



# 2012

ANNUAL  
REPORT



**ReForest London**  
planting the future today



# WHO WE ARE

ReForest London is a charitable, non-profit organization dedicated to partnering with our community to enhance environmental and human health in the Forest City through the benefits of trees.

Since 2005, ReForest London has planted 28,000 native trees and shrubs in 200 projects throughout London and has run over 200 outreach, education and other tree-related events. We rely on strong community and governmental partnerships and the support of nearly 25,000 volunteers to support our efforts to keep the “forest” in the Forest City. ReForest London is a Founding Partner of London’s Million Tree Challenge.

# 2012 BY THE NUMBERS

- 3,346** TREES PLANTED
- 2,162** SHRUBS PLANTED
- 7,600** TREES SOLD OR GIVEN AWAY
- 5,346** VOLUNTEERS
- 31** PROJECTS IN:
  - 9** SCHOOLYARDS
  - 22** NATURALIZATION PLANTINGS
  - 13** AFTERCARE EVENTS
- \$474,558** RAISED FROM CORPORATIONS, FOUNDATIONS, GOVERNMENT GRANTS, AND INDIVIDUALS
- 97,200** TREES PLANTED BY LONDONERS THROUGH THE MILLION TREE CHALLENGE



# MESSAGE FROM THE BOARD CHAIR

On behalf of our dedicated Board of Directors and our staff, we are delighted to present our sixth Annual Report with an overview of all the good work done in 2012 to advance the mission and purpose of ReForest London in improving our environmental and community health.

Of particular note, in partnership with the City of London, we completed the first full year of our audacious community engagement goal to plant one million trees all across the city. The Million Tree Challenge is a huge venture for our community that will leave a 100 year legacy. Over 97,000 trees were planted as of December 2012. New initiatives have propelled the Million Tree Challenge including extensive outreach at community events, fairs and tradeshows, native tree sales and our ever popular seedling giveaways.

I thank our many partners, community groups, neighbourhood associations and schools that have provided us with planting sites, grants and donated time to accomplish this work – we are grateful for the continued engagement of over 5,000 volunteers with the passion to leave a lasting legacy of trees for London. Their stories and work are highlighted in this report. Many more events are planned for 2013.

Imagine how our city would look and feel if every person and business committed to plant just one tree this year, or help by donating online at [reforestlondon.ca/donate](http://reforestlondon.ca/donate) and have a tree planted on their behalf.

Please join London's Million Tree Challenge and make a difference. Remember, "the best time to plant a tree is twenty years ago, the next best time is today."

Yours sincerely,



David Crockett, Chair

# MILLION TREE CHALLENGE

Growing awareness and support of London's Million Tree Challenge made 2012 an exciting year for all involved. This community-wide initiative reaches out to all Londoners to encourage the planting of one million trees over 10 years.

Dwindling tree cover and the loss of half a million ash trees due to the Emerald Ash Borer illustrates that now, more than ever, there is a vital need for many more trees in our city to maintain and enhance environmental and human health. London can be, and should be, among the best treed communities in Canada.

Momentum was gained with a steadily growing list of Million Tree Challenge Partners from business, industry, community organizations, and institutions, for a total of 76 by year-end. Each partner is encouraged to show their support by pledging to plant trees, to



promote tree planting and care within their organizations, and to develop programs that fit their organization's culture, goals and interests.

Thanks to generous funding from London Community Foundation and the City of London, it was possible to do stronger outreach to potential and existing Million Tree Challenge Partners and to Londoners in general. Tree sales and tree giveaways were successful with 7,600 trees sold or given away at community events.

The Million Tree Challenge is well on its way to building a priceless legacy for Londoners.



## NATURALIZATIONS

We worked with partners to naturalize areas in parks, institutional and industrial lands. Over 5,500 native trees and shrubs were planted in 22 projects. London Life, the Lead Sponsor of ReForest London since 2009, heeded the call for tree planting on private lands and offered a significant piece of land at their Sovereign Road property for a multi-year naturalization project.

Supporting park naturalization projects this year were: TD Friends of the Environment Foundation, Libro Financial Group, Canon, Evergreen, Amway Canada, McCormick Canada, Home Hardware, Impark, Tree Canada, Forest City Community Church, David and Marcia Crockett, and the City of London.





## OUTREACH

ReForest London achieved a new level of community engagement in 2012. We had a presence at 50 events across London promoting the value of trees, tree planting and the Million Tree Challenge, and giving away over 5,600 native tree seedlings!

Powered by great volunteers, we undertook new large and exciting events including: Western Fair, Forest City Road Races, London Pride Parade, London Home & Garden Show, Pillar Nonprofit Network AGM, LSTAR AGM, Londoner Day at Labatt Park, Business After Five and Labatt Environment Day.

We reached over 18,000 people in 2012 through community booths and events alone.

# GIFT OF A TREE

Trees make great gifts. Celebrating a milestone, remembering a loved one, or thanking a client with the gift of a tree is made easy through ReForest London's two tree gifting programs:

- The Celebration Forest, located on lands designated by London Health Sciences Centre and St. Joseph's Health Care, grew with more than 200 new trees in 2012. 300 people planted trees for loved ones at this Tree Planting Ceremony. We acknowledged all the honourees, and gave special recognition to our 2012 Tree Hero, Sandy Levin, for his work protecting and advocating for trees in London.
- Tree Gift Vouchers is a new program allowing businesses to give the gift of a tree with a voucher redeemable at a local nursery to purchase a tree. The London and St. Thomas Association of Realtors championed this program among their members, and many realtors gave trees as a meaningful client gift.

# TREE SALES

To make it easier for Londoners to learn about and access native trees, we launched community tree sales.

Community groups and institutions hosted tree tree sales at their events and over 2,000 native trees were sold. Hosts included: Argyle Community Association, Middlesex London Health Unit, London Health Sciences Centre, Friends of Meadowlily Woods, and Western University. Tree sales are a great way for groups to promote the Million Tree Challenge and get trees into their communities.

Our thanks to London Community Foundation and the Urban League of London for supporting these sales.





## GREENING OUR SCHOOLYARDS

Nine London schoolyards got a lot greener this year, thanks to students who helped plant trees on their grounds. Creating natural spaces in schoolyards has many benefits for students and the wider community. Numerous studies suggest that creating natural spaces in schoolyards leads to more active and more creative play, reduces aggression and rates of asthma, reduces symptoms of ADHD and exposure to air pollution, and encourages those children who are less active to participate in a more cooperative way. Trees also shade children from harmful UV rays, and reduce air temperature both outside and inside.

Many thanks to Lutheran Social Services, Sobey's and Earth Day Canada for funding these projects. We also thank Norm's Tree Service and Blue-Con Construction for their long-standing support and in-kind donations of woodchips, logs and stones.



# PROJECT DETAILS

## GREENING OUR SCHOOLYARDS

Partner	Description	# Trees	Tree Size	# Shrubs	Volunteers
Kensal Park French Immersion	Outdoor classroom with boulder seating	5	2" caliper	14	749
Lambeth Public School	Outdoor classroom with log seating	5	2" caliper	16	512
Lord Roberts French Immersion	Outdoor classroom with boulder seating	2	2" caliper	16	393
Matthews Hall	Growing screen along fence	5	2" caliper	84	230
St. Anne's Elementary	Outdoor classroom with boulder seating	5	2" caliper	24	168
St. George's Public School	Outdoor classroom with boulder seating	6	2" caliper	15	220
Stoneybrook Public School	Outdoor classroom with log seating	5	2" caliper	19	430
Ryerson Public School	Outdoor classroom with log seating	5	2" caliper	19	450
Mountsfield Public School	Six shade trees	6	2" caliper	0	150
		44		203	3,302

# PROJECT DETAILS

## NATURALIZATIONS

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
King's College	King's College	Hillside naturalization	52	1 gallon	34	75
TD Friends of the Environment, City of London, rtraction	McCormick Park	Part of a three-year project	173	1 gallon	149	90
Libro and Matthews Hall	Whisperwood Park	New naturalization area	72	1 gallon	48	30
Libro Financial Group	Whisperwood Park	New naturalization area	227	1 gallon	151	50
City of London	Murray Marr East	Floodplain naturalization as part of 10,000 Trees for the Dingman	110	1 gallon	65	18
London Health Sciences Centre and St. Joseph's Health Care London	Celebration Forest	Celebration of events and the lives of loved ones	201	1-3 gallon	33	300
Hamilton Road Community Association, Wild Craft Permaculture, City of London	Carolinian Food Forest	Launch of London's first Carolinian Food Forest	11	1 gallon	3	70
City of London	Byron View Park	New naturalization area	165	1 gallon	160	60
London Chamber of Commerce, London Development Institute, London Home Builders Assoc., London and St. Thomas Assoc. of Realtors, Urban League of London	Byron View Park	Expansion of naturalization area	60	1 gallon	40	35
London Life	London Life	Industrial land naturalization	254	1 gallon + caliper	151	70
Molson, Evergreen	Southwest Optimist Park	Park naturalization as a part of 10,000 Trees for the Dingman	238	1 gallon	128	70

## NATURALIZATIONS

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
Citi Cards Canada	Ralph Hamlyn Park	Aftercare and infill planting as a part of 10,000 Trees for the Dingman	35	1 gallon	10	50
City of London	Murray Marr East II	Floodplain naturalization as a part of 10,000 Trees for the Dingman	190	1-3 gallon	99	150
King's College	King's College II	Understorey planting near the library	102	1 gallon	0	30
Canon, Evergreen, Western Serves	Byron View Park II	Expansion of naturalization area	300	1 gallon	200	110
Home Hardware, Impark, Tree Canada	Plane Tree Park	New naturalization as a part of 10,000 Trees for the Medway	240	1-2 gallon	90	80
Amway Canada	Gibbons Park	New naturalization area celebrating Amway's 50th anniversary	231	1-2 gallon	145	30
City of London, Hamilton Road Community Assoc., Wild Craft Permaculture	Carolinian Food Forest II	Installation of edible trees and shrubs	29	1-4 gallon	95	65
McCormick Canada, City of London	Meadowgate Fields	First of a multi-year planting effort in this large district park	193	1-2 gallon	136	118
Forest City Community Church	Forest City Community Church	Creation of an ecological corridor as a part of 10,000 Trees for the Dingman	161	1-3 gallon	107	70
David & Marcia Crockett	A. L. Furanna Park	New naturalization as a part of 10,000 Trees for the Medway	242	1-2 gallon	115	60
City of London	Whisperwood Park	Infill planting as a part of aftercare	16	1-2 gallon	0	2
			<b>3,302</b>		<b>1,959</b>	<b>1,633</b>
<b>GRAND TOTALS</b>			<b>3,346</b>		<b>2,162</b>	<b>4,935</b>

Note: 1 gallon potted trees are usually 1-3 ft saplings and 2" caliper are 6-8 ft with 2" diameter trunks

# FINANCIAL REPORT

Fiscal 2012 was a strong financial year for ReForest London due to both the continued support of many long-standing donors, including our lead sponsor, London Life, as well as new friends of the organization.

Due to the tremendous response to the Million Tree Challenge we are building our capacity to execute additional planting projects, community programs with a focused effort on planting on industrial lands. We have increased our staff resources accordingly, while leveraging government-sponsored job incentive programs.

We ended the year with a modest surplus of which, due to a very busy fall planting season, a significant portion has been internally restricted for future projects yet to be completed.

ReForest London would not be the thriving organization it is without the generous support of its donors, both in financial and volunteer support. Thank you so much for your contributions!

– Stephanie Lentz, Treasurer

## Financial Statement Excerpts

	2012	2011
Cash	\$133,339	\$ 215,618
Total Assets	\$176,672	\$252,450
Deferred Revenue	\$60,000	\$192,500
Unrestricted Funds	\$24,547	\$9,957
Restricted Funds	\$71,163	\$38,463
Total Revenue	\$474,558	\$327,475
Total Expenses	\$427,268	\$300,501
Surplus	\$47,290	\$26,974
Restricted Use	\$32,700	\$23,200

# FINANCIAL AND IN-KIND SUPPORT

We are grateful for the support of all our donors, large and small. The continued support of many donors on this page over a number of years makes us a stronger, more sustainable organization, and helps get more trees in the ground.

## LEAD SPONSOR - London Life

We offer our heartfelt thanks to **London Life**, Lead Sponsor of ReForest London since 2009, for contributing funding and volunteers to tree planting in London and for being a business role model in our community.

### Forest (\$10,000 or more)

City of London  
Evergreen  
London Community Foundation  
Urban League of London

### Tall Oak (\$5,000 - \$9,999)

Amway Canada  
Canon  
David and Marcia Crockett  
Libro Financial Group  
Molson Canadian  
Van Den Nest Nursery

### Sugar Maple (\$1,000 - \$4,999)

Blue-Con Construction  
Boomerang Credit Union  
Citi Cards Canada  
ERSI  
Green Side Up  
Form & Build Supply  
Stephen Hemphill  
Home Hardware  
HRSDC-Government of Canada  
Horizon Leadership Institute  
Impark  
Andrew Kent

London Health Sciences Centre  
McCormick Canada  
MITACS  
Muslim Association of Canada  
Norm's Tree Service  
Ontario Financial Services  
rtraction  
sagecomm  
TD Friends of the  
Environment Foundation  
Tree Canada  
Western University M.E.S. Students

# VOLUNTEERS

We love our volunteers! Londoners came out in force – over 5,300 of them – to contribute thousands of hours to make London greener and healthier. ReForest London has the privilege of working with individuals and volunteer groups from schools, businesses, and community organizations throughout London.

Many volunteers begin by planting and caring for trees with us. This is an easy commitment, one that families can do together on a weekend morning. Some take additional training to become Tree Gurus to help lead tree planting projects. Volunteers also help take care of past projects by weeding, mulching, and removing invasive species through our summer aftercare program.

Our increased outreach in 2012 would not have been possible without the help of nearly 100 volunteers who spent 300 hours at our community event booths. These ‘tree ambassadors’ shared educational materials, gave out tree seedlings, encouraged participation in London’s Million Tree Challenge, and listened to Londoners’ concerns about our urban forest.



# REFOREST LONDON BOARD & COMMITTEES

Thank you to our dedicated and hard working Board of Directors, Committees and thousands of volunteers for making London greener and healthier.

## BOARD OF DIRECTORS

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Vice President Facilities Management, London Health Sciences / St. Joseph's Health Care

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### **Julie Ryan**

Director of Programs

### **Gabriele Sanio**

Project Leader

### **Dean Sheppard**

Executive Director

### **Katie Van Den Berg**

Special Projects Coordinator

### **Elaine van Tol**

Project Coordinator

## REFOREST LONDON GOALS

### EMPOWERMENT

Empower community groups, businesses, and individuals to plant and care for trees.

### ECOSYSTEM HEALTH

Improve London's environmental health through planting trees and shrubs in natural areas, parks, yards and along streets.

### EDUCATION

Educate Londoners about the importance of trees and how to plant and care for them.

**reforestlondon.ca**



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STRONGER COMMUNITIES TOGETHER™

