



# 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,

A handwritten signature in white ink that reads "Sally".

**Sally O’Neil**

Board Chair

A handwritten signature in white ink that reads "Catherine".

**Catherine Martineau**

Executive Director



### **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 bottom right corner of the page features decorative abstract shapes. There are two overlapping circular or semi-circular shapes in a lighter shade of orange, and a larger, more complex shape that resembles a stylized leaf or a fan, also in a lighter shade of orange, positioned to the right of the circles.

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](https://canopy.org).**



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Kathy Alford  
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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 **1,560** 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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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



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July 1, 2016 - June 30, 2017

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**Susan Rosenberg**

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**Ann Sonnenberg**

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## GIFTS IN MEMORY

Canopy Board and Staff

In memory of Jo Muffyly

Margaret Carney

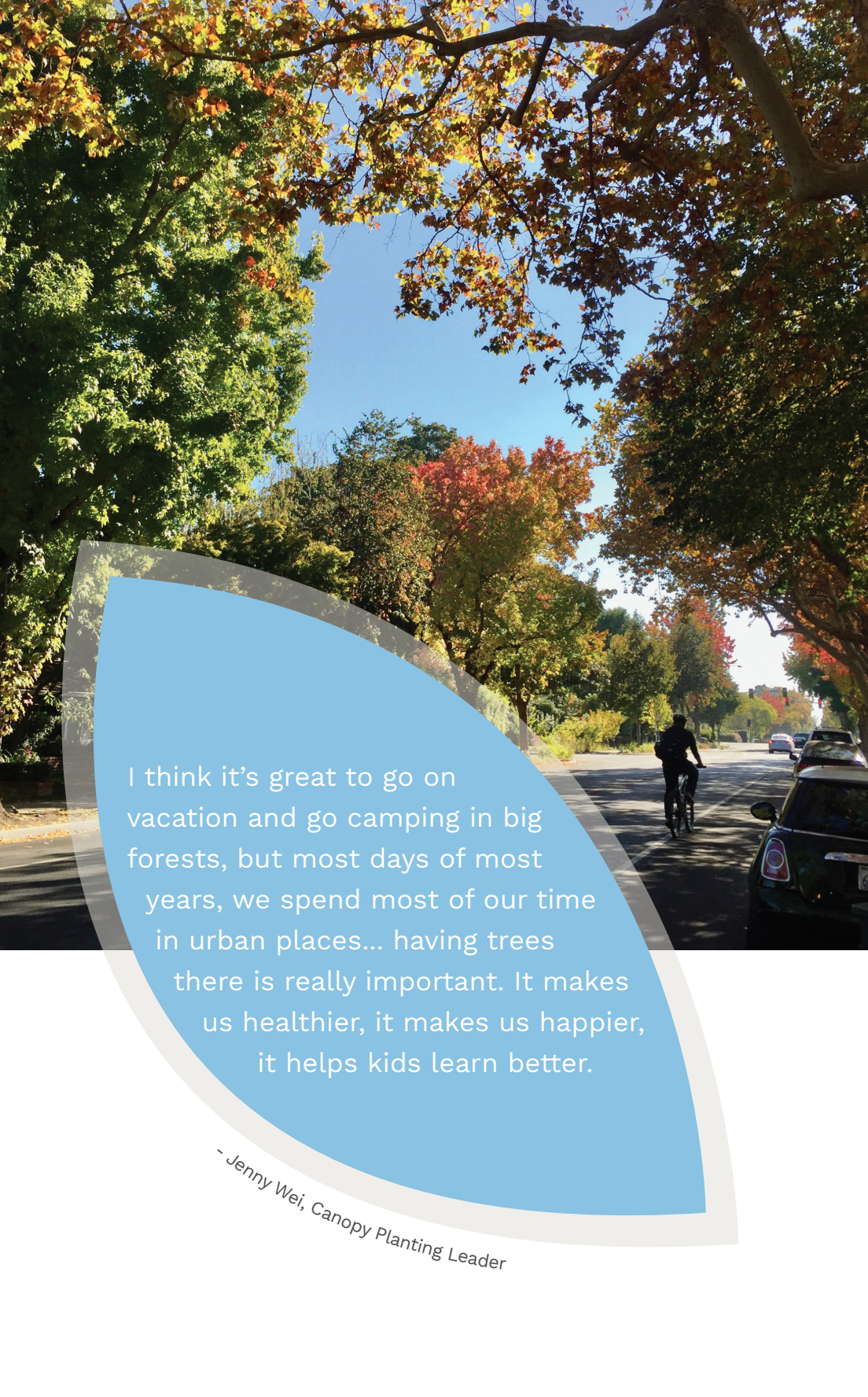
Frank Carney

## 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!







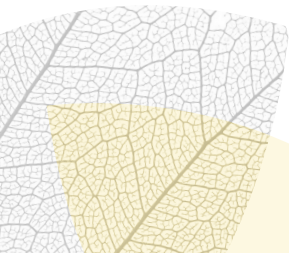
I think it's great to go on vacation and go camping in big forests, but most days of most years, we spend most of our time in urban places... having trees there is really important. It makes us healthier, it makes us happier, it helps kids learn better.

- 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



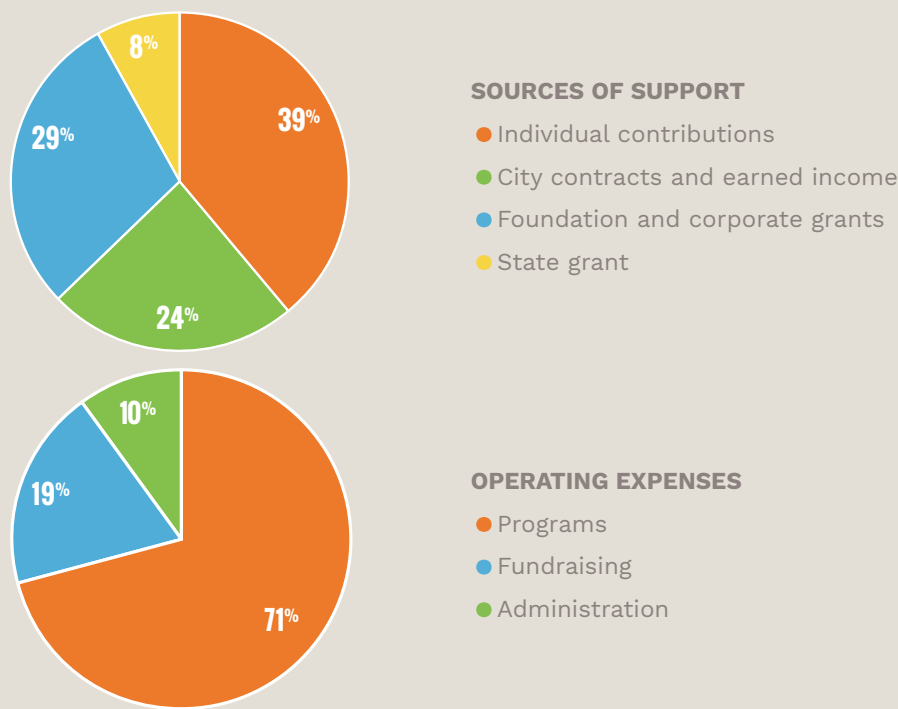


# FISCAL YEAR 2017\*

## 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.)



“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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