



**ReForest London**  
planting the future today

# 2016

**ANNUAL  
REPORT**



## 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.

ReForest London has directly planted tens of thousands of trees in hundreds of different projects across London over the past eleven years. Along with the City of London, we are a Founding Partner of The 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 canopy of trees for the benefit of all, now and in the future.

All corners of London 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!

## 2016 BY THE NUMBERS

**6,420** Trees planted

**2,978** Shrubs planted

**4,633** Trees given away

**7,460** Seedlings given away

**8,378** Volunteers

**182** Projects & Events:

**53** School projects and events

**42** Naturalization & community plantings

**12** Tree Depots

**14** Neighbourhood Tree Blitzes

**22** Aftercare events

**39** Outreach & educational events

**333,234** Trees planted by Londoners through the Million Tree Challenge to date

*Cover photos: Aftercare volunteers from Western Faculty of Arts, and the Meeting Tree at Westminster Ponds ESA.*

# MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

Again in 2016, our community has been our strongest partner, embracing London's Million Tree Challenge and showing its love of trees and their many benefits: cleaner air, cooler streets and yards, energy savings and, of course, the natural beauty that lifts our spirits and re-connects us with our organic environment.

We continue to innovate our programming to reach more audiences and higher levels of community impact. This year our dedicated Neighbourhood ReLeaf volunteers went door to door in the most tree-poor neighbourhoods, planting free trees for anyone who offered a loving home.

Our community is also well on its way to planting one million new trees across the city. Imagine how our city would thrive, living in a healthy, green urban forest! The call to action to plant and care for trees is being taken up by more and more each season. Have you planted a tree since 2011? Please register it at [milliontrees.ca](http://milliontrees.ca) and help us turn the counter further!

Consider how you can make a difference in 2017. Bring us your ideas, resources and results. All Londoners can play a role – at home, at work or by donating to have a tree planted on your behalf. Your passion feeds ours, and together we will make London greener and healthier.



Linda Lustins, Chair



Dean Sheppard, Executive Director

# MILLION TREE CHALLENGE

The Million Tree Challenge (MTC) is almost a third of the way to one million new trees planted with a total of 333,234 trees registered! In 2016, this community-wide challenge continued to engage Londoners in this vision of a leafy legacy for the Forest City.

Collaboration is the foundation of the Million Tree Challenge with close to 300 actions taken by London businesses and organizations during the year. Platinum level sponsors, Scotiabank and the Richard and Beryl Ivey Fund, a fund through the London Community Foundation, continued to be leaders in support of this important initiative.

A highlight of A Toast to Trees, an event to celebrate and inspire achievements of MTC supporters, was the presentation of our first Million Tree Challenge Awards. We were delighted to recognize London Life, TD Friends of the Environment Foundation, CLC Tree Services, Western Serves, and Matthew Juszczynski for their outstanding contributions to tree planting in London.



**Above: The 2016 Million Tree Challenge Award winners**  
**Below: Harris Home Hardware with RFL staff at A Toast to Trees**



In 2016 we built on the success of National Tree Day by filling a whole week, National Forest Week, with fun, education, engagement, giveaways and planting events.

A “Hug Me” campaign encouraged people to show trees some love and upload a photo of themselves hugging a tree to social media. Londoners embraced this promotion with fun photos of tree love all over town. Thank you to SixFive Interactive for creating such great video memories of Hug Me and National Forest Week.

On September 21, National Tree Day, 14 different partners gave away a total of 3,515 trees & seedlings at 38 locations. MTC Founding Partner, City of London gave away 1,300 trees at four malls and the lineups were fantastic. People were excited to receive larger trees for their yards.

Thousands of seedlings were also given away at two large events, Forest City Road Races and the Western Fair, thanks to the sponsorship of Wastell Homes and five other MTC Partners.

2016 was another year of growth and collaboration moving London closer to the green legacy the Million Tree Challenge envisions.



***Above: Great West Life employees participate in the Hug Me promotion  
Below: Scotiabank employees pick up seedlings for National Tree Day***



# NATURALIZATIONS & OTHER PLANTINGS

When ReForest London was formed in 2005, we planted 2,002 native trees and shrubs in parks, industrial and institutional lands and neighbourhoods that year. In 2016, we are excited to announce that thanks to an incredible effort from our volunteers, we have increased our annual impact to 5,979!

One memorable weekend in the fall, we were able to execute both our annual Multicultural and Interfaith naturalization plantings in Westmount Lions Park. With support from funders including the Government of Canada's EcoAction program, Literacy Link South Central Innovation Fund, the Department of Canadian Heritage's Inter-Action Program, and London's interfaith community.

Advocated for by Westmount resident and Tree Captain, Karen Hughes, these two plantings happened thanks to her tireless efforts along with the 166 community volunteers who attended from London's multicultural and interfaith communities. 850 native trees and shrubs were planted and the impact was immediate and incredible. We encourage you to take a walk through Westmount



*Above: Voices.com and RBC volunteers at Greenway Park planting  
Below: A mom and her children plant trees at Westmount Lions Park*



Lions Park and admire the baby forest that these ambitious volunteers planted in a single weekend.

In September, ReForest London was joined by volunteers from Voices.com and RBC for an incredibly memorable planting of 294 native trees and shrubs at Greenway Park. The Voices.com volunteers were planting in memory of colleague Nathan Deslippe who was also a ReForest London Marketing Committee volunteer. The day began with sharing stories and finished with a potluck lunch at the planting site. The group even brought red bow ties to honour Nathan's memory.

*All these planting projects clean out air and water, help our urban forest adapt to climate change, create wildlife habitat, improve our neighbourhoods and increase London's woodland and tree canopy cover. We are grateful to all the sponsors who supported these projects in 2016 including:*

*City of London, Government of Canada (EcoAction Program), TD Friends of the Environment Foundation, Ontario Ministry of Natural Resources and Forestry, Royal Bank of Canada, Department of Canadian Heritage (Inter-Action Program), St. Williams Nursery & Ecology Centre, Cornerstone Architecture, Labatt, PricewaterhouseCoopers, London Life, Home Hardware, Literacy Link South Central Innovation Fund, Ontario Trillium Foundation, TD Bank, & London Interfaith Community.*

## 2016 Naturalizations

- Celebration Forest
- Dingman Park
- Enterprise Stormwater Management Pond
- Greenway Park
- Meadowgate Fields
- Murray Marr West
- Peppertree Park
- Richard B. Harrison Park
- South Branch Park
- St Robert School
- Virginia Park
- Walker Creek
- Westminster Ponds
- Westmount Park
- Westmount Lions Park
- White Oaks Creek

*Right: One of our hardest working volunteer, James, at Westmount Lions Park.*



# COMMUNITY ENGAGEMENT

ReForest London visited with many Londoners at events throughout the city in 2016. We had a community booth at 39 events, such as Seedy Saturday, TVDSB Envirothon, UWO Earth Day, Go Wild Grow Wild, Forest City Road Races, Western Fair, Aboriginal Day, Gathering on the Green and many more! ReForest London reached an estimated 10,800 people at these events.

At these community booths, ReForest London volunteers spoke to the public about the importance of planting native trees, how to care for trees, ways to get involved through volunteering and reminded Londoners to register their trees online at [milliontrees.ca](http://milliontrees.ca); at some events we also gave away seedlings.

Our Community Liaison volunteers help spread the word about ReForest London by striking up conversations with Londoners and answering tree-related questions. More than 65 Community Liaison volunteers were at our Western Fair booth in 2016, giving away 1,200 seedlings and 100 large trees over the course of 8 days.



*Above: ReForest London was a stop on the London Free Press' Shunpiker Tour in 2016*

*Below: Having fun with tree cutouts at the Western Fair*





# GIFT OF A TREE

The sun was shining on May 27, 2016, when over 400 people came to plant a tree for a loved one in the Celebration Forest, located behind Parkwood Institute. The ceremony honoured the memory of 98 loved ones and celebrated special occasions for 94 individuals, organizations and businesses.

Many touching tree stories were shared during the ceremony about the meaning of planting a living legacy in memory of loved ones.

Our lead tree gift donors in 2016 include Dr. Carlo Pavan who purchased 11 trees in memory of clients, the London Convention Centre which purchased 10 trees in appreciation of their clients, and London Hydro which purchased 5 trees in memory of past employees. A huge thank you to event sponsor St. Williams Nursery & Ecology Centre for their generous support of this meaningful event.

All honourees were acknowledged during the ceremony and their names appear on the dedication signage and online. Everyone was able to plant their tree before nature gave us a hand with a good rainshower following the planting.



*Above: A family plants a tree in memory in Celebration Forest.*

*Below: RFL Board members give out Celebration Forest programs*



## NEIGHBOURHOOD RELEAF TREE DEPOTS

In spring and fall of 2016, residents were able to attend 12 different Tree Depots to pick out some nice native or edible trees for their yard. In total, we gave away 2,594 3-7' trees from 30 different species. Talk about transforming your yard!

ReForest London also offered two fruit and nut tree workshops for homeowners to learn more about maintaining their trees. Londoners, we've learned, are hungry for tree knowledge.

We will be continuing these popular Tree Depots in 2017.

## TREE BLITZES

ReForest London volunteers went door-to-door at 14 events in London's least treed neighbourhoods via the Neighbourhood Tree Blitz program. Our volunteers gave or planted 2,039 new trees on residential property in spring and fall. Over 250 volunteers went door-to-door pulling tree-filled



*Above: Cute kids with baby spruce trees (left) and picking up a few nice trees for the yard at the Lorne Ave. Tree Depot  
Below: Happy homeowners getting trees for their yard*



wagons offering to plant free trees on the spot. The number one reason they gave for volunteering? “To change a community with trees!”

Volunteers from Fanshawe’s GIS program were integral to our programs as they created all the route maps, entered all the tree data into our database and created visually stunning maps of where all the trees were planted in 2016.

ReForest London also outreached to many property management companies, condos and housing co-ops to offer those residences free trees.

*Neighbourhoods Blitzed: Glen Cairn (2), Argyle, SoHo, Pond Mills, Hamilton Road, Marconi, White Oaks (3), Medway, Southcrest, Millbank, Old East Village*

*The Neighbourhood ReLeaf Program is made possible through generous funding and support from: Ontario Trillium Foundation, the Richard & Beryl Ivey Fund – a fund within the London Community Foundation, City of London (treeME), Province of Ontario (Healthy Kids Community Challenge), Lutheran Social Services, R.A. Walker Construction, London City Chrysler, KPMG, and Harris Home Hardware.*



***Above: A big group of excited Tree Blitz volunteers from KPMG.  
Below: Tree Blitz volunteers from RogersTV London.***



# SCHOOL COMMUNITY TREE CHALLENGE

We had another great year of tree planting and educational events with school groups across London and Middlesex County. Students participated in a wide variety of activities, which included growing seedlings in classrooms, hosting tree giveaways, and planting trees in many city parks and schoolyards. Students also attended educational tree hikes and participated in workshops, learning about benefits of trees, native species and other urban forestry topics.

Along with our program partners at Upper Thames River Conservation Authority, Middlesex-London Health Unit, Thames Valley District School Board, and London District Catholic School Board, we are delighted to report that over 4,300 students, teachers, and parent volunteers in our community were involved with planting, growing, selling or giving away 6,733 trees in 2016.

During three blustery days in April 2016, we welcomed 625 students from 16 London area schools to Dingman Park, a site of ongoing naturalization planting by ReForest London, Upper



*Above: A group of proud, happy students at Dingman Park*

*Below: Students from St Sebastian enjoy a tree identification hike*



Thames River Conservation Authority and the City of London. In total, 1,500 trees and shrubs were planted over three days by elementary students, with the help of high school students. For many students, this was their first time planting a tree and they were excited to be a part of this large initiative to help green our community!

This ambitious project was a partnership between the Upper Thames River Conservation Authority, The City of London, ReForest London, the Thames Valley District School Board, and the London District Catholic School Board. Thank you to all those who participated in this event and made it possible.

### Participating 2016 Schools:

AB Lucas	Arthur Stringer	Bonaventure Meadows
Eagle Heights	East Elgin Secondary	Emily Carr
Fairmont	FD Roosevelt	Holy Family
Jean Vanier	Louise Arbour	Orchard Park
Our Lady Immaculate	Regina Mundi	Riverside
St Andre Bessette	St Catherine of Siena	St Nicholas
St Robert	St Sebastian	St Vincent de Paul
Saunders Secondary	Strathroy Community Christian School	Westminster Central
W Sherwood Fox	Woodland Heights	

### 2016 School Planting Projects & Events: 53

- Schoolyard greening - 14
- Park naturalizations (with students) - 14
- Tree Depots at schools - 5
- Seedling giveaways (with students) - 1
- Seedling growing projects at schools - 8
- Tree hikes & educational workshops - 11
- Number of schools involved - 26

*Thanks to the Ontario Trillium Foundation, TD Bank, The Arcangelo Rea Family Foundation, Province of Ontario (Healthy Kids Community Challenge), and The Lawson Foundation for their belief in our mission and in making London a healthier and greener community. Their generous financial support during our 2015/16 school year made this program possible.*

*Below: The Eco Club at St Catherine of Siena Catholic School planted two trees and six shrubs*



# VOLUNTEERS

ReForest London's volunteers spent a busy 2016 year planting trees, educating the public and promoting the Million Tree Challenge. We had over 8,300 volunteers contribute over 14,250 hours to our programs this past year! The majority of our volunteers came from the School Community Tree Challenge, which means that the youth of London were very busy improving our natural environment.

Our volunteers were invaluable support in many capacities including assisting: at park, school and neighbourhood tree plantings; tree aftercare and maintenance; outreach booths; tree depots and blitzes; seedlings giveaways; in the office; and on the ReForest London Board and committees.

Volunteering as a group is becoming more popular at tree planting and tree aftercare events. Over 28 volunteer groups signed up to help at an event, which is a great team building exercise as well as a great way to give back to the London community.

There are volunteer opportunities for everyone at ReForest London, whether you wish to work outdoors planting trees or inside with tree planting metrics! Contact us to learn where your help is needed.



*Above: Fantastic ReForest London volunteers at the Western Fair  
Below: A father and daughter volunteer at the Westmount Lions Park naturalization event*





**Above: Volunteer Jake Martell at Celebration Forest, 2016**

**Below: A great group of volunteers at the annual Winterlude planting with Friends of the Civic Gardens**



*"I was very excited when ReForest London offered me the chance to become a Tree Specialist. It allowed me to expand my involvement and learn more about the native tree species in the London area. Volunteering with ReForest London has given me a way to have a positive and lasting impact on the city."*

*-Tammy Legresley, RFL volunteer since 2012*

*"My involvement with ReForest London started by attending one tree planting, and then went to the next one and the following one. I did not intend to be heavily involved, except I found that volunteering with ReForest London had become a passion of mine."*

*-Jason Jordan, RFL volunteer since 2010*

*"It has been really special to see ReForest London grow from a small start to being London's flagship environmental organization. Today with the Million Tree Challenge and the excellent staff at ReForest London, it is truly my privilege to be involved. I have met so many amazing people over the last 10 years and have seen many pockets of London reforested. I cannot wait to see what the next 10 years brings."*

*-Gary Brown, RFL volunteer since 2006*

# FINANCIAL REPORT

We once again increased our operational capacity, increasing revenues by 14% over 2015 and generating a surplus of \$27,504 (4% of total revenues) to be used for future projects. The support ReForest London continues to generate from individuals and businesses in the London community, as well as from various funding agencies is paramount to the success of the organization and its programs and is a testament to the importance of the organization's mission.

The launch of the Neighbourhood ReLeaf Program in 2016 allowed ReForest London to plant trees in many Londoners' yards. This program was a strong contributor to the increase in revenues and expenses in 2016.

ReForest London has an active Finance and Audit Committee and its annual financial statements are audited by PricewaterhouseCoopers LLP.

Enormous thanks go out to all of you who contribute financially to ReForest London and help us achieve our mission and make London a greener city one tree at a time!

Katie denBok, CPA, CA Treasurer  
Partner, Enterprise Audit, KPMG LLP

## Financial Statement Excerpts

	2016	2015
Cash	\$140,046	\$ 154,541
Total Assets	\$218,633	\$211,118
Deferred Revenue	\$70,300	\$108,850
Unrestricted Funds	\$56,256	\$38,102
Restricted Funds	\$59,450	\$50,100
Total Revenue	\$681,481	\$601,258
Total Expenses	\$653,977	\$603,954
Surplus	\$27,504	\$(2,696)



# 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 planted trees on their own land, and encourages their employees to volunteer to plant trees in the community.

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

Arcangelo Rea Family Foundation

City of London

Environment and Climate  
Change Canada (EcoAction)

London Life

Ontario Trillium Foundation

The Province of Ontario

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

Scotiabank

TD Friends of the Environment  
Foundation

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

Cornerstone Architecture

Department of Canadian Heritage (InterAction)

Harris Home Hardware

Labatt

Lutheran Social Services

RBC Foundation

SixFive Interactive

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

102.3 Jack FM

Donald Craig

Ellipsis Digital

ESRI

Fanshawe College

Fresh Radio 103.1

Friends of the Civic Gardens

The Gosling Foundation

KPMG

The Lawson Foundation

Libro Credit Union

Literacy Link South Central & Nokee Kwe

London Convention Centre

London Interfaith Community

Our Coffee News

Dr. Carlo Pavan

PeopleCare Inc.

Nancy Poole

SCENE Magazine

Sisters of St. Joseph

St. Williams Nursery & Ecology Centre

Tree Canada

Wastell Homes

Western Fair District

White Oaks Mall

# LOOKING AHEAD

The London community has never been more enthusiastic and united in greening our community.

ReForest London has enjoyed increased support and partnerships throughout the year and looks forward to this growth in support during 2017 and beyond. Thank you all for your support through direct donations; planting, event and seedling sponsorships; planting trees on your own property; in-kind donations; giving tree gifts; volunteering; spreading the word on social media; plus lots of other valuable actions that support and promote ReForest London and the Million Tree Challenge.

Moving forward, with sustained energy and a passion for collaboration, 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 2017.

ReForest London is a tree planting force like no other, and 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 greener future.



*Above: Amazing Citi Cards volunteers come out to aftercare every year  
Below: A group of hardy volunteers at the 2016 London Life planting event*



# 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

**Linda Lustins**, Chair  
Facilitator, Consultant

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

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

**Katie denBok**, CPA, CA, Treasurer  
Partner, Enterprise Audit, KPMG LLP

**Vanessa Dolishny**, Marketing Chair  
Manager, Communications,  
London Community Foundation

**Sandy Ferguson**, CPA, CGA, Director  
Chartered Professional Accountant

**Craig Flinn**, Director  
Marketing Director, Trestleworks

**Paul Hendriks**, Corporate Secretary,  
Governance Chair  
Lawyer

**Marcel Humelnicu**, CPA, CA, Director  
Accounting Manger, Thalmic Labs Inc.

**Dale Jardine**, Director  
President, London & Area Association for  
Volunteer Administration (LAVA)

**Harry Joosten**, Director  
Independent Community Service Professional

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

**Doug McIntosh**, Fundraising Chair

**John Nolan**, Director  
HR and Corporate Services, City of London

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

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

**Wan-Peng Sun**, Director  
Software Development Supervisor, Libro Credit Union

**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.



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Ontario  
Trillium Foundation



Fondation Trillium  
de l'Ontario

An agency of the Government of Ontario.  
Région du gouvernement de l'Ontario.



Arcangelo Rea Family  
Foundation



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STRONGER COMMUNITIES TOGETHER™



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Ce projet a été réalisé avec l'appui financier de :



Environment and  
Climate Change Canada

Environnement et  
Changement climatique Canada



London  
CANADA



LONDON  
COMMUNITY  
FOUNDATION

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



TD Friends of the  
Environment  
Foundation