**WHO WE ARE**

ReForest London is a charitable, non-profit organization that plants and cares for trees in neighbourhoods, schoolyards, parks, and natural areas in London.

Since 2005, we have planted more than 20,000 native trees and shrubs in 140 projects, and nearly every tree has been planted by one of the 14,000 volunteers who have given their time to improve their city.

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**2010 BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees planted</td>
<td>1,467</td>
</tr>
<tr>
<td>Shrubs planted</td>
<td>1,097</td>
</tr>
<tr>
<td>Volunteers</td>
<td>2,336</td>
</tr>
<tr>
<td>Downtown planting</td>
<td>1</td>
</tr>
<tr>
<td>Schoolyard plantings</td>
<td>9</td>
</tr>
<tr>
<td>Park naturalization plantings</td>
<td>6</td>
</tr>
<tr>
<td>Print media stories</td>
<td>33</td>
</tr>
<tr>
<td>Television stories</td>
<td>11</td>
</tr>
<tr>
<td>Radio interviews</td>
<td>12</td>
</tr>
<tr>
<td>Funds raised</td>
<td>$214,390</td>
</tr>
</tbody>
</table>

Reforest London makes it easy for me to give back to my city. Putting the forest back in the Forest City makes me feel great as I know we are leaving a legacy of trees to beautify and keep the city healthy for our children.

I also meet the most amazing people among the staff and volunteers at the plantings events, and of course most of all...it is a lot of fun!

– Gary Brown, volunteer since 2005
MESSAGE FROM THE BOARD CHAIR

Dear Friends of ReForest London,

On behalf of our dedicated Board of Directors and our staff, we are delighted to present our Annual Report to provide you with an extensive overview of all the good work completed in 2010 to advance the mission and purpose of ReForest London.

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 14,000 volunteers with the passion to leave a lasting legacy of trees for London. Their stories and work are highlighted in this report.

Please enjoy reading this report on all the activities to improve the environmental and societal health of London by our collective tree planting, tree care and awareness initiatives. Consider how you can help by planting a tree yourself, by joining our volunteer team, by contributing to our projects in whatever way you can. With help from people and agencies like you, we can improve London’s urban forest. Indeed we must if we are to continue as the Forest City.

Yours sincerely,

David Crockett, Chair
A mature tree can reduce a home’s cooling and heating costs by as much as 30%.

Imagine how our city would look if every citizen and business committed to plant just one tree each where trees are needed.

— David Crockett, Chair
Six London parks got a lot greener in 2010 with the addition of 2,200 native trees and shrubs. London Life employees along with community volunteers planted over 600 trees and shrubs at Gibbons Park. Students from Tweedsmuir Public School, St. Bernadette Catholic School, and Clarke Road Secondary School planted over 650 trees and shrubs at Kiwanis Park.

**PARK NATURALIZATIONS**

**SCHOOLYARD PROJECTS**

Students in nine London schools planted “outdoor classrooms” in their schoolyards, complete with trees, shrubs, seating, and new opportunities for learning and fun.

“The outdoor classroom projects enhanced our students’ leadership and stewardship opportunities and added an aesthetic to their school yard that cannot be measured in a monetary way.”

– Barb Broome, Principal St. Martin’s CS
Downtown trees face many obstacles to their health and survivability: compacted soil, lack of water and nutrients, salt spray, and vandalism, to name a few. Six new downtown London trees and dozens of plants were given the ideal conditions to thrive in this tough urban climate, thanks to a project by ReForest London, the London Downtown Business Association, and the City of London. Trees were planted in raised beds along York Street and along Wellington Street with an underground watering system.

Our new tree gifts program allows individuals, families and businesses to buy a tree in memory or celebration of a loved one or pet. These trees will be planted in an annual Tree Planting Ceremony at our new Celebration Forest, located on the London Health Sciences Centre grounds behind Parkwood Hospital. The Celebration Forest is an initiative of ReForest London in partnership with London Health Sciences Centre and St Joseph’s Health Care, London.
TOONIES FOR TREES

ReForest London reached out to Londoners for support of a new program. Toonies for Trees asked Londoners to contribute a toonie in support of tree planting at grocery stores, garden centres, and other retail outlets throughout the city. This new initiative was launched in celebration of Earth Week and raised thousands of dollars to help plant trees in parks, schoolyards and natural areas throughout the Forest City.

AMAZING TREE QUEST

London’s Amazing Tree Quest drew stories, photos and artwork of amazing trees throughout London. A new category, Tree Inspired Art, invited professional and non-professional artist to submit their art. The London Arts Council judged the professional submissions, and purchased the winning piece. A standing-room only crowd at Museum London celebrated the winning entries, and participants were treated to a poetry reading by London’s newly named Poet Laureate, Penn Kemp.
My husband had a passion for planting trees, and whenever my daughter and I go out to a tree planting, we remember him.

– Mary Ann Hodge, volunteer since 2006

Each year one mature tree produces enough oxygen for 4 people to breathe.
### PARK NATURALIZATION

<table>
<thead>
<tr>
<th>Partner</th>
<th>Location</th>
<th>Description</th>
<th># Trees</th>
<th>Tree Size</th>
<th># Shrubs</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweedsmuir PS and St. Bernadette CS</td>
<td>Fairmont Trail</td>
<td>New naturalization project with student volunteers.</td>
<td>150</td>
<td>4 L potted</td>
<td>104</td>
<td>83</td>
</tr>
<tr>
<td>Clarke Rd SS Students</td>
<td>Kiwanis Park at Gore / Firestone</td>
<td>Continue 2005 naturalization with student volunteers.</td>
<td>252</td>
<td>4 L potted</td>
<td>166</td>
<td>48</td>
</tr>
<tr>
<td>London Life</td>
<td>Gibbons Park</td>
<td>Continue 2005 naturalization.</td>
<td>372</td>
<td>4 L potted</td>
<td>242</td>
<td>105</td>
</tr>
<tr>
<td>Community Volunteers</td>
<td>McKillop Park</td>
<td>New naturalization project.</td>
<td>252</td>
<td>4 L potted</td>
<td>168</td>
<td>45</td>
</tr>
<tr>
<td>Western Serves - UWO Students</td>
<td>Pottersburg Park</td>
<td>New naturalization project with student volunteers.</td>
<td>162</td>
<td>4 L potted</td>
<td>108</td>
<td>55</td>
</tr>
<tr>
<td>Community Volunteers</td>
<td>Clara Brenton Woods</td>
<td>New naturalization project.</td>
<td>130</td>
<td>4 L potted</td>
<td>90</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1318</td>
<td></td>
<td>878</td>
<td>423</td>
</tr>
</tbody>
</table>

### GREENING THE CORE

<table>
<thead>
<tr>
<th>Partner</th>
<th>Description</th>
<th># Trees</th>
<th>Tree Size</th>
<th># Shrubs</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of London and London Downtown Business Association</td>
<td>Five trees planted in concrete vaults with irrigation in York Street median, one tree planted in new bed south of King on Wellington.</td>
<td>6</td>
<td>50mm</td>
<td>74</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>74</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
## GREENING OUR SCHOOLYARDS

<table>
<thead>
<tr>
<th>Partner</th>
<th>Description</th>
<th># Trees</th>
<th>Tree Size</th>
<th># Shrubs</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Martin’s CS</td>
<td>Outdoor classroom with stones for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>15</td>
<td>220</td>
</tr>
<tr>
<td>Ashley Oaks PS</td>
<td>Outdoor classroom with logs for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>16</td>
<td>245</td>
</tr>
<tr>
<td>Tecumseh PS</td>
<td>Outdoor classroom with logs for seating.</td>
<td>3</td>
<td>50-60mm</td>
<td>9</td>
<td>243</td>
</tr>
<tr>
<td>Saunders SS</td>
<td>Outdoor classroom with logs for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>15</td>
<td>55</td>
</tr>
<tr>
<td>Trafalgar PS</td>
<td>Outdoor classroom with logs for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>15</td>
<td>208</td>
</tr>
<tr>
<td>Oakridge SS</td>
<td>Outdoor classroom with logs for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>15</td>
<td>65</td>
</tr>
<tr>
<td>Bishop Townsend PS</td>
<td>Outdoor classroom with stones for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>15</td>
<td>234</td>
</tr>
<tr>
<td>Wortley Road PS</td>
<td>Trees planted along Wortley Road in new play areas.</td>
<td>3</td>
<td>50-60mm</td>
<td>21</td>
<td>325</td>
</tr>
<tr>
<td>St. Anthony CS</td>
<td>Outdoor classroom with logs for seating.</td>
<td>5</td>
<td>50-60mm</td>
<td>16</td>
<td>210</td>
</tr>
</tbody>
</table>

**GRAND TOTALS**

<table>
<thead>
<tr>
<th># Trees</th>
<th>Tree Size</th>
<th># Shrubs</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,467</td>
<td>1,097</td>
<td>2,336</td>
<td></td>
</tr>
</tbody>
</table>

## SEEDLING GIVEAWAY

<table>
<thead>
<tr>
<th>Partner</th>
<th>Location</th>
<th>Description</th>
<th># Trees</th>
<th>Tree Size</th>
<th># Shrubs</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>London Life</td>
<td>Gibbons Park Planting</td>
<td>In honour of our 5th anniversary.</td>
<td>50</td>
<td>Seedling</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>Think Global Act Local</td>
<td>White Oaks Mall</td>
<td>In celebration of Earth Week.</td>
<td>50</td>
<td>Seedling</td>
<td>0</td>
<td>50</td>
</tr>
</tbody>
</table>

**GRAND TOTALS**

<table>
<thead>
<tr>
<th># Trees</th>
<th>Tree Size</th>
<th># Shrubs</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td></td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>
Once again ReForest London is pleased to be able to report another successful year of stable revenue from public and corporate donations and grants from various government agencies and foundations. Of particular note I would like to make special mention of London Life who has been our lead corporate sponsor these past two years. We owe a great deal of gratitude for their support both financially and professionally of our mandate.

Senior management and the Board for ReForest London continue to monitor expenses closely. It is vitally important to our organization that every dollar we receive is used effectively to meet our primary mandate to plant trees in the City of London.

On behalf of the Board and our senior management team at ReForest London I would like to take this opportunity to thank our many volunteers, corporate and public donors and the many government and foundation organizations that continue to support ReForest London.

– Mitch Schurmans, Interim Treasurer

**Financial Statement Excerpts**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$78,563</td>
<td>$98,014</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$108,382</td>
<td>$136,411</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$73,513</td>
<td>$100,358</td>
</tr>
<tr>
<td>Unrestricted Fund</td>
<td>$21,446</td>
<td>$23,568</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$214,390</td>
<td>$212,262</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$216,512</td>
<td>$210,273</td>
</tr>
<tr>
<td>Excess/Deficit</td>
<td>-$2,122</td>
<td>$1,989</td>
</tr>
</tbody>
</table>
FINANCIAL AND IN-KIND SUPPORT

ReForest London’s success lies in the support we receive from our corporate, government, foundation, and individual donors. We thank all our donors large and small.

**Forest ($10,000 +)**
City of London Creative City Fund
Clintar Groundskeeping
Environment Canada
Richard and Beryl Ivey
Ontario Trillium Foundation
Urban League of London

**Tall Oak ($5,000 - 9,999)**
The Graham Family
Ontario Financial Services (Job Creation Program)
Sonometrics Corporation
Walter J. Blackburn Corporation

**Sugar Maple ($1,000 - 4,999)**
The Agape Foundation of London
Blu-Con Construction
The Bookstore at University of Western Ontario
David Crockett Environmental Fund
London Civic Employees Credit Union
Metro
Norms Tree Service
Ron Koudys
rtraction
Scouts Canada South-Western Ontario
Wizards of Video

**2010 Lead Sponsor**
London Life

One large tree can capture and hold over 1,800 litres of storm water every year in its leaves and roots.
HELP PLANT THE FUTURE TODAY

Volunteering with ReForest London helps keep me connected to nature. Its beauty, wonder and the importance of preserving it for future generations.

– Lisa Chevrette, volunteer since 2007

1 PLAN A PROJECT
Plant a tree at your home, business, or school. We can help plan and fund projects in schoolyards, parks and natural areas.

2 VOLUNTEER
Volunteer to plant trees during spring and fall projects throughout the city or volunteer to help with one of our committees.

3 DONATE
Donate to ReForest London to support future tree planting projects, as an individual, or through your business.
2010 BOARD AND STAFF

Thank you to our dedicated and hard working Board of Directors and Committees for helping reach our goals.

BOARD OF DIRECTORS

David Crockett, Chair
Vice President, Integrated Planning, London Health Sciences / St. Joseph’s Health Care

Dean Sheppard, Vice-Chair
Environmental Consultant, Axent Consulting

Stephanie Lentz, Treasurer
Chartered Accountant, Deloitte & Touche

Cindy Graeme, Secretary
Program Manager, London Community Foundation

Kate Graham, Director
Municipal Policy Specialist, City of London

Ian Greasley, Director
Owner, Bloomers at the Market

Paul Knill, Director
Partner, Siskinds Law

Ron Koudys, Director
Ron Koudys Landscape Architect Inc.
Professor, Fanshawe College

Raffi Mazmanian, Director
Director of Finance, Spencer Steel

John Nolan, Director
Development Officer, University of Western Ontario

Kate Rhodes, Director
Vice President and Producer, Wizards of Video

Mitchell Schurman, Director
Vice President, Oak Trust

Carolyn Young, Director
Director of Continuing Studies, University of Western Ontario

STAFF

Julie Ryan
Executive Director

Bill DeYoung
Technical Director

Gabriele Sanio
Project Leader

Katie Van Den Berg
Marketing & Fundraising Coordinator

Trees help reduce stress in the workplace and at home, and speed recovery of hospital patients.
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.

www.reforestlondon.ca