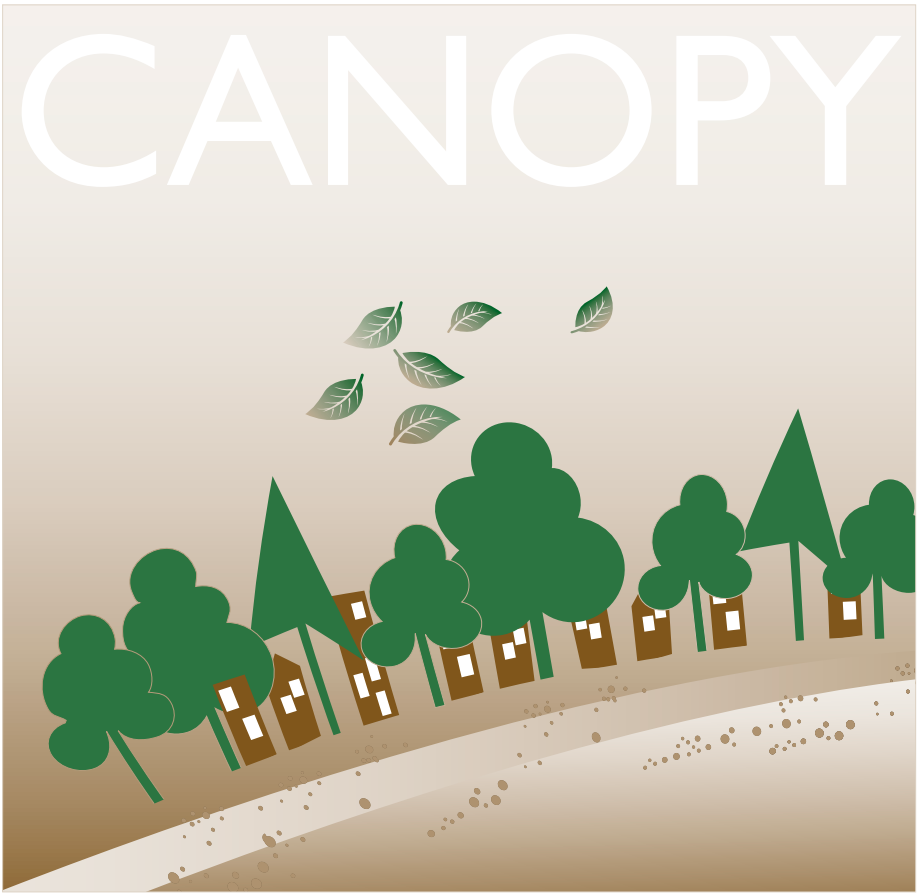

Annual Report

to the Community

Fiscal Year 2007

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Letter from the Board Chair and Executive Director
2007— A Thousand People, A Thousand Trees

"I challenge you to plant ten trees each!" Prof. Wangari Maathai, 2004 Nobel Peace Prize Laureate, dared us at Canopy's Tenth Anniversary tree planting. "I really want to emphasize to you that the planting of trees is…the responsibility of citizens," she explained at the April 2006 event.

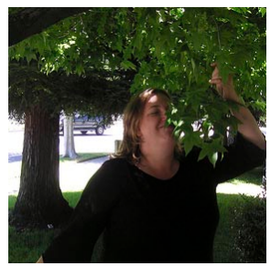
Only a year later, we have made a great start toward meeting her challenge! Close to a thousand trees have been planted in East Palo Alto with the help of hundreds of enthusiastic volunteers. We achieved quantity, without forsaking quality. As each individual tree was planted, we massaged its roots to prevent the damage of girdling. Even more delicate was the preparation and planting of hundreds of hand collected seeds and acorns. After the trees and acorns were in the ground, we spread over a thousand cubic yards of mulch to create the very best growing environment possible for the young trees. To ensure their growth and survival, all of these young trees are irrigated—two miles in all—and dignified with regular monitoring and individual care. Neighbors in Palo Alto and East Palo Alto put their hands and hearts together to make this program blossom.

This year's focus on new plantings reinforces the importance of Canopy's long-term programs. We've continued our urban forest work in Palo Alto, serving residents through Tree Talks and Tree Walks, community education forums and extensive one-on-one contact. We also continue keeping City staff abreast of practices and policies that can build, or threaten, the health of our urban forest. In addition, we fostered the newly formed organization, Mountain View Trees, extending the growth and protection of our area's forests.

With more than a thousand people engaged and a thousand new trees gracing our streets, we're making our area greener than ever. We're exceeding our promise to Prof. Maathai, teaching our families, neighbors and communities that the wellbeing of our vibrant urban canopy is our responsibility, as citizens.

Susan Rosenberg
Canopy Board Chair

Catherine Martineau
Executive Director



A Thousand New Plantings

The Canopy community planted a thousand trees in East Palo Alto and Palo Alto this past year. Volunteers provided invaluable help every step of the way. All the trees were carefully selected for drought-tolerance, each plant's roots were gently prepared for planting and all were heavily mulched. The young trees are regularly irrigated.

Urban Forest Care

It takes just one morning to plant a tree, but it's the care a young tree receives that determines how well it thrives. A thick layer of mulch applied at the base of a tree is one of the best ways to ensure its survival. Local arborists supplied Canopy with over one hundred truckloads of free mulch.

Young Trees

Our hot, dry summers present saplings with their most significant challenge. Canopy's Young Tree Care Survey volunteers checked the conditions of street trees planted within the previous five years. Canopy is committed to monitoring and assisting the growth and wellbeing of these trees for the long haul in Palo Alto and East Palo Alto.

Mature Trees

Rain is scarce in the Bay Area for six months of the year, and we now face worsening drought conditions. Canopy's *Is Your Tree Thirsty?* initiative reminds residents how and when to water different types of trees. Canopy hung high profile street banners and mailed more than 1,000 postcards to residents to highlight this effort. Canopy aims to help residents use water effectively while ensuring the continued health of their trees.

Top to bottom:
Canopy activities include all ages.
Canopy teaches sure-fast planting techniques.
EPA Tree Initiative engages youth.
Urban trees bring urban enjoyment.

Education & Outreach

With more than a thousand people engaged in some thirty-seven programs this year, Canopy's work is reaching our communities more effectively than ever.

Once a month, rain or shine, an ISA-certified arborist leads a free Canopy Tree Walk.

Tree Workshops and Trainings
Canopy's Community Tree Steward Workshops, a series of five classes led by ISA-certified arborists trained 7 new stewards this year. Students in East Palo Alto Charter School learned about their school campus trees. Canopy also provided free training to the Palo Alto Unified School District grounds maintenance crews.

Tree Walks
This year, four of the walks were held in the same North Palo Alto neighborhood to show how trees change over the seasons. The walks, publicized in local papers' calendar listings, are free and open to the public and are attended by all ages. Canopy also designed a new Tree Walk for the beautifully landscaped Oak Creek Apartments. The fifteen Palo Alto Tree Walk Guides are available on our website at canopy.org/walks.

Tree Talks
On November 8, 2006 Canopy co-sponsored the Palo Alto Chamber of Commerce Environmental Forum talk by Steve Schneider, Co-Director of Stanford's Center for Environmental Science and Policy.

On March 3, 2007 John Marzluff, professor of wildlife science at the University of Washington, and author of *In the Company of Crows and Ravens* spoke about the effect of urbanization and decreased habitat on bird populations.

On March 21, 2007 Canopy and Acterra co-sponsored a free talk by Andy Lipkis, President and Founder of the Los Angeles urban forestry organization, TreePeople.

Canopy.org
Our website received close to 350,000 visits this year. The site includes a comprehensive tree identification database, urban forest data, information on how to care for individual trees, as well as down-loadable, self-guided tree walks.

Canopy trains students and professionals to maintain urban trees.

Urban Forestry Presentations
Canopy is regularly asked to give presentations to local schools, community groups, and city governments. Our talks are tailored to each audience, providing historical insight as well as the latest science-based information on the urban forest. In preparation for the East Palo Alto Tree Initiative planting, Canopy made a number of presentations to the East Palo Alto City Council, the East Palo Alto Transportation Commission, and community-wide meetings. This year we played a part in the Gamble Garden Community Day, the Roche Sustainability Fair, Kepler's Go Green Festival, and the Tour des Trees.

Canopy tailors historical and scientific talks to each audience.

Canopy Newsletters
Some 2,000 people received Canopy's three newsletters this year, with articles about tree care, urban forestry and Canopy's programs. Canopy staff and board collaborated to produce our inaugural Annual Report to the Community.

Media Coverage
Local media clearly values Canopy's expertise on all things tree-related. In addition to our 22 regular event listings in local newspapers, there were sixteen feature articles on our work, one radio interview, and a TV show. Talking with Henrietta, a one hour TV show on Channel 27, featured Canopy on the program "A Solution to Global Warming". It is now accessible on YouTube.

Canopy's TV, radio and print coverage spreads the word about urban forestry.

Community Partnerships

With over a decade of experience working with local city governments and area community organizations, Canopy enjoys productive working relationships with:

City of Palo Alto

City Council
City Manager's Office
Public Works Department—Tree Division
Parks and Recreation Department
Utilities Department
Planning Department

City of East Palo Alto

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

Partnerships

Boys and Girls Club
Collective Roots
Cisco
East Palo Alto Charter School
East Palo Alto YMCA
Eastside Prep High School
Gamble Garden
Girls to Women
Hands on Bay Area
Jensen Corporation
Key Club, Gunn High School
Mennonite Church USA
Palo Alto Chamber of Commerce
Palo Alto Kiwanis Club
PAUSD—Maintenance
PAUSD—The Sustainable Schools Committee
Roche
South Asian American Leadership Training
Sun Microsystems
VM Ware
Youth Community Service
YMCA Palo Alto

Advocacy

Canopy Board Chair Susan Rosenberg and Executive Director Catherine Martineau are collaborating with Palo Alto City staff on the development of the innovative Urban Forest Master Plan. This plan will clarify goals, policies and ordinances relating to both private and public trees and provide a framework for managing the growth of the community forest. Canopy keeps city and county elected representatives informed of practices and protocols that can build or threaten the health of the urban forest. Canopy also advocates at the state and federal levels for increased funding for urban forestry programs.

Students plant a native Sycamore in the parking lot of Palo Alto High School.

Volunteers from Sun Microsystems mulching along the soundwall of Highway 101.

Community Services

The Right Tree in the Right Place

Occasionally urban trees interfere with utility lines. Canopy's Right Tree in the Right Place (RTRP) program coordinates the removal of problem trees with the City of Palo Alto's Utility Department and arranges for their replacement with trees that need less maintenance.

Arborists for Our School Grounds

Local schools frequently seek advice from Canopy about trees on their campuses. This year we provided professional pruning education to the PAUSD ground maintenance crews. With Canopy's help, the district saved several mature native oaks and planted many young trees. In addition, Canopy is active in the Sustainable Schools Committee.

Community Arborist List

Canopy offers in-depth, online information on finding and hiring local ISA-certified arborists. This list has close to forty local companies and individuals that can help residents resolve a variety of tree issues.

This year we responded to over 750 tree related inquiries.

"Tree Tips" Phone Line

Every day Canopy staff members answer numerous phone calls and emails on a variety of tree-related questions, often taking a great deal of time to provide practical answers and educate callers on local trees and regulations. This year we responded to over 750 inquiries.

Fiscal sponsorship and mentoring

Thanks to Canopy's fiscal sponsorship services, newly-formed Mountain View Trees was able to establish its programs and initiate its own fundraising activities.

Canopy mentored the East Palo Alto Tree Taskforce, helping the new group form and obtain its initial funding.

Events

Canopy's Annual Party—
What would Canopy's Annual Party be without a tree planting? This year outgoing Mayor Judy Kleinberg chose a redwood tree for Rinconada Park. Over sixty people looked on as she spoke about Palo Alto's good fortune to have such a mature, healthy urban forest.

Outgoing mayor, Judy Kleinberg, speaks after planting her tree at the annual Tree Planting Celebration. Canopy chair, Susan Rosenberg, looks on.

East Palo Alto Tree Initiative Celebration—
A hundred people gathered with watering cans and buckets to water newly planted trees and celebrate the success of the East Palo Alto Tree Initiative. The first East Palo Alto project of its kind was completed way ahead of schedule. The program was lauded by Mayor David Woods, State Senator Joe Simitian, former Mayor Ruben Abrica and Glenn Flamik of The California Department of Forestry and Fire Protection. Rejoicing with music, singing, drums and dancing, the community celebrated in the streets after the tree watering ceremony.

John Vlay, Rubin Abrica, Pat Foster (third from right) and youth from East Side Prep water a young East Palo Alto Tree Initiative Arbutus 'Marina'.

"Witnessing Palo Alto and East Palo Alto join forces to change the face of our streets—planting a thousand trees in just over a year—it's been an extraordinary growing experience!"

—Catherine Martineau
Executive Director, Canopy

"We'd like to do something good for the city, planting trees is one of them."

—Nina Tautuaa, 14
Canopy volunteer

"I think of the trees as seeds of hope. We will watch them grow and develop and we'll see them in the future. Trees help us feel good."

—Pat Foster
East Palo Alto Vice Mayor

East Palo Alto Tree Initiative: Sprouting Social Change

Launched early in '06, Canopy's East Palo Alto Tree Initiative has already transformed the appearance of portions of East Palo Alto. Partnering with the City of East Palo Alto, Canopy crafted a complex tree planting plan, meeting the city government's appeal for drought-tolerant, low-maintenance trees that won't interfere with utility lines. The plan incorporates twenty different tree species growing to provide a thick, green grove along the previously stark frontage roads adjacent to Highway 101 soundwalls.

The East Palo Alto Tree Initiative rapidly blossomed into eighteen separate planting events involving more than two hundred and fifty volunteers over the course of a year. Canopy trained and employed at-risk youth to monitor and tend the plantings. The plantings marked the beginning of an ongoing maintenance and public education process, managed in part by the youth themselves

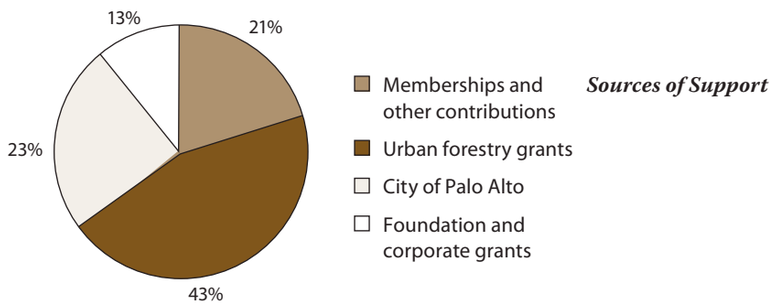
The East Palo Alto Tree Initiative Transformation is;

- **Renewing 82,000 square feet of East Palo Alto with vibrant greenery.**
- **Growing 650 new trees, in addition to 325 tree seeds and oak acorns.**
- **Providing part-time jobs to 10 East Palo Alto community youth.**
- **Sequestering over 2,000 tons of CO_2 in the next 40 years.**
- **Engaging more than 250 ethnically diverse community volunteers.**
- **Protecting and shading two miles of roads.**

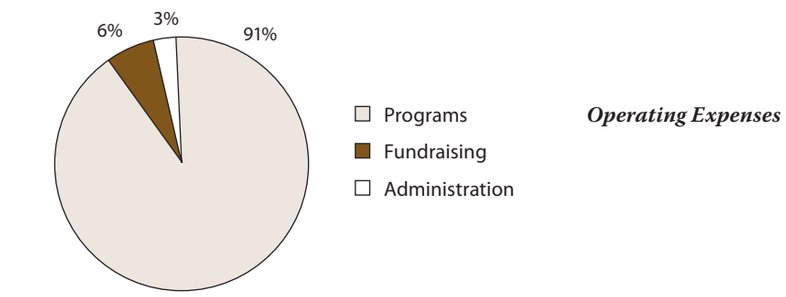
Fiscal Year 2007 Financial Summary*

Canopy had another strong financial year. Revenues for the year reached $315,000. In addition to the California Department of Forestry (CDF) grant that accounted for a large portion of the revenues, individual gifts, foundation grants and government grants all saw substantial growth. The opportunity to plant more trees than those funded by CDF (which, in turn, enabled Canopy to reach East Palo Alto Tree Initiative goals sooner) drove expenses to $326,000. The small resulting deficit was financed with cash reserves, which had been set aside to cover the portion of the Initiative not funded by the California Department of Forestry grant. Canopy's balance sheet remains very strong, with sound reserves.

More volunteers than ever gave their time and talent to Canopy's programs. While not accounted for in the financial statements, the value of their contribution can be estimated at over $100,000.



Sources of Support



Operating Expenses

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

Volunteers 2006-2007

Individual Volunteers

Benjamin Ahmad
Cammi Aimonetti
Justin Aimonetti
Shelbi Aimonetti
Annapoorna Akella
Noah Azarin
Mariko Baba
Tricia Baker
Nandini Balakrishna
Emily Banks
Bern Beecham
Ron Bellomy
Ann Bilodeau
Martha Blackwell
Janice Bleibaum
Heather Booty
Robert Booty
Mike Bradshaw
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Emily Chueh
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Jennifer Cole
Joseph Colmenares
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Clay Couger
Sibby Coxhead
Urban Cummings
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Tom Day
Pat Day-Collin
Cedric de la Beaujardiere
Marty Deggeller
Melissa Do
Dave Dockter
Rosanna Dong
Anne Draeger
Kacie Draeger
Nathalie Draeger
Lydia Erickson
Darwin Eustaquio
Colette Farabaugh
Tom Fehrenbach
Shirley Feng
Alex Firestone
Mark Foster
Pat Foster
Susanne Friedlander
Jill Fu
Peter Gee
Brian George
Terry and Kay Gibson
George Koerner
Pria Graves
Gino Greco
Joanna Gubman
Jon Harmon
Arnold Hart
Katie Hasnain
Mataele Heehau
Melissa Henck
Georgia Rae Herzog
Hank Heubach
Russell Heumi
Christie Hicks
Christopher Jartman
Jianwen Jin
Ayako Kanamatsu
Keeley Keating
Caroline Kent
Yoriko Kishimoto
Bruce Koch
George Koerner
Nancy Krauss
Ray Laub
Susan Lee
Peter Levine
Gabriele Loosen
Tony Lopez
Deborah Lundgren
Hans Maag
Marisela Macias
Deborah Maddock
Greg Martineau
Pierre Martineau
Lupe Martinez
John McClenahan
Mary McCullough
Michael McMahon
Chris Melville
Moria Merriweather
Liu Ming
David Moss
Jane Moss
Dave Muffly
Ryan Navratil
Brooks Nelson
Jeffrey Newborn
Meda Okelo
Henderson Ong
Omar Ortiz
Sairus Patel
Alice Pease
Cami Pease
Lou Pelosi
Sue Pelosi
Ruta Phadnis
Forest Preston, III
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Nithin Raju
Pamela Reliford
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Jim Stinger
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Ambrosia Studley
Spencer Studley
Betsy Sutter
Amanda Swent
Kushal Tantry
Theen-Theen
Grace Tsang
Richard Tucker
Jordan Wahbeh
Hans Weber
Eric Westerfeld
Lanie Wheeler
Christina Whitmore
Craig Williams
Aaron Womack
Dee Wong
Jason Wong
Maribel Zarate
Janis Zinn

Volunteer Groups

Boys and Girls Club
Cisco
East Side Prep High School
Hands on Bay Area
Mennonite Church USA
Palo Alto Kiwanis Club
Roche
South Asian American Leadership Training
Sun Microsystems
VM Ware
Youth Community Service

Arborists

Paul Adrian
Heather Booty
Robert Booty
Dave Dockter
John McClenahan
Dave Muffly
Kevin Raftery
Chris Regan
Micheal Young

Mulch Providers

ArborWell
Good Neighbor Trees
Kevin Raftery Horticultural Services
Kilkpatrick's Tree Care
Pioneer Tree Service
S.P. McClenahan Co. Inc.
The Care of Trees
The Shady Tree Company

Donors 2006-2007

Urban Forestry Grants

Cal Fire (California Dept. of Forestry and Fire Protection)
California ReLeaf
City of Palo Alto

Corporate & Foundation Grants

$10,000 & above

Adobe Foundation
Silicon Valley Community Foundation
YWCA of the Mid-Peninsula

$5,000 – $9,999

Palo Alto Community Fund

$1,000 – $4,999

Kiwanis Club of Palo Alto
Roche

Up to $499

Atherton Garden Guild
Garden Club of Palo Alto
Google Matching Grants
IBM Matching Grants
Intuit Matching Grants
Kepler Corporation

Gifts In-Kind

$2,500 & above

Morton and Associates

$1,000 – $2,499

Palo Alto Hardware

Individual Gifts

$5,000 – $9,999

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Susan Ellis and Mark Linton
Susan Rosenberg

$1,000 – $4,999

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Sarah Hainstock and Jennifer Levinson

Our donors provide their talent, treasure and time!

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Ralph and Jackie Wheeler
Sara and Bob White
Toby Williams
Julianna Wood
Ellen and Tom Wyman

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.

Gifts of Trees 2006–2007

Tree and Care Gifts

Karen Alden
in honor of Ellis Alden

John Burke
in memory of Michael Callaghan

Peg Cameron
in memory of Kelly Flanagan

Marty and Judy Deggeller
in memory of Ted Balgooyen

Keith and Samantha Elliott
in honor of Trish and Jim Mulvey

Stanley and Betty Evans
in honor of Caroline and Barden Finch

Barbara and Michael Gross
in honor of Judy Kleinberg

Jerry Hearn
in honor of Keith Hearn

Joe and Bette Hirsch
in memory of Clarke Stone

Joe and Bette Hirsch
in honor of the birthdays of Maureen and Paul Roskoph

Joe and Bette Hirsch
in honor of Jean Lipson

Marion and Erick Mack
in honor of Betty Meltzer

Judy Ousterhout
in honor of Pat Bashaw and Eugene Segre

PAUSD Sustainable Schools Committee
In honor of Jerry Matranga, in gratitude for his dedication to sustainability

Harlan Pinto
in memory of Alexander Tseng

Forest Preston, III
in memory of Nora Preston

Susan Rosenberg
in honor of Brian Carilli

Susan Rosenberg
in honor of Nancy and Keith Irwin

Edward and Anne Spaulding
in honor of John and Anne Draeger

Tree Gifts

Mary Bender and Stephen Hoyt
in honor of Jacqueline Raine

Martha Blackwell and Peter Levine
in memory of Marlene Krohn

Pat Blumenthal
in honor of Irmela Bittencourt

Lauren Bonar Swezey and Kirk Swezey
in honor of Elizabeth M. Bonar on Mother's Day

Christine and Frank Currie
in honor of Catherine Martineau

Marty and Judy Deggeller
in honor of Ellen Levitas

Anne and John Draeger
in honor of Anne S. Draeger on Mother's Day

Alden and Julie Erickson
in memory of Sara C. Peterson

Linda and Peter Ernaga
on the occasion of their 40th wedding anniversary

Brandi Fabricius
in memory of Maryse Bermingham

Jerry Hearn
in honor of David and Patti Notter

Joe and Bette Hirsch
in honor of Shirley and David Negrin

Beverly and Don Kobrin
in honor of Paul von Kempf

Ruth Lacey
in honor of Charles G. Schultz on the occasion of his retirement

Thomasyne Lightfoote Wilson
in honor of Dr. R. Glenister

Julie and Paul Lucas
in honor of Trish Mulvey

Betty and Bob Meltzer
in honor of Jane and John McCoy

Debbie Mytels
in honor of Margie Suozzo

Barbara Peterson and Robert Kiersztyn
in memory of Sara C. Peterson

Susan Rosenberg
in honor of Barb Peters

Robert Saldich and Ginny
in honor of Emily and Ben Saldich, Elizabeth, Andrew, Bronwyn, Clare, Will and Paige Thomas and Drew and Lindsey Dudley

Katie and Steve Smith
in memory of Sara C. Peterson

Ruth Soforenko
in memory of Marie Catherine Butler Roland

Holly Taylor and Adam Mitchell
in honor of Adam Mitchell

Ann Ure
in memory of Sara C. Peterson

Greg Walker
in honor of Aryada Darnell

Norma Jean Welter
in memory of Juanita Olivia Fort

Norma Jean Welter
in memory of Adrianna Vargas

Julianna Wood
in honor of Sara C. Peterson

Giving a tree honors those you love and contributes to a healthy environment.

Schools benefit from Canopy's plantings.

Green Gifts for the Holidays and Beyond

Canopy offers a unique gift option, one that doesn't require wrapping, grows and actually gives back! In addition, these gifts contribute directly to our ongoing work in Palo Alto and East Palo Alto.

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. Your gift will be recognized in the Canopy Annual Report. You may choose to give several Canopy Tree Gifts for $50 each, or Canopy Tree and Care Gifts for $100 each. (Note: due to municipal policies, trees are not individually identified at the site.)

Honor someone dear with a Tree Gift

I'd like ____ tree(s) planted ____ in honor of, or ____ in memory of ____. ($50 gift)

I'd like ____ tree(s) planted and cared for ____ in honor of, or ____ in memory of ____. ($100 gift)

Canopy will send a card to the honoree: please attach the name and address of card recipient on a separate piece of paper.

Yes! I want to support Canopy's urban forestry programs!

Enclosed is my contribution of:

☐ $35 ☐ $50 ☐ $75 ☐ $100
☐ $250 ☐ $500 ☐ $1,000 ☐ $2,500 ☐ Other

I want to double my gift, at no extra cost!

☐ My employer's name is ____
Please contact them about matching my gift.

☐ Enclosed is my employer's matching gift form. Please handle the rest.

After completing the above information, please make your check payable to Canopy and fill out this part of the form. Thank you for your gift!

Donation $____

Tree Gift(s): #____ $____

Total enclosed: $____

Name(s) ____

Address ____

City/State/Zip ____

Day phone ____

Email address ____

Mail this page with your check and contact information to:

Canopy
3921 East Bayshore Road
Palo Alto, CA 94303

Your gift is tax deductible to the full extent allowed by the law, Tax ID: 01-0565752.

EPA Tree Initiative girls celebrate NeighborWoods Month.

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

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

Canopy Granted NeighborWoods Award

At its annual conference, Alliance for Community Trees (ACT) presented Canopy Program Director, Genevra Ornelas, with the Home Depot Foundation NeighborWoods Award. ACT and the Foundation recognized Canopy's work with the EPA Tree Initiative as a significant urban forestry partnership that contributed to community development in at-risk neighborhoods.

2007 APEX® AWARDS FOR PUBLICATION EXCELLENCE

CANOPY

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