



2011

ANNUAL REPORT



MISSION

LEAF IS A NOT-FOR-PROFIT ORGANIZATION DEDICATED TO THE PROTECTION AND IMPROVEMENT OF THE URBAN FOREST.

We engage citizens in urban forest stewardship through planting, education and training.

2011 STAFF

Executive Director Janet McKay

Manager, Residential Planting Programs Melissa Williams

Field Operations Supervisor, Residential Planting Programs Mike Alkema

Field Operations Supervisor, Residential Planting Programs Andrea Bake

Arborist, Residential Planting Programs Mark Sherman

Arborist, Residential Planting Programs Erin Silverstein

Arborist, Residential Planting Programs Laura Storzinski

Tree Planter, Residential Planting Programs Kyle Alkema

Tree Planter, Residential Planting Programs Colin Ferrier

Tree Planter, Residential Planting Programs Sara Gartlan

Residential Planting Programs Assistant Mat Laporte

Manager, Marketing & Communications Kyle Ferguson

Coordinator, Marketing & Communications Matthew Higginson

Manager, Volunteer & Community Engagement Amanda Gomm

Coordinator, Education & Stewardship Jessica Piskorowski

Consultant, Data Management & GIS Chris Greene

Special Projects Michelle Bourdeau

BOARD OF DIRECTORS

Scott Clarke (**President**)

Andrew Millward (**Vice-President**)

Lorraine Johnson (**Secretary**)

Lisa McGinn-Balendran (**Treasurer**)

Chris Chopik

Stuart Grant

David Harvey

Madhu Mahadevan

Olivia Nugent

Lorne Rothman

THANK YOU

to our **948** volunteers
who donated
6112 hours in 2011!

tours **4%** →

outreach **5%** →

board committees **1%** →

office help **6%** →

marketing and special events **4%** →





THIS HAS BEEN ANOTHER PRODUCTIVE YEAR and

one where collaboration has played an important role. LEAF led the development of the Urban Forest Stewardship Network, a website that profiles urban forest projects happening across Ontario and connects the people and groups working to make a difference. We also led the work of the Green Infrastructure Ontario Coalition, a province-wide group of diverse stakeholders who share the goal of ensuring decision makers fully understand the economic, environmental, social, and health benefits of living green infrastructure.

Closer to home we launched Canada's first smart-phone friendly native garden right in our own backyard at the Artscape Wychwood Barns. Visitors can enjoy the beauty of the garden and at the same time access detailed information about each plant on their smartphones. And in an effort to make it easy for people to start native gardens of their own, we introduced native garden kits. Songbird and butterfly kits offer combinations of native shrubs and perennials as well as sample designs, care tips and mulch.

Our accomplishments are made possible with generous contributions from our funding partners and donors and with the commitment of hundreds of engaged volunteers. Together we are growing the urban forest movement from the ground up!

Janet McKay, Executive Director

PLANTING

“THE TREE WAS DELIVERED AND PLANTED in my backyard and I didn’t need to be home to help with the process. I just came home and found it there – like a present just waiting for me to enjoy and care for.”

—Kamla, Backyard Planting Program participant

at planting



four years after planting

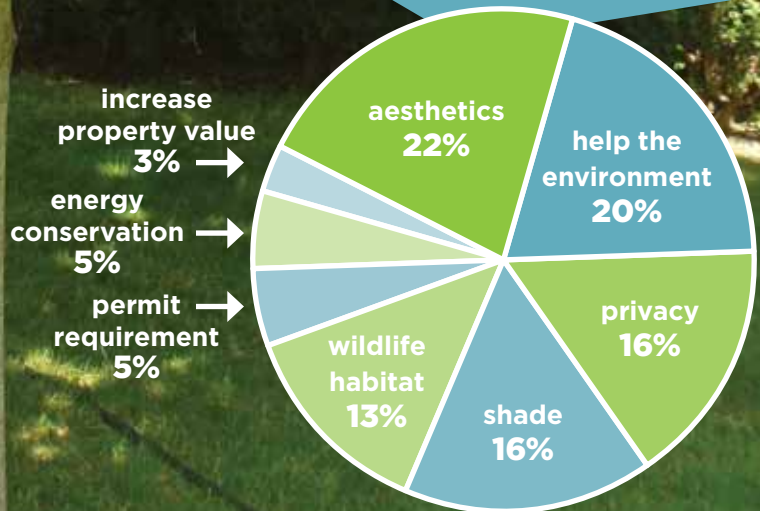


29%
edible

Total: 1618
trees and shrubs planted

THIS YEAR WE EXPANDED our Backyard Tree Planting Program into Aurora and Newmarket. We also introduced native garden kits which include perennials and shrubs that attract songbirds and butterflies.

What motivates people to plant trees through our program?



Betty and her tulip tree, seven years after planting

EDUCATION AND STEWARDSHIP

“I ACHIEVED MY GOAL of feeling more connected to trees and therefore I want to look after them better. It was exciting to be in a room full of people that love trees as much as I do.”

—Karen, Tree Tender graduate



THIS YEAR WE ENGAGED

637 people at presentations

281 people at workshops

581 people at tree tours

110 people at our Tree Tenders Volunteer Training Program

AND WE PLANTED AND CARED FOR

1011 trees and shrubs at our stewardship sites



“THE GREATEST FEELING IN THE WORLD comes from complete strangers thanking me for tending to the garden. Sometimes I look up to feel the warmth of the sun on my face and I forget that I’m surrounded by concrete - reminded that there is still hope for a living city.”

—AI, St. Clair TTC garden volunteer steward

“THE LEADERS WERE SO KNOWLEDGEABLE and interesting, very approachable and engaging. The information was helpful in understanding why it is important to encourage biodiversity of plants and trees.”

—Jane, Tree Tour participant



PROVINCIAL NETWORKING

2011 MARKED THE OFFICIAL LAUNCH OF THE GREEN INFRASTRUCTURE ONTARIO COALITION (GIO) and the URBAN FOREST STEWARDSHIP NETWORK (UFSN) – two province-wide initiatives in which LEAF is playing a leadership role.



URBAN FOREST NETWORK

Over a fifty year lifespan an average mature tree provides **\$162,000** in ecological goods and services.

44.1,250	231,250
242,250	265,000

Get involved.

www.UFSN.ca

ONTARIO POWER GENERATION

GREEN INFRASTRUCTURE ALLIANCE

“THE UFSN IS AN ONLINE HUB -
and a terrific resource - for individuals, organizations and community groups to connect with others who want to work together to improve our urban forests.”

—Amanda Gomm,
Manager of Volunteers
and Community Outreach

“[GIO] IS AN ALLIANCE OF ORGANIZATIONS that share a common vision for a healthy, green Ontario where the economic, social, environmental and health benefits of green infrastructure are fully realized.”

—Janet McKay,
Executive Director

WE LAUNCHED CANADA'S FIRST SMARTPHONE-FRIENDLY GARDEN, an interactive space to relax and learn about native species, at the Artscape Wychwood Barns. We also initiated an EAB Ambassador Program, engaging volunteers in educating residents about Emerald Ash Borer. And overall we received 108 earned media mentions for our various planting, education and stewardship projects!



FINANCIAL POSITION as at November 30, 2011

	2011	2010
ASSETS		
Cash	\$ 353,759	\$ 323,946
Short-term investments	158,003	155,730
Grants receivable	10,661	3,942
Prepaid insurance	<u>2,330</u>	<u>2,330</u>
Total	\$ 524,753	\$ 485,948
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	\$ 32,358	\$ 12,500
Amounts payable to governments	1,379	8,682
Deferred revenue	<u>310,925</u>	<u>313,285</u>
	<u>344,662</u>	<u>334,467</u>
Unrestricted net assets	<u>180,091</u>	<u>151,481</u>
Total	\$ 524,753	\$ 485,948

STATEMENT OF OPERATIONS AND NET ASSETS FOR THE YEAR ENDED NOVEMBER 30, 2011

	2011	2010
REVENUE		
Grants	\$ 625,427	\$ 501,175
Project revenue	131,980	132,957
Donations and fundraising	25,823	20,709
Interest	<u>2,735</u>	<u>1,830</u>
	<u>785,965</u>	<u>656,671</u>
EXPENSES		
Direct project costs		
Human resources	509,752	421,180
Other	192,862	157,788
Rent	14,760	14,255
Administration	13,561	10,684
IT systems development	6,967	14,615
Board and staff development	6,653	7,913
Professional fees	4,916	8,403
Communications	4,889	5,120
Insurance	2,995	3,124
	<u>643,082</u>	<u>489,899</u>
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	28,610	13,589
Net assets, beginning of year	<u>151,481</u>	<u>137,892</u>
NET ASSETS, END OF YEAR	\$ 180,091	\$ 151,481

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

Thank you for making everything possible!



EVERGREEN
Imagine your city with nature



Adele Freeman
Amanda Gomm
Ann Jakins
Barbara Foulds
BOARDrx Inc.
Chocoland
Chris Chopik
Christine Bruce
Coach House Books
Diane McGinn
Dianne Bradley
Ecoessence
Ecoexistence
Elaine L Danyer
Grassroots
Environmental Products
Greentea Design
Janet McKay
Janice Merson
Jill Bridgeford
Joeldidthis Custom
Furniture Design Ltd.
John E Leggett
Laurel Atkinson
Lifford Wine Agency
Lorne Rothman
Lorraine Johnson
Mark Cazolvera
Merchants of Green Coffee
Mirvish Productions

Mountain Equipment Coop
Neil Shore
Northern Skies Outpost Cabin
Ontario Natural Food Coop
Ontario Science Centre
Outpost Magazine
Pandor Productions
Parks Canada
Patagonia
Patricia Barrett
Planet in Focus
Rebecca Caven
Sarah and Christopher Hinvess
SAS Canada
Sheridan Nurseries
Shopsy's
SMASH
Steam Whistle Brewing
Sydney Crockett
Tea Blendz
The ROM
The Stop Community
Food Centre
Toronto Region
Conservation Authority
Toronto Zoo
Totem Bags
Urban Tree Salvage
Vanessa Raquel
VIA Rail Canada
Yesworldboutique

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