



# 2015

ANNUAL  
REPORT



**ReForest London**  
planting the future today



**Celebrating Ten Years**

## 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 directly planted tens of thousands of trees in hundreds of different projects across the city. As a founding Partner of London's Million Tree Challenge, we inspire and empower individuals and organizations to plant trees on their own land, too. We rely on strong community partnerships, eager volunteers and generous donors to ensure the Forest City grows its leafy green canopy of trees for the benefit of all.

All corners of our city need more trees. We have programs to help get trees into backyards, businesses, industrial lands, schools, parks and natural areas – any type of land. We can help you make your corner of the city greener and leafier - give us a call!

## 2015 BY THE NUMBERS

**4,413** Trees planted

**2,528** Shrubs planted

**685** Trees sold & distributed

**8,009** Trees & seedlings given away

**7,993** Volunteers

**51** Projects:

**16** Schoolyard projects

**24** Naturalization & community plantings

**7** Tree Sales

**4** Neighbourhoods Tree Blitzed

**24** Aftercare events

**40** Outreach & educational events

**281,676** Trees planted by Londoners through the Million Tree Challenge to date

# MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

2015 is a milestone year – we are celebrating 10 years of making London leafier and healthier. Many new non-profits don't make it to 10 years but in that time our mission has been embraced by Londoners and we have grown our impact every single year.

Our story continues to be our community's story: a story of a community determined to improve our quality of life and our local environment through trees. We are delighted to share some highlights of our tenth anniversary year with you.

London's Million Tree Challenge continues to be our main organizational focus. Not only have over 280,000 trees been planted, we have also engaged and enabled literally thousands of individuals, school children, businesses and community organizations take direct action to care for, to plant and even grow trees. More and more Londoners understand the value of urban trees, the importance of planting native species and are taking action in their own way, in their own neighbourhoods.

We hope you enjoy this report to our community, our most important partner.



Mitchell Schurmans, Chair



Dean Sheppard, Executive Director



# MILLION TREE CHALLENGE

In 2015, London's Million Tree Challenge continued to engage Londoners of all ages and backgrounds in the vision of a green legacy for the Forest City.

There were 21 new Partners who joined – nine businesses, eight community organizations, one institution and two media outlets – to support and promote this community-wide initiative for a total of 190 Partners by year-end.

Sponsorship of the Million Tree Challenge was strong in 2015 with Platinum level sponsors Scotiabank and the Richard and Beryl Ivey Fund, a fund within the London Community Foundation. There were also nine Supporting Sponsors each contributing \$1,000.

During the year, a total of 8,009 trees and seedlings were given away at events such as the London Life Forest City Road Races, sponsored by RCC Waterproofing, and at the Western Fair sponsored by several MTC Partners. National Tree Day saw trees and seedlings given away by 16 Partners at 38 locations,



*Above: Scotiabank picks up seedlings for National Tree Day.  
Below: Seedlings grown by Saunders Secondary School students for the Million Tree Challenge.*



including four large giveaways by the City of London (founding Partner in London's Million Tree Challenge).

Media support was strong, including: many appearances on Rogers Daytime, *SCENE Magazine* and *OUR Coffee News* donated in-kind advertising, *Business London Magazine* came on as a Partner and donated ad space for our Partner thank you ad in 2016, 102.3 JACKfm contributed significant in-kind support for MTC promotion, plus all the great ongoing coverage our media Partners gave the Challenge.

Partner actions were taken by almost half our Partners ranging from sponsoring a planting, direct donations, and event sponsorship to donating prizes, giving tree gifts and sponsoring seedlings, plus lots of other valuable actions to support and promote the Million Tree Challenge.

2015 was a year of increased collaboration and diversity, focused engagement, and growth helping to move London closer to the green legacy the Million Tree Challenge envisions. The tree counter kept increasing with a total of 281,676 trees registered by Londoners. Thank you to all Partners, funders, individuals and other supporters of the Million Tree Challenge.



*Above: A toast to the Million Tree Challenge at A Toast to Trees 2015. Below: Western Fair volunteers giving out seedlings. In 2015, many of the 2000 fair seedlings were sponsored by MTC Partners.*



# NATURALIZATIONS & OTHER PLANTINGS

When ReForest London was formed ten years ago, we planted 2,002 native trees and shrubs in parks, industrial and institutional lands, roadways and neighbourhoods that year.

Ten years later, we are proud to report our incredible volunteers have more than tripled our annual impact. In 2015, we planted 6,941 native trees and shrubs in naturalizations and other projects.

With support of the City of London's new TreeMe program, and in partnership with London Middlesex Housing Corporation, we executed two of our most meaningful projects of the year. Residents of Southdale and Boullee Family Housing Communities were deeply engaged in improving their own community in deciding and planting two new meeting circles and 51 new yard trees. Making much needed improvement to their community was a powerful experience for them and helping them do it was incredible for us too.



*Above: Interfaith planting 2015 at McCormick Park.*

*Below: Creating a park on industrial land at Neptune Crescent.*



Working with the Westminster Township Historical Society, the Lambeth Community Association and Rotary, we also created the new Lambeth Community Memorial Forest along Dingman Creek at Ashwood Manor, a retirement home in Lambeth, which will create a long-lasting legacy for Lambeth residents. We are excited by these new types of projects, and hope to do many more like them in the future!

*All these planting projects clean our air and water, help slow climate change, create wildlife habitat, improve our neighbourhoods and increase London's woodland and canopy cover. We are grateful to all the sponsors who supported these projects in 2015:*

*Arcangelo Rea Family Foundation, Citi Cards Canada, Citizenship and Immigration Canada, City of London, CLC Tree Services, Harris Home Hardware, Helen McCrea Peacock Foundation, The Hodge Family, Interfaith Organizations, KPMG, London Life, Ministry of Natural Resources Ontario, Ontario Trillium Foundation, OrgaWorld, RBC Blue Water Project, Scotiabank, South Winds Development Co., St. Williams Nursery and Ecology Centre, TD Bank Group, TD Friends of the Environment Foundation, Tree Canada, Union Gas.*

## 2015 Naturalizations & Other Plantings

Industrial, Park, Residential & Institutional

Ashwood Manor  
Boulee Family Housing  
Community

Celebration Forest

Chelsea Green  
Chesham Heights  
Dingman Park  
Garibaldi Park  
Graham Place Park  
Greenway Park  
Kensal Park

London Life

Marr Drain  
McCormick Park  
Meadowgate Park  
Mildred Barons Park  
Murray Marr West  
Nelson Park

Neptune Park

South Branch Park  
Southdale Family Housing  
Community

Virginia Park  
White Oaks Park

Tree Blitz: Old East  
Tree Blitz: SoHo  
Tree Blitz: Carling Heights  
Tree Blitz: Argyle



# COMMUNITY ENGAGEMENT

ReForest London engaged with many Londoners at events throughout the City in 2015. We had a community booth at 40 events, such as Seedy Saturday, TVDSB Envirothon, UWO Earth Day, Go Wild Grow Wild, Forest City Road Races, the Pride Parade, Western Fair and many more! ReForest London reached an estimated 11,200 people at these events, and engaged with 385 new Twitter followers, 651 new Facebook followers and grew our newsletter list as well.

At these community booths, ReForest London volunteers spoke to the public about the importance of planting native trees and reminded Londoners to register their trees at [milliontrees.ca](http://milliontrees.ca). ReForest London also advocated for the City of London to fund their own Urban Forest Management Strategy (UFMS), and engaged 17,000 community members to email and call their City Councillors. The City decided to allocate 3.4 million dollars towards the UFMS, and we thank the community for speaking for trees.



*Above: ReForest London at Go Wild Grow Wild, 2015.*

*Below: Happy seedling recipients at the 2015 London Life Forest City Road Races.*





# NEIGHBOURHOOD TREE BLITZ

In June 2015, ReForest London volunteers planted over 400 trees in neighbourhood yards, instantly impacting an entire community's future in just one day. Over 80 volunteers helped plant trees in low-canopied neighbourhoods over two weekends in the rain and sunshine. This pilot was a great success, and led to a large grant from the Ontario Trillium Foundation for 2016 - 2018 to plant trees in low tree canopy neighbourhoods.

Over 40% of the land in London is residential, so a healthy urban forest has to include front and back yards. Over our ten year history, ReForest London has held tree sales, seedling giveaways and treecycle programs to provide low cost and free trees to homeowners. This new program will allow ReForest London to plant over 11,000 trees in London's least leafy neighbourhoods.

Trees in front and back yards make a profound impact on a neighbourhood and they provide ecological benefit to us all.



*Above: Volunteers planting a tree in someone's front yard during the tree blitz pilot in Carling Heights, June 2015.*

*Below: Our Ivey intern ready for the Old East Village tree blitz.*



# TREE SALES

Community tree sales and giveaways bring trees and planting expertise to Londoners in their own neighbourhoods, removing barriers to tree planting through a community-building event. These new trees will improve environmental and human health, provide shade and places for children to play as well as beautify our neighbourhoods and streets.

In 2015, we held six tree sales; four of them were hosted by schools as part of their activities in the School Community Tree Challenge. A total of 546 trees were sold at our sales in 2015. Student volunteers assisted with event setup and had the opportunity to learn about some of our native trees.

Tree sale hosts included: Go Wild Grow Wild, St. Marguerite d'Youville Catholic School, Northridge Public School, Argyle Community Association, Victoria Public School/Old South Community Organization, and Lord Roberts Public School.

Our thanks go to the Ontario Trillium Foundation and TD Bank Group for supporting these events.



***Above: School hosted tree sales were popular in 2015 with happy new tree owners purchasing trees from Northridge Public School (left) and Lord Roberts Public School.***

# GIFT OF A TREE

Despite the threat of rain on May 30, 2015, over 430 people came to plant a tree for a loved one in the Celebration Forest, located behind Parkwood Institute. The ceremony honoured 173 individuals and celebrated 68 individuals, organizations and businesses.

Daniel Kinsley, an avid outdoorsman who passed away in 2015, was honoured by family and friends with 22 trees planted in the Celebration Forest. One of Daniel's children told a touching story about him at the ceremony.

Our lead tree gift donor in 2015 was Dr. Carlo Pavan, a dentist in Sherwood Forest Mall who purchased nine large trees in memory of clients.

Thom McClenaghan, who has worked tirelessly to improve the Coves area in London for the last 20 years, was the Tree Hero for 2015.

All honourees were acknowledged during the ceremony and their names appear on the dedication signage and online. Everyone who came out was able to plant their tree before the skies erupted and it poured for an hour.



*Above: Thom McClenaghan, Tree Hero 2015.*

*Below: A family planting a tree in the Celebration Forest, 2015.*



# SCHOOL COMMUNITY TREE CHALLENGE

The School Community Tree Challenge is a collaborative program between ReForest London, Middlesex London Health Unit, Upper Thames River Conservation Authority, Thames Valley District School Board, and London District Catholic School Board. Elementary and secondary schools across London & Middlesex County are empowered and enabled, with some tree expertise and some kickstarter funding, to plan and implement tree planting projects in schoolyards, parks, and throughout the community.

In 2015, 21 schools across London participated in 50 different tree planting projects. We had a very busy spring and fall planting season, with students planting 346 trees and shrubs in their schoolyards and over 750 trees in community parks. Schools also hosted tree sales in order to fundraise and achieve their tree goals.

In January 2015 we launched the school growing program, which saw over 3,500 tree seedlings



*Above: Student volunteer from Mother Teresa Catholic Secondary School planting at Chesham Heights Park.*

*Below: Seedlings grown by students in their classrooms.*



planted in schools across London. Students raised their baby trees through the winter and spring months in their classrooms, before distributing throughout their communities in the spring, for planting in residential yards.

In total, over 5,200 student and staff volunteers participated in planting, growing, selling or giving away 5,320 trees through this program, making for a huge impact in our first year!

*We gratefully acknowledge the generous funding provided by the Ontario Trillium Foundation and TD Bank Group in support of this program. We also acknowledge the generous support provided by the Arcangelo Rea Family Foundation, Walter J. Blackburn Family Foundation, and the many school staff and families who fundraised for their tree planting projects in 2015.*

**2015 School Projects: 50**

**Schoolyard greening projects: 16**

**Park Naturalizations: 9**

**Tree Sales: 6**

**Seedling Growing Projects: 17**

**Tree Giveaways: 2**



**Above: Students from Catholic Central High School at Dingman Park (left) and an Orchard Park Public School student at Chesham Heights Park.  
Below: Emily Carr PS students planting in Norwest Optimist Park.**



# VOLUNTEERS

ReForest London's volunteers were busy planting trees, educating the public and promoting the Million Tree Challenge. We had over 7,900 volunteers contribute over 13,000 hours to our programs this past year which is over double last year's contributions! The majority of our new volunteers came from the School Community Tree Challenge, which means the youth of London were very busy improving our natural environment.

Our volunteers assisted at park, school and neighbourhood tree plantings, at tree aftercare and maintenance, at outreach booths, at tree sales and seedlings giveaways and many other events. There's something for everyone at ReForest London, whether you want to work outdoors digging holes or inside with tree planting metrics!

There were also many more volunteer groups at tree planting and tree aftercare events in 2015. Over 65 volunteer groups signed up to help at an event, which is a great team building exercise and a great way to give back to the London community.



*Above: RBC volunteers plant trees at Garibaldi Park for RBC Bluewater Day.*

*Below: A volunteer at the multicultural planting at Mildred Barons Park.*





*Above: Volunteers in the Celebration Forest on Ivey Impact Day, 2015.  
Below: Young volunteers help plant an outdoor green area.*



***"I thoroughly enjoy every time I volunteer as it is a chance to share my passion for not only trees but making London a better place with like-minded people. Every Londoner should come out to a tree planting to feel the joy of giving back to the community with a long-lasting gift of beautiful trees."***

***-Sara Hopkins***

***"What attracted me to first volunteer with ReForest London as a Tree Specialist was the training's Tree Identification Hike. I wanted to learn as much as possible about tree identification. It has been a pleasure working with RFL staff over the years, and getting involved in many aspects of the organization. As new issues come about such as invasive species and illnesses, planting and maintaining healthy trees is incredibly important. Healthy urban forests result in healthy communities and ecosystems. ReForest London's goal of reforesting London's urban areas is incredibly ambitious, but I'm ecstatic to be part of it."***

***-Sommer Foster***

***"I started to help out my neighbours with their yards which lead me to ReForest London. You see the funny thing about me getting involved with ReForest London was that I needed to get rid of some buckthorn trees. ReForest London lent me a weed wrench to remove them. I got more involved with ReForest London to find out what trees were bad, what trees were good, what grows better in different locations, etc."***

***-Suzie Belleville***

***"I challenge all Londoners to be heroes. Let's meet the Million Tree Challenge and put the Forest back in the Forest City!"***

***-Gary Brown***

# FINANCIAL REPORT

2015 marked another successful year for ReForest London, and one of substantial growth. Both revenues and expenses increased quite significantly over the prior year, which is a great indication of the progress of the organization and its increased ability to deliver its programs.

As people continue to learn about and appreciate the organization we see this reflected in the financial results.

The internal controls that we have designed to safeguard our assets remain strong and effective and continue to be reviewed for appropriateness. Our financial statements are audited by PricewaterhouseCoopers LLP.

The financial support of all of the individual donors, organizations, and community groups is what allows us to maintain and grow this thriving organization and continue to do good within the City of London – thanks to each and every one of you!

-Katie denBok, CPA, CA  
ReForest London Treasurer  
Senior Manager, Enterprise Audit, KPMG LLP

## Financial Statement Excerpts

|                    | 2015      | 2014       |
|--------------------|-----------|------------|
| Cash               | \$154,541 | \$ 114,119 |
| Total Assets       | \$211,118 | \$187,304  |
| Deferred Revenue   | \$108,850 | \$77,187   |
| Unrestricted Funds | \$38,102  | \$50,098   |
| Restricted Funds   | \$50,100  | \$40,800   |
| Total Revenue      | \$601,258 | \$496,452  |
| Total Expenses     | \$603,954 | \$497,824  |
| Surplus            | \$(2,696) | \$(1,372)  |
| Restricted Use     | \$60,800  | \$51,500   |



# FINANCIAL AND IN-KIND SUPPORT

We are grateful for the support of many donors, from individual supporters to major sponsors. Each donation helps us plant more trees, educate more Londoners about their importance, and engage our community in planting and caring for trees.

## LEAD SPONSOR - London Life

London Life has been the Lead Sponsor of ReForest London since 2009. In addition to their financial support, this corporate leader has also offered company land for planting, and encourages their employees to volunteer to plant trees in the community.

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

Arcangelo Rea Family Foundation

City of London

Government of Canada

London Life

Ontario Trillium Foundation

RBC Foundation

Scotiabank

TD Bank Group

TD Friends of the Environment  
Foundation

The Richard & Beryl Ivey Fund,  
a fund within the London Community  
Foundation

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

102.3 JACKfm

CLC Tree Services

Ellipsis Digital

Helen McCrea Peacock Foundation

Orgaworld

*OUR Coffee News*

Sustainability Network

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

Andrew and Helen Spriet

*Business London Magazine*

Citi Cards Canada

EllisDon

Friends of Reservoir Park

Harris Home Hardware/Tree Canada

Ingredion

KPMG

London District Catholic School Board

London Interfaith Community

R.A. Walker Excavating & Paving Inc.

South Winds Development Co.

St. Williams Nursery & Ecology Centre

*SCENE Magazine*

Steve Hemphill

The Agape Foundation of London

The Hodge Family

Union Gas

WARPAINT Media

Western Fair District

# LOOKING AHEAD

In 2015, ReForest London celebrated our tenth anniversary of making London a greener city. Implementing new strategies including stronger volunteer recognition, increased inclusivity and engagement organizing. ReForest London has enjoyed increased support and partnerships throughout the year.

The London community has never been more enthusiastic and united in greening our community. Moving forward, with sustained energy and a passion for collaborating, ReForest London will continue to improve quality of life and environmental health in the Forest City. Planting trees where the need is greatest will continue to be a focus in 2016.

We ask you to consider how you might be part of making London a better place, through the benefits of trees. There are many levels of participation to fit your budget, time and interests. Contact us today to find out how you can help create a better future.



*One of ReForest London's first plantings in 2005 at Lord Roberts PS (pictured above) is seen below in 2015. With the difference just 10 years makes, imagine the impact in 20, 50 or even 100 years!*



# 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 and being committed to keeping the Forest in the Forest City.

## BOARD OF DIRECTORS

**Mitchell Schurmans**, Chair  
C.O.O. and Vice President, Oak Trust

**Robert T. Anderson**, Director  
Financial Advisor, Freedom 55 Financial

**Mike Bloxam**, Director  
Owner, SunTap Technologies

**Katie denBok**, CPA, CA, Treasurer  
Senior Manager, Audit, KPMG LLP

**Vanessa Dolishny**, Marketing Chair  
Manager, Communications & Donor Relations,  
London Community Foundation

**Janet Frood**, Director  
President, Horizon Leadership Institute Inc.

**Steve Hemphill**, Vice Chair  
Director and Branch Manager, ScotiaMcLeod  
London

**Arthur Lierman**, Director  
Principal & Landscape Architect, Arthur Lierman  
Landscape Architecture

**Linda Lustins**, Director  
Facilitator, Consultant

**John Nolan**, Director  
Human Resources and Corporate Services,  
City of London

**Frank Pyka**, Trees Committee Chair  
Executive Director, Donor Funds Management,  
Western University

**Veronica Stoiber**, Director  
Director, Donor Relations & Stewardship,  
Western University

**Linda Visser**, Secretary  
Partner, Siskinds Law

## 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, industrial land, commercial properties, yards and along streets.

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



PO Box 25144  
London, ON N6C 6A9  
519-936-9548  
info@reforestlondon.ca

[reforestlondon.ca](http://reforestlondon.ca)



Ontario  
Trillium Foundation



Fondation Trillium  
de l'Ontario

An agency of the Government of Ontario  
Régime du gouvernement de l'Ontario

STRONGER COMMUNITIES TOGETHER™



LONDON  
COMMUNITY  
FOUNDATION

**The Richard & Beryl Ivey Fund,**  
a fund within the London Community Foundation



**Arcangelo Rea Family  
Foundation**



**TD Friends of the  
Environment  
Foundation**



**RBC  
Blue Water  
Project™**