

A young boy with a slight smile is holding a single, vibrant yellow leaf in his hand. The background is a soft-focus forest with green and yellow foliage. The text 'WE CAN NEVER HAVE ENOUGH NATURE' is overlaid in large white letters across the center of the image. To the right of the text is a small white box with a speech bubble tail containing the name 'HENRY DAVID THOREAU' in green.

**WE CAN NEVER HAVE  
ENOUGH NATURE**

**HENRY  
DAVID  
THOREAU**

Forest ReLeaf  
OF MISSOURI

*Planting trees. Enriching communities.*  
**2010 Annual Report**

# In the beginning...

It all started with the planting of 10,000 trees along the Mississippi River on a single day — Earth Day's 20th anniversary in 1990.

Several local agencies had come together as St. Louis Area Global ReLeaf, organized around the record-setting 10,000 tree planting event. Soon the collaboration partners realized that maintaining the momentum would require a more formal organizational structure.



## A Unique Model Emerges

In 1993 Forest ReLeaf was incorporated as a nonprofit organization with a mission to bring volunteers together to plant trees in Missouri's urban communities. Our founders envisioned the agency as a conduit where neighborhood associations, municipalities, schools and other nonprofit groups could apply for and receive trees for planting projects across Missouri and surrounding regions. With support from the Missouri Department of Conservation, private and corporate funding and individual donors, Forest ReLeaf's programs are helping to sustain our community forests.

“After telling a friend about Forest ReLeaf, and explaining why I have enjoyed volunteering here for the past 15 years, I usually end the conversation by saying, ‘With just three paid employees and a record of over 100,000 trees donated to nonprofit organizations, I believe Forest ReLeaf gives the American public a good bang for their buck!’”

JIM HORN, *nursery volunteer*



50,000   
FAIRGROUND PARK

In November 2004 Forest ReLeaf planted its 50,000th tree at Fairground Park in St. Louis. The red maple joined more than 50 other trees planted that year in the park, a green legacy that continues to benefit the St. Louis community to this day.



100,000   
PEACE PARK

Our 100,000th tree was planted on October 5, 2010! A baldcypress [*Taxodium distichum*] was selected to commemorate the milestone planting in Peace Park, located in the College Hill neighborhood of St. Louis. This once-abandoned plot of land was transformed through the perseverance of neighbors and the help of Grace Hill Settlement House. AmeriCorps volunteers, alongside Grace Hill and Forest ReLeaf staff, planted 25 trees in this new community gathering place.

The week before the planting event in Peace Park, friends and supporters gathered at *CommuniTree Gardens* nursery in Creve Coeur Park for a **100,000 Trees of ReLeaf** celebration. Guests enjoyed nursery tours, live music and sampling hors d'oeuvres, wine and beer. **Karen Foss**, senior vice president for communications and brand management at Ameren Missouri, joined Forest ReLeaf's president, **John Moller**, in presenting the ceremonial tree to **Doug Eller**, director of community development for Grace Hill.

“Greener communities are more stable and desirable places to live, work and play. Since the organization’s inception, Forest ReLeaf has been a vital partner with Operation Brightside in enhancing and strengthening communities.”

MARY LOU GREEN, *executive director, Operation Brightside*



## Why Urban Forests Are So Important

Considering that more than 80% of the US population lives in urban areas, benefits provided by our community trees touch all of us. Our urban forests:

- Improve air quality as trees remove pollutants through their leaves by storing carbon dioxide within their tissues;
- Enhance water quality and reduce the need for costly storm water treatment by intercepting and slowing the flow of precipitation reaching the ground;
- Reduce energy use by providing shade, transpiring moisture and reducing wind speeds;
- Increase property values and provide commercial benefits when placed in yards, parks, along streets and in shopping centers;
- Provide healthy animal and plant habitats; and
- Make our communities a more aesthetic and emotionally satisfying place to live!

For more information about the value of trees visit:  
[www.nrs.fs.fed.us/data/urban/](http://www.nrs.fs.fed.us/data/urban/)



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## How St. Louis Measures Up

Measuring the Urban Tree Canopy (UTC) cover serves as an indicator of the extent to which trees and forests provide critical services to local residents. In 2010, with funding from the Missouri Department of Conservation, and assistance from the City of St. Louis Planning & Urban Design, St. Louis County Department of Planning and the St. Louis Metropolitan Sewer District, Forest ReLeaf completed an analysis of the UTC in the City of St. Louis and selected municipalities in St. Louis County.

**Existing UTC for the City of St. Louis was found to be at 18%; further analysis revealed a possible UTC for the City at 34%. In outlying County areas the UTC currently is measured at 32% with potential to raise it to 39%.**

The study also quantified tree benefits such as air pollution removal, carbon storage and storm water runoff, to determine the value of existing and possible UTC. **The value of the existing UTC in the City of St. Louis is \$41M; if the canopy reaches the potential of 34%, the value of these trees increases to \$80M.**

This canopy assessment serves as a benchmark for St. Louis and will enable FRM to target areas for *Priority ReLeaf* planting efforts. Sharing the results of this analysis with City and County planners is a top priority for 2011.



## Our Supporters

### Gift of Trees

#### In honor of...

Their 50th Wedding Anniversary

Tom & Jane Kinder

Ken Barnes

Bob & Carol Barnes

Bob Charity

Mary Neal

Lucy Chavez

Linda M. Koenig

Ken Edscorn

Tuell R. White

Miss Susan T. Harris, Reva Freund,

John W. Kourik & Robert Kourik

Janet Kourik

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Midwest Litigation Services

Kay Rogers & Jane Schaefer

Mary Ann Shaw

Arthur & Mitti-Jane Schmidt

David & Mary Jane Cox

Ruth Ann Schmieders

Michael & Teresa Rogers

Elizabeth Terry, Val & Todd Terry

Mrs. William Barnes III

Lois Vanderwaardt

Ann T. Eggebrecht

Mrs. Elizabeth Wolkoff

Barbara & Bill Wolkoff

#### In memory of...

David Baublite

Doris E. Lillicrap

Amos Beinke

Lynn Beinke

Dorothy Boyer

Emma O'Brien

Drew Clones

Sue & Nick Clones

Nancy D'Arcy

Rowena Clarke Garden Club

David DeClue

Laura A. Ortmann

Karen Fisk

Joan & Larry Branson

Emma Hill

Ben & Suzanne Grossman

Phyllis Krueger

Anonymous

Bethesda Orchard Residents'

Association

Violet A. Farmer

Ted & Laura Greenberg

Stephen Julka

Nathan Julka

Peter & Debra McCarty-Julka

Paul & Linda Vandivort

Laurence & Judith Lanning

John E. Lillicrap

Cindy Cluff

Robert & Diane Droegge

Doris E. Lillicrap

Eugene F. Makovec

Elizabeth C. Makovec

Frances Olliges

Ralph Olliges, Jr.

Carin G. Pretchett

James & Ann Tuxbury

Jim Rogers

Pax & Melissa Krause

Mike Russo

Paul & Suzanne Nauert

Martha Rybinski

Patrick & Janet Cerutti

Dick Shelby

Tom & Jane Kinder

Lucy Weber

MLL & F St. Louis Office

### \$1-\$99

Anonymous

Jeffrey & Christine Baker

Bob & Carol Barnes

Robert & Ann Beckring

Jennifer Wisdom-Behounek

& Joshua Behounek

Lynn Beinke

Bethesda Orchard Residents'

Association

John & Therese Bezdichek

John & Ann Bieller

Joan & Larry Branson

Mary Jean Bray

The Buchholz Family

Patrick & Janet Cerutti

Sue & Nick Clones

Cindy Cluff

Richard Jarrett & Donna Coble

Karan L. DeBord

Sue Barker Dellbringge

Robert & Diane Droegge

Ken & Dorothy Edscorn

Ann T. Eggebrecht

Jean A. Erler

Violet A. Farmer

Ted & Laura Greenberg

Thomas Grellner

Ben & Suzanne Grossman

Eric Hadley

Judith A. Harmon

James & Diane Hubbard

Michelle Impey

Richard & Cheryl Inman

Stephen Julka

Nathan Julka

Tom & Jane Kinder

Linda M. Koenig

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Rowena Clarke Garden Club

Brian & Linette Schaffer

Mary Ann Shaw

Allen & Heidi Sherman

Battle Smith

Ginny Spernoga

Randy & Mila Stevens

“This is my opportunity to give back to the community in a natural and organic way. Planting trees benefits everyone, large and small, rich and poor.”

KATHLEEN MILLER, *nursery volunteer*

If you or your organization is interested in volunteering at *CommuniTree Gardens* nursery or helping out in the business office, please let us know.

James & Ann Tuxbury

Paul & Linda Vandivort

Diana M. Vuylsteke

Dennis P. Walsh

Tuell R. White

Raymond & Sharon Wiesehan

Barbara & Bill Wolkoff

### \$100-\$249

Anonymous

Mrs. William Barnes III

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David & Mary Jane Cox

Joan Gettemeyer

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Roland James Kern

Janet Kourik

Mignon La Mar

Laurence & Judith Lanning

Cindy & John Lewis

Doris E. Lillicrap

Maurice & Ernesta Lonsway

Ralph Olliges, Jr.

Matthew & Jill Powell

Rick & Marty Schenk

Ned Siegel

Christopher & Katie Smith

Kent & Nancy Theiling

Rebecca A. Wallace

Lisa Zoia

### \$250-\$449

Steven Poplawski & Caroline Costantin

Joan S. Murphy

### \$500-\$999

John & Corki Moller

Christopher Erker

### \$1,000+

Nelson Tree Service, Inc.

### Corporate Matching Gifts

Covidien

Davey Tree Company

Pfizer Foundation Matching

Gift Program

### In-Kind Donations

Fleishman-Hillard, Inc.

The Flop House Kings

Whitney Freitham

Moller Family & Friends

Oldcastle Lawn & Garden Midwest

The St. Louis Brewery

St. Louis County Parks

Veritas Food & Wine

Michael Walsh

Wildwood Farmers Market

Wilmas Farms

The Wine & Cheese Place

### Private Grants

Ameren Missouri

Boeing Employees Charitable Fund

Commerce Bancshares Foundation

Conservation Foundation of Missouri

Victor & Selene DeLinieri

Charitable Foundation

Emerson Charitable Trust

Edward Chase Garvey Memorial Fund

Gaylord Foundation

John R. Goodall Charitable Trust

E. Reuben & Gladys Grant

Charitable Trust

Missouri American Water

St. Louis Master Gardeners

The Trio Foundation of St. Louis

### Government Grants

Missouri Department of Conservation

### 100,000 Trees of ReLeaf Event Sponsors

Ameren Missouri

John Moller, Ameriprise Financial

Commerce Bank, N.A.

Davey Resource Group

Hummert International

Missouri Department of Conservation

St. Louis County Parks

Warren County (TN) Tree Nursery

## Board of Trustees

John Moller, *president*

Greg Hayes, *vice president*

Brian Schaffer, *treasurer*

Cathy deJong

Ken Edscorn

Christopher Erker

Cindy M. Lewis

Rick Schenk

Mary Sherfy

Christopher Smith

Kent Theiling

## Staff

Donna Coble, *executive director*

Mike Walsh, *forestry programs manager*

Elizabeth Koch, *office & programs*

*coordinator*

Forest ReLeaf of Missouri is a catalyst for restoring and sustaining our urban forests. With the help of thousands of volunteers, we are planting trees and enriching communities.

## Our Programs & Services

**Project CommuniTree** is the region's first and only community-assisted tree nursery and distribution program. Seedlings provided by the Missouri Department of Conservation grow into viable young trees for planting on public and nonprofit properties throughout the state and surrounding regions.

- A record total of **9,002** free trees were distributed in 2010 for **138** community planting projects. More than **68,000** trees have been planted through Project CommuniTree since 1998.
- **315** volunteers at CommuniTree Gardens nursery provided **2,421** hours of service; **1,258** additional volunteers provided more than **15,000** hours of service in their communities — these volunteers received tree care instructions and are now stewards for their neighborhood trees.

**Priority ReLeaf** is a special program serving financially underserved communities in St. Louis. Using private grant funds, larger trees are provided at no cost for planting projects in these areas.

- Since 1995, a total of **5,583** trees have been planted in qualifying neighborhoods through this program. One example — the Little Creek Nature Area, the centerpiece of Ferguson-Florissant School District's environmental education program, received **86** Priority ReLeaf trees in 2010. These trees are assisting Little Creek with their longstanding efforts to remove invasive honeysuckle, improve water quality and enhance wildlife habitat, while at the same time teaching students important lessons about trees and ecosystems.

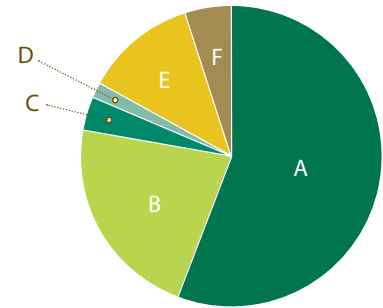
Forest ReLeaf also offers **healthy, low-cost trees**, every spring and fall to municipalities and other nonprofit organizations to assist with their urban forestry restoration efforts.

Forest ReLeaf assists the **Missouri Department of Conservation** with its mission to protect and manage the forests of the state.

- More than **2,500** Missourians are now members of the **Missouri Foreskeepers Network**, a growing group of volunteers working to conserve, sustain and enhance our urban and rural forest resources. Visit [www.forestkeepers.org](http://www.forestkeepers.org) for details on this free program.
- Forest ReLeaf coordinates an annual 12-hour **TreeKeepers** course for citizens interested in learning more about the region's trees. TreeKeepers graduates are asked to provide 24 hours of tree-related community service.

Forest ReLeaf works closely with the **Missouri Community Forestry Council**, assisting with statewide communication on important topics, such as its "Experts Agree — Don't Top Your Tree" campaign to raise awareness about the pitfalls of tree-topping. Forest ReLeaf also helped to coordinate the **2010 Missouri Arbor Day Poster Contest**, now a state-sponsored program for 5th grade students.

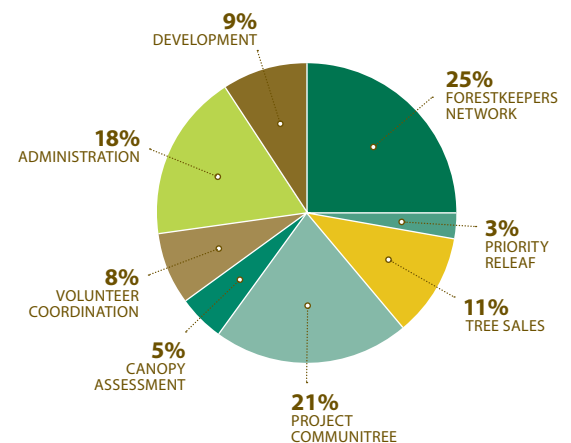
## Sources of Revenue & Support



Revenue & Support	\$	%	
Government Grants	187,000	56	A
Private Grants	73,750	22	B
Donations	12,286	3	C
In-Kind Donations	5,652	2	D
Tree Sales	39,763	12	E
Investments/Other	16,405	5	F
<b>Total</b>	<b>\$334,856</b>		

Expenses	\$
Payroll Expense	175,129
Nursery Expense	39,557
Office Expense	59,814
Professional Services	41,013
Print & Publications	31,198
Depreciation	9,623
<b>Total</b>	<b>\$356,334</b>
<b>Change in Net Assets</b>	<b>-21,478</b>

## Program Expense



Source: Schmersahl Treloar & Co. Independent Auditors' Report dated April 8, 2011. Forest ReLeaf of Missouri's ratio of program to fundraising/administrative expense aligns with guidelines established by watchdog agencies such as the Better Business Bureau and Charity Navigator.

# Exceptional ReLeaf Awards

Each year Forest ReLeaf of Missouri recognizes organizations and individuals that carried out exceptional community planting projects with trees received from our organization.

Awardees for 2010 are:

## City of Jefferson City PARKS & RECREATION

In recent years Jefferson City has planted 350 trees received from Forest ReLeaf, part of numerous planting projects including planting trees around newly constructed ball fields and at the city golf course. In addition, many other trees were used to replace trees lost in the devastating ice storm of 2007.

## World Bird Sanctuary VALLEY PARK, MO

Valerie Geile, a Forest ReLeaf volunteer since 2008, wanted to transform under utilized areas of the World Bird Sanctuary into an attractive landscape. Val and the Field Studies Banding Team planted over 120 native trees and shrubs and added interpretive signage so visitors know what has been planted using trees provided by Forest ReLeaf.

## Ben Grossman ST. CHARLES COUNTY PARKS

Ben is the Forestry Supervisor for St. Charles County Parks. In 2010 Ben and his crew, along with many volunteers, planted 230 landscape trees throughout their park system and over 2,500 3-gallon container trees! Ben serves as the current state chair for Missouri Community Forestry Council. He is also an instructor for the certified arborist training class and teaches a class for Forest ReLeaf's TreeKeepers course.



Return Service Requested

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

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