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.

MISSION

planting and stewardship 80%

Thank you to our 948 volunteers who donated 6112 hours in 2011!

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 Storozinski
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
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 smartphone 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
“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
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?

- Increase property value: 3%
- Energy conservation: 5%
- Permit requirement: 5%
- Aesthetics: 22%
- Help the environment: 20%
- Privacy: 16%
- Wildlife habitat: 13%
- Shade: 16%

Betty and her tulip tree, seven years after planting
“**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.”
—Al, 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
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.
“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

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$353,759</td>
<td>$323,946</td>
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<tr>
<td>Short-term investments</td>
<td>158,003</td>
<td>155,730</td>
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<td>Grants receivable</td>
<td>10,661</td>
<td>3,942</td>
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<tr>
<td>Prepaid insurance</td>
<td>2,330</td>
<td>2,330</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$524,753</strong></td>
<td><strong>$485,948</strong></td>
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### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
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<tbody>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$32,358</td>
<td>$12,500</td>
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<tr>
<td>Amounts payable to governments</td>
<td>1,379</td>
<td>8,682</td>
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<tr>
<td>Deferred revenue</td>
<td>310,925</td>
<td>313,285</td>
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<td><strong>Total</strong></td>
<td><strong>344,662</strong></td>
<td><strong>334,467</strong></td>
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Unrestricted net assets

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<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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<tbody>
<tr>
<td></td>
<td>180,091</td>
<td>151,481</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>524,753</strong></td>
<td><strong>485,948</strong></td>
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</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<tr>
<td>Grants</td>
<td>$625,427</td>
<td>$501,175</td>
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<td>Project revenue</td>
<td>131,980</td>
<td>132,957</td>
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<td>Donations and fundraising</td>
<td>25,823</td>
<td>20,709</td>
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<td>Interest</td>
<td>2,735</td>
<td>1,830</td>
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<td><strong>Total</strong></td>
<td><strong>785,965</strong></td>
<td><strong>656,671</strong></td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td><strong>EXPENSES</strong></td>
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</tr>
<tr>
<td>Direct project costs</td>
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<tr>
<td>Human resources</td>
<td>509,752</td>
<td>421,180</td>
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<tr>
<td>Other</td>
<td>192,862</td>
<td>157,788</td>
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<tr>
<td>Rent</td>
<td>14,760</td>
<td>14,255</td>
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<td>Administration</td>
<td>13,561</td>
<td>10,684</td>
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<td>IT systems development</td>
<td>6,967</td>
<td>14,615</td>
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<tr>
<td>Board and staff development</td>
<td>6,653</td>
<td>7,913</td>
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<td>Professional fees</td>
<td>4,916</td>
<td>8,403</td>
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<td>Communications</td>
<td>4,889</td>
<td>5,120</td>
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<tr>
<td>Insurance</td>
<td>2,995</td>
<td>3,124</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>643,082</strong></td>
<td><strong>489,899</strong></td>
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**EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
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<tbody>
<tr>
<td></td>
<td><strong>28,610</strong></td>
<td><strong>13,589</strong></td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>151,481</td>
<td>137,892</td>
</tr>
<tr>
<td><strong>NET ASSETS, END OF YEAR</strong></td>
<td><strong>$180,091</strong></td>
<td><strong>$151,481</strong></td>
</tr>
</tbody>
</table>

A complete set of audited financial statements is available on request.
Thank you for making everything possible!

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 Cazelvera
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 Hinves
SAS Canada
Sheridan Nurseries
Shopsy’s
SMASH
Steam Whistle Brewing
Sydnie Crokett
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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Design: Lisa Rebnord

www.yourleaf.org