



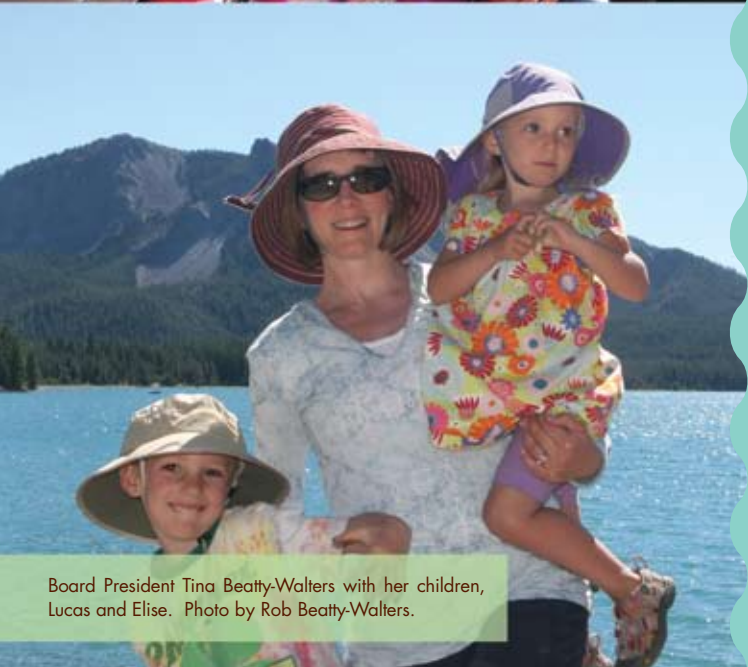
# FRIENDS *of* TREES

**2012 ANNUAL REPORT**





Executive Director Scott Fogarty with his daughters, Ava and Ally. Photo by Keith Nevison.



Board President Tina Beatty-Walters with her children, Lucas and Elise. Photo by Rob Beatty-Walters.

## FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

As we progress through the early part of this century, we face, as a society, many environmental challenges. Few will deny, at this point, that our planet is warming. Also, locally and regionally, our population is growing. This growth leads to increased development, which is positive in many ways but challenging in others. Specifically, as we develop new areas, we transform green spaces into parking lots, roads and buildings. The impact is direct and long lasting. As this development continues and our planet warms even more, the importance of our urban natural spaces in improving the health of our planet and our local ecosystems grows every day.

Here at Friends of Trees, we focus intensely on preserving, restoring and enhancing our natural spaces. We know that, as a supporter of Friends of Trees, you recognize that we each have a hand in shaping the future of our planet. We appreciate that you, too, value the role of trees and our urban natural areas in creating a sustainable future. We think trees are the keys. They have an immediate and long term positive impact on our warming planet by reducing surface temperature and taking up carbon dioxide. And they provide us with oxygen, food, shelter, clean water and solace.

**We are not just planting trees. We are also building bridges to our neighbors, our communities, and our future on this planet.**

And it's not just the trees that make a difference; it's joining our neighbors and working toward a common goal—the improvement of our communities and the global community at the same time. We are not just planting trees. We are also building bridges to our neighbors, our communities, and our future on this planet.

Speaking of bridges, we have crossed a bridge of our own here at Friends of Trees. Thanks to all of our volunteers and supporters, Friends of Trees has once again eclipsed all past numbers of trees planted in a single season in Oregon and Washington. And Friends of Trees' volunteers have again given more time to our tree planting efforts than ever, helping ensure that future generations can enjoy the quality of life we have come to appreciate here in the Pacific Northwest.

This year we surpassed half a million trees planted in Oregon and Washington since our founding 24 years ago. Our Portland-Vancouver volunteers gave more than 35,000 hours to plant 41,546 trees and native plants. Our Eugene-Springfield volunteers gave nearly 3,000 hours to plant 854 trees. Altogether, Friends of Trees held 170 events during the 2011-12 season. Our efforts continued to be recognized across the country as the national nonprofit American Forests named Portland one of the top ten cities in the country for its urban forest's importance, investment, growth, health and community support.

Each ring on a tree is unique. And each ring is equally valuable. The same holds true for our organization now and will hold true in the coming years as we contemplate expanding our programs and geographic reach. As we branch out to meet the desires, needs and demands for safe, fun and meaningful volunteer activities that have a profound impact on our local and global community, we remain rooted in the ethic and spirit of why we exist today: to grow healthy communities for current and future generations to enjoy.

Thank you for your recognition and your support. We could not achieve the success we have achieved without it. We hope to see you out planting!

Scott Fogarty  
Executive Director

Tina Beatty-Walters  
Board President

## BOARD OF DIRECTORS

Tina Beatty-Walters, President  
Tess Jordan, Vice President  
Sky O'Callahan, Treasurer  
Heidi Hu, Secretary  
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Nancy Buley  
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Photo by Greg Tudor

"Today you're making history. You're out in our neighborhoods planting a legacy that's going to make a difference for generations to come. You're not only enriching Portland today, but you're enriching Portland for our children, grandchildren, and great grandchildren, allowing us to live a little more lightly on the planet." —U.S. Rep. Earl Blumenauer (D-Ore.), at March 23, 2013 FOT planting



Photo by Greg Raisman

## NEIGHBORHOOD TREES

by Whitney Dorer

The incredible volunteers and staff of our Neighborhood Trees program once again planted more trees than we ever thought possible! During the third year of our partnership with Portland's Bureau of Environmental Services, we continued to transform our streets and neighborhoods—one tree at a time.

None of it would have been possible without our amazing volunteers. Our neighborhood coordinators leading the way, we planned nearly 90 events and planted 5,246 street, yard and school trees in 87 Portland, Vancouver and Beaverton neighborhoods—4,800 in Portland, 324 in Vancouver, and 122 in Beaverton.

But those trees didn't plant themselves! Nearly 100 new crew leaders joined our trainings in November, and by the end of the season thousands of volunteers had come out to plant with us.

We increased the diversity of our tree selection and expanded our online resources, providing more information to homeowners searching for the perfect tree. Through our Summer Inspector program, we tracked the health of recently planted trees, again finishing the growing season with an amazing 97% survival rate.

We also offered free trees to people who live on city-designated paths for cyclists and pedestrians. Adding trees along these corridors provides shade for the future, reducing car traffic and increasing safety and health. And we increased our plantings by bike. Homeowners and volunteers carry tools and trees by bicycle, a creative style of planting inspired by our incredible crew leaders. It's incredible to watch a team leave the staging site with hundreds of pounds of trees in trailers and smiles on their faces.

**"From the warm welcome at the meeting place through to the elaborate feast at the end of the day it was a wonderful experience—meeting neighbors who also volunteered and experiencing the simple joy of planting trees!"**

—Volunteer Nancy Alwin loved her experience so much she became the neighborhood coordinator for her neighborhood, Sumner.

## GREEN SPACE INITIATIVE

by Logan Lauvray

Our crew leaders are a vital part of our success. These dedicated volunteers attend a special training to learn the proper way to guide weekend planting volunteers through a fun, safe experience. Many have volunteered with us for years, and their ongoing commitment is an inspiration. Many of them are also inspired by the volunteers they help lead.

Once again, we significantly increased the number of native trees, shrubs and perennials we added to natural areas by planting more than 36,000 individual plants. We also planted more than 1,100 trees and shrubs, mostly Oregon natives, along the I-205 Multi-Use Path during the third year of our partnership with Oregon Department of Transportation, Metro, East Multnomah Soil & Water Conservation District, and many others.

Amazingly, we led 43 events this past year and created 14 temporary green jobs through continued partnerships with Portland Opportunities Industrialization Center and Verde.

Also, with support from Clackamas County Water Environment Services, on behalf of Clackamas Service District No. 1, we continued our partnership with Clackamas River Basin Council and SOLVE to restore the Rock Creek Watershed.

A diverse group of more than 20 government agencies, private corporations, nonprofits, community groups, and individuals partnered with us. We thank all of them for their generous support.

**“I don’t volunteer just because I like to wear rubber pants and play in the mud but because I truly believe in what Friends of Trees is trying to accomplish: trees for everyone, regardless of ethnic or economic area of Portland, and the chance for people of all ages, ethnicities, and skill levels to participate in a project that stretches far into the future. The trees that we plant today connect us to the communities of the future.”**

—Green Space Initiative Crew Leader Caela Levy



Photo by Phil Pastorek

**2011-12 Volunteer Award Winners:** Volunteer of the Year, Chris Canida; NT Crew Leader of the Year, Forest Tanier-Gesner; GSI Crew Leader of the Year, Sonny Newson; NT Rookie of the Year, Jeff Kisseloff; GSI Rookie of the Year, Neva Knott; The Conan Award, Kenny Symonds; Neighborhood Group of the Year, Westside Vancouver; Office Volunteer of the Year, Wendy Gehring.



Photo by Albert Kaufman

## VOLUNTEER & OUTREACH

by Andy Meeks

Wow! We saw another increase in volunteer engagement across every program during the 2011-12 season, with total volunteer hours in the Portland-Vancouver area swelling to 35,092, a 16% increase over last year.

Volunteer recruitment continues to benefit from technology advancements in the online world, as well as an increased use of social media. Targeted emails and online postings are two core components of our volunteer recruitment efforts, but one-on-one conversations at outreach events still figure prominently in the overall goal of filling the 'volunteer pipeline' and creating and maintaining community connections. We spoke with nearly 1,400 individuals at 52 outreach events throughout the season.

**"I have been studying conservation biology for the last two years, during which I've come to believe that trees can assuage many of the world's problems. I volunteer for Friends of Trees and I am hooked. Saturday morning, 7 am. It's early, but I can't get my rubber boots on fast enough and get out the door—rain, sun, or freezing cold."**

—GSI Rookie of the Year Neva Knott

Our key volunteer roles are critical to the planting programs' abilities to successfully organize 79 public planting events and to engage our volunteer planters in a meaningful, safe and fun way. Therefore, key volunteer recruitment and training is always one of our top priorities. At 11 key volunteer trainings, we engaged 190 summer inspectors, 91 neighborhood coordinators, and 142 crew leaders.

This season also saw a strengthening of mid-week volunteering through efforts begun the previous season. Volunteers filled standing positions every Monday, Wednesday (morning and evening) and Friday. The positions are very popular and often require scheduling 2-3 weeks in advance. The success of our Wednesday evening 'Call Stars' further cemented the concept that asking volunteers to call their neighbors is an effective way to build community and plant more trees. Overall, we nearly doubled the number of mid-week 'office-based' volunteers from the previous season to 117 individuals.

## GIFT TREES

by Greg Tudor

Our Gift Tree program is thriving as it restores a forest in our city. The 2011-12 planting season marked the third year of our partnership with Metro and Audubon Society of Portland to restore the Collins Sanctuary near Forest Park. At our December and March Gift Tree plantings, people who had received or purchased Gift Trees gathered to plant more than a thousand new trees and native plants on the hills of the sanctuary.

The purpose of this program is to restore an important part of our urban forest while also honoring and celebrating people in our lives with gifts of growth and renewal. In a very real way, the Gift Tree program also offers a personal restoration for many of the planters.

One planter, whose family traveled from Canada for the planting, said, "I want to tell you that we were all impressed at how well the tree planting was organized. It was so nice to have the treats before we started, and everyone on your staff and the volunteers were welcoming and caring."

Planting a tree helps us commemorate a joyous occasion or special achievement, or grieve the loss of a loved one. Each year I am grateful to hear the stories told by planters, to know that with such disparate paths, we find ourselves together in the forest. Honoring memories and marking beginnings, we make connections to this place, giving a small part of ourselves to something much bigger than all of us.

**I'm going to plant a heart in the earth  
water it with love from a vein  
I'm going to praise it with the push of  
muscle  
and care for it in the sound of all  
dimensions.  
I'm going to leave a heart in the earth  
so it may grow and flower  
a heart that throbs with longing  
that adores everything green  
that will be strength and nourishment  
for birds  
that will be the sap of plants  
and mountains.**

—Poem by Rosario Murillo, read by Emma Gray



Photo by Lucia DeLisa

"Activities like these are great. You get to be outdoors, breathe in fresh air, meet other plant nerds, tree huggers and environmentalists, and do something good for the earth while burning calories (and gaining some back with the donuts, cakes and coffee)." —PCC Landscape Club



Photo by Jessyca Burke

## FRIENDS OF TREES, LANE COUNTY

by Erik Burke

Friends of Trees' new Lane County chapter made great progress during the 2011-12 planting season. We engaged 870 volunteers, nearly twice as many as the year before, and worked on building a core of trained volunteers to plant, care for, monitor and study our city trees.

We held 39 tree plantings, stewardship events, invasive plant removals, and trainings, including our first planting in Springfield, and we led our largest and most complicated event to date. Our Eugene Arbor Day planting was sponsored by NW Natural and supported by the City of Eugene, Lane County, REI Eugene, Hummingbird Wholesale, Eugene Water & Electric Board, and several University of Oregon student groups. Mayor Kitty Piercy spoke at the opening rally, and we welcomed our first tree-planting bike team.

We also organized our first trainings for volunteers to become part of Friends of Trees' Tree Team as crew leaders, neighborhood coordinators, pruners, summer inspectors, and tree inventory volunteers. We increased individual donations and diversified our funding sources, securing business and foundation support and seeking municipal contracts. In addition to the groups mentioned above, we received our primary funding from the Alice C. Tyler Perpetual Trust, Meyer Memorial Trust, J. Frank Schmidt & Son Co., Union Pacific Foundation, and the Portland Timbers.

**Friends of Trees staff from Portland gave the Eugene office tools and training to improve effectiveness, and we began to put in place parts of Friends of Trees' award-winning, community-building model.**

Friends of Trees staff from Portland gave the Eugene office tools and training to improve effectiveness, and we began to put in place parts of Friends of Trees' award-winning, community-building model. The year was a good test of whether the approach that has worked so well in Portland and SW Washington was suited for Eugene-Springfield. We learned that the model works and can be made sustainable. I'm excited for the coming years!

"I want to note here that we should all pay attention to our urban forest. Because of budget cutbacks the City has not been keeping up with its past tree-planting practices. As old trees die, new trees are not being planted at the same rate. There is a significant lag. This is something you and I could do together with Friends of Trees. If every family planted one tree a year in our city, we could begin to recover what we have lost."

—Kitty Piercy, Mayor of Eugene, 2013 State of the City address on Jan. 9, 2013



## HONORING OUR LEADERS

It was our biggest crowd at a Leadership Awards Luncheon to date! On May 17, nearly 170 people joined us at the Multnomah Athletic Club to celebrate a successful planting season and to watch three regional leaders receive awards for their contributions to Friends of Trees. The event was emceed by KGW News Anchor Tracy Barry, who has planted with Friends of Trees, and sponsored by The Oregonian and Rigert Shade Trees.

*Audubon Society of Portland Conservation Director:* Bob Sallinger received the 2012 Individual Leadership Award for his perseverance and success in advocating for habitat restoration. His leadership helped secure significant changes in Portland's tree codes, the planting of 21,000 new street trees through Friends of Trees' partnership with Portland's Bureau of Environmental Services, and future restoration work through Friends of Trees' Green Space Initiative.

*NW Natural:* Community Relations Manager Von Summers accepted the 2012 Business Leadership Award on behalf of the company, which received the award for its generous support for Friends of Trees, including funding for the nonprofit's expanded work in Eugene and Springfield.

*Port of Portland:* Executive Director Bill Wyatt accepted the 2012 Community Partner Award on behalf of the Port, which was honored for contributing tens of thousands of dollars to community tree plantings during the past decade.

At the luncheon, PGE Senior Vice President Bill Nicholson presented Friends of Trees with a check for \$4,839 for 4,839 PGE customers who signed up for paperless billing during the spring. PGE has generously supported Friends of Trees since our founding 24 years ago.

**"If she saw a plant in harm's way, she would save it. Beyond anything else, that was such a gift."**

—Tracy Barry, describing her mother's love of nature

**"I think we're going to have a long and prosperous relationship."**

—Bill Wyatt, Executive Director, Port of Portland



From left, Von Summers, NW Natural; Scott Fogarty, Friends of Trees; Bill Wyatt, Port of Portland; Bob Sallinger, Audubon Society of Portland; Tracy Barry, KGW. Photo by Lucia Delisa.



Photo by Amanda Hymansmith

"It's been great working with Friends of Trees. Friends of Trees does the real work of planting trees."

—Bob Sallinger, Conservation Director of the Audubon Society of Portland, winner of FOT's 2012 Individual Leadership Award

**BY THE NUMBERS:**  
**2011-2012**

**STATES:**  
**2**












**COUNTIES:**  
**6**



**OFFICES:**  
**3**

**TREES AND NATIVE PLANTS:**  
**42,400**

**VOLUNTEER HOURS:**  
**38,000**

- CITIES: 15**
-  Beaverton
  -  Damascus
  -  Durham
  -  Eugene
  -  Gresham
  -  Happy Valley
  -  Hillsboro
  -  King City
  -  Portland
  -  Salem
  -  Springfield
  -  Tigard
  -  Tualatin
  -  Vancouver
  -  Wilsonville



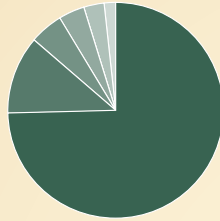
“Those two trees that I used to hurdle are now taller than the house and they provide shade for an entire block. In twenty years (provided I still have a memory), I’ll be able to go around Portland and point to some of the trees that I helped plant; trees that I hope will then be providing shade, color and fresh air to entire blocks of this city. How cool will that be?” —Jeff Kisseloff, Neighborhood Trees Crew Leader



# STATEMENT OF ACTIVITIES

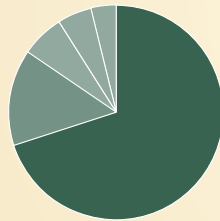
## REVENUES

Government Grants & Contracts	73%
Contributions and Grants	12%
In-Kind	6%
Tree Fees	5%
Memberships	3%
Interest Income/ Special Events/Other	1%



## EXPENSES

Neighborhood Trees	64%
Green Space Initiative	17%
Development	8%
Education & Outreach	6%
Management & General	5%



## FINANCIAL POSITION FOR THE FISCAL YEAR ENDING AUGUST 31, 2012

### Assets

Cash	\$740,946
Accounts Receivable	231,253
Contributions Receivable	9,622
Prepaid Expenses	4,687
Total Property & Equipment	367,490
<b>Total Assets</b>	<b>\$1,353,998</b>

### Liabilities and Capital

Accounts Payable	\$69,284
Accrued Payroll & Related Expenses	47,445
Deferred Revenue	65,150
Mortgage Payable	214,302
<b>Total Liabilities</b>	<b>396,181</b>
Temporarily Restricted	104,612
Permanently Restricted	3,000
<b>Total Net Assets</b>	<b>957,817</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,353,998</b>

## ACTIVITIES FOR FISCAL YEAR ENDING AUGUST 31, 2012

### Revenues

Government Grants & Contracts	\$1,952,470
Contributions & Grants	311,169
Tree Fees	143,987
In-Kind	150,338
Memberships	85,117
Interest Income	1,695
Special Events	1,300
Other	12,263
<b>Total</b>	<b>\$2,658,339</b>

### Expenses

Neighborhood Trees	\$1,565,886
Green Space Initiative	411,757
Development	202,958
Education & Outreach	152,560
Management & General	134,228
<b>Total</b>	<b>\$2,467,389</b>

“What a fabulous concept. Every city should have a Friends of Trees.” –Jenn Cairo, Portland Urban Forester

“Trees should be an integral part of our stormwater sewer system. ... They’re green, smart and cheaper infrastructure.”

–Sam Adams, City Club of Portland Executive Director and former Mayor of Portland, speaking at The Intertwine Summit, April 26, 2013



Photo by Chijo Takeda

## DONORS

The following donors made gifts to Friends of Trees between Sept. 1, 2011 and Aug. 31, 2012

### \$10,000 or more

Alice C Tyler Perpetual Trust  
 City of Beaverton  
 Clackamas County Water Environment Services, on behalf of Clackamas Service District No. 1  
 Clean Water Services  
 East Multnomah Soil & Water Conservation District  
 Google Grants  
 J Frank Schmidt Family Charitable Foundation  
 Metro  
 Multnomah County Department of Community Justice  
 The Oregonian  
 Port of Portland  
 City of Portland Bureau of Environmental Services  
 Portland General Electric  
 REI – Recreational Equipment Inc  
 Rigert Shade Trees  
 The Fund for Second Nature c/o Bessemer Trust  
 City of Vancouver

### \$1,000 or more

Albina Community Bank  
 John Beaston  
 Braley and Graham  
 Dogpaw Studio LLC  
 Robert & Sarah Harper Dorer  
 EarthShare Oregon  
 Epson Portland Inc  
 Eugene Water & Electric Board  
 First Unitarian Church

City of Happy Valley  
 Conan & Lin Harmon-Walker  
 Hi-Tec  
 IKEA  
 KEEN  
 KIND Healthy Snacks  
 Leupold & Stevens Foundation  
 Frances Lynch  
 Mary E McAndrew  
 Maybelle Clark Macdonald Fund  
 Alan Merry  
 Metropolitan Group  
 Carlos Muller  
 New Seasons Market  
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 John Nunn  
 NW Natural  
 OCF Joseph E Weston Public Foundation  
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 Sattwa Chai  
 Michelle Schaffer  
 Elizabeth Shepherd  
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 The Standard  
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 Charlie Swindells & Darci Holmquist Swindells  
 Symantec Software  
 Terence O'Donnell Fund of the Oregon Community Foundation  
 City of Tualatin  
 Union Pacific Foundation  
 David & Christine Vernier

West Multnomah Soil & Water Conservation District  
 Whole Foods Market – Portland  
 City of Wilsonville

### \$250 or more

Elise Albert  
 Brett Baylor  
 Tina & Rob Beatty-Walters  
 Patricia & John Bentley  
 Allyn Brown  
 Sherri & Ernie Brown  
 Buffalo Exchange  
 Coates Kokes  
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 Elephants Delicatessen  
 Endura Wood Products  
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 Scott Fogarty & Courtney Brown  
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 Barbara Kohler & Warren Covington  
 Murray Koodish  
 Brian Krieg  
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 Ursula & Charles Le Guin  
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 Meyer Memorial Trust  
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 Fred Nilsen & Theresa Garcia  
 Sky O'Callahan  
 James Odom  
 Ken & Joy Olsen  
 Oregon Community Trees  
 Beverly & Milo Ormseth  
 Eric Park & Grace Lee-Park  
 Parkside Orthodontics  
 Kurt Peterson & Katie Corson  
 Gretchen Polk  
 Portland Urban Forestry Commission

Meryl Redisch  
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 Bernard Sanders  
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 Von & Barbara Summers  
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 Olga Turner  
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 The Walker Family Foundation  
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 Louis & Sheryl Weisberg  
 Doris Wimber  
 Melissa Woods  
 United Health Group  
 United Way of the Columbia-Willamette

**\$100 or more**

Jose Abreu  
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 Victor & Dolores Atiyeh  
 David Austin  
 Jane Bacchieri  
 Happy Barnes & Ramah McBride  
 McPherson Beall & Jennifer J Heldmann  
 Errin Beck

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 Chris Bidwell  
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 Darcy & Kevin Cronin  
 Theresa Cropper  
 Carley Cummings  
 Michael Cummings  
 Antonio Daniels  
 Neil & Carolyn Davidson



Photo by Anne Downing

experiencing the first winter in Portland. The dark rainy days and confusing American life is not so discouraging when they can go and have such success at planting trees. They find out they can work together with Portlanders and make new friends. Your support of them is a big deal.”

—Anne Downing, ESL Teacher at David Douglas High School



Photo by Holly Talkington

## DONORS

### \$100 or more (continued)

Dayle Denton  
 Laura De Simone & Bill Roulette  
 Jerome Diethelm  
 Linda Dobson  
 Joe Donato  
 James A Dorenkamp  
 Dunn Carney Allen Higgins & Tongue LLP  
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Jeffrey & Jessie Kitts King  
 Karol Kochsmeier  
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 Ted Labbe  
 Ed Labinowicz  
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 James Lane  
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 Mark Leary  
 Wayne & Mary Lei  
 Jon Lieber  
 Sandra Ling  
 Rod Linse  
 Lori Livingston  
 Charlotte Lo & Douglas Fix  
 Chris Lockey  
 Angela Lowman  
 Paul & Nikki Majkut  
 Camille Majors  
 David Manhart & Joan Levers  
 Barbara Manildi & Bob Bard  
 Richard & Elizabeth Marantz  
 Bartholomew Martin  
 Cameron McCarthy  
 McCartney Tree Surgery  
 William McKenzie  
 Peter & Jill McDonald  
 Margaret Meadors  
 Laura Mehren  
 Chris Meyer  
 Janet Meyer  
 Adam Michaelis  
 John & Lisa Miller  
 Becky Mills

“There’s a reason why the Bureau of Environmental Services is involved with supporting this [tree planting]. Because the more that we are able to build the green infrastructure, it’s not just that we’re getting help with climate change and greenhouse gas emissions, but trees act as sponges—the root system, the leaves—and the city has made the rational decision that the more they can help this effort in greening the city, the less we have to worry about stormwater getting into the sewer system. ... It’s part of the Portland approach.” —U.S. Rep. Earl Blumenauer (D-Ore.), at March 23, 2013 FOT planting

Danielle Mills  
 Kayoko Mitsumatsu & Ken Atchity  
 Mark Moffenbier  
 Silke & David Monnie  
 Monica Monroe  
 Tina Montag  
 Carol & Dean Morehouse  
 Hugh Morrison  
 Brittany Morton  
 Ann & Erik Muller  
 Native Foods  
 Mary Rose Navarro  
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Please accept our thanks and apologies if you have supported Friends of Trees and we have not listed you here. Let us know if your name was omitted so we can recognize you in future publications.



Photo by Celeste Mazzacano

“You and everyone at FOT can be proud of what you are accomplishing: This is true peace work. Bringing neighbors together, creating something for the community and generations to come. Working together. I never understood what peace work was, but all of a sudden, when we were doing it that morning, I did. Thank you!” –Jan Buhmann, FOT volunteer, Eugene, Oregon

David Douglas High School ESL students and their teacher Anne Downing have planted at multiple events each year for several years. In April 2013, they received the Bill Naito Community Trees Award from the Portland Urban Forestry Commission for their contributions to the city and its urban forest.

Photo by Lindsay Hook  
Cover photo by Lucia Delisa



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