

Taking Root Across Canada

Tree Canada 2017/18 Annual Report

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Message from the President and Chair of the Board

Just as the roots of a tree grow and expand over its lifetime, so too has Tree Canada since our humble beginnings in 1992. Now, 25 years later, we too have taken root across the country, striving to improve the lives of Canadians by planting and nurturing trees. Since then, we have planted more than 80 million trees, greened more than 600 schoolyards, helped restore places hit by natural disasters and brought together urban forestry experts greening communities across Canada. In this past year alone, we planted over 480,000 trees in communities from coast to coast to coast, and on National Tree Day, we planted our 82nd millionth tree!

We had much to be proud of this 25th anniversary year. Not only was it our anniversary, but it was Canada's 150th as well, and in celebration, we, with the support of the Government of Canada and our long-time supporter CN Railway, provided funding to 150 community greening initiatives across the country, allowing communities of different sizes (from cities, towns and schools to community groups) to carry out meaningful tree planting projects and community engagement initiatives that they may not otherwise have been able to carry out on their own. Through this program alone, we were able to plant over 23,000 trees with over 33,000 people participating.

From our beginnings, we have established deep-rooted relationships with industry experts, engaged citizens, businesses, sponsors and donors, offered numerous grants to bring trees to communities and developed an increasing network and base of expertise for urban forestry on a national level.

With this shared past and learned knowledge, we have come to concentrate our efforts together in four main areas:

1. Greening Communities
2. Reforestation and Carbon Offsetting
3. Engagement and Research
4. #OperationReLeaf

We're pleased to share this year's annual report with you and highlight the progress we've made in each of these areas in 2017/18. We look forward to your continued support this year, and as we look to the coming 25 years, continuing to work together with you to grow better places to live.

Dave Domke, Chair of the Board

Michael Rosen, President



Greening Communities

Preserving and expanding Canada's urban forests allows everyone in our communities to experience the positive benefits of trees.

In honour of our partnership and for the important role our community has played in Canada's history, CN donated this commemorative tree in celebration of Canada's 150th anniversary.

Special thanks to the Government of Canada and Tree Canada for their participation and support.

Pour souligner notre partenariat et le rôle important joué par notre communauté dans l'histoire du Canada, le CN a fait don de cet arbre commémoratif pour célébrer le 150^e anniversaire du Canada.

Nous remercions spécialement le gouvernement du Canada et Arbres Canada de leur participation et appui.



Growing Better Places to Live Across the Country One Tree at a Time

Last year marked our 25th anniversary and Canada's 150th. To celebrate, we, along with support from the Government of Canada, implemented the Tree to Our Nature, Canada 150 Legacy Program. This program funded 150 community greening initiatives across the country, with a focus on celebrating Canada's 150th year. Our long-time partner, CN Railway, also collaborated on the program to include its 52 CN EcoConnexions - From the Ground Up 2017 communities as official Canada 150 grant recipients.

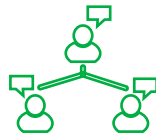
Together through the Canada 150 program, we planted a total of 23,048 trees with 33,105 individuals participating to represent 16,998 youth, 1,095 community organizations, 18,043 volunteers, 1,643 First Nations members and 1,116 new Canadians. Each event was truly unique with the majority including at least one maple tree to represent Canada, at least one official provincial or territorial emblem tree, and one tree to represent their local Indigenous community.



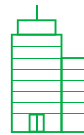
23,048 Trees



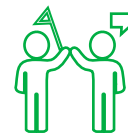
33,105 Total
Participants



16,998 Youth



1,095
Community
Organizations



18,043
Volunteers



1,1643 First
Nations
Members



1,116 New
Canadians

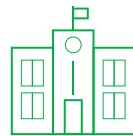
By implementing the philosophies of Tree Canada – this project has fostered the rehabilitation, restoration, and enhancement of habitats and environmentally-sensitive areas, and cultivated awareness for all members of the community, region, province, and country about the importance and benefits of trees.

– Mark Woods, a Tree to Our Nature, Canada 150 Legacy Program Participant, from Regional District Okanagan Similkameen, British Columbia

We also continued growing better places to live across the country through our Community Tree Grants and Partners in Planting projects by planting over 600 trees across 18 school grounds, nearly 2,000 fruit and nut-bearing trees and shrubs across 24 communities improving access to healthy food and partnered with 21 businesses to plant over 21,000 trees across 100 communities.



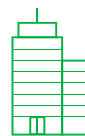
600 Trees



18 School
Grounds



2000 Edible
Trees



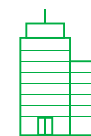
24 Communities



21
Businesses



21,000 Trees



100
Communities



Reforestation and Carbon Offsetting

Reforestation and carbon offsetting cleans soil, waterways and shorelines and sequesters carbon pollution, providing all Canadians with clean water to drink and clean air to breathe.

Preserving our Nation's Green Spaces and Fighting Climate Change

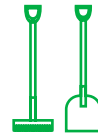
Our national mass seedling planting program targets areas where there is a need for reforestation (replanting an area with trees) or afforestation (establishing trees or forests where there weren't any before) due to human activity or other causes. Ensuring there are vast green spaces for generations to come, we planted trees in five carefully selected sites across the nation chosen specifically for their resulting ecological benefits:

1. Atlantic Region: reforested abandoned farmlands to re-establish important watershed and wildlife corridors.
2. Quebec: replaced pine trees affected by a fungal disease called "gall rust" to protect the local watershed and wildlife.
3. Ontario: rehabilitated forested areas that had previously been lost due to mining and smelting activities.
4. Prairies: reforested areas devastated by the 2016 tornado to protect watershed and wildlife habitat, while also serving as a barrier from the provincial highway.
5. British Columbia: re-established forest cover devastated by Mountain Pine Beetle and Spruce Beetle to protect wildlife habitat and preserve forested paths and recreational areas.

As a result, last year, we planted over 300,000 trees through 15 projects which supported local conservation organizations, First Nations communities, small woodlot owners and municipalities. Each of these projects contributed to increased sequestration of greenhouse gases, improved recreational values, and other social and environmental benefits, such as increased wildlife habitat and ecosystem connectivity.



300,000 Trees



15 Projects

Trees are part of the global carbon cycle and planting more of them is a natural way of absorbing carbon pollution from our air, sequestering it in the ground and helping to fight climate change – an issue that we must all work together to mitigate. Our carbon offsetting program allows Canadians and businesses to offset their carbon pollution the natural way, by planting native trees in Canada.

Under our rigorous carbon protocol, last year we offset over a 1,000 tonnes of CO₂e through the planting of 9,423 trees in North Bay, Ontario, within the Great Lakes–St. Lawrence Forest Region. These plantings assisted ten organizations and numerous individuals to offset the emissions of their activities, purchases or events.



1,000 Tonnes



9,423 Trees



Engagement and Research

Urban forestry professionals working together to ensure our communities are green, vibrant and livable.

Sharing knowledge and building a strong community of practice and research through engagement, strategic planning and conference networks

The Canadian Urban Forest Network (CUFN), the largest network of urban forestry experts, academics and practitioners in the country, advocates for urban forests across Canada under the guidance and leadership of the CUFN steering committee. Presently over 900 members, last year the network organized speaker series and panel discussions at the Federation of Canadian Municipalities Conferences with well over 300 participants tuning in nationwide. In addition, the network launched the Canadian Urban Forestry Awards to recognize individuals and groups who have significantly contributed to the advancement of Canadian urban forestry. Winners for this inaugural year will be announced at the upcoming International Urban Forestry Congress (IUFC) in Vancouver in September 2018.



900
Members



300
Participants

The past year also brought revisions to the Canadian Urban Forest Strategy (CUFS), a strategic initiative of Canada's urban forest practitioners first articulated in 2006 and coinciding with Canada's National Forest Strategy (1988-2008), a government, NGO and private sector coalition whose aim was to move Canada towards forest sustainability. With more and more Canadian municipalities developing urban forest management plans and tree protection policies, the CUFS revisions, also to be announced at the IUFC, will play an important role in representing and offering guiding principles for urban forestry at the national level.

Further to that, we collaborated with the Canadian Forest Service to research the needs and interests of Indigenous communities in urban forestry across Canada with the goal of improving access and engagement to all Canadian communities with urban forestry needs. As well, we started the National Urban Forest Trends Research project with Environment and Climate Change Canada and several academic institutions (University of Toronto, University of British Columbia, Dalhousie University and l'Université du Québec à Montréal) to look at urban forest carbon stocks and management by municipalities with the aim of developing a better understanding of carbon storage in urban forests across Canada. Both research findings will be also presented at the IUFC in Vancouver in September 2018.

Lastly, this past year has brought Tree Canada into discussions with the North American Forest Commission Urban Forestry Working Group and we delivered several guest lectures and presentations at events and conferences to maintain national and international partnerships.



#OperationReLeaf

Assisting communities, municipalities, private land owners and everyday citizens recover lost trees from floods, fires, pests, tornados, and other natural disasters.

Bringing back the trees in communities across Canada

Fort McMurray, Alberta

In May 2016, fires swept through the town of Fort McMurray and the communities of the Regional Municipality of Wood Buffalo. Flames jumped barriers and highways, consuming over a million acres in a matter of days, creating the largest mandatory evacuation in Canadian history with over 80,000 Fort McMurray residents forced to evacuate and leave their homes behind.



Seeing the devastation first-hand, we went into action right away deploying personnel on site and raising funds for restoration efforts. Through the generous support of our numerous partners (CN Railway, Walmart, IKEA Canada, U-Haul, TELUS, FedEx, BP, The Brick, Armstrong Moving Ltd., Earth Day Canada, Unilever Canada, Sanofi Canada and Suncor), we were able to officially launch the first phase of Operation ReLeaf Fort McMurray in 2017 planting over 70, 000 trees across municipal and private greenspaces with over 200 people attending the initial volunteer tree-planting event.

Thank you...for your understanding and the information. You learn something new every day and I'm learning a lot about trees lately. Thank you for this program too, please pass on my gratitude to the entire organization from a firefighter who has grown up and lived here for over 40 years. It was devastating to see the beauty of our forests destroyed. The colors in the fall in the river valley won't be the same in my lifetime. So, thank you for the work you all are doing to help bring some beauty back!

– Kris Solbak, an Operation ReLeaf Fort McMurray grant recipient

Beaconsfield, Quebec

The Emerald Ash Borer (EAB), a brilliantly green jewel toned beetle species native to northeastern Asia, was first detected in 2002 in southern Ontario. Since then, however, its range has expanded into new regions across the country killing upwards of tens of thousands of ash trees in its wake.

Last year, we continued to fight the spread of this pest in Canada by partnering with U-Haul and TELUS, along with municipalities in Ontario and Quebec. Recipient communities were provided TreeAzin™ along with other management techniques to minimize the effects of the beetle.

With the funding provided by our Operation ReLeaf EAB program last year, the City of Beaconsfield was able to design a turnkey approach for private property owners to provide them with personalized advice and encourage them to carry out treatment of their ash trees before the end of 2017. As a result, 664 ash trees were treated on 292 private properties!



Coleman and the County of Grande Prairie, Alberta

The Mountain Pine Beetle (MPB), a small bark beetle about the size of a grain of rice, is one of the most destructive pests of mature pine forests in North America. During the summer of 2006, the beetle arrived for the first time into west central Alberta, when strong winds carried them into the region from central British Columbia, a distance over 400 kilometers. The beetle attacks all pine species, but most notably, the lodgepole pine, the provincial tree of Alberta.

Since 2010, in partnership with the Alberta Government, we have been providing funding to homeowners, private landowners and municipalities for the replacement and recovery of pine trees and forests affected by the mountain pine beetle on private or municipal lands in Alberta. Last year, we planted over 1,000 trees helping 16 individual home and landowners.



664 Ash Trees
Treated



292 Private
Properties



1,000 Trees
Planted



16 Home &
Landowners

A photograph of a modern glass skyscraper. The building's windows reflect a clear blue sky and a large Canadian flag. In the foreground, there are lush green trees, including a prominent evergreen on the left. The overall scene is bright and clear, suggesting a sunny day.

We thank you!

It is only through the many groups of dedicated people that we are able to achieve our goals – without all of you we couldn't do our work as well as we do.

Sponsors (Apr 2017-Mar 2018)

We would like to sincerely thank our donors and sponsors, board of directors, community advisors volunteers, staff, contractors, CUFN members and collaborators, as well as our program participants, for making this year such a success. Thank you!

We would also like to acknowledge and congratulate:

Government of Canada for winning our Eterne Award, our highest honour and given to those organizations who support Tree Canada and exemplify the best in environmental stewardship.

Staples Business Advantage for winning our Ultimate Award, given to those organizations who have committed to our cause and provided over \$1 million in funding since our creation in 1992.



Ultimate



Gold



Silver

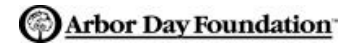


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National Tree Day and A Special Tribute

This year's annual report is in special tribute to our dear friend and loyal supporter, Royal Galipeau, founder of National Tree Day.

In 2011, as an MP for Ottawa-Orléans, Royal moved a private member's motion that received consent from the House of Commons that each Wednesday of National Forest Week would be known as National Tree Day.

Since that day, we have celebrated National Tree Day, with last year's being a special one for a few important reasons. The first reason was because we celebrated it in conjunction with our own 25th anniversary, alongside Canada's 150th. We planted our 82 millionth tree through a ceremonial tree planting and attended a Speaker of the House's Reception in the House of Commons. The second, and more sombre, reason was because it was our last National Tree Day celebration with Royal.

Royal, we will miss your spirit, your wonderful sense of humour and joy for life, and on this upcoming National Tree Day, and every one that follows, we will celebrate and share our passion for our nation's forests and trees in ways we hope to make you proud.

Liabilities and Net Assets

	2018	2017
Current Liabilities		
Accounts payable and accrued liabilities	\$ 205,817	\$ 54,668
Deferred sponsorship revenue	\$ 4,323,801	\$ 3,970,392
Total Current Liabilities	\$ 4,529,618	\$ 4,025,060
Net Assets		
Invested in capital assets	\$ 10,511	\$ 5,902
Restricted surplus	\$ 400,000	\$ 350,000
Unrestricted surplus	\$ 867,560	\$ 874,615
Total Net Assets	\$ 1,278,071	\$ 1,230,517
TOTAL LIABILITIES AND NET ASSETS	\$ 5,807,689	\$ 5,255,577

Abridged Financial Statement

Statement of Operations

	2018	2017
Revenue		
Donations -corporate and individual	\$ 108,146	\$ 130,692
Investments	\$ 51,297	\$ 34,699
Programs -corporate	\$ 4,154,601	\$ 4,407,266
Programs -government	\$ 843,254	\$ 100,000
Sales	\$ 35,204	\$ 8,680
Total Revenue	\$ 5,192,502	\$ 4,681,337
Expenses	\$ 5,144,948	\$ 4,502,624
Excess of revenue over expenses (expenses over revenue)	\$ 47,554	\$ 178,713

Assets

	2018	2017
Current Assets		
Cash and cash equivalents	\$ 2,524,711	\$ 3,193,140
Accounts receivable	\$ 334,515	\$ 113,409
Prepaid expenses	\$ 77,681	\$ 82,785
Investments	\$ 2,010,011	\$ 1,050,011
Total Current Assets	\$ 4,946,918	\$ 4,439,345
Investments	\$ 850,260	\$ 810,330
Capital Assets	\$ 10,511	\$ 5,902
TOTAL ASSETS	\$ 5,807,689	\$ 5,255,577

Statement of Changes in Net Assets

	Invested in Capital Assets	Restricted Surplus	Unrestricted Surplus	Total 2018	Total 2017
Balance - beginning of year	\$ 5,902	\$ 350,000	\$ 874,615	\$ 1,230,517	\$ 1,051,804
Excess of revenue over expenses (expenses over revenue)	-	-	\$ 47,554	\$ 47,554	\$ 178,713
Amortization of capital assets	-	-	-	-	-
Purchase of capital assets	\$ (4,600)	-	\$ 4,600	-	-
	\$ 9,209	-	\$ (9,209)	-	-
Interfund transfer	-	\$ 50,000	\$ (50,000)	-	-
Balance - end of year	\$ 10,511	\$ 400,000	\$ 867,560	\$ 1,278,071	\$ 1,230,517

Take Root with Us!

Contact us at info@treecanada.ca
Visit us at treecanada.ca



@treecanada