

**2014 & 2015  
ANNUAL REPORT**

*Responding  
to drought*



invest  
from the  
ground up®

GROWING TREES MAKE GREAT NEIGHBORHOODS





Above: Drought stressed trees.

## *A Letter from our Board President and Executive Director*

As we close the 2016 fiscal year, we will enter the 49th year that CAUFC has been operating as an integral part of the state-wide urban forest network that includes California ReLeaf, numerous affiliated professional organizations, a myriad of urban non-profits, and our own seven regional councils. Next June 30 will mark the 50th anniversary. Something to think about.

Since CAUFC's inception in 1968 as the first urban council in the country, the agency has maintained excellent relations with our affiliated partners, increased our service base, and have been consistent in pushing the urban forest narrative throughout California. Keeping with the times, CAUFC has established a social media presence which continues to grow.

Looking to the near future, several challenges will continue to be at the forefront of consideration; Forest Service funding, internal fundraising, office relocation, board development. How well we meet these challenges which define our chances for creating a healthy, sustainable future for CAUFC.

David Duncan  
Board President

Nancy Hughes  
Executive Director



## *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.



Cover image: The Capitol Buidling in Sacramento featuring a brown lawn after the Governor imposed water restrictions by Kevin Cortopassi used under Creative Commons BY NC ND license.



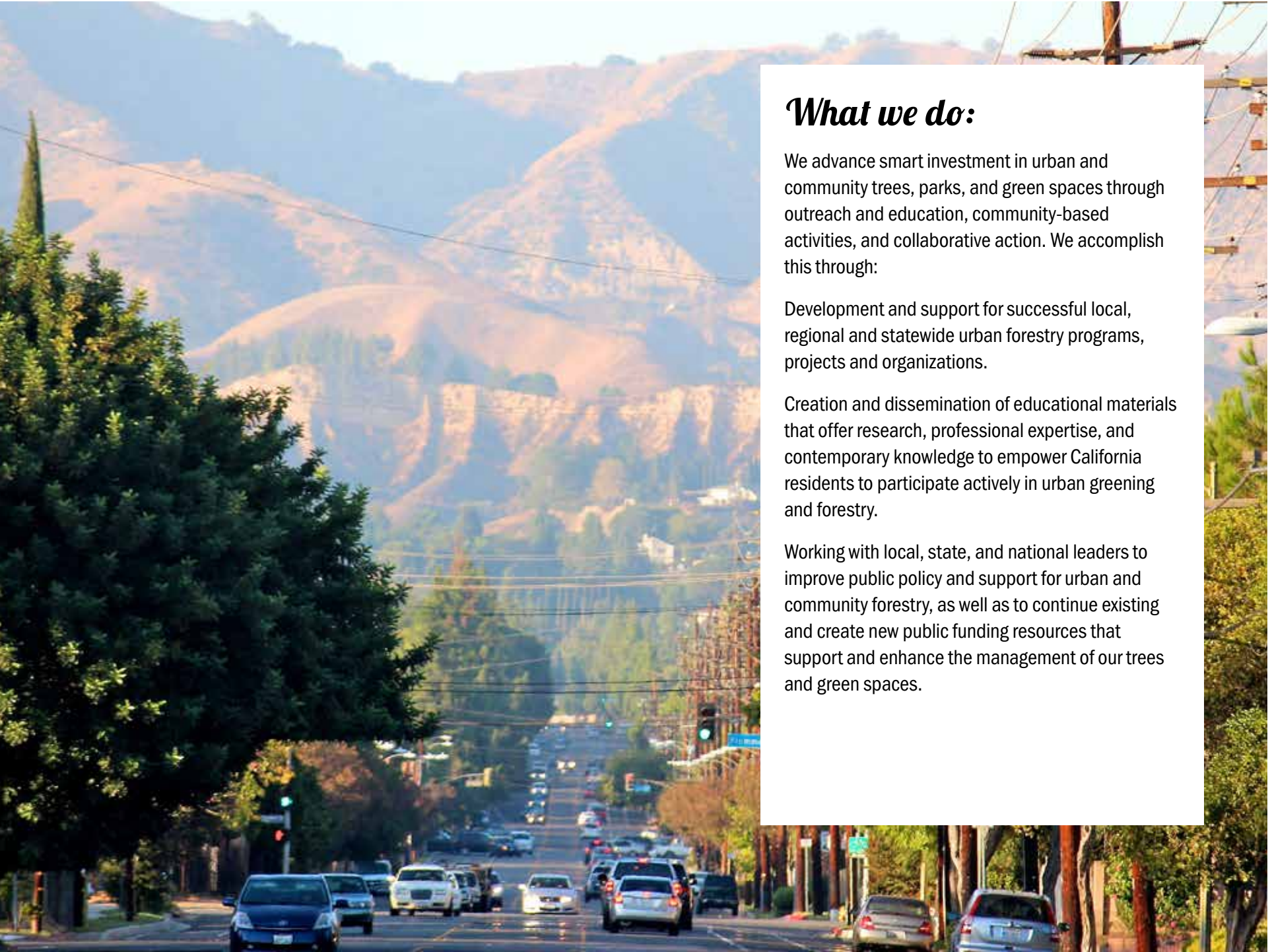


***The Purpose of the California Urban Forests Council is:***

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.



### *CIRCLE:*

The California Initiative to Reduce Carbon and Limit Emissions (CIRCLE) is a grant project funded through CAL FIRE. The primary purpose is to improve and enrich the urban forests in disadvantaged communities by planting an abundance of site specific and drought tolerant/shade trees while developing a network of communities that have a desire to improve air quality and urban forestry in California. [investfromthegroundup.org/circle/](http://investfromthegroundup.org/circle/)

### *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 through local events which help communities develop and expand urban forests as well as local advocacy efforts.

[caufc.org/RegionalCouncils](http://caufc.org/RegionalCouncils)

### *Education:*

Workshops held throughout the year and an annual conference. Topics have included: Urban wood, advocacy, benefits of trees, urban forestry management, etc.

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

[caufc.org/PublicPolicy](http://caufc.org/PublicPolicy)

### *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.

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

### *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.

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

## *Our 2014 & 2015 Programs*

### *Urban Forest Management Plan Toolkit:*

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.

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





Executive Board

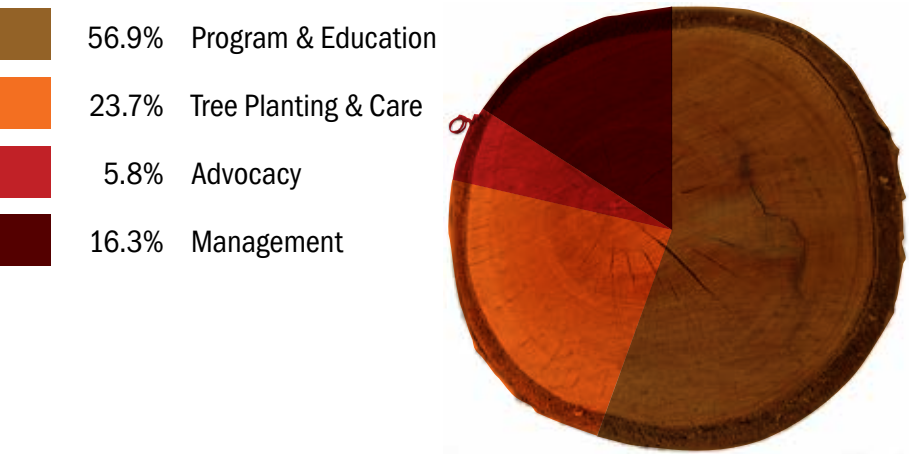
David Duncan	Retired Educator	2014	Treasurer/VP 2014, President 2015
Dorothy Abeyta	Arborist, City of San Jose	2014, 2015	President 2014
Justin Adams	SpitFire Communications	2014	
Bob Blum	Nixon Peabody Law Offices	2014, 2015	
Julie Broughton	Ricon Partners	2014	
Sam Duran	Retired, Urban Corps of SD	2014	
Jason Evans	Davey Tree Expert	2015	
Connie Gallipi	Bitgive Board	2014, 2015	
Gordon Mann	Mann Made Resources	2014, 2015	Treasurer 2015
Jack McCabe	Davey Resource Group	2014	Past President
Isabelle Minn	The Planning Center	2014, 2015	Secretary
Fausto Palofax	Mission Hills Nursery	2014, 2015	
Lisa Sarno	Million Trees L.A	2014	
Emily Spillet	Davey Resource Group	2015	Vice President 2015
Doug Wildman	Friends of the Urban Forest	2014	

Staff

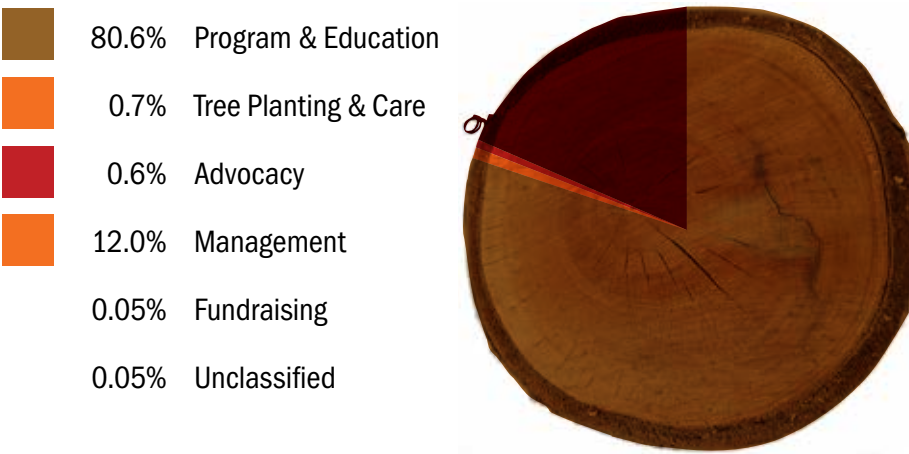
Nancy Hughes	Executive Director	2014, 2015
Connie Gallipi	Program Director	2014, 2015
Sonali Shah	Communications Manager	to April 2014
Evan Anderson	Program Manager	2015
Elizabeth Iqtham	Program Manager	2015

Financial Summaries

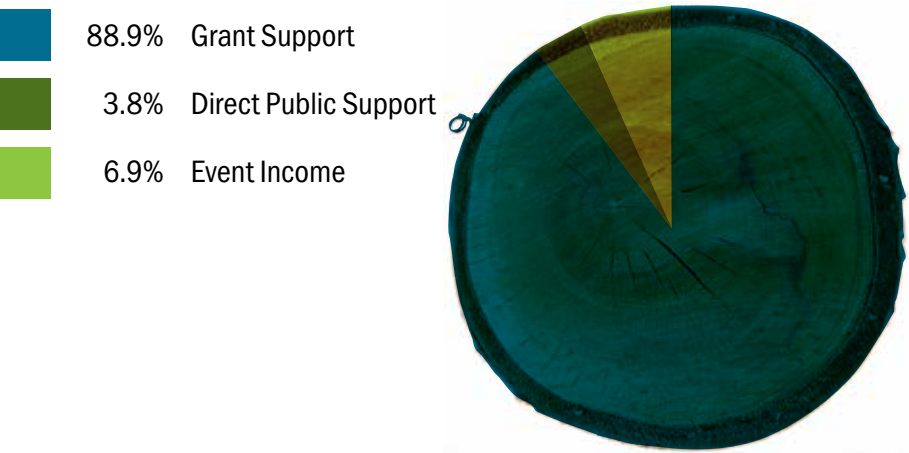
2014 Expenses by Class



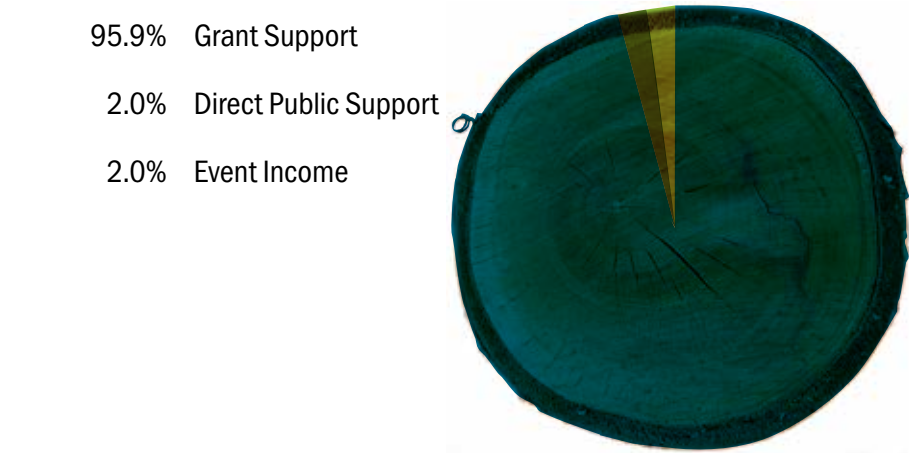
2015 Expenses by Class



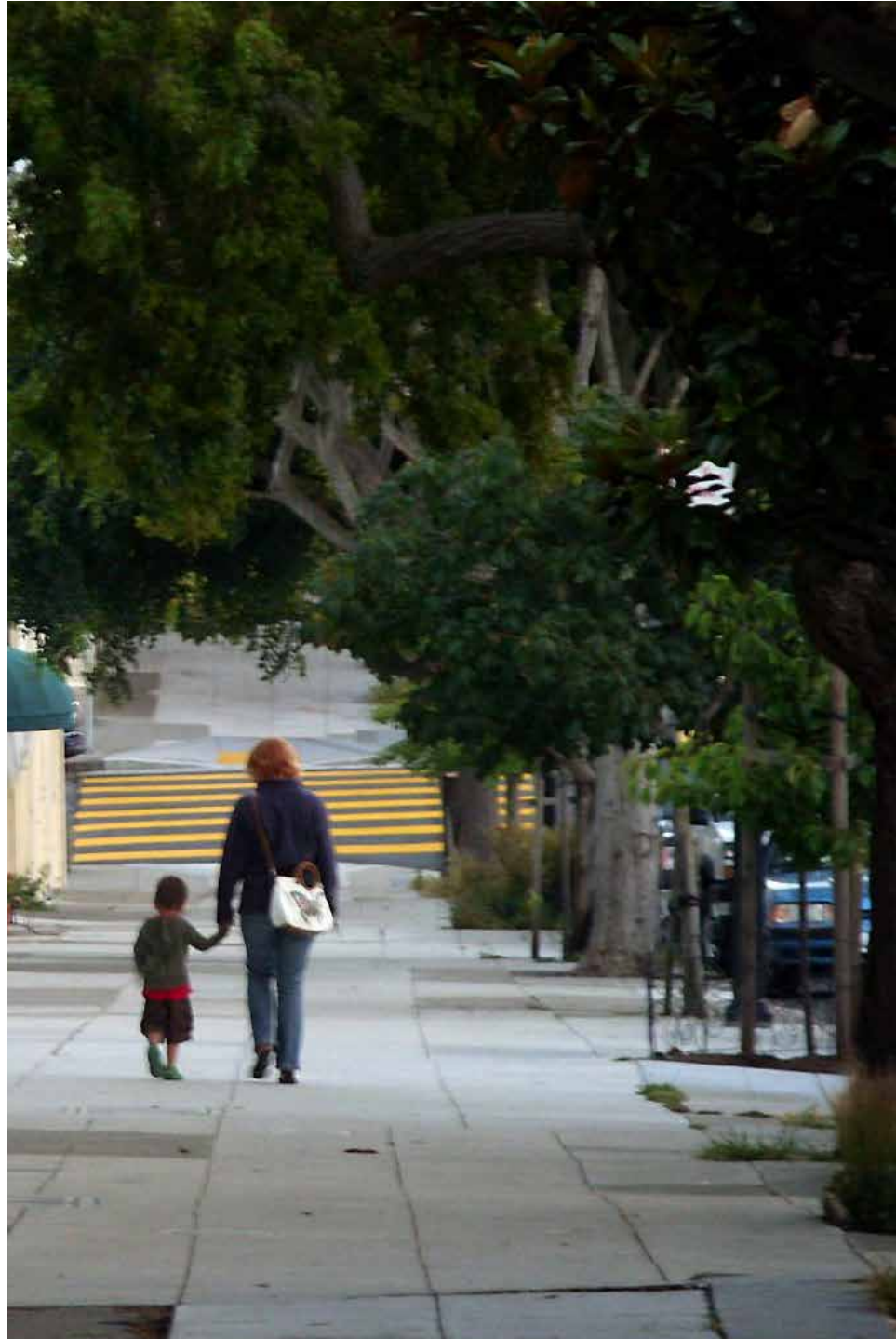
2014 Income by Class



2015 Income by Class



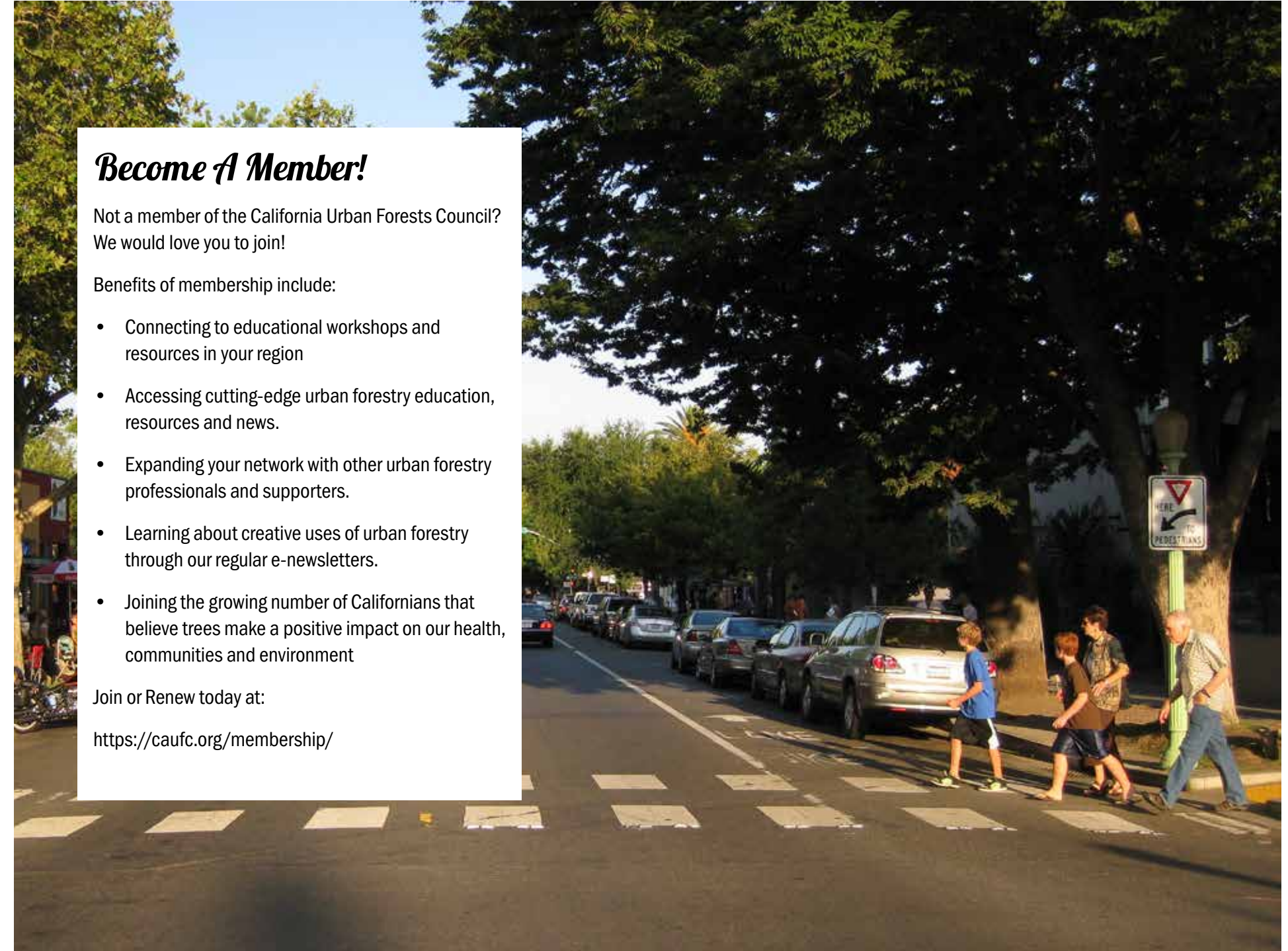




## *The Impacts of Urban Forestry for Californians*

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:

<https://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:**



Mailing Address: PO Box 823, Novato, CA 94948  
Office Address: 555 Northgate Dr. #225, San Rafael, CA 94903  
Phone: 415-479-8733  
Email: [njhughes@caufc.org](mailto:njhughes@caufc.org)

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

[investfromthegroundup.org](http://investfromthegroundup.org)

