



Growing Stronger

California ReLeaf Annual Report 2015-2016





Empowering grassroots efforts & building strategic partnerships that preserve, protect & enhance California's urban & community forests

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Epicenter Management

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Latino Outdoors

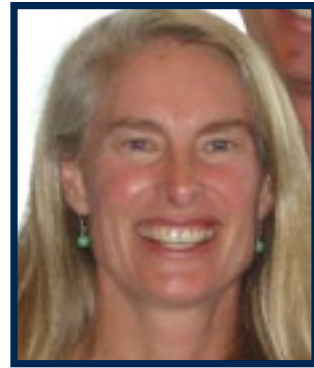
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Tracy Lesperance
Horticultural Therapist

Catherine Martineau
Canopy

Matt Ritter
California Polytechnic State University

Ray Tretheway
Sacramento Tree Foundation



President's Message

2015-2016 was a big season for California ReLeaf. On the heels of its 25th anniversary, our organization made big strides in the way it listened, learned, and engaged with our Network, partners, and collaborators. Twenty-first century tools — including social media, webinars, and the sharing economy — have enabled California ReLeaf to leverage its human capital to reach a broader audience with the powerful message of urban trees.

California ReLeaf's staff works together beautifully to educate, advocate, and empower community-based groups to improve the quality of our state's urban forests. Cindy Blain leads the team with passion and an open and creative mind. Amelia Oliver employs her years of experience to make the wheels turn and ensure that we meet our deadlines, stay within budget, and comply with myriad regulations. Melissa Gutierrez brings a younger generation's skill set, energy, and perspective to the team. Chuck Mills works with a growing group of partners to keep urban forestry in front of our legislators, and administers grants to our Network members and community groups.

Some of California ReLeaf's key accomplishments during the past 18 months include the crafting of a clear and concise four-year strategic plan, the "Save Our Water and Our Trees" campaign, increased Network member engagement, and a growing social media presence. On the legislative front, we were instrumental in securing \$15 million for CAL FIRE Urban Forestry programs while also supporting millions more for Urban Greening and Transformative Climate Communities in the FY 2017 budget.

California ReLeaf's accomplishments have nearly all been the result of working together, learning together, acting together, and speaking together with a broad group of partners. Our engagement with environmental justice and social justice leaders has caused us to think about our state's urban forests in terms of "Canopy Equity." Working with Network members and others, we are dedicated to the goal of increasing canopy cover in underserved communities in California. Working with partners in public health, we aim to leverage the promise of improved human health to gain funding and support for urban tree planting and stewardship. As the California drought continues to haunt us, we will continue to work with Save Our Water and California Urban Forest Council to encourage water conservation, while keeping our precious mature trees alive.

As I enter my second year as President of the Board of California ReLeaf, I want to give sincere thanks to our Board of Directors. Their combined experience, skills, and passion give us the ability to reach broadly into myriad opportunities to preserve, protect, and enhance California's urban and community forests.

With every good wish,

Haydi Boething Danielson

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Learning Together

By opening dialogue with a wide range of new partners and collaborators in FY 2016, California ReLeaf developed the foundation for an entirely new set of urban forestry resources to enrich and empower California communities. California ReLeaf continues to listen to and integrate these dynamic new voices into our educational offerings.

New Voices, New Ideas

Connecting with California's strong network of environmental justice groups expanded California ReLeaf's outreach methods and educational programming. Thanks to the critical vision and mission of groups like *The Greenlining Institute, Coalition for Clean Air, and Green 2.0* California ReLeaf began developing an educational core centered around diversity, equity, and inclusion — a key component in working with communities at all levels and ensuring environmental as well as social sustainability. Other interdisciplinary efforts, such as working with several local *Audubon Societies* on the *Tree Care for Birds & Other Wildlife* project, further defined California ReLeaf's role in leading an integrated approach to urban forestry and community development: one that includes voices and efforts from all involved communities to build stronger projects with more effective, longer-lasting outcomes.

"I watched the Photography 101 webinar and really thought it was helpful. I'd like another volunteer to see it!"
— Lani Houck, Roseville Urban Forest Foundation

"The 'How To Write A Grant' Webinar was excellent, a wealth of information."
— Suzanne Remien, Santa Clara Valley Water District

"California ReLeaf has compiled an impressive set of resources, and I look forward to exploring it in greater depth and sharing it with our community."
— Hadley Stein, OpenTreeMap / Azavea

Information For All

California ReLeaf acts as the curator for information relevant to helping our Network and the general public develop sustainable and healthy communities through urban forestry. By compiling existing resources and creating new ones — and then using our ever-expanding social media platforms to share this information widely and freely — California ReLeaf provides a rich educational center for urban forest communities both in California and nationwide. Incorporating our new partners into our ever-growing resource library, California ReLeaf leads the way in key urban forest issues like climate change, urban population health, and environmental justice.

Acting Together

California ReLeaf's strength lies in the Network – the “boots on the ground” in cities and towns throughout California who build healthier, greener communities and change lives through trees. By leveraging many funding sources, including ReLeaf grants, our Network makes a real difference tree by tree, park by park, day by day.

Powerful Projects

With three different pass-through grants between January 2015 and June 2016, California ReLeaf supported eighteen different groups throughout the state to make serious and significant improvements in their communities:

Arbor Week 2015

Benicia Tree Foundation • Chana & Maidu Leo's Club • Common Vision • Tree Musketeers • Urban Resource Systems • Your Children's Trees

Arbor Week 2016

Common Vision • El Cerrito Tree Committee • McKinley Elementary School PTA • Tree Musketeers • Weaverville Lions Club • Your Children's Trees •

Social Equity 2016

Amigos de los Rios • EarthTeam • From Lot to Spot • Growing Together • Industrial District Green • Madera Coalition • The University Corporation • Tree Fresno • Tree San Diego

Awesome Events

California ReLeaf's **2015 Network Retreat** — held at the University of California, Riverside in August 2015 — brought together nearly 70 Network representatives from groups all over California to learn about cultural competency, innovative urban forestry practices, and more.

“Being awarded California ReLeaf's funding has given Industrial District Green the opportunity to continue our tree planting and maintenance efforts in a densely urbanized and tree-poor neighborhood.”
– Gabrielle Newmark, Co-Founder, Industrial District Green



Speaking Together

By listening to our Network and finding effective platforms for their needs to be heard, California ReLeaf speaks for trees and communities at California's Capitol, educating legislators and representing the voices of those who are busy making a difference in their communities around the state.

Our Voice Is Their Voice

Partnering with several environmental coalitions like *Sustainable Communities for All*, *Natural Working Lands Coalition*, *Climate Plan*, and the *California Climate Equity Coalition* helped us amplify the voices of the urban forest community and integrate them alongside other natural resource and environmental justice partners seeking health and well-being for all Californians. In addition, the *Save Our Water & Our Trees* campaign begun in 2015 marked the first time that the ReLeaf Network came together to deliver a collective message about taking care of trees.

Award-Winning Efforts

California ReLeaf's leadership in urban forestry and community development was recognized on multiple occasions in FY 2016. Of particular note regarding awards, Executive Director Cindy Blain accepted an *Arbor Day Foundation Public Awareness of Trees Award* for the organization's work on the "Save Our Water And Our Trees" campaign. Director of Public Policy & Grants Chuck Mills received an *Award of Achievement* from the Western Chapter International Society of Arborists for his advocacy work.

"California ReLeaf's Urban Forestry Grant Program is a model for opening up climate investment projects to small community-based groups in disadvantaged communities."

— Bill Magavern, Coalition for Clean Air

Numbers & Financials

Your support of the ReLeaf Network accomplished a lot in FY 2016.



45,251

Trees Planted

256,682

Trees Cared For

2,239

**Outreach
Events**

51,056

**Community
Members Reached**

35,650

**Volunteers
Engaged**

225,000

**Volunteer
Hours**

These financials reflect California ReLeaf's annual Independent Accountant's Review Report for July 1, 2015 through June 30, 2016.

Support & Revenues \$545,988



Operating Expenses \$543,184



Concerning ReLeaf FY 2015 Financials

Over the last two years, ReLeaf has transitioned the Annual Report from a calendar year basis to align with the accounting fiscal year and our yearly Independent Accountant's Report. The last Annual Report for 2014 included FY 2014 Financials. To ensure continuity of financial information availability, please find here the FY 2015 Financials:

Support & Revenues:
 Contributions: \$9,766
 Government Grants: \$457,793
 Event Registration & Other Revenues: \$29,288
Total: \$497,288

Operating Expenses
 Program Grant Management: \$202,871
 Network: \$133,391
 Outreach & Education: \$92,673
 Advocacy: \$7,158
 Management & General: \$55,062
Total: \$491,455

Extending Our Gratitude

Thanks to the generous support of our private and corporate donors, California ReLeaf is able to take the next step in expanding our state's grassroots urban forest and community development work. We can't thank you enough!

Individual Donors

- Mark Applebaum
- Desiree Backman
- Raoul Badde
- Jason & Jill Beckett
- Cynthia Blain
- Robert Bombalier
- John Brodfuehrer
- Beverly Cadiente
- Shana Childress
- Gail Church
- James Clark
- Haydi Danielson
- Darleen DeMason
- Tony & Jane Diamond
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- Laurel A. Johnston
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- Tracy Lesperance
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- Robert & Marjorie Rice
- Matt Ritter
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- Jennifer Scott
- Sheila Spiro
- Gail Sredvanovic
- Ray Tretheway
- Joe Waggershauser
- Jason Waters
- Dan Woo

Corporate Donors

- Alliance for Community Trees
- AmazonSmile Foundation
- Barwest
- Davey Resource Group - Sacramento
- Goodshop
- Southern California Bluebird Club
- Utonomy
- Wholesale Grocers, Inc.
- Best Buy
- QuickBooks



The ReLeaf Network

Now approaching 100 groups, the ReLeaf Network speaks and acts for trees in local communities throughout California. Learn more at californiareleaf.org/network.

- Acterra
- Amigos de los Rios*
- Arroyo Seco Foundation
- Atascadero Native Tree Foundation
- Atherton Tree Committee
- Benicia Tree Foundation*
- Butte Environmental Council*
- California Association of Local Conservation Corps
- California Community Forests Foundation*
- California Urban Forests Council*
- Canopy*
- Carpinteria Beautiful
- Chino Basin Water Conservation District*
- City of Lompoc Appearance & Beautification Commission
- City Plants*
- City Trees
- Collective Roots
- Common Vision*
- Community Services & Employment Training, Inc. (CSET)*
- Coronado Stree Tree Committee*
- Council for Watershed Health*
- Fallbrook Land Conservancy Save Our Forest Committee*
- Forestry Educators Incorporated*
- Friends of Balboa Park
- Friends of Carmel Forest
- Friends of the Palo Alto Parks
- Friends of the Urban Forest
- Full Circle Farm
- Goleta Valley Beautiful
- Greater Valley Regional Conservation Corps*
- Greenspace -- The Cambria Trust
- Growing Together
- Huntington Beach Tree Society*
- Industrial District Green*
- Inland Urban Forest Council*
- Just One Tree*
- Keep Eureka Beautiful*
- Koreatown Youth & Community Center*
- Los Angeles Beautification Team*
- Los Angeles Conservation Corps
- Los Angeles Community Forest Advisory Committee
- Los Angeles Community Garden Council
- Magic*
- Marin ReLeaf
- Markham Regional Arboretum Society*
- Mendocino County ReLeaf
- Mountain View Trees
- Mountains Restoration Trust
- North East Trees
- Ojai Trees
- Ojai Valley Land Conservancy
- Orange County Great Park
- Our City Forest*
- Professional Tree Care Association of San Diego
- Richmond Trees
- Riverside-Corona Resource Conservation District*
- Roseville Urban Forest Foundation*
- Sacramento Tree Foundation*
- San Diego Community Forest Project Advisory Board
- San Luis Obispo Botanical Garden
- Santa Barbara Beautiful, Inc.*
- Santa Barbara County ReLeaf*
- Sempervirens Fund
- Shadetree Partnership, Inc.
- Solano Advocates Green Environments (SAGE)
- South San Francisco Beautification Committee
- Southern California Mountains Foundation*
- Stewards of the Coast & Redwood
- Streaminders/Chapter of the Izaak Walton League
- Street Tree Seminar, Inc.*
- The Incredible Edible Garden*
- Tree Davis*
- Tree Foundation of Kern*
- Tree Fresno*
- Tree Guild of Arroyo Grande*
- Tree Lindsay
- Tree Lodi*
- Tree Musketeers*
- Tree Partners Foundation*
- Tree San Diego*
- TreePeople*
- Trees for Seal Beach
- University Arboretum, CSUS
- Urban Corps of San Diego, CSUSD*
- Urban ReLeaf
- Urban Tree Foundation
- Victoria Avenue Forever*
- Walnut Creek Open Space
- West Hollywood Tree Preservation Society*
- Woodland Tree Foundation*
- Your Children's Trees*

*Dues-paying member between
January 2015 — June 2016



Follow us!
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