



MEET THE TREE WHISPERER

A BENEFIT FOR CANOPY
WITH *DAVE MUFFLY*, JUNE 2 2019



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EVENT COMMITTEE

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"Twenty years ago, I asked myself a couple of simple questions. What are the best trees to plant in the cities of the San Francisco Bay Area? And what is the best way to grow those trees?" - Dave Muffly

February 20, 2019

Dear Friend,

Canopy is thrilled to honor Dave Muffly, the innovative and visionary arborist for Apple who was responsible for choosing, locating, and planting 9,000 trees within the 175-acre Apple Park campus.

We hope you'll join us on Sunday, June 2, to share and explore Dave Muffly's passion for trees - oaks in particular - and his mission to create the best possible urban forests in California, capable of adapting to the changing conditions brought by climate change.

We also invite you to become a sponsor for Meet the Tree Whisperer. By underwriting this unique event, you'll have the opportunity to:

- ✿ **Take action locally** to bring nature into neighborhoods, nurture community wellbeing, and grow a thriving urban forest by supporting Canopy's programs.
- ✿ **Treat your friends and family** to an inspirational TED-style presentation and discussion with a charismatic and visionary arborist.
- ✿ **Introduce people in your network** to Canopy's mission and impact.
- ✿ **Connect with other community leaders** who share your commitment to a greener, more equitable future.

The enclosed materials provide an overview of this special event and our leadership opportunities.

Judith and I look forward to discussing the event with you and ensuring you'll benefit fully from your investment. Feel free to call me at 650-964-6100 x 2, or we'll reach out to you in the next few weeks.

Warmest regards,

Catherine Martineau
Executive Director

Judith Sissener
Development Director



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LEADERSHIP OPPORTUNITIES

Urban Forest Visionary - \$20,000

- ✿ Recognized as a presenting sponsor in all promotional materials
- ✿ Premier name placement in promotional materials
- ✿ Exclusive Apple Tree Walk with Dave Muffly (access inside Apple Park depending on availability; up to 15 participants, to be scheduled at your convenience)
- ✿ Choice of San Francisco Bay Area acorn collection trip with Dave Muffly or Oak Tree Walk locally or at the UC Davis Arboretum (up to 15 participants)
- ✿ 10 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✿ Premier seating for 10

Tree Canopy Champion - \$10,000

- ✿ Premier name placement in promotional materials
- ✿ Apple Tree Walk with Dave Muffly (campus perimeter; up to 15 participants, to be scheduled based on mutual availability)
- ✿ Oak Tree Walk on the Stanford campus with Dave Muffly (up to 15 participants, to be scheduled based on mutual availability)
- ✿ 10 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✿ Premier seating for 10

(Additional levels on reverse)



SUPPORTING SPONSORSHIP BENEFITS

Orchard Explorer - \$5,000

- ✎ Preferred name placement in promotional materials
- ✎ 10 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✎ Preferred seating for 10

Grove Steward - \$2,500

- ✎ Name placement in promotional materials
- ✎ 6 invitations to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✎ Preferred seating for 6

Planting Partner - \$1,000

- ✎ Name placement in promotional materials
- ✎ 1 invitation to private VIP cocktail reception with Dave Muffly on Saturday evening, June 1, 2019
- ✎ Premier seating

Oak Friend - \$500

- ✎ Name acknowledged in event program
- ✎ One preferred dinner seat

Regular Tickets and Tables

- ✎ Regular dinner tickets - \$250 / each
- ✎ Large table (10 seats) - \$2,500

YOUR LEADERSHIP MAKES A DIFFERENCE

Your sponsorship at any level will demonstrate your commitment to community wellbeing and to a thriving urban forest. Your support will:

- ✎ **Bring nature into neighborhoods** by planting and caring for trees in areas where greenery is scarce, thus promoting public health and environmental justice.
- ✎ **Nurture resilient urban ecosystems** where people, wildlife, and nature thrive.
- ✎ **Empower youth as stewards of the environment** by providing hands-on, outdoor lessons for school kids and in-depth internships for teens and young adults.
- ✎ **Bring together people of all ages and backgrounds** to work towards greener, healthier communities.

We look forward to partnering with you!





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WE WANT TO HEAR FROM YOU!

To become a sponsor for Meet the Tree Whisperer or to discuss the sponsorship benefits that would be most valuable to you, please give us a call:

CATHERINE MARTINEAU

Executive Director
catherine@canopy.org
650-964-6110 ext. 2

JUDITH SISSENER

Development Director
judy@canopy.org
650-964-6110 ext. 5

RESERVE YOUR SPOT SOON

The sooner you confirm your sponsorship, the more flexibility and benefits we can offer. So let's talk soon! To take full advantage of day-of sponsor benefits, please confirm your sponsorship no later than ***April 1 to be included in the printed invitation***, or no later than ***May 1, to be included in the program***. Sponsorship payments are due prior to June 1.

Seating is limited. We look forward to hearing from you soon.

READY TO SIGN UP?

Call us, email us, or mail in the form below. You can also visit canopy.org/whisperer2019.

LEADERHIP OPPORTUNITIES AND TICKETS MAY ALSO BE PURCHASED AT EVENTBRITE.

SPONSOR NAME _____
(as you would like it to appear in promotional material)

CONTACT NAME _____

MAILING ADDRESS _____

PHONE _____ **EMAIL** _____

I'D LIKE TO SPONSOR AT THE FOLLOWING LEVEL:

- | | | |
|--|--|---|
| <input type="checkbox"/> Urban Forest Visionary - \$20,000 | <input type="checkbox"/> Tree Canopy Champion - \$10,000 | <input type="checkbox"/> Orchard Explorer - \$5,000 |
| <input type="checkbox"/> Grove Steward - \$2,500 | <input type="checkbox"/> Planting Partner - \$1,000 | <input type="checkbox"/> Oak Friend - \$500 |
| <input type="checkbox"/> Custom or combination: _____ | | |

OR - I'D LIKE TO PURCHASE REGULAR TICKETS / TABLES:

- | | |
|--|---|
| <input type="checkbox"/> _____ (#) tickets at \$250 each | <input type="checkbox"/> Large table (10 seats) - \$2,500 |
|--|---|

PAYMENT PREFERENCE:

- | | | |
|--|---|--|
| <input type="checkbox"/> Check enclosed for \$ _____ | <input type="checkbox"/> Payment to be sent at a later date (prior to June 1) | <input type="checkbox"/> Please invoice me |
|--|---|--|

Canopy - 3921 East Bayshore Road, Palo Alto CA 94303.

*Canopy is a tax exempt organization as described in section 501(c)(3) of the Internal Revenue code.
We'll happily provide an assessment of the tax-deductible fair market value associated with your sponsorship.*

EVENT OVERVIEW

THE EXPERIENCE

Treat yourself and your guests to a unique and provocative experience with Dave Muffly, The Tree Whisperer. Hosted by Canopy and emceed by Joe Simitian, President of the Santa Clara County Board of Supervisors, “Meet the Tree Whisperer” will be an inspiring morning of discovery, inspiration, entertainment, and community.

The Eastside College Preparatory School in East Palo Alto will provide the perfect setting for this event. Dave Muffly will deliver his dynamic and inspiring TED-style presentation in the school’s theater. Immediately following the presentation, you and your guests will have an opportunity to meet and congratulate Dave during a reception in the courtyard, with music by members of the Eastside Band. You will then be invited to sit down for a delicious organic al fresco brunch served with award-winning local wines, and other refreshments. As the morning unfolds, you will learn about Canopy’s mission to grow urban tree canopy in the Midpeninsula, and get a first-hand look at Canopy’s environmental education programs.

THE DETAILS

MEET THE TREE WHISPERER - EVENT

Date: Sunday, June 2, 2019
Time: 10:00 AM - 1:00 PM
Location: Eastside College Preparatory School,
1041 Myrtle Street, East Palo Alto 94303

VIP COCKTAIL RECEPTION

Date: Saturday, June 1, 2019
Time: TBD
Location: A beautiful home and garden in Palo Alto
(address communicated upon sponsorship confirmation.)

THE AUDIENCE

Canopy events attract high net worth Bay Area residents who are engaged and influential in their communities. As a trusted community resource, Canopy works closely with community leaders, government officials, grassroots partners, local businesses, and neighborhood residents throughout the Midpeninsula. Our volunteers, donors, and organization leaders represent diverse sectors and backgrounds. What they share is a passion for bringing nature into local communities and a commitment to a vibrant urban forest for all.

Our roots are in Palo Alto, where much of our donor community resides. In East Palo Alto, we have strong partnerships with City staff, school administrators, community-based organizations, and residents. Canopy also has strong partnerships in Menlo Park, Mountain View, and Los Altos. Our dedicated volunteers join us from around the Bay Area—San Jose, Cupertino, Redwood City, San Francisco, and dozens of communities in between.

THE IMPACT

By growing our urban forests, Canopy creates healthier communities where people and nature thrive.

Trees improve human health and quality of life in profound ways. In addition to their environmental benefits, studies show that trees slow heartbeats, lower blood pressure, and relax brain wave patterns. Students with a view of trees outside their classroom show improved focus and better retention. Employees who look out office windows onto trees do better in their jobs. From cleaning our air to calming our minds and enhancing our senses, a healthy urban forest supports our most basic human needs, contributing to urban environments where people and nature thrive.

Over two decades, Canopy has partnered with local communities to plant nearly 5,000 trees, and empowered thousands of youth and adults to explore and connect with nature in their neighborhoods. Through community tree plantings, citizen science surveys, hands-on environmental education lessons, and in-depth teen internships, Canopy brings people of all backgrounds together to work towards healthy trees and healthy communities.

ABOUT CANOPY

CANOPY IS A RESPECTED ADVOCATE FOR THE PENINSULA'S URBAN FORESTS

For two decades, Canopy has grown, protected, and advocated for an essential community resource: urban trees. Our impact is far-reaching, in local communities and beyond.

Twenty years ago, Canopy's founders became a voice for the trees of Palo Alto. Canopy's early research, advocacy, and grassroots efforts helped create and sustain Palo Alto's vibrant urban forest and tree protection policies, which have served as models for cities around the world.

Twelve years ago, Canopy put down roots in neighboring East Palo Alto, planting and caring for trees in schools, parks, and neighborhoods where greenery was sorely needed.

Today, Canopy's programs have a direct impact on the health and wellbeing of communities throughout the Midpeninsula. In 2018 alone, with the help of our dedicated volunteers, donors, and partners, we:

- ♦ Planted 323 new trees and tended more than 700 young trees across dozens of community sites;
- ♦ Reached more than 1,800 school kids with high-quality, hands-on environmental science lessons;
- ♦ Provided opportunities for more than 5,000 people to explore, steward, and celebrate our local urban forests.

Our vision is a day when every resident of the Midpeninsula can step outside to walk, play, and thrive under the shade of healthy trees. We welcome the opportunity to partner with you in bringing this vision to life!



CANOPY HAS A TRACK RECORD OF SUCCESSFUL EVENTS.

Canopy has a history of bringing inspirational leaders, scientists, and nature stewards to share their expertise and call-to-action with our diverse audience. Over the last decade, we have hosted:

- ♦ 2006 - Wangari Maathai, 2004 Nobel Peace Laureate and founder of the Greenbelt Movement
- ♦ 2008 - Sir Thomas Pakenham, prize-winning author, historian, and arborist
- ♦ 2009 - E.O. Wilson, American biologist, researcher, theorist, naturalist and author
- ♦ 2011 - Richard Louv, Author, journalist, and nature advocate
- ♦ 2013 - Gretchen Daily, award-winning researcher, biologist, and author
- ♦ 2018 - Hope Jahren, award-winning scientist, ecologist, and author

We consistently deliver exceptional and memorable event experiences for guests and sponsors alike. Our last fundraising gala in 2018 integrated approximately 30 sponsors, 240 attendees, and a strong foundation of media coverage.

ABOUT DAVE MUFFLY

Canopy is thrilled to honor Dave Muffly, the acclaimed arborist affectionately dubbed Tree Whisperer by the Los Angeles Times.

Dave is the charismatic former Senior Arborist at Apple, who selected, grew, and planted the 9,000 trees within the 175-acre Apple Park headquarters in Cupertino, bringing to life Steve Job's vision of a tree rich park resembling the Stanford hills, where employees readily enjoy the benefits of nature.



Dave's passion for trees, oaks in particular, developed on the Stanford campus, planting native trees as a member of the *Magic* community, while earning a degree in mechanical engineering. From there, Dave became Canopy's first program director, orchestrating the planting of 500 trees in Palo Alto neighborhoods. Later, while serving on the Canopy board of directors, Dave designed Canopy's East Palo Alto Tree Initiative, the award winning planting of 1,000 drought tolerant trees along the Bayshore freeway. With some of the highest survival rates ever recorded by science, these trees provide invaluable benefits to the community as they scrub the air from nearby exhaust pollutants.

Dave's wisdom and insight, gained from 30 years of observing, growing, planting, researching, and stewarding nearly 100,000 trees, is unparalleled and highly sought after. His mission in life is to create the best possible urban forests in California, capable of adapting to the changing conditions brought by climate change. He's continuing his research and experiments with species native from other areas, to select and grow those that he believes will survive and thrive in California. He's playing an instrumental role in influencing the tree nursery industry not only to grow these species, but also to adopt innovative growing techniques.

“Everyone wants to talk about planting trees. I want to talk about establishing trees.” - Dave Muffly

Publications

Stewardship Matters: Case studies in establishment success of urban trees - Urban Forestry & Urban Greening, November 2015

Watching Trees, Good News for California Gardeners, Pacific Horticulture, Fall 2015

New Oak Species for California - International Society of Arboriculture Western Arborist Journal, Winter 2008

Rootball Treatment for Optimal Tree Growth, Pacific Horticulture, January 2008