



LEAF is a non-profit organization that teaches people about trees and gets them excited about the urban forest. We plant native species in backyards and public spaces while engaging citizens in urban forest stewardship through planting, education and training.



LEAF Service Area



Toronto



Durham Region

Ajax
Brock
Clarington
Oshawa
Pickering
Scugog
Whitby



York Region

Aurora
East Gwillimbury
Georgina
King
Markham
Newmarket
Richmond Hill
Vaughan
Whitchurch-Stouffville



LEAF launch in Whitby in July 2020

Regional agreement supports the **Backyard Tree Planting Program (BYTP)**.

Interest from Whitby residents for BYTP continues to be very high.

3-year **OTF grant** supported LEAF expansion to Durham Region with funds for community engagement activities, including community tree planting events.





Backyard Tree Planting Program

Full-service

- ✓ 30 min **on-site consultation** with LEAF arborist
- ✓ 5-8 foot tall native, deciduous tree or 2-4 foot tall native, evergreen tree
- ✓ Delivery and **planting service**
- ✓ Mulch and a planting and care guide
- ✓ Cost to property owner is **\$160-\$230** per tree
- ✓ **Backyards only**

Do-it-yourself

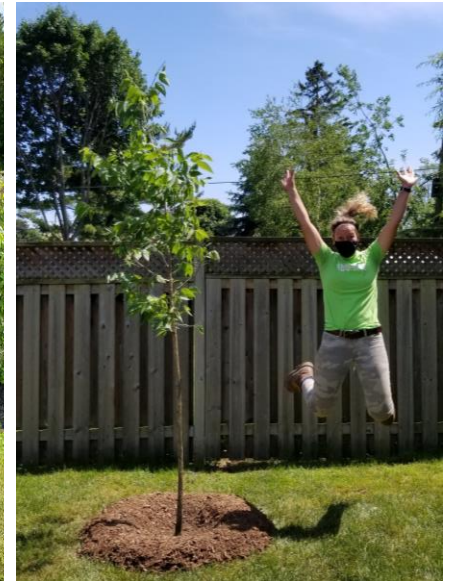
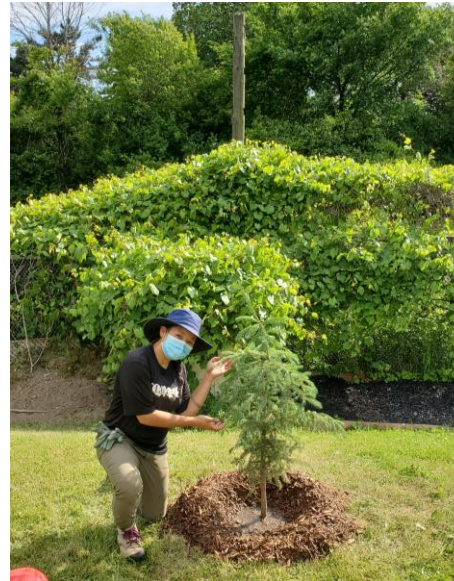
- ✓ 30 min **virtual consultation** with LEAF arborist
- ✓ 5-8 foot tall native, deciduous tree or 2-4 foot tall native, evergreen tree
- ✓ **Delivery only** + instructional planting/care video
- ✓ Mulch and a planting and care guide
- ✓ Cost to property owner is **\$110-\$180** per tree
- ✓ **Back, side and front yards**

Multiunit and business properties also qualify

Backyard Tree Planting Program

Over **210 properties** have participated since July 2020

Whitby BYTP July 2020 to present	
Trees Planted (Full Service)	225
Trees Planted (DIY)	27
Pawpaw Trees	26
TOTAL TREES PLANTED	278
Shrubs Planted (Full Service)	214
Shrubs Planted (DIY)	1
TOTAL SHRUBS PLANTED	215
TOTAL TREES & SHRUBS	493
Native Garden Kits	17



Backyard Tree Planting Program: Participant Insights

Top reasons for participating:

- Planting service
- Arborist consultation

48% would have planted fewer or no trees/shrubs

90% said their species choice was influenced by LEAF

97% said the cost was reasonable or very reasonable

“The consult with the arborist was amazing. The arborist was well prepared, very knowledgeable and was able to answer all my questions. She was able to guide my choices keeping my allergies in mind. We had an informative and fun consult. Highly recommend!”

Whitby Program Participant

Heard about details

Municipal Channels	43%
Social Media	21%
Referral/word of mouth	17%
Web search	9%
Media & online article/blog (news, radio, TV)	6%
Ads (incl, road sign, lawn sign)	2%
Other	2%
Repeat Customer	1%



Community Tree Planting

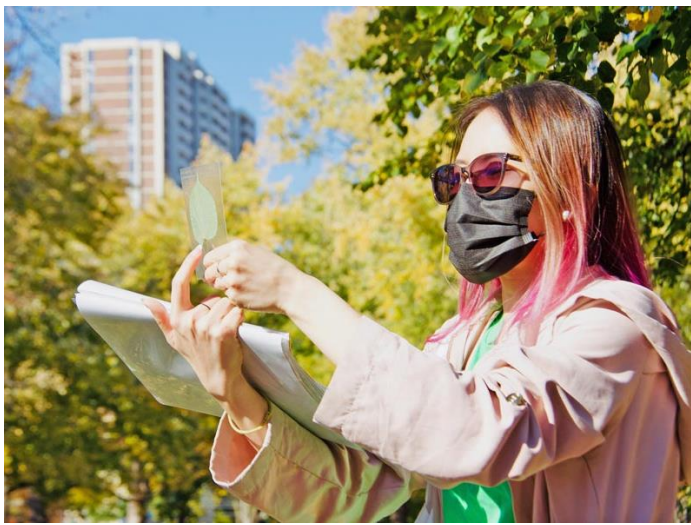
Community Planting Events: July 2020 to Present

Location	Date	Attendees	Trees & Shrubs
Rosedale Park	October-21	57	250
D'Hillier Park	October-22	83	449
*D'Hillier Park	April-23	63	300
TOTAL		203	999

*First Community Greening Program event



Growing Whitby's
Urban Forest and
Community!



Education Programs

- Tree Tours
- Presentations
- Event Displays
- Tree Tenders Training
- Volunteer Orientations
- DIY Activity Sheets



Community Greening Program: 2023-2026

2 planting events annually planting **at least 600 native trees/shrubs**

- Spring event on/near Earth Day and Fall Event during National Forest Week

1 stewardship event annually (monitor, mulch, invasive removal, etc.)

1 education event annually (e.g., tree tour)

Site selection for community planting events:

- Priority locations for municipalities
- minimal site prep – shovel-ready
- safe/accessible for volunteers
- access to deliver mulch/equipment
- washrooms & other park facilities
- 300 trees/shrubs won't overcrowd



Benefits

- ✓ Helping achieve municipal tree planting targets
- ✓ Meaningful community engagement and **volunteer** opportunities for residents
- ✓ Inspiring success **stories** – media, social media, VIP recognition events, etc.
- ✓ **Replicating** a successful partnership model (proven through past partnership plantings with the through OTF support, etc.)



Ways You Can Help

Volunteer with LEAF

- ✓ Become a LEAF Volunteer! Receive training and support LEAF staff at events.

This includes:

- Tree Planting Lead
- Stewardship Support
- Outreach Table Volunteer
- Tour Support
- Event Photography
- And MORE!

*To become a volunteer, attend one of our virtual orientations. Upcoming dates include **Monday August 14** and **Monday September 11**.*

- ✓ Attend an event as a participant (no prior training required).

To participate in an event, simply sign up on the LEAF website.

LEAF News (bi-weekly) is a great way to receive notifications of upcoming events.

Ways You Can Help

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EVENTS



COMMUNITY TREE PLANTING IN ROUGE RIVER HEADWATER VALLEY AND TRAILS

Saturday, May 13 - Get your gardening gloves ready and join LEAF for an afternoon of fun planting native trees and shrubs in Rouge River Headwater Valley and Trails. Bring your friends and family to lend a helping hand in improving Richmond Hill's urban forest.

[READ MORE](#)



COMMUNITY TREE PLANTING IN ANSNORVELDT PARK

Tuesday, May 16 - LEAF is growing the urban forest in King Township and we need your help! Join us at Ansnorveldt Park for a tree-mendous evening of planting native trees and shrubs.

[READ MORE](#)



ALEX ROBERTSON TREE TOUR: TREE-MENDOUS CLIMATE ALLIES

Sunday, June 10 - Join LEAF for a guided walk through Alex Robertson Park. Located on the shores of Pickering's Hydro Marsh, this waterfront park features open spaces, naturalized areas and a variety of trees, shrubs and local wildlife.

[READ MORE](#)

Ways You Can Help

Help spread the word!



@leaf_org



@leaf



@LocalEnhancementAndAppreciationofForests



www.yourleaf.org

