



HEALTHY
TREES
**HEALTHY
COMMUNITIES**

2017

CANOPY **IMPACT REPORT**





A tree is a
very **visible symbol**
of what can happen
to the **environment**,
what can happen to
our **resources** if we
take **good care**
of them.

- Nobel Peace Prize Laureate Wangari Maathai,
addressing Canopy supporters in 2006

- TREE PLANTING AND TREE CARE
- YOUTH EDUCATION
- ADVOCACY

- COMMUNITY ENGAGEMENT
- LOOKING AHEAD
- FINANCIALS



DEAR FRIENDS

When we plant trees together—working side-by-side to create tangible, long-lasting benefits—we are not only investing in a healthy environment; we are investing in one another. In the words of Nobel Peace Laureate Wangari Maathai, “When we plant trees, we plant the seeds of peace and the seeds of hope.”

For over two decades, Canopy’s diverse community of volunteers, partners, and friends has fostered neighborhoods where people and nature flourish, empowered youth as inquisitive leaders, equipped residents as caretakers of the urban environment, and strengthened the social fabric of our communities.

This year, we again experienced the power of working together toward a common vision. Thanks to your support, we expanded tree planting and nature education to new schools and neighborhoods, engaged more youth as Teen Urban Foresters, and worked to remedy local inequities in tree canopy cover and access to urban nature.

As a team, our board and staff created a new three-year strategic plan, ensuring a sound road map to further our mission, and reaffirming our values of excellence, equity, collaboration, and gratitude.

A growing body of research confirms that trees truly are transformative. Trees are key to our wellbeing and quality of life, key to effective learning, key to public health and environmental justice.

With your help, we’ll continue planting trees, advocating for nature-filled neighborhoods, and investing in a greener future. Thank you for partnering with us to grow healthy trees and healthy communities.

With gratitude,

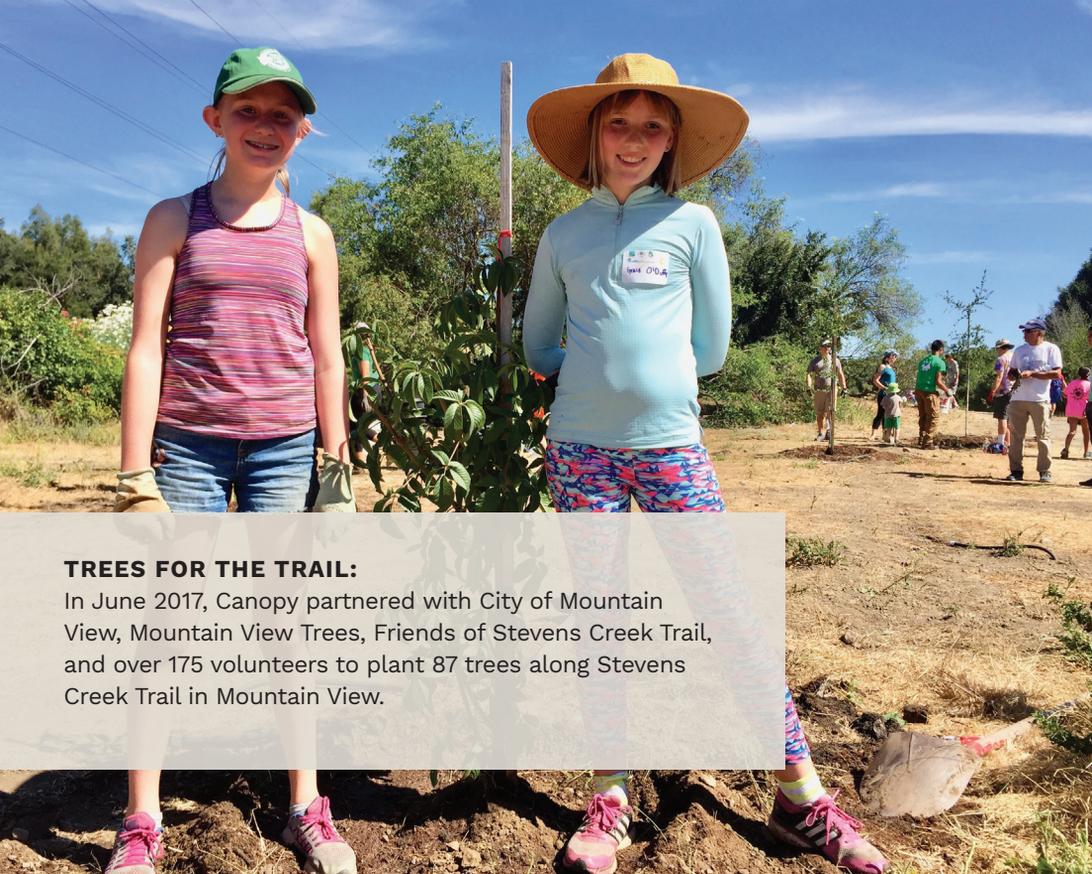
Sally O’Neil
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COMMUNITY RENEWAL:

In January 2017, over 200 volunteers joined Canopy and partners to plant trees and other plants at Jack Farrell Park in East Palo Alto. This park used to be a hotspot for crime, but the community is reclaiming it as a safe, welcoming, and nature-filled space for families to gather.



TREES FOR THE TRAIL:

In June 2017, Canopy partnered with City of Mountain View, Mountain View Trees, Friends of Stevens Creek Trail, and over 175 volunteers to plant 87 trees along Stevens Creek Trail in Mountain View.



GROWING TREES WHERE PEOPLE NEED THEM THE MOST

As part of the next phase in our 5-year Healthy Trees, Healthy Kids! initiative, Canopy is working towards 1,000 new trees for local schools, parks, and neighborhoods, and finding new ways to support resilient urban ecosystems. Together, this year we:

- **Hosted** 45 community tree planting and tree care events across 5 Mid-Peninsula cities.
- **Planted** 355 trees in Mid-Peninsula schools, parks, and neighborhoods to increase canopy cover.
- **Tended** and surveyed 2,535 young trees to ensure they establish and thrive.
- **Collaborated** with partners like San Francisco Estuary Institute and Grassroots Ecology to create greener urban spaces that increase biodiversity, benefiting wildlife, people, and our regional ecosystems.
- **Expanded** our work with Mountain View Whisman School District and, in partnership with Living Classroom, secured an Inspire Mountain View grant to create eco-schoolyards at two Mountain View middle schools.



By the numbers

355 new trees across
20 community sites!



2,535 young trees
tended and surveyed



A GROWING TEAM:

In 2017, we had a record number of applications and participants in our Teen Urban Forester program. These paid high school interns from East Palo Alto participate in every facet of Canopy's work, gaining leadership and job skills while making a visible difference in their community.

EMPOWERING YOUTH AS ENVIRONMENTAL LEADERS

Canopy's hands-on lessons, urban forest internships, and youth-centered volunteer days spark curiosity about trees and nature, and empower youth to make a difference. Thanks to you, this year we:

- **Invested** in education by hiring our first full-time Education Manager, Natalie Brubaker. Natalie brings a rich background in place-based education and a deep passion for fostering creative inquiry about the natural world.
- **Enhanced** Canopy's in-school curriculum, maintaining alignment with Next Generation Science Standards and earning top marks from teachers.
- **Broadened** enrichment opportunities for our Teen Urban Foresters (TUFs) with new sessions like hiking in Jasper Ridge to study "how trees plant themselves" and visiting an earth science lab at Stanford.
- **Nurtured** knowledge and care for nature through 46 youth education sessions, including a second year of Willow Oaks Junior Foresters.

LEARNING BY TEACHING:

Our Teen Urban Foresters co-taught 7 lessons for Canopy's Junior Foresters this year. These 3rd-and-4th-graders from Willow Oaks School explore and care for trees once a month as part of an after-school partnership.



By the numbers

1,530 students explored trees through hands-on lessons

22 paid urban forest interns





Canopy is a shining example of what can be done in a short, yet committed, 20 years. **Commendable and remarkable.** Canopy has established a **lasting benefit** of safekeeping Palo Alto's beautiful trees now and for generations.

- Shirin Coleman, Community Advocate

ADVOCATING FOR NATURE-FILLED NEIGHBORHOODS

Creating a healthy urban forest takes much more than planting trees. Without smart policies and long-term investment, urban trees and green spaces are vulnerable to drought, development, poor planning, and inadequate care.

Since Canopy's earliest days, we've successfully made the case for investing in community trees. Our impact is far-reaching, in local communities and beyond. This year, with the help of our partners, we:

- **Took action** as part of a statewide coalition to secure over \$30 million in state funding for community forestry projects across California.
- **Partnered** with Santa Clara County to spread the word about proper tree care and watering.
- **Advanced** key programs of the Palo Alto Urban Forest Master Plan, working alongside the City and community partners to increase canopy cover in south Palo Alto, develop a digital tree mapping solution, and prepare for re-oaking efforts.
- **Protected** funding for urban forest management in Palo Alto. Without Canopy's advocacy, the pruning cycle would have been lengthened, threatening the health and beauty of the urban canopy.

The future of the
urban forest depends
on diverse cultures and
generations embracing
the interdependent
**relationship between
trees and people.**

- Walter Passmore
Palo Alto Urban Forester



ENGAGING RESIDENTS FOR LONG-LASTING IMPACT

Canopy has always been a grassroots effort, believing that local communities are the best stewards and guardians of neighborhood nature. By training, educating, empowering, and inspiring residents of all ages, we foster a culture of community stewardship and multiply our collective capacity to create change.

This year, thanks to our volunteers and supporters, we:

- **Equipped** residents through free hands-on workshops, on-the-ground outreach, and updated online tools like the Arborist List and Canopy Tree Library.
- **Recruited** and trained 86 households to steward newly planted street and yard trees.
- **Inspired** over 750 people to discover and celebrate trees at the 2017 Community Arbor Day Festival.
- **Engaged** over 700 youth and adults through 25 interactive neighborhood tree walks.
- **Prepared** to launch the Great Oak Count and interactive digital tree mapping tool (see “Looking Ahead”).

In all, over **5,000 people** (including **1,700+** youth!) attended or volunteered for a Canopy workshop, lesson, training, celebration, or service day in FY 2017. A big thank you to everyone who grows and sustains our local urban forest!



By the numbers

1,560 volunteers donated **6,900** hours valued at close to **\$230,000**



JOIN US! 2018 AND BEYOND

New tools for a new generation

After extensive research, Canopy and City of Palo Alto selected a digital tree mapping tool called Tree Plotter, with a customized public map launching in fall 2017. This interactive tool will help Canopy and the City track and share tree planting and tree care activities, and enable residents to explore, learn, and contribute to urban forest data.

Citizen science and The Great Oak Count

Renewing oak populations in our urban landscapes promises a host of benefits for people, wildlife, regional ecology, and landscape resilience. As a first step towards “re-oaking” efforts, Canopy and partners are launching The Great Oak Count, an update to Canopy’s 2002 Oakwell Survey. This people-powered citizen science effort will map changes in native oak populations over the last two decades, and provide invaluable data to guide researchers, conservationists, and policymakers.

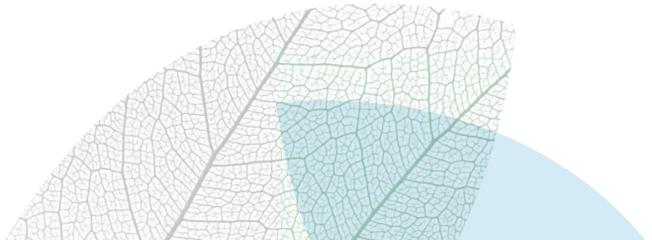
Amplifying our voice for urban nature

As the rapid pace of development continues in our region, we need strong voices urging planners and policymakers to make room for nature in our cities while also addressing the housing crisis. As part of our new strategic plan, Canopy will leverage existing partnerships, form an advocacy advisory council, and invest in new mechanisms to deepen our long-term impact. Our goal is to ensure local communities protect and prioritize nature in every neighborhood.

Strengthening local tree ordinances

In 2018, Palo Alto will review and update its Tree Protection Ordinance and Tree Technical Manual, both adopted in 1997 thanks to efforts by Canopy’s early community advocates. Canopy is working with the City and conservation partners to ensure the new ordinances are prudent, robust, effective, and enforceable.

The City of East Palo Alto is creating a new Development Code. Canopy is reviewing the draft code to help ensure new policies support healthy, green, tree-filled neighborhoods.



And of course...more trees!

As we continue progress on our Healthy Trees, Healthy Kids! Initiative, we're gearing up for another big planting season. In 2018, you'll find us increasing canopy cover in south Palo Alto neighborhoods, planting new school trees and landscape plants in Mountain View, working with residents to plant and care for East Palo Alto street and yard trees, and more. We warmly invite you to join us! **Get involved at canopy.org.**



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Alliance for Community Trees
Cal Fire
California ReLeaf
California Urban Forests
Ecosystems Council
San Francisco Estuary Institute

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Integrated Pest Management
Santa Clara County
FireSafe Council
San Mateo County

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City Manager's Office
Community Services Dept.
Art Center
Junior Museum & Zoo

Parks
Libraries
Planning and
Community Environment
Public Works Dept.
Urban Forestry Division
Utilities Dept.
Zero Waste

CITY OF EAST PALO ALTO

City Council
City Manager's Office
Community Development Dept.
Public Works and
Transportation Commission

CITY OF MENLO PARK

Mayor's Office
Public Works Dept.

CITY OF MOUNTAIN VIEW

Community Services Dept.

COMMUNITY

Audubon Society
Bay Area Gardeners Association
ChangeScale
City Trees (Redwood City)
Clean Zone
College Terrace
Residents Association
Committee for Green Foothills
East Palo Alto Academy
East Palo Alto Charter School
East Palo Alto Phoenix Academy
East Palo Alto Stanford Academy
East Palo Alto Tutoring and Tennis
Eastside College
Preparatory School
Ecumenical Hunger Program
Elizabeth F. Gamble Garden
Environmental Volunteers
Family Connections
Fifth Edition Jazz Collective
from MVHS
Foundation for a College
Education
Friends of Palo Alto Library
Friends of Stevens Creek Trail
Friends of the Urban Forest
(San Francisco)

Garden Club of Palo Alto
Garden Club of California
Grassroots Ecology
Greenmeadow Community
Association
GreenTown Los Altos
Goldman Environmental
Foundation
Habitat for Humanity
Greater San Francisco
Jasper Ridge Biological Preserve
John W. Gardner Center
for Youth and Their Communities
Kiwanis Club of Palo Alto
Lewis and Joan Platt
East Palo Alto Family YMCA
Living Classroom
Magic
Master Gardeners
of Santa Clara County
Midtown Residents Association
Mountain View Trees
Mountain View High School
MVWSD faculty, staff,
students, and families
One East Palo Alto
Oshman Family
Jewish Community Center
Our City Forest (San Jose)
Ormondale Elementary School
Oxford Day Academy
Pacific Art League
Palo Alto Chamber of Commerce
Palo Alto Historical Society
PAUSD board, faculty, staff,
students and families
Project Eynbody
RCSD board, faculty, staff,
students and families
Ravenswood Youth
Athletic Association
Rebuilding Together
Rotary International, Local Clubs
S.P. McClennahan
Slow Food South Bay
St. Francis of Assisi East Palo Alto
Stanford School of Earth, Energy
& Environmental Sciences
Synapse School
Transition Palo Alto
UC Cooperative Extension

Santa Clara County
VA Palo Alto Health Care System
Village Harvest
Western Chapter ISA
Youth Empowerment Strategies
for Success
Youth Community Service
Youth United for
Community Action

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Boy Scouts of America,
Local Troops
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Gamma Beta (SJSU)
Congregation Beth Am
Foothill College Circle K
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Local Troops
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Homestead High School
Service Club
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Omidyar Network
Pacifica Institute
Palo Alto High School Students
Paul Hastings LLP
San Mateo County Student
Conservation Association
SEWA International
Silicon Valley Volunteers
Stanford Haas Center for
Public Service
Tongan Christian Assembly of God
in East Palo Alto
Toyota Family Learning
Yavneh Day School

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Kathy Alford
Deborah Anthonyson
Oscar Aviles
Michael Burdzinski
Dave Docker

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 **1,560** of our individual volunteers!
Thank you to each one of you who make our work possible.

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July 1, 2016 - June 30, 2017

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Cal Fire
City of East Palo Alto
City of Palo Alto

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and Dan Bloomberg
Louise and Stu Beattie
Karin Bencala
Mary Bender and Charley Hoyt
Beverly Benson and Jim Soland
Ruth Benz
Ben Blohowiak
Mary Brayton
Natalie Brubaker
Beth Bunnenberg
Tony Cadena
Kay Cadena
John and Robin Carlson
Andrea Cervenka
and Shai Friedland
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Chi-Lung Chang
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Penny and Rich Ellson
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Ralph and Jackie Wheeler
Gail and Gil Woolley

PRO BONO AND IN-KIND GIFTS

Edward Mack
and Pitbull Bar B Q
Mighty Networks
Peet's Coffee
Summer Winds Nursery
Tree Nutri
Wegman's Nursery

TREE GIFTS AND DEDICATIONS

GIFTS IN HONOR

Dudley and Elaine Andersen
In honor of Marty Deggeller
Amy Baggott
Kammy Lo and Kowsik

**SUPPORTER SPOTLIGHT:
PLANNING FOR A LASTING LEGACY**

Urban Cummings is a long-time Canopy volunteer, friend, and supporter. We are deeply grateful that Urban has elected to include Canopy in his estate plans and will leave a legacy of trees for future generations.

“Canopy is an organization that our community can't do without. We not only plant trees, we also care for trees, and trees are one of the most important assets a city has.” - Urban Cummings



DONORS

July 1, 2016 - June 30, 2017

Louise and Stu Beattie

Jane Stocklin

Karin Bencala

Sally O'Neil

Ben Blohowiak

Don Blohowiak

Kay Cadena

Doug Wong

Tony Cadena

Pam and Doug Wong

Jim Clark and Nelda Matheny

Marlo

Annette Dale

Paul Alioshin

Charlotte Falla

Joanna Falla

Leland and Susan Faust

Pat Dawson on her 70th birthday

Bob Meltzer

Susan Feist

Lia Nilson

Megan Swezey Fogarty

and Michael Fogarty

Charles Lawrence Swezey

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The Garcelon Family

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Alpha Kappa Alpha sorority

Tony and Sheryl Klein

Larry Klein's birthday

Judy Koch

Marty Deggeller

Georgia Lee

Doug Wong

Amanda Martin,

State Farm Insurance

Marty Deggeller's efforts

Chris and Anne Ream

Marty Deggeller

Joyce Reynolds

Matt Weathers and Family

Susie Richardson

Marty Deggeller

Jenny Saltzman

Nancy Peterson

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Steve Blashka

Courtney Schumm

Edward and Anne Spaulding

Anne Draeger

Bruce and Barbara Swenson

Marty Deggeller

Kathy and Mike Torgersen

Marty Deggeller

Lisa Van Dusen and John Kelley

Catherine Martineau

GIFTS IN MEMORY

Canopy Board and Staff

In memory of Jo Muffly

Margaret Carney

Frank Carney

Miriam Cespedes

E. Yanosh Alt

Aram and June Darmanian

Robert Semonian

Marty and Judy Deggeller

John Dahlquist

Jeannie Duisenberg

Bob Rinehart

Peggy Taylor Gunton

and James Gunton

Betty Meltzer

Don and Natalie Handelman

Our sister-in-law Betty Meltzer

Carolyn Kornberg

Hanumant Patil

Harry Burmeister

Laurie Jarrett

Jim Jarrett

Ellen Levitas

Beth Levitas Longwell

Rick and Sally Longyear

Sarah Marie Longyear

Anya Marinkovich and family

Dr. Vincent A. Marinkovich

Susan R. Mendelsohn

and Robert J. Flanagan

David Hettig

Nancy Mueller

Ruth Budlong Sothern

Roxy and Michelle Rapp

John Shenk

Kathryn Childress

Susie Richardson

Ruth and Arnold Soforenko

Susan Rosenberg

Clint Smith

Solon Finkelstein

Ann Sonnenberg

Ben Reichmuth

SUPPORTER SPOTLIGHT: THE GIFT OF A GREENER FUTURE

Special thanks to volunteer and supporter Joanna Falla, who invited friends and family to donate to Canopy and other nonprofits in place of holiday gifts. Joanna is a stellar planting leader and outreach volunteer who said she was "totally hooked" after coming out to a tree planting in East Palo Alto. Thank you, Joanna, for giving all of us the gift of trees!





I think it's great to go on vacation and go camping in big forests, but most days of most years, we spend most of our time in urban places... having trees there is really important. It makes us healthier, it makes us happier, it helps kids learn better.

- Jenny Wei, Canopy Planting Leader



As Canopy expands our scope and impact, **your support as donors and friends of Canopy has been essential**—and so heartening! Thank you for believing in us, and for investing with us in a greener future.

- Susan Rosenberg, Canopy Co-Founder and Board Member

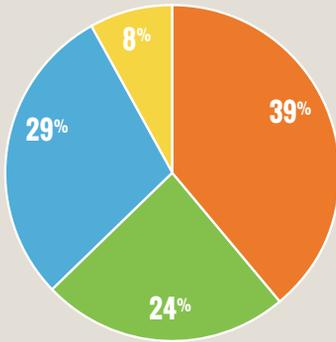


FISCAL YEAR 2017*

FINANCIAL SUMMARY

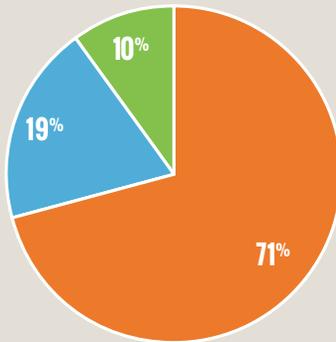
Revenues totaled \$886,142 and operating expenses totaled \$762,162. The surplus of \$123,980, raised via the Growing the Canopy campaign, was carried over into the 2018 fiscal year.

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.)



SOURCES OF SUPPORT

- Individual contributions
- City contracts and earned income
- Foundation and corporate grants
- State grant



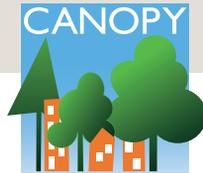
OPERATING EXPENSES

- Programs
- Fundraising
- Administration

“Canopy does excellent work and sets a high standard for other urban forestry organizations in the state.” - Haydi Danielson, California ReLeaf Board Chair

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

Canopy envisions a day when every resident of the San Francisco Mid-Peninsula can step outside and walk, play, and thrive under the shade of healthy trees.



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