Healthy Trees, Healthy Communities

CANOPY IMPACT REPORT
2015
GREETINGS

from the Board Chair and Executive Director

Dear Friends of Canopy,

Our 19th year has brought new growth, new plans, and a renewed focus on our vision: a day when every resident of the Mid-Peninsula can walk, play, and thrive under the shade of healthy trees. As we plant and care for urban trees, we’re not only growing a vibrant urban forest, we’re investing in healthy, resilient communities where people and nature flourish.

This year, Canopy has worked to protect the local urban forest as California’s drought and aggressive water conservation goals threatened thousands of urban trees. Canopy has taken the lead, delivering the message to residents and decision-makers that we can — and must — save trees while saving water. We’ve inspired school children, residents, volunteers and policy makers to work together to safeguard the fragile urban forest against drought, neglect, and weak investment.

Amid the challenges of drought, we celebrated a key policy victory for trees when the Palo Alto City Council adopted the Urban Forest Master Plan in May. This landmark document will guide comprehensive, long-term management of the City’s most valuable environmental asset and help ensure that Palo Alto’s tree canopy flourishes for future generations. Canopy initiated this effort, and worked tirelessly alongside City staff on all aspects of the plan, ensuring that the community be heard throughout the process. The first in the region, Palo Alto’s Urban Forest Master Plan serves as a pioneering model and call to action for other Bay Area cities.

With almost two decades of experience growing and protecting the urban forest — and with a deep understanding of the urgent need for trees and the life-giving benefits they bring — Canopy is also bridging the “green gap” between Mid-Peninsula communities, one school and one neighborhood at a time. With the help of our valued partners—city governments, residents, schools, volunteers and supporters like you — we are planting trees where people need them the most and, together, we are bringing our vision to life.

With gratitude,

David Collins
Board Chair

Catherine Martineau
Executive Director

“What would Palo Alto be without its healthy tree canopy? For all of us who benefit from our urban forest, Canopy has become synonymous with the value we place on our remarkable leafy asset.”

- Karen Holman, Mayor of Palo Alto
“It is inspiring to see kids getting their hands dirty, fighting climate change and improving the air and environment around their school by planting trees that will be there for decades.”
- James F. Cook, Volunteer Planting Leader
Saving Water and Saving Trees During Drought
As the drought intensified this past year, the threat to urban trees became even more acute. In response, Canopy heightened its outreach efforts: advocating for smart watering policies, influencing decision-makers, educating residents, and organizing volunteers to save urban trees. In May, Canopy helped initiate the statewide Save Our Water and Our Trees campaign that sparked media attention and reached thousands of California households, conveying the message that urban trees are well worth the water. Locally, Canopy partnered with the City of Palo Alto to ensure thirsty public trees receive the water they need. In neighboring communities, we mobilized volunteers to water young school trees and upgrade irrigation systems. In coming years, we’ll work to replenish lost canopy cover and plant drought-tolerant, climate-adapted trees that can survive future droughts.

Bridging the "Green Gap" in Low-Income Communities
Urban trees provide tangible, life-giving benefits, but not everyone in our region enjoys ready access to urban nature. In 2015, Canopy continued to bridge the “green gap” experienced by low-income communities. Building on a strong existing partnership, we expanded our work with the City of East Palo Alto, and piloted a new tree planting program designed specifically for East Palo Alto neighborhoods. The program includes multilingual education and tree care materials, and extensive outreach that engages residents in planting and stewarding new trees. One block at a time, we’re increasing canopy cover in neighborhoods that need it most, and growing a robust urban forest that benefits the entire region.

Inspiring Young Environmental Stewards
School trees provide unique opportunities for students to explore and learn about the nature that surrounds them. We continued to grow and strengthen our youth education programs, delivering 41 hands-on, standards-based environmental science lessons to K-12 students this past year. We expanded our Teen Urban Forester program, employing 7 low-income high school youth through paid internships that provide job training and leadership experience. In total, we engaged nearly 1,200 youth, encouraging and empowering them to become the next generation of environmental stewards.

By the Numbers

- 269 Drought-tolerant trees planted
- 1,716 Young trees surveyed and cared for
- 127 Tree planting, tree care, and education events
- 1,183 Kids taught
- 1,269 Volunteers making it happen
Canopy engages youth as leaders and caretakers of the urban forest, fostering a new generation of nature stewards.
Imagine you could do one thing today that would improve your community’s health and wellbeing, purify air and water, and make your city more beautiful and vibrant. Planting a tree brings these benefits and more.

- Marty Deggeller, Canopy Board Member
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Maika Horjus, Communications and Outreach Manager
Uriel Hernandez, Programs and Outreach Coordinator
Elise Willis, Urban Forestry Technician

Teen Urban Foresters
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Lizette Chiprez
Marcus Law
Jesus Lopez
Cristal Ochoa
Elizabeth Perez
Eric Perez
Hector Torres
Francisco Vargas

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Jorge Rodriguez, Urban Forestry Intern

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Partners
State
Alliance for Community Trees
Arbor Day Foundation
Cal Fire
California ReLeaf
Cal Trans
California Urban Forests Council

City of Palo Alto
City Council
City Manager’s Office
Information Technology Dept.
Community Services Dept.
Art Center
Junior Museum and Zoo Parks
Libraries
Planning and Community Environment
Public Works Dept.
Urban Forestry Division
Utilities Dept.

City of East Palo Alto
City Council
City Manager’s Office
Community Development Dept.

City of Menlo Park
Community
4-H Million Trees Project
Acterra
Aspire East Palo Alto Schools
Audubon Society

Boys and Girls Club of the Peninsula
City Trees
Collective Roots
Committee for Green Foothills
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
Gunn High School Jazz Combo
Habitat for Humanity Greater San Francisco
JobTrain
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 Adult School
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
Stanford Historical Society
Stanford Rotaract
Stanford Summer College
Stanford University
VA Palo Alto Health Care System
Village Harvest
Western Chapter ISA
Youth Community Service
YUCA
YMCA East Palo Alto
YMCA Palo Alto
YESS One East Palo Alto
Total operating revenues reached $544,068 and operating expenses were $524,302. Our many dedicated volunteers were instrumental in making tree plantings, tree care, education and other programs possible. Although not accounted for in the financial statements, the total value of their work can be estimated at more than $137,000.

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

**Includes a one-time grant specifically directed toward building capacity for fundraising. Typically fundraising expenses average 15% of operating expenses.
CANOPY’S GENEROUS DONORS
July 1, 2014 to June 30, 2015

Urban Forestry Grants
AC Trees
City of East Palo Alto
City of Palo Alto
Corporate and Foundation Grants
$30,000 & above
Sand Hill Foundation
David and Lucile Packard Foundation
Facebook
$20,000 - $29,999
Kimball Foundation
Yellow Chair Foundation
$10,000 - $19,999
Morgan Family Foundation
YWCA of the Mid-Peninsula
$5,000 - $9,999
Yavanna Foundation
$2,500 - $4,999
Bancroft-Clair Foundation
First Solar, Inc.
Garden Club of Palo Alto
Google Matching Gifts
NetSuite.org
Trees for Menlo
$1,000 - $2,499
Adobe Matching Gifts
Computer Care
Intuit Matching Gifts
Kiwanis Club of Palo Alto
Microsoft Matching Gifts
PG&E
Silicon Valley Community Foundation Donor Circle
for the Environment
Urban Forestry Organization
Varian Medical Systems
Matching Gifts

Up to $999
A to Z Tree Movers
16:17 Matching Gifts
Amazon Smile Foundation
Boething Treeland Farms
Castillejo School
Chevron Matching Gifts
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Girvin Peters Landscape
IBM Matching Gifts
Nixon Peabody, LLP
State Farm Insurance
State Forestry Organization for the Environment
Urban Forestry Society
Varian Medical Systems

Individual Gifts
July 1, 2014 - June 30, 2015
* Donors to the Growing the Canopy Campaign

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Suzanne Rosenberg

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Stuart Rojstaczer
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Elmer and Bruce Wilner
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Garry Wyndham and

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The Chocolate Garage
Fimbres Brothers Automotive
Happy Vans
Hassett ACE Hardware
Personalized Vans
Picchetti Winery
Redwood Garden and Building
Materials
S.P. McClanahan Co., Inc.
Summer Winds Nursery
The Dave Tree Expert Company
Theo van de Sande,
Impact Floor Solutions

Tree Gifts
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in honor of Dana Fenwick's
50th Birthday
Lisa Aheyounis
in honor of Jill Dallas' 50th Birthday
Kris Barnes
in honor of the christening of
Maximilian Arthur Caldron
Melissa Baten Caswell and
Lee Caswell
in memory of Dan Dykwel
David and Nancy Bishop
in memory of Ward
and Carol Ellis
Sybil and Steve Cramer
in honor of Los Altos High
School Green Team
Susan Daimler
for the wedding anniversary
of Kari and
Will Fitzih
Yogen and Peggy Dalal
in memory of Linda Hoffman
John and Pat Davis
in honor of Jane Stocklin
Joseph Doniach and
Barbara Powell
in memory of Sara Doniach
Rita and Perry French
in memory of Joel Rothblatt
Annette Glancopf and friends
in memory of
George Browning
Jerry Hearn and Rebecca Reynolds
in honor of Zephy and Lily
Beetle and Andrew Hudeacek
in memory of Madeline and
Andrew Hudeacek
Amy Hurxthal and
Daniel Collins
in honor of the Canopy staff
Alana Karen
in memory of David Goldberg
James and Iris Keene
in memory of Dan Dykwel
Marilyn Keller and Jeff Greenfield
in memory of Kathy Greenfield
Tony and Sherryl Klein
in memory of Nita Grand
Judy Koch
in honor of Marty Deggeller
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Ellen Levitas
in honor of Marty Deggeller
Gayle McGinnis
in honor of Catherine Martineau's birthday
Stephney McGraw
in honor of Susan Rosenberg
Debbie Mytyls
in memory of the terrific
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Martha Norberg
in memory of Bob Schauer
Susan R. Mendelson and
Robert J. Flanagan
in memory of David Hettig
Susie Richardson
in memory of Ruth and Arnold
Soforeoko
Susan Rosenberg
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in memory of Benjamin
and Theo
Meryl and Robert Selig
in honor of Kim and
Kevin Raftery
Nancy Soforesco and David Gerken
in memory of Ruth and

We have attempted to
create an accurate listing
of Canopy's supporters and
volunteers. Should there be
any error or omission please
e-mail info@canopy.org.
With the help of community volunteers and tree stewards, Canopy cares for hundreds of young trees each year, ensuring high rates of tree survival and longevity.
Trees and drought: why we must plant trees now

It may sound counterintuitive, but planting trees is even more important during a drought. Here’s why:

- **Scientists predict a warmer, drier future for California.** Trees provide cooling shade that saves energy, protects infrastructure, and reduces urban heat islands.
- **Trees help us conserve water.** Tree roots and leaves play a critical role in capturing any rainwater we do receive, reducing runoff and increasing water storage in the soil.
- **Some urban trees will succumb to drought stress.** To renew the urban forest, we’re planting drought-tolerant, climate-appropriate species that can withstand future drought conditions.