




2010 ANNUAL REPORT

15 years of  
urban forest stewardship



A wide-angle photograph of a group of people participating in a stewardship event on a grassy hill. The hill is covered in green grass and some trees with autumn-colored leaves. Several people are scattered across the hill, some standing and some bending over, likely picking up trash. They are holding white plastic bags. In the background, a large body of water (Humber Bay) stretches to the horizon, and a city skyline (Toronto) is visible in the distance under a clear blue sky.

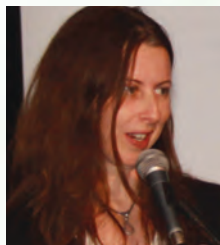
We envision a city that is  
healthier because every citizen  
cares for the urban forest.

Humber Bay stewardship event with the YMCA.



# LEAF 15 years of urban forest stewardship

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Janet McKay

**IT'S HARD TO BELIEVE THAT FIFTEEN YEARS HAVE PASSED** since our humble beginnings in a few backyards in South Riverdale! Thinking back to that time, I'm so encouraged with how far the urban forest movement, and LEAF, have come.

Our accomplishments include planting over 16,000 native trees and shrubs (with a survival rate of over 95%), training over 400 tree tender graduates, and reaching over 10,000 individuals through educational talks, tours and workshops.

My favourite moments are visiting backyards where we've planted trees, seeing them towering over houses just six or seven short years after planting. And hearing our

Tree Tender graduates say that they now look at the trees in their neighbourhood in a totally different way.

So many people have helped along the way – far too many to mention. The program participants, donors, volunteers, consultants, staff and interns that I have had the privilege to work with have been amazing. It has literally taken a team of thousands to accomplish what we have.

But as everyone who works on environmental causes knows, it sometimes feels as though our voice is not heard. For me, trees have always been the ultimate symbol of nature. They provide us with shelter, fuel and countless other products we take for granted. They give us oxygen, clean our air and they are an essential part of the water cycle. Put simply, we couldn't survive without them. And yet we, as a society, still don't fully recognize and appreciate their value.

We need to begin to understand how fortunate we are to live amongst trees. When we design and build our communities we should consider trees first, not last. Our governments should invest in tree protection and in preventative measures against soil degradation, drought and exotic pests. And as individuals, we should educate ourselves and get actively caring for the trees in our own neighbourhoods.

I know many of you share my passion for the urban forest. Thank you for your contributions and please continue to support us in our efforts to ensure this important movement thrives.

Janet McKay, Executive Director

## As an organization that champions the urban forest our mission is to:

Raise public awareness

Foster a sense of ownership

Engage diverse communities

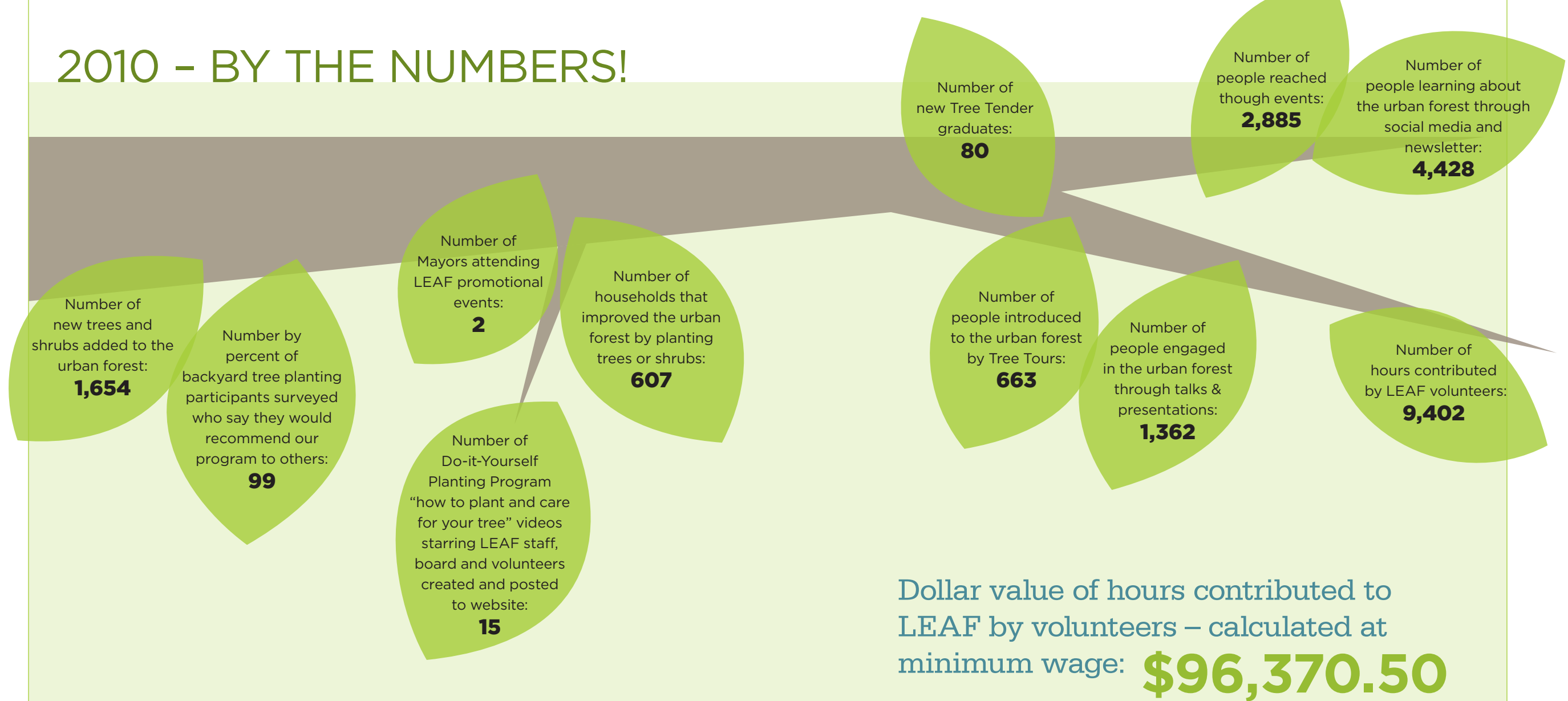
Provide educational tools and resources

Facilitate urban forest stewardship

Native white spruce, planted in Pine Point Park, Toronto.

© 2010 Kaechan MAHARAJ / InHerEye

# 2010 – BY THE NUMBERS!





# BUILDING THE URBAN FOREST MOVEMENT

**THIS YEAR, MUCH OF OUR EFFORTS WERE CONCENTRATED ON BUILDING THE URBAN FOREST MOVEMENT** not only in the greater Toronto area, but also across Ontario. This comes from a recognition that while it is very important to continue to work locally on planting and stewardship activities and continue to empower individuals, many of the challenges facing the urban forest, such as how new developments are constructed, can only be mitigated at a provincial government level.

## Tree Tenders Celebration

**THIS FALL, LEAF CELEBRATED** the fifth anniversary of the Tree Tenders Volunteer Training Program at Toronto's Gladstone Hotel with the theme INSPIRE. Over one hundred graduates and their guests came out to celebrate their collective achievements and network with others interested in improving the urban forest. Two graduates spoke about how they became involved in urban forest issues and what continues to inspire them today. A lively and interactive question and answer session followed along with a tree seed quiz. Guests were also treated to a display profiling 28 graduates and their inspiring work to protect and enhance our urban forests.



© 2010 Mike ALKEMA / LEAF

Markham Tree Tenders admire their work.

**"This course is a gem. It really inspired me to take more action in my surroundings, community and city."**

*Mathew Egan*

**Right, top:** Education and Stewardship Coordinator Lauren Brown works with Tree Tenders to plant a tree. **Bottom:** Tree Tender Celebration held at Toronto's Gladstone Hotel.



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# BUILDING THE URBAN FOREST MOVEMENT

## Green Infrastructure Ontario (GIO) Coalition

**IN 2009, LEAF HELPED FORM** the Green Infrastructure Ontario (GIO) Coalition which envisions a future in which the many contributions made by living green infrastructure to the quality of life enjoyed by Ontarians are recognized, protected, maintained and enhanced. Green infrastructure is defined as natural vegetation (including the urban forest) and vegetative technologies that collectively provide society with a broad array of products and services for healthy living such as clean water and healthy soils.

In November, the GIO Coalition held a public launch at the Evergreen Brick Works in Toronto. Over 125 people attended including representatives from industry, not-for-profit organizations, public gardens, municipal government and conservation authorities. The goals of the coalition and the opportunities to become involved were outlined by members of the coalition steering committee made up of LEAF, Green Roofs for Healthy Cities, Toronto and Region Conservation, Landscape Ontario Horticultural Trades Association, Ontario Parks Association, and Evergreen. Ontario's Environmental Commissioner, Gord Miller, also attended and gave an inspiring speech defining green infrastructure and outlining how investment in green infrastructure is all about building good businesses and creating a healthy society.



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## Urban Forest Stewardship Network (UFSN)

**THIS YEAR LEAF CONTINUED TO HELP BUILD** a province wide urban forest movement through the Urban Forest Stewardship Network (UFSN). This spring, LEAF joined representatives from Neighbourwoods on the Grand, Ottawa Forests and Greenspace Advisory Committee, Peterborough Green-Up, ReForest London, and ReLeaf Hamilton for two weekend retreats where we shared ideas and best practices. The need for a website was identified and over the summer LEAF led the development of [www.ufsn.ca](http://www.ufsn.ca) which will serve as an online resource for organizations, community groups and individuals working on urban forest initiatives across Ontario.



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**Left:** GIO Launch at the Evergreen Brick Works. **Above:** UFSN retreat near Rice Lake.



# OUTREACH/PUBLIC EDUCATION HIGHLIGHTS

**EACH YEAR LEAF ORGANIZES A NUMBER OF EVENTS** designed to engage the public and inspire those individuals interested in taking action to protect and enhance the urban forest. Some of 2010's outreach/public education highlights include:

## OUTREACH

### Annual Celebration

**IN JUNE**, more than 300 supporters and local residents attended our 2010 Annual Celebration held at our new home in The Artscape Wychwood Barns. Always a fun evening, the celebration provides an opportunity to reconnect with old friends and make new ones. Critically acclaimed bands Forest City Lovers and Wilderness of Manitoba provided the musical vibe for the evening and Toronto politicians Deputy Mayor Joe Pantalone and Councillor Joe Mihevc spoke encouraging everyone to continue working on behalf of the urban forest. As a special highlight, LEAF's "Toronto's Favourite Trees" project was unveiled with a short speech from photographer Vincenzo Pietropaolo.



**Right:** 2010 Annual Celebration

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**Above:** Opening reception for Toronto's Favorite Trees held at Side Space Gallery.

## Toronto's Favourite Trees

**OUR "TORONTO'S FAVORITE TREES"** project launched over the summer saw sixteen prominent Torontonians such as the Right Hon. Adrienne Clarkson and CBC Radio's Matt Galloway choose their favorite tree in the city and write a paragraph as to what was special about this particular tree. Award winning photographer Vincenzo Pietropaolo was commissioned to photograph the trees. These "tree portraits" were displayed in a month long exhibition at Toronto's Side Space Gallery. More than 60 people attended the opening reception and the project generated extensive media coverage as well as raising over \$6,000 for LEAF. In the fall, the exhibition moved to the Toronto Botanical Garden giving even more people the opportunity to enjoy the works.

**"The Ginkgo tree is unique, and in its own category. It has survived for thousands of years and yet has been seen as a fossil, an unchanging witness to an age in which no other plant now existent, lived."**

— *Adrienne Clarkson*



# OUTREACH/PUBLIC EDUCATION HIGHLIGHTS

## Birds and the Trees Tour

**THIS NEW TOUR** in Tommy Thompson Park on Toronto's Leslie Spit was designed to highlight the symbiotic relationship between our urban forest and migrating birds. The tour started with a bird banding demonstration by Toronto and Region Conservation (TRCA) staff who spoke about the important migration monitoring and research TRCA is conducting in the park. We were joined by Dr. Bridget Stutchbury, author of *Silence of the Songbirds* which chronicled the decline of migratory songbirds and the steps we can take to bring them back. Dr. Stutchbury spoke about her groundbreaking research on bird migration and made a strong link between protecting the urban forest canopy and providing critical habitat for wildlife.



© 2010 Sahar GHAFOURI-BAKHSH / LEAF

treeworkers @LEAF\_TO  
**To not love trees is to not  
love air, not love earth, not  
love humans and animals.  
To not love trees is to be a  
species-traitor :)**

– *Tree Workers, urban forestry  
company in Durham Region*

rfln @LEAF\_TO  
**Yes heres to building  
stronger urban forests in  
Ontario!**

– *Reforest London, urban  
forestry non-profit in London,  
Ontario*

@Envirodefence  
**What're you doing for clean  
air day?**

RT @BacteriaBob:  
**I'm going to breathe! And  
give thanks to @leaf trees  
for making it happen....**

**Left:** Banding ruby-crowned  
kinglets in Toronto's Tommy  
Thompson Park.

## Spooktacular Tree Tour

**IN MID-OCTOBER**, we conducted a mini version of our Tree Tender Volunteer Training Program with 16 members of the Girl Guides 2nd Richvale Pathfinders in Richmond Hill and three of their leaders. The tour covered basic tree biology, identification, care and maintenance. Following the workshop, the Guides were led on a flashlight tree tour of the Richmond Hill Presbyterian Church cemetery where they practiced their newly acquired tree identification skills and learned more about the natural history of various tree species. Despite a dark and rainy (and spooky!) night, all agreed it was an interesting and informative evening.



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**Above:** Education and Stewardship Coordinator Lauren Brown conducts a "Spooktacular" Tree Tour for Girl Guides in the Richmond Hill Presbyterian Church Cemetery.



# OUTREACH/PUBLIC EDUCATION HIGHLIGHTS

## Leslieville Tree Festival

**NOW IN ITS SIXTH YEAR**, our Leslieville Tree Festival saw more than 400 guests and over 50 vendors come out and enjoy local musicians, dancers, a native plant sale and tree-inspired kids activities. Toronto City Councillor Paula Fletcher, who co-sponsored the event, spoke about the importance of urban forests to healthy communities.



© 2010 Amanda GOMM / LEAF

## STEWARDSHIP

### TTC Urban Forest Demonstration Gardens

**ONE OF THE MOST EXCITING** and public highlights of 2010 was the establishment of four Urban Forest Demonstration Gardens at Toronto Transit Commission subway stations. Located at Bathurst, Old Mill, St. Clair and High Park stations, the gardens are designed to showcase the beauty of native species and help build Toronto's urban forest while providing an opportunity for local residents to play an active role in improving their communities.



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**Top:** Board member Andrew Milward, Executive Director Janet McKay and Deputy Mayor Joe Pantalone chat at the Leslieville Tree Festival.  
**Bottom:** Volunteers plant our Urban Forest Demonstration Garden at High Park Subway Station.

## LEAF Learning Garden

**THIS SPRING, TREE TENDER GRADUATES AND OTHER VOLUNTEERS** helped plant our LEAF Learning Garden on the grounds of Toronto's Artscape Wychwood Barns where our offices are located. When complete, the garden will provide visitors with an opportunity to learn about the natural history of over 50 native trees and plants.



© 2010 Amanda GOMM / LEAF

**Above:** Volunteers help plant our LEAF Learning Garden at the Artscape Wychwood Barns.



# RESIDENTIAL PLANTING PROGRAMS

## Full Service

Our Full Service Backyard Tree Planting Program, where LEAF staff visit each household to do an in-person consultation, continued this year. The backbone of LEAF's work, this program has been largely responsible for the more than 16,000 trees LEAF has planted since being founded in 1996.

## Do-It-Yourself

This summer LEAF launched a new program called the "Do-It-Yourself Backyard Tree Planting Program" designed for residents in central and northern York Region. This model allows homeowners to learn how to properly plant native trees and shrubs on their property and maximize their energy saving benefits without a site visit from LEAF staff. Through our website, homeowners can find worksheets, factsheets, a series of online videos and interactive tools designed to help them select the best tree for their yard. While the program itself is available only to residents of York Region, the advice and videos can be accessed by anyone interested in learning how to properly plant a tree.

## Cool Communities

For the second year, our Cool Communities Residential Shade Tree Planting Program ran in the communities of Guelph, Kitchener/Waterloo and Cambridge. Designed to aid homeowners in strategically planting native trees and shrubs for home energy conservation, the program offered homeowners rebates on native trees and shrubs at select nurseries. We were pleased to have the Mayors of Guelph and Waterloo show their support by attending media events designed to raise awareness of the program in their communities.

**Clockwise from top left:** Colin Ferrier waters a newly planted Freeman maple in Markham.; Residential Planting Program Field Supervisor Mike Alkema revisits a former client to inspect her honey locust tree.; Lilly May Whaley waters a newly planted tree.; Waterloo Councillor Mark Whaley, homeowner Eric Hoshoooley, Lilly May Whaley, Jordan Hoshoooley, Stella Hoshoooley, Mayor Brenda Halloran and Michelle Bourdeau, Manager, Residential Planting Program, LEAF help promote our Cool Communities program.



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© 2010 Kyle FERGUSON / LEAF



# statement of financial position

as at November 30, 2010

	2010	2009
<b>ASSETS</b>		
Cash	\$ 323,946	\$ 24,626
Short-term investments	155,730	153,900
Grants receivable	3,942	79,825
Prepaid insurance	<u>2,330</u>	<u>2,330</u>
<b>Total</b>	<b>\$ 485,948</b>	<b>\$ 260,681</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued liabilities	\$ 21,182	\$ 14,289
Deferred revenue	<u>313,285</u>	<u>108,500</u>
	<u>334,467</u>	<u>122,789</u>
Unrestricted net assets	<u>151,481</u>	<u>137,892</u>
<b>Total</b>	<b>\$ 485,948</b>	<b>\$ 260,681</b>
<b>STATEMENT OF OPERATIONS AND NET ASSETS FOR THE YEAR ENDED NOVEMBER 30, 2010</b>		
	2010	2009
<b>REVENUE</b>		
Grants	\$ 501,175	\$ 375,274
Project revenue	132,957	113,951
Donations and fundraising	20,709	18,879
Interest	<u>1,830</u>	<u>3,900</u>
	<u>656,671</u>	<u>512,004</u>
<b>EXPENSES</b>		
Direct project costs		
Human resources	421,180	332,921
Other	157,788	98,063
IT systems development	14,615	9,487
Rent	14,255	15,831
Administration	10,684	10,020
Professional fees	8,403	11,277
Board and staff development	7,913	4,125
Communications	5,120	5,322
Insurance	3,124	2,853
	<u>643,082</u>	<u>489,899</u>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	<b>13,589</b>	<b>22,105</b>
Net assets, beginning of year	<u>137,892</u>	<u>115,787</u>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 151,481</b>	<b>\$ 137,892</b>

A complete set of audited financial statements is available on request.

## donors

Rebecca Black  
Dianne Bradley  
Roy G Coburn  
Stuart Grant

David Harvey  
Brian Iler  
Patricia and Duane  
Lakin-Thomas

Janet McKay  
Olivia Nugent  
Carol T. Roberts  
Lorne Rothman

Susan Taylor  
Carl Vella  
Elizabeth Wilton

## in-kind contributors

Akasha Art Projects  
Annex Residence Association  
Applied Arts Magazine  
Artscape  
Birds and Beans Inc.  
Christine Bruce  
Mark Calzavara  
Natalie Castellino  
Chris Chopik, EvolutionGreen  
City of Guelph, Healthy Landscapes  
City of Toronto, Parks, Forestry  
and Recreation  
Elementary Teachers of Toronto  
Eurofab  
Evergreen  
Schuster Gindin  
The Gladstone Hotel  
Goodwill  
Bryan Groulx Digital Properties  
Virtual Tours  
Hamilton Re-Leaf  
Harbord Residence Association  
Holy Oak Café

Lorraine Johnson  
Andy Kenney and  
Danijela Puricmladenovic  
Leslieville-Riverdale Tree Project  
Kanchan Maharaj, InHerEye.ca  
Mill St. Brewery  
Andrew Millward,  
Ryerson University  
Mountain Equipment Coop  
Neighbourwoods  
Neighbourwoods Elora  
Not Far From The Tree  
OFGAC  
12 Old Mill Trail Condo Board  
Peterborough Green Up  
Project CHIRP  
ReForest London

Lorne Rothman  
Martina Rowley,  
Live Green Toronto Animator  
Sheridan Nurseries  
The Stop  
Bridget Stutchbury  
TechSoup Canada and Microsoft  
Soo-Luen Tom  
Toronto Botanical Garden  
Toronto Image Works  
Toronto Region Conservation  
Authority  
Toronto Transit Commission  
Town of Markham  
Town of Richmond Hill  
Urban Tree Salvage  
Mark Ventresca

Thank You!



# supporting partners

Canadian TREE Fund  
Centre for Social Innovation  
City of Guelph Healthy Landscapes  
Community Go Green Fund  
Helen McRae Peacock Foundation  
Live Green Toronto  
MITACS Accelerate and Ryerson University

Ontario Power Authority  
Ontario Power Generation  
Ontario Trillium Foundation  
Peter F. Drucker Foundation  
Sobey's and Earth Day Canada – Community Environment Fund  
Sustainability Network

Toronto Atmospheric Fund  
Toronto Community Foundation – Vital Ideas  
Toronto Hydro Corporation  
Toronto Transit Commission  
Town of Markham – Trees for Tomorrow Fund  
York Region

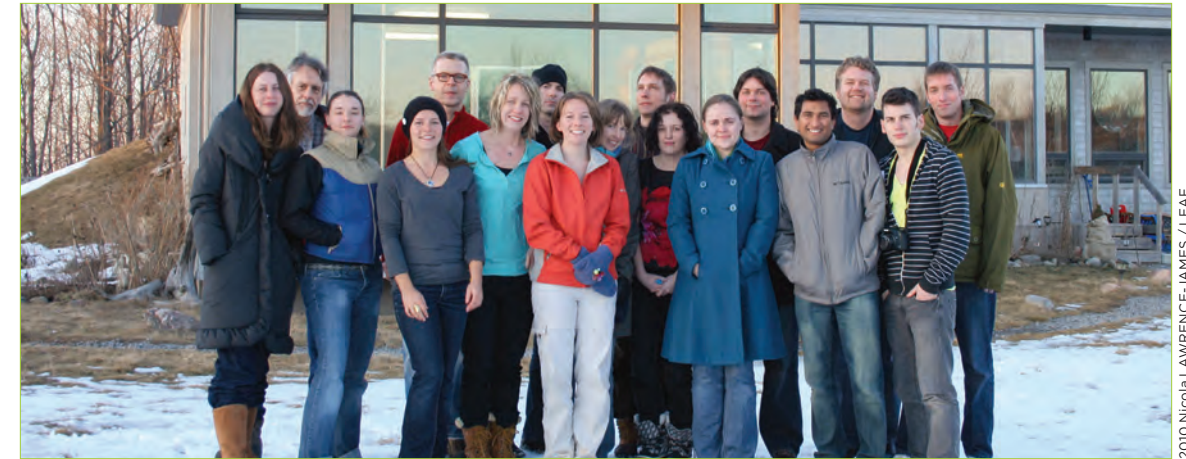
# project partners

Bain Co-operative Residents Association  
Black Creek Conservation Project  
Bloor and Borden Farmers Market  
Brian Astl  
Brock Road Nursery  
BOLD  
Casa Loma  
Centre City for Ecology  
CitiesAlive!  
Citizen Scientists  
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County of Wellington  
Doorsteps Community Centre  
Dufferin Grove Park  
Farmers Market  
East Lynn Farmers Market  
Evergreen  
Friends of the Rouge Watershed  
Friends of Wells Hill Forest  
Grand River Conservation Authority  
Grand Valley Garden Centre

Green 13  
Green Neighbours 21  
Green Thumbs Growing Kids  
Green Roofs for Healthy Cities  
Grey Sauble Conservation  
Growing for Green  
Guelph Arboretum  
Hamilton ReLeaf  
Heritage Toronto  
Jane's Walk  
Junction Residents Association  
Landscape Ontario Horticultural Trades Association  
Lawrence Park Ratepayers  
LIFE Institute  
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Native Plant Source  
North American Native Plant Society  
Neighbourhoods on the Grand  
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Ontario Urban Forest Council

Ottawa Forest and Greenspace Advisory Committee  
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ReForest London  
Royal City Nursery  
Riverdale Library  
South Rosedale Rate Payers Association  
Sheridan Nurseries Ltd  
Sorauren Farmers Market  
Taylor Massey Project  
The Stop  
Toronto and Region Conservation  
Toronto Green Community  
Toronto Zoo  
Trees Ontario  
University of Toronto Geography Department  
Urban Forest Innovations Inc.  
Willowdale Northeast Neighbourhood Association  
Woodbridge Village Farmers Market  
Wychwood Park Residents  
YMCA Newcomer Youth Group

# staff and board of directors



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**From left:** Janet McKay, Stewart Grant, Amanda Gomm, Erin Stevens, David Harvey, Katherine Glowacz, Scott Clarke, Robin Sutherland, Sarah Lamon, Chris Chopik, Michelle Bourdeau, Lisa McGinn-Balendran, Chris Greene, Madhu Mahadevan, Andrew Millward, Matthew J.W. Higginson, Mike Alkema

## 2010 Staff

Janet McKay  
*Executive Director*

## Residential Planting Programs

Michael Alkema  
*Field Supervisor, Residential Planting Programs*  
Michelle Bourdeau  
*Manager, Residential Planting Programs*  
Katherine Glowacz  
*Residential Planting Program Assistant*  
Chris Greene  
*Data Management & GIS Consultant*  
Mat Laporte  
*Residential Planting Program Intern*  
Erin Stevens  
*Residential Planting Program Assistant*  
Laura Storozinski  
*Arborist, Residential Planting Program*

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Lauren Brown  
*Education and Stewardship Coordinator*  
Sahar Ghafouri-Bakhsh  
*Volunteer and Community Engagement Intern*  
Amanda Gomm  
*Manager, Volunteer and Community Engagement*  
Sarah Lamon  
*Arborist, Residential Planting Program and Program Development Coordinator*

## Marketing and Communications

Kyle Ferguson  
*Manager, Marketing and Communications*  
Matthew Higginson  
*Marketing and Communications Coordinator*  
Robin Sutherland  
*Manager, Marketing and Community Outreach*

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David Harvey  
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Lisa McGinn-Balendran,  
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