



FUF, San Francisco's citizen urban forestry organization, was founded in 1981. We offer financial, technical and practical assistance to individuals and neighborhood groups who wish to plant and care for trees.

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Youth Program Coordinator

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Design

Brian Tsai

www.fuf.net

August 15

Mission Tree Care Workday

August 29

Mission Tree Care Workday

September 12

Excelsior Tree Planting

September 12

Noe Valley Tree Care
Workday

September 19

Mission North Tree Planting

September 26

Outer Richmond Tree Care
Workday

I have always been a good driver.

I cannot say that any longer, and I have Friends of the Urban Forest to blame.

Since September 2008, I have been the Interim Executive Director of FUF. Over the past ten months my driving skills in the city have diminished dramatically as I have become more and more engrossed in checking out street trees as I traverse the city. I find myself checking out trees, wondering the species, checking out the staking of young trees, bemoaning the fact that some folks insist on illegal radical trimming of trees (see the article on the back). Admittedly, I am looking at the side of the road when I need be looking ahead of me (heck, it's better than being on the phone).

Just last week I received the wonderful news that I have been selected to be the new Executive Director of Friends of the Urban Forest. While I hope that my driving skills will recover, I know in my heart that I am a terribly fortunate person. Not everyone gets a chance to work at a dream job.

My career has been quite diverse. I started out working on Wall Street and at the ripe age of thirty-three I became the youngest CEO of a Wall Street brokerage firm. In the early nineties I traded in the canyons of Wall Street for the mountains of North Carolina where I worked as an instructor for eight years while also serving on the Board of the North Carolina Outward Bound School as well as a short stint on the Board of Outward Bound USA.

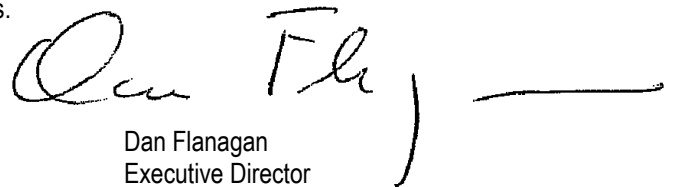
A move to the Bay Area brought me to the next chapter in my circuitous career, nine years associated with a wonderful non-profit, Yosemite National Institutes (YNI, now called Nature Bridge).

Now I get to pursue a passion that I have had since childhood - trees.

Over the past ten months I have come to understand that the mission of FUF is compelling, timely and critical to the quality of life in San Francisco. And, best of all, it is simple! We care for trees, we plant trees and we educate and serve as advocates for the San Franciscan tree canopy.

Given the challenging times that all non-profits are facing, and the dire condition of both State and City funding, one of my major goals is to continue the great work of diversifying our funding sources. Individuals, Corporations and Foundations are going to become more and more important to our financial health in the months and years to come. I am very proud of the progress that our staff has made over the past ten months, and I am dedicated to continuing this great work and our commitment to the San Franciscan tree canopy.

And I promise to work on my driving skills.



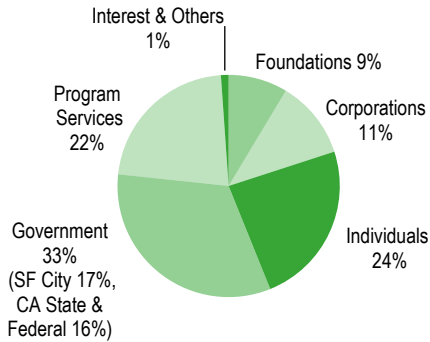
Dan Flanagan
Executive Director

Summary of Audited Financials as of December 31, 2008

2008 Annual Report

All of us at Friends of the Urban Forest are thankful for the support of our institutional and individual donors. Your funding contributed directly toward FUF's two major areas of operation – community tree plantings and tree care. We are pleased to submit this report detailing our 2008 activities.

Revenue & Support



Tree Planting

By the end of 2008, Friends of the Urban Forest had planted 967 new trees through the coordination and management of over twenty neighborhood-based/community building planting events. This included a historic October mega-planting that resulted in the installation of 186 new trees over the course of one single day. Our Community Outreach Coordinator worked with dozens of neighborhood organizers to drum up interest among San Francisco residents, while our Planting Managers helped shepherd over a thousand homeowners through the planting process.

For all plantings, FUF relied on its network of dedicated volunteers, with the October planting alone attracting 367 volunteers. Our core base of 250 volunteers (individuals who have attended more than two plantings over the last year) was expertly managed by our Volunteer Coordinator, as were the additional 1,817 homeowners and city-wide volunteers who participated in our community tree planting events by the end of the year.

Tree Care

This year FUF planted its forty-three thousandth tree in San Francisco. As you can imagine, the maintenance we do to ensure the preservation of our city's urban forest is fast beginning to equal to that of our tree planting efforts. In 2008, FUF made 2,907 site visits to young trees. Our Tree Care Coordinator and her small army of community volunteers were able to perform structural pruning and assess root strength on 1,062 of these trees which were due for their 18- or 36-month post-planting check-up. The team was also on call to provide urgent tree care during last January's storms. By the end of the rainy season, they had responded to over 300 phone calls and saved nearly 276 trees that had been injured by strong winds.

Meanwhile, our Planting Managers conducted two-month surveys on another 884 trees. Arguably the most critical component of our tree care program, these surveys enabled our Planting Managers to assess each tree's health shortly after they were planted.

Lastly, crews from our 2008 Youth Tree Care Program were responsible for the care and maintenance of an additional 685 trees. Still among one of the nation's only paid urban forestry training programs, the Youth Tree Care Program experienced its first major expansion in 2008 since its 1995 inception. Traditionally offered three times a year, we were able to add a fourth session last summer. This resulted in the enrollment of over 40 at-risk youth from the economically underserved neighborhoods of Bayview-Hunters Point and Excelsior, all of whom were introduced to a rapidly growing and relevant field.

FUF enlisted the services of the Boys and Girls Club of San Francisco, the Jewish Vocational Services and Hunters Point Family to help us identify and recruit candidates for our youth program. While the caring and maintenance of trees remained the program's focus, our youth crew members also gained planting experience during the above-mentioned October mega-planting, in addition to a West Portal planting in July, when they helped summer interns from Goldman, Sachs & Company plant 40 trees.

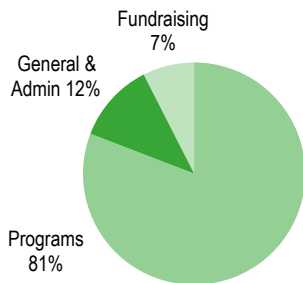
Two new partners will be assisting our candidate recruitment in 2009. Youth from Summer Search (a national leadership development program that helps low-income young people graduate high school, go to college, gain successful careers, and give back to society) and Bay Area Outward Bound (a local chapter of the national organization whose programs inspire character development and self-discovery in people of all ages through challenge and adventure) will be interviewed to participate in our youth program's two summer sessions, which begin in June 2009.

Conclusion

Because of its dedicated base of individual and institutional supporters, Friends of the Urban Forest was able to continue to make San Francisco a greener, healthier place to live and work. Thousands of square feet of concrete were replaced with vivid greenery, and thousands of residents, from homeowners and volunteers to the youth served through our educational outreach program, worked alongside each other to preserve and expand or city's publicly shared green spaces.

We once again thank all of our donors, whose support makes it possible for us to remain San Francisco's premier tree planting and tree care non-profit partner.

Expenses



Income Statement Summary

Revenue & Support		
Foundations	\$122,552	9%
Corporations	\$151,581	11%
Individuals	\$324,853	24%
Government SF City 17%, CA State 5%	\$451,671	33%
Program Services	\$306,503	22%
Interest and Other	\$13,246	1%
Total Revenue & Support	\$1,370,407	100%
Expenses		
Programs	\$1,121,480	81%
General & Administration	\$164,474	12%
Fundraising	\$100,542	7%
Total Expenses	\$1,386,496	100%

Balance Sheet Summary

Assets	
Current Assets	\$613,768
Total Assets	\$613,768
Liabilities & Net Assets	
Current Liabilities	\$166,220
Net Assets	\$447,548
Total Liabilities & Net Assets	\$613,768

Our members and donors make it possible for us to do our work.
Thank you for your support and confidence.

2008

Public Partners

The Office of Mayor Gavin Newsom • Bay Area Urban Forest Council • CAL FIRE • California ReLeaf • Caltrans • SF Board of Supervisors • SF Department of Parking & Traffic • SF Department of Public Works • SF Department of the Environment • SF Public Utilities Commission • SF Recreation & Park Department • SF Transportation Authority • SF Unified School District

Community Partners

Alice Fong Yu Elementary School • Alliance for Community Trees • American Public Gardens Association • Bartlett Tree Experts • Bayview Hunters Point Center for Arts & Technology (BAYCAT) • Beronio Lumber • Boething Treeland • Boys & Girls Club of San Francisco - Excelsior Clubhouse • City Trees • Cole Hardware • Community Thrift Store • Dan's Drilling • Deep Root • DL Drilling • Ewing Irrigation • Flora Grubb • Franz Wholesale Nursery • Green Zebra • Groundspring • Hunters Point Family • International High Schools • Japan Pacific Resource Network • Jewish Vocational Services • Living Library • Lumbermen Construction Supply • Mission Neighborhood Centers, Inc. • Neighborhood Parks Council • Nick Myerhoff • Peet's Coffee and Tea • Rosa Parks Elementary School • Roxies Food Center • San Francisco Beautiful • San Francisco Bike Coalition • San Jose/Guerrero Coalition • Sports Basement • Starbuck's • Strybing Arboretum • Sunset Concrete • Sunset Scavenger Company • Taproot Foundation • Ted Levine • Tenderloin Central Business District

Corporate

\$5,000 and up

Timberland • Bacardi USA • Bank of America Charitable Foundation • Bently Holdings • Capital Group Companies Charitable Foundation • Esurance • Foster's Wine Estates • Macy's West • New Belgium Brewing Co., Inc. • Oracle • Safeway Stores, Inc.

\$1,000 to \$4,999

41 Pounds • Johnson Ohana Charitable Foundation • Charles Schwab Employee Matching Gifts • Dominic Phillips Event Marketing • Goldman, Sachs & Co. • Hanson Bridgett LLP • Howard Rice Fund • KLA-Tencor • New Resource Bank • Pacific Gas and Electric Company • Pacific Nurseries • Pacific Union Real Estate Community Fund • Pike & Company • Rabobank International • Rainbow Grocery Cooperative • Showplace East • Sunset Scavenger Company • The World Golf Group • Union Bank of California • Walgreen Co. • Wells Fargo Corporate Community Development • Whole Foods • Genstar Capital LLC

\$500 to \$999

All Star Consulting • Devine Properties • Elixir • Environmental Science Associates • GROW Marketing • John Wiley & Sons, Inc. • Luminant Energy Corporation • McKesson Foundation • NBS • Oak Hill Farm - Sonoma • PaPaYa! Creative Abandon • Paragon Real Estate Group • SF Clean City Coalition • The Real Food Co.

Foundation

\$5,000 and up

GGF Foundation • Hilary Seubert Revocable Trust • Rhoda & Richard Goldman Fund • The Dale Stancliff Fund • The San Francisco Foundation • Wallis Foundation

\$1,000 to \$4,999

Dolan Family Fund • Farese Family Foundation • Lisa and Douglas Goldman Fund • Louise & Claude Rosenberg Jr. Family Foundation • Mariposa Fund • Mitchell Kapur Foundation • OSilas Foundation • Tides Foundation • Walter & Elise Haas Fund

Individual

\$5,000 and up

In Memory of Dick Epstein • Larry & Stephanie Flinn • Tara Hoddy & Arthur Alvarez • Jeff Horowitz • Mitzi Johnson • Donald Leonard & Marvin Edwards • Todd Renschler • Grace & Steven Voorhis • Mr. John Weeden & Mr. David Davies

\$1,000 to \$4,999

Mr. Shawn Allen • Anonymous • Elizabeth Barlow & Stephen McClellan • Marian H. Beard & Daniel G. Wehmeier • Richard & Kim Beleson • Helen Berggruen • John & Gretchen Berggruen • Eliza Brown & Hal Candee • Walter Crump Jr. • Jim DeGolia & Terri Hanagan • Tara Delaney • Mr. & Mrs. Brendan Dyson • Jan Elizabeth Catherine Elliott & Tom Luster • Ms. Emily Frost • Remy Hathaway • Mr. Harold C. Kirker • Paul Klingenstein & Kathleen Bole • Neil Koris • George & Mary Ksander • Todd Liles • Anurag Nigam • Jeffrey Nussbaum • Regina Phelps • James Sandler & Gretchen Iverson Sandler • Deborah G. Seymour • Pat Skala • Martin Skea • Roselyne C. Swig • Theodore & Phyllis Swindells • Mr. Albert W. Wald • Judy Wedgley • Liz & Jim Westover • Lee & Margaret Zeigler • Sam Mogannam • Jonathan Weiner

\$500 to \$999

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A special thanks to all our corporate volunteer partners for helping provide the much needed help to make our work possible



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Address Service Requested

Illegal Pruning Is Killing Our Urban Forest

By Doug Wildman



0-100 block of Castro Street



100 block of Roosevelt Street

The Issue

At an alarming rate, San Francisco is losing the environmental and aesthetic asset of its mature urban forest to illegal 'pruning', or topping.*

Friends of the Urban Forest needs your help NOW. Please report these obvious and blatant acts to urbanforestry@sfdpw.org providing accurate information on the damaged tree address, company or individual doing the 'job' (if available) and, if possible a digital picture of the tree. CC: doug@fuf.net as well and we will help and follow up with the BUF.

This topping is punishable by fine up to the actual 'replacement value' of the tree (Article 16, Sec. 811 of the Public Works Code). These trees do not grow back with viable new limbs as their attachments are weak and these branches ultimately fail leaving the entire tree with no structural value necessitating its removal.

There is Hope

The amazing variety and age mix of San Francisco's urban forest has been analyzed by the USDA Center for Urban Forest Research in 2003. Since this time our City has benefited from a substantial number of new tree plantings through the DPW's Bureau of Urban Forestry (BUF) and Friends of the Urban Forest (FUF). Over 10,928 trees in the last five years have been planted in the public right of ways – street corridors/sidewalks.

The USDA study determined that our City was "...poised for substantial future benefits..." as the surveyed results found that the age distribution of our street trees had a much larger 'younger tree' population than middle-age or senior citizen class. This can be both a blessing and a curse, for the species mix & health of that younger population must be diverse and strong, and the middle-age and senior trees must continue to provide their ecosystem services. The small, younger trees currently provide very little environmental benefit, and we need to raise these youngsters to be healthy, long lived residences adding to the assets of our urban infrastructure.

Please save our large trees and be the eyes on our streets – these trees are a public asset and are owned by you!

With trees being removed every day due to construction, disease and various interest groups seeking to select a genetic balance they deem worthy in our public open spaces, we cannot afford this continued loss.

**We've all seen the trees around City Hall, on California Street and on the Music Concourse in Golden Gate Park where large trees are pruned very hard back to the same node or branch each year. This is pollarding. It is a practice that is acceptable from an arboricultural standpoint when done properly, and to three Genuses in San Francisco– Platanus (Sycamore), and very rarely Ulmus (Elm) & Tilia (Linden).*