



TREE CANADA FOUNDATION
ANNUAL REPORT 2003-2004



PRESIDENT'S MESSAGE



John Efford, Minister of Natural Resources Canada and Jeff Monty, President of Tree Canada presenting the Tree Canada Foundation Afforestation Leadership Award to Shell Canada Ltd.

It was again a pleasure to serve as the President of the Tree Canada Foundation during the past year. In 2003-04, we adopted a 3-year Strategic Plan confirming our mission and purpose. Our direction was focussed and the results speak for themselves.

Our relationships with our sponsors, both governmental and private have never been stronger. In particular, **we appreciate the support of the Canadian Forest Service of Natural Resources Canada** who have always been with us since day one — we look forward to renewing our agreement with our federal partners in the very near future.

We are proud of our leadership role in urban forestry. We helped create the Canadian Urban Forest Network — an organization that will raise the profile of the urban forest.

Last year we fostered sponsorship opportunities around the “carbon neutral” theme by encouraging tree planting to absorb the CO₂ produced by travelling to conferences. We were proud to certify fourteen “carbon neutral events” last year.

Green Streets Canada is back on track. Thirty-five communities were chosen for their innovative municipal forestry programs including inventory, maintenance education and planting. We were also pleased to help out those communities across Canada who lost many trees due to natural and human-caused disasters.

Our critical task in the next year will be to meet the demand for more awareness, more education and more trees with the development of sustainable donor and sponsor strategies. Having a range of products and services appeal to all segments of society will be crucial to our success.

To my staff, Board Members and Community Advisers, I want to extend my appreciation for a job well done over the last year. I look forward to working with you again and accomplishing greater things in 2004-05.

Jeff Monty, R.P.F.
President, Tree Canada Foundation

CHAIR'S MESSAGE



Mike Apsey, Chair

I am honoured to be elected Chair of the Tree Canada Foundation because now more than ever, people are realizing the important social, cultural, institutional, environmental and economic roles that trees play in our lives as Canadians.

Nothing reinforced this more than the role we played in raising both profile and funding to replace the trees lost to the B.C. fires, Hurricane Juan in the Maritimes, and the Asian longhorned beetle and emerald ash borer in Ontario. Coming from the interior of B.C., I know how nature's efforts to renew the forest with fire can conflict so dramatically with our own needs. The evacuation of over 30,000 people and the destruction of over 230 homes was a testimony to our need to better learn to live with one of the consequences of climate change — an increase in fire.

I am proud of our continuing partnerships, our leadership role in Canadian urban forestry and our involvement in the National Forest Strategy. Much thanks is due to our many sponsors including the Canadian Forest Service

of Natural Resources Canada for their unwavering support.

Our staff has been superb in their management skills and creativity. Recognition must go to our President Jeff Monty, Vice-President Mike Rosen, our hard working Secretariat and our team of Community Advisers across the country.

I am pleased at the increasing involvement of our Board. I welcome our newest members: Brian Emmett, Assistant Deputy Minister of Natural Resources Canada, Dorothy Dobbie of Pegasus Publishing, Andy Kenney of the University of Toronto and Mark Johnson of the Saskatchewan Research Council. At the same time, our great thanks go to Gilbert Paillé our past Chair for his great leadership over the last two years and his sound advice over the past seven as a Board member.

Mike Apsey, C.M., R.P.F.
Chair, Tree Canada Foundation

ACCOMPLISHMENTS



ReLeaf

Fires, hurricanes and exotic bugs – it was another rough year for our trees! But Tree Canada was there – helping raise funds and awareness to



replace the trees lost in Canada's neighbourhoods and parks.



Through the creation of the B.C. Fire ReLeaf, Maritime Hurricane ReLeaf and

Beautiful Killers (Asian longhorned beetle and emerald ash borer) funds, over \$70,000 was raised through donations. The restoration and planting has already begun. Thank you all!

Urban Forestry

In 2004 a new organization called the Canadian Urban Forest Network was formed. These advocates for our urban forests will be working hard to ensure that our cities will always be green. Tree Canada helped make it happen and act as a "home" for the Network.

A number of municipalities have with Tree Canada's assistance passed resolutions of support for a greater commitment to our urban forests. These include Langley, B.C., Windsor, ON and Ottawa.



Inaugural meeting of Canadian Urban Forest Network: l-r: Pierre Jutras, Montréal; Michael Rosen, Tree Canada; Owen Croy, Surrey; Russell Friesen, Calgary; Joanna Dean, Ottawa; Michael Allen, Winnipeg; Dr. Andy Kenney, Toronto; Dorothy Dobbie, Winnipeg; Philip van Wassenaer, Mississauga; Richard Ubbens, Toronto; Martha Barwinsky, Winnipeg; David Domke, Winnipeg; Bill Roesel, Windsor; Bruce Ferguson, London.

Greening Canada's Schoolgrounds

Thanks to our corporate sponsors, many more schoolchildren will have a leafier, learning experience in their schoolyard. Tree Canada helped secure corporate funding for 42 schoolyards across the country.



Jeff Monty, President with Concord Public School's Little River Enhancement Group, Windsor, ON

Green Streets Canada

A total of 35 communities were chosen from across Canada to be Green Streets Canada communities for 2004-2005. These communities will be busy over the next year improving their inventory, planting, maintenance and forest educational efforts as part of this exciting program.

To Tree Canada Foundation:

What a wonderful idea to provide us with trees to start us off as we redo our landscaping after the forest fire. As we enjoy our new trees, we remember the reasons they were chosen and find special pleasure in the selection. We are very grateful for this thoughtful donation to help us in our recovery from the devastation.

Thank You.

*Rick and Pat Appel
Louis Creek, B.C.*

Tree Canada Foundation would like to acknowledge the continuing financial support of the Canadian Forest Service of Natural Resources Canada.



ACCOMPLISHMENTS

"Feel Bad? . . . Take Two Trees"

More than just pretty things, trees help us in ways we never thought of. Scientists have compared treed and non treed neighbourhoods and have found they help us relax, lower our blood pressure and heartbeat and improve the learning abilities of children with Attention Deficit Disorders. Trees have been shown to teach us about nature, lessen stress, reduce depression and improve healing times for hospital patients. Treed neighbourhoods have less crime and domestic violence and give our communities positive identification. More reasons to plant and care for trees!



Pick a Tree, Plant a Tree: IKEA employees make a difference, Richmond, B.C.

Climate Change

A total of 434,206 trees were planted under Tree Canada programs last year, potentially sequestering a total of 253,517 tonnes of CO₂ from our atmosphere. Part of this amount included 14 certified "carbon neutral" conferences which accounted for 16,553 trees. The carbon produced to travel and hold these conferences was offset by the trees planted by the Foundation. These conferences included:

- ▶ Alberta Health and Safety Conference & Trade Show (Calgary, AB) – 144 trees
- ▶ Bedeque Bay Environmental Management Association (Emerald, PEI) – 150 trees
- ▶ Canadian Centre for Pollution Prevention Annual Meeting (Ottawa, ON) – 150 trees
- ▶ Canadian Council of Ministers of the Environment (Victoria, BC) – 85 trees
- ▶ Canadian Environmental Auditing Association Annual Meeting (Ottawa, ON) – 200 trees
- ▶ Ecological Monitoring Assessment Network National Science Meeting (Halifax, NS) – 202 trees
- ▶ 44th Annual Premier's Conference Charlottetown, PEI) – 565 trees
- ▶ Green Communities Assoc. National Conference (Peterborough, ON) – 140 trees
- ▶ Nova Scotia Environmental Network (Halifax, NS) – 15 trees
- ▶ Ontario Forestry Association Annual General Meeting (Barrie, ON) – 45 trees
- ▶ Sustainable Communities (Federation of Canadian Municipalities, Ottawa, ON) – 385 trees
- ▶ The Leading Edge Stewardship & Conservation in Canada (Victoria, BC) – 3,253 trees
- ▶ World Forestry Congress (Québec City, QC) – 13,000 trees
- ▶ World Energy Cities Partnership Annual General Meeting (Sackville, NS) – 360 trees

Sponsorship Programs

Sponsor	Number of Sites	Number of Trees
Alstom	2	11
ARC/Star Oil	2	8,100
BC Hydro	4	12,990
Bison Transport	1	20
CAA employees (SW Ontario)	1	4
Canadian Helicopter (CHC)	1	8
CEAA (Auction)	1	4
C.P. Loewen Foundation	3	39
Dun & Bradstreet (D&B)	2	10
Envirotest Canada	1	3,000
GAP	2	14
Home Depot	3	129
Home Hardware	24	1,282
IKEA	9	479
Manulife	1	35
Messenger	1	11
Mirage/Boa Franc	3	138
NRCan-CFS (Green Streets Canada)	14	3,634
Regent Resources Ltd.	1	50
Remy Martin	1	75
Shell	15	341,305
Telus	3	40
Terasen	6	2,023
TransCanada Pipeline	3	2,397
40 Donations*	9	38,082
Total	113	413,880

*Includes: County of Strathcona, Home Hardware employees, Canadian Friendship Sports Exchange Program, GAP employees, Greentec, Island Nature Trust, Interfor Seedling Donation Program, ANNS seedling distribution, 32 misc. donations

ACCOMPLISHMENTS



PERFORMANCE INDICATORS 2003-2004	
Tree Planting	Number of trees planted: 434,206
	Amount of carbon potentially sequestered: 69,078 tonnes
Funding	Amount of sponsored funding: \$184,662
	Contribution Agreement: \$900,000
	Donations: \$41,024
	In-Kind contributions: \$1,471,491
Participation	Number of corporate sponsors: 24
	Number of partners: 291
	Number of communities participating in programs: 143
	Number of schools participating in programs: 42
	Number of individuals directly participating in program activities: 4,501
	Amount of educational materials distributed: 6,950
	Number of web site hits: 3,615,274
	Number of media citations: 368
	Number of public inquiries: 6,822

Awards

Organizations that contribute to a greener community need to be recognized. That is why the Tree Canada Foundation has chosen to award the following organizations and corporate sponsors:

Eterne Award – presented to **Boa-Franc (Mirage Flooring)** for their commitment to conservation in their restoration plantings across Canada.

John Phillip Fisher Memorial Award – to **St. Stephen's Elementary School** in Halifax, for its outstanding efforts since 1994 to regreen its schoolyard with windbreaks, a native species area, cranberry bog, conifer grove; and for encouraging the outdoor classroom concept with a well run maintenance program and community buy in. Well done St. Stephen's!

Home Hardware Dealer Award – to **Karen and Steve Maxwell of Renfrew Home Hardware** for their efforts in helping green not one but two Renfrew, ON schoolyards!

Afforestation Award – to the company who sequestered the most carbon through planting with the Foundation. Congratulations **Shell Canada** for planting 341,305 trees and potentially sequestering 199,276 tonnes of CO₂ in 2003-04!

PROGRAM VALUE CONTRIBUTED BY PARTNERSHIPS/SPONSORS		
For the Period September 6, 1991 to March 31, 2004		
Activity	Estimated Program Value Contributed by Partners/Sponsors	Source/Comments
Regional Partners	\$36,884,761	Partner Applications
National Partners	30,706,000	National Partners' Contribution to Program
Green Streets Canada	5,795,429	Equal or greater value was contributed by municipalities
Tree Growing Kits	3,165,407	Equal value was contributed by Tree Kit partners
Green Tree Sleeves	2,393,009	Equal value was contributed by Green Tree Sleeves partners
Sponsorship/Marketing	18,559,639	Value contributed by sponsors and partners
Communications	32,293,200	Value of TV, Radio and magazine PSAs
Total	\$129,947,445	
Partners and sponsors have contributed approximately \$130 million in value (dollars, trees-in-kind, services) compared to estimated costs of \$52 million incurred by the Tree Canada Foundation and Natural Resources Canada – Canadian Forestry Service.		
FOR EVERY DOLLAR INVESTED BY THE PROGRAM, OVER \$2.50 IN VALUE WAS CONTRIBUTED BY PARTNERS/SPONSORS		



AUDITED FINANCIAL STATEMENT

Honourary Chair

Her Excellency, the Right Honourable
Adrienne Clarkson, Governor General
of Canada

Board of Directors

Mike Apsey (Chair)
John Gaudet (Vice-Chair)
Dorothy Dobbie
Dan Einwechter
Brian Emmett
Douglas Hutton
Mark Johnson
André Juneau
Andy Kenney
Robert Mansell
Bruce Neill
Gilbert Paillé
Tony Perrotta
Hal Stanley

Staff

Jeff Monty, R.P.F. – *President*
Michael Rosen, R.P.F. – *Vice-President*
Diane Brunet – *Manager*
Administrative and Financial Services
Mélanie Chaloux – *Administrative*
Clerk

Auditor and Consultant

Ted R. Lupinski, *Chartered Accountant*
Cathy Pun, *Financial Consultant*

Provincial affiliates

Clean Nova Scotia foundation
Island Nature Trust
The Tree House
Société de l'arbre du Québec
Ontario Forestry Association
Manitoba Forestry Association
Treemendous Saskatchewan
Alberta Naturalization
Network Society
British Columbia Recreation &
Parks Association

Finance and Audit Committee

Mike Apsey, André Juneau,
John Gaudet, Gilbert Paillé

Community Advisors

Robert Peters – *Newfoundland*
Rhea Dawn Mahar – *Nova Scotia*
Max Cater – *New Brunswick and*
Prince Edward Island
Annie Lessard – *Québec*
Ed Borczon – *Southern Ontario*
Michael Rosen – *Eastern/Northern*
Ontario and West Quebec
John Hreno – *Manitoba*
Murray Little – *Saskatchewan*
Peter Murphy – *Northern Alberta*
Ken Birkett – *Southern Alberta*
Christian Walli – *Northern*
British Columbia
Paul Skydt – *Coastal and Interior*
British Columbia
Don White – *Yukon*
Floyd Adlem – *Northwest Territories*

Contact

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Statement of Financial Position—March 31, 2004

Assets	2004	2003
Current Assets		
Cash and cash equivalents	\$ 404,643	\$ 192,497
Amounts receivable	17,512	121,007
Prepaid expenses	1,165	915
	<u>423,320</u>	<u>314,419</u>
Capital Assets		
	18,997	11,419
	<u>\$ 442,317</u>	<u>\$ 325,838</u>
Liabilities and Net Assets (Deficiency)		
Current Liabilities		
Accounts payable and accrued liabilities	\$ 97,500	\$ 406,336
Deferred sponsorship revenue	257,690	56,498
	<u>355,190</u>	<u>462,834</u>
Net Assets (Deficiency)		
Invested in capital assets	18,997	11,419
Unrestricted surplus (deficiency)	68,130	(148,415)
	<u>(87,127)</u>	<u>(136,996)</u>
	<u>\$ 442,317</u>	<u>\$ 325,838</u>

Statement of Operations for the year ended March 31, 2004

Revenues	2004	2003
Green Tree Sleeves	\$ 25,355	\$ 18,784
Investments	5,547	2,606
Natural Resources Canada contributions	900,000	1,000,000
Other	19,170	39,826
Sponsorship	217,236	752,507
	<u>1,167,308</u>	<u>1,813,723</u>
Expenses		
Program		
Communications	\$ 112,215	\$ 51,559
Marketing	20,356	48,949
Partnerships	225,930	932,493
	<u>358,501</u>	<u>1,033,001</u>
Write-off of Millennium Trees inventory	—	133,053
Other		
Administration	574,366	596,379
Amortization	10,318	4,787
	<u>584,684</u>	<u>601,166</u>
	<u>943,185</u>	<u>1,767,220</u>
Excess of Revenues over Expenses	<u>\$ 224,123</u>	<u>\$ 46,503</u>

Signed on behalf of the board

Mike Apsey, Chairman Finance & Audit Committee

André Juneau, Member Finance & Audit Committee