



Greening San Francisco

TREEscapes

December 2017



On December 2, we planted new street trees on Woodward Street in the Mission neighborhood.

Welcome

Roberta Catalinotto has joined Friends of the Urban Forest as Vice President, Development. She has more than 25 years of experience raising money for non-profit organizations, including the **Hirshhorn Museum and Sculpture Garden** and the **United States Holocaust Memorial Museum** in Washington, D.C.



www.fuf.net
415-561-6890



From Dan's Desk

Not everyone "got the memo"

Our new outreach challenge

San Franciscans are feeling the effects of climate change. We want to take local action that improves the situation for ourselves and future generations. Planting trees is a great local action available to all of us! And the passage of Proposition E last year gives those trees a better chance to survive and thrive.

But we're running into some resistance.

When we spread the word that City Hall is paying the full cost of new street trees for supervisorial districts 9, 10, and 11, many cheered. But **many residents opted out of having free street trees** planted adjacent to their properties.

Not long ago, the City required that the adjacent property owner bear the burden for tree maintenance, repair of tree-related sidewalk damage, and liability for related accidents. Those burdens were lifted when Prop E went into effect, but not everyone knows that.

Many people still think street trees mean decades of unpredictable expenses.

We (and City Hall) have to do a better job of communicating across barriers of language, information access, and interest.

Thanks as always to support from donors like you, we've expanded our outreach team, we're getting materials translated, and we're distributing more printed matter to promote the benefits of street trees and dispel myths about them. Meeting our ambitious planting goals depends on it!

Warmly,

Executive Director

**We have to do a better
job of communicating
across barriers**



Factoid:

Trees improve mental health

Londoners who live near more street trees get prescribed fewer antidepressants.

Source: Mark S. Taylor et. al., *Research note: Urban street tree density and antidepressant prescription rates—A cross-sectional study in London, UK*, In *Landscape and Urban Planning*, Volume 136, 2015



"Every aspect of our lives is, in a sense, a vote for the kind of world we want to live in."

— Frances Moore Lappé (b. 1944)
American author

Upcoming Events

For event updates, details, and info about how to participate, see www.fuf.net/calendar/

If you want a tree, or want to help organize a tree planting in your neighborhood, see www.fuf.net/treeplanting/

If you want a sidewalk garden, see www.fuf.net/sidewalkgarden/

December 20, 22 — Tree Care

December 21 — Tree Replacement

January 3, 5, 10, 12, 17, 19, 24, 26, 27, 31 — Tree Care

January 4, 11, 18, 25 — Tree Replacement

January 27 — Tree Planting, Outer Sunset

February 1, 8, 15, 22 — Tree Replacement

February 2, 7, 9, 10, 14, 16, 21, 23, 24, 28 — Tree Care

February 10 — Tree Planting, Bernal Heights

February 24 — Tree Planting, Outer Richmond

March 1, 8, 15, 22, 29 — Tree Replacement

March 2, 7, 9, 10, 14, 16, 21, 23, 24, 28, 30 — Tree Care

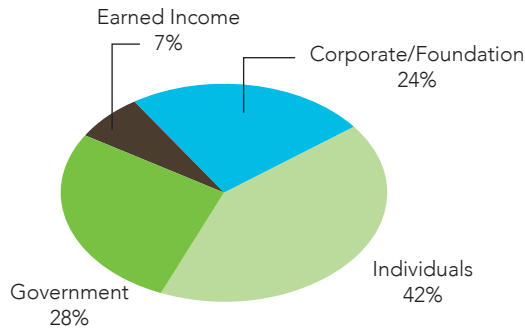
March 10 — Tree Planting, Potrero Hill

March 24 — Tree Planting, Excelsior

Summary of Audited Financials as of June 30, 2017

Following is an independently-audited financial summary of our most recent fiscal year, July 1, 2016 through June 30, 2017. Each year, it takes several months to compile our financial information and undergo independent auditing. We hope this diligence provides you with the most comprehensive understanding of Friends of the Urban Forest's operations.

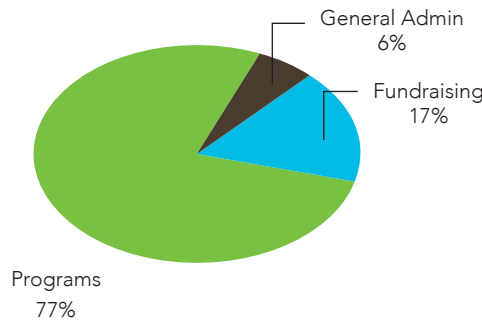
INCOME



INCOME

Corporate/Foundation	\$630,404	24%
Individuals/Trust/Estate	\$1,118,661	42%
Government	\$746,944	28%
Earned Income	\$184,764	7%
TOTAL INCOME	\$2,680,773	100%

EXPENSES



EXPENSES

Programs	\$1,941,354	77%
General Admin	\$153,726	6%
Fundraising	\$428,664	17%
TOTAL EXPENSES	\$2,523,744	100%

BALANCE SHEET SUMMARY

Assets	\$2,047,621
Liabilities	\$178,247
NET ASSETS	\$1,869,374

The Biophile

Who you gonna call?

By Allegra Mautner, Tree Care Manager

Individual tree lovers like you have a role in keeping our urban forest healthy. If you notice a sidewalk buckled by tree roots; a diseased, dying, or dead tree; or a tree basin that's empty or has a stump where a new tree can be planted, please report it!

Call the City's **Bureau of Urban Forestry** at 415-554-6700 or email them at urbanforestry@sfdpw.org. Or you can contact **SF311**, the City's customer service department, by calling 311 from any phone that has a number in the 415 area code (otherwise call them at 415-701-2311). You can also use the SF311 app on any smartphone. Or go to the "new request" page on their website (www.sf311.org), scroll to "Tree Maintenance," and click "Service Request."

If you see a problem with a young tree that we planted (you can tell because our logo appears on stickers on the supporting crossbraces), contact us at 415-268-0774 or treecare@fuf.net.



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Marlene Dickerman, Hao An Tsai

We also extend our thanks to the hundreds of donors who gave us smaller gifts.



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TREEscapes

The Annual Report Issue

Friends of the Urban Forest is a non-profit organization, founded in 1981, that offers financial, technical and practical assistance to individuals and neighborhood groups who wish to plant and care for street trees and sidewalk gardens in San Francisco.

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If you'd prefer to receive
Treescapes electronically,
please email brian@fuf.net

Recently FUF'ed



On November 8 we threw a party at **Laughing Monk Brewing** for our most active volunteers, and we gave our "Excellence in Partnership" award to **The Arc San Francisco**.



On September 17 we hosted a bicycle tour of some of San Francisco's "Landmark Trees" led by arborist and horticulturist **Ellyn Shea**.



From October 19-21, we led the installation and planting of new sidewalk gardens in the **Sunnyside** neighborhood.



With **San Francisco Public Works**, we planted about 500 street trees in the **Excelsior** neighborhood on August 26 — the city's largest one-day planting of street trees.