




2009 ANNUAL REPORT

branching out



A photograph of a green leafy plant in the foreground, with a brick building and a subway station entrance in the background. The plant has small, dark berries. The background shows a brick wall on the right and a subway station entrance with a red and white striped awning on the left. A car is visible in the distance.

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

LEAF stewardship site at the  
Bathurst Subway Station.





# is branching out

**LEAF HAS BRANCHED OUT IN MANY DIFFERENT WAYS** this past year. I would like to thank our passionate staff and board, funders, partner organizations, dedicated volunteers, the media and our program participants for making this happen. Each has demonstrated incredible commitment to protecting and enhancing urban forests in Toronto and across Ontario.

We have collaborated with a number of supportive partners this year: Ontario Power Generation and the Toronto Transit Commission have helped us support our Tree Tender volunteers in creating urban forest demonstration gardens in diverse areas of the city. The Ontario Power Authority and many local partners helped us launch our Cool Communities pilot project in Guelph/Kitchener/Waterloo area and community groups from across Toronto joined us in leading Tree Tours throughout the year.

Through our role in co-founding the Green Infrastructure Ontario Coalition, we have taken a lead in advocating for the urban forest on a provincial level. The goal of the coalition is to increase provincial investment in leafy green infrastructure such as urban forests, green roofs, wetlands and natural areas. We also co-founded the Urban Forest Stewardship Network, an alliance of community-based organizations that are working together to strengthen urban forest efforts across the province.

On a local level, our Backyard Tree Planting Program expanded from Toronto and Markham into Richmond Hill and Vaughan. Support from these municipalities and from York Region made the expansion possible. We gained public exposure through a transit shelter campaign, increased our reach through social media and held special events like the Leslieville Tree Festival and Annual Celebration. In addition, through the efforts of our amazing volunteers we attended over forty community events and farmers' markets with our educational display.

We look forward to another year of working in collaboration with diverse partners to advance the urban forest movement in Ontario. To all of you who have helped us along the way, our endless thanks. Let's not stop here!

Janet McKay  
Executive Director



© Kanchan MAHARAJ / LEAF

**Right:** Vale of Avoca Tree Tour

## 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**



© Torie GERVIS / LEAF

# BRANCHING OUT BY THE NUMBERS

New trees and shrubs added to the urban forest:  
**1638**

Volunteers actively engaged in urban forest projects:  
**1157**

People learning about urban forest through social media and LEAF newsletter:  
**3185**

People introduced to the urban forest by Tree Tours:  
**815**

Number of households that improved the urban forest by planting a new tree or shrub:  
**534**

People made aware about the urban forest through community outreach displays:  
**3215**

New municipalities working with LEAF on urban forest initiatives:  
**13**

People educated about the urban forest through Tree Tender Trainings:  
**124**

People engaged in the urban forest through talks & presentations:  
**1604**

Hours volunteered in support of urban forest initiatives:  
**6467**

Community members engaged with the urban forest through planting, outreach & education programs: **10,634**



# BUILDING...

## ...our place in our new community

Our first year in our new home, the eco-friendly Artscape Wychwood Barns, has allowed us to settle into a neighbourhood with true community spirit. Working in proximity to such inspirational groups as the STOP Community Food Centre and the other organizations and artists here at the Barns has already led to fruitful partnerships that will only continue to blossom.

## ...Toronto's urban forest community

We have been fostering a stronger urban forest community by partnering with emerging urban forest groups such as Not Far From the Tree and Growing for Green. Sharing resources and best practices with newer organizations means that we can all work more effectively for the benefit of the urban forest.



**From left:** LEAF's Robin Sutherland and Sarah Lamon join the Toronto Zoo's Dave Ireland and Dr. William Rapley, Councillor Raymond Cho and Alan Crook of the Biodiversity Education and Awareness Network (BEAN) in planting a tree for International Day for Biological Diversity at the Toronto Zoo.

**"Thanks for your help with the 'pull' last week! Our event was a HUGE success, and we couldn't have done it without you! Please pass on our deep appreciation to your team. Toronto Zoo and participants spent a total of 260 hours and collected a total of 126 bags of Garlic Mustard. This equals more than 2 metric tonnes!"**

*Dave Ireland, Curator, Conservation Programs, Toronto Zoo*

**"I think this was an excellent tour. It was a great opportunity to see and identify trees, shrubs and plants including some rarely seen in the Toronto area such as the dawn redwood with its deciduous leaves! And having the gardener present was an added bonus. I just cannot think of any improvements."**

*Casa Loma Tree Tour participant*



© Bryan GROULX / LEAF



© Robin SUTHERLAND / LEAF

**Top:** LEAF Learning Garden volunteers sticking it out in the rain. **Bottom:** Getting some help planting a tree at the Leslieville Tree Festival.

## ...the LEAF community

Our own internal community is growing too, with more hands-on volunteer involvement. Volunteers have written newsletter and blog articles, helped design the LEAF Learning Garden, researched information for educational materials, and much more. They have also formed our new volunteer committees: The LEAF Learning Garden Committee, Newsletter Committee and the Volunteer Development Committee.

## ...a sense of community

In 2009 we led 17 Tree Tours in neighbourhoods throughout Toronto, reaching 815 people. Through these tours, we fostered a deeper sense of community by educating citizens in their own neighbourhoods about the trees around them and the benefits they provide. By partnering with and profiling local organizations and their efforts, we raised awareness and interest in their work.

**"Can't tell you how excited/honoured I am to be able to help out LEAF. You people do such good work and everyone I know who knows LEAF loves you too."**

*Jacqueline Tanner (volunteer and Tree Tender)*



# GETTING THE WORD OUT

## LEAF HAS BRANCHED OUT IN MANY WAYS, AND GOOD NEWS SPREADS FAST!

This year LEAF has used low-cost, high-impact social media avenues such as Facebook, Twitter and Youtube to maintain a more relevant and deeper connection with our existing community of volunteers, green groups, program participants and urban forest enthusiasts. The global nature of these tools has allowed us to create connections and share ideas and resources with groups from as far abroad as New York City, California and even Australia!

## OUR TRADITIONAL STORY SHARING AVENUES HAVE CONTINUED TO SPREAD THE WORD LOCALLY AS WELL.

Our Leslieville Tree Festival, Tree Tenders Celebration and Annual Celebration brought together over 900 people to celebrate and learn about the urban forest. Media coverage has included pieces with Rogers TV, OMNI TV, CBC Radio and the National Post. This year we were also fortunate to obtain advertising space for our Backyard Tree Planting Program in high-impact transit shelter locations throughout Toronto and York Region, thanks to the support of our funders.



savingourtrees @LEAF\_TO  
**Big thanks for the information about watering trees. So much water! No wonder so many trees around here are dying**

– Tree Workers, a community tree watch group from Sydney, Australia

**The main purpose of the event clearly was ... providing a convivial atmosphere for everybody who is as passionate about trees as the eight LEAF staff members and seemingly countless army of volunteers. The future of Toronto's trees seemed in good hands.**

*"LEAF Celebrates Toronto Trees"*  
 by Joshua Tusin, blogTO

© Robin SUTHERLAND / LEAF

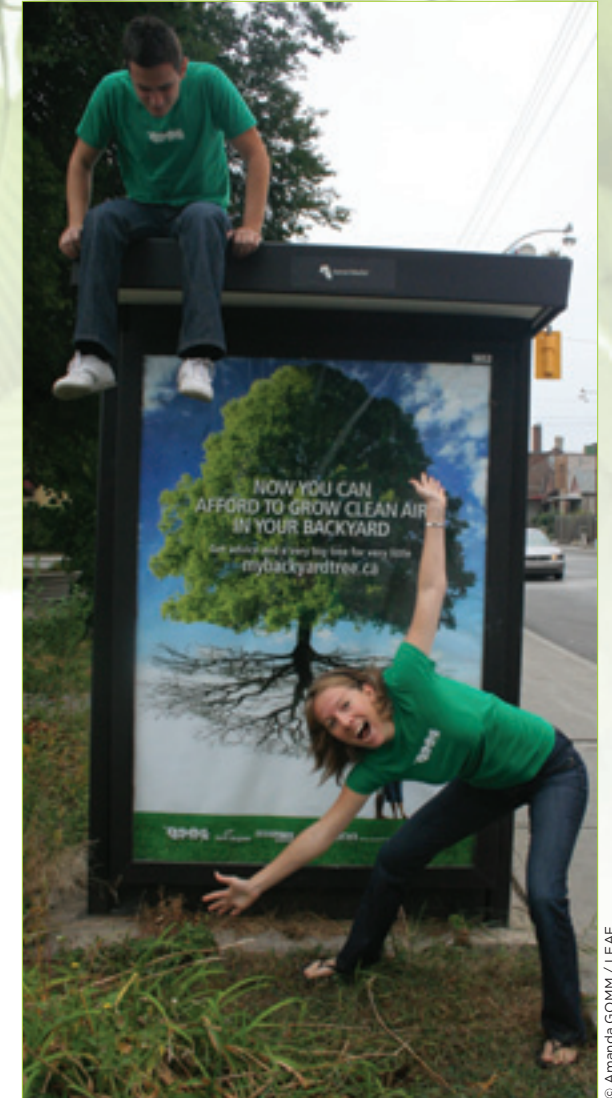


© Andrew CHIU / LEAF



**Clockwise from top left:** MP Jack Layton and Councillor Paula Fletcher make their mark on the Tree of Hands at the Leslieville Tree Festival; LEAF's Claudio Tata and Robin Sutherland show off transit shelter ad; Councillor Joe Mihevc and Deputy Mayor Joe Pantalone are part of a captive audience at the Third Annual Celebration.

© Amanda GONIM / LEAF





# EXTENDING OUR REACH

**THIS YEAR WE HAVE BRANCHED OUT BY EXTENDING THE REACH OF OUR PROGRAMS INTO NEW COMMUNITIES IN CREATIVE WAYS.** September 2009 saw LEAF launch an exciting pilot project in Kitchener, Cambridge, Waterloo and Guelph. The Cool Communities Residential Shade Tree Planting Program, which built on the principles of the Backyard Tree Planting Program, allowed homeowners to receive a rebate on native trees and shrubs when purchased through select nurseries. Through this program, which ran over two consecutive weekends, 70 native trees and shrubs were planted in these new communities. We look forward to the second run of the project in spring of 2010.

**OUR EDUCATIONAL BOOTHS, RUN BY A TEAM OF DEDICATED VOLUNTEERS, VISITED FARMER'S MARKETS ACROSS TORONTO FOR THE FIRST TIME.** We also had a presence at various community events throughout York Region. Our Tree Tenders program reached out to urban forest enthusiasts in Markham, and talks were presented throughout Vaughan and Richmond Hill. We also joined up with Project CHIRP! for an exciting event at the Royal Ontario Museum where we were able to educate the public about the urban forest's role in providing essential habitat for migratory birds.

**"Thank you for your tree and this program – it is a needed program."**

*Lorraine, Markham, spring 2009*

**"The staff was very knowledgeable and friendly. This is an excellent program. Having the tree delivered and planted and at an affordable price... with the expertise ... I would not use any other service and would highly recommend this to anyone. Thanks."**

*Ian, Toronto, Spring 2009*

**"The Tree Tenders course aroused my curiosity about trees and plants in general. I can no longer just walk by a tree without really looking at, and appreciating, it."**

*Nada Alaica (Tree Tender Grad)*

## Clockwise from top left:

The Cool Communities in-store display in Sheridan Nurseries Ltd., Kitchener; Robin Sutherland hosts LEAF's outreach table; Tree Tender graduate demonstrates proper planting technique to Toronto Hydro staff and LEAF volunteers, Earth Day 2010, Pine Point Park, Etobicoke.



© Michelle BOURDEAU / LEAF



© Andrew CHIU / LEAF



© Amanda GOMM / LEAF



# LEADING THE WAY

## THIS YEAR LEAF HAS TAKEN A LEADERSHIP ROLE IN MOVING URBAN FOREST ISSUES INTO THE SPOTLIGHT ON A PROVINCIAL LEVEL.

With the support of the Ontario Power Generation, LEAF has spearheaded the Urban Forest Stewardship Network project. The goal of this ongoing project is to foster relationships and share ideas and expertise among different urban forest community organizations. The groups that LEAF has brought together include Hamilton ReLeaf, Peterborough Green-Up, Ottawa's Forests and Greenspace Advisory Committee, Neighbourhoods on the Grand, and ReForest London. Through this collaboration we hope to provide a more coordinated approach to urban forest stewardship. One outcome will be a website that will profile best practices in community-based urban forest stewardship.



© Lisa SHANKLEY / LEAF

Tree Tenders Volunteer Training Fall 2009 graduates mulch their newly planted tree in Riverdale Park.



© Chris GOODERHAM / LEAF

Urban Forest Stewardship Network members. **Left to right back row:** Brenda Doner (facilitator), Toni Ellis (Elora), Janet McKay (Toronto), Lorraine Normington (Hamilton), Susan Barker (Ottawa), Sarah Lamon (Toronto), Chris Gooderham (Peterborough). **Front row:** Cathy Dueck (Peterborough), Julie Ryan (London), Amanda Gomm (Toronto), Katie Van Den Berg (London), Mark Sherman (Elora), Lynda Golletz (Elora).



© Calvin KUO / LEAF



© Lisa SHARKEY / LEAF

LEAF HAS ALSO CO-FOUNDED THE **GREEN INFRASTRUCTURE ONTARIO COALITION**, made up of industry groups, non-government organizations, academic institutions, educators, citizens and others. The Coalition's mission is to develop a provincial vision and legislation to create green jobs, clean the air and water, conserve energy and increase access to local, sustainably produced food within our urban areas through significant investment in, and protection of, leafy green infrastructure. Founding members include LEAF, Evergreen, Green Roofs for Healthy Cities, Landscape Ontario, Ontario Parks Association and Toronto and Region Conservation.

**"We're excited about working in partnership with LEAF to ensure decision makers recognize the economic, social and environmental benefits of investing in leafy green infrastructure. This issue will follow green energy as the next big opportunity to set Ontario on a more sustainable path!"**

*Steven Peck, Founder and President, Green Roofs for Healthy Cities*

**Top:** LEAF's Tree Tour in Toronto's St. James Town neighbourhood highlighted the important role leafy green infrastructure plays in inner city neighbourhoods.; **Bottom:** Tree Tender graduates planting a Kentucky coffee tree in Riverdale Park.



# statement of financial position

as at November 30, 2009

	2009	2008
<strong>ASSETS</strong>		
Cash	\$ 24,626	\$ 30,962
Short-term investments	153,900	150,000
Grants receivable	79,825	17,393
Prepaid insurance	<u>2,330</u>	<u>2,330</u>
<strong>Total</strong>	<strong>\$ 260,681</strong>	<strong>\$ 200,685</strong>
<strong>LIABILITIES AND NET ASSETS</strong>		
Accounts payable and accrued liabilities	\$ 14,289	\$ 16,732
Deferred revenue	<u>108,500</u>	<u>68,166</u>
	<u>122,789</u>	<u>84,898</u>
Unrestricted net assets	<u>137,892</u>	<u>115,787</u>
<strong>Total</strong>	<strong>\$ 260,681</strong>	<strong>\$ 200,685</strong>
<strong>STATEMENT OF OPERATIONS AND NET ASSETS FOR THE YEAR ENDED NOVEMBER 30, 2009</strong>		
	2009	2008
<strong>REVENUE</strong>		
Grants	\$ 375,274	\$ 328,423
Project revenue	113,951	138,349
Donations and fundraising	18,879	10,073
Interest	<u>3,900</u>	
	<u>512,004</u>	<u>476,845</u>
<strong>EXPENSES</strong>		
Direct project costs		
Human resources	335,385	256,103
Other	94,796	105,967
Rent	15,831	10,685
Professional fees	11,277	5,730
Administration	10,020	6,376
IT systems development	9,487	19,210
Communications	5,322	5,406
Board and staff development	4,125	5,903
Insurance	2,853	2,842
Other	<u>803</u>	
	<u>489,899</u>	<u>418,222</u>
<strong>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</strong>	<strong>22,105</strong>	<strong>58,623</strong>
Net assets, beginning of year	<u>115,787</u>	<u>57,164</u>
<strong>NET ASSETS, END OF YEAR</strong>	<strong>\$ 137,892</strong>	<strong>\$ 115,787</strong>

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

## donors

Rebecca Black  
Dianne Bradley  
Sean Cosgrove  
Pam Diederichs  
Andrea Dube

Elementary Teachers  
Of Toronto  
David Harvey  
Janet McKay  
Dr. Shahroze Merali

Ann Murphy  
Olivia Nugent  
Michael de Pencier  
Jode Roberts  
Lorne Rothman

Jonathan Sasaki  
Carl Vella  
Glen Webster  
Karen Weisberg

## in-kind contributors

10,000 Trees  
Artscape  
Alternatives Magazine  
Blue Mountain Lodge  
Blue Oak Native Landscapes  
Chocoland  
Chris Chopik  
City of Guelph,  
Healthy Landscapes  
City of Kitchener  
City of Vaughan  
City of Waterloo  
Clockwork Productions  
Coach House Books  
Evergreen  
EvolutionGreen  
Fertile Ground

Guelph Urban Forest Friends  
Green\$aver  
Greentea Design  
Green Teacher  
Havana Coffee Bar  
Janet Anderson  
Kanchan Maharaj,  
inhereye photography  
Karen Whitehorn  
Lorne Rothman  
Lorraine Johnson  
Merchants of Green Coffee  
Mill St. Brewery  
Mountain Equipment Coop  
Ontario Natural Food Coop  
Ontario Power Generation  
Outpost Magazine

Scenic Caves Nature  
Adventures  
Spacing Magazine  
Simon & Schuster  
Steam Whistle Brewery  
Sultry Suds  
Susan Green  
The Barton Hills Hotel and Spa  
Toronto Corporate Video  
Toronto International  
Film Festival  
Toronto Region Conservation  
Authority  
Town of Markham  
Town of Richmond Hill  
Trillium Ridge  
Urban Tree Salvage  
World Class Bakery

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  
City of Toronto – Parks, Forestry and Recreation  
Councillor Paula Fletcher  
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  
Lawrence Park Ratepayers  
LIFE Institute  
Lost Rivers  
Native Plant Source  
NANPS North American Native Plant Society  
Neighbourwoods on the Grand  
Not Far From the Tree  
Ontario College of Art and Design  
Ontario Parks Association  
Ontario Urban Forest Council

Ottawa Forest and Greenspace Advisory Committee  
Peterborough Green Up  
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



From left: J. McKay, S. Grant, A. Gomm, E. Stevens, D. Harvey, K. Glowacz, S. Clarke, R. Sutherland, S. Lamon, C. Chopik, M. Bourdeau, L. McGinn, C. Greene, M. Mahadevan, A. Millward, M. Higginson, M. Alkema. Missing: T. Irvine, L. Johnson, M. Smith, C. Tata, L. Storoziński.

## 2009 Staff

Janet McKay  
*Executive Director*

Michael Alkema  
*ISA Certified Arborist, Field Supervisor*

Michelle Bourdeau  
*ISA Certified Arborist, Manager, Residential Planting Programs*

Katherine Glowacz  
*Residential Planting Program Assistant*

Amanda Gomm  
*Volunteer and Community Action Coordinator*

Chris Greene  
*GIS Consultant*

Matthew Higginson  
*Marketing Assistant*

Todd Irvine  
*ISA Certified Arborist, Education and Outreach Coordinator*

Sarah Lamon  
*ISA Certified Arborist, Program Development Coordinator*

Matt Smith  
*ISA Certified Arborist*

Erin Stevens  
*Residential Planting Program Assistant*

Laura Storoziński  
*ISA Certified Arborist*

Robin Sutherland  
*Manager, Marketing and Community Outreach*

Claudio Tata  
*Tree Tour Coordinator*

## 2009 Board of Directors

Stuart Grant  
*President*

Chris Chopik

Scott Clarke

Lorraine Johnson

Steven Joudrey  
*Secretary*

Andy Kenney

Madhu Mahadevan

Lisa McGinn  
*Treasurer*

Andrew Millward

Olivia Nugent





Local Enhancement & Appreciation of Forests

Improving city life one tree at a time

Artscape Wychwood Barns  
601 Christie St., Suite 253  
Toronto, Ontario M6G 4C7

416.413.9244

[www.yourleaf.org](http://www.yourleaf.org)