



FRIENDS
of TREES

**2010
ANNUAL
REPORT**



FROM THE EXECUTIVE DIRECTOR & BOARD PRESIDENT

If you noticed something different about Friends of Trees last year, you were right. We expanded in many ways as we entered our twenty-first year of growing healthy communities in our region. It has been a welcome challenge to keep up with the growth!

With the goal of once again leading a greater number of volunteers to plant more trees, shrubs, and native plants than ever before, we faced challenges such as growth management, limited office space, an old vehicle fleet, broken tools, and an aging computer system.

But with an energetic and dedicated staff and board of directors, Friends of Trees not only met these challenges but exceeded expectations. We expanded our programs in every community and streamlined our process for online tree purchases, planting day activities, volunteer recruitment and recognition, and business participation.

To increase awareness of our efforts and engage more homeowners, we launched our Plant it Portland! campaign to complement our partnership in Portland Bureau of Environmental Services' Grey to Green Initiative. This campaign features the work of local artist Amy Ruppel and incorporates the positive message of community involvement combined with the environmental, economic, and social benefits that trees and natural areas bring to us.

Our Plant It Portland! campaign increased volunteer and tree-planting numbers helped attract new partners in the community, including the Portland Timbers and the Portland Trail Blazers. We are working with both teams to expand environmental awareness, increase community involvement, restore our natural surroundings, enhance our tree cover, and have fun. For two years in a row, we have partnered in the NBA's "Green Game," and we are a three-year Timbers Pillar Partner.

Further, we are grateful to continue working with BES at every level, from collectively discussing green infrastructure with Oregon's congressional delegation in Washington, D.C. to working with canvassers and BES crew leaders to plant trees every weekend. This public-private partnership has leveraged resources, connections, outreach, and volunteers to increase Portland's urban forest canopy. We appreciate the efforts of BES staff and City Council to invest in our green infrastructure within the built environment.

Additionally, positive growth led Friends of Trees to revisit our strategic plan to implement a new vision for our future built on our goal to be the best community volunteer organization in the Northwest. Our vision includes increased expansion of programs southward to Eugene and northward to the Seattle metropolitan region to restore ecosystems, grow healthy communities, and meet increased demands for our services.

Our vision also includes weighing in on local, regional, and national policy decisions that affect trees, canopy cover, critical habitat, and development. After all, we can't just plant new trees. We have to retain and protect big old trees to grow our urban forest and restore our natural areas in the larger bioregion.



Executive Director Scott Fogarty planting with his daughters, Ava and Ally. Photo by ODOT Video & Production.



Board President Meryl Redisch with volunteers Susanna and Ruby Labonty. Photo by Andy Meeks.

Friends of Trees participated in the Citywide Tree Project to revise tree codes in Portland, and we took place in national discussions regarding policies affecting green infrastructure, financing tree planting and restoration work, greening transportation corridors, and establishing more stringent protection of the beautiful giants that remain in our urban settings.

Finally, this year marked the first planting of the new Friends of Trees-Eugene Tree Foundation partnership.

Friends of Trees worked with Eugene Tree Foundation to secure a grant from the Alliance for Community Trees and The Home Depot Foundation to plant more than 100 trees in Eugene's Trainsong neighborhood, which is adjacent to the Union Pacific Railroad Station and had been largely devoid of trees. The planting attracted public attention and generous donations from the City of Eugene and area businesses. Friends of Trees is now embarking on an ambitious program plan for Eugene and Lane County, and we hope to establish a satellite office there by the end of next planting season.

Our programs continue to grow, and with our new vision, we are confident that we will continue increasing community awareness and involvement to bring green, grassroots solutions to some of our planet's most pressing problems. Our goals are to help clean our air and water, educate our youth and adult communities about the importance of volunteerism and community health, and restore our ecosystems so the salmon return and birds have a respite from their long migrations.

We can only do this with support from folks like you. Thank you very much for your time, effort, and resources, and for yet another successful planting season. We hope to see you out planting trees this coming year!

Scott Fogarty
Executive Director

Meryl Redisch
Board President

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NEIGHBORHOOD TREES

by Whitney Dorer

During the 2009–10 season, the Neighborhood Trees program again broke our previous season’s record. We planted 3,750 street, yard, and school trees in Portland, Vancouver, Beaverton, and Gresham. The season marked our second year partnering in Portland Bureau of Environmental Services’ Grey to Green Initiative. One of the city’s goals is to plant 83,000 trees in five years, so you can imagine that Friends of Trees is staying busy.



Antonio Askew, one of 16 young adults whose job was created through the I-205 Multi-Use Path greening project. Photo by Chijo Takeda.

The diligent work of five Portland city employees who canvassed for Friends of Trees helped increase the number of trees we planted throughout Portland. AmeriCorps member Kate Farrington helped us continue our efforts in outer east Portland and Gresham, and AmeriCorps member Jesse Batty strengthened our work in Vancouver, where we partnered with Vancouver Urban Forestry to organize plantings in 25 neighborhoods, resulting in 390 new trees. In total, with the support of 90 amazing volunteer neighborhood coordinators, we expanded our community-building model to more than 80 neighborhoods.

As we expanded, we increased the diversity of our tree selections for planting strips and yards, and we added new staff: Elizabeth Elbel, David Odom, and Kris Day. Though we planted as many as 300 trees in one day, each planting day ran smoothly as we incorporated new ways to improve the experience for both first-time volunteers and those who have planted with us for 20 years.

One Portland homeowner who planted five trees through Friends of Trees encouraged her daughter’s softball team to plant trees in Vancouver to contribute to the community. “It was a great community service project for the girls,” Laurie Fernandes said. “They learned how to plant and felt really proud afterward looking at what they planted.”

Our Neighborhood Trees program is honored to provide the opportunity for citizens to actively help their communities as they meet new people and learn the value of our urban forest.

GREEN SPACE INITIATIVE

by Logan Lauvray

During the 2009–10 planting season the Green Space Initiative continued our natural area restoration work and expanded the program through our I-205 Multi-Use Path greening project. Through the three-year project with the Oregon Department of Transportation, Metro, and the East Multnomah Soil & Water Conservation District, volunteers will plant thousands of trees along a 16.5-mile path used by bicyclists, pedestrians, and TriMet travelers.

Altogether, the program planted and maintained more than 11,600 native trees, shrubs, and perennials at natural area sites and 2,435 trees and shrubs—mostly Oregon natives—along the I-205 Multi-Use Path.

Partnerships continued to play a key role. In addition to the I-205 project partners already mentioned, we partnered with Audubon Society of Portland, Tualatin River Watershed Clean Water Services, Clackamas County Water Environment Services, Portland Parks & Recreation, Portland Bureau of Environmental Services, Johnson Creek Watershed Council, Portland Development Commission, Portland Opportunities Industrialization Center, Worksystems, Inc., Verde, and the cities of Tigard, Tualatin, King City, Durham, Sherwood, Wilsonville, and Happy Valley.

“This is my first job, and I am ecstatic about it,” said Lovie Sanders, one of 16 minority youth whose tree-planting job was created as part of the I-205 greening project. “I get to meet new people and work with friends and people from all ages and backgrounds.”

We appreciate everyone’s contributions in making Friends of Trees’ Green Space Initiative a continued success!

VOLUNTEER & OUTREACH

by Andy Meeks

Our program’s success during the 2009–10 season could be measured each weekend by the neighborhood coordinators, crew leaders, and planting volunteers who showed up regardless of the weather to improve the region’s neighborhoods and green spaces. The number of volunteers grew ten percent over the previous year, to 2,105, and total hours contributed grew 29 percent, to 23,624 hours.



Volunteer crew leaders rallying before a Neighborhood Trees planting. Photo by Friends of Trees.

This was a result of strengthened relationships with groups like SOLV, Hands On Greater Portland, and others that participated in our roundtable event to discuss volunteer strategies. Groups that donated time during the season included PECCI, Hopworks Urban Brewery, SRG Partnership, Schnitzer Steel, Organizing for America, HSBC Bank USA, Friends of the Children, One Brick, and many high schools and scout troops.

In addition, a new user-friendly web site and content management system allowed staff to build a robust volunteer section with interactive forms, resources, waivers, and a volunteer awards page. Friends of Trees’ new blog solidified our online presence.

Lastly, through good old-fashioned person-to-person outreach, our volunteers and staff met with more than 1,200 individuals at 36 outreach events. Our crew leader trainings added 126 new assistant crew leaders to our ranks, and 21 office volunteers and interns assisted us during the year.

At our annual volunteer appreciation potluck, Caela Levy summarized the volunteer experience when she said, “I really like the sense of community—not only with the other crew leaders, but with the other volunteers. Here we all are, as different as can be, pulling together to make a lasting impression on the future in concert with Mamma Nature. That’s awesome!”

GIFT TREES

by Emma Gray

The 2009–10 planting season marked the beginning of an exciting new partnership to restore the Collins Sanctuary near Forest Park.

Managed by Audubon Society of Portland and purchased by Metro with bond measure funding, the sanctuary had been taken hostage by invasive species. Friends of Trees held both our March and December plantings at the sanctuary, where we planted healthy native trees and shrubs where invasive plants had been recently removed.

Under clear skies at both events, volunteers planted nearly 750 native trees and shrubs in honor and memory of loved ones and special occasions. Even more exciting, Friends of Trees will continue to plant at the Collins Sanctuary through at least 2016.

How fitting that the planters at our December event were reminded by guest speaker Sister Patricia Nagle, “For in the tree of life, their roots and ours are forever intertwined.”



OraLee Olson at our December Gift Trees planting, where she planted trees that her friends and family gave her in memory of her son, Barry. Photo by Brian Black.

LEADERSHIP AWARDS

Friends of Trees’ 2010 Individual Leadership Award went to Chijo Takeda, who has supported Friends of Trees for 16 years by donating professional photos taken at weekend plantings and by making contributions through his web site design business, Dogpaw Studio LLC. In 2009, he designed a new, engaging web site for Friends of Trees as a 20th anniversary gift.

Metro, which won the 2010 Community Partner Award, has funded a wide range of Friends of Trees projects since 1998. In 2009, Metro awarded a \$410,000 Nature in Neighborhoods capital grant for our three-year project with the Oregon Department of Transportation to plant thousands of trees along the 16.5-mile I-205 Multi-Use Path.

Wholesale tree grower J. Frank Schmidt & Son Co. received the 2010 Business Leadership Award. The company has supported Friends of Trees since our founding, donating \$100,000 in tree discounts and gifts from the J. Frank Schmidt Family Charitable Foundation. In 2009-10, the company contributed \$12,000 to the I-205 greening project.



From left: David Bragdon; J. Frank Schmidt, III; Scott Fogarty; Jan Schmidt Barkley; and Chijo Takeda. Photo by Greg Tudor.

“Spending quality time with my son, getting some exercise, and helping keep our rivers clean, what a great way to spend a day! Before I had a chance to ask Rhys what he thought about the tree planting, he was asking me about when the next planting was! Thanks again for letting us be a part of such a great project.”

Richard Greensted, who hauled trees, tools, stakes, and his son Rhys by bicycle to planting sites in the Montavilla neighborhood

“Friends of Trees is such a great resource. It’s a very cost effective way for homeowners to get trees that shade their homes.”

Portland Mayor Sam Adams

“It was important for Friends of Trees, Portland, the earth, all the way around. It also gives me a place to just go and talk to Barry.”

OraLee Olson, after planting Gift Trees at the Collins Sanctuary near Forest Park in memory of her son

“The variety of people and organizations involved is tremendous. When you put all those efforts together, you get a great result.”

Former Metro Council President David Bragdon, describing the partnership among Metro, Oregon Department of Transportation, Friends of Trees, and more than a dozen other agencies, businesses and neighborhood groups to green the I-205 transportation corridor



DONORS

The following donors made gifts to Friends of Trees between Sept. 1, 2009 and Aug. 31, 2010.

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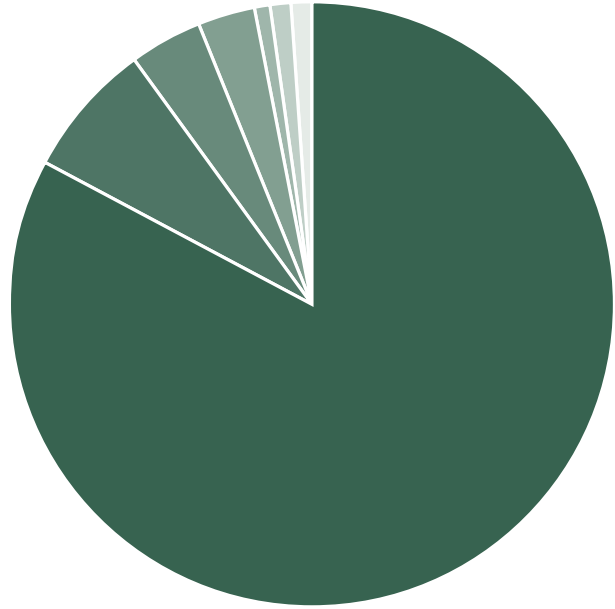


Please accept our thanks and apologies if you have supported Friends of Trees and we have not listed you here. Let us know if your name was omitted so we can recognize you in future publications.

STATEMENT OF ACTIVITIES

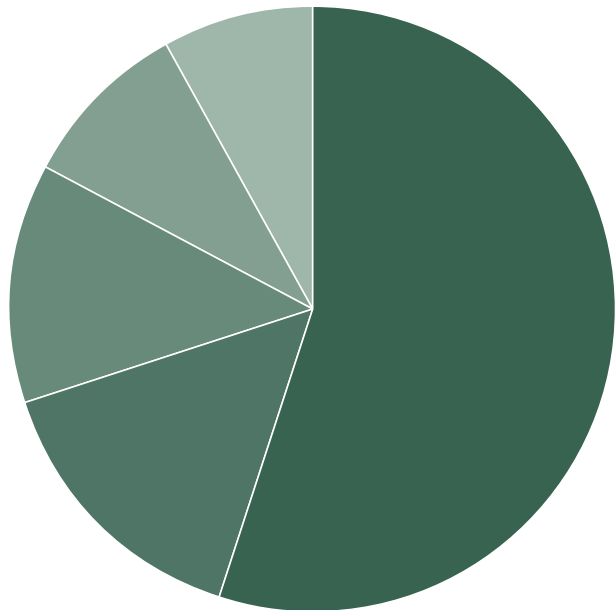
REVENUES

● Contributions and Grants	83%
● Tree Fees	7%
● In-Kind	4%
● Memberships	3%
● Interest Income	1%
● Special Events	1%
● Other	1%



EXPENSES

● Neighborhood Trees	55%
● Green Space Initiative	15%
● Education & Outreach	13%
● Management & General	9%
● Development	8%



FINANCIAL POSITION FOR THE FISCAL YEAR ENDING AUGUST 31, 2010

Assets		Liabilities and Capital	
Cash	\$237,027	Accounts Payable	\$21,696
Accounts Receivable	229,914	Accrued Payroll & Related Expenses	56,121
Contributions Receivable	9,622	Mortgage Payable	206,958
Prepaid Expenses	18,680		
Total Property and Equipment	373,917		
		Total Liabilities	284,775
		Unrestricted Net Assets	571,763
		Temporarily Restricted	9,622
		Permanently Restricted	3,000
		Total Net Assets	584,385
		Total Liabilities & Net Assets	\$869,160
Total Assets	\$869,160		

ACTIVITIES FOR FISCAL YEAR ENDING AUGUST 31, 2010

Revenues		Expenses	
Contributions and Grants	\$1,518,225	Neighborhood Trees	\$908,662
Tree Fees	132,460	Green Space Initiative	252,317
In-Kind	70,308	Education & Outreach	206,378
Memberships	45,267	Management & General	138,358
Interest Income	1,833	Development	137,848
Special Events	1,154		
Other	8,145	Total	\$1,643,563
Total	\$1,777,392		




FRIENDS *of* TREES

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Irek Wielgosz, winner of Friends of Trees' Volunteer of the Year Award, with Timbers Army friends who helped plant trees. Photo by Toshio Suzuki. Front cover photo by Chijo Takeda.