



TreeCanada

# Annual Report

2011-2012



Growing better places to live

## Message from the Chair



I am pleased and proud to become the 9<sup>th</sup> Chair of the Board of Directors of Tree Canada. I would like to thank our outgoing Chair, Dorothy Dobbie, for her three years of wonderful Board leadership, and for continuing to assist Tree Canada by assuming the position of Past Chair on our Board. We also welcome to the Board Oakville Mayor Rob Burton and former federal MP Léo Duguay, and acknowledge the continued dedication of our other Board members.

This past year, we were able to help Canadians celebrate the first-ever National Tree Day, culminating in ceremonial plantings in provincial and territorial capitals and over 150 community events. We thank MP Royal Galipeau for his great work in introducing the motion that was passed near unanimously by Parliament in March 2011.

We also continued our strong progress that span the country — Majesta's *Trees of Knowledge* program; FedEx's *Greening Canada's School Grounds*; TD *Green Streets* which works to increase the urban tree canopy; and *Healing Trees*, which emphasizes the role nature plays in helping patients recover from physical and mental ailments. We moved ahead with our TD Carbon Forest project on Munsee Delaware First Nations lands near London, Ont. — a first demonstration of our carbon protocol. An update to our Strategic Plan will help ensure we continue to

be successful in meeting our goals of contributing to a “greener” Canada for years to come

These accomplishments would not be possible without the support of our many sponsors and supporters; a dedicated Board with representation from coast to coast; our local advisors who do a wonderful job in representing us at dozens of events annually; and, of course, our hard-working head office staff who ensure the ongoing smooth operation of our programs.

We'll be celebrating our many accomplishments — 78 million trees and counting — during our 20<sup>th</sup> anniversary. We will be commemorating this anniversary at our 20<sup>th</sup> anniversary gala on October 3 during the 10<sup>th</sup> Canadian Urban Forest Conference in London, Ont., in October 2–4, 2012.

I thank you all for your continued support of Tree Canada, and look forward to “growing” our achievements with you in the years to come.

Timo Makinen  
Chair



Photo: Board of Directors, Kelowna AGM 2012

*Thank you! Because of your help, we now have a beautiful school ground!*

Students from l'école Nouvelle Querbes, school team and parent volunteers (Montreal, QC)

Cover photos: (left to right) Elms in Winnipeg, MB, schoolyard greening, Moccasin Trail with Nissan, Toronto, ON, schoolyard greening



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## Message from the President



The United Nations declared 2011 as the International Year of Forests (IYOF). The key theme was “Forests for People” — which emphasized our relationship with forests and what we can do to ensure their well-being for generations to come.

And I couldn't be happier.

What we do at Tree Canada is to ensure all Canadians have access to trees and forests, whether it's a grove of trees in a neighbourhood park or greening rural areas so people can enjoy the great outdoors.

It's wonderful to see recognition and celebration, at the global level, about the important role trees play in providing us with food and building materials, cleaning our air, creating a green infrastructure in which to grow healthy, accessible communities.

Our focus for IYOF was educating Canadians about the benefits of planting and maintaining trees. We were successful in launching Canada's first National Tree Day; organizing a speaker series on trees in and creating *Edible Trees*, and expanding our *Greening Canada's School Grounds* program.

In all of this we continue to champion our urban trees, many of which are aging and under stress. Trees are a critical part of our urban infrastructure, and need many years of growth and maintenance to be able to deliver all their benefits.

The response we have received from National Tree Day and our other projects have been overwhelming. Sponsors, donors, schools and partners have told us that trees do matter — and the actions of our staff, advisors and Board have made a difference in their community.

IYOF may be over, but with your help, in this our 20<sup>th</sup> year, we will continue to make Canada a greener place, tree by tree.

Michael Rosen  
President



Photo: Black walnut  
(*Juglans nigra*)

## Vision, Mission & Core Values

### Vision

Tree Canada will be Canada's #1 trusted resource for urban and rural tree initiatives.

### Mission

Tree Canada develops programs in partnership with the private and public sectors, communities and individual Canadians, to maintain a healthy environment through sustaining urban and rural forests.

### Core Values

Tree Canada is ...

- ... A results-oriented organization dedicated to the delivery of tangible, tree-related programs.
- ... Dedicated to the principles of stewardship and partnerships.
- ... An organization responsive to people, that takes pride in giving top notch service.
- ... National in scope, community in focus.
- ... Engaged in the greening of Canada and believes in “Trees to Live.”

## Highlights of 2011/2012

- Staples Advantage Canada reached its target of planting 100,000 trees in urban and rural areas with us. This significant achievement was made possible through their *Fifty Green* program — delivery orders under \$50 charged a fee, half of which is donated to Tree Canada to plant trees to offset the environmental impact.
  - We love sustainable, beautiful and also delicious communities! We launched *Edible Trees*, a new program that provides funding to schools and organizations to plant fruit and nut trees to increase food security in communities.
  - Thirty nine schools now have a lasting green legacy with trees, from North Saanich, B.C. to Rothesay, N.B., with the help of FedEx, Golder Associates, Allied Van Lines Canada and 3M.
  - We celebrated our 13 year partnership with TELUS by presenting them the Ultimate Award — our way of acknowledging TELUS' commitment to our mission to green Canada. Over the years, TELUS has organized urban forest plantings for their annual TELUS Day of Giving; offered tree planting as gifts for their employee milestone and loyal customer programs and supported the restoration of forests destroyed by disasters.
  - Nissan Canada pledged to plant 12,500 trees to mark the launch of its LEAF car, the company's first electric vehicle. Nissan employees did their part by greening the Moccasin Trail in Toronto.
  - We partnered with Majesta and Ontario Forestry Association to deliver the *Trees of Knowledge* program to schools. The grand prize: \$20,000 to transform a school yard into a living outdoor classroom. St. Paul Elementary School in Beaconsfield, Que. is the grand winner for 2011!
  - Two new faces are on our board — Léo Duguay, former Manitoba MP and Oakville mayor Rob Burton. We are excited to use their expertise on the environment to execute our strategic plan — our blueprint for our organization for the next five years.
  - The past year marked the beginning of Tree Canada's social media strategy, with a presence on Facebook and Twitter. We've quickly gathered a growing online audience to share our news, stories, and information with!

*What started as an initiative to educate students about trees, ended up educating our people and inspired to help others less fortunate.*

Rod Pring, Clintar Landscaping (National Tree Day community planting in Hamilton, Ont. at Bennetto School)

## Statistics

Sponsors: **28**                      Media Citations: **297**  
Supporters: **29**                      Trees Planted: **613,190**  
School Grounds Greened: **39**      Facebook likes: **856**  
Website Hits: **18,382,841**          Twitter followers: **1,050**



### Board of Directors

- Timo Makinen **Chair** — British Columbia
- Andrew Kenney **Vice-Chair** — Ontario
- Dorothy Dobbie **Past Chair** — Manitoba
- Amery Boyer — Nova Scotia
- Gary Bull — British Columbia
- Rob Burton — Ontario
- Janet Feddes-Calpas — Alberta
- Dave Domke — Manitoba
- Léo Duguay — Ontario
- Christian Gagnon — Quebec
- Jim Schedler — New Brunswick
- Bill Vander Zalm — British Columbia
- Arnold H. Zweig **Legal Counsel** — Ontario

### Community Advisors

- Ed Borczon — Southern Ontario
- Keith Dodge — Saskatchewan
- Gérard Fournier — Southern Alberta
- Ken Fosty / Manitoba Forestry Association — Manitoba
- Nairn Hay — New Brunswick
- Peter Murphy — Northern Alberta
- Bruce Roberts — Newfoundland & Labrador
- Bruce Smith — Prince Edward Island
- Ken Snow — Nova Scotia
- Gynnie Tremblay — Quebec
- Christian Walli — British Columbia
- Don White — Yukon Territory

### Staff

- Michael Rosen — President
- Jim McCready — Program Forester
- Janet Lockyer — Administrative Assistant
- Dianne Bélanger — Administrative Assistant/Office Manager
- Anne Laybolt — Director of Development & Marketing
- Melissa Nisbett — Communications Officer
- Cédric Bertrand — Project Manager
- Wendy Song — Financial Consultant
- Ted Lupinski — Auditor



Photo: Tree Canada Board of Directors

## Top Stories

### Molson Canadian partnership

Tree Canada was honoured to partner with Molson Canadian for their *Red Leaf Project* — the company's efforts to "give back to the land that gives us so much." We organized their employee planting events — over 350 Molson employees participated in planting 1,000 trees on eight community sites. On top of that, we planted 100,000 trees from coast to coast. We're looking forward to 2012 — we'll kick off the year by planting 10,000 trees on behalf of Molson in the spring!

### National Tree Day — A Huge Success

In 2011, we made history when Parliament voted on designating the third Wednesday of September, during National Forest Week, as National Tree Day. To mark the occasion, we held ceremonial plantings in every provincial capital with dignitaries and our sponsors Majesta, TD Friends of the Environment Foundation and TELUS. Over 150 community events nationwide were registered through [www.nationaltreeday.ca](http://www.nationaltreeday.ca) — from tree tours to nut harvesting and everything in between. Members of the Canadian Nursery Landscape Association (CNLA) organized tree plantings in schools in over 50 communities. We are proud of the support we've received from Canadians and can't wait for greater successes on September 26, 2012 during our 20<sup>th</sup> anniversary year.

### Healing Trees — Improving Lives Through Nature

Nature does have the power to improve our physical health and psychological well-being. *Healing Trees* is our project that seeks to establish the relationship between trees and human health. In partnership with the W. Garfield Weston Foundation and the Centre for Addiction and Mental Health (CAMH), we unveiled newly planted trees, signage and benches at Shaw Park in Toronto. Studies show that hospital patients heal quicker when they are able to view green space — we hope the clients at CAMH will benefit from the re-invented space. We are looking to expand this project to other health centres so Canadians can experience the benefits of urban trees.

*Greening Canada's School Grounds not only provides teachers and students with a meaningful and healthy opportunity for learning but a long term legacy of stewardship and sense of community.*

Wild Education Coordinator,  
Ministry of Environment, B.C.

Photo: FedEx helping deliver another green schoolyard



Photo: 1<sup>st</sup> National Tree Day at the Museum of Nature with partners Royal Galipeau, M.P (middle) and Natural Resources Minister Joe Oliver (2<sup>nd</sup> right)



Photo: Healing Trees pilot project at the Canadian Association of Mental Health, Toronto ON

## Top Stories

### TD Carbon Forest — Legacy for the Future

The TD Carbon Forest is a tree planting initiative centered on environmental, social and economical benefits. A close collaboration between Tree Canada, TD Bank and the Munsee-Delaware Nation resulted in 52,666 hybrid poplar trees planted on abandoned agricultural lands near London, Ont. The first project from Tree Canada's *Forest and Urban Tree Carbon Project Protocol* will remove approximately 18,176 tonnes of CO<sub>2</sub> over 31 years. At the end of this cycle, TD Bank will be able to claim Verified Emission Reductions produced by this project and the trees will be harvested as wood products. We are proud to work with a company that is focused on reducing its carbon footprint with tree projects, as well as working with a progressive First Nation whose future focus lies in trees.

### IYOF — Sharing Knowledge

Tree Canada was excited when the United Nations declared 2011 as the International Year of Forests. During this year of celebration we educated Canadians about the benefits of trees and promote discussions about their future. Together with the Canadian Museum of Nature, we presented a speaker series with tree experts: Diana Beresford-Kroeger, author of *The Global Forest and Arboretum America*, discussed the healing and restorative aspect of trees in all facets of our lives; and Faisal Moola, from the David Suzuki Foundation, and Mark Hubert from the Forest Products Association of Canada (FPAC), were part of a panel discussion about the Boreal Forest Agreement between government, not-for-profits, and industry.



Photo: Another maple tree well planted thanks to TD employees at TD Tree Days



*Your help has enabled us to work together to build our first community park space. This will make an enormous difference to all of the young families living in our community. We do not currently have a greenspace for the little ones to enjoy and this park will help keep them off of the streets, give them some area of their own in which to play, and hopefully improve everyone's safety in the process.*

Colin O'Leary, President of The Lakes Community Association, BC (BC Hydro)



Photo: Molson employees at the Red Leaf Project

## Abridged Statement of Financial Position — March 31, 2012

ASSETS	2012	2011
<b>Current Assets</b>		
Cash and cash equivalents	\$ 1,878,733	\$ 1,972,092
Accounts receivable	23,247	181,178
Inventory	4,000	4,000
Prepaid expenses	25,621	25,991
Total Current Assets	<u>1,931,601</u>	<u>2,183,261</u>
<b>Investments</b>	1,300,000	1,250,340
<b>Capital Assets</b>	2,429	5,076
<b>Total Assets</b>	<u>\$ 3,234,030</u>	<u>\$ 3,438,677</u>

### LIABILITIES AND NET ASSETS

<b>Current Liabilities</b>		
Accounts payable and accrued liabilities	\$ 46,464	\$ 45,740
Note payable	100,00	—
Deferred sponsorship revenue	2,773,363	3,235,821
Total Current Liabilities	<u>2,919,827</u>	<u>3,281,561</u>
<b>Net Assets</b>		
Invested in capital assets	2,429	5,076
Restricted surplus	50,000	—
Unrestricted surplus	261,774	152,040
Total Net Assets	<u>314,203</u>	<u>157,116</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 3,234,030</u>	<u>\$ 3,438,677</u>

### STATEMENT OF OPERATIONS — MARCH 31, 2012

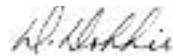
<b>Revenue</b>		
Donations — corporate and individual	\$ 66,355	\$ 63,119
Investments	29,895	30,042
Programs — corporate	3,343,152	2,754,991
Programs — government	73,369	22,008
Sales	52,147	24,116
Total Revenue	<u>3,564,918</u>	<u>2,894,279</u>
<b>Expenses</b>	3,407,831	2,907,336
<b>Excess of revenue over expenses (expenses over revenue)</b>	<u>\$ 157,087</u>	<u>\$ (13,057)</u>

STATEMENT OF CHANGES IN NET ASSETS	INVESTED IN capital assets	RESTRICTED surplus	UNRESTRICTED surplus	TOTAL 2012	TOTAL 2011
<b>Balance — beginning of year</b>	\$ 5,076		\$ 152,040	\$ 157,116	\$ 170,173
Excess of revenue over expenses (expenses over revenue)	—		157,087	157,087	(13,057)
Transfer for restricted net assets		\$ 50,000	(50,000)	—	—
Amortization of capital assets	(2,647)		2,647	—	—
<b>Balance — end of year</b>	<u>\$ 2,429</u>	<u>\$ 50,000</u>	<u>\$ 261,774</u>	<u>\$ 314,203</u>	<u>\$ 157,116</u>

Signed on behalf of the Board



Timo Makinen, Chair, Audit Committee



Dorothy Dobbie, Audit Committee

# Tree Canada Sponsors

ULTIMATE



Platinum



TD Friends of the Environment Foundation

Gold



Silver



Bronze



## Supporters

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Morneau Shepell  
October Hill Foundation  
Raccoon Skis  
Rocky Mountaineer Vacations  
Scandinavian Building  
Solar Income Fund  
Strathmere Farm  
Strive Energy  
U-Haul

## Individual Leadership Gifts

Richard Bastrash  
Alan Burns  
Erica Chan  
Johanne Daoust  
John Finbrow  
Colin Fyfe  
Craig Lahmer  
Gaëtan Lauzon  
William Malouin  
Dr. Guy Newsham  
Georgina Robinson

## Carbon Neutral Companies & Organizations

PréciGrafik  
Société de vins fins  
Tree Canada

## Carbon Neutral Events

- Brita Earth Month Tour, April 7–23 (Vancouver, Calgary, Toronto, Mississauga) — 19 trees
- Maple Leaf Foods: Schneiders Country Naturals Summer Experiential Tour (May – November 2011; across Canada) — 52 trees
- Shell Round Table Events, across Canada (August–October 2011) — 114 trees
- TOTAL TREES: 185



Growing better places to live

National Partners

