



DEEPENING OUR ROOTS

2022-2023 ANNUAL REPORT

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TREE CANADA: OUR ROOTS RUN DEEP

In Canada, trees, forests, and green spaces are an essential component of the national fabric. From the world-famous Group of Seven paintings of White Pine and Birch, to the mythical Redwoods of British Columbia, trees form part of our roots as a country.

That's why, since 1992 we've worked relentlessly to grow Canada's tree canopy through our greening programs, research, and engagement efforts. In fact, we're Canada's only national non-profit dedicated to planting and nurturing trees in both rural and urban environments.

In the face of climate change, our work has never been more crucial. With forest fires raging in unprecedented numbers this year, our track record of planting trees in collaboration with governments, the urban forestry sector, businesses, and community groups, has never been more important. Together, we're strengthening Canada's canopy to ensure resilient ecosystems and healthier, greener communities take root.

Our Vision

To improve the lives of Canadians by planting and nurturing trees while teaching about the value of trees.

Our Mission

To inspire, educate and enable Canadians to plant and nurture trees in order to improve lives and address climate change.

Our Values

Passionate: We are committed to a greener, greater Canada.

Collaborative: We work hand-in-hand with partners, governments and agencies.

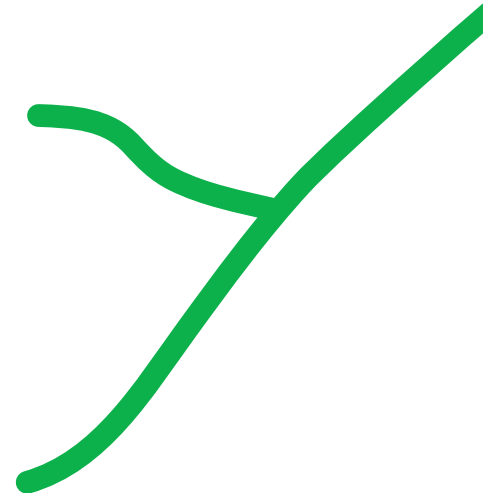
Integrity: We conduct business with the highest level of professional integrity.

Quality: We are committed to delivering quality educational programs and services.

Results-oriented: We focus on achieving tangible results.

Land Acknowledgment

Tree Canada's head office is located in Ottawa on the traditional unceded territory of the Algonquin Anishinaabe Peoples, whose presence here reaches back thousands of years. We also acknowledge that Tree Canada's work reaches across the traditional territories of First Nations, Inuit and Métis Peoples.



LETTER TO THE READER

Dear Tree Canada Community,
Over the past few years, Canada's forests and trees have been threatened by wildfires at an extent that has never before been experienced. It is a stark reminder of the environmental challenges facing our planet.

This tragic new reality has made our mandate to plant trees and strengthen the Canadian tree canopy all the more important.

Here at Tree Canada, the response and commitment from our partners and individual Canadians is as strong as it ever was.

In 2022 alone, we:

- Planted **1,513,172** trees
- Supported greening projects in **148** communities
- Developed partnerships with **60** new corporate sponsors

We couldn't have done it all without the support of each sponsor and individual that made a donation, volunteers that rolled up their sleeves to pick up a shovel, partners that coordinated stock supply and site logistics, and everyone that simply offered words of encouragement at our many planting events throughout the year.

Through it all, we've been working hard to strengthen our organization's foundation by growing our team, deepening our board, and forging productive new partnerships. In this way, we'll continue to plant, grow, and nurture beautiful green spaces across Canada where they're needed most.

Sincerely,



Nicole Hurtubise,
CEO



Scott D'Cunha,
Chair (Board of Directors)

DEEPENING OUR IMPACT: 2022 KEY ACHIEVEMENTS

Tree Canada is proud of the great strides we made in 2022. With the generous support of our donors and partners we dug deep to help ensure a greener future for Canadians. Here's how our growing impact looked over the past year.

1.5M+

total trees planted

148

communities greened
coast to coast

60

new corporate
sponsors

1,100+

volunteers at
12 National Tree Day
community planting
events

128

renewed sponsorship
agreements

COMMUNITY TREE GRANTS



Working with communities to grow better places to live

Green spaces are often the heart and soul of a community. They connect people with nature and root us in a sense of place. To help create and maintain these spaces, Tree Canada bestows grants on schools, community groups, Indigenous communities, and municipalities across Canada to help them plant trees and develop green infrastructure.

These grants provide support for community greening, innovation and stewardship initiatives, and are combined with technical support to help grant recipients start, upgrade, or achieve their goals.

In 2022, our Community Tree Grants funded planting projects across Canada, engaging 7,154 volunteers in the process.

Greening Canada's School Grounds

This grant supports school greening projects that enhance learning experiences and strengthen students' relationship with nature.

Edible Trees

This grant helps fight food insecurity by supporting the planting of fruit and nut-bearing trees and shrubs on publicly accessible sites.

Treemendous Communities

This grant encourages and supports community tree planting projects with long-lasting benefits where people live, work or play.

460

trees planted

14 completed projects

12 participating communities

911

trees planted

17 completed projects

14 participating communities

10,489

trees planted

26 completed projects

**25 participating organizations
in 25 communities**

"With support from the Treemendous Communities grant, we were able to extend the reach of our own Releaf tree planting program, allowing us to plant more trees and involve more members of our community in caring for their parks."

NEAL AVEN, MANAGER OF PARKS AT THE CITY OF SURREY



PARTNERS IN PLANTING

Our highly successful Partners in Planting program offers a unique way for companies to foster team building and demonstrate good corporate citizenship—by planting trees!

We provide the trees, a planting site and take care of all the logistics. Participating employees work together to carry out the planting and enjoy a day outside doing something positive for their communities.

22,240
trees planted

120
completed
projects

55
participating
organizations

3,128
volunteers across
51 communities

OPERATION RELEAF

When Canada’s landscapes and cities are threatened, Tree Canada is there to support the recovery process. From floods and forest fires to pests and tornadoes, Operation ReLeaf helps communities recover from natural disasters.

Here’s who we helped in 2022:

Alberta

We planted 120 trees in a continued effort to help the community of Fort McMurray recover from the devastating wildfires of 2016.

Ontario

We planted 2,000 trees, spanning six different species, in the Ottawa/Gatineau region, following the impacts of the 2018 and 2019 tornadoes. Of the 2,000 trees, 250 were Butternut trees, an endangered species in Ontario.

Nova Scotia

Tree Canada is currently developing multiple projects to help communities recover from the devastating effects of 2019’s Hurricane Dorian.

Prince Edward Island

Tree Canada has committed \$50,000 in relief funding to replace trees damaged by Hurricane Fiona.

OTHER URBAN PROJECTS

In addition to the above, throughout 2022, Tree Canada also partnered with a number of companies and organizations to help grow Canada’s urban canopy. This included work with *Home Hardware*, *BC Hydro*, *CN Montreal Urban Canopy*, *Winnipeg Million Tree Challenge*, *Arbor Day Foundation* and *U-Haul*.



NATIONAL TREE DAY 2022



Our signature volunteer event of the year, National Tree Day, was a huge success in 2022! Held every September on the Wednesday of National Forest Week, this important day celebrates trees for their natural beauty and the many benefits they provide.

Thanks to the support of our presenting sponsor, BMO, we were able to host our largest National Tree Day ever with community planting events in every province.

Canadians from all walks of life, including families, community groups and employees from BMO and other Tree Canada sponsors, took up shovels to plant trees and make a positive impact in the communities where they live and work!

2022 Highlight: Our first National Tree Day event contest!

This past year saw the launch of our inaugural National Tree Day contest– a contest that lets schools, workplaces and other organizations compete for a free tree planting event.

The winner: Cooksville Creek Public School in Mississauga, Ontario.

How they won: By organizing a Tree Detectives Scavenger Hunt in which QR codes were attached to trees in their school yard.

What they won: A planting event that saw everyone pitch in to plant and mulch four large trees—a Kentucky Coffeetree, Sugar Maple, Red Oak and Silver Maple.

1,146

volunteers

4,126

trees planted in
12 communities

40

community-led
celebrations across
all ten provinces

NATIONAL GREENING PROGRAM

Where hope takes root on a larger scale

As we continue to experience the effects of climate change through more frequent and intense storms, floods, and wildfires, it's increasingly important that we maintain efforts to plant and nurture trees in our communities and forests.

In addition to our urban planting programs, Tree Canada is also focused on planting trees throughout Canada's rural areas. The National Greening Program targets areas in need of reforestation or afforestation with mass seedling plantings. As with our urban plantings, 2022 was a big year for our rural program.

1,452,473

trees planted
in total

20

completed
projects

19

participating
organizations across
19 communities

2 Billion Trees: Tree Canada's partnership with the federal government

2022's huge planting push is due in part to our partnership with the federal government's 2 Billion Trees program. Thanks to this partnership, donations from individuals and Tree Canada's sponsors are matched, allowing us to plant more trees.

During the year we planted:

1,194,514

trees with matching
funds from the federal
government

1,089

hectares were reforested

37

species to contribute
to biodiversity at
the local level

"It has been 50 years since the reforestation efforts began in the Sudbury area. Tree Canada's NGP has been instrumental in providing support for seedling purchase for a number of years. This partnership allows for diversity of tree species planted on the local landscape, ensuring a more resilient forest ecosystem to become established in the face of climate change."

TINA MCCAFFREY,
SUPERVISOR REGREENING PROGRAM,
GREATER SUDBURY



WORKING WITH INDIGENOUS COMMUNITIES

How we work together

Tree Canada recognizes the importance of trees, forests, and the natural world, to Indigenous communities. We understand the vital role that green spaces play to promote environmental stewardship, community engagement, and numerous physical and social benefits.

Since 2005, Tree Canada has partnered with more than 17 First Nations communities to plant over 1.2 million trees on their traditional territories.

Community Tree Grants

In 2022, six grants were allocated to Indigenous communities.

National Greening Program

In 2022, six Indigenous communities were engaged in National Greening Program plantings.

GROW CLEAN AIR

Supporting Indigenous forest management

Our Grow Clean Air program offers individuals and businesses an opportunity to offset carbon emissions by helping protect old growth forests in British Columbia. The program supports forest management practices led by coastal First Nations communities in the Great Bear Rainforest.

RESEARCH & ENGAGEMENT

Exploring the root of the issues and finding solutions

Tree Canada is proud to collaborate with national and international partners to create opportunities for knowledge sharing, community building, and thought leadership on urban forestry. This involves partnering with academia, industry, and government groups to deepen Canada's knowledge base, and help educate Canadians about the importance of trees to our country and communities.

2022 Initiatives

Where Women Choose to Walk

Developed by Dr. Adrina C. Bardekjian, Tree Canada, and Liza Paqueo, US Forest Service International Programs, the goal of Where Women Choose to Walk is to share stories and strategies and discuss topics ranging from diversity and inclusion, labour concerns, community values, motherhood and parenting, resiliency, and creative inspirations.

Watch the latest iteration, held on International Women's Day 2023: ["Urban Forests, Women's Health, Resilience"](#)

Presentations

Throughout the year, Tree Canada also delivered presentations and papers at a variety of conferences. Recent presentations included:

International Economic Forum of the Americas

Nicole Hurtubise, our CEO, spoke at a plenary session about the potential of trees as one of many natural climate solutions under the theme: Limiting our Impacts by Accelerating Carbon Capture.

FCM's Sustainable Communities Conference

Michael Petryk, our Director of Operations, spoke about steps to improve long term-tree survival at the Federation of Canadian Municipalities' Sustainable Communities Conference.

Round tables, think tanks and mentoring requests

We also participated in several round tables and think tanks, most notably the development of the Sustainable Forestry Initiative's Urban and Community Forestry Standard.

E-lecture series

The Canadian Institute of Forestry hosted three Tree Canada E-Lectures within a thematic series titled "Urban Forestry and Climate Change" in November 2022. The series was well attended by more than 170 interdisciplinary participants from across the forestry sector.

CANADIAN URBAN FOREST CONFERENCE

2020 Canadian Urban
Forest Awards



2022 Charlottetown Conference

The Canadian Urban Forest Conference (CUFC) brings together leading experts from across the country to discuss and learn about innovative strategies, policies, technologies, research, and best management practices in urban forestry.

Theme—Urban Forests and the Challenge of Climate Change: Building Resilience

The CUFC was an in-person forum where city and park planners, architects, arborists, researchers, and health scientists came together to learn and share a vision of a better future for Canada's urban forests. This conference hosted a total of 159 delegates from October 3rd to 5th, 2022.

Focus on Hurricane Fiona

In the aftermath of Hurricane Fiona, which had devastating effects on PEI's tree canopy, the conference provided delegates with an opportunity to make a real difference. During the conference, delegates volunteered to assist the City of Charlottetown's clean-up crews in the daunting task of identifying and cataloging damaged and standing trees in various parks. Delegates also participated in a tree planting at Upton Farmlands.

This work proved useful for the municipality, and we were proud to help the welcoming community of Charlottetown during such a difficult time.

2024 Winnipeg Conference

Planning has now begun for the next CUFC in Winnipeg, Manitoba. The conference will take place in October 2024, and will focus on the theme of equity in urban forestry.



FINANCIAL HIGHLIGHTS

STATEMENT OF FINANCIAL POSITION

For the year ended March 31, 2023	Operating Fund	Restricted Fund	2023	2022
Assets				
Cash	\$ 8,965,833	\$ —	\$ 8,965,833	\$ 5,658,457
Accounts receivable	81,301	208,490	289,791	540,382
Prepaid expenses	199,830	—	199,830	66,421
Investments	654,009	—	654,009	1,931,000
Inventory	39,811	—	39,811	84,416
Total current assets	9,940,784	208,490	10,149,274	8,280,676
Long-term Investments	1,296,726	—	1,296,726	353,537
Tangible capital assets	77,366	—	77,366	122,068
TOTAL ASSETS	11,314,876	208,490	11,523,366	8,756,281
Liabilities and Fund Balances				
Accounts payable and accrued liabilities	89,413	126,868	216,281	442,110
Interfund payable and receivable	9,284,470	(9,284,470)	—	—
Total current liabilities	9,373,883	(9,157,602)	216,281	442,110
Fund Balances				
Invested in tangible capital assets	77,366	—	77,366	122,068
Restricted Fund	—	9,366,092	9,366,092	6,540,123
Internally Restricted	400,000	—	400,000	400,000
Unrestricted	1,463,627	—	1,463,627	1,251,980
Total Fund Balances	1,940,993	9,366,092	11,307,085	8,314,171
TOTAL LIABILITIES AND FUND BALANCES	11,314,876	208,490	11,523,366	8,756,281

STATEMENT OF OPERATIONS AND CHANGES IN FUND BALANCES

For the year ended March 31, 2023	Operating Fund	Restricted Fund	2023	2022
Revenue				
Programs	—	9,631,804	9,631,804	7,435,817
Donations	1,116,835	—	1,116,835	1,089,963
Sales	6,916	—	6,916	28,907
Investments	40,703	—	40,703	48,578
TOTAL REVENUE	1,164,454	9,631,804	10,796,258	8,603,265
Expenses	997,509	6,805,835	7,803,344	6,263,428
Excess of revenue over expenses	166,945	2,825,969	2,992,914	2,339,837
Fund balances beginning of year	1,774,048	6,540,123	8,314,171	5,974,334
Fund balances end of year	1,940,993	9,366,092	11,307,085	8,314,171



OTHER HIGHLIGHTS

Tree Canada is always looking for innovative new ways to broaden and deepen its impact. We do this by working strategically with our partners to build healthy, resilient communities and further establish ourselves as a thought leader in urban forestry.

Major Fundraising Campaigns

RBC workplace engagement app

The past year also saw Tree Canada partner with RBC to create a carbon footprint calculator app. This app for RBC employees lets users calculate their carbon footprint and exchange green-living tips in the Community Hub.

To date, we're proud to say the partnership has resulted in:

- **900** app downloads
- **438** engaged RBC employees
- **1,540** trees planted
- **\$207,000** raised to support tree planting in Canada

Strategic Plan

In 2022, our Board of Directors approved an ambitious three-year strategic plan to guide our work from 2023 to 2026. The plan is based on the following four key objectives:

- **Planting Trees, Growing Forests:**
We will increase canopy cover in communities and grow forests across Canada to multiply the benefits of trees and mitigate climate change impacts.
- **Inspiring Canadians:**
We will inspire and engage more Canadians to embrace our mission by cultivating hope for the future, sharing our expertise, and growing our national presence.
- **Pursuing Growth Opportunities:**
We will sustainably grow and diversify Tree Canada's revenue sources by engaging Canadians and the business community to achieve our mission.
- **Striving for Excellence:**
We will strive for organizational excellence while fostering a culture of high performance, collaboration, and respect.

Other initiatives

New website

Launched in January 2023, our new website offers improved navigation and search functionality, a more modern design and flow, and enhanced content to better describe our work and how people can get involved in our mission.

Our online community

We're pleased to report that 2022 saw tremendous growth in the Tree Canada social community. We now count over 55,000 followers on our social media channels and are constantly inspired by photos and updates from planting events around the country. Keep them coming!

2022 SPONSORS AND DONORS

Our support runs deep

Tree Canada is immensely grateful for the generous support of our many sponsors and donors, and for their ongoing commitment to our mission. Thanks to them, 2022 was an incredible year of planting and nurturing trees, and teaching Canadians about the value of trees to us as humans, but also to wildlife and the overall wellbeing of our ecosystems.

Ultimate



Gold



Silver



Bronze



COLLABORATING WITH INDUSTRY PARTNERS

“Tree Canada’s Partners in Planting program gave Nespresso teams from coast to coast the opportunity to concretely contribute to national greening efforts. Sustainability is deeply rooted in who Nespresso is, so this collaboration seemed very natural.”

YASMINE ELMIR,
NESPRESSO CANADA

“We, at Cleo Fashions Inc, are thrilled to partner with Tree Canada. The team at Tree Canada made it easy for us to select the program that was right for our contributions. They are very knowledgeable, have excellent communication and most of all, friendly and approachable!”

CLEO FASHIONS

Tree Canada works closely with many industry partners to help further our mission. Together, we’re helping green communities across the country more efficiently and effectively. Some of our partners include:

Association forestière des deux rives	Fish Creek Provincial Park
Calgary Tree Planting Team	Forests Ontario
Cataraqui Conservation Authority	Forêt Capitale Forest
City of Airdrie	Friends of the Rouge Watershed
City of Belleville	Great Bear Initiative
City of Calgary	Halton Region Conservation Authority
City of Coquitlam	Meewasin Valley Authority
City of Markham	MRC du Domaine-du-Roy
City of Mississauga	National Capital Commission
City of New Westminster	Peterborough Humane Society
City of North Vancouver	ReForest London
City of Ottawa	Regional Municipality of Wood Buffalo
City of Richmond	Root For Trees
City of Sudbury	Siksika First Nation
City of Winnipeg	Soverdi
Central Lake Ontario Conservation Authority	Toronto Region Conservation Authority
Credit Valley Conservation Authority	Town of Canmore
Downsview Park (Canada Lands Company)	Williams Lake First Nation
Éco de la Pointe-aux-Prairies	
Essex Region Conservation Authority	

HOW TO TAKE ACTION

Donate to a healthier, greener tomorrow.
Donate securely now at treecanada.ca,
by phone: toll-free 1-877-666-1444,
or by email: info@treecanada.ca



Tree Canada

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