

Rooted in the Past, Reaching for the Future



TreeCanada

IMPACT REPORT 2019-2020

Letter to the Reader

This was a year of tremendous change for Tree Canada. The theme of this year's Impact Report, "Rooted in the Past, Reaching for the Future," is the perfect visualization of this change—illustrating how the strong foundation of the past has us poised for a great future.

That solid footing is in big part thanks to Michael Rosen, who led Tree Canada as President for nearly 18 years. We want to thank Mike for his incredible work in bringing Tree Canada to where it is today.

It's from that strong foundation that we continue growing as an organization. There is truly no better time for this to happen. The federal government has promised to plant two billion trees over the next 10 years—a bold commitment that Tree Canada applauds and is excited to help achieve. So much research supports the ability for trees to sequester carbon and make our communities more resilient to climate change. Just as notably, Canadians are feeling the transformation that trees bring to our communities: offering a space for recreation, relaxation, and learning. And that's just the start.

This Impact Report highlights the exceptional work of our Tree Canada team thanks to the unwavering

support of our partners and sponsors across the country. Whether it's greening initiatives with Indigenous communities, collaborations to help the City of Winnipeg plant one million trees, or teaming up with long-time partners like CN to celebrate their 100th anniversary, we are laying the groundwork to reach more communities and Canadians in the years to come.

The first months of 2020 have taken an unexpected turn, and Canadians have looked to nature to provide a sense of solitude and strength. We are reconnecting and appreciating our urban forests more than ever before. Let us take a deep breath of fresh air and stand beneath their shade; as the world changes, our trees remain to restore, shelter, and provide. Now it's our turn—let us never again forget the importance of environmental stewardship to protect the natural world on which we all depend.

We thank you for your support, and hope that you and your loved ones are keeping safe and healthy. Together we are planting the trees that will improve our communities and inspire the next generation of tree lovers.

Danielle St-Aubin, Chief Executive Officer
Léo Duguay, Chair of the Board



“Arlington Woods was named appropriately — everyone in the neighbourhood moved here for the same reason: the majestic towering forest in the middle of Ottawa. The tornado very literally tore our homes and the trees that drew us here away. The help received to help re-plant some of the trees lost is helping to restore not only our neighbourhood's natural environment, but it's also bringing joy to every person who sees it. Every time I look at some of the trees planted since the tornado, it brings a smile to my face and a little sense that life will one day be back to normal. Thank you for your help in restoring not only my family's, but my neighbours' yards!” - Alissa Van Gaal, Operation ReLeaf Ottawa-Gatineau Tornadoes Grant Recipient

KEY ACHIEVEMENTS

Welcomed our new Chief Executive Officer, **Danielle St-Aubin**, and Chair of the Board, **Léo Duguay**.

Over **150** sponsors supported Tree Canada's mission.

Supported the **City of Winnipeg's** One Million Tree Challenge as a result of contributions from CN, Telpay, and other donors.

A total of **353,000** trees planted across Canada.

2,000 new trees in the ground to mark National Tree Day 2019.

Added 1,833 trees to **CN's legacy forests** in eight communities to celebrate the railway's 100th anniversary.

260 trees planted through **Operation ReLeaf Ottawa-Gatineau** following the 2018-2019 tornadoes.

Led **four Canadian Urban Forest Network workshops** with technical experts from across the country.

Tree Canada's Four Branches

GREENING COMMUNITIES

Trees are the backbone of our communities. They make our neighbourhoods more vibrant and welcoming, offer habitat for urban wildlife, and improve our health and well-being. Our Greening Communities program pairs sponsorship support with grantees to beautify schoolyards, improve local food security, and ensure a thriving urban tree canopy is part of our lives for years to come. Our Partners in Planting program also provides a hands-on way for employers to engage their team and get involved in their local community.

Celebrating 100 Years of CN: We were delighted to partner with CN for its 100th anniversary celebrations: *CN100 — A Moving Celebration*. We coordinated major tree planting events in eight communities along CN's rail corridors, adding over 1,800 trees to urban forests. Tree species were carefully selected to ensure the new legacy forests would thrive and provide clean air for decades to come.

CN has been an integral sponsor of Tree Canada since 2012, most recently through the *CN EcoConnexions – From the Ground Up* program. This unique partnership is one of CN's flagship environmental sustainability efforts, and involves the greening of towns, cities, and Indigenous communities along CN's North American rail corridors.

Winnipeg's One Million Tree Challenge: The City of Winnipeg is an inspiring example of what can happen when a community unites around a common goal: protect and expand the city's urban tree canopy—the likes of which has already suffered tremendous loss. Tree Canada is pleased to support the Manitoban capital's goal of planting a million trees in the next 20 years—a figure that surpasses the number of trees expected to be lost to age and disease. Tree Canada's commitment was made possible through the leadership and financial support of CN, Winnipeg-based company Telpay, and the generosity of individual donors.

COMMUNITY TREE GRANTS

Edible Trees: More than four million Canadians are food insecure. Fruit and nut-bearing tree species can directly address this problem—while also fostering community involvement and pride. Over 2,400 edible trees and shrubs were planted last year in 28 communities big and small, including on Hiawatha First Nation reserve land in Ontario, Edmonton, AB, and Hampton, NB.

Greening Canada's School Grounds: There's reading about trees in a textbook—and then there's the experiential learning that comes from getting your hands dirty to plant them! Students across the country planted 831 trees in 22 communities as part of this living classroom program.

Community tree grants were made possible through

the sponsorship support of FedEx Canada, Northbridge Financial Corporation, Pembina Pipeline Corporation, Staples Advantage, TELUS, The Brick, and U-Haul Company (Canada) Ltd.

REFORESTATION AND CARBON OFFSETTING

REPLANTING CANADA'S FORESTS

The **National Greening Program** planted over 320,000 trees last year in a dozen projects across Canada. This wouldn't have been possible without diverse partnerships with individuals, municipalities, and businesses—not to mention our hardworking tree planters! Here are a few of our highlights:

TELUS Trees for Paper Program: Tree Canada continued its longstanding partnership with TELUS, planting 53,000 trees to offset the paper used by the Canadian telecommunications company. The planted restored forest cover on the reserve lands of Yunesit' in First Nation in the BC interior. That territory was scorched by wildfires in 2017, and this planting will kickstart the regeneration of a new forest.

From moonscape to greenscape: The City of Greater Sudbury in northern Ontario was once nicknamed "the moon" on account of its landscape devoid of trees and scarred by mining activity. Last year, we secured a five-year agreement with the municipality to reforest one of the city's many mine restoration sites. Tree Canada has funded the planting of 3.8 million trees in Sudbury since 1997.

Community Forests International: The Acadian Forest is an iconic old-growth forest that stretches across Eastern Canada. A partnership with Community Forests International will conserve and supplement the forest in New Brunswick, and support the growth of climate change-resilient species.

TREES: A NATURAL CLIMATE SOLUTION

Trees capture and store carbon pollution—among countless other benefits—making them a valuable nature-based solution to climate change. This year, the Grow Clean Air program raised funding for 46,500 trees to be planted, allowing 1,044 individuals and businesses to offset their emissions. This is more than six times the number of trees funded through the program in the 2018-2019 year.

ENGAGEMENT AND RESEARCH

THE VOICE OF CANADIAN URBAN FORESTRY

Tree Canada continued to be the convener for nearly 1,000 urban forestry experts across Canada through the national Canadian Urban Forest Network (CUFN) and the CUFN national steering committee. Last year we facilitated four well-attended CUFN workshops in BC, the Prairies, Atlantic Canada, and Ontario—outlets to knowledge-share and discuss opportunities and challenges in urban forestry. During these workshops, Tree Canada urged the ongoing adoption of best management practices for urban forestry work.

TREE CANADA'S CROSS-COUNTRY RESEARCH CONTRIBUTIONS

The impact of greening initiatives in Indigenous communities. Finalizing this research project with the Canadian Forest Service, the results of this study offered a number of insights and led to the creation of recommendations for better future engagement and partnership with Indigenous communities.

Our Edible Trees program was the focus of a capstone research project led by students from Carleton University's Master of Philanthropy and Nonprofit Leadership Program (Ottawa, ON). Surveying people who had received grants since Edible Trees launched in 2012, community engagement and the creation of shared community space were reported as the greatest impacts of the program.

Carbon storage in urban environments. Tree Canada wrapped up the second phase of its study with Environment and Climate Change Canada, University of Toronto, and Dalhousie University. The results will help Canadian cities assess urban forest carbon storage and inform policy around deadwood management.

OPERATION RELEAF

IMMEDIATE RESPONSE, LONG-TERM RELATIONSHIP

Rebuilding and regreening after a disaster takes more than a single year. That's why Tree Canada not only responds—we remain. Operation ReLeaf continued its commitment last year to help communities across Canada replant, treat, and maintain trees following fires, extreme weather events, and pest invasion.

Operation ReLeaf Ottawa-Gatineau Tornadoes:

Summer 2019 was the first replanting season following the tornadoes that tore through the National Capital Region in September 2018 and June 2019. Tree Canada supported the planting of over 260 trees in collaboration with private landowners who were eager to recreate the urban forest that once attracted them to their neighbourhood.

Operation ReLeaf Hurricane Dorian: Strong winds wreaked havoc across Atlantic Canada in September 2019, snapping trees and downing power lines. Tree Canada mobilized in response and launched a fundraising initiative to bring natural beauty and a sense of normalcy back to these affected areas.

Operation ReLeaf in Western Canada: Operation ReLeaf has been working in Fort McMurray and across BC since 2016 and 2017, supporting communities and forests to recover from multiple episodes of devastating wildfires. Operation ReLeaf Fort McMurray and Operation ReLeaf BC Fires added 2,300 trees to the urban and rural community canopies this year, and plantings happened alongside municipalities, landowners, and local community groups.

Operation ReLeaf Emerald Ash Borer (EAB) and Operation ReLeaf Alberta Mountain Pine Beetle: Tree Canada continued to plant and treat trees to ward off these invasive pests. Operation ReLeaf EAB provided the botanical insecticide TreeAzin in Québec City (QC), City of Edmonton (NB), City of Barrie (ON), and Ville de Candiac (QC). Over 130 trees were planted in Jasper and Grande Prairie, AB, as part of Operation ReLeaf Alberta Mountain Pine Beetle.

THE TREE CANADA TEAM

The Tree Canada team is rooted across the country and connected to communities through a shared love of trees and a deep understanding of how they better our lives.

BOARD OF DIRECTORS

Past Chair, David Domke, City of Winnipeg, Winnipeg, MB
Director, Dorothy Dobbie, Pegasus Publications Inc., Winnipeg, MB
Director, Jim Schedler, Irving Consumers Products, Moncton, NB
Director, Julie Barker-Merz, Bank of Montréal, Waterloo, ON
Vice-Chair, Lawrence Lewis, OneFeather, Victoria, BC
Chair, Léo Duguay, The Rothwell Group Inc., Ottawa, ON
Director, Moe Assaf, The Brick, Edmonton, AB
Director, Pierre Bélec, Consultant, Montréal, QC
Director, Sabrina Fitzgerald, PwC Canada, Ottawa, ON
Director, Dr. Sandy Smith, University of Toronto, Toronto, ON
Director, Sean Finn, CN, Montréal, QC
Director, Scott D' Cunha, LCBO, Oakville, ON
Director, Timo Makinen, National Industrial Symbiosis Program Canada, Vancouver, BC
Director, William (Bill) Knight, Corporate Director, Ottawa, ON

COMMUNITY ADVISORS

Bruce Carter, Nova Scotia
Bruce Roberts, Newfoundland and Labrador
Bruce Smith, Prince Edward Island
Celia Johnstone, Greater Toronto Area
Christian Walli, British Columbia
Craig Scott, Northwest Territories
D'Arcy Schenk, Southern Saskatchewan
Don White, Yukon
Donald Craig, Southwestern Ontario
Ed Borczon, Southern Ontario
Gerard Fournier, Southern Alberta
John Helder, Northern Alberta
Julie Molard, Québec City and East Quebec
Kelvin Kelly, Northern Saskatchewan
Ken Fosty, Manitoba
Malin Anagnrus, Montréal, Québec
Naim Hay, New Brunswick
Sheila Flint, Northern Alberta
Tatiana Moroz, Regional Municipality Wood Buffalo (Fort McMurray), Alberta
Véronique Parent-Lacharité, Montréal, Québec

CANADIAN URBAN FOREST NETWORK – NATIONAL STEERING COMMITTEE

Quebec Region representative: Dr. Christian Messier, Professor, Département des sciences biologiques, Université du Québec
Steering Committee Member: Dr. Danijela Puric-Mladenovic, Assistant Professor, Faculty of Forestry, University of Toronto
Atlantic Region representative: Heather Fraser, Natural Resource Program Coordinator, City of Moncton, NB
Prairies Region representative: Gerard Fournier, Southern Alberta, Tree Canada Community Advisor
Pacific Region representative: Lanny Englund, Manager, Park Planning and Forestry, City of Coquitlam, BC
Ontario Region representative: Peter Wynnyczuk, Executive Director, Ontario Urban Forest Council

HEAD OFFICE VOLUNTEERS

Annie Grenon, Finance and Accounting
Chris Xavier, Business Development
Gillian Cooper, Program and Communications
Jennifer Frankland, Volunteer Blogger
Teo Guzu, Volunteer Blogger

EDUCATION COORDINATOR

Justin Létourneau, Program Manager
Laura McLean, Development Assistant
Linda Sawden-Harris, Accountant/Bookkeeper
Marie-Paule Godin, Operations Manager
Michael Petryk, Program Manager
Michael Rosen, President
Nathalie Gauthier, Business Support Coordinator
Paola Guillen, Development and Database Administrator
Rebecca Seltzer, Program Assistant
Sarah Quann, Lead Program Manager
Valerie Molino, Communications Coordinator

Who We Are

Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments. Through our programs, research, and educational efforts, we have helped restore tree cover in areas hit by natural disasters, guided communities in managing their urban forests, contributed to greening communities across the country, and organized urban forest conferences.

To date, we have planted more than 82 million trees alongside our community partners and sponsors. Our programs see us working on both municipal and private land (with individuals, corporate partners, and institutions), and our local partnerships ensure that the trees we plant survive for generations to come.

National Tree Day: A GROWING IMPACT

2019-2020 was a record-breaking year for our National Tree Day festivities! Celebrated on September 25, 2019, National Tree Day celebrates and reminds Canadians of all the benefits that trees provide. Tree lovers from across Canada planted more than 2,000 trees in a single day. We were joined by close to 300 volunteers in six host cities: St. John's (NL), Montréal (QC), Ottawa (ON), Markham (ON), Winnipeg (MB), and North Vancouver (BC).

National Tree Day was also about planting the seeds of knowledge. Tree Canada developed a new educational toolkit that was sent to schools across Canada, reaching over 23,000 students who learned about trees and how they can be celebrated—not just on National Tree Day, but year-round!

Last year's events would not have been possible without the sponsorship support of Staples Business Advantage and community event support from Dreaming Tree Wines. We'd also like to extend a big thanks to our host cities for partnering and providing support, and to our National Tree Day volunteers for coming out to plant and celebrate!

FINANCIAL HIGHLIGHTS

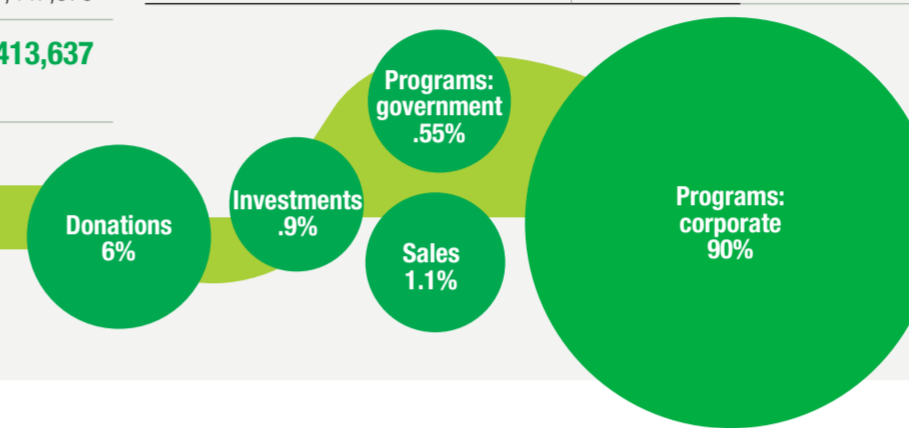
STATEMENT OF FINANCIAL POSITION
For the year ended March 31, 2020

| ASSETS | \$ 2019 | \$ 2020 |
|-----------------------------|------------------|------------------|
| Cash and cash equivalents | 1,925,485 | 3,141,114 |
| Accounts receivable | 344,020 | 263,544 |
| Prepaid expenses | 78,952 | 125,750 |
| Investments | 1,505,709 | 950,011 |
| Inventory | 105,437 | 101,089 |
| Total current assets | 3,959,603 | 4,581,508 |
| Investments | 654,437 | 810,110 |
| Capital assets | 27,030 | 22,019 |
| TOTAL ASSETS | 4,641,070 | 5,413,637 |

| LIABILITIES AND NET ASSETS | \$ 2019 | \$ 2020 |
|--|------------------|------------------|
| Accounts payable and accrued liabilities | 175,294 | 86,704 |
| Deferred sponsorship revenue | 2,904,124 | 3,879,060 |
| Total current liabilities | 3,079,418 | 3,965,764 |
| Net Assets | | |
| Invested in capital assets | 27,030 | 22,019 |
| Restricted surplus | 400,000 | 400,000 |
| Unrestricted surplus | 1,134,622 | 1,025,854 |
| Total net assets | 1,561,652 | 1,447,873 |
| TOTAL LIABILITIES AND NET ASSETS | 4,641,070 | 5,413,637 |

STATEMENT OF OPERATIONS
For the year ended March 31, 2020

| REVENUE | \$ 2019 | \$ 2020 |
|-------------------------------------|------------------|------------------|
| Donations: corporate and individual | 147,926 | 297,374 |
| Investments | 44,742 | 40,166 |
| Programs: corporate | 4,907,776 | 4,001,725 |
| Programs: government | 133,375 | 24,553 |
| Sales | 29,637 | 52,797 |
| TOTAL REVENUE | 5,263,456 | 4,416,615 |
| Expenditures | 4,979,875 | 4,530,394 |
| Excess of revenue over expenses | 283,581 | (113,779) |



OUR SPONSORS AND DONORS: REACHING NEW HEIGHTS TOGETHER

Trees require specific conditions to flourish and grow. Our private-sector sponsors and donors are an integral part of that ecosystem—enabling Tree Canada to plant and nurture our country's forests for this generation and many more to come. Thank you for your support!

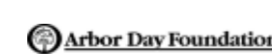
ULTIMATE LEVEL



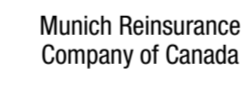
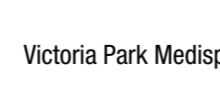
GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



SUPPORTER LEVEL

2346069 Ontario Inc.
7-Eleven RENEW tm
A Living Tribute
Abbotsford Senior Secondary School
AET Group Inc.
Agile42
Aquam
Ark Imports / Ark Fair Trade
Armstrong International Movers Ltd.
BenefAction Foundation
Better Go Getter
BNQ Management
Boucherville Elementary School
BREATHE - The Lung Association (Ontario)
By Nature Import Inc.
Cadence Litigation PC
Canada Council For The Arts
Carlsberg Canada Inc.
Centennial Optical Ltd.
CIBC Digital
CIMS Limited
Colliers International
Conseil Des Écoles
Publiques De L'Est De L'Ontario
Convoy Supply Ltd.
Copies De L'Est L.M. Inc
Country Homes
CPA Canada
Crawford Sheds
DeNoray Solutions Inc.
DHL Canada (Supply Chain)
Digital Joint Corp.
Drake International
Elementary Teachers' Federation Of Ontario
Emergent BioSolutions Canada Inc.
Enterprise Holdings
Foundation
Entuitive (Consulting Engineers)
Export Development Canada
Financial Services Group
Fluidconcepts
Fluor Canada Ltd.
Footprints Inc.
Fortis Trading Ltd.
Fournitures De Bureau
Denis Et Supreme Basics
Fresh Squeezed Ideas
Georgian Bay Leisure

Graly Resources Ltd.
Green Spark Group
GreenFox Windows & Doors
Groupe Ultratek (Solutions)
GroupHEALTH Benefit Solutions
GWL Realty Advisors
Half Hours On Earth Brewery
HEXO Corp.
HGrégoire
Hyperion Woodworking
Intellisports
International Conservation Fund Of Canada (ICFC)
Irokko
JAM Direct
Just Mulch
Kiehl's Canada
KPMG Calgary
Le Scorpion Masqué
Linn Millwork Company Inc.
Little Inklings Design
Luxedge Furniture/Lumber
Mathnasium Canada
Mats Unlimited
McWilliams Moving & Storage
Mobile Eco Detailing
Specialists (MEDS) Inc.
Modern Requirements
Mutha Earth
National Campus and Community Radio Association (NCRA/ANREC)
Natural Organic Matters (NORM)
Nature's Way Of Canada
Nicola Wealth Private Giving Foundation (PGF)
OE Canada Inc.
Okanagan Lavender & Herb Farm
Ottawa Community Foundation
Ottewell Junior High School
Pallet Pickup Canada
PayPal Giving Fund Canada
People For Education
Petroleum Technology Alliance Canada (PTAC)
PIXELCUBE STUDIOS INC.
Pizzeria IL FOCOLAIO (127490 Canada Inc.)
Puff Puff Plant
Red River Group
REEF Parking

Regional Group
Reliance Home Comfort
Render Construction Inc.
Restaurant Jatoba Montréal
RHB Enterprises Inc.
RJC Engineers
Rose Buddha
Samurai Hardwood Flooring
Sanexen - Services
Environnementaux Inc.
Saponetti Inc.
Savons Prolav Inc.
Scandinavian Building Services Ltd.
Sim (Toronto) - Lighting + Grip
Sim (Vancouver) - Eastlake Lighting + Grip
Skybound Inc. (Bookkeeping)
Spec Furniture
Stamped, comptable professionnel agréé inc.
St. John Paul II Catholic High School / Faculté Jean-Paul II
Stoncrest Elementary School
Sun Peaks Grand Hotel & Conference Centre
Synerion
Talk Of The Town Travel
Tantalus Labs
TD Bank Group
Team Glasser
The Coup
The Lucky Penny, General Store and Cafe
The Prairie Collective
TreeKi Apparel Ltd.
Trufflepig Travel Inc.
United Canada Inc.
United Way Ottawa
United Way Calgary
WealthBar Financial Services
Whitehorse Liquidity Partners Inc.
Woburn Collegiate Institute
XL Flooring / EZ Lay Flooring



At FedEx Express Canada we are committed to minimizing our environmental impact throughout our business, and working with Tree Canada is an obvious step towards a greener future. Our team is proud to be able to give back to the communities where we live and work, and programs like Partners in Planting allows us to do just that, while providing a positive impact on the environment, supplying cleaner air for the future, increasing wildlife habitat and reducing the effects of global warming. - Pina Starnino, Vice President of Operations, FedEx Express Canada, Partners in Planting Sponsor

PAYING TRIBUTE TO MIKE ROSEN

Last year marked the end of an era for Tree Canada as we said farewell to Michael Rosen, Tree Canada's President since 2002.

Said Michael on his retirement: "I am very proud of what Tree Canada was able to accomplish for Canadians. Over my time, I have experienced in many cases, the power of trees often taken too lightly and not seriously regarded. I frequently corrected people who indicated to me that urban forests 'looked nice' and were just for 'aesthetics.' As article after article continued to come out on the benefits of trees in terms of health, energy conservation, crime reduction and even community pride, I witnessed the shift in people as they began to see trees as an essential part of their lives and a part of the solution to so much that ails us."

Thank you, Michael, and we look forward to continuing your legacy!

Tree Canada's Strategic Plan

Four out of five Canadians now live in cities, emphasizing the importance of growing our urban canopy to enhance the health and well-being of people across the country. As we reach into the future, Tree Canada aims to continue to be an active partner in greening communities and to further establish itself as a thought-leader in urban forestry.

Specifically, we will work on four key objectives:

Improve lives by greening communities via key long-term partnerships;

Challenge communities to have up to one-third of their land base treed with an evenly distributed canopy cover over time;

Grow the Tree Canada brand while positively influencing the brand of our corporate and non-profit partners, and;

Sustainably and aggressively grow our revenue to increase our organizational capacity in pursuit of our goals.



The City of Leduc is thankful for the support received from Tree Canada and Pembina Pipeline Corporation. The Edible Tree grant we received allowed us to create a welcoming orchard of 40 fruit trees and shrubs for bees, butterflies, and other pollinators to flourish in and call home. This garden encourages residents to recognize the importance of pollinators and biodiversity in Leduc's environment. - Beverly Beckett, Leduc City Councillor. Edible Trees Grant Recipient

HOW TO DONATE, GET INVOLVED, AND CONTACT US

LAYING DOWN ROOTS FOR A GREENER FUTURE
Canadians need trees more than ever. Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments.

Donate securely at treecanada.ca, by phone toll free 1-877-666-1444, or by email info@treecanada.ca

PLANT A TREE FOR YOURSELF, A FAMILY MEMBER, OR FRIEND
You can contribute to our National Greening Program for just \$5 per seedling and select the region where it's planted. Providing habitat for wildlife, clean air to breathe, shade on hot days, and more, a tree is a gift that truly keeps on giving.

- 43 ECCLES STREET OTTAWA, ONTARIO K1R 6S3
- INFO@TREECANADA.CA
- [FACEBOOK.COM/TREECANADA](https://www.facebook.com/treecanada)
- [INSTAGRAM.COM/TREECANADA](https://www.instagram.com/treecanada)
- [YOUTUBE.COM](https://www.youtube.com/treecanada)

For more information about how to give or get involved, visit our website at TreeCanada.ca