



invest  
from the  
ground up®

GROWING TREES MAKE GREAT NEIGHBORHOODS

# 2013 Annual Report

A YEAR OF GROWTH, INNOVATION & SUCCESSES



## Who We Are

The California Urban Forests Council (CaUFC) was founded in 1968 as the first urban forest council in the nation.

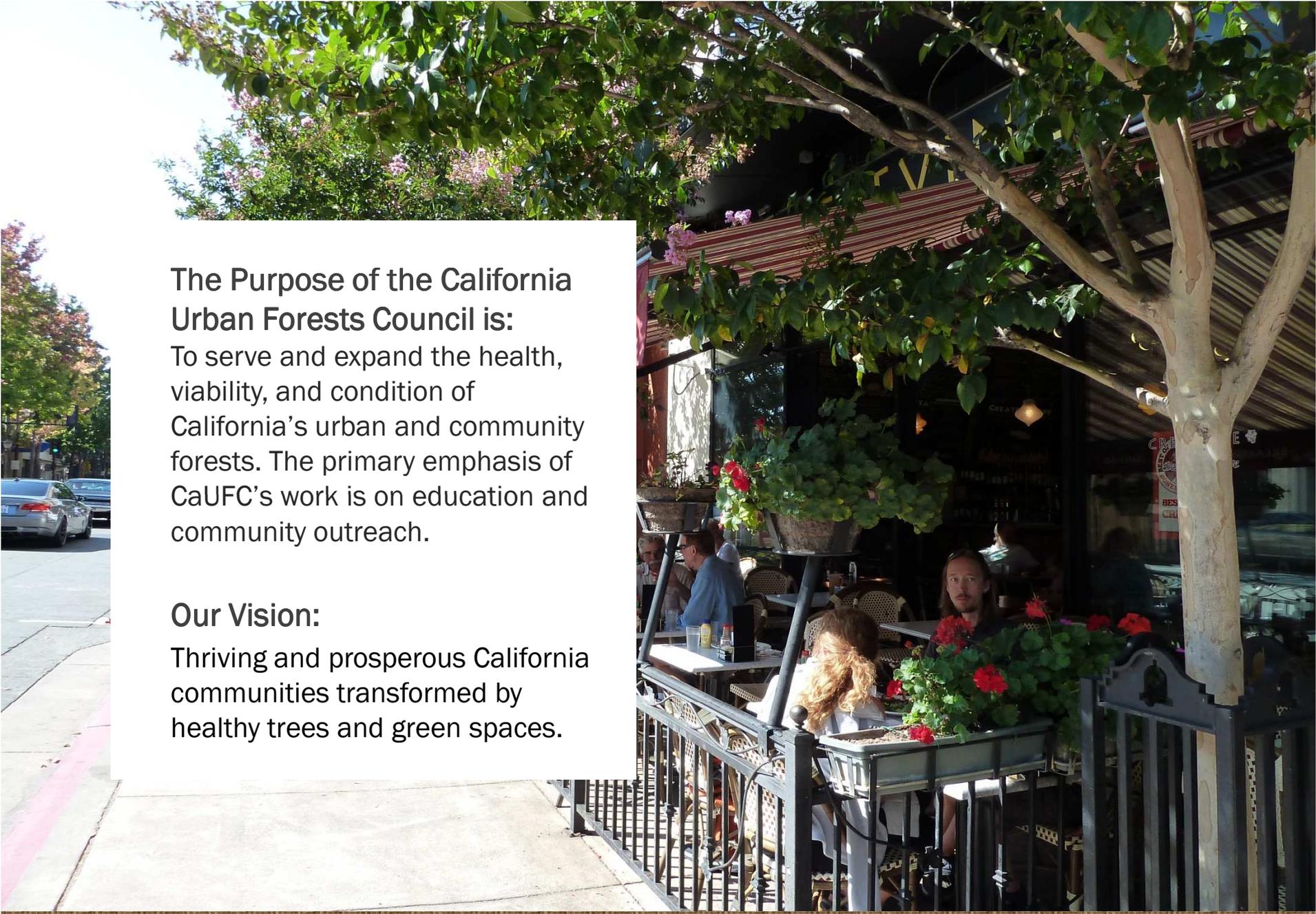
We are professionals associated with municipalities and public works, urban planning and design, arboriculture and the nursery industry, and community-based and public health organizations. We support seven Regional Councils across California that act as the backbone of our organizations.

Together, as a coalition, we are dedicated to the expansion and perpetuation of sustainable urban and community forests to enhance the quality of life for all Californians.



PO Box 823, Novato CA 94956  
415.479.8733 [www.caufc.org](http://www.caufc.org)





**The Purpose of the California Urban Forests Council is:**

To serve and expand the health, viability, and condition of California's urban and community forests. The primary emphasis of CaUFC's work is on education and community outreach.

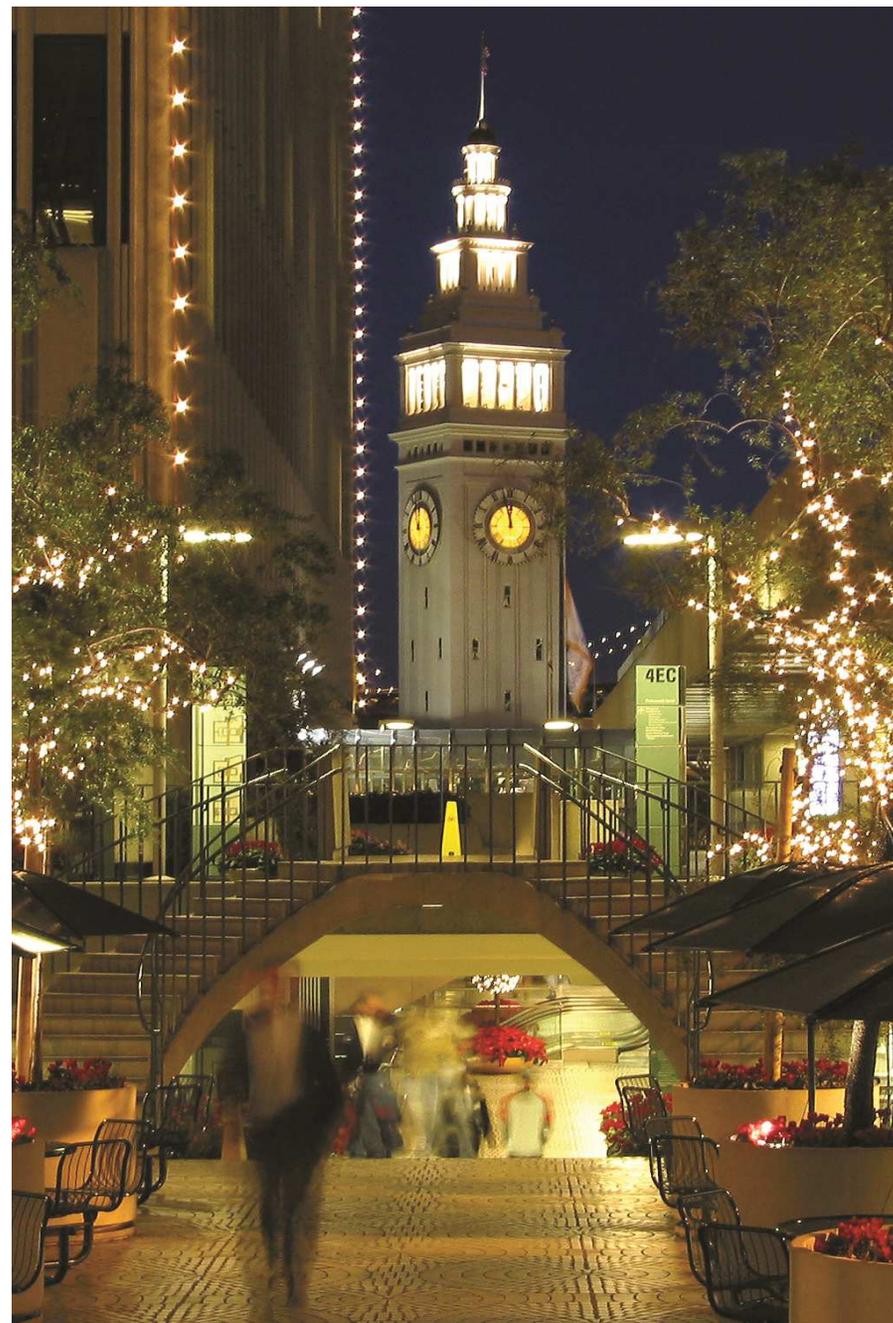
**Our Vision:**

Thriving and prosperous California communities transformed by healthy trees and green spaces.

## What We Do:

We advance smart investment in urban and community trees, parks, and green spaces through outreach and education, community-based activities, and collaborative action. We accomplish this through:

- Development and support for successful local, regional and statewide urban forestry programs, projects and organizations.
- Creation and dissemination of educational materials that offer research, professional expertise, and contemporary knowledge to empower California residents to participate actively in urban greening and forestry.
- Working with local, state, and national leaders to improve public policy and support for urban and community forestry, as well as to continue existing and create new public funding resources that support and enhance the management of our trees and green spaces.



## A Letter from our Board President & Executive Director

This past year California Urban Forests Council partnered with communities throughout the state through the *Invest From the Ground Up* campaign. The mission: To increase the awareness of Californians to the intrinsic value of our urban and community forest in providing a higher quality of life. To that end campaign traveled from San Diego to Bakersfield to Albany & El Cerrito and found ourselves in Hollywood sitting on a bus bench with *Invest From the Ground Up* prominently displayed. IFGU reached out to Californians in so many innovative ways; on bus benches, bus shelters, videos, community meetings, billboards, lamppost banners, sidewalk stencils, social media, and word-of-mouth by our new friends, members and partners. Success, measured by increased public awareness, tree plantings and increased tree care was gratifying, but there is so much more work to do and many more communities to reach. Please join us. We would love for you to share in the success.



Dorothy Abeyta  
2013 Board President



Nancy Hughes  
Executive Director



# Our 2013 Programs

## Regional Councils:

CaUFC supports seven Regional Councils across California: Bay Area, Central Coast, Inland, Los Angeles/Orange County, San Diego, Sacramento Valley, and San Joaquin Valley. The Regional Councils bring professional expertise and experience to communities throughout the state through local events which help communities develop and expand urban forests as well as local advocacy efforts.

[www.caufc.org/Regional Councils](http://www.caufc.org/RegionalCouncils)

## Invest From the Ground Up Campaign:

A two part program: 1) Education and outreach to civically-minded Californians in order to encourage the care of trees and green spaces. 2) Large scale regional tree plantings across the state for carbon sequestering and air pollution reduction.

[www.InvestFromTheGroundUp.org](http://www.InvestFromTheGroundUp.org)

## Education:

Workshops held throughout the year and an annual conference. Topics have included: Leading in your Community; The Built Environment & Public Health; Tree Risk & Urban Forestry; Saving our Children from Nature Deficit Disorder, and more.

[www.caufc.org/Workshops](http://www.caufc.org/Workshops)

## Outreach and Public Policy:

We work with local, state, and national leaders to improve public policy and support for urban and community forestry, as well as to continue existing and create new public funding sources for the enhancement and maintenance of our trees and green spaces.

[www.caufc.org/Public Policy](http://www.caufc.org/PublicPolicy)

## CA EnerTrees:

A program for community organizations, cities and energy companies to reduce energy use by strategically planting trees, in partnership with the National Arbor Day Foundation.

[www.caufc.org/enertrees](http://www.caufc.org/enertrees)

## The Urban Forest Management Plan Toolkit:

An online toolkit allowing managers of large tracts of trees to create a master plan for their city, neighborhood, golf course, or home owner's association.

[www.ufmptoolkit.com](http://www.ufmptoolkit.com)

## Certified Urban Forester Program:

The CUF has gone national, partnering with the Society of American Foresters to serve more professionals. The program enhances the knowledge and status of urban forestry professionals and provides reliable assurance that these professionals are fully qualified.

[www.caufc.org/California Certified Urban Forester Program](http://www.caufc.org/CaliforniaCertifiedUrbanForesterProgram)

# Seven Regional Councils

1 bay area *ecosystem* urban forest council

2 Central Coast Urban Forests Council

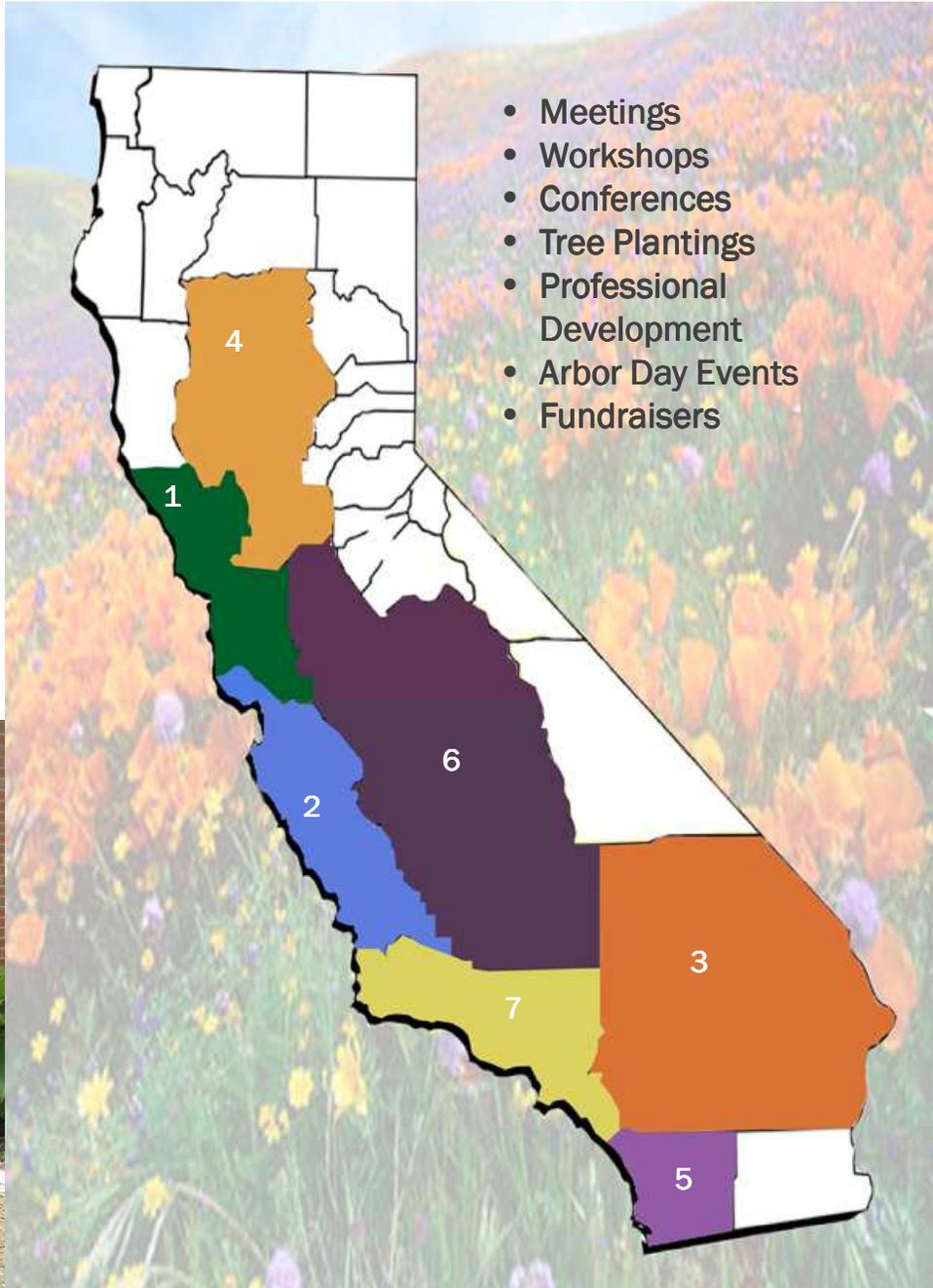
3 INLAND URBAN FOREST COUNCIL

4 Sacramento Urban Forests Council

5 SAN DIEGO REGIONAL URBAN FORESTS COUNCIL SDRUFC

6 SAN JOAQUIN VALLEY URBAN FOREST COUNCIL

7 Street Tree Seminar, Inc. STS





# Invest From the Ground Up Campaign Education and Outreach Program

Educational materials, print, digital and outdoor advertising, events, website, blogs, social media, chalk-based sidewalk stencils and more....

Great neighborhoods are made up of more than nice houses and good schools. They have a certain character, rooted in the tree-lined streets, parks and other green spaces that provide life long memories and help make where we live feel like home.

Trees and green spaces provide a range of values we can measure. They cool our cities, clean the air we breathe, slow down cars on our streets and make our communities safer places. They can also increase the value of our homes and local business by creating the kind of neighborhoods where people thrive and want to live.

That's why we want you to join us and "Invest From the Ground Up education and outreach campaign!" By investing in our trees and green spaces you're making an investment in our homes and businesses and our neighborhoods and local communities that will continue to pay for itself over time.



[www.InvestFromtheGroundUp.org](http://www.InvestFromtheGroundUp.org)



/InvestInTrees



@InvestInTrees



/InvestInTrees



## Invest From the Ground Up Campaign Education and Outreach Program

Launched in late 2012, the campaign has already made in-roads with professionals, municipalities and community organizations throughout the state. The campaign hosts a statewide presence through a website with bi-weekly informative blogs and active social media presence. By the end of 2013, the website had over 7K visitors and 500 Facebook Likes.

In addition, in 2013, the Invest From the Ground Up Education and Outreach campaign made tree-mendous in-roads in local communities throughout the state:

**In East Hollywood, there was a growing understanding (25%) that caring for trees increases business.**

**In Bakersfield, there was a 180° change in attitude toward tree planting programs by the City of Bakersfield as seen by collaborative grantwriting and planting and caring for trees.**

**In Santee, 80% (24 of 30) people said they would be willing to provide basic care to their trees such as water.**

**In Albany, there were more than 300 new requests by homeowners and business owners for street trees!**



[www.InvestFromtheGroundUp.org](http://www.InvestFromtheGroundUp.org)



/InvestInTrees



@InvestInTrees



/InvestInTrees



# Invest From the Ground Up Campaign Tree Planting Program

The Invest From the Ground Up Tree Planting Program is an outgrowth of our former United Voices program and is a large-scale, regional tree planting program.

On February 15, 2014, the program will plant approximately 1,500 trees in multiple communities across the Bay Area and South San Joaquin Valley with the help of 1,000s of volunteers!

It's estimated that these trees will remove over 2,000 metric tons of Carbon Dioxide annually – the equivalent of taking almost 500 cars off the road. Over 3,000 metric tons of air pollutants will also be removed - helping Californians breathe easier.



# CA Trees!

[www.InvestFromtheGroundUp.org](http://www.InvestFromtheGroundUp.org)



/InvestInTrees



@InvestInTrees



/InvestInTrees



## Investing From the Ground Up: Community Tree Success Video

To expand the reach of the Invest From the Ground Up program’s message to Californians of the value of caring for their trees, we produced a short video featuring three inspiring real-life stories that demonstrate the benefits of trees.

The video includes a business owner in Bishop, a resident in Hunting Beach and homeowners in Albany sharing in the own words how trees have transformed their lives.

This powerful video was shared through CaUFC’s network and those of our partners. The video achieved over 2,000 views on YouTube in two months and continues to reach more Californian’s daily.



[www.InvestFromtheGroundUp.org](http://www.InvestFromtheGroundUp.org)



# 2013 Executive Board & Staff

## Board of Directors

**Dorothy Abeyta, President**  
Arborist, City of San Jose  
**David Duncan, Treasurer/VP**  
Retired Educator  
**Justin Adams**  
SpitFire Communications  
**Bob Blum**  
Nixon Peabody Law Offices

**Julie Broughton**  
Ricon Partners  
**Sam Duran**  
Retired, Urban Corps of SD  
**Gordon Mann**  
Mann Made Resources  
**Jack McCabe, Past President**  
Davey Resource Group

**Isabelle Minn, Secretary**  
The Planning Center  
**Fausto Palofax**  
Mission Hills Nursery  
**Lisa Sarno**  
Million Trees L.A.  
**Doug Wildman**  
Friends of the Urban Forest

## Staff

**Nancy Hughes**  
Executive Director  
**Connie Gallippi**  
Program Director  
**Sonali Shah**  
Communications  
Director



# Fiscal Year 2013 Financial Summary

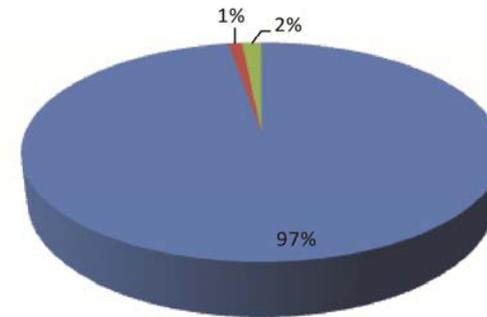
Total revenues for the year reached \$611,890.00. Operating expenses were \$66,153.00.

As always, we owe a debt of gratitude to our volunteers. Their contributions to our board, regional councils, and events is not accounted for in our financial statements.

It is notable that in-kind donations for the Invest From the Ground Up program alone exceeded \$280,185.68 in 2013!

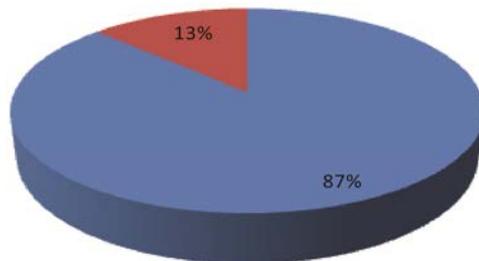
## 2013 Income \$611,890

■ Grant support ■ Direct Public Support ■ Event Income



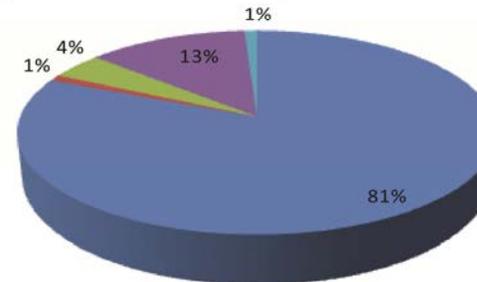
## Expenses versus fundraising shortfall

■ Expenses ■ Fundraising shortfall



## 2013 Expenses \$662,153

■ Program & Education ■ Tree Planting & Care ■ Advocacy  
■ Management ■ Fundraising

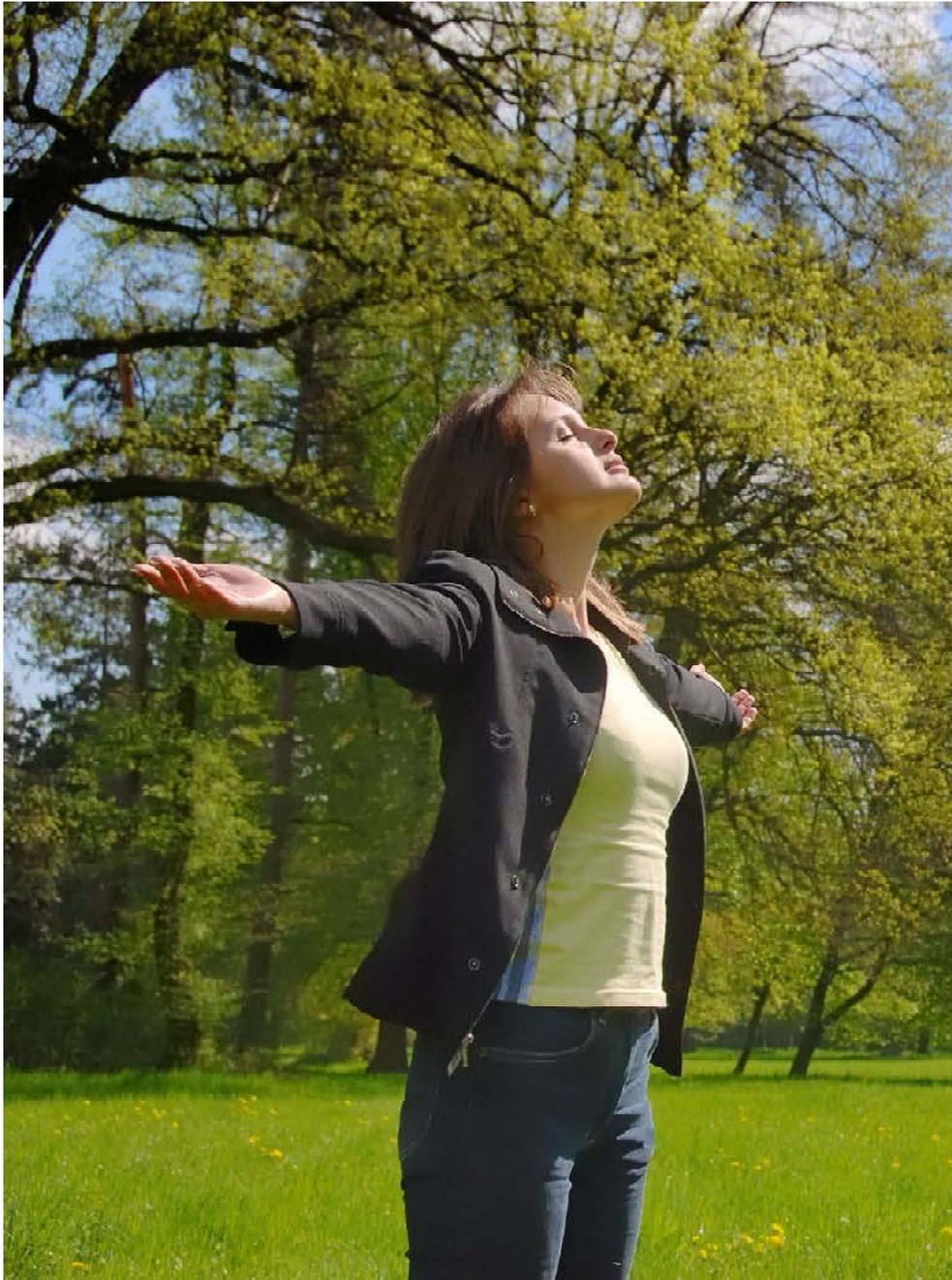




## The Impacts of Urban Forestry for Californians

Together, we can strongly influence the long-term impacts on communities in a variety of ways, including attention toward legislation, addressing greenhouse gas reduction and sustainable strategies creating integrated land-use and transportation planning.

Smart green infrastructure policies assist in meeting carbon goals, while simultaneously addressing watershed, air quality, energy and clean and adequate water supplies. Certainly the economic impacts, from dollars spent annually in urban forestry related industries to job creation, are not to be overlooked – contributing over 62,000 jobs and \$3.9 billion to the State's economy in 2009, a 24% increase from the early 1990's. With an emphasis on green jobs, these numbers are only expected to grow in the future.



## Become A Member!

Not a member of the California Urban Forests Council? We would love you to join!

Benefits of membership include:

- Connecting to educational workshops and resources in your region
- Accessing cutting-edge urban forestry education, resources and news.
- Expanding your network with other urban forestry professionals and supporters.
- Learning about creative uses of urban forestry through our regular e-newsletters.
- Joining the growing number of Californians that believe trees make a positive impact on our health, communities and environment

Join or Renew today at:

[www.CaUFC.org/Membership](http://www.CaUFC.org/Membership)

# To Our Donors & Members: Thank you for your support

On behalf of the staff and board of directors of California Urban Forests Council, we extend our gratitude to everyone that generously contributed in support of our vision that California's communities are cleaner, healthier and more prosperous through collaborative action and investments in urban forests and urban greening.

We have put these contributions to work, with our thanks.

### Special thanks to the following organizations:



Without your support, our work would not be possible.





## California Urban Forests Council

Join us on:



CaUFC  
InvestInTrees



@caufc  
@InvestInTrees



<http://gplus.to/caufc>



[http://www.linkedin.com/company/  
california-urban-forests-council-caufc-](http://www.linkedin.com/company/california-urban-forests-council-caufc-)



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InvestInTrees

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*Invest From the Ground Up*

*Growing Trees Makes Great Neighborhoods!*