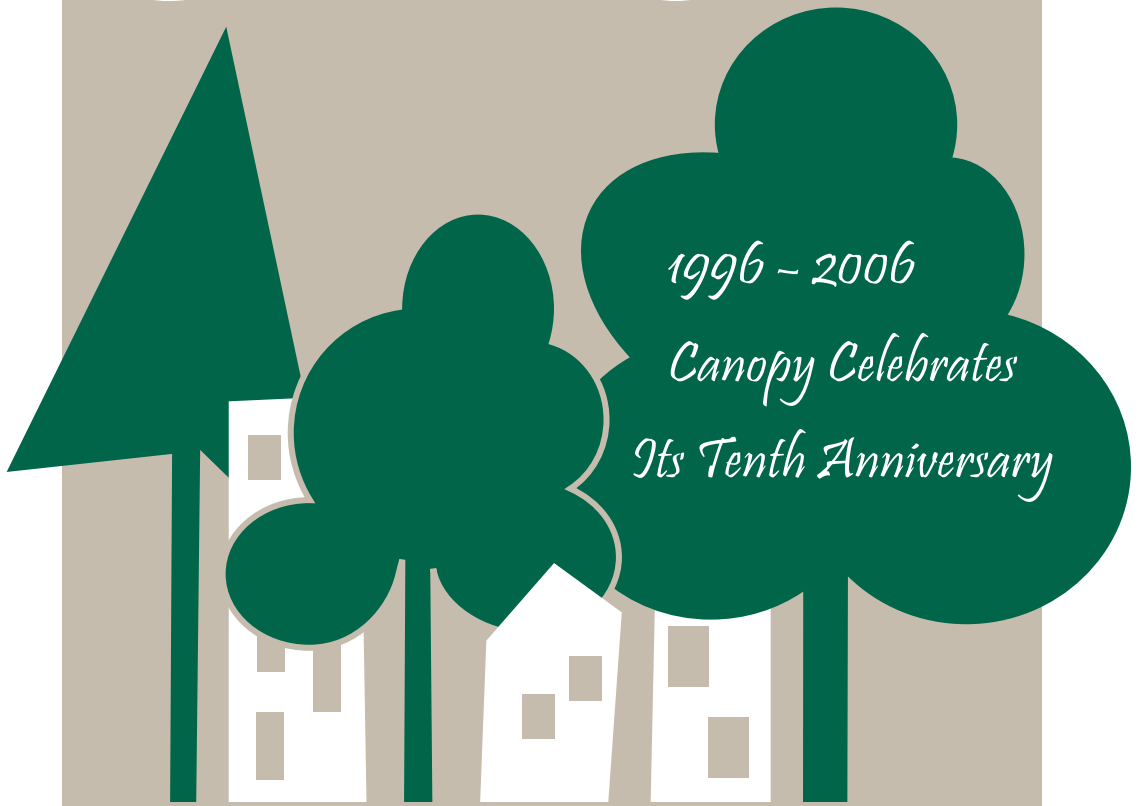


CANOPY



Annual Report

to the Community

Fiscal Year 2005 – 2006

Letter from the Board Chair and Executive Director

CANOPY

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2006—An exceptional year



Catherine Martineau, Executive Director, and Susan Rosenberg, Board Chair of Canopy

Since childhood, in France and the Salinas Valley, both of us have been touched by the beauty of trees. These days our minds are filled with the possibilities they provide for a healthier and more sustainable world.

Just ten years ago the City of Palo Alto lent its support to launch Canopy, a nonprofit organization formed to ensure the long-range protection of the City's urban forest. Canopy's first success was the adoption of two tree ordinances to protect Palo Alto's public trees and privately-owned native trees.

Today, Canopy's programs expand far beyond advocacy and have a direct impact on the health of our trees. We mobilize volunteers of all ages for plantings, surveys and tree care workdays. We educate and inform the public through high-quality publications and classes, a comprehensive website, and a phone hotline.

This year, in addition to our regular activities, we launched new programs and celebrated our anniversary in a truly inspiring way:

- We created a new Community Tree Steward five-workshop series, a tree care brochure, a new Tree Walk, and a DVD of the work we do in the community
- We formed a partnership with the City of East Palo Alto and the California Department of Forestry to launch an initiative to plant 1,000 trees in East Palo Alto
- Nobel Prize Laureate Wangari Maathai accepted our invitation to preside over a ceremonial tree planting in East Palo Alto and to speak at a fundraising dinner in Palo Alto on April 30, 2006.

Canopy is now gearing up for the East Palo Alto Tree Initiative planting this winter as well as our plantings in Palo Alto. We will also be working closely with the City of Palo Alto to develop the Urban Forest Master Plan and of course, we continue with our regular programs.

Susan Rosenberg
Canopy Board Chair

Catherine Martineau
Executive Director

Plantings

This year Canopy added 113 trees to Palo Alto's urban forest at 9 planting events with the enthusiastic participation of young families, teens, and seniors from various neighborhoods and service organizations.

Palo Alto's abundant and mature urban forest, one of the most beautiful in the Bay Area, makes substantial environmental and economic contributions to the community. Although often taken for granted, its maturity makes it inherently fragile, and the consequences of a decline would be significant to the community.

Canopy's mission, growing from the vision of the city founders, is to advocate for the urban forest and work to educate, inspire and engage the community as stewards of young and mature trees.

Tree Care

Young Trees

The Young Tree Care Survey, begun five years ago, involved 100 volunteers assessing the health of 1,059 street trees under 5 years old and educating residents with a Young Tree Care brochure. Canopy mailed 800 "Water Now" postcards to homeowners as a gentle reminder to water their young street trees.

Volunteers removed the stakes from 29 city park trees old enough to stand on their own in the wind.

Mature Trees

A California ReLeaf grant provided funding to publish a Mature Tree Care brochure with information on how to water mature trees.

Ivy Busters, a determined group of 90 volunteers, removed ivy from the base of mature trees in Mitchell Park.

It takes 5 years to plant a tree: a morning to get it in the ground and 5 years of follow-up care to give it a chance at survival.



Scott McGilvray leads Ivy Busters to the rescue of mature trees in Mitchell Park.

Education & Outreach

Canopy takes every opportunity to provide education on our urban forest.

Fourteen Tree Walks are now available on our website at: www.canopy.org/walks

Workshops and Training

Canopy offered a workshop series of five classes, the Community Tree Steward Workshop, with over thirty eager participants in each class. Canopy also provided periodic training for Canopy Planting Leaders.

Tree Walks

Canopy's free monthly Tree Walks frequently gather up to forty people led by ISA certified arborists. We also added a new Tree Walk at the Palo Alto Junior Museum & Zoo for families with young tree enthusiasts.

Arbor Month

Canopy celebrates Arbor Day during the entire month of March. Events included the Tree Talk presentation by Samuel Yates, a Tree Walk, and the planting of 20 Evergreen pear trees at the Palo Alto Golf Course.

Tree Talk

This year's Tree Talk presentation was made by Samuel Yates, the artist commissioned by the City of Palo Alto for "The Color of Palo Alto". One benefit of this project will be to provide city staff a way to view online photos of specific city trees.



Website

Canopy's website, www.canopy.org, is increasingly used by the public to access educational information and stay up to date on our activities.

The website received 295,000 visits this year.

Presentations

Canopy continues to give educational presentations to schools, community groups, and city staff about the importance and value of the urban forest. Presentations may include historical photographs of Palo Alto from the 19th Century as well as current photographs of Canopy's tree plantings. We also made a presentation to city crews from the Utility Department whose work below ground can affect the health of the trees.

Canopy produced a six-minute narrated DVD of the work we do.

Newsletter

Two newsletters, reporting program news, informative articles on urban forestry, tree species and care, and our volunteers, were published and distributed to over 1,800 recipients. All issues are available on the website.

Newspaper Articles

Canopy was featured in more than 20 newspaper articles around the Bay Area.





Events

Annual Party & Mayor's Ceremonial Tree Planting

Canopy launched its 10th Anniversary celebration in January with the Mayor's Ceremonial Tree Planting at the Girl Scout House in Rinconada Park. The Annual Party followed at the Junior Museum & Zoo. Ten of Palo Alto's former Mayors and current Mayor, Judy Kleinberg, were on hand to honor outgoing Mayor Jim Burch.



10th Anniversary Celebration

Nobel Laureate Wangari Maathai was the honored speaker and State Senator Joe Simitian was the emcee for a dinner held in April at the Crowne Plaza Cabaña Hotel. Over 300 guests attended to hear Prof. Maathai's inspiring message and provide support for the East Palo Alto Tree Initiative and Canopy. Because Prof. Maathai is from Kenya, we held a Harambee, a Kenyan form of fundraising, that included a sing-along.



Top: Out-going Mayor Jim Burch at the ceremonial tree planting.

Second: The mayors and Catherine Martineau and Susan Rosenberg of Canopy at the Annual Party and Tree Planting Ceremony.



Third: Joe Simitian, Meda Okelo and Saree Mading lead the Harambee sing-along at Canopy's 10th Anniversary Celebration, Crowne Plaza Cabaña Hotel, Palo Alto.

Bottom: EPA Councilmember Patricia Foster, Nobel Peace Prize Laureate, Prof. Wangari Maathai, and EPA Mayor Ruben Abrica at the East Palo Alto Tree Initiative festivities.

Community Partnerships

Canopy enjoys a privileged relationship with both the Palo Alto and East Palo Alto City Councils, and a very productive working relationship with staff from both communities. Throughout the year we worked with members of the:

City of Palo Alto

City Council
City Manager's Office
Public Works Department Tree Division
Parks and Recreation Department
Utilities Department
Planning Department
Junior Museum & Zoo
Palo Alto Art Center

City of East Palo Alto

City Council
Transportation Commission
City Manager's Office
Public Works Department
Community Services Department

Partnerships

Canopy continues to partner with a variety of organizations and businesses. This year they included:

Avenidas
Palo Alto Kiwanis Club
Key Club, Gunn High School
Palo Alto Chamber of Commerce
Palo Alto Housing Corporation
Palo Alto Unified School District
Girls' Club of the Mid-Peninsula
Palo Alto Chamber of Commerce
Lockheed Martin
Jensen Corporation
Roche
Youth Community Services

Advocacy

At the local level Canopy keeps city and county elected representatives informed of practices and policies that both build and threaten the health of the urban forest. We helped negotiate a tree-friendly solution for permanent No Parking signs on street sweeping days.

Canopy also participated in Mayor Judy Kleinberg's Green Ribbon Task Force and has become a part of the Sustainable Schools Committee.

Canopy advocates at the State and Federal level for increased funding for urban forestry programs through participation in California ReLeaf, The California Urban Forest Council, and The Alliance for Community Trees.

Services

Right Tree in the Right Place (RTRP)

Through collaboration with the City of Palo Alto Utility Department on the RTRP program, property owners now have an incentive to replace trees with species that, at maturity, will not interfere with overhead power lines. Canopy coordinates tree removal, inspection of the stump grinding and tree replacement, and coordinates rebates to the property owners from the city.

Arborist List

Canopy makes available to the public a list of local ISA certified arborists and advice on how to hire an arborist.

Tree Line

Phone and email questions come in from around the Bay Area, indicating that Canopy is increasingly known as the place for tree answers.

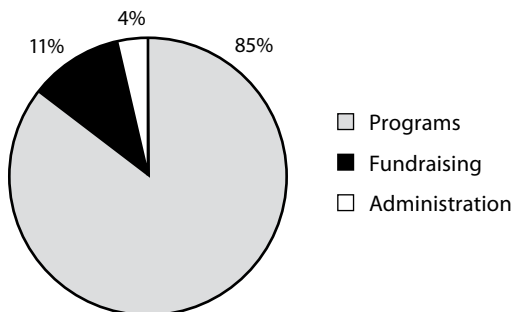
*Canopy's Treeline
responded to
over 750 tree
questions.*

Fiscal Year 2006 Financial Summary*

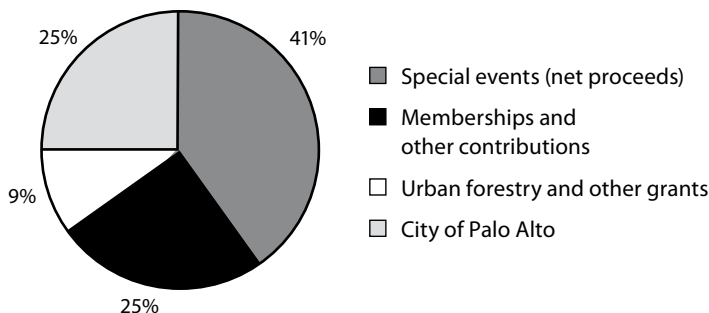
This year was exceptional with respect to our finances as well. In addition to the generous support Canopy receives annually from our individual donors, the City of Palo Alto, and corporate and urban forestry grants, our Tenth Anniversary celebration brought close to an additional \$100,000 to the organization (\$83,000 received in this fiscal year). As a result, Canopy's revenues for the year, \$205,466, almost doubled from last year as expenses this year remained about the same. The additional funds will be used to support Canopy's expanding work in the community, and the portion of the East Palo Alto Tree Initiative not funded by the California Department of Forestry grant.

While not accounted for in these financial statements, it is noteworthy that Canopy volunteers provided approximately \$90,000 worth of volunteer work to the community.

Operating Expenses



Sources of Support



**Canopy's fiscal year matches that of the City of Palo Alto, July 1 to June 30.*

Volunteers 2005-2006

*recipients of the 2005 Ten Year Volunteer award

**recipients of the 2005 Five Year Volunteer award

Arborists

Special thanks go to our expert volunteers, the ISA Certified arborists who lend their professional expertise to our board of directors, teach classes, lead tours and consult on our many projects.

Dave Dockter**
Roy Leggitt
John McClenahan
Dave Muffly
Jeff Newborn
Kevin Raftery*
Michael Young

All other volunteers

Our thanks and recognition go to all our volunteers. Rain or shine, they offer their time, expertise and enthusiasm to plant and care for trees and to plan Canopy's many activities.

Evelyn Aguon
Stacey Ashlund
Matt Auerbach
Heidi Axtell
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Nisha Balaraman
Usha Balaraman
Ben Beitlen
Elizabeth Billington
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Roche

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New computer
equipment



Donors on a tree walk at Jasper Ridge.

10th Anniversary Celebration and

Marty Deggeller and City of Palo Alto Arborist Dave Dockter at the ceremonial tree planting in East Palo Alto.



Drums and music celebrating the East Palo Alto Tree Initiative.



Prof. Wangari Maathai, Nobel Peace Prize Laureate, speaking at the evening 10th Anniversary Celebration, Crowne Plaza Cabaña Hotel, Palo Alto.



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in memory of Anna Rose Taylor

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in honor of Betty Meltzer

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Merry Christmas to Jim and Trish Mulvey

Bert and Sam Farber
in memory of Allicin Rauzin

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Beverly and Don Kobrin
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to honor the birthday of Dan Schwartz

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Merry Christmas from Paul and Julie

Betty and Bob Meltzer
in honor of Sam & Anna Rose Taylor

Ruth Soforenko
in memory of Melvin Morgan

Megan Swezey Fogarty and Michael Fogarty
in honor of Robin Field, Carolyn Mischer

Lanie and Dave Wheeler
in honor of Gershon Wheeler

Anonymous
in honor of Michaela Noelle Fogarty

Tree and Care Gifts

Bud and Rebecca Colligan
in memory of Elaine Kolnes

Canopy Board & Staff
in memory of Catherine Roland
in memory of Dick Lacey

Constance Crawford
in honor of my dear friend Venetia Gleason

Marty and Judy Deggeller
in memory of Betty Buckwalter
in memory of Steve Fasani

Kathy and Bill Durham
in memory of Kathleen A. Foote

Lisa and Justin English
in Memory of Mrs. Sally Peterson

Kate and Marvin Feinstein
in memory of John and Brenda Lovas

Rick Ferguson
in honor of Kate Ferguson

The Foundation for a College Education
in honor of Stephanie Wick

Joe and Bette Hirsch
in memory of Adam Glen Burwick
in memory of Stephen Marx
in memory of Lauren Hirsch Overmyer
in honor of the birthdays of Paul & Maureen Roskoph

Larry Klein and Milbrey McLaughlin
in honor of Susan Rosenberg

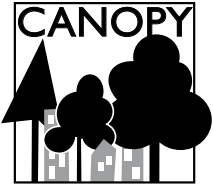
Jack and Mary Ellen Morton
in honor of Brian Martin

Steve and Paula Smith
in honor of Kriskey & Nick Kaestner

Arnold Zwicky
in memory of Jacques H. Transue



We have attempted to create an accurate listing of Canopy's supporters and volunteers. Should there be any error or omission, please contact us at 650.964.6110.



A New Look

Since our formation ten years ago, Canopy: Trees for Palo Alto has had a distinctive look and a Palo Alto-focused mission. With the advent of our 10th Anniversary, a few important changes have taken place. We felt the time was right to adopt a name and a logo that more clearly represent our work in Palo Alto and neighboring communities like East Palo Alto. Therefore, our organization is now simply known as Canopy and our new logo reflects the elements that make our communities beautiful as well as environmentally and economically healthy.



Palo Alto city arborists, Dave Sandage and Gino Segna check the condition of a tree.

A TREEmendous Idea for a Gift

No matter what the occasion—the birth of a baby, a birthday, an anniversary, the holidays, Mother's Day, Father's Day, graduations, or to honor a favorite teacher or the memory of a dear friend—a Canopy Tree Gift is original and thoughtful. This gift will make it possible for Canopy to plant a new tree in a park or along a street in Palo Alto or East Palo Alto. The recipient will receive a card with your personalized message and your gift will also be recognized in the Canopy newsletter. You may choose to give one or several Canopy Tree Gifts for \$50 each, or one or several Canopy Tree and Care Gifts for \$100 each. (Note: due to municipal policies, trees are not individually identified at the planting site.)

To make a Canopy Tree Gift call the office at 650.964.6110 or use the form on this coupon.

Mail this coupon with your check and contact information to:

Canopy
3921 East Bayshore Road
Palo Alto, CA 94303

I would like to make:

_____ Tree Gifts at \$50 each, # _____ Tree & Care Gifts at \$100 each

Enclosed is my check for \$ _____

Please check one:*

_____ In honor of

_____ In memory of

Name: _____

Please notify: _____

Address: _____

*For more than one recipient please include the information above on a separate sheet of paper and attach it to this coupon. Thank you!



3921 East Bayshore Rd.
Palo Alto, CA 94303
t: 650 964 6110
f: 650 964 6173
info@canopy.org
www.canopy.org
Tax ID: 01-0565752

Canopy is a Palo Alto-based nonprofit advocate for the urban forest and works to educate, inspire and engage the community as stewards of young and mature trees.

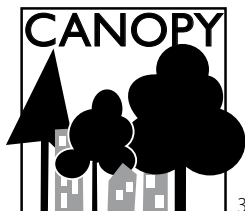


A typical year for Canopy begins with a party, then there are the tree plantings during the winter months, the celebration of Arbor Month in the spring, the Young Tree Care Survey in the summer, and the Community Tree Steward Workshop

Join the Fun! Series that begins in the

fall. Throughout the year we also offer monthly Tree Walks, periodic training sessions, and many different volunteer opportunities.

To learn more, email Program Director Genevra Ornelas at genevra@canopy.org, call 650.964.6110 or see www.canopy.org.



3921 East Bayshore Road, Palo Alto, CA 94303