



## 2014 Annual Report



# 2014



Friends of Trees celebrated its 25th year in style—hosting a gala on a rooftop overlooking Portland and the tree canopy we helped foster. It was a day to bring together our donors, community partners, staff and volunteers who make our mission possible.

Anniversaries and birthdays are a good time for assessment and reflection. In 25 years, we've engaged 100,000 volunteers and added over 500,000 trees in the Pacific Northwest. While numbers tell part of our story, I'm equally proud of the work we've done building partnerships with elected officials, urban planners and community leaders, helping shape how we think about improving the ecosystem in the Northwest one tree at a time.

By looking back, we can better look forward to what we want to accomplish in the next year and the next 25. Along with planting street trees, restoring native ecosystems and bringing neighbors together at community plantings, we plan on growing. By reaching out to new community partners in Oregon, Washington and the rest of the nation, we will lead the way in bringing people side by side to plant trees together.

Thank you for taking a moment to share our success and accomplishments to date. Now, let's look forward to all that we can achieve in the next 25 years. Your help in the past and going forward is essential to our success!

Scott Fogarty, Executive Director

## BOARD OF DIRECTORS 2013–2014

Tess Jordan  
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Sky O'Callahan  
Board Treasurer

Nancy Buley  
Alan Hipolito  
Heidi Hu  
Brian Krieg  
Fred Nilsen

Thor Hinckley  
Board Vice President

Tina Beatty-Walters  
Jonathan Brandt





# CELEBRATING 25 YEARS



*"Friends of Trees* started 25 years ago with a very simple premise: to bring people together in planting trees. It's my honor to volunteer with Friends of Trees to bring the wonder of trees to our cities and natural areas."

- Tess Jordan, Board President





# *What* WE DO

We *empower people* to improve the natural world around them.



4,387 Individual Volunteers Engaged

40,255 Trees & Native Shrubs Planted

993 Trees Pruned



Jennifer Jones  
Crew Leader,  
Volunteer since 1998

*"There is nothing like getting together* with neighbors to put a tree in the ground then come back years later and see that tree 25 feet tall, soaking up stormwater, breathing out oxygen, making shade and giving shelter and food to our native birds! As they got older, I brought my kids along: The joy of that experience is infectious enough that my 17 year old became a crew leader himself."



# *How* WE DO IT

Through a *simple solution*:  
Plant Trees. Together.

32,007

Volunteer hours from  
people of all ages



*"Working with Friends of Trees  
transformed our kids into young  
leaders"*

- Leigh Rappaport, POIC - 2015  
Bill Naito Community Trees Award Winner







160+  
Business and  
program partners



*"At Whole Foods Market, we see our partnership with Friends of Trees as a perfect fit. For both organizations, the importance of active environmental stewardship and commitment to sustainable practices sits at the very core of our day-to-day operations. It also provides Whole Foods Market team members the opportunity to be out in the neighborhoods and communities we serve, working side by side with our customers."*

- Mary Crowe, Whole Foods Market,  
Market Engagement Coordinator Pacific Northwest





# Where WE WORK

18

CITIES

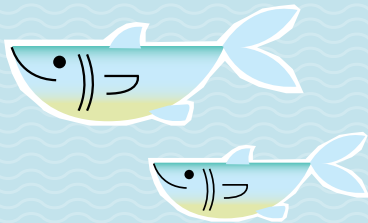
2

STATES

Beaverton  
Damascus  
Durham  
Eugene  
Forest Grove  
Gresham  
Happy Valley  
Hillsboro  
King City  
Milwaukie  
Portland  
Salem  
Springfield  
Tigard  
Troutdale  
Tualatin  
Vancouver  
Wilsonville

129

LOCATIONS

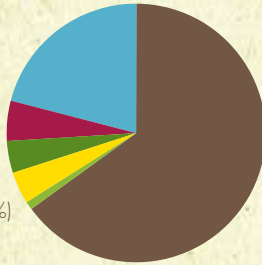




# Statement OF ACTIVITIES

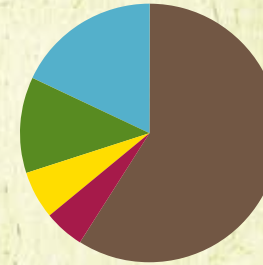
## Revenues

- Government Grants & Contracts (65%)
- Contributions and Grants (21%)
- In-Kind Contributions (5%)
- Tree fees and Supplies (4%)
- Memberships (4%)
- Special Events/Interest Income/Other (1%)



## Expenses

- Neighborhood Trees (59%)
- Green Space Initiative (18%)
- Development (12%)
- Education & Outreach (6%)
- Management & General (5%)



Financial Position for the Fiscal Year Ending August 31, 2014

## Assets

Cash: \$716,319  
Accounts Receivable: \$242,341  
Prepaid Expenses: \$5,090  
Total Property & Equipment: \$770,507

Total Assets: \$1,734,257

## Liabilities and Capital

Accounts Payable: \$38,204  
Accrued Payroll & Related Expenses: \$33,341  
Deferred Revenue: \$33,450  
Mortgage Payable: \$586,522

Total Liabilities: \$691,517

Temporarily Restricted: \$205,365  
Permanently Restricted: \$3,000  
Total Net Assets: \$1,042,740

Activities for Fiscal Year Ending August 31, 2014

## Revenues

Government Grants & Contracts: \$1,466,112  
Contributions and Grants: \$483,776  
Tree fees and Supplies: \$91,289  
Memberships: \$87,923  
In-Kind Contributions: \$104,699  
Special Events: \$5,212  
Interest Income: \$342  
Other: \$14,417

Total: \$2,253,770

## Expenses

Neighborhood Trees: \$1,273,223  
Green Space Initiative: \$387,641  
Development: \$260,886  
Education & Outreach: \$123,829  
Management & General: \$129,619

Total: \$2,175,198





# Honor Roll of Donors 2013-2014

## 2014 VOLUNTEER AWARD WINNERS

Volunteer of the Year: Don Crossley  
 NT Crew Leader of the Year: Van Bogner  
 GSI Crew Leaders of the Year:  
 Shannon McBride, Rob and Emma Waibel  
 The Conan Award: Mike and Pat Rowen  
 NT Rookie of the Year: Kate Ketcham  
 GSI Rookie of the Year: Jessica Fung  
 Office Volunteer of the Year: Kara Eads  
 Neighborhood Planting Team of the Year:  
 Piedmont and Woodlawn  
 The Garry Oak Award: Nancy Buley\*

## DONORS

Friends of Trees gratefully acknowledges the following donors who made generous gifts between September 1, 2013 and August 31, 2014.

### \$50,000+

The Collins Foundation  
 Meyer Memorial Trust  
 Alice C. Tyler Perpetual Trust

### \$20,000 - \$49,999

Maybelle Clark Macdonald Fund  
 Portland General Electric  
 J. Frank Schmidt Family Charitable Foundation

### \$10,000 - \$19,999

Fund for Second Nature  
 NW Natural  
 Port of Portland  
 Recreational Equipment Inc.  
 The Reser Family Foundation  
 Rigert Shade Trees  
 Whole Foods Market

### \$5,000 - \$9,999

Clif Bar Family Foundation  
 Collier Arbor Care  
 a division of Bartlett Tree Experts  
 Terence O'Donnell Fund of The Oregon  
 Community Foundation  
 Portland Opportunities Industrialization Center  
 Trees Forever  
 Wiancko Charitable Foundation

### \$2,500 - \$4,999

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 Jubitz Family Foundation  
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 Oregon Public House

Oregon Soap Company  
 The Portland Garden Club  
 Portland Timbers  
 Starbucks Coffee Company

### \$1,000 - \$2,499

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 OCF Joseph E. Weston Public Foundation

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 Adam Zucker

## PUBLIC AGENCY AND MUNICIPAL PARTNERS

Friends of Trees is pleased to acknowledge the public agencies and municipalities we were able to partner with between September 1, 2013 and August 31, 2014.

City of Beaverton  
 Clackamas County Water  
 Environment Services  
 Clackamas Soil & Water Conservation District  
 Clean Water Services  
 East Multnomah Soil & Water  
 Conservation District  
 City of Eugene  
 Eugene Water & Electric Board  
 City of Gresham  
 City of Happy Valley  
 Metro  
 North Clackamas Parks & Recreation District  
 Oregon Department of Transportation  
 Port of Portland  
 City of Portland Bureau of  
 Environmental Services  
 City of Portland Parks & Recreation  
 City of Salem  
 Sandy River Basin Watershed Council  
 City of Springfield  
 City of Tualatin  
 City of Vancouver  
 City of Wilsonville

## IN-KIND DONORS

Friends of Trees is grateful for the exceptional in-kind leadership provided by the following organizations between September 1, 2013 and August 31, 2014.

Bagel Land  
 Google Grants  
 Grand Central Bakery  
 Green Rising Marketing  
 KIND Snacks  
 Motz & Son Nursery  
 Multnomah County Department  
 of Community Justice  
 New Seasons Market  
 NW Natural  
 The Oregonian  
 Penske Truck Rental  
 Rigert Shade Trees  
 J. Frank Schmidt & Son Co.  
 Starbucks Coffee Company  
 Verde  
 Voodoo Doughnut  
 Whole Foods Market





Because a *Tree* is Kind of a *Big Deal*



SINCE 1989

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

