



Grey-to-Green Urban  
Canopy Project

2011-2012  
Annual Report





Photo by Greg Raisman

# Grey-to-Green Urban Canopy Project 2011-2012 Annual Report

## Executive Summary

As our 23rd planting season came to a close we at Friends of Trees found many reasons to celebrate. One of the main reasons was that we exceeded our 2011-12 Grey-to-Green (G2G) tree planting goal, and we came in under budget doing it. Thanks to our outstanding volunteers and support from local businesses, our Neighborhood Trees (NT) program planted a total of 5,847 street and yard trees in 56 Portland neighborhoods, with a 28% increase in street trees compared with last year. This includes 825 large native trees planted by our Green Space Initiative (GSI) along the award-winning I-205 Multi-Use Path project 'A New Forest Grows.' We exceeded our G2G tree goal by approximately 120 street trees. We also celebrated the fact that between the NT program and the GSI I-205 program we raised over \$680,000 in matching funds. In addition, approximately 21,666 hours of volunteer time was donated, with a value of over \$472,000. It was encouraging to see the continued support of so many people that live and work in the communities we serve.

## Year End Totals -

*Street and Yard Trees: 5,847*

*Volunteer Hours: 21,666*

*Total Match: \$1,154,461*

## Plant It Portland! campaign

As we entered the fourth year of our partnership with Portland's Bureau of Environmental Services (BES), the G2G initiative continued to transform our streets and neighborhoods — one tree at a time. For the third year in a row we promoted the Plant It Portland! (PIP!) campaign to encourage citizens to plant trees at their homes and to become involved in our urban forest. We gained much momentum the previous two seasons using the eye-catching and joyful artwork that local artist, Amy Ruppel, and local marketing firm, Frank Creative, had created with us. The light-hearted message that neighbors planting trees together benefit the entire community really resonated with citizens. They want to be engaged. They want to help make their city a better place to live. The overwhelming interest in wanting to be involved in such a positive experience is how we were able to gather the large number of volunteers needed to support our efforts. In the meantime, these volunteers walked away with not only a greater sense of community and information on how best to care for their urban trees, but also a deeper knowledge of how trees make a big impact on the health and livability of their city. It's a learning experience for the volunteers and we've heard over and over that it's made a difference in their lives and their way of thinking. It affects the value they place on green infrastructure.



## Building Community

Building community is a big part of what we do. The initial process of getting individuals who are choosing their tree to volunteer runs the gamut from very easy to near arm twisting. Some volunteers received their trees last year and aren't having any planted this season, but still wanted to participate with their neighbors again because they had such a great experience the first time. Some volunteers are hesitant, unsure of whether they really want to get to know their neighbors. By the end of the season, however, we had received many emails thanking us for the opportunity. These positive volunteer experiences were made possible by our outstanding Volunteer and Outreach Program (VOP).



Photo by Kenny Symonds

Buckman, Hosford-Abernathy and Richmond neighbors planting together.

*“Watching people who live in the same neighborhood (and sometimes on the same street!) meet each other for the first time is amazing. Spending 4 hours beautifying your neighborhood together can be an incredibly bonding experience, especially on some of the more weather-challenged days, and listening to people share their lives with each other and make plans for after you're done...well that's not something that can be offered from most volunteer opportunities!”*

— Carley Cummings, Neighborhood Trees Crew Leader



Photo by Whitney Dorer

St. Johns Neighborhood Coordinators at the St. Johns Parade.

## Volunteer and Outreach

In light of our Neighborhood Trees program's increased tree planting goals, our Volunteer and Outreach Program (VOP) stepped up and brought their best to the table. Together, NT and GSI I-205 staff worked with 75 Neighborhood Coordinators, 56 office and planting day preparation volunteers, 156 Summer Inspectors, 2,916 adult planting day volunteers and 660 child planting day volunteers. We also trained 95 new Crew Leaders (CL), who, in addition to our existing CLs, filled 771 Crew Leader and Assistant Crew Leader (ACL) needs. VOP also nearly doubled the number of mid-week "office-based" volunteers to 117 individuals. Total volunteers for the season numbered 3,874 and spanned all age groups. The total number of volunteer hours equaled 21,666, with a total value of \$472,108.

Targeted emails and online postings were used to recruit volunteers, but one-on-one conversations at outreach events still figured prominently in reaching the overall goal, with the added bonus of creating and maintaining community connections. Outreach events attended include Portland Arbor Day celebrations, the St. John's Parade, our local LiveWire! Radio Show, four Fix-It-Fair events, the Gateway Fun-O-Rama Parade in East Portland, the North Tabor Community Fair, the City Repair Earth Day Festival on Killingsworth, the Mississippi Avenue Street Fair, PSU Earth Week, the Explorando Nature Festival, a PGE awards ceremony, Concerts in the Park in the Portsmouth, Eliot, Hazelwood, Mill Park and Montavilla neighborhoods, the East Portland Expo, National Night Out, the BiketoBeerFest – Hopworks, Lents Founders Day Celebration, the Peace Lutheran Community Fair in Arbor Lodge, Sunday Parkways in Southeast and East Portland, the Concordia University Community Fair, the University of Portland Volunteer Fair, OES Service Day, and the PSU NonProfit Fair, as well as multiple farmers markets around town. Together, staff attended a total of 52 outreach events and spoke with nearly 1,400 individuals.



## Crew Leaders and Neighborhood Coordinators

Two of our core groups of volunteers are Crew Leaders (CLs) and Neighborhood Coordinators (NCs). The sheer numbers of trees that are planted through NT each weekend could not happen without our stellar volunteer Crew Leaders. Our CLs lead the planting day volunteers by teaching them the value of trees and the proper way to plant them. This year we held three CL training sessions and welcomed nearly 100 new Crew Leaders. The Neighborhood Coordinators are volunteers who work exclusively in their neighborhood to encourage their neighbors to sign up for trees and to help on planting day. They also solicit food and beverage donations from local coffee and pastry shops and other businesses. They help NT staff with all of the planting day planning that needs to happen. This year we held two NC trainings in which we trained 14 new NCs in addition to our existing 92 NCs. The support from these key volunteers is vital to our mission.



Photo by Brighton West

Crew Leader and Grey-to-Green Canopy Coordinator Jennifer Karpis having fun with her crew while teaching them proper planting technique.

*"I was able to join the teams on planting day, from the warm welcome at the meeting place through to the elaborate feast at the end of the day and it was a wonderful experience. Meeting neighbors who also volunteered and the simple joy of planting trees! Once I was able to step back and admire my new Golden Raindrops Crabapple and Persimmon, watch them bud and flourish, I was a believer!"*

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

## Grey-to-Green Tree Numbers

All of these stellar volunteers helped us plant and monitor a total of 5,847 trees. Of those, 4,063 were street trees and 571 were NT yard trees. We worked with local businesses to plant 36 commercial and industrial street trees. We also partnered with another local tree group, Save Our Elms, to plant 18 street trees in the Hosford-Abernathy neighborhood. As mentioned above, 825 large native trees were planted along the I-205 Multi-Use Path. We also sold 334 fruit trees at the end of the season, which were planted as yard trees within the Portland city limits (additional fruit trees were sold to individuals living outside the Portland city limits, but these were not counted in our total). Also planted, but not included in the numbers above, were 112 replacement trees that we planted for free for homeowners whose trees were planted the previous season but did not survive.



Photo by Janice Leber, North Tabor News

Neighbors planting by bike.

The vast majority of trees, 4,532 total, were planted using our volunteer model. A smaller amount, 981 total, were planted using our subcontractor model. The subcontractor that we hired to perform this work was local non-profit, Verde Inc. Since 2005, Verde has brought new environmental investments to Portland's neighborhoods, involved community members in the planning and building of these investments, and ensured that low-income people of color directly benefited from the investments. These numbers do not include fruit trees given away at the end of the season.





## Neighborhood Trees Planting Events and Bike Crews

One of the most exciting planting events of the season was the planting of over 700 trees at our Cathedral Park, St. Johns, University Park and Kenton, Portsmouth neighborhood plantings. This was the second record-breaking year for these neighborhoods. Last year a record 533 trees were planted in these neighborhoods, so we improved on last year's record by over 30%. This year was also the first year we had bike crews in these neighborhoods. Recology sponsored the planting.

This planting wasn't the only planting at which we had bike crews. In fact, this season we increased our bike plantings due to popular demand from Crew Leaders and other volunteers. At bike plantings, homeowners and other volunteers transport their tools and trees by bicycle, a creative style of planting inspired by our incredible Crew Leaders. In all we had six bike crews that planted in 18 neighborhoods, for a total of 58 bike planters. There is such enthusiasm for using bikes to plant trees that we hope to continue increasing the number of bike crews utilized each season.

Our love of combining trees and bikes doesn't stop with bike crews. We are always looking for ways to improve the experience of cycling through and around our fair city. This was our second year of planting trees along Neighborhood Greenways. Greenways are city-designated paths for cyclists and pedestrians. Our Greenway events are linear plantings in which we offer free trees to the people who live along these streets. Adding trees along these corridors will provide shade for the future, reduce auto traffic and increase safety and health. There were a total of four Greenway plantings this year. The first ran along North Wabash in North Portland. The second ran down the 86th and 87th Avenue paths in east Portland. The third covered multiple blocks running between Ankeny and Salmon along 16th Avenue. The final one ran along NE 37th and 38th Avenue.



## I-205 Plantings

While Friends of Trees' Neighborhood Trees program worked hard to increase the tree canopy within the City, our Green Space Initiative (GSI) staff continued their efforts to turn the new path along I-205 into a path that will connect the lower income neighborhoods of east Portland to those of the west. The project is named 'A New Forest Grows' and will provide a beautiful corridor of trees and native plants that those on foot and bike, whether they are commuting to work or just out for a leisurely stroll, will enjoy into the future. It will also provide habitat for migrating birds and scores of other animals. Together, GSI staff and volunteers planted more than 1,100 trees and shrubs at seven different planting events along the path. GSI is in the third year of partnering with ODOT, Metro, EMSWCD and others on these planting events. This project also created the opportunity to partner with Portland Opportunities Industrialization Center (POIC) and local non-profit, Verde Inc., to create 14 temporary green jobs.

FOT was honored to dedicate our April 14th I-205 MUP planting to Gail Achterman, a local advocate for land management and transportation policies. Family, friends and colleagues planted more than a dozen oak trees in her memory. Oregon State Representative Alissa

Keny-Guyer greeted the planting volunteers and recalled Gail's contributions. Gail's friend and cycling partner, Oregon State Senator Jackie Dingfelder planted trees in memory of her mother at NT's greenway planting the same morning. Among the many volunteers helping plant were groups from Impact Northwest, Cub Scout Pack 214, Biotronik, Starbucks, Reynold High School National Honor Society, Cleveland High School, Mt. Hood Christian Center, Metropolitan Learning Center, Hands on Greater Portland, and Carrington College.



FoT Executive Director, Scott Fogarty, with Oregon Representative Alissa Keny-Guyer and Metro's Shelli Romero at the April I-205 MUP planting.

We also enjoyed contributing to Parkrose neighborhood's centennial celebration by working with volunteers to plant 100 trees near the Parkrose Transit Center along the I-205 path. Among the volunteers who helped with the planting were students from Portland's I Have A Dream Foundation, which was founded in 1990 to help low-income children succeed in school and college.

## Summer Inspector Program - Collecting Tree Data for the Future

Planting a tree is a relatively simple act. Ensuring that a tree survives the first growing season and throughout its lifespan is more difficult. NT created their Summer Inspector Program (SI) in an effort to provide proper tree planting education and after-planting care assistance to new tree owners so that trees will survive their first growing season and become an asset to the community during the many years to come. Since the mission of Friends of Trees is to “bring people in the Portland-Vancouver and Eugene-Springfield metropolitan areas together to plant and care for city trees and green spaces,” the program was designed to empower new tree owners and other volunteers with the knowledge to establish and maintain their new trees. Through the SI program the NT staff trained over 200 volunteer Summer Inspectors to visit trees during the summer immediately following the planting season. These visits allowed the volunteers to educate homeowners on the best practices of general tree care through conversations and informative doorhangers. Summer Inspectors are volunteers who may be new to the organization, but most often are volunteers who have previous experience with FOT as a “Treecipient” (someone who has purchased a tree through the NT program), Neighborhood Coordinator or Crew Leader. Friends of Trees employs the “train the trainer” method of volunteer training, meaning our trained volunteers go on to educate homeowners on the best practices of general tree care.



A volunteer Summer Inspector makes notes about the health of a street tree she's inspecting.

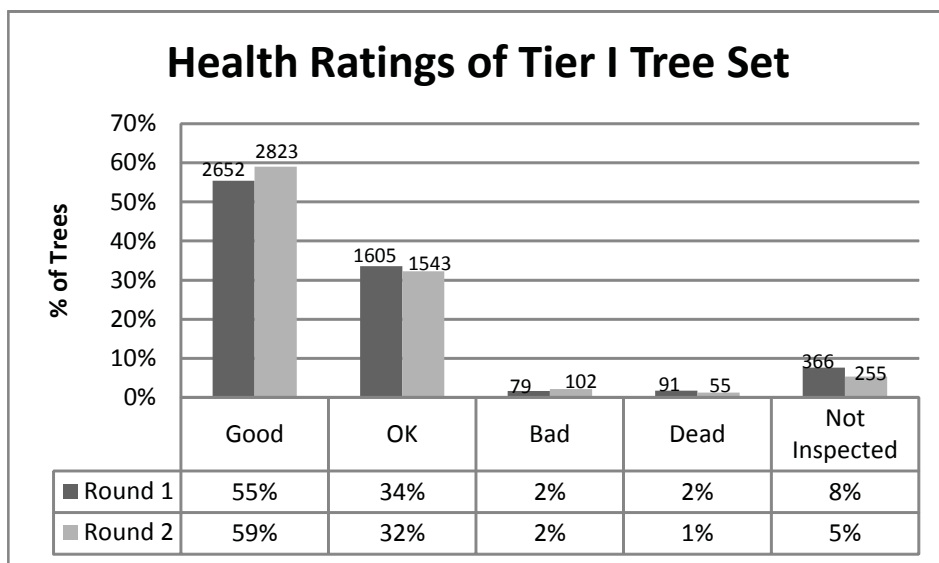


## Summer Inspector Volunteers - Individual Attention Equals Higher Survival Rates

Summer Inspectors inspected trees twice during their first summer in the ground. While at each home they would talk to the resident about any needed improvements to their tree care regimen, or they would leave a door hanger at the house with detailed instructions. Volunteers stress aspects of good tree care such as sufficient watering, the importance of mulch, weed removal around the base of the trees, and avoiding bark contact with string trimmers. Between the first round of inspections and the second round of inspections there was an increase in trees rated "good." The initial visit by a Summer Inspector and a doorhanger with detailed tree care instructions appeared to go a long way towards improving overall health. The SI results reflected that the trees planted during the 2011-12 season had a 97% survival rate. This survival rate is the same as the previous year, which is important to note since we planted a significantly greater number of trees this season compared with last season. This is a very high rate of survival considering the trees are volunteer-planted trees left in the care of thousands of individual homeowners. These and past data support the idea that these types of face-to-face reminders are instrumental in maintaining such a high survival rate. Additionally, it's interesting to note that of all the trees planted, only 0.5% failed due to neglect. We feel that this significantly low neglect rate is due to Friends of Trees' aim to involve the tree owner in the tree selection and planting day processes as much as possible, encouraging them to feel connected to their tree.



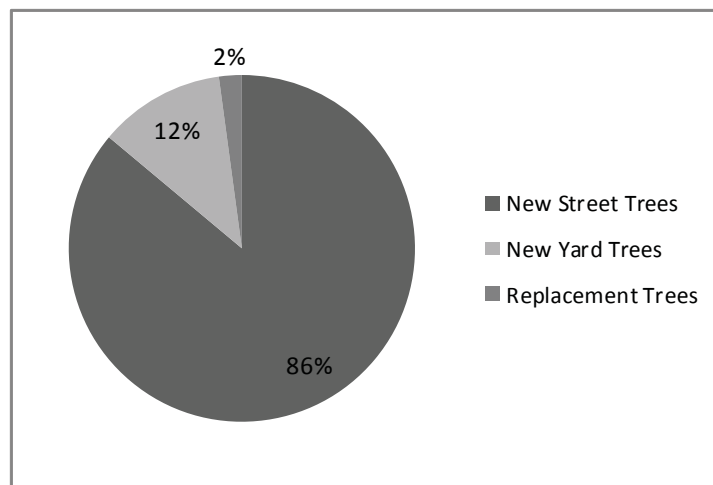
A volunteer using a caliper tool to measure the growth of a tree.



Health Ratings of Tier I Tree Set – Round 1 and Round 2

## Tree Health Data – Information that Benefits the Entire City

In addition to planting trees and encouraging citizens to be involved in the care of their urban forests, Friends of Trees also contributes a significant amount of data to the City about the trees planted by the NT team. Each fall we submit a Monitoring Report to BES as part of our Grey-to-Green contract. The report breaks down data on all trees planted during the previous season. Data sets include the condition and survival rate of all trees planted, the species composition of trees planted, performance trends based on genus, species and cultivar, the assessment of effects of different planting conditions, such as root stock type, and time of year planted. This data of tree health is then stored in our long-term database and is used to put together the annual Monitoring Report. The primary objective of the report is to analyze the survival of trees planted by the NT program the first summer after planting. It also examines the relative health and growth of a portion of trees planted in previous seasons, thereby gathering more long-term information. For example, this year our Tier II volunteers assessed the condition and survival rate of 10% of trees planted during the 2010-11 season (2 year old trees) and our Tier Omega volunteers assessed the condition of 10% of trees planted during the 2009-10 season (3 year old trees). Tier Omega information is building a legacy dataset from which long-term survival and growth rates in the local Portland environment may be studied. While currently still very young, this dataset will become more robust and informative over time.



Summary of trees monitored in Monitoring Season -2011-2012

These monitoring efforts go beyond the requirements of our reporting obligations, with the goal of providing a better idea of how well our trees are performing over time, and to help inform local urban tree planting and management efforts in the future. This stored individual tree history information will be very useful to FOT and other programs around the City as efforts are continued to plant trees that will thrive. The Monitoring Report is intended to portray the program's contribution to the growing of Portland's urban forest and to be an organized dataset that may be used to support similar work done by other organizations and agencies. The "why" of the death of a tree is often difficult to determine, but the thorough analysis of information in our reports provides the when, where and how of best tree planting practices. With this type of stored data it is much easier to draw conclusions about which varieties of trees are most likely to thrive in the urban setting.



## Summer Inspector Program – The Numbers

The total number of trees monitored within the City of Portland during the 2011-12 planting season was 4,782. In line with our commitment of supporting the local economy, tree stock was purchased from 13 different nurseries located within the Willamette Valley. The majority of the tree stock came from J. Frank Schmidt and Son Co. in Boring, Oregon, and from Rigert Shade Trees in Aloha.

A diverse urban forest is a healthy urban forest, and to that end FoT tries to ensure that a diverse selection of tree species is planted each season. The 51 genera and 134 different species or cultivars planted during this last season shows the broad variety of tree selections that FOT offers. In analyzing the data, NT found that many tree species survived very well during their first summer in the ground. Of the 134 species planted, 89 had zero mortality. We attribute this, in part, to what we have learned and catalogued during the last 23 years in terms of which trees had good survival rates and which did not. This historical information can then be used to help us decide which tree species to keep planting.



Photo by Holly Talkington

This year a “Trees = Clean Water” sticker was placed on each tree to help educate the public about how planting trees keeps our rivers and water clean.

*“As I wash my hands and watch the dirty water swirl down the drain, I realize a few years’ worth of ‘I should ...’ have crumbled away. Today I joined an organization that plants trees to slow climate change, to improve air and water quality, and to enhance horticultural diversity and watershed health... I can’t stop global warming, but I can plant a tree.”*

— Neva Knott, Green Space Initiative Crew Leader

## Partnerships

OREGON DEPARTMENT OF TRANSPORTATION: One of the strategies we used to support our tree planting events was partnering with other local organizations. This season we partnered with several like-minded groups to host community-building and information-sharing events. An example of this is the Equity Bike Ride, in which we partnered with ODOT and others to engage East Portland communities. Over 100 bicyclists of all ages and backgrounds came out to attend the second annual Equity Bike Ride in August. The Ride was hosted by ODOT and sponsored by the Audobon Society of Portland, Community Cycling Center (CCC), Friends of Trees (FOT), East Portland Action Plan, TriMet, and Portland Bureau of Transportation (PBOT). The riders met at Lents Park and continued on to include part of the I-205 Multi-Use Path.



Photo by Kris Day

U.S. Senator Jeff Merkley and Scott Fogarty at the 2012 Equity Bike Ride.

Green Space Manager Logan Lauvray attended the event and shared information with the bikers about the native trees and shrubs that FOT has been planting along the path. This is the same 'A New Forest Grows' project previously mentioned. It has been largely funded by Metro and East Multnomah Soil Water Conversation District (EM-SWCD). Ride participants included seven youths from CCC's Bike Camp. The youths learned about the project and about

some of the tree species we are planting along the path, including native Oregon White Oak, Big Leaf Maple, Douglas-fir, and Incense Cedar. They also helped check the mulch around some of the newly-planted trees.

ODOT's Public Policy and Community Affairs Manager, Shelli Romero, noted that "Bicycling is a great way to bring folks together to see our neighborhoods and communities from a new and different perspective, reduce impacts to our environment and build community." Romero explained that the goal of the ride was to "educate, heighten awareness, and bring diverse communities together to learn about the geographic, racial, economic, and environmental equity efforts underway in our communities and specifically in East Portland." Special guests attending this event included U.S. Senator Jeff Merkley (D-Ore.), local non-profit Verde Inc., and Portland Opportunities Industrialization Center (POIC). Senator Merkley voiced his support for a national tree planting program. FOT, along with Alliance for Community Trees (ACT) and other groups, have advocated for legislation to designate federal funding for tree planting.



**THE TIMBERS:** In addition, we partnered with the Portland Timbers, our Major League Soccer team, who joined our planting events. Portland Timbers Alumni Ambassadors Scot Thompson and Mick Hoban, Timbers Mascot Timber Joey, and a crew of Timbers Army members helped plant several hundred trees in the Boise, Eliot, Humboldt and King neighborhoods in February. The planting was sponsored by the Portland Timbers as part of a three-year partnership started in 2010-11, when the team chose FOT as one of its Community Pillar Partners in its Stand Together campaign. The mission of the Stand Together campaign is to harness the power of sport to improve the lives of children and families in our region through targeted programs, deep partnerships, and philanthropic giving. In addition to helping at the Boise planting, they will also support our tree planting efforts through their Score A Goal, Plant A Tree program, in which the team plants a tree for every goal that they score.

**HOME DEPOT:** This year we hosted our second annual Leaf Harvest. In honor of this event, Portland Mayor Sam Adams officially proclaimed the week of November 10th "Portland Leaf Harvest Week." The harvest was created to encourage community groups to gather leaves from the homes of people who aren't able to harvest the leaves themselves. To celebrate the event we partnered with Home Depot and Loaves & Fishes to provide leaf-raking services to the elderly and those in need. On November 10th more than 50 volunteers from FOT and local Home Depot stores collected and bagged leaves from the yards of homebound seniors served by the Martin Luther King Jr. Boulevard Loaves & Fishes Center. This was the second year that the three groups have partnered on this service project.



Photo by Teri Ruch

Scot Thompson, Portland Timbers' mascot Timber Joey and Timbers alumni ambassador Mick Hoban planted with the Timbers Army and other Friends of Trees volunteers at the Boise, Eliot, Humboldt neighborhood planting on February 11, 2012. The planting was sponsored by the Portland Timbers.

As part of the Leaf Harvest, FOT launched a new Portland Leaf Harvest website. The website offers a one-stop resource to help people curb, mulch, bag and compost their leaves. The intent of the website is to educate citizens on the value of fallen leaves as compost and mulch material. Many people we talk to are interested in trees but are hesitant to plant them because of the assumed effort they'll have to put into raking leaves in the fall. We hope to show people that leaves can be easily made into a beneficial yard material (compost or mulch) and that raking leaves can be turned into a positive community building experience.

**COMMUNITY BENEFIT OPPORTUNITY:** We partnered with BES' CBO fund to install banners around the city to encourage participation in tree planting events. When the City of Portland began installing the six-mile east side Big Pipe in 2007 to accommodate more storm-



A Plant It Portland! banner over Hawthorne Street. Sponsored by CBO.

water during rainy fall and winter days, the City awarded 22 organizations CBO funds to invest in stormwater reduction projects in the communities surrounding the Big Pipe construction area. FOT received \$218,000 to plant more than 1,000 trees in neighborhoods where the Big Pipe was being installed.

This planting season marked the completion of our CBO plantings. To help encourage participation in the neighborhoods we plant in, we had street

banners installed above some of East Portland's busiest streets. The banners started above SE Hawthorne and 16th, where they stayed until the end of June. After that they were moved to North Portland, near the termination point of the Big Pipe.

**THE INTERTWINE:** Newly formed in July 2011, The Intertwine's purpose is to celebrate, protect and improve Portland's network of outdoor places and trails. According to The Intertwine, "By joining forces, we boost our effectiveness to increase investment in our parks and expand conservation efforts." We joined forces with them by becoming one of their coalition constituents.



*“One Saturday, about half my crew was an extended family from Syria, which was really great since I used to live in the Middle East and I got to practice my Arabic with them and reminisce about the culture.”*

— Keegon Heron, Neighborhood Trees Crew Leader



David Douglas High School students at the FOT East Portland planting.

## Matching Funds

The extent to which we are able to reach out to provide these high levels of community service to the City of Portland is determined by the amount of funding that we receive. Though funding for our Neighborhood Trees plantings came primarily through BES' G2G Initiative, we also secured nearly an equal amount of matching funds from other sources. During the 2011-12 season, G2G paid the NT program \$1,527,706.75. Those funds were matched by \$682,3534 in donations from corporate planting sponsorships, foundations, individuals, local businesses, and in-kind donations. Add to that the value of volunteer time totaling \$472,108, and it brings the grand total match amount to \$1,154,461.

We see our ability to leverage matching funds as a major benefit to choosing Friends of Trees to handle work involving tree planting and maintenance. The amount of matching funds we are able to raise for projects, along with the sheer number of volunteers and businesses who support us, give taxpayers a return on their investment. This year we had several Corporate Planting Sponsors, including Recology (\$5,000), Whole Foods (\$2,500), and PGE (\$10,000).

Foundation contributions include the Meyer Memorial Foundation (\$25,500), Oregon Jewish Community Foundation (\$1,100), Pacific Power Foundation (\$3,500), Walker Family Foundation (\$500), So Hum Foundation (\$1,000), Joseph Weston Foundation (\$1,000), Bessemer Foundation (\$10,000), Leupold Foundation (\$1,000), Lucky Seven Foundation (\$250), and OCF (\$5,447), for a total of just under \$50,000.

A variety of small businesses also donated approximately \$57,500. ESOR workplace giving donations in the amount of \$11,650 were also received. The Oregonian, KIND Health Snacks, Poster Child, and two individuals provided in-kind products or services totaling over \$16,000. Another in-kind donation came from one of the nurseries that we work closely with, J. Frank Schmidt & Son Co. They donated five handsome trees for our use during the 2011 PARK(ing) Day celebration downtown. In addition to all this, Multnomah County Adult Community Service (ACS) volunteers donated \$30,554 of their time to dig holes for the trees planted in each neighborhood.

## Matching Funds -

*Value of Volunteer Time: \$472,107.59*

*Corporate Planting Sponsorships: \$66,250*

*Foundation Donations: \$49,297*

*Business Corporations: \$69,142*

*In-Kind Donations: \$34,921*

*Other Gov. and Public Institution Contributions: \$228,560*

*Total Matching Funds to G2G Contract: \$1,154,461.26*

Our Green Space Initiative (GSI) program also received financial support from various funding sources. Metro and Port of Portland provided \$127,414 in funding for our I-205 MUP planting events. We received \$171,665 in matching contributions from ODOT, ACS, and POIC students. In addition we received significant private and foundation contributions. GSI Corporate Planting Sponsors included The Standard (\$2,500), Portland Trailblazers (\$1,250), Portland Timbers (\$15,000), REI (\$10,000), PGE (\$10,000), and HSBC (\$10,000). We received in-kind donations from Verde for watering services totaling \$16,766 and product donations from KIND Health Snacks, with a value of \$1,000. Total private and foundation donations amounted to over \$67,000, bringing the grand total in matching funds to \$238,665.





Photo by Susie Peterson

Greg Raisman from the Office of Transportation enjoying a donated KIND bar at a Neighborhood Greenway planting. KIND Health Snacks donated over \$2,000 in bars and granola for our planting events.

## Media

Last year we were very successful at promoting the Plant It Portland! campaign in the media. This year we continued the trend and had approximately 64 different articles written about the NT street tree and I-205 MUP plantings. Many neighborhood newspapers printed articles about the street tree plantings. Among these supporters were the Woodstock Bee, the St. Johns Review, the Eliot Neighborhood News, the East Portland Neighborhood Notes, the Kenton Neighborhood Association News, the Eastmoreland Neighborhood Association, and the Hollywood Star News. In addition, several of our staff, including our Volunteer and Outreach Manager, Andy Meeks, and Neighborhood Trees Specialist, Andrew Land, wrote articles that were printed in the East Portland Neighborhood Association newspaper.

Larger newspapers, including The Oregonian and the Portland Tribune, also printed articles about our planting events. Articles were published online by Neighborhood Notes, Oregon Live, the Timbers Insider, and the Mid-County Memo. Our PIP! promotion, “Good Things Grow on Trees,” was printed in Bear Deluxe, the Portland Tribune, The Oregonian, the Mid-County Memo and in All Things Real Estate. The Portland Tribune also printed an article about a local tree guru and award-winning FOT volunteer, Jim Gersbach, regarding all that he has done for the Portland urban forest.

Our second annual Leaf Harvest received attention from Green Technology News, Oregon Live and the Portland Observer, all of whom printed an article about the event. There were also articles about the I-205 Multi-Use Path printed in several publications, including East PDX News, Oregon Live, The Oregonian, the Oregon Legal Journal, the Observer, and Metro GreenScene. KPTV Fox 12 news posted an online article. BikePortland.org posted an article about our I-205 planting honoring Gail Achterman.

Some of the media attention that we received wasn’t specific to the Plant It Portland! campaign but provided a great opportunity to spread the word. For instance, FOT was included in the Willamette Week Give! Guide and supplied a link to create an account to receive street trees. The paper also raised funds for our programs, including our street tree program, by hosting its 2nd Annual Pop-Up Pool Party. Willamette Week published an article about Oregon Representative Mary Nolan attending one of our plantings. Portland Monthly published an article about FoT. 101.9 KINK FM blogged about FOT and Why Trees Matter. USA Today, a national newspaper, listed FOT in its list of BBB Wise Giving Accredited Charity non-profit organizations. The Oregon Business Journal listed us as #26 on their list of ‘The 100 Best Nonprofits’ in Oregon. PGE mentioned FoT in its newsletter, running articles encouraging customers to sign up for paperless billing and encouraging them to plant with us. Portland Parks & Recreation advertised our Neighborhood Greenway planting, which took place during Arbor Week, in their Arbor Week flyer. KATU Northeast Portland News also highlighted our Greenway planting. The Portland Timbers posted an article about our plantings and the ‘Score a Goal, Plant a Tree’ campaign on the club’s website.



A Plant It Portland! billboard.

We also had 21 billboards installed and 13 ads placed to encourage Portlanders to sign up for street trees and to recruit volunteers. Twice in the fall and twice in the spring we placed quarter-page ads in The Oregonian highlighting a specific FOT supporter and why planting trees matters to them. We placed ads on Craigslist, Idealist.org, in the Willamette Week, and in Portland Community College’s newspaper, Community Connector, in an effort to recruit volunteers for our Crew Leader Trainings. We also recruited

volunteers via CNRG, Craigslist, and PSU’s Ecowiki Bulletin. In addition, Portland Commissioner Nick Fish posted an article on PortlandOnline promoting our CL training.

## Leadership Awards Luncheon

At our annual Leadership Awards Luncheon in May, we acknowledged local business and community leaders who are paving the way for habitat restoration or are funding local restoration and tree-planting projects. KGW News Anchor Tracy Barry served as emcee for the event, which was sponsored by The Oregonian and Rigert Shade Trees. At the luncheon we awarded Bob Sallinger, Conservation Director of the Audubon Society of Portland, with the Individual Leadership Award for his advocacy for habitat restoration, which contributed to significant changes in Portland's tree codes. We also presented NW Natural and Port of Portland with awards for their financial contributions to habitat restoration and tree-planting projects. The event ended with Portland General Electric (PGE) presenting a check for \$4,839 to FOT honoring their pledge to donate one dollar for each new paperless billing customer.



From left to right: NW Natural Community Affairs Von Summers, FOT Executive Director Scott Fogarty, Port of Portland Executive Director Bill Wyatt, Audubon Society of Portland Conservation Director Bob Sallinger, KGW News Anchor Tracy Barry.

*"It's not just about putting trees in the ground. It's about the community.  
This group works to unite the people in the neighborhoods."*

— Terry Brier, Certified Arborist at Davey Tree Expert Co.



# What do you get when you plant with Friends of Trees?

- A knock on the door to see if you need help signing up or have any questions about the process.
- A tree planting permit secured on your behalf.
- A colorful yard sign to let your neighbors know you are planting.
- Help selecting and ordering your tree (provided by FOT and trained volunteer Neighborhood Coordinators living in your neighborhood).
- Utilities located to ensure that the tree does not conflict with existing infrastructure.
- Your tree secured from a local nursery.
- Your tree, along with planting tools and materials, delivered to your house on planting day.
- A community-engaging, volunteer-based neighborhood tree planting event for you to attend so that you can plant with your neighbors. Free breakfast donuts, coffee and delicious lunch provided so that you can enjoy hanging out with your neighbors when you're done planting!
- A tree care guide to help you and your tree succeed.
- A reminder postcard sent to you when it's time to start watering your tree.
- Free mulch provided at the FOT office.
- A trained volunteer Summer Inspector checking on the health of your tree twice during the summer.
- Endless future benefits from your tree and the trees throughout your neighborhood.



*"Each and every time I plant trees, in the perhaps vain hope of making a dent in carbon dioxide levels of the world, I coincidentally gain a palpable sense of goodwill towards my fellow humans. For whatever reason, it always works!"*

--Ellen Mendoza, Neighborhood Trees Crew Leader



A mother and daughter planting trees together.

*"My favorite experience was hearing so many interesting stories and watching people come together because of trees. I can't believe how many neighbors didn't know each other until the trees came along!"*

-- Heather Reed, Neighborhood Trees Crew Leader

*"I appreciate the tremendous opportunity to learn and meet with other people at Friends of Trees plantings. It brings me hope that so many other people care."*

— Conan Harmon-Walker

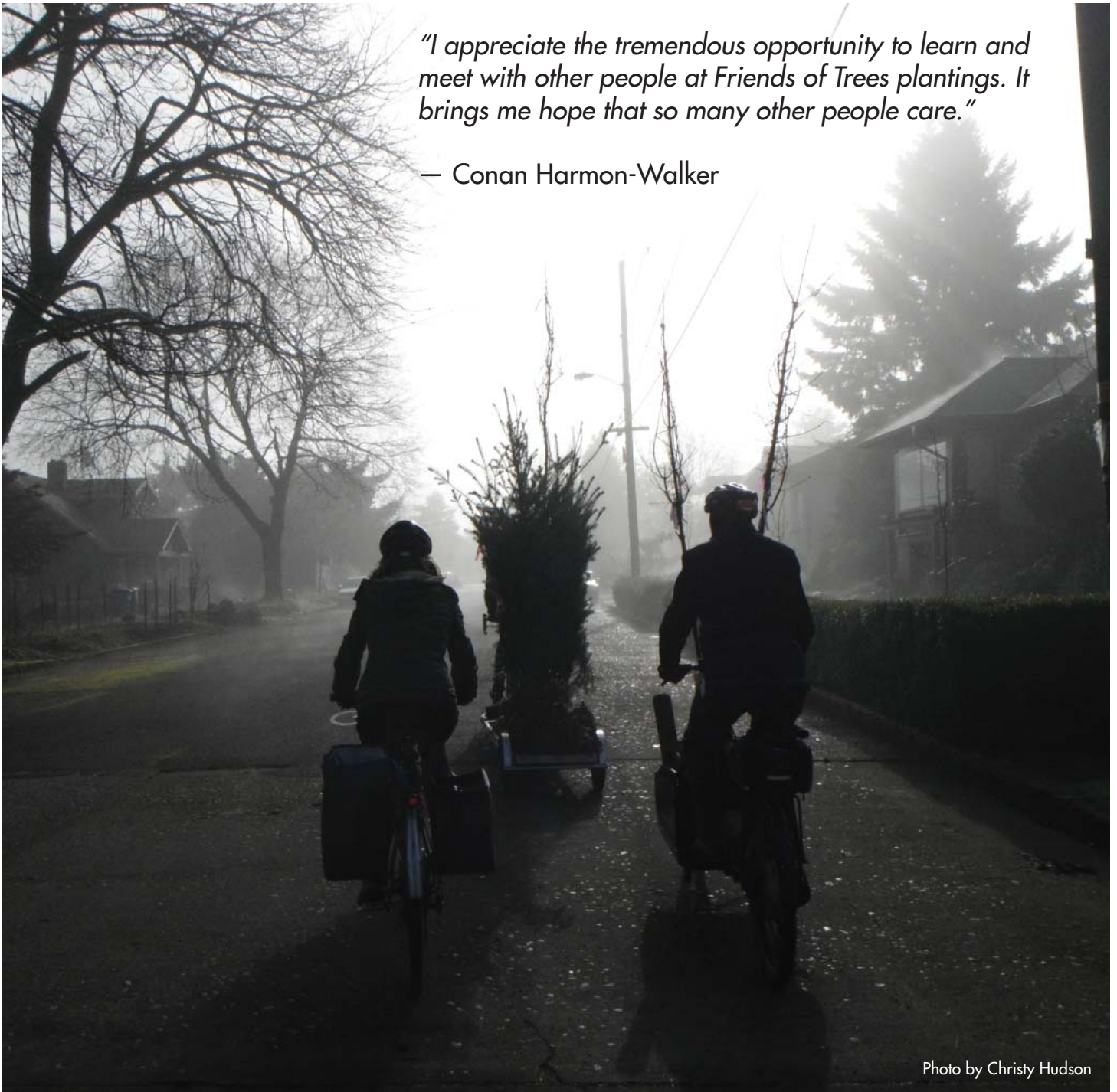


Photo by Christy Hudson



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