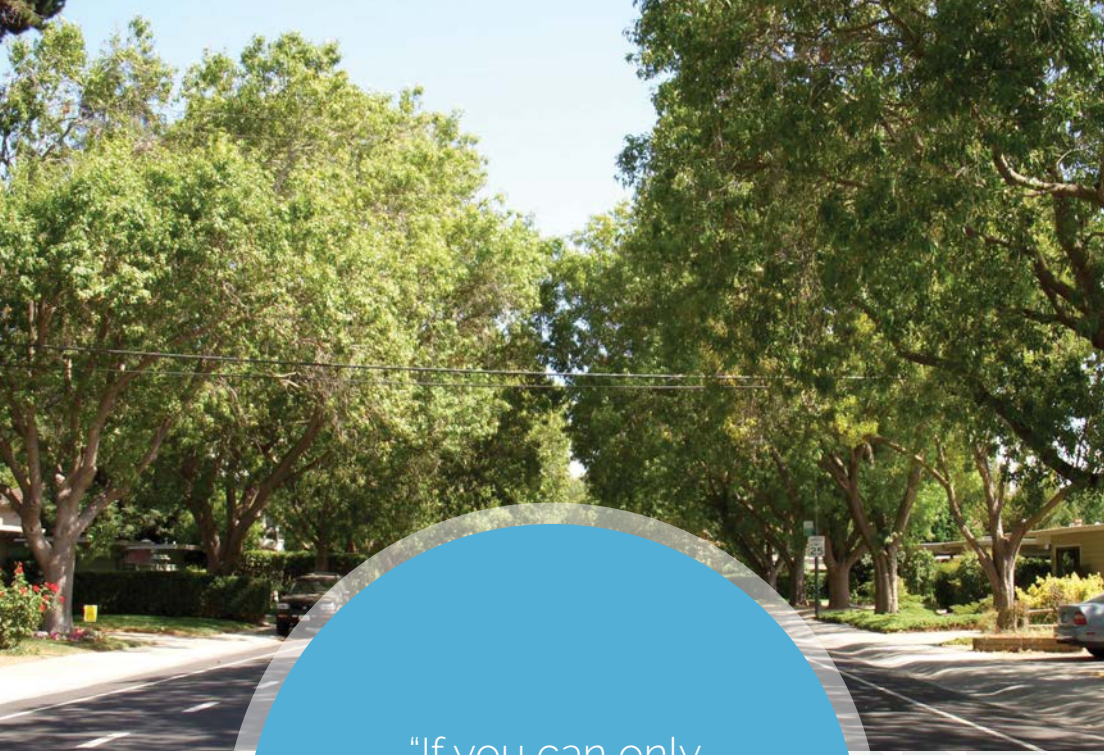




# 20 YEARS AND GROWING

## CANOPY **GRATITUDE REPORT** 2016





"If you can only  
plant **one tree**,  
plant it in a city."

-David Nowak, U.S. Forest Service Researcher

- 
- OUR THANKS TO YOU
  - WHAT YOU MAKE POSSIBLE
  - LOOKING AHEAD
  - PARTNERS, VOLUNTEERS AND DONORS
  - FINANCIAL SUMMARY

## OUR THANKS TO YOU



What a year we've had together! As we reflect on our 20th anniversary, we can't thank you enough for all that you've made possible in 2016—and over the last two decades.

Twenty years ago, a small group of Palo Alto residents committed to restore their city's declining urban forest, and Canopy's seed was planted. Today, because of your support, Canopy has grown into a sector-leading nonprofit with a regional vision. Our vision is a day when every resident of the Mid-Peninsula can step outside to walk, play, and thrive under the shade of healthy trees.

In recent years, the call to action has become more urgent. Our communities face the uncertainties of climate change, while existing trees face threats from drought, disease, increased development, poor policy, and inadequate care. Many neighborhoods in our region lack nature, shade, and greenery where they are needed the most.

Thanks to you—our volunteers, donors, partners, and supporters—Canopy remains ready to respond. This year, you enabled us to:

- **EXPAND** tree planting and tree care programs to new communities with the *Growing the Canopy* campaign;
- **PARTNER** with fellow conservation nonprofits to advocate for nature in our cities;
- **INVEST** in youth with hands-on, outdoor science education and urban forest internships;
- **STRENGTHEN** our staff team and build capacity to tackle new projects;
- **LAUNCH** significant new initiatives (read more about this in "Looking Ahead").

We are excited to build on this momentum in the coming year. Thank you so much for partnering with us to grow healthy trees and healthy communities!

With gratitude,

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

**Sally O'Neil**  
Board Chair

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

**Catherine Martineau**  
Executive Director



## WHAT YOU MADE POSSIBLE IN 2016

# 327

DROUGHT-TOLERANT  
TREES PLANTED ACROSS  
20 COMMUNITY SITES



# 1,250 VOLUNTEERS



# 2,900

YOUNG TREES SURVEYED  
AND TENDED



# 16

PAID URBAN FOREST  
INTERNSHIPS FOR  
LOW-INCOME TEENS

# 1,260 KIDS EXPLORING

TREES THROUGH HANDS-ON LESSONS



# \$209,000

ESTIMATED VALUE OF  
VOLUNTEERS'



## INCREDIBLE WORK



## More trees where people need them the most

To create a flourishing urban forest for all, Canopy sustains existing urban trees, and expands canopy cover where trees are scarce. With your help this year, we:

- **KICKED OFF** a partnership with the Mountain View Whisman School District, planting trees at two Mountain View Schools.
- **STUDIED** the tree canopy disparity between north and south Palo Alto, and drafted an action plan to bridge the gap.
- **HOSTED** 26 community tree planting events. Residents of East Palo Alto's Kavanaugh neighborhood set a new standard with a day of tree planting, neighborhood-wide greening, and a five-star block party.

?

### DID YOU KNOW?

**Tree canopy cover varies widely across the Mid-Peninsula**

Mountain View	18%
East Palo Alto	23%
Palo Alto (south)	39%
Palo Alto (north)	48%

**Trees help kids learn!  
Trees and nature on school grounds are linked to:**

- Better student focus
- Greater learning retention
- Fewer behavior issues
- Improved academic outcomes
- Lower rates of childhood obesity

## A voice for urban nature

In an era of climate change and increasing urbanization, preserving nature in our cities is key. Healthy natural ecosystems protect watersheds, sustain wildlife, and support community wellbeing. This year, you helped us expand our efforts as we:

- **PARTNERED** with like-minded organizations including Grassroots Ecology, Audubon Society, California Native Plant Society, and San Francisco Estuary Institute, combining complementary strengths to enhance and sustain the whole urban ecosystem.
- **TOOK THE NEXT STEP** in urban greening by designing plantings that include both trees and compatible drought-tolerant landscape plants.
- **ADVOCATED** for smart sustainability measures that recognize the vital role of trees and green infrastructure. We're working to strengthen key documents like the Palo Alto Comprehensive Plan and Sustainability and Climate Action Plan, and the East Palo Alto General Plan, ensuring that natural ecosystems are protected and prioritized.

## A new generation of environmental stewards

Canopy sparks kids' curiosity about trees and nature, providing opportunities to explore, plant, and care for trees in their community. This year, we expanded two of our core youth programs, engaging more students than ever before through hands-on school lessons and Teen Urban Forester internships.



PLANT



CARE



ENGAGE



# LOOKING AHEAD

## JOIN US FOR EXCITING NEXT STEPS

### 5-year “Healthy Trees, Healthy Kids!” initiative

Following successful completion of our first Healthy Trees, Healthy Kids! initiative, we're now bringing Canopy's tree programs to new communities. Over five years, we'll:

- **PLANT** 1,000 drought-tolerant trees in new areas of East Palo Alto and Menlo Park, as well as schools in Mountain View and Redwood City.
- **CARE** for 2,000 young trees to help them thrive. We commit to 3 years of care for newly planted trees to ensure high rates of survival and longevity.
- **ENGAGE** 5,000+ youth as stewards and leaders. We'll expand classroom programs into new schools and employ more Teen Urban Foresters each year.

### Growing the Canopy Campaign

The Healthy Trees, Healthy Kids! initiative is made possible by *Growing the Canopy*, a campaign to raise \$600,000 from individual donors. Thanks to the generosity of early donors during the “quiet phase” of the campaign, we're nearing our goal and hope to complete the campaign by spring 2017.

### Palo Alto Re-Oaking Pilot

Oak trees play a key role in local ecosystems and offer a host of benefits for people and wildlife. Despite protections provided by the Palo Alto tree ordinance, native oak populations continue to decline. Next year, Canopy will pilot a new re-oaking project, with plans to update the 2002 Oakwell Survey and engage residents to protect and replant oaks in our area.

### More trees for south Palo Alto neighborhoods

Building on our recent study, we'll partner with the City of Palo Alto to increase tree canopy in south Palo Alto neighborhoods. In addition to community street tree plantings, we'll pilot new programs to help residents plant and preserve trees on private property.

# PARTNERS & VOLUNTEERS



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Education Manager  
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Community Forestry  
Coordinator  
Elise Willis,  
Community Forestry  
Coordinator  
Shannon McDonald,  
Operations Coordinator

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Francisco Vargas

## SUMMER INTERNS

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Young Tree Care  
Survey Intern  
Jorge Rodriguez,  
Urban Forestry Intern

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Arbor Day Foundation /  
Alliance for Community  
Trees  
Cal Fire  
California ReLeaf  
CalTrans  
California Urban Forests  
Council  
San Francisco Estuary  
Institute

### City of Palo Alto

City Council  
City Manager's Office  
Community Services  
Dept.  
Art Center  
Junior Museum and  
Zoo  
Libraries  
Parks  
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

Public Works Dept.

## Community

Acterra  
Aspire East Palo Alto  
Schools  
Audubon Society  
Bay Area Gardeners  
Association  
Bol Park Bike Path  
Committee  
Boy Scouts of America,  
Pacific Skyline Council  
ChangeScale  
City Trees  
Clean Zone  
Committee for Green  
Foothills  
East Palo Alto Academy  
East Palo Alto Stanford  
Academy  
Eastside College  
Preparatory School  
Ecumenical Hunger  
Program  
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Environmental  
Volunteers  
Family Connections  
Friends of the Palo Alto  
Library  
Garden Club of Palo Alto  
Girl Scouts of the  
USA, Local Troops  
Grassroots Ecology  
Habitat for Humanity  
Greater San Francisco  
John W. Gardner Center  
for Youth and Their  
Communities  
Kiwanis Club of Palo Alto  
Magic  
Master Gardeners of  
Santa Clara County  
Midtown Residents  
Association  
Mountain View Trees



Mountain View Whisman School District  
 MVWSD faculty, staff, students, and families  
 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  
 RCSD faculty, staff, students and families  
 Ravenswood Youth Athletic Association  
 Rebuilding Together  
 Rotary Club of Palo Alto  
 Rotaract Club of Silicon Valley  
 Slow Foods South Bay  
 Stanford Historical Society  
 Stanford Rotaract  
 Stanford Summer College  
 Stanford University  
 VA Palo Alto Health Care System  
 Village Harvest  
 Western Chapter ISA  
 Woman's Club of Palo Alto  
 YESS One East Palo Alto  
 Youth Community Service  
 Youth United for Community Action  
 YMCA East Palo Alto

## OUR DEDICATED VOLUNTEERS

### Arborists, Tree Experts, and Landscape Designers

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 Doug Anderson  
 Oscar Aviles  
 Jose Barranza  
 Michael Bench  
 Sally Bentz  
 Miguel Berumen Sr.  
 Christian Bonner  
 Dave Dockter  
 Deanne Ecklund  
 John Erving  
 Herb Fong  
 Cesar Godina  
 Ken Greby  
 Ruben Green  
 Dedra Hauser  
 Peter Jensen

John McClenahan  
 Ray Morneau  
 Dave Muffy  
 Carole Langston  
 Katherine Naegele  
 Ned Patchett  
 Sairus Patel  
 Kevin Raftery  
 Joe Rapanut  
 Matt Ritter  
 Steve Scott  
 Courtney Schumm  
 Elynn Shea  
 Jason Shirar  
 Blake Watkins  
 Michael Young

### Themed Tree Walk Leaders

Deborah Anthonyson  
 Dan Garber  
 Judy Kramer  
 Kris Jensen  
 Karen Richins  
 Peter Ruddock  
 Joni Sare

### Neighborhood Tree Champions

Luis Guzman  
 Rohan Hofland  
 Marilyn Keller  
 Will Shulz  
 Romain Taniere

### Planting Leaders

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 Kathy Alford  
 Matthew Bahls  
 Diana Bazan  
 Kyung Wong Chang  
 Jocelyn Conway  
 James F. Cook  
 Dave Cortesi  
 Robert Costick  
 Husain Dalal  
 Hiya Datta  
 Tom Day  
 Cédric de la Beaujardière  
 Marty Deggeller  
 Shruthi Donapati  
 Martha Dorn  
 Joanna Falla  
 Linda Filo  
 Antoine Gaessler  
 Tara Gill  
 Jeff Greenfield  
 Dedra Hauser  
 Hank Heubach  
 Sharon Hudak  
 Jane Jones  
 Aruna Katte  
 Marilyn Keller

Shawna Knapp  
 Carole Langston  
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 Meda Okelo  
 Sally O'Neil  
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 Jorge Rodriguez  
 Ram Roty  
 Pat Sanders  
 Tom Sanders  
 Dhara Shah  
 Maninder Singh  
 Manjeet Singh  
 Susan Stansbury  
 Jim Stinger  
 Wen Shu Tang  
 Nicholas Taylor  
 Mary Vincent  
 Jennifer Wei  
 Kathy Weiss  
 Ellen Wilkinson  
 Jeff Williams  
 Andrea Yau-Chan

### Education Leaders and Advisors

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 Hailen Mak  
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 Alicia Montesa  
 Carol Olson  
 Valerie Pierre  
 Melanie (Lanie) Powers  
 Gale Rankin  
 Jenny Saltzman  
 Katie Talbot  
 Shersingh "Joe" Tumber-Davila  
 Krissy Verplank

### Outreach, Event, and Office Volunteers

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 Susan Ellis  
 Jeff Greenfield  
 Lillian Lee  
 Greg Martineau  
 Pierre Martineau  
 Marianne Mueller  
 Sairus Patel  
 Geoff Paulsen  
 Holly Pearson  
 Nancy Peterson  
 Jim Puls  
 Susan Rosenberg  
 Sunny Scott  
 Kylie West

### Volunteer Groups

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 Alpha Kappa Alpha Sorority  
 Apple Inc.  
 Castilleja School  
 Circle K International  
 Eastside Interact Club  
 East Palo Alto Tutoring and Tennis  
 Girls Middle School  
 Girls to Women  
 Gunn High School Students  
 Inflection.com, Inc.  
 Irvington High School Students  
 Los Altos United Methodist Church  
 Menlo-Atherton BuildOn  
 Monta Vista High School CSF  
 Pacifica Institute  
 Palo Alto Girl Scouts  
 Palo Alto High School Students  
 Palo Alto Little League  
 Silicon Valley Volunteers  
 Stanford Haas Center for Public Service  
 Startups Give Back  
 Students and Families of RCSD Schools  
 Woodside School  
 Yavneh Day School

We're grateful to all 1,249 of our individual volunteers!

For a complete list, visit [canopy.org/about-us](http://canopy.org/about-us)

# DONORS

July 1, 2015 - June 30, 2016

## URBAN FORESTRY GRANTS

Alliance for Community Trees  
Cal Fire  
City of East Palo Alto  
City of Palo Alto

## CORPORATE AND FOUNDATION GRANTS

### \$30,000 AND ABOVE

Yellow Chair Foundation

### \$20,000 - \$29,999

Facebook  
Kimball Foundation

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

Google Matching Grants  
Google REWS  
Morgan Family Foundation  
YWCA of the Mid-Peninsula Fund

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Palo Alto Community Fund  
Yavanna Foundation

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Forests Foundation  
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Yavneh Day School

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*Δ Donor since our  
founding in 1996*

*◊ Donor for 15+ years*

*‡ Donor for 10+ years*

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Eve and John Melton ‡  
Bill Reller Δ  
Elizabeth Schwerer  
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Sara Michie §  
Channing Miller  
Robert and Harriet Moss ◊  
Phung Nguyen §  
Albert and Eithne Pardini  
Harlan and Rebecca Pinto ‡  
David and Frances Reneau §  
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Sharon and Mark Samson  
Pat and Tom Sanders ‡  
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Gloria Spitzer §  
  
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Cédric de la Beaujardière ‡

Carol and Noel Stevens §  
Josephine Stiene ‡  
Megan Swezey Fogarty and  
Michael Fogarty ◊  
Wen Shu Tang §  
Mary Jane and Fielding Tapp Δ  
Merridee Taylor §  
Holly Welstein and  
Stuart Rojstaczer §  
Elliott and Rachel Wright §

## PRO-BONO AND IN KIND GIFTS

Bill Meehan  
Charlotte Goldenberg and  
Pamela Polos  
Eric Shulman and Nicole Garratt  
Evergreen Landscape  
Global Steel Fabricators  
Jiang Yan Yi  
John and Kristine Erving  
Keeble and Shuchat Photography  
Kevin and Jayne Curry  
Picchetti Winery  
Pitbull Bar B Q  
Smiler Pantling  
Steve Rehms  
Sunisha and Neeraj Arora  
Trader Joe's Menlo Park  
Scott's Seafood Grill & Bar

## SPECIAL THANKS

Kevin and Kim Raftery  
Robert and Meryl Selig  
Allen Simon and  
the San Andreas Singers

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!**



## GROWING THE CANOPY CAMPAIGN DONORS

Gifts and Pledges as of  
September 30, 2016

### \$100,000 AND ABOVE

Susan Ellis and Mark Linton  
Susan Rosenberg

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Angela and David Filo -  
Yellow Chair Foundation

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Nancy Drapkin  
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Jane Stocklin  
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Lisa Van Dusen and John Kelley

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Leslie and  
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Ginny Babbitt  
Megan and Harris Barton  
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Ellen and Marc Brown  
Tom Collins  
Judith Fan and Robert Reay  
Elspeth Farmer and  
Jamie Rappaport  
Larry and Carol Fisher  
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Uriel Hernandez  
Maika Horjus  
Teena and Mike James  
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Marion and Erick Mack  
Roshi Mina  
Susan Schaps and Rob Shelton  
Natalia Schoorl  
Elise and Trent Willis

### LEGACY PLEDGE

Urban Cummings

### TREE GIFTS AND DEDICATIONS

#### Gifts in Memory:

David and Nancy Bishop  
Ward and Carol Ellis  
Beatrice Brewster Linton

Canopy Board and Staff

Harriette Shakes  
Phyllis Browning  
Abe Klein  
David and Trish Collins  
Richard McCarty  
Tim Syme  
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Yogen and Peggy Dalal  
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Lynn

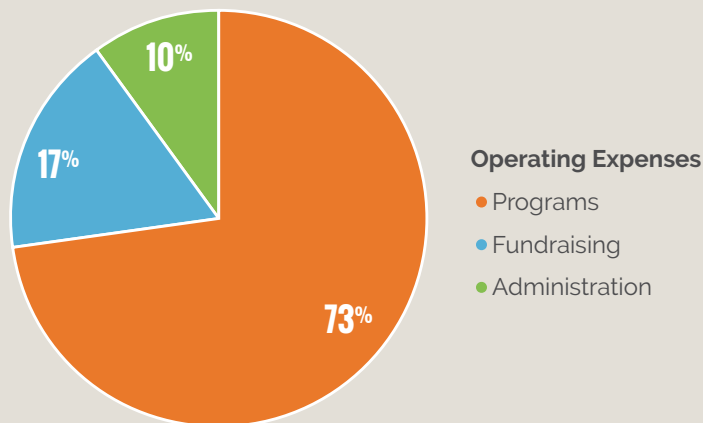
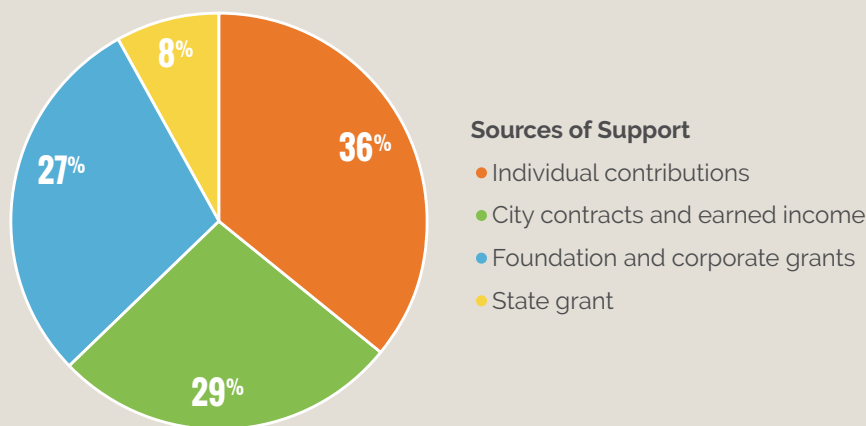
#### Gifts in Honor:

Lisa Abeyounis  
Catherine Rosati  
Anna Jaklitsch  
Hamilton Ave neighbors  
Leland Levy and Judy M. Huey  
Tony Carrasco  
Roxy and Michelle Rapp  
Jerry Hayes  
Meryl and Robert Selig  
Kevin Raftery  
Ann Sonnenberg  
Lauren Williams  
Matthew Sorgenfrei and  
Vangi Uribe  
Evangeline Uribe  
Megan Swezey Fogarty and  
Michael Fogarty  
Lawrence Swezey

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](mailto:info@canopy.org).

# FISCAL YEAR 2016 FINANCIAL SUMMARY

Revenues totaled \$728,000 and operating expenses totaled \$651,000. The surplus of \$77,000, raised via the *Growing the Canopy* campaign was carried over into the 2017 fiscal year. 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, our volunteers contributed 6,450 hours to Canopy, at an estimated value of \$209,000. For more information, please refer to the Canopy website for our tax return (Form 990.)



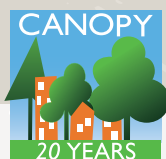
*-Stephanie Enos, Education Volunteer*

"I was **so impressed** with the young Canopy volunteers. It is heartening to witness such a can-do attitude among our youth, and Canopy provides a wonderful platform on which skills and appreciation of nature can be built and grown."





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



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**CANOPY.ORG**

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