



KEY ACHIEVEMENTS

1 Planted **567,611 trees** across **140 communities**.

2 Launched a new Community Tree Grant, Treemendous Communities, which will help us reach more groups and individuals with support for tree planting activities.

4 Released our first-ever 'how-to' educational videos in English and French about how to plant and maintain trees.

6 Streamlined our backend management from five systems down to two for our finances and projects. This will continue to prepare us for successful growth in the future.

3 Brought our expertise to a Natural Resources Canada think tank to help develop a pan-Canadian urban forest strategy.

5 Mobilized our community online through 11 digital campaigns, featuring themes like 'Trees Keep Us Cool,' 'Women in Urban Forestry,' and 'Grow Our Virtual Forest.'

7 Submitted a pair of significant proposals as part of the federal government's *Growing Canada's Forests* program.

IMPACT REPORT 2020-2021

Letter to the Reader

When it comes to resilience, we at Tree Canada need not look far for inspiration.

Forests have provided a template for resilience for time immemorial, absorbing disturbances and shifting their function and structure to confront—with strength and tenacity—our evolving planet. This year, our organization adapted, innovated, developed stamina, and sparked hope. Like trees, we held stable and grew, even as the world faced the ongoing effects of the pandemic.

This year looked different than any one in our past. For an organization whose activities involve gathering to plant, our team displayed exceptional creativity and problem solving in light of the situation. This Impact Report showcases but a few examples of this. Building on our strong relationships with municipalities, corporations, and land stewards, we exceeded our anticipated tree planting goal for the year—and planted 60% more trees than in 2019!

These ongoing connections are also what enabled us to expand our reach and influence as an organization. We launched our Treemendous Communities program, increased our online engagement, and were invited to contribute to several high-profile forums, including an urban forestry think tank with Natural Resources Canada.

We are also grateful and humbled by the support of an anonymous individual donor who pledged \$5 million to Tree Canada over the next five years. In reflecting on their donation, this individual referenced the ability of trees to mitigate climate change and recognized how our team has the expertise and relationships to ensure trees are not only planted, but that they mature and thrive to reach that potential. Thank you for trusting us to do this important work.

As an organization, we champion tree planting as a solution to the climate and biodiversity crisis, but also because of the broader community benefits that come alongside. In 2020, this was personal. The pandemic brought into sharp focus how much we need our community greenspaces and urban forests, as well as equitable access to them for our mental and physical well-being. Whether basking beneath the canopy as we picnicked, decompressed, or took yet another Zoom call, it was fantastic to see people enjoying and appreciating their nearby nature.

Thank you for being with us at every step of the way, especially during this challenging time. It won't be long before we can again come together, until then, let us seek solace in our forests and the connectedness they bring.

Yours in a healthy and green community,
Danielle St-Aubin, Chief Executive Officer
Léo Duguay, Chair of the Board

“

Our lives were shattered by the Gustafsen fire in 2017. It devastated our property near 100 Mile House, BC, our neighbourhood, and thousands of acres of adjacent Crown land. My partner valiantly managed to save our house but lost his life's work and retirement plan when his studio workshop burnt to the ground.

The fire itself was an unnaturally intense burn that destroyed the soil as well as the trees. In spite of ongoing and expensive rehabilitation efforts on our land, three and a half years later there is no natural regeneration other than weeds and finally this year some poplar saplings. Our property and the surrounding land have been flooding since the fire, though we are not near any large body of water or creeks. With the forest gone, there is nothing to soak up the groundwater or prevent erosion.

Though we will not be around to experience a mature forest here again, watching the fir and pine seedlings that Tree Canada planted grow gives me a renewed sense of peace, hope, and appreciation for where we live. A very heartfelt thanks to you.”
- Joan Livingstone, Operation ReLeaf BC Fires Grant Recipient

Tree Canada's Four Branches

GREENING COMMUNITIES

Canada's urban forests must be preserved. For many, this became more than apparent during 2020. Bound to our neighbourhoods and homes, it was not rare to see someone staring attentively into a tree, watching for the red flash of a male cardinal or the scurrying of a squirrel. During this challenging year, trees helped us connect to ourselves and to our loved ones. Our community greening programs acknowledges the integral social, psychological, and economic benefits of our urban forests. By pairing sponsorship with grantees, we're helping more Canadians appreciate and restore them, too.

In 2020, we adapted our **Partners in Planting** program to accommodate the work-from-home reality of many teams. With a little creativity and problem solving, we worked with employers across nine provinces to plant more than 5,300 trees as part of this employee engagement and community building effort.

Tree Canada also continued to support the **City of Winnipeg's One Million Tree Challenge** through the financial support of CN, Telpay, and individual donors.

COMMUNITY TREE GRANTS

Treemendous Communities: We know that green communities are resilient communities. That's why last year we launched a new Community Tree Grant, Treemendous Communities, to expand the reach of our planting programs further still. This exciting new program will provide funding to municipalities, Indigenous communities, business improvement associations, non-profit, and community groups to plant trees. With more groups eligible for funding than ever before, Tree Canada is ensuring people across the country have equitable access to greenspace and the many long-lasting benefits it brings.

Edible Trees: COVID-19 exacerbated the challenge of food insecurity in many communities. Fruit and nut-bearing trees can help close the gap and are an act of resistance and care in the journey toward food sovereignty. An additional 2,163 edible trees went into the ground this year in 20 communities across the country. In the future, people will be able to enjoy delicious bounties of apples, cherries, hazelnuts, gooseberries, elderberries, and more, all thanks to the planting activities in 2020!

Greening Canada's School Grounds: From screen to green! Time spent outdoors took on added importance for students this past year, and nature was a place to safely gather and learn. When some students return to their school yard next fall (many after a long time away), the environment welcoming them back will be greener thanks to the over 400 trees planted last year in 15 communities, including in Saanichton, BC, Redwater, AB, and Pickering, ON.

REFORESTATION AND CARBON OFFSETTING

PLANTING NEW HOPE

The pandemic helped catalyze action around the importance of trees for the environment and our well-being. When in-person planting events had to be cancelled, our team adapted on-the-fly and many sponsors channelled their support to our **National Greening Program**. As an outcome, we planted over 520,000 trees in 15 projects across Canada—a 62% increase from 2019!

Canada's 2 Billion Trees Initiative: Tree Canada submitted two significant proposals to the federal government as part of their bold mission to plant 2 billion trees ahead of 2030. We were thrilled to have both proposals accepted early in the 2021 fiscal year, with funds supporting both the planting of seedlings in rural environments and larger trees in urban settings in the coming year.

Save Paper, Plant Trees: More corporations partnered with Tree Canada to actively decrease their paper usage and reduce their environmental footprint. Last year, RBC Wealth Management committed to planting one tree for every household that chooses paperless billing. In 2020, they had 24,870 households go paperless! Launching their Trees for Paper program in 2018, TELUS has long been a leader in this field, and planted a further 34,000 trees last year.

Free-to-Grow: Tree Canada doesn't only plant trees—we closely monitor them for years to ensure they reach maturity. That includes on Chingee Family Traditional Territory bordering Augustine Lake in the British Columbia interior. In 2015, Tree Canada and CN reforested 58.7 hectares of land after it was devastated by mountain pine beetle. Last year marked the fifth-year survival assessment of the site, which is now punctuated by new-growth spruce, lodgepole pine, and interior Douglas fir. The trees were classified as free-to-grow, meaning they have reached a height where they can continue to grow unimpeded by other vegetation into the future.

An ecosystem-wide approach: What do salmon and trees have in common? A lot, actually! Our ecosystems are dynamic and interconnected, and tree and shrub planting can go a long way in restoring local river systems. That's the goal of a new working relationship between Tree Canada and the Central Westcoast Forest Society on Vancouver Island. The Society has a multi-year program to restore fish habitat in the Tranquil Watershed, and Tree Canada supported that mission through the planting of 30,000 native trees and shrubs.

ENGAGEMENT AND RESEARCH

Our engagement and research activities are guided by the knowledge that trees are about more than just carbon sequestration and mitigating the effects of climate change—they improve our health and well-being, enrich the social fabric of our communities, serve as a source of food and traditional medicine, and so much more.

Tree Canada's experts are actively engaged in researching and advocating for these holistic dimensions of urban forestry, both within our organization and in the sector at-large.

In 2020, some of these activities included:

Prestigious national and international engagements: Tree Canada was invited to join an international task force led by the Sustainable Forestry Initiative to develop an Urban and Community Forest Sustainability Standard. This standard will recognize and push cities to improve their urban forest planning and management and aspire to reach goals of climate resilience and health equity with rigour and consistency.

Within Canada, Tree Canada was selected to participate in three Natural Resource Canada initiatives, including a think-tank to develop a pan-Canadian urban forest strategy. We also participated in engagement sessions for the federal government's 2 Billion Trees commitment.

Giving a voice to our urban canopy: We advocated for urban forests while speaking to the House of Commons Standing Committee on Natural Resources and presented at several virtual events, including Arbor Day's Tree Cities of the World conference and a panel discussion with the Federation of Canadian Municipalities. We also organized a pair of urban forest e-lectures in collaboration with the Canadian Institute of Forestry.

Ongoing research collaborations: Tree Canada is contributing to nine projects with interdisciplinary partners from industry, government, and academia. Research is underway on topics like urban trees and public health, community outreach and inclusion, and gender equity in Canada's forest sector.

Canadian Urban Forestry Network: Tree Canada continued to work with the CUFN Steering Committee to expand its tree expert community. Insightful discussions were held on our listserv and the organization contributed a series of articles to share regional updates in urban forestry planning and operations. Our next national Canadian Urban Forest Conference will be in 2022 in Charlottetown, PEI.

OPERATION RELEAF

Regreening and replanting support don't stop, even amidst a global pandemic. Tree Canada continued its long-term commitment through several Operation ReLeaf projects, all the while being agile and flexible with municipalities and community groups that faced staffing cuts or needed to reschedule planting events based on shifting public health guidelines.

Operation ReLeaf Nova Scotia: Though natural disasters often happen over the course of days, their impacts are felt for years after. Such is the case across Nova Scotia, where thousands of trees were downed when Hurricane Dorian made landfall in September 2019. With the sponsorship of Home Hardware, we launched our newest Operation ReLeaf program, and will provide funding to Cape Breton, Liverpool, the Municipality of County of Inverness, Annapolis Royal, Bridgewater, and Halifax to replant more than 400 trees.

Operation ReLeaf BC Fires. We are proud to have distributed the remaining funding available to private landowners who were affected by the 2017 and 2018 wildfires. Last year, we supported 15 landowners in planting an additional 30,000 seedlings on private lands that would not otherwise have been eligible for replanting funding. Support from CN, Staples Business Advantage, and U-Haul made this work possible, as well as cooperation with the Government of British Columbia.

Operation ReLeaf Fort McMurray. Our work continued for a fourth year in neighbouring Alberta, where Fort McMurray residents faced ongoing challenges that included a spring flood, the pandemic, and an oil price crash. With the generous support of many organizations, including CN, Tree Canada partnered with the municipality of Fort McMurray to plant more than 11,000 FireSmart trees, and residents planted over 2,000 more.

THE TREE CANADA TEAM

Our team is located across the country, from the lanky sway of the Pacific willows on Vancouver Island, to the bog-dwelling black spruce of Labrador, to the Northwest Territories where tamaracks shed their feathery needles into a golden-hued carpet each autumn.

Our head office is located in Ottawa, where we are guests on traditional Algonquin Anishinaabe Territory.

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Director, Dr. Sandy Smith, Director, Forestry Programs, Institute of Forestry & Conservation, John H. Daniels Faculty of Architecture, Landscape & Design, University of Toronto, Toronto, ON

NATIONAL HEAD OFFICE STAFF (AS OF MARCH 31, 2020)

Dr. Adrina C. Bardekjian, Director of Engagement and Research
Amber Brant, Program Manager
Carol Burnup, Director of Communications and Marketing
Michelle Dumont, Program Assistant, Indigenous Services (until August 28, 2020)
Nathalie Gauthier, Finance and Administration, Coordinator
Paola Guillen, Financial Analyst
Greg Hotte, Director of Development
Geraldine Hyland, Business Support Manager
Justin P. Létourneau, Program Manager
Laura McLean, Development Assistant
Valerie Molino, Communications Coordinator
Michael Petryk, Lead Program Manager
Sarah Quann, Director of Operations
Rebecca Riley, Program Services Assistant
Rebecca Seltzer, Program Manager
Hannah Scott, Corporate Partnership Coordinator
Amelia Sproule, Development Lead
Danielle St-Aubin, Chief Executive Officer

A MULTI-MILLION DOLLAR COMMITMENT

Tree Canada was honoured to receive a generous gift from an anonymous donor. This individual pledged \$5 million over five years to support our organization in getting more trees in the ground and secure new donors to deepen our impact further still.

"I live near an urban forest and it is a wonderful neighbour! It's home to blue jays and robins and even a shy fox. I've seen both deer and coyotes visit. This forest is rejuvenating to hike through and calming to gaze at. My kids also enjoy the shade of the trees while playing or eating!"

Like everyone, I'm worried about climate change. Beyond making changes to reduce my personal carbon footprint, I wanted to support an organization that is making things better! I chose Tree Canada because they are reforesting Canada.

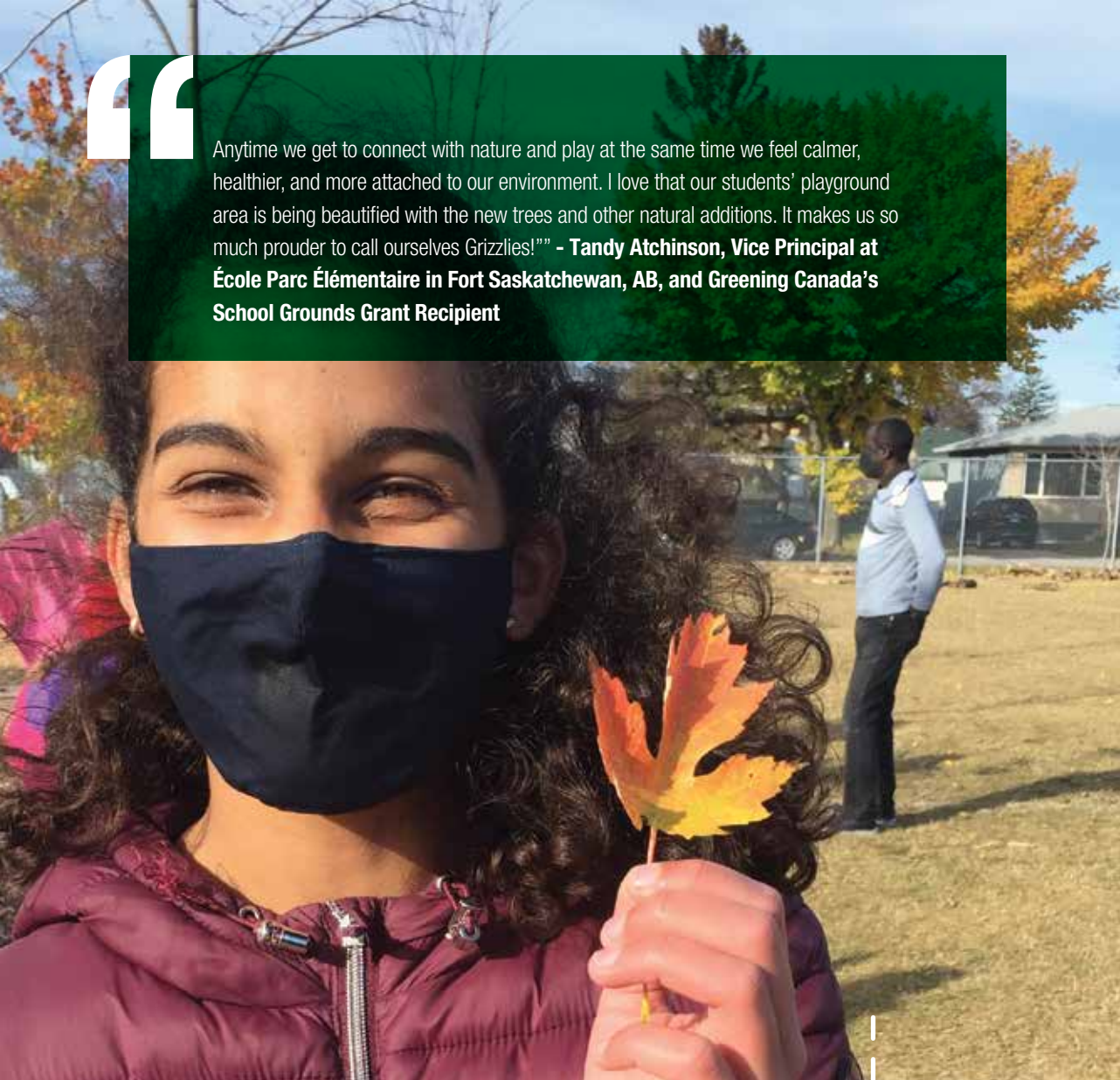
Planting trees for their environmental benefit is difficult logistical work. It needs to be a tree that is native to its environment, will have the opportunity to grow and mature, and is priced right. Tree Canada has the expertise and the relationships for success."

From all of us at Tree Canada, we thank you for your support!

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 83 million trees alongside our community partners and sponsors. Our programs see us working on both public and private land (with individuals, corporate partners, and institutions) and in cooperation with Indigenous communities. Our local partnerships ensure that the trees we plant survive for generations to come.



“Anytime we get to connect with nature and play at the same time we feel calmer, healthier, and more attached to our environment. I love that our students' playground area is being beautified with the new trees and other natural additions. It makes us so much prouder to call ourselves Grizzlies!” - **Tandy Atchinson, Vice Principal at École Parc Élémentaire in Fort Saskatchewan, AB, and Greening Canada's School Grounds Grant Recipient**

National Tree Day: VIRTUAL AND VIBRANT

Large community events may have been cancelled, but National Tree Day was certainly still worth celebrating! On September 23, 2020, Tree Canada held three small ceremonial plantings—respecting public health guidelines—in Port Coquitlam, BC, Mississauga, ON, and Boucherville, QC. We also supported the East Coast Trail, our community partner in St. John's, NL, in marking their 10th anniversary of National Tree Day.

Together with sponsors Staples Business Advantage and TELUS, we rerouted funds to over 20 schools that planted over 800 trees. These plantings captured the essence of National Tree Day itself (to appreciate the great benefits trees provide), and engaged community members and young people. We'd like to thank our sponsors for their continued support and trust in reimagining this annual event!

For those more comfortable celebrating at home, we launched an online engagement campaign, #NTDAAtADistance. Canadians were encouraged to host their own small gathering around a favourite tree and shared videos about what trees mean to them.



Desjardins is proud to have partnered with Tree Canada as part of its paper-free initiative. By planting a tree for each paperless conversion, we were able to encourage our members and clients to feel they were taking a step towards a greener and better future for all. We are pleased to have already contributed towards the planting of 52,578 trees through Tree Canada's National Greening Program and our journey has just begun.” - **Johanne Brousseau, Senior Manager, Donations, Sponsorships and Branding, Desjardins Group**

FINANCIAL HIGHLIGHTS

STATEMENT OF FINANCIAL POSITION

For the year ended March 31, 2021

Assets	OPERATING FUND	RESTRICTED FUND	2021	2020
Cash and cash equivalents	3,718,881	-	3,718,881	3,141,114
Accounts receivable	34,067	5,371	39,438	44,895
Prepaid expenses	135,869	-	135,869	125,750
Investments	611,151	-	611,151	950,011
Inventory	89,624	-	89,624	101,089
Total current assets	4,589,592	5,371	4,594,963	4,362,859
Invested in tangible capital assets	1,359,660	-	1,359,660	810,110
Tangible capital assets	114,147	-	114,147	22,019
TOTAL ASSETS	6,063,399	5,371	6,068,770	5,194,988

Liabilities and Fund Balances	OPERATING FUND	RESTRICTED FUND	2021	2020
Accounts payable and accrued liabilities	70,557	23,879	94,436	86,704
Interfund payable and receivable	4,387,994	(4,387,994)	-	-
Total current liabilities	4,458,551	(4,364,115)	94,436	86,704
Fund Balances				
Invested in capital assets	114,147	-	114,147	22,019
Restricted Fund	-	4,369,486	4,369,486	3,660,411
Internally Restricted	400,000	-	400,000	400,000
Unrestricted	1,090,701	-	1,090,701	1,025,854
Total Fund Balances	1,604,848	4,369,486	5,974,334	5,108,284
TOTAL LIABILITIES AND FUND BALANCES	6,063,399	5,371	6,068,770	5,194,988

STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES

For the year ended March 31, 2021

Revenue	OPERATING FUND	RESTRICTED FUND	2021	2020
Programs	-	4,233,315	4,233,315	4,797,819
Donations	619,406	-	619,406	293,804
Sales	62,449	-	62,449	56,368
Investments	43,390	-	43,390	40,166
TOTAL REVENUE	725,245	4,233,315	4,958,560	5,188,157
Expenses	568,272	3,524,240	4,092,512	4,545,651
Excess of revenue over expenses	156,973	709,075	866,048	642,506
Fund balances beginning of year	1,447,873	3,660,411	5,108,284	4,465,778
Fund balances end of year	1,604,846	4,369,486	5,974,332	5,108,284

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



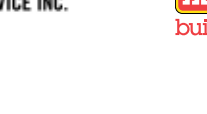
GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



SUPPORTER LEVEL

