



Friends of Trees
Growing Healthy Communities

2009 Annual Report



From the Executive Director and Board President

As we reflect on our banner planting season, we are struck by Friends of Trees' growing influence. Like a tree's expanding roots and branches, our reach has broadened as we created new partnerships and enhanced our longtime partnerships to both green the Portland-metro area and change the way citizens and policy makers value trees.

The heart of our work continues to be represented by each individual volunteer who plants trees with us on fun and often muddy, cold planting days.

We're not the only weekend planters who remember with satisfaction the smile on a new friend's face when the tree we planted together was safely in the ground, and the pleasure of recognizing that tree—and its telltale sticker and stakes—when we happened upon it months later. Equally rewarding is telling friends, parents, children and even strangers, "I planted that one!"

It takes tens of thousands of individuals, though, to plant the more than 390,000 trees and shrubs that Friends of Trees has planted as of the date of this report's printing.

The 2008-09 planting season described in this report was our 20th, and gave us a strong foundation to create new partnerships that will enable us to accomplish even more in the future.

December 2008 marked the start of a new five-year partnership with Portland's Bureau of Environmental Services (BES) to help Portland reach its Grey to Green Initiative goal of planting 83,000 street and yard trees. This ambitious initiative acknowledges green infrastructure's critical role in keeping our rivers clean and our watersheds healthy, and it recognizes the value of our natural environment in the midst of our built environment.

The engine driving this partnership with BES is our award-winning Neighborhood Trees program, which guided volunteers to plant more street and yard trees than during any previous season of our 20 years—in more than 70 Portland, Gresham, Beaverton and Vancouver neighborhoods.

In addition to growing our Neighborhood Trees program, Friends of Trees laid the groundwork for a landmark three-year partnership with the Oregon Department of Transportation (ODOT) and Metro to plant thousands of trees along the I-205 Multi-Use Path as part of our Green Space Initiative, a new program that includes the natural area restoration projects we've been organizing successfully for more than a decade as well as new plantings along transportation corridors.

The Multi-Use Path, which parallels I-205 for 16.5 miles from the Columbia River south to the city of Gladstone, is traveled by thousands of pedestrians, bicyclers and transit users. It crosses many low-income neighborhoods, which have the greatest concentration of air pollution and the highest asthma rates in the city—and the fewest trees.

With a \$410,000 Nature in Neighborhoods grant from Metro's 2006 voter-approved Natural Areas bond measure, Friends of Trees leveraged additional support from other government agencies, businesses, nonprofits and neighborhood groups. The I-205 greening project represents a policy and paradigm shift within Oregon's largest agency as ODOT acknowledges the economic, environmental and health benefits that trees provide along our transportation corridors.



Friends of Trees Board President Meryl Redisch and Executive Director Scott Fogarty at a recent Collins Sanctuary Gift Tree planting. Photo by Tom Atiyeh.

Another creative partnership involving the Portland Development Commission, Worksystems, Inc., and Portland Opportunities Industrialization Center created 16 green jobs for under-served and minority youth to help green the Multi-Use Path.

Recognizing the need for equity in all of our operations, Friends of Trees has purposefully sought partners that provide jobs within minority communities. To that end, we formed a partnership with Verde, a local nonprofit that places minority workers in the green jobs industry.

Finally, Friends of Trees teamed up with the Audubon Society of Portland and Metro to restore the Collins Sanctuary, an 84-acre parcel of Metro-owned land adjacent to Forest Park. Through our Gift Trees program, we now plant native trees at the Collins Sanctuary to restore a native forest that once thrived in the west hills of Portland. The nearly 10,000 trees that we will plant over the next ten years will be enjoyed by all who visit the sanctuary and especially by those who return to see the trees they planted in memory or honor of others.

As policy makers and citizens understand the economic and environmental value that trees provide, the demand for our programs and services will increase. Friends of Trees' goals remain high. We continue to strengthen our efforts by building on the public and private partnerships and community volunteerism that have always been associated with Friends of Trees.

In upcoming years we will expand our reach even further to meet the needs of communities throughout Oregon and to promote tree-planting policies at local, state and national levels. We are excited to be part of the Friends of Trees team at such an important time in our history and look forward to planting many thousands more trees in the years to come.

See you out planting!

Scott Fogarty
Executive Director

Meryl Redisch
Board President

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Neighborhood Trees

by Whitney Dorer

Our Neighborhood Trees program blew 2009 out of the water—well, dirt—by planting 2,779 street, yard and school trees in Portland, Vancouver, Beaverton, and Gresham, making it the largest planting season in our 20 years! The season also marked the first year of our partnership in Portland Bureau of Environmental Services' (BES) Grey to Green Initiative. In expanding the city's green infrastructure, one of the city's goals is to plant 83,000 trees in five years. As you can imagine, Friends of Trees will be quite busy over the next few years.

During the 2008-09 planting season, the diligent work of two Portland city employees allocated to Friends of Trees as canvassers helped us increase the number of trees we planted in the city. We also expanded our efforts in outer east Portland and Vancouver, Washington. And with the help of two AmeriCorps volunteers, we hosted our first Neighborhood Trees plantings in Gresham and partnered with Vancouver Urban Forestry to organize plantings in 25 Vancouver neighborhoods.

Our more than 70 neighborhood coordinators, who served as liaisons between their neighborhoods and Friends of Trees, helped us spread our Neighborhood Trees community-building planting model. Our longtime volunteers with tree expertise helped us add a wide variety of fruit trees to our tree selections to enhance the metro area's edible landscaping.

In addition, our outstanding crew leaders added a twist to our Neighborhood Trees planting events—planting street and yard trees by bicycle. At three separate Portland plantings during the 2008-09 planting season, volunteers showed up on bicycles with trailers and other enhancements to haul their tools and trees to the planting sites. Altogether, our bicycling crews successfully planted more than 60 trees. As crew leader Ted Keizer said, “Who would think you could plant trees—heavy trees—all by bicycle!”

Green Space Initiative

by Logan Lauvray

The 2008-09 planting season brought several changes to Friends of Trees' Natural Area Restoration program, not least of which was a new name: Green Space Initiative. As the end of the planting season approached, the scope of the program expanded from restoring urban natural areas to also restoring green spaces on school grounds and along transportation corridors.

Natural area restoration projects continue to be an important part of the program's activities and comprise the largest portion of volunteer time and greatest number of native trees and plants.

During the 2008-09 season, with the help of more than 1,600 dedicated volunteers, the Green Space Initiative planted and maintained nearly 13,000 native trees, shrubs and perennials. The program organized 26 events at 18 natural areas in eight cities. The events included planting pollinator hedgerows and gardens of native plants at two schools and involved hundreds of students, parents and educators.

The Green Space Initiative program also held a pilot planting in the Montavilla neighborhood, where volunteers planted 100 trees. This planting led to a multi-year partnership among Friends of Trees, the Oregon Department of Transportation, and Metro to plant thousands of trees along the heavily-traveled I-205 Multi-Use Path.



Volunteers wheel trees and tools by bicycle in the Mt. Tabor neighborhood on March 21, 2009. Photo by Naomi Tsurumi.

Running parallel to I-205 for 16.5 miles, the Multi-Use Path is traveled by pedestrians, bicyclers and transit users, and passes through some of Portland's most culturally diverse neighborhoods, all of which need more trees.

Another change during the 2008-09 season was the new role I assumed as manager of the Green Space Initiative. A longtime volunteer crew leader and board member, I was hired to lead the program in May 2009. I'm excited about my new role at Friends of Trees and look forward to working with all the volunteers who make Friends of Trees such a special organization.

Volunteer & Outreach

by Greg Tudor

The 2008-09 planting season was a year of growth for the entire organization, with expansions in both the Neighborhood Trees and Green Space Initiative programs. The growth led to increased contributions from our volunteer base.

Our volunteers spent time on the frontlines in neighborhoods and natural areas, digging holes, planting trees and native plants, and conducting follow-up inspections over the summer. During the 2008-09 planting season, about 2,000 people volunteered roughly 18,000 hours to help make the Portland-Vancouver metropolitan area greener.

Volunteer groups came from businesses like IKEA, Portland General Electric, Con-way, and NW Natural. They came from community groups like Organizing for America and from schools as far away as Salem. They came from bicycling and soccer clubs at Portland State University, from the University of Portland men's basketball team, and from the Portland LumberJax.

Working with individual, one-time volunteers as well as groups of corporate, social and community volunteers is essential to our success. But even with this strong volunteer effort, we would have accomplished little without our amazing volunteer crew leaders in both the Neighborhood Trees and Green Space Initiative programs, and without our volunteer neighborhood coordinators in our Neighborhood Trees program.

These dedicated individuals gave literally hundreds of hours of their time over the course of the year not just to help plant trees, but to train others to plant or to convince their neighbors of the benefits of buying and planting a beautiful tree.

The personal connections fostered by our volunteers give our organization its stellar reputation, resulting in planters who come out to join us weekend after weekend, year after year.

Volunteer Nate McKinney, who plants in both our Neighborhood Trees and Green Space Initiative programs, explained how it feels to look out over the work that volunteers have accomplished at the end of a morning's planting.

"For a large planting, this is a humbling experience as you realize how, for a few hours, everyone—the volunteers and staff—have come together to make a little patch of the earth a bit better."

*Volunteer Nate McKinney preparing a tree for planting.
Photo by Greg Tudor.*





March Gift Tree planting at Brown's Ferry Park.
Photo by Melissa Barber.

Gift Trees

by Melissa Barber

As the number of Gift Tree purchases grew, Friends of Trees decided to begin hosting two annual Gift Tree plantings instead of one. An unexpected winter blast made our December planting in Sherwood's Inkster Park a small and intimate experience for 30 volunteers, and the spectacular spring weather brought out more than double that number of planters for our March planting at Brown's Ferry Park in Tualatin.

Friends of Trees founder Richard Seidman made a special trip from Ashland to speak to planters at the March event and to plant Gift Trees himself. He planted trees in honor of a friend's baby, another friend's marriage, and two close friends who had passed away recently. He also planted in memory of his mother.

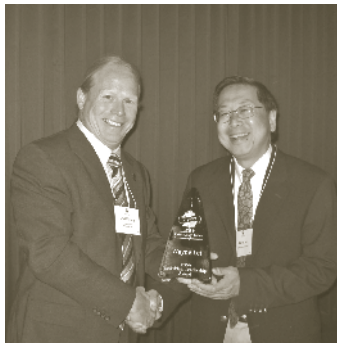
"Somehow the sad, the happy, the weddings, the births, the getting older, the deaths, all jumbled together into this mysterious thing we call 'life,'" Richard said of the planting. "What a blessing it was just to be standing together, planting together, laughing and crying together among the big trees and the baby trees, in the midst of the beautiful Mystery."

Leadership Awards

Friends of Trees welcomed OPB Oregon Field Guide producer Vince Patton as emcee of our May Leadership Awards Luncheon.



Left: Steve Hubbard receiving The Oregonian's 2009 Business Leadership Award from Scott Fogarty. Right: PGE's Wayne Lei receiving the 2009 Individual Leadership Award. Photos by Greg Tudor.

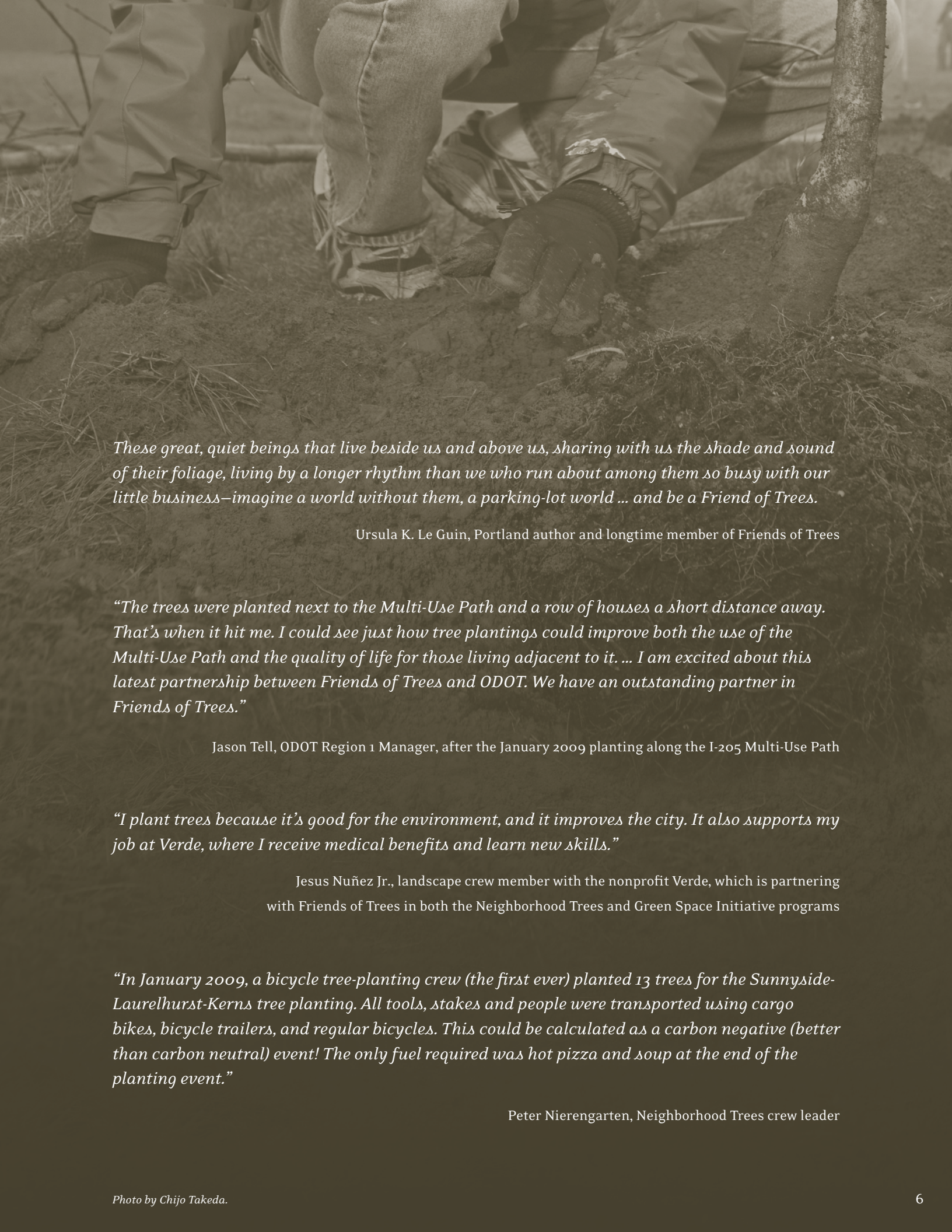


At the luncheon, *The Oregonian* received Friends of Trees' 2009 Business Leadership Award for its generous in-kind donations for more than a decade and its additional support during Friends of Trees' 20th anniversary year. *The Oregonian* inspired Friends of Trees' Why I Plant Trees ad campaign, which has featured Ursula K. Le Guin, China Forbes, and a diverse group of additional Friends of Trees supporters.

The 2009 Individual Leadership Award went to PGE Director of Research and Development Wayne Lei, who encouraged PGE to become lead sponsor of the 1996-2001 Seed the Future campaign. Lei has served on both Friends of Trees' board of directors and Portland's Urban Forestry Commission, and has supported Friends of Trees as an individual donor and volunteer for more than a decade.

Clean Water Services received the 2009 Community Leadership Award for its creative, watershed-wide approach to improving water quality in the Tualatin River Watershed through a campaign to plant two million trees in 20 years. Friends of Trees continues to work with the stormwater public utility at multiple restoration events each year.





These great, quiet beings that live beside us and above us, sharing with us the shade and sound of their foliage, living by a longer rhythm than we who run about among them so busy with our little business—imagine a world without them, a parking-lot world ... and be a Friend of Trees.

Ursula K. Le Guin, Portland author and longtime member of Friends of Trees

“The trees were planted next to the Multi-Use Path and a row of houses a short distance away. That’s when it hit me. I could see just how tree plantings could improve both the use of the Multi-Use Path and the quality of life for those living adjacent to it. ... I am excited about this latest partnership between Friends of Trees and ODOT. We have an outstanding partner in Friends of Trees.”

Jason Tell, ODOT Region 1 Manager, after the January 2009 planting along the I-205 Multi-Use Path

“I plant trees because it’s good for the environment, and it improves the city. It also supports my job at Verde, where I receive medical benefits and learn new skills.”

Jesus Nuñez Jr., landscape crew member with the nonprofit Verde, which is partnering with Friends of Trees in both the Neighborhood Trees and Green Space Initiative programs

“In January 2009, a bicycle tree-planting crew (the first ever) planted 13 trees for the Sunnyside-Laurelhurst-Kerns tree planting. All tools, stakes and people were transported using cargo bikes, bicycle trailers, and regular bicycles. This could be calculated as a carbon negative (better than carbon neutral) event! The only fuel required was hot pizza and soup at the end of the planting event.”

Peter Nierengarten, Neighborhood Trees crew leader



Donors

The following donors made gifts to Friends of Trees between Sept. 1, 2008 and Aug. 31, 2009.

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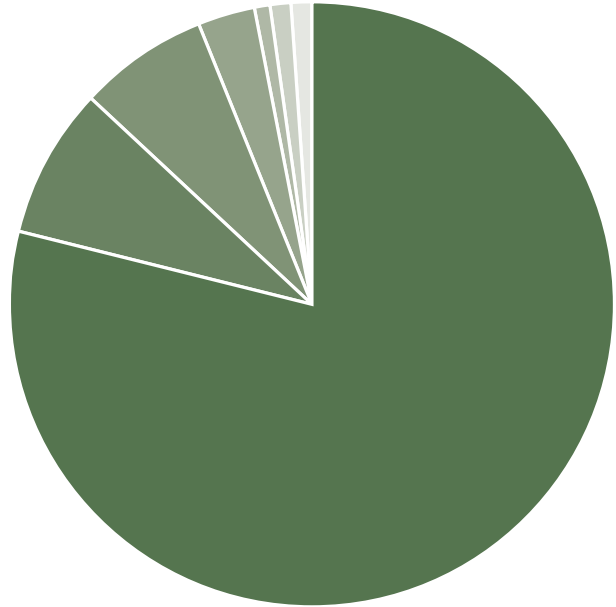
*All or part of this donation was in-kind.

Please accept our thanks and apologies if you have supported Friends of Trees and we have not listed you here. Please let us know if your name was omitted so that we can recognize you in future publications.

Statement of Activities

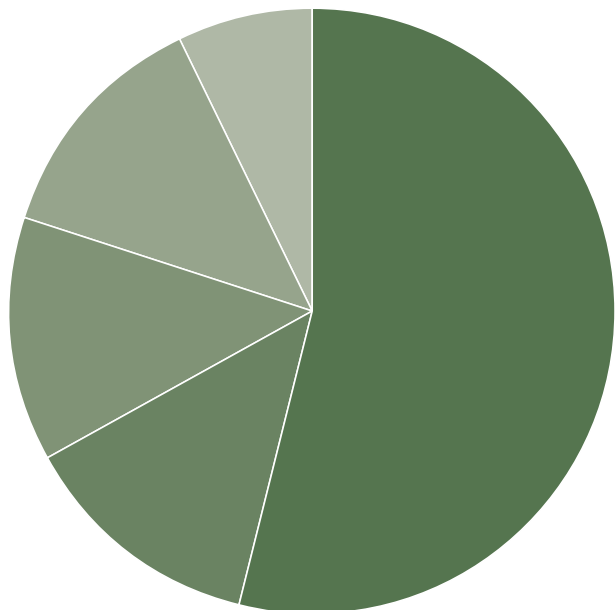
REVENUES

● Contributions and Grants	82%
● Tree Fees	8%
● In-Kind	7%
● Memberships	3%
● Special Events	<1%
● Interest Income	<1%
● Other	<1%



EXPENSES

● Neighborhood Trees	54%
● Green Space Initiative (formerly Natural Area Restoration)	13%
● Development	13%
● Education & Outreach	13%
● Management & General	7%

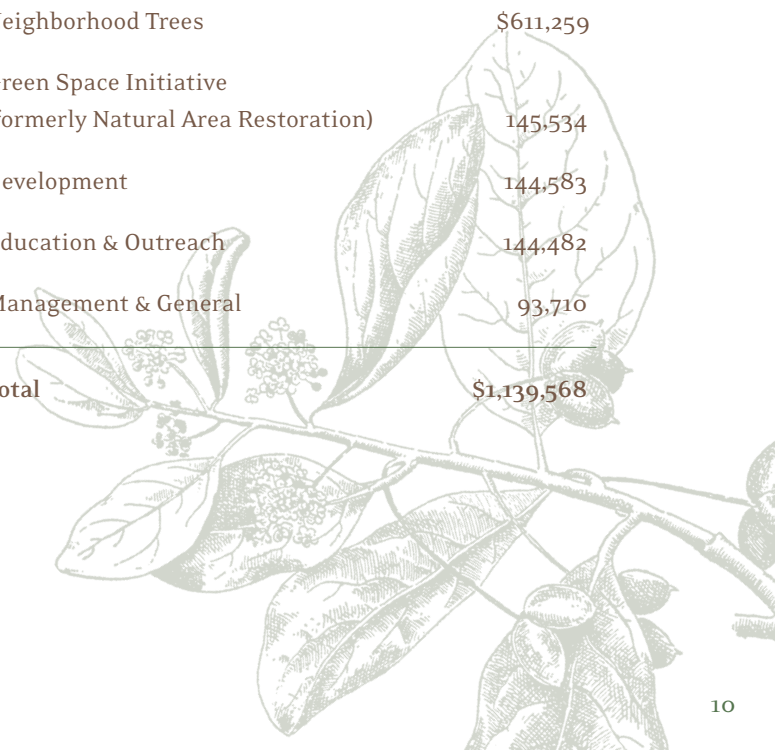


FINANCIAL POSITION FOR THE FISCAL YEAR ENDING AUGUST 31, 2009

<i>Assets</i>		<i>Liabilities and Capital</i>	
Cash	\$334,102	Accounts Payable	\$21,867
Accounts Receivable	38,011	Accrued Payroll & Related Expenses	30,938
Contributions Receivable	9,622	Deferred Revenue	33,054
Prepaid Expenses	17,158	Mortgage Payable	215,096
Total Property and Equipment	352,618		
		Total Liabilities	300,955
Total Assets	\$751,511	Unrestricted Net Assets	437,934
		Temporarily Restricted	9,622
		Permanently Restricted	3,000
		Total Net Assets	450,556
		Total Liabilities & Net Assets	\$751,511

ACTIVITIES FOR FISCAL YEAR ENDING AUGUST 31, 2009

<i>Revenues</i>		<i>Expenses</i>	
Contributions and Grants	\$1,095,847	Neighborhood Trees	\$611,259
Tree Fees	100,722	Green Space Initiative (formerly Natural Area Restoration)	145,534
In-Kind	86,967	Development	144,583
Memberships	42,395	Education & Outreach	144,482
Special Events	1,440	Management & General	93,710
Interest Income	1,097		
Other	6,690	Total	\$1,139,568
Total	\$1,335,158		





Front and back cover photos by Brian Black.



Friends of Trees
Growing Healthy Communities

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503-282-8846

www.FriendsofTrees.org