

# TREASURE VALLEY CANOPY NETWORK

The Treasure Valley Canopy Network is a public-private partnership organization that has supported growth of healthy and thriving communities across the Treasure Valley since 2014.

2020 created unprecedented challenges for the Network and our local community with the health and economic impacts of the COVID-19 global pandemic. With these challenges, also came several unforeseen opportunities. The Network's flexibility and commitment to our partners allowed us to help when our community needed us. We are optimistic that, while our fundraising efforts fell short of our goals in 2020, that the relationships we built will launch us into a platform of growth in 2021.

## A Trusted Local Partnership

The Treasure Valley Canopy Network is a public-private partnership of over 20 contributing members and affiliated organizations. Our collaborations advance investments in community forestry programs that contribute to healthy and thriving Treasure Valley communities.

Network programs invest in our local community forest that delivers multiple benefits for our region's economy, environment and society.

## MISSION:

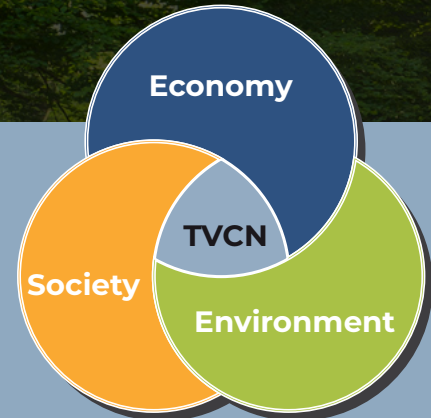
**THE TREASURE VALLEY CANOPY NETWORK BUILDS HEALTHY AND VIBRANT TREASURE VALLEY COMMUNITIES THROUGH COLLABORATION, INNOVATION AND A LENS OF SUSTAINABILITY.**

## OUTREACH AND COORDINATION - 2020

In 2020, we formed a Network Coordinating Committee (composed of our current contributing members) who will guide our Network direction, fundraising and operations moving forward.

Unfortunately, COVID-19 negatively impacted our ability to meet in-person with partners throughout the year, but we were able to meet periodically and support our municipal partners with quarterly city

forestry meetings in addition to presenting at several local conferences, including Idaho Walk Bike Alliance, Boise Neighborhood Interactive and Boise Planning and Zoning Commission.





## NON-PROFIT HOST and NETWORK FACILITATION

### Ecosystem Sciences Foundation

Ecosystem Sciences Foundation (ESF) develops collaborative, multi-disciplinary partnerships that promote solutions to environmental issues across urban and rural landscapes. In addition to operating as the Network's fiscal agent, ESF provides leadership and valued assistance with all of the Network's projects. ESF provides high quality data collection, analyses, as well as production and distribution of outreach materials.

### The Keystone Concept, LLC

The Keystone Concept (TKC) is transforming land management and community development through an innovative, fun and collaborative approach. Through facilitation of Network projects and programs, TKC builds collaborations that further the collective mission of the Network and our partner organizations while contributing to a healthy and thriving Treasure Valley.



# 2020 Impact Report

## CONTRIBUTING MEMBERS

While 2020 brought significant challenges and we were unable to meet our goals for fundraising, we are happy to report that our foundation of members is strong and we were still able to grow in this challenging year. We continue to ensure we're providing existing member value and also growing in target areas to best serve the communities of the Treasure Valley.

### VISIONARY

#### City of Boise

\$5,000

[City of Boise Parks and Recreation Department](#)



\$5,000

### LEADER

#### The Nature Conservancy in Idaho

\$1,500

[The Nature Conservancy](#)

#### North End Neighborhood Association

\$1,500

[North End Neighborhood Association](#)



\$3,000

### STEWARD

#### Jayker Re-Wholesale Nursery

\$1,000

[Jayker](#)

#### Idaho Power Company

\$1,000

[Idaho Power Company](#)

#### City of Nampa

\$1,000

[City of Nampa Forestry Division](#)

#### Jensen Belts Associates

\$1,000

[Jensen Belts Associates \(JBA\)](#)



\$4,000

### MEMBER

#### Southwest Idaho RC&D

\$500

[Southwest Idaho Resource Conservation and Development](#)

#### Boise Tree

\$500

[Boise Tree](#)

#### Idaho Tree Preservation

\$500

[Idaho Tree Preservation](#)

#### Society of American Foresters

\$100

[Society of American Foresters](#)



\$1,600

## MEMBERS ANNUAL CONTRIBUTION

Visionary  
Leader  
Steward  
Member

\$2,500 up to \$5,000  
up to \$1,500  
up to \$1,000  
up to \$500



### City of Trees Challenge

The Network is a core partner in the City of Trees Challenge, launched on Arbor Day 2020 in partnership with Council President Elaine Clegg and the City of Boise. In our first year of the Challenge, we built a solid foundation for the future.

#### Arbor Day 2020 launch:

- 1t.org Trillion Trees Pledge
- Tree City of the World

### Urban Wood Network

This year we launched a regional urban wood network. Our updated webpage includes videos that help educate our community about the process of removing an old tree and using it to make furniture and local artwork.

### Climate Action

#### City Forest Credits

After a few years of searching for a buyer for our Treasure Valley Parks Planting project we're close to finalizing a partnership and agreements with the cities of Nampa and Boise. We anticipate executing an agreement in summer 2021 with our new sustainability buying partner.

#### City of Boise Climate Action Division

Boise's newly established Climate Action Division partnered with the Network to develop outreach tools, raising awareness about the impacts of urban heat on downtown Boise and how we're partnering together to address these climate impacts.

Over 2,000 trees planted on city property and at homes across Boise:

- Trees planted this year will be Impact Certified through the City Forest Credits Program

### Shade City 2020

Shade City 2020 launched a new partnership with local eateries and the small business community, the green industry and City of Boise to celebrate the 50th Anniversary of Earth Day in the City of Trees.

### Network Website Redesign

We partnered with Casual Creative and Guy Hand to re-design our website. The new website was launched in December 2020 and includes streamlined content, improved graphics and enhanced opportunities to educate users on the benefits the Network provides for Treasure Valley Communities.

### Quarterly Network Meetings

Unfortunately COVID-19 negatively impacted our ability to meet in-person with partners throughout the year, but we were able to meet periodically, including:

- Spring field tour at Jayker Nurseries
- A mid-year virtual meeting
- End of year virtual Holiday Celebration
- Four Network Coordinating Committee planning meetings;
- In the Spring, we started facilitating quarterly municipal forester meetings (both in-person and virtual).

2018

2019

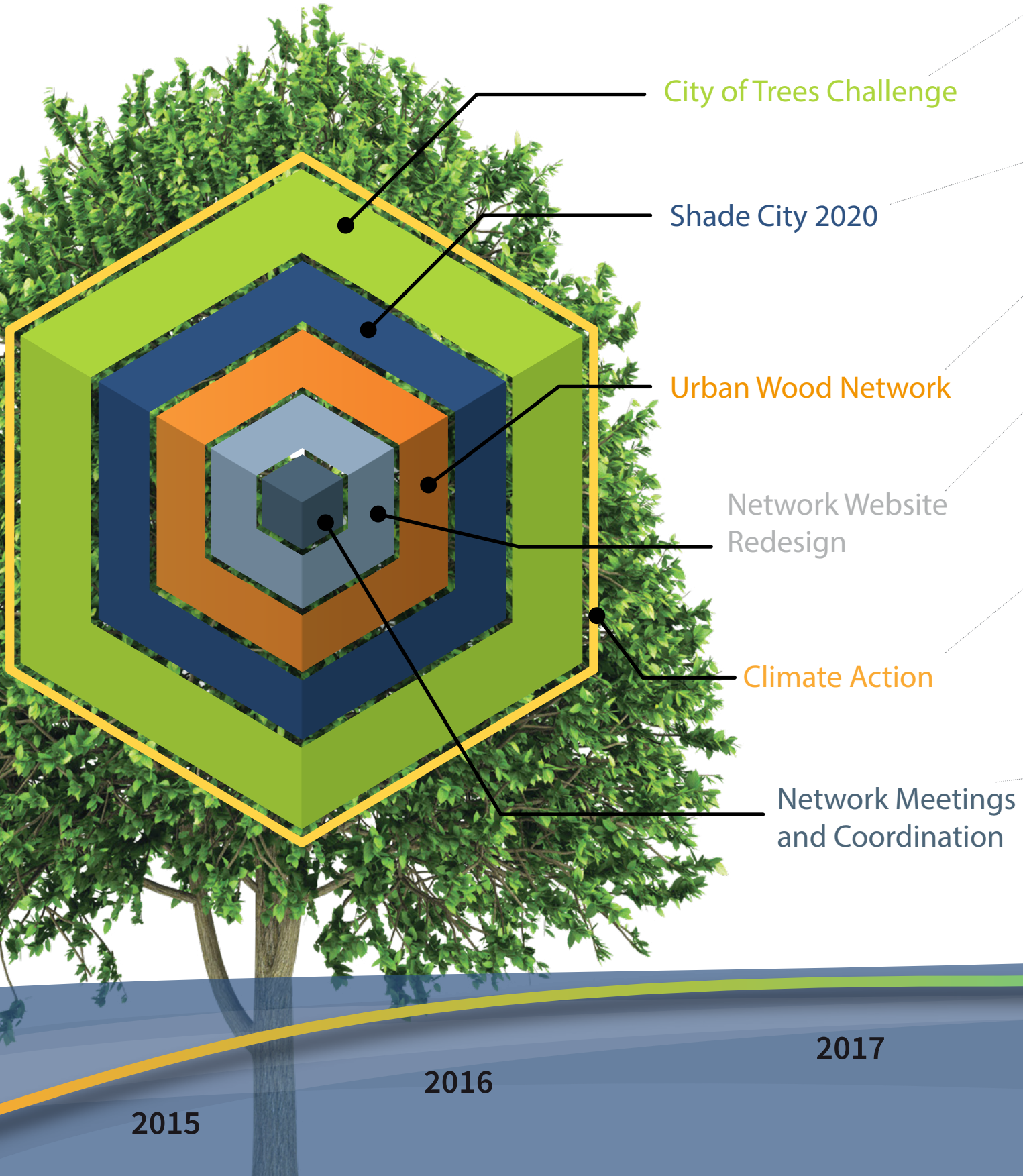
2020

# GROWTH AND PROGRESS

# 2020 Impact Report

## GROWTH AND PROGRESS

While 2020 was a challenging year, we continued to grow our contributing members and programming, showing that we are providing value to our members and our community. Our growth this year was focused on climate action, community and economic development.



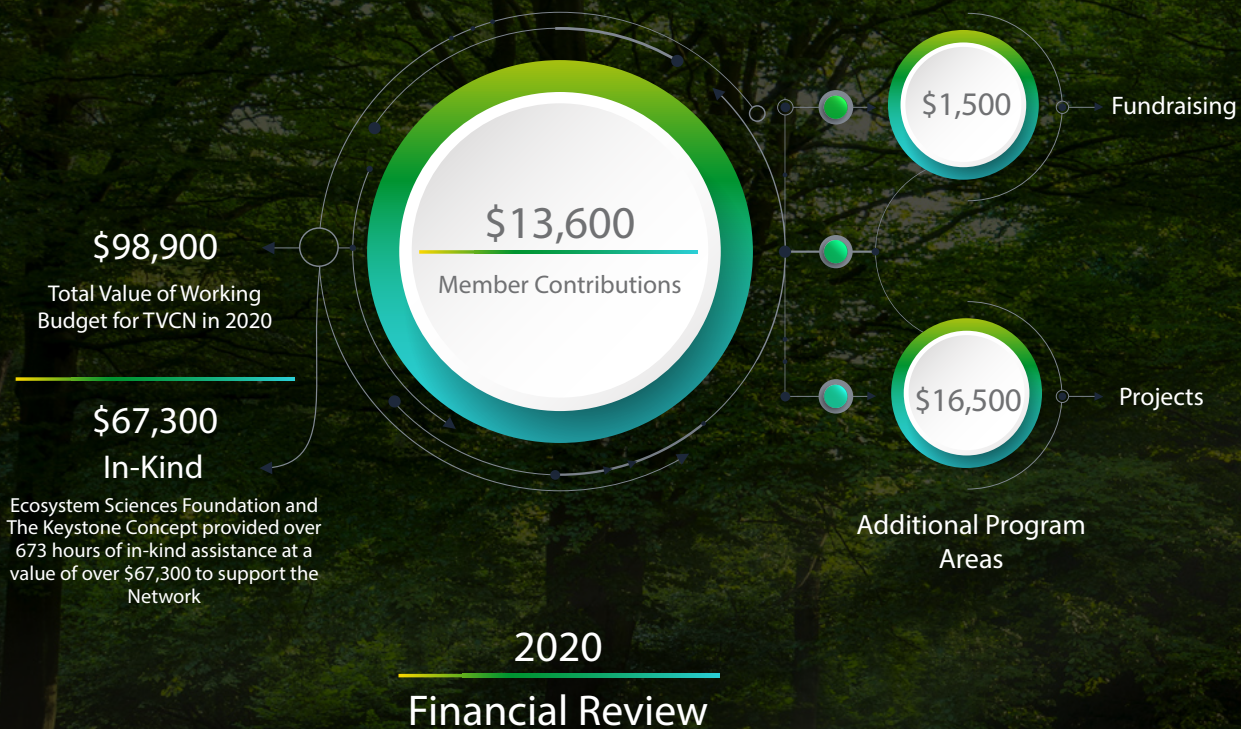


## 2020 Financial Review

We are grateful for our contributing members whose continued support allows us advance our mission. Our financial sustainability is built on a “3-legged stool” model with annual revenue: 1/3 provided by contributing members (base program support); 1/3 project funding (supports growth of key programs); 1/3 fundraising efforts (corporate partners, donations, etc). Based on our financial goals for 2020, we fell short of our projected member contributions, but exceeded our goals for fundraising and project funding.

### Member Contributions to the TVCN

- City of Boise: \$5,000
- TNC - Idaho; NENA - Boise: \$1,500 each
- Jayker, Idaho Power, City of Nampa, Jensen-Belts: \$1,000 each
- SW Idaho RC&D, Boise Tree, Idaho Tree Preservation: \$500 each
- Society of American Foresters (SAF) - Snake River Chapter: \$100



### 2021 Vision

2021 is a critical growth year for the Network. After three years of operations under the umbrella of Ecosystem Sciences Foundation, the Network will apply for and secure 501(c)3 non-profit status. This journey will be stewarded by TKC and the Network Coordinating Committee and provide our foundation for growth of services, funding and staffing resources to serve the communities of the Treasure Valley into the future.

In addition to building the foundation of our organization, we will continue to grow and expand program offerings to impact: arborist industry education and support; climate action & grassroots community engagement and

support (Idaho Power Shade Tree, City of Trees Challenge, Shade City); grow local economic and sustainability opportunities for our industry (partnerships with local nursery industry, Treasure Valley Urban Wood Network).

### 2021 Financial Goal

- \$20,000 in member contributions
- \$50,000+ in project funding to support: City of Trees Challenge, City Forest Credits, Urban Wood Network, Shade City