



2010

ANNUAL
REPORT



ReForest London
planting the future today



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.



2010 BY THE NUMBERS

1,467 TREES PLANTED

1,097 SHRUBS PLANTED

2,336 VOLUNTEERS

1 DOWNTOWN PLANTING

9 SCHOOLYARD PLANTINGS

6 PARK NATURALIZATION PLANTINGS

33 PRINT MEDIA STORIES

11 TELEVISION STORIES

12 RADIO INTERVIEWS

\$214,390 FUNDS RAISED


“

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

”



A large tree can store as much as 5.5 metric tonnes of carbon in its lifetime.

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

PARK NATURALIZATIONS

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.

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



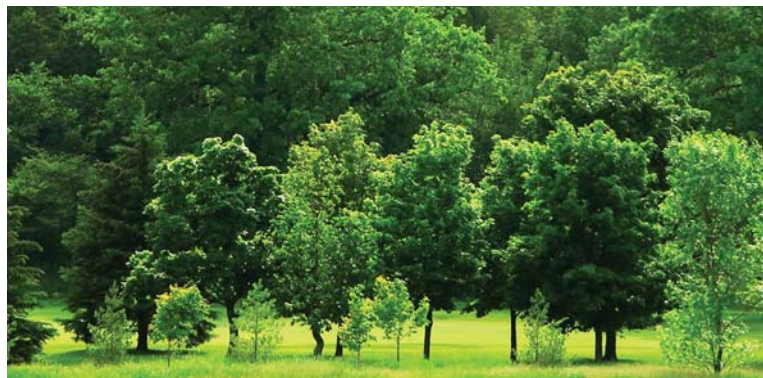
GREENING THE CORE

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.



CELEBRATION FOREST

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.



A close-up photograph of a child's hands hugging a tree trunk. The child's arms are wrapped around the tree, with their hands pressed against the rough, textured bark. The background is a soft, out-of-focus green, suggesting a forest or park setting. The lighting is natural and warm, highlighting the texture of the tree bark and the skin of the child's hands.

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

“

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

”

2010 PROJECT SUMMARY

PARK NATURALIZATION

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

GREENING THE CORE

Partner	Description	# Trees	Tree Size	# Shrubs	Volunteers
City of London and London Downtown Business Association	Five trees planted in concrete vaults with irrigation in York Street median, one tree planted in new bed south of King on Wellington.	6	50mm	74	5
		6		74	5

GREENING OUR SCHOOLYARDS

Partner	Description	# Trees	Tree Size	# Shrubs	Volunteers
St. Martin's CS	Outdoor classroom with stones for seating.	5	50-60mm	15	220
Ashley Oaks PS	Outdoor classroom with logs for seating.	5	50-60mm	16	245
Tecumseh PS	Outdoor classroom with logs for seating.	3	50-60mm	9	243
Saunders SS	Outdoor classroom with logs for seating.	5	50-60mm	15	55
Trafalgar PS	Outdoor classroom with logs for seating.	5	50-60mm	15	208
Oakridge SS	Outdoor classroom with logs for seating.	5	50-60mm	15	65
Bishop Townsend PS	Outdoor classroom with stones for seating.	5	50-60mm	15	234
Wortley Road PS	Trees planted along Wortley Road in new play areas.	3	50-60mm	21	325
St. Anthony CS	Outdoor classroom with logs for seating.	5	50-60mm	16	210
		41		137	1805

SEEDLING GIVEAWAY

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
London Life	Gibbons Park Planting	In honour of our 5th anniversary.	50	Seedling	0	50
Think Global Act Local	White Oaks Mall	In celebration of Earth Week.	50	Seeding	0	50
			100		0	100

GRAND TOTALS

1,467

1,097

2,336

FINANCIAL REPORT

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

	2010	2009
Cash	\$78,563	\$98,014
Total Assets	\$108,382	\$136,411
Deferred Revenue	\$73,513	\$100,358
Unrestricted Fund	\$21,446	\$23,568
Total Revenue	\$214,390	\$212,262
Total Expenses	\$216,512	\$210,273
Excess/Deficit	-\$2,122	\$1,989

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 Schurmans, Director

Vice President, Oak Trust

Carolyn Young, Director

Director of Continuing Studies, University of Western Ontario

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

STAFF

Julie Ryan

Executive Director

Bill DeYoung

Technical Director

Gabriele Sanio

Project Leader

Katie Van Den Berg

Marketing & Fundraising 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.

www.reforestlondon.ca



STRONGER COMMUNITIES TOGETHER™

THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO



Environment
Canada

Environnement
Canada

Richard and Beryl Ivey



LONDON COMMUNITY
FOUNDATION



London
CANADA



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