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
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.
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.

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.
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.

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.
<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>Ann Street Park</td>
<td>Continue 2009 and 2010 naturalization</td>
<td>216</td>
<td>1 gallon</td>
<td>185</td>
<td>110</td>
</tr>
<tr>
<td>Community Volunteers</td>
<td>Kiwanis Park at Tweedsmuir / Laurentian</td>
<td>New naturalization area</td>
<td>178</td>
<td>1 gallon</td>
<td>111</td>
<td>55</td>
</tr>
<tr>
<td>London Health Sciences Centre and St. Joseph’s Health Care</td>
<td>Westminster Ponds</td>
<td>Celebration Forest launch</td>
<td>314</td>
<td>1 gallon</td>
<td>74</td>
<td>190</td>
</tr>
<tr>
<td>Jewish National Fund</td>
<td>Mornington Park</td>
<td>New naturalization area</td>
<td>141</td>
<td>1 gallon</td>
<td>94</td>
<td>60</td>
</tr>
<tr>
<td>University of Western Ontario</td>
<td>Riverside Boat Launch</td>
<td>New naturalization area</td>
<td>293</td>
<td>1 gallon</td>
<td>230</td>
<td>95</td>
</tr>
<tr>
<td>London Health Sciences Centre and St. Joseph’s Health Care</td>
<td>Westminster Ponds</td>
<td>Colonnade of shade trees along entrance to Celebration Forest</td>
<td>93</td>
<td>1” caliper / 3 gallon</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>City of London</td>
<td>Harris Park</td>
<td>Million Tree Challenge launch</td>
<td>31</td>
<td>1 gallon / 2” caliper</td>
<td>0</td>
<td>33</td>
</tr>
<tr>
<td>Community Volunteers and Pricewaterhouse Coppers</td>
<td>Murray Marr East</td>
<td>New naturalization area</td>
<td>206</td>
<td>1 gallon / 5 gallon</td>
<td>50</td>
<td>33</td>
</tr>
<tr>
<td>Ivey School of Business</td>
<td>Murray Marr East</td>
<td>Continue 2011 naturalization</td>
<td>224</td>
<td>1 gallon</td>
<td>180</td>
<td>120</td>
</tr>
<tr>
<td>Graham Family</td>
<td>Ralph Hamlyn Park</td>
<td>Launch of Graham 10,000 Trees for the Dingman</td>
<td>172</td>
<td>1 gallon / bareroot</td>
<td>143</td>
<td>45</td>
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</tbody>
</table>
## 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>Siskinds the Law Firm</td>
<td>White Oaks Optimist Park</td>
<td>Expand existing naturalization areas as part of 10,000 Trees for the Dingman</td>
<td>200</td>
<td>1 gallon</td>
<td>160</td>
<td>95</td>
</tr>
<tr>
<td>Friends of the Coves</td>
<td>Briscoe Woods</td>
<td>Expand existing naturalization area</td>
<td>40</td>
<td>1 gallon</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>London Public Library</td>
<td>Plane Tree Park</td>
<td>New naturalization area</td>
<td>225</td>
<td>1 gallon</td>
<td>145</td>
<td>86</td>
</tr>
<tr>
<td>London Public Library</td>
<td>White Oaks Optimist Park</td>
<td>Expand and connect previous naturalizations</td>
<td>209</td>
<td>1 gallon</td>
<td>120</td>
<td>60</td>
</tr>
</tbody>
</table>

### Total: 2542 trees, 1492 shrubs, 988 volunteers

## 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>Car Free Festival</td>
<td>Dundas Street</td>
<td>Celebrating pedestrian use of downtown</td>
<td>150</td>
<td>Seedling</td>
<td>0</td>
<td>16</td>
</tr>
<tr>
<td>Think Global, Act Local</td>
<td>White Oaks Mall</td>
<td>Celebrating Earth Week</td>
<td>100</td>
<td>Seedling</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>City of London</td>
<td>TD Bank branches</td>
<td>Celebrating National Tree Day</td>
<td>500</td>
<td>1 gallon</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>City of London</td>
<td>Harris Park</td>
<td>Million Tree Challenge launch</td>
<td>100</td>
<td>Seedling</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

### Total: 850 seedlings, 0 shrubs, 28 volunteers
<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>Matthews Hall</td>
<td>Outdoor classroom with logs for seating</td>
<td>4</td>
<td>2&quot; caliper</td>
<td>22</td>
<td>250</td>
</tr>
<tr>
<td>St. Martins CS</td>
<td>Outdoor classroom with stones for seating</td>
<td>5</td>
<td>2&quot; caliper</td>
<td>19</td>
<td>400</td>
</tr>
<tr>
<td>Arthur Stringer PS</td>
<td>Outdoor classroom with logs for seating</td>
<td>5</td>
<td>2&quot; caliper</td>
<td>14</td>
<td>280</td>
</tr>
<tr>
<td>Clara Brenton PS</td>
<td>Outdoor classroom with logs for seating</td>
<td>5</td>
<td>2&quot; caliper</td>
<td>22</td>
<td>380</td>
</tr>
<tr>
<td>Wilfrid Jury PS</td>
<td>Outdoor classroom with logs for seating</td>
<td>4</td>
<td>2&quot; caliper</td>
<td>15</td>
<td>420</td>
</tr>
<tr>
<td>Lorne Ave PS</td>
<td>Outdoor classroom with logs for seating</td>
<td>5</td>
<td>2&quot; caliper</td>
<td>22</td>
<td>265</td>
</tr>
<tr>
<td>Arthur Ford Nature Park</td>
<td>Trees added to existing arboretum</td>
<td>8</td>
<td>2&quot; caliper</td>
<td>0</td>
<td>90</td>
</tr>
<tr>
<td>White Oaks PS</td>
<td>Outdoor classroom with logs for seating</td>
<td>4</td>
<td>2&quot; caliper</td>
<td>15</td>
<td>320</td>
</tr>
<tr>
<td>St. Mary Choir and Orchestra School</td>
<td>Outdoor classroom with stones for seating</td>
<td>4</td>
<td>2&quot; caliper</td>
<td>36</td>
<td>240</td>
</tr>
<tr>
<td>Tweedsmuir PS</td>
<td>Outdoor classroom with logs for seating and provide backdrop for outdoor stage</td>
<td>5</td>
<td>2&quot; caliper</td>
<td>18</td>
<td>360</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>49</strong></td>
<td></td>
<td><strong>183</strong></td>
<td><strong>3005</strong></td>
</tr>
</tbody>
</table>
## OTHER PROJECTS

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

**GRAND TOTALS**

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>3,599</strong></td>
<td><strong>1,687</strong></td>
<td><strong>4,068</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**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

**LEAD SPONSOR**

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

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**2011 vs 2010**

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

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info@reforestlondon.com