




## 2008 Annual Report





A photograph of a dense forest of tall oak trees. The trees have thick, textured trunks and are covered in lush green leaves. The canopy is thick, with sunlight filtering through in some places. The overall scene is a healthy, mature forest.

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



# LEAF is Growing

This has been an incredible year of growth for LEAF. We have expanded our staff to eight passionate people who are dedicated to urban forest issues. We've increased the number of trees and shrubs planted and cared for, as well as the number of people we reach through our planting programs, educational workshops, training sessions and tree tours. Our wonderful volunteers have helped us with everything from planting trees to designing this report. Our board of directors has contributed their time and expertise to help with organizational development and sustainability issues.

We've expanded existing partnerships and forged many new ones with diverse groups across Toronto and into York Region. LEAF also has a beautiful new home in the Artscape Wychwood Arts Barns. This move brings us not only a new office space, but an outdoor area in the surrounding park where we will be designing demonstration plantings in collaboration with area residents.

This report contains just a few highlights of our year. I invite you to visit our website, participate in a tree tour, register for a workshop, consider volunteering or just drop by one of our monthly LEAFy Drinks gatherings to meet our staff and volunteers. We are excited about the growing community-based urban forest movement and want you to get involved!

The environmental threats faced by our planet continue to grow. But our urban trees offer us a tangible way to make a difference every day, right here at home. Join us in celebrating and caring for these wonderful beings that provide so much and ask for so little in return.

– Janet McKay, Executive Director



Photographer: Calvin Kuo

*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*

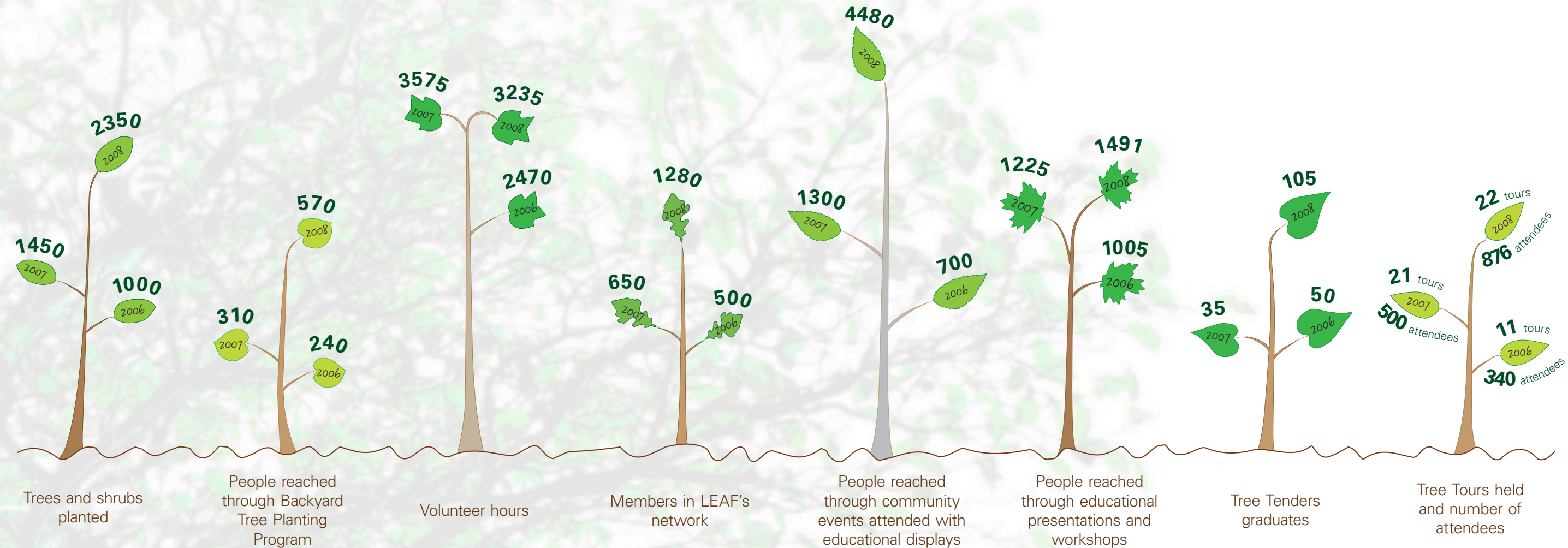
*Facilitate urban forest stewardship*



Rouge Park Tree Tour. Photographer: Andrew Chiu



# Growth by the numbers





# Growing trees



## BACKYARD TREE PLANTING PROGRAM

LEAF's resident arborists have been busy this year, with hundreds of people welcoming them into their backyards to plant trees and shrubs. An amazing 2350 trees and shrubs were planted this year. We also conducted a pilot planting project in Markham with the support of York Region and the Town of Markham. Response from residents was overwhelming, and we look forward to further expansion into York Region in the coming years.

### Thank you to our Funders!

Ontario Power Generation  
Toronto Parks and Trees Foundation  
City of Toronto  
Toronto Hydro Corporation



*“I think this is a terrific program, particularly in view of the fact that this is the simplest, least expensive and most straightforward way to combat carbon dioxide emissions in an urban area.”*

*-- Mary Ellen, program participant*

*“This program is fantastic! I received a great deal of information and insight about my property, best tree options, and my existing trees... Best of all I am beautifying my property and helping the environment all at a great price!”*

*-- Sandy, program participant*

Above: LEAF arborists taking the time to ensure this honey locust and nannyberry are planted properly. Top Right: A good drink after planting will help this silver maple adjust to its new home. Bottom Right: A few years after planting, this red maple is growing strong.





# Growing enthusiasm

Tree Tours held throughout Toronto  
Map by artist Marlena Zuber



## TORONTO TREE TOURS

Since the official launch of this program in 2007, the tours have gained incredible public support and interest. Over 20 were conducted this year, many of which reached out to new Canadian communities. Our Parkdale Tree Tour was translated into Tibetan and helped welcome over 25 new Canadians who had recently arrived from Tibet. Our Edible Tree Tour had the highest attendance of over 100 people; the Tour was presented in collaboration with Not Far From the Tree, a grassroots volunteer group that picks fruit for property owners and takes a share for local food banks.

Local historians, community groups and not-for-profit organizations helped bring even more local relevance and vibrancy to the various tours. Thanks to the uniqueness and appeal of this program, LEAF received unprecedented press coverage, with over 40 appearances in newspapers, online blogs, radio and television including CBC radio, the *National Post*, and the cover of *24Hours*.

### Thank you to our Funders!

The Ontario Trillium Foundation  
City of Toronto  
Toronto and Region Conservation

*“ [LEAF arborist Todd] Irvine offered anecdotes about everything from trees thriving in neglected parking lots to ... some of the impressive centuries-old black oaks in the neighbourhood that once covered the entire region surrounding what is now High Park. ”*

-- Peter J. Thompson,  
*National Post*, September 13, 2008



Top Left: Education and Outreach Coordinator Todd Irvine points high up to describe a tree's canopy. Above Left: MPPs Rosario Marchese and Toby Barrett share a laugh at the Queen's Park Tree Tour. Above Right: Todd Irvine, with translator Lobsang WangKhang, reaches out to the Tibetan community at the Parkdale Tree Tour.

Photographers, from left: Robin Sutherland, Tegan Smith, Calvin Kuo



# Growing Knowledge



## TREE TENDERS VOLUNTEER TRAINING

### Tree Tenders I

Three Tree Tenders Training courses were held this year in the spring and fall at Toronto's Riverdale Library. Ninety-nine actively engaged citizens committed to attending eleven hours of arboriculture training, learning about tree biology, tree and shrub identification, proper planting techniques, tree stresses, and preventative tree care. Many participants, armed with their new knowledge and understanding, have gone on to volunteer with LEAF or other organizations, or have started projects of their own.

### Tree Tenders II

This year, we created a follow-up to the first course and offered an additional eleven hours of training to Tree Tender I graduates. There were two streams from which to choose. The first involved the City of Toronto's Tree Stewardship program, teaching hands-in-the-ground stewardship skills. Graduates of this stream will become volunteer stewardship leaders in various ravines across the city. The second stream explored citizen engagement in urban forest initiatives. Experienced community activists provided tips and advice about volunteer recruitment and management, advocacy, planning community meetings, and mobilizing citizen groups to take collective action on urban forest issues.

### Thank you to our Funders!

Toronto Atmospheric Fund  
Canadian Tree Fund  
Ontario Power Generation

*“Thanks for allowing me to attend your very excellent Tree Tenders workshop. I'm extremely impressed by the depth, thought, and care that you are putting into your training. Your participants are very lucky!”*

*-- Toni Ellis, Tree Tenders II Instructor*

*“It's so great that there are people passionate enough to take the time to pass on this fundamental knowledge.”*

*-- Tree Tender I participant*

Clockwise from Top Left: Arborist Wendy Strickland talks tree identification in Riverdale Park; Tree Tenders learn how to use a tree identification key; Arborist Todd Irvine shows storm damage.



# Growing connections



## COMMUNITY OUTREACH AND VOLUNTEERS

Our Volunteer Community Outreach Assistants attended over 40 community events this summer. Through this amazing effort, we reached over 3500 people with our educational messages about the importance of our urban forest. Volunteers also helped with office work, research, writing, design and promotion, as well as supporting the Tree Tours as tour assistants, photographers, transcribers and translators. LEAF staff delivered educational presentations about the urban forest to over 1400 people.

The Leslieville Tree Festival was another smashing success this year. Cosponsored by LEAF, Councillor Fletcher's office and Toronto Parks, Forestry and Recreation, the festival took place in early June and was attended by over 400 people. Native shrub and perennial sales, free compost, live music, local artisans, and youth art-making activities made it a fantastic outing for urban forest lovers of all ages.

*“Since volunteering for LEAF, I have a greater sense that change, in whatever form, can require a lot of work, and that a key is education and empowering individuals.”*

-- Gregg, LEAF volunteer

*“LEAF has been a critical vehicle for mobilizing people (me included) to focus on an extremely important issue. I'm grateful for this. After four years of volunteering with LEAF, I look forward to continuing to do so!”*

-- Tanya, LEAF volunteer

*“I enjoyed informing many others about the LEAF program at the various shows I volunteered at... It's just an overall good feeling doing something to promote tree well-being and finding like-minded people.”*

-- Steve, LEAF Volunteer



LOCAL ENHANCEMENT AND APPRECIATION OF FORESTS  
STATEMENT OF FINANCIAL POSITION  
AS AT NOVEMBER 30, 2008

	2008	2007
<b>ASSETS</b>		
Cash	\$ 30,962	\$ 73,638
Short-term investments	150,000	
Grants receivable	17,393	
Prepaid insurance	<u>2,330</u>	<u>2,376</u>
<b>Total</b>	<u>\$ 200,685</u>	<u>\$ 76,014</u>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable and accrued liabilities	\$ 16,732	\$ 6,850
Deferred revenue	<u>68,166</u>	<u>12,000</u>
	<u>84,898</u>	<u>18,850</u>
Unrestricted net assets	<u>115,787</u>	<u>57,164</u>
<b>Total</b>	<u>\$ 200,685</u>	<u>\$ 76,014</u>

STATEMENT OF OPERATIONS AND NET ASSETS  
FOR THE YEAR ENDED NOVEMBER 30, 2008

	2008	2007
<b>REVENUE</b>		
Grants	\$ 328,423	\$ 147,735
Project revenue	138,349	75,534
Donations and fundraising	10,073	8,442
Awards received	<u></u>	<u>10,000</u>
	<u>476,845</u>	<u>241,711</u>
<b>EXPENSES</b>		
Direct project costs		
Human resources	256,103	140,687
Other	105,967	43,981
IT systems development	19,210	1,337
Rent	10,685	6,980
Administration	6,376	2,630
Board and staff development	5,903	1,290
Professional fees	5,730	2,355
Communications	5,406	6,429
Insurance	<u>2,842</u>	<u>2,851</u>
	<u>418,222</u>	<u>208,540</u>
<b>EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR</b>	58,623	33,171
Net assets, beginning of year	<u>57,164</u>	<u>23,993</u>
<b>NET ASSETS, END OF YEAR</b>	<u>\$ 115,787</u>	<u>\$ 57,164</u>

A complete set of audited financial statements is available on request

PF Barrett  
Laura Bowman for Lea Tran  
Simon Chamberlain  
Bronwyn Chester  
Susan Croft  
Shirley A. Duncan for Todd Irvine  
Toddy Granovsky  
Sarah Lazarovic for the birth of Lila Zahava Glaser Singer  
Torry Lowenbach for Todd Irvine  
Chris Macgowan  
Lorraine Manfredo for Dorothea  
Dr. Shahroze A Merali

Emily Nixon  
Holly Pagnacco  
Bronwyn Rayfield for Wendy Hunter  
Lorne Rothman for Southcrop Forest  
Leah Sandals  
Jan Schotte  
Jane Weber  
JRM Williams  
Anonymous for Elizabeth Mark & Stewart Duncan  
Anonymous for Zoe Thorsen-Cavers  
Anonymous for Michael Ormston-Holloway's MLA Graduation

Alternatives Journal  
Janet Anderson  
Councillor Maria Augimeri  
MPP Toby Barrett  
Laura Berman  
Black's Photo  
Board Rx  
Laura Brodey  
Ian Bruce  
Pamela Castillo  
Andrew Chiu  
Councillor Raymond Cho  
Chocoland  
Paul Chomik  
Gene Domagala  
Nicholette Duncombe  
Ella's Botanicals

Toni Ellis  
Terry Fahey  
Diane Fancher  
Lisa Fisk  
Freeplay Energy  
Graeme Gibson  
Jocelyn Graham  
Tim Grant  
Andrew Gray  
Green\$aver  
Greentea Design  
Havana Coffee Bar  
Jeff Hill  
Calvin Kuo  
Lileo  
MPP Rosario Marchese  
Iveta May

Lisa McGinn  
Janice Merson  
Merchants of Green Coffee  
Mountain Equipment Co-op  
Melanie Melanicmily Nixon  
Paul O'Hara  
Ontario Natural Food Co-op  
Opera Atelier  
Jeff Otto  
Pages Books & Magazines  
Speaker of the Legislative Assembly, MPP Steve Peters  
RiverSides  
Jim Robb  
Claire Rodgers  
Luke Sargent  
Michael Sargent

Lora Senechal Carney  
Jordan Sewell  
Sinfonia Toronto  
Spacing  
Wendy Strickland  
Sultry Suds  
Robin Sutherland  
The Phonemes  
Toronto International Film Festival Group  
Toronto Region Conservation  
Urban Tree Salvage  
Urbane Cyclist  
Mark Ventresca  
Lobsang Wangkhang

In-Kind Contributors



## Supporting Partners

Canadian TREE Fund  
City of Toronto, Toronto Water  
City of Toronto, Urban Forestry Services  
Community Program for Stormwater Management  
Ontario Power Generation  
Ontario Trillium Foundation  
Ryerson University

Sustainability Network  
Toronto Atmospheric Fund  
Toronto Hydro Corporation  
Toronto Parks and Trees Foundation  
Town of Markham  
York Region

## Project Partners

Annex Residents Association  
Artscape  
Bain Co-op Residents  
Beaches Garden Society  
Black Creek Conservation Project  
Cabbagetown Public Space Committee  
CCFEW (Citizens Concerned About the Future of the Etobicoke Waterfront)  
Centre for City Ecology  
City of Toronto, Natural Environment and Community Programs  
City of Toronto, Urban Forestry  
City of Toronto, Urban Forestry Planner, Ravine Protection  
Councillor Paula Fletcher  
Danforth East Community Association  
Ecojustice

Evergreen  
EvolutionGreen  
Friends of the Rouge Watershed  
Garden Green  
Green Neighbours 21  
Greenest City  
Harbord Village Residents Association  
Junction Arts Festival  
LAMP Community Health Centre  
Lawrence Park Residents Association  
LEGS (Lakeshore Environmental Gardening Society)  
Lost Rivers  
Mount Pleasant Group of Cemeteries  
Not Far From the Tree  
Oakridges Community Centre – ESL Program

Phoenix Community Works Foundation  
Riversides  
Ryerson University  
Scarborough Village Neighbourhood Association  
South Rosedale Residents Association  
Tibetan Association of Ontario  
Toronto and Region Conservation  
Toronto Public Space Committee  
Toronto Transit Commission  
TWITS (Tuesdays and Wednesdays in Toronto)  
Urbanspace Property Group  
The Visible Cities Project, York University  
Willowdale Neighbourhood Association

## Staff

**Janet McKay**  
Executive Director

**Liza Badaloo**  
Volunteer and Event Coordinator

**Michelle Bourdeau**  
Office Coordinator

**Todd Irvine**  
Education and Outreach Coordinator

**Sarah Lamon**  
ISA Certified Arborist

**Lawrence McKeon**  
Seasonal Planting



From left to right: (Back) Liza Badaloo, Todd Irvine, Michelle Bourdeau; (Middle) Robin Sutherland, Janet McKay, Claudio Tata; (Front) Sarah Lamon

**Matt Smith**  
ISA Certified Arborist

**Robin Sutherland**  
Marketing and Communications Coordinator

**Claudio Tata**  
Tree Tour Coordinator/Executive Assistant



Matt Smith



Lawrence McKeon

## Board of Directors

**Colleen Cirillo, MES**  
President  
*Program Coordinator, Toronto and Region Conservation*

**Stuart Grant**  
Treasurer  
*Office Manager, The Centre*

**Steven Joudrey**  
Secretary  
*Ecologist, Toronto and Region Conservation*

**Chris Chopik**  
*Green Realtor, Evolution Green*

**Lorraine Johnson**  
*Writer*



From left to right: (Back) Colleen Cirillo, Philip van Wassenauer, Steven Joudrey; (Front) Andy Kenney, Chris Chopik, Stuart Grant, Olivia Nugent, Lorraine Johnson (Missing) Andrew Millward, Madhu Mahadeaven

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**Andrew Millward, Ph.D.**  
*Ryerson University, Geography Department*

**Madhu Mahadeaven**  
*IT Consultant*

**Olivia Nugent**  
*Manager, Clean Air Campaign and Commute, Pollution Probe*

**Philip van Wassenauer, B.Sc., MFC**  
*Consulting Arborist, Urban Forest Innovations*





Local Enhancement & Appreciation of Forests

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