whole Foods WSGR Foundation

#### Individual Gifts \$20,000 & above

Steven and Roberta Denning Susan Ellis and Mark Linton Cynthia and John Gunn Susan Rosenberg

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

Angela Buenning Filo and David Filo

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

Matthieu Devin and Catherine Granger John and Marcia Goldman Larry Hinman and Philip Jensen Urs Hoelzle and Geeske Joel Eve and John Melton Elizabeth Schwerer and Kingston Duffie

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

32,300 – 34,3999
Ann and Ken Bilodeau
David and Trish Collins
Marty and Judy Deggeller
Nancy Drapkin
Eric and Susan Dunn
Judy Koch
Beth Lim
Tom and Kristi Patterson
Meryl and Robert Selig
Marcus Wood

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

Maryvonne and Curtis Abbott Federica and Dave Armstrong Jim Baer Matthew Bahls and Jess Weare Janice Brody and Bruce Rule Jacotte and Yves Cognet

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Larry Klein and Milbrey McLaughlin Carole and Jeff Langston Mandy Lowell and

Charles Munger Bob and Sook McIntyre Nancy Mueller and Robert Fox

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Wen Shu Tang Connie and Eric Tiegel Don and Anne Vermeil Bill Courington Anonymous

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Carolyn and Gordon
Davidson
Edma Dumanian
Colleen and Jake Foraker
Dan and Catharine Garber
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Mike Grimwood
Mike and Martha Kahn

Mike Grimwood
Mike and Martha Kahn
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Genni Lawrence
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Tracy Fearnside
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Mark and Tami McInerney Bob Meltzer Jack and Mary Ellen Morton Dave Muffly Armand and Eliane Neukermans Frederic and Kirstin Nichols Sally O'Neil and Kenneth Bencala

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#### Up to \$99 Dr. Stephen Achtenhagen

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Joe and Nancy Huber

Caryn Huberman

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Michael Fogarty Carol Tannenwald Mary Jane and Fielding Tapp Merridee Taylor Astrid and Matt Thompson Joan and Dick van Gelder Marilyn Waterman Holly Welstein and

Stuart Roistaczer Deborah and Peter Wexler Ralph and Jackie Wheeler leff Williams Elinor and Bruce Wilner Victoria Wolff Lyndon Wong and Laura Lane Anonymous

# Pro-Bono and In Kind Gifts

\$2,500 and above Wilson Sonsini Goodrich and Rosati

\$500 to \$2,499 Microsoft Research Silicon Valley Morton & Associates

# Up to \$499

A to Z Tree Movers Susan Rosenberg Turf and Industrial Equipment Redwood Garden & Building Materiale Patagonia

# World Centric Tree Gifts

Linda Anderson in memory of Bert Page Melissa Baten Caswell and Lee Caswell in honor of William Spitalny David and Nancy Bishop in memory of Ward and Carol Ellis

Lauren Bonar Swezey and Kirk Swezev in memory of Betty Ann Swezev

Eileen and Richard Brooks in honor of the Woman's Club of Palo Alto

Ruth and Jerry Consul in memory of Tim Scheck Kate Dreher

in memory of Amélie Le Moullac in honor of the Sikh Gurdwara Sahib of San Jose Frank and Rebecca Fox

in memory of Marguerite Parcell David and Carol Hamilton in memory of Jack Hamilton Donald and Natalie Handelman

in memory of Betty Meltzer Jerry Hearn and . Rebecca Reynolds in memory of Keith Hearn

Jennifer and James Kleckner in memory of James F. Kleckner Tony and Sheryl Klein in honor of Larry Klein and Milbrey McLaughlin

Genni Lawrence

in memory of Aunt Joan Ben Le Nail and Laurie Yoler in honor of Urban Cummings and Lisa Abeyounis

Tony and Priscilla Marzoni in memory of Betty Meltzer Susan R. Mendelsohn and Robert J. Flanagan in memory of David Hettig

Marianne Mueller in memory of Charles F. Mueller Geoff Paulsen

in memory of Margo Lee Paulsen, M.D. Dr. Barbara Peters

in honor of Annapoorna Akella Peggy Taylor Gunton

in memory of Betty Meltzer Marilyn Waterman in memory of Rod Webster



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.



# **Planned Gift** Estate of Bob Schauer

Canopy recently received a generous gift from our dear friend Bob Schauer. Bob and his wife Kav have been dynamic Canopy volunteers for 10 years. Bob enjoyed planting trees and took part in Canopy's annual young tree care survey. We are deeply thankful to Bob for his support throughout the years and are honored that he included Canopy is his will.

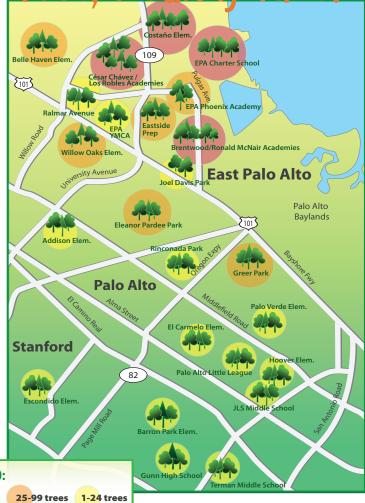


In teaching about trees and tree care, we create life-long environmental stewards.

Healthy Trees, Healthy Kids!

Canopy's five year Healthy Trees, Healthy Kids! initiative to plant 1,000 shade and fruit trees on school campuses was completed ahead of schedule. This large-scale planting initiative has engaged thousands of community volunteers, including the very families and children that will enjoy the trees for years to come.

The plantings are just the first step in a long-term transformation of treebare schools and parks. With Canopy's regime of care and maintenance, the trees will deliver environmental and health benefits to generations of school children.



TREES PLANTED SINCE 2010:

1,070

100+ trees

# **NEW TREES IN SCHOOLS AND PARKS:**

1,070 trees planted at 27 locations

# **NATURE & SCIENCE LESSONS FOR KIDS:**

3.528 children taught environmental science

# TEEN TRAINING & MENTORING:

3,881 service learning hours

# **COMMUNITY ENGAGEMENT:**

3,208 volunteers involved in tree planting and care

JOIN US ON: 🜃



You Min CanopytreeTV

CANOPY

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