



2011

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 plant one million trees to enhance environmental and human health in the Forest City.

Since 2005, ReForest London has planted 25,000 native trees and shrubs in 180 projects throughout London. We rely on strong community and governmental partnerships and the support of nearly 20,000 volunteers to support our efforts to keep the “forest” in the Forest City. ReForest London is a founding partner in London’s Million Tree Challenge.



2011 BY THE NUMBERS

3,599 TREES PLANTED

1,687 SHRUBS PLANTED

4,068 VOLUNTEERS

35 TOTAL PROJECTS

10 SCHOOLYARD PLANTINGS

14 PARK NATURALIZATION PLANTINGS

11 COMMUNITY PROJECTS

\$327,475 FUNDS RAISED

LAUNCHED LONDON'S
MILLION TREE CHALLENGE!

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 fifth Annual Report to provide you with an overview of all the good work done in 2011 to advance the mission and purpose of ReForest London and our partners.

Of particular note, in partnership with the City of London, we launched our audacious community engagement goal to plant One Million Trees over a ten year period. Imagine the difference this tree canopy will make to our environmental and community health, and to our goal of remaining the Forest City. The Million Tree Challenge is a huge venture for our community that will really make a difference.

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 4,000 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 2012.

Yours sincerely,



David Crockett, Chair



MILLION TREE CHALLENGE

In June, ReForest London joined with the City of London and 30 other community, business, and institutional partners to launch London's Million Tree Challenge. The Challenge is a 10-year initiative to inspire Londoners to plant one million trees. Our first goal, issued by Mayor Joe Fontana, is "One tree for every Londoner" during the first three years.

We are working with our partners to plant trees in parks and natural areas, residential neighbourhoods, industrial, commercial, and institutional lands throughout London.

Through new programs in 2012, we will make it easier than ever for Londoners to get native trees through tree sales and tree give-aways, to give trees as gifts, and to encourage tree planting on private property. With 80% of London's land in private hands, we are looking for homeowners and all land owners to participate in improving London's environmental health.



Major support for the Million Tree Challenge in 2011 came from the Ontario Trillium Foundation, London Community Foundation, Evergreen and Fido.

PARK NATURALIZATIONS

Fourteen London parks got a lot greener this year with over 4,000 new native trees and shrubs. Our volunteers came out in greater numbers than ever before, planting with care and enthusiasm. With volunteers, we also provided aftercare to past projects to ensure they continue to grow and thrive.

We are grateful for the financial support and volunteers from London Life, Urban League of London, TD Friends of the Environment Foundation, Graham Family, Jewish National Fund, and Siskinds for these projects.

10,000 TREES - DINGMAN

We launched the Graham 10,000 Trees for the Dingman campaign by planting nearly 2,000 trees and shrubs in three parks in the Dingman Creek watershed in our first year. The multi-year project seeks to plant trees along the Creek and within its watershed to protect and improve this important London waterway.

Many thanks to the Graham Family, TD Friends of the Environment Foundation, Urban League of London, Siskinds, and Ivey School of Business for their financial support and volunteering efforts.



SCHOOLYARD PROJECTS

Students in 10 London schools planted “outdoor classrooms” in their schoolyards this year, complete with trees, shrubs, seating, and new opportunities for learning and fun.

Trees in schoolyards provide greater opportunities for meaningful and imaginative play and learning, and improved academic performance.

Support this year came from the Thames Valley District School Board, Earth Day Canada, Sobeys and Lutheran Social Services.



AMAZING TREE QUEST

The Amazing Tree Quest revealed more majestic and meaningful trees through the stories and photos of over 100 online entries.

Londoners entered and voted for their favourite trees in 7 categories, including two new categories, Best New Tree and Best Tree Video. A gala event at Windermere Manor celebrated the winning trees.

We are grateful to Clintar Groundskeeping and Windermere Manor for their support.



CELEBRATION FOREST

The Celebration Forest was established on May 29, 2011 with a tree planting ceremony.

Over 200 family and friends attended and helped to plant over 300 trees for loved ones. It was an emotional and positive event, and many people continue to visit the forest as a living legacy to their living or departed friends, relatives and pets. We also honoured Mary Kerr as our first Tree Hero for her work protecting and planting trees in London.

The Celebration Forest is a partnership between ReForest London, the London Health Sciences Centre and St Joseph's Health Care. The health care organizations have designated this land as part of their ongoing commitment to the health of southwestern Ontario's people and environment.

Our sincere thanks to the London Health Sciences Centre, St Joseph's Health Care, rtraction, Clintar Groundskeeping, Custom Rock Creations, and the Thames Valley Trail Association.



2011 PROJECT SUMMARY

PARK NATURALIZATION

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
London Life	Ann Street Park	Continue 2009 and 2010 naturalization	216	1 gallon	185	110
Community Volunteers	Kiwanis Park at Tweedsmuir / Laurentian	New naturalization area	178	1 gallon	111	55
London Health Sciences Centre and St. Joseph's Health Care	Westminster Ponds	Celebration Forest launch	314	1 gallon	74	190
Jewish National Fund	Mornington Park	New naturalization area	141	1 gallon	94	60
University of Western Ontario	Riverside Boat Launch	New naturalization area	293	1 gallon	230	95
London Health Sciences Centre and St. Joseph's Health Care	Westminster Ponds	Colonnade of shade trees along entrance to Celebration Forest.	93	1" caliper / 3 gallon	0	6
City of London	Harris Park	Million Tree Challenge launch	31	1 gallon / 2" caliper	0	33
Community Volunteers and Pricewaterhouse Coopers	Murray Marr East	New naturalization area	206	1 gallon / 5 gallon	50	33
Ivey School of Business	Murray Marr East	Continue 2011 naturalization	224	1 gallon	180	120
Graham Family	Ralph Hamlyn Park	Launch of Graham 10,000 Trees for the Dingman	172	1 gallon / bareroot	143	45

PARK NATURALIZATION

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
Siskinds the Law Firm	White Oaks Optimist Park	Expand existing naturalization areas as part of 10,000 Trees for the Dingman	200	1 gallon	160	95
Friends of the Coves	Briscoe Woods	Expand existing naturalization area	40	1 gallon	0	0
London Public Library	Plane Tree Park	New naturalization area	225	1 gallon	145	86
London Public Library	White Oaks Optimist Park	Expand and connect previous naturalizations	209	1 gallon	120	60
			2542		1492	988

SEEDLING GIVEAWAY

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
Car Free Festival	Dundas Street	Celebrating pedestrian use of downtown	150	Seedling	0	16
Think Global, Act Local	White Oaks Mall	Celebrating Earth Week	100	Seedling	0	12
City of London	TD Bank branches	Celebrating National Tree Day	500	1 gallon	0	0
City of London	Harris Park	Million Tree Challenge launch	100	Seedling	0	0
			850		0	28

2011 PROJECT SUMMARY

GREENING OUR SCHOOLYARDS

Partner	Description	# Trees	Tree Size	# Shrubs	Volunteers
Matthews Hall	Outdoor classroom with logs for seating	4	2" caliper	22	250
St. Martins CS	Outdoor classroom with stones for seating	5	2" caliper	19	400
Arthur Stringer PS	Outdoor classroom with logs for seating	5	2" caliper	14	280
Clara Brenton PS	Outdoor classroom with logs for seating	5	2" caliper	22	380
Wilfrid Jury PS	Outdoor classroom with logs for seating	4	2" caliper	15	420
Lorne Ave PS	Outdoor classroom with logs for seating	5	2" caliper	22	265
Arthur Ford Nature Park	Trees added to existing arboretum	8	2" caliper	0	90
White Oaks PS	Outdoor classroom with logs for seating	4	2" caliper	15	320
St. Mary Choir and Orchestra School	Outdoor classroom with stones for seating	4	2" caliper	36	240
Tweedsmuir PS	Outdoor classroom with logs for seating and provide backdrop for outdoor stage	5	2" caliper	18	360
		49		183	3005

OTHER PROJECTS

Partner	Location	Description	# Trees	Tree Size	# Shrubs	Volunteers
Neighbourhood Resident	Gartshore Park	Create circle of shade trees in park	16	2" caliper	0	1
Old East Village Community Association	Old East Village Tree Nursery	Plantings to expand the nursery's current offerings	88	1 gallon / 10 gallon	0	22
Old East Village Community Association	Boyle Memorial Community Centre	Plantings around basketball court and entrance	2	2" caliper	0	1
Old East Village Community Association	Queen's Park	Shade trees in park	4	2" caliper	0	1
Old East Village Community Association	Carson Library	Shade trees to make the library more inviting	2	2" caliper	12	18
London Community Foundation	My Sister's Place	Celebrate first granting of Vital Communities fund	1	2" caliper	0	4
City of London and TD GreenStreets	Multiple new subdivisions	Cost sharing with homeowners to plant a street tree where there is no room on City property	45	2" caliper	0	0
			158		12	47

GRAND TOTALS

3,599

1,687

4,068

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

FINANCIAL REPORT

ReForest London received a tremendous financial response to the Million Tree Challenge (MTC) initiative launched this year – thank you! Much of the increase in revenue is ear-marked for special MTC projects in the following years and, as such, has been reflected as Deferred Revenue in the financial statements.

With the launch of the MTC, we also anticipate significant growth in projects, volunteer-base and coordinating community efforts and have therefore increased our employee base, while leveraging government job incentive programs, where possible.

We ended our year with a small surplus which we have moved into a restricted reserve fund. This fund will accumulate over time to be used in the case of a financial emergency or in the event that there is an interruption in cashflow.

Thanks to everyone for a wonderful year!

– Stephanie Lentz, Treasurer

Financial Statement Excerpts

	2011	2010
Cash	\$215,618	\$ 78,563
Total Assets	\$252,450	\$108,382
Deferred Revenue	\$192,500	\$73,513
Unrestricted Fund	\$9,957	\$21,446
Restricted Fund	\$38,463	–
Total Revenue	\$327,475	\$214,390
Total Expenses	\$300,501	\$216,512
Excess/Deficit	\$26,974	-\$2,122

FINANCIAL AND IN-KIND SUPPORT

We are grateful for the support of all our donors, large and small. Many of the donors on this page have supported us for many years to ensure we can continue plant trees, and encourage all Londoners to plant too.

LEAD SPONSOR

London Life has been the Lead Sponsor since 2007, contributing funds and staff energy to planting trees.

Forest (\$10,000 +)

City of London
David Crockett
Earth Day Canada / Sobeys
Evergreen / Fido
London Community Foundation
London Health Sciences Centre /
St. Joseph's Health Care
Lutheran Social Services
Ontario Trillium Foundation
TD Friends of the Environment
Thames Valley District School
Board
Urban League of London

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

Clintar Groundskeeping
Graham Family
Evergreen / Molson
rtraction
TD GreenStreets / City of London

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

Beacon Environmental Ltd.
Blue-Con Construction
ESRI
Form & Build Management Inc.
Cindy Graeme
Green Side Up
Stephen Hemphill
Jewish National Fund
Andrew Kent
Norm's Tree Service
Stuart Pow
Siskinds
The Book Store at Western
The Windemere Manor



BE ONE IN A MILLION

Our first goal is One Tree for Every Londoner. Trees in your yard increase the value of your home, increase business in shopping areas and improve our overall quality of life. Plant or sponsor a tree for every member of your family, and/or every employee at your business!

JOIN LONDON'S
MILLION TREE CHALLENGE
1,000,000



1 PROMISE TO PLANT

Show your commitment to improving our community and environmental health. Pledge to plant a tree for every member of your family, and/or every employee at your business.

2 PLANT A TREE

Trees improve our overall quality of life. Find a place to plant your trees and enjoy. Be sure to register your trees at www.milliontrees.ca to help us reach our goal!

3 SPONSOR A TREE

If you don't have room for more trees, there are lots of areas of the city that need trees and can't afford them. Donate to ReForest London and we will plant them for you.

2011 BOARD AND STAFF

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

BOARD OF DIRECTORS

David Crockett, Chair

Vice President, Facilities Management, 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

Manager, Corporate Initiatives, City of London

Ian Greasley, Director

Owner, Bloomers at the Market

Paul Knill, Director

Partner, Siskinds LLP

John Nolan, Director

Development Officer, University of Western

Kate Rhodes, Director

Vice President and Producer, Wizards of Video

Veronica Stoiber, Director

Associate Director, Major Gifts, United Way London & Middlesex

Mitchell Schurmans, Director

Vice President, Oak Trust

Carolyn Young, Director

Director of Continuing Studies, University of Western

Fred Wideman, Director

Supervisor, Document Services, Thames Valley District School Board

STAFF

Amber Cantell

Program Manager

Julie Ryan

Executive Director

Gabriele Sanio

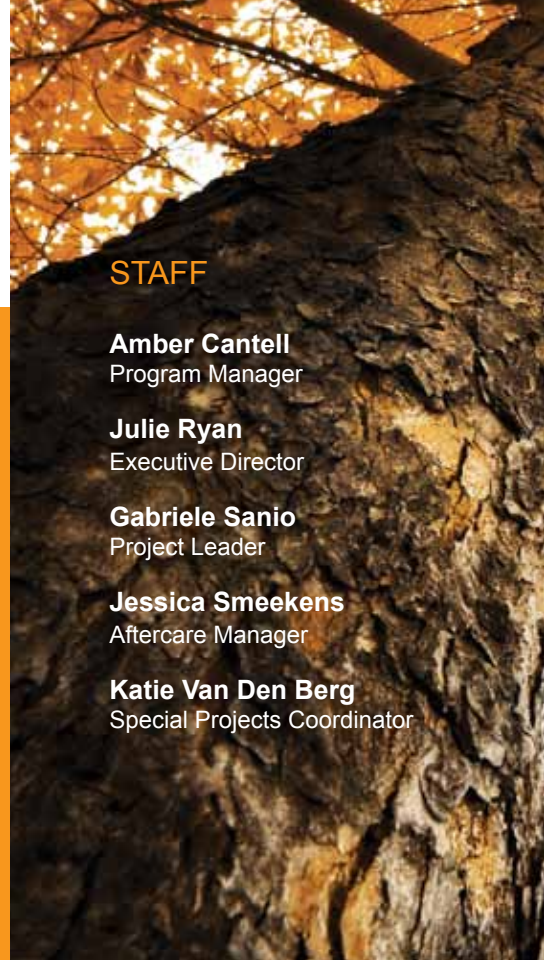
Project Leader

Jessica Smeekens

Aftercare Manager

Katie Van Den Berg

Special Projects 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



PO Box 25144, Station BRC
London, ON N6C 6A9
519.936.9548
info@reforestlondon.com



STRONGER COMMUNITIES TOGETHER™

THE ONTARIO
TRILLIUM
FOUNDATION



LA FONDATION
TRILLIUM
DE L'ONTARIO



LONDON COMMUNITY
FOUNDATION

David Crockett

Lutheran Social Services



London
CANADA



URBAN LEAGUE
LONDON



EVERGREEN



Community Environment Fund



Friends of the
Environment
Foundation



London Health
Sciences Centre

