

COMMUNITY LIAISON TRAINING



ReForest London
planting the future today

What will we be covering today?

- What is a Community Liaison?
- Why do we do Community booths?
- What types of events do we go to?
- What programs are we promoting?
- What materials can we direct the public toward?
- How do I engage with the public?
- What perks come with being a Community Liaison?

Land Acknowledgement

We would like to begin by acknowledging the treaty territory of the Anishnaabeg, which is defined within the pre-confederation treaty known as The London Township Treaty of 1796. Throughout time, this region has also become the current home to the Haudenosaunee and Lenni-Lenape Nations.

Chippewa of the Thames

What is a Community Liaison?

- A Community Liaison may be the first impression someone has of ReForest London
- Community Liaisons introduce people to ReForest London, to our programs and to our goals and values





IMAGINE
London plants trees

ACT
to support the Pollen Free Challenge

LIVE

ReForest London?

ReForest London
planting the future today

ReForest London
planting the future today



Get Involved!

Volunteer Opportunities with ReForest London

ReForest London is a not-for-profit organization dedicated to planting trees and creating green spaces in London. We are currently looking for volunteers to help us with our tree-planting projects. If you are interested in helping us make a difference, please contact us at info@reforestlondon.org or call 020 7464 1000.

Tree Planting

Join our team of volunteers to plant trees in parks, gardens, and public spaces. We provide all the necessary tools and training to ensure your trees thrive.

Tree Nurseries

Visit our nurseries to see the latest in tree stock and learn more about the different types of trees we plant.

Tree Signage

Help us create a lasting legacy by planting a tree and naming it after a loved one or a special occasion.

Workshop and Tree Care

Join our workshops to learn more about tree care and how to maintain your trees over time.

ReForest London Programs

The ReForest London Tree Planting Program

Join our team of volunteers to plant trees in parks, gardens, and public spaces. We provide all the necessary tools and training to ensure your trees thrive.

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Visit our nurseries to see the latest in tree stock and learn more about the different types of trees we plant.

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ReForest London?

Our Goals

- Increase the number of trees planted in London
- Increase the number of volunteers
- Increase the number of trees planted in public spaces

ReForest London

Program Details

To be an effective Community Liaison, you must be able to:

- provide preliminary information about our different programs
- discern whether any of our programs fit the specific question that a member of the public is asking



Why Attend Community Events?

- To maintain and enhance our presence in the community
- To interact with the environmental community
- To reach new and diverse audiences
- To promote our programs
- To give away seedlings
- To sell promotional items



Types of Events

- 39 different events in 2019
- Large diversity
- Types:
 - Nature or environment-themed events
 - Volunteer Fairs
 - Seedling Giveaways
 - Holiday Tree Gift booths
 - Family events

Types of Events: Examples

- Go Wild Grow Wild
- Western Fair
- Forest City Road Races
- Plant Symposium
- Doors Open London
- Newcomer Volunteer Fair
- Older Adult Volunteer Fair
- EnviroWeek
- And more...

The background of the slide is a photograph of green leaves and branches, likely from a tree, with a white rectangular text box centered over it.

Our Programs

Programs: Park Plantings & Aftercare

- Volunteers come together to plant and care for trees in local parks and natural areas
- Creating new naturalized areas improves the biodiversity of the park and attracts wildlife



Programs: Seeds To Forest

- We work with students, teachers, administrators, and parents to **plant trees in schoolyards** throughout London
- **Free** program open to elementary schools in London-Middlesex
- Students learn about trees and their impact on the local environment through a 4-part series of educational activities





Programs: Tree Depots

- City-wide initiative to provide a tree for every Londoner that wants one
- Pop-up stations that offer free trees for private residences



Programs: Tree Teachers

- We train individuals to become speakers to London organizations and businesses about trees
- We have 3 presentations developed to educate Londoners about trees:



**Native
Trees**



**The Emerald
Ash Borer**



**The Importance
of Trees**

Community Liaison Related Programs



Programs: Celebration Forest

- Individuals and businesses can buy a native tree in honour of someone to be planted in Celebration Forest
- The name of the honouree is put on the Celebration Forest sign





Programs: Seedling Giveaways

- ReForest London has given away over **44,000** tree seedlings for Londoners to plant on their properties.
- About 6,000 per year
- Tree seedlings are given away by us or ordered by others.





JOIN LONDON'S
MILLION TREE
CAMPAIGN

I'M A NATIVE TREE

1,000,000

Be One in a
MILLION

Get your free seedling at
milliontrees.ca

Programs: TreeCycle

- Londoners can donate extra trees from their yards to our TreeCycle program to see them put into a variety of planting projects across our city.
- Spring and Fall intake dates





MILLION
TREE
CHALLENGE

Programs: Million Tree Challenge (MTC)

- In 2011 ReForest London co-founded the Million Tree Challenge with the City of London in an effort to enhance environmental and human health in our Forest City.
- Since then, Londoners have planted over **452,000** native trees and over **200** business, community, media and institutional partners have joined challenge.



Million Tree Challenge:
So Far...

452,095

As well as **213** community partners!

Program Related Materials



ReForest London General Brochure

Support a Greener, Healthier London

There are many ways for you to give to ReForest London. We welcome individual, business, and corporate donations.

Individual Donation Options

One person **CAN make a difference** and by donating to ReForest London, you will feel good knowing that you're helping to create a greener, healthier city for today and for future generations. All individual donations receive tax deductible receipts.

Business and Corporate Donation and Sponsorship Options

Donating to ReForest London helps boost your brand and build your business and we make sure you are well-acknowledged for your generosity. Donating to a greener London is an investment in your workforce, as healthier and happier employees, safer neighbourhoods, and more attractive places to work and play all help to attract and retain workforce talent. Meeting the public's very real expectation of environmental consciousness and stewardship is an important aspect of today's corporate social responsibility, which contributes to the well-being of society, and in turn directly benefits business.

You can donate to our highest needs projects, sponsor a project, or offer valuable Million Tree Challenge sponsorship.

Visit reforestlondon.ca/donate for more information about donating, or call (519) 936-9548 to discuss your ideas.

ReForest London's registered charitable number is 84579391RR0001.



Why Trees?

London's tree cover is too low for a healthy urban environment!

Increasing the number of trees in the Forest City brings so many benefits, including:

- Cleaner air and water
- Better quality of life
- Safer, more walkable streets
- Higher property values
- More cooling shade
- Lower heating and cooling costs
- Faster healing
- Food security
- Help slow climate change
- Increased privacy

There are many ways to get involved and support the important work of ReForest London. Contact us to find out how you can make a difference.

Contact Us

- (519) 936-9548
- reforestlondon.ca
- info@reforestlondon.ca
- facebook.com/reforestlondon
- [@rfldn](https://twitter.com/rfldn)
- instagram.com/reforestlondon/
- PO Box 25144, London, ON N6C 6A9
944 Western Counties Road
(behind Parkwood Hospital)

Printed on 100% recycled paper



GROWING a HEALTHIER Community

Who We Are

ReForest London is a charitable non-profit organization on a mission to **plant, grow and sustain** London's urban forest by engaging and empowering our community. Trees provide us with an incredibly long list of benefits and ReForest London aims to see our city packed full of those benefits.

Since 2005, ReForest London has planted tens of thousands of trees in hundreds of different projects across the city. 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.

ReForest London will continue to work hard to improve quality of life and environmental health in London to achieve the goal of our community thriving in a healthy urban forest.

What We Do

Inspiration and Education

We inspire and educate Londoners about the value of trees and how to plant and care for them so they are empowered to make London one of the best-treed cities in North America.

Tree Planting

We love to get our hands dirty in the community, planting trees in parks, natural areas, industrial areas, and schools to improve our tree cover.

Tree Distribution

We give free trees to Londoners through our popular tree depots, making tree planting easier than ever in all London neighbourhoods.

Tree Gifts

We offer individual Londoners as well as businesses a green and healthy gift option to remember loved ones, celebrate milestones, and reward employees and customers.

London's Million Tree Challenge

ReForest London is a founding partner with the City of London in this community-wide initiative to plant **one million new trees** in London for the future health of the city. We can't reach a million without you!

Make your trees count by registering them at milliontrees.ca

Get Involved

Make a lasting impact on your community by **volunteering with ReForest London!**

You will meet new people, make valuable connections and contacts, gain new skills and knowledge and have fun doing it!

There are many ways to volunteer, from planting trees, working outreach events, to being a committee member or helping with special events.

When you volunteer with ReForest London, you will take pride in the knowledge that you are working with other dedicated and eco-focused individuals to keep our community green, leafy and healthy.

Without our volunteers, we would not be able to plant thousands of new trees and shrubs each year or teach future generations about the importance of trees.

If you are interested in trees, the environment or natural ecosystem health, then there is a place for you at ReForest London. We'd love to hear from you!

Please email volunteer@reforestlondon.ca for more information about getting involved.



Million Tree Challenge Bookmark



London's Million Tree Challenge
is a community-wide initiative to plant
one million new trees in London.

EVERY TREE PLANTED IN THE FOREST CITY MEANS...

- Less pollution, more play.
- More shade, less stress.
- More green, more health.
- Less UV, more O².
- More home value, less heating cost.
- More shade, more savings.
- Less crime, more privacy.

Help create London's green future!

Plant trees at home & work.

Add your trees to the counter.

Give trees.

Donate.

Volunteer.

Partner with us.

milliontrees.ca

519.936.9548

Printed on 100% recycled stock

Celebration Forest Brochure

The Celebration Forest



Established in May 2011, the Celebration Forest is an ongoing naturalization project sponsored by

donors who wish to plant trees in memory or in celebration of loved ones. The forest is located in London, Ontario, adjacent to the Westminster Ponds Environmentally Significant Area, behind St. Joseph's Health Care London's Parkwood Hospital. Each year, hundreds of trees are planted in memory and in celebration, making it a living, breathing monument to its honourees.

The Tree Planting Ceremony

Tree gift planting takes place once per year in the Celebration Forest. The event begins with a brief ceremony to recognize tree gift honourees, followed



by a tree planting demonstration and then planting of honouree trees. Volunteers and staff will be present to ensure that each tree is planted for those who are

unable to attend the ceremony or plant their own tree. This event is open to all who wish to attend, and participation in the tree planting is encouraged.



AN INITIATIVE OF



ReForest London is a charitable organization dedicated to partnering with our community to improve environmental and human health in the Forest City through the benefits of trees.

Learn more at reforestationlondon.ca

IN PARTNERSHIP WITH



The healthcare organizations have designated this land to ReForest London for tree planting, as part of their ongoing commitment to the health of Southwestern Ontario's people and the environment.

Contact us

treegift@reforestationlondon.ca

(519) 946-9548

PO Box 25144

London, ON N6C 6A9

Our office is located in Westminster Ponds ESA, behind Parkwood Hospital at 944 Western Counties Road.



Trees in Celebration Forest

Plant a living legacy

THE GIFT OF A TREE

Trees in Celebration

Plant a tree to celebrate any occasion and contribute a lasting benefit to the environment. Tree gifts are ideal for:

- Congratulations
- Commemoration of Milestones
- Holidays
- Weddings
- Anniversaries
- Births
- Birthdays
- Retirement
- Client, Partner, or Employee Recognition



Donors receive the gratification of giving a meaningful and unique gift to someone special that makes a positive and lasting impact on the environment. In addition, donors will receive:

- The opportunity to send a free personal message to the gift recipient in the form of an e-card, print card or printable certificate
- A charitable tax receipt for the full amount of their donation
- An invitation to the Tree Planting Ceremony to see firsthand what their donation has helped to create

Tree Gift Honourees enjoy a meaningful gift that makes a lasting benefit to the environment, as well as the following:

- A personalized e-card, print card or certificate (chosen by donor) to memorialize the gift
- Invitations to the Tree Planting Ceremony for them, their friends, and family to plant the tree
- Their name listed (if desired) on the Celebration Forest signage, and perpetually on the ReForest London website



Trees in Memory

Honour a lost family member, spouse, friend, co-worker, or pet by planting a tree in their memory. Trees can be a living monument to a life that will grow for generations.



Each tree gift is a healthy native tree, grown from local seed.

Gift Type	Size	Donation
Small Tree	1-4 ft tall	\$50
Large Tree	4-7 ft tall	\$100

Actual size approximate and dependent on tree species. Discount pricing available for large orders; please contact us for details.

Order a Tree

Plant a memorial or celebration tree in the Celebration Forest by making a donation to ReForest London. Orders can be placed online, by phone, or in person at the ReForest London's office. See back for contact information.



Upon completion, the Celebration Forest will contribute over five hectares of new forest to London's Million Tree Challenge.

The Million Tree Challenge seeks to inspire Londoners to plant one million trees in ten years to enhance environmental and human health in the Forest City.

Learn more at milliontrees.ca

ECOSYSTEM ENHANCEMENT

In the spirit of ecological restoration, the Celebration Forest is planted exclusively with trees that are native to the London area. Assessments conducted by ReForest London tree specialists help us to determine which tree species are best suited to the site. This gives our Celebration Forest the best chance for survival, while maintaining a healthy and diverse ecosystem.



Native Trees and Shrubs Information Brochures

Choosing the Right **TREE**
IN LONDON, ONTARIO

Choosing the Right **Shrub**
IN LONDON, ONTARIO

Best Choices

These trees are native to southwestern Ontario and grow naturally in the London area.

They are adapted to the local climate, are harder and easier to maintain than non-native species and are critical to maintaining local biodiversity and ecosystem health.

Common Name	Scientific Name
ASPENS, POPLARS & COTTONWOODS	
Balsam Poplar	<i>Populus balsamifera</i>
Eastern Cottonwood	<i>Populus deltoides</i>
Longleaf Aspen	<i>Populus grandidentata</i>
Trembling Aspen	<i>Populus tremuloides</i>
BIRCHES	
Paper Birch	<i>Betula papyrifera</i>
Yellow Birch	<i>Betula alleghaniensis</i>
CHERRIES & PLUMS	
Black Cherry	<i>Prunus serotina</i>
Choke Cherry	<i>Prunus virginiana</i>
Pile Cherry	<i>Prunus pennsylvanica</i>
American Plum	<i>Prunus americana</i>
Canadian Plum	<i>Prunus nigra</i>
CONIFERS / EVERGREENS	
Eastern Hemlock	<i>Tsuga canadensis</i>
Eastern Red Cedar	<i>Juniperus virginiana</i>
Eastern White Cedar	<i>Thuja occidentalis</i>
Tamarack	<i>Larix laricina</i>
White Pine	<i>Pinus strobus</i>
DOGWOODS	
Flowering Dogwood	<i>Cornus florida</i>
ELMS	
American Elm	<i>Ulmus americana</i>
Rock Elm	<i>Ulmus thomasi</i>
Slaughy Elm	<i>Ulmus rubra</i>
HAWTHORNS	
Cockspur Hawthorn	<i>Crataegus crus-galli</i>
Spiny Hawthorn	<i>Crataegus punctata</i>
Downy Hawthorn	<i>Crataegus mollis</i>
Pieris Hawthorn	<i>Crataegus punctata</i>
Pink Hawthorn	<i>Crataegus canadensis</i>
Rough-leaved Hawthorn	<i>Crataegus chrysantha</i>
HICKORIES	
Bitternut Hickory	<i>Carya cordiformis</i>
Shagbark Hickory	<i>Carya ovata</i>
Shagbark Hickory	<i>Carya ovata</i>
MAPLES	
Black Maple	<i>Acer nigrum</i>
Freeman's Maple	<i>Acer x freemanii</i>
Mountain Maple	<i>Acer spicatum</i>
Red Maple	<i>Acer rubrum</i>
Silver Maple	<i>Acer saccharinum</i>
Sugar Maple	<i>Acer saccharum</i>

These trees can be planted in and near natural areas as well as in landscape projects. They should be your first choice.

Common Name	Scientific Name
OAKS	
Black Oak	<i>Quercus velutina</i>
Butt Oak	<i>Quercus macrocarpa</i>
Chinquapin Oak	<i>Quercus muhlenbergii</i>
Red Oak	<i>Quercus rubra</i>
Swamp White Oak	<i>Quercus bicolor</i>
White Oak	<i>Quercus alba</i>
SERVICEBERRIES	
Downy Serviceberry	<i>Aamelanchier alnifolia</i>
Smooth Serviceberry	<i>Aamelanchier laevis</i>
SUMACS	
Smooth Sumac	<i>Rhus glabra</i>
Staghorn Sumac	<i>Rhus typhina</i>
OTHERS	
American Basswood	<i>Tilia americana</i>
American Beech	<i>Fagus grandifolia</i>
Black Gum	<i>Nyssa sylvatica</i>
Black Walnut	<i>Juglans nigra</i>
Blue Willow	<i>Salix nigra</i>
Blue Birch	<i>Carpinus caroliniana</i>
Hickberry	<i>Celtis occidentalis</i>
Hop Hornbeam	<i>Corylus rostrata</i>
Peepree	<i>Asimina triloba</i>
Sassafras	<i>Sassafras albidum</i>
Sycamore	<i>Platanus occidentalis</i>
Tale Tree	<i>Lindera latifolia</i>
Wild Crabapple	<i>Malus coronaria</i>
ASHES	
Black Ash	<i>Fraxinus nigra</i>
Pumpkin Ash	<i>Fraxinus profunda</i>
Red (or Green) Ash	<i>Fraxinus pennsylvanica</i>
White Ash	<i>Fraxinus americana</i>

Common Name	Scientific Name
CONIFERS / EVERGREENS	
American Spruce	<i>Picea canadensis</i>
Black Spruce	<i>Picea mariana</i>
European Larch	<i>Larix laricina</i>
Jack Pine	<i>Picea banksiana</i>
Norway Spruce	<i>Picea abies</i>
Red Pine	<i>Picea resinosa</i>
White Spruce	<i>Picea canadensis</i>
MOUNTAIN-ASH	
American Mountain-ash	<i>Sorbus americana</i>
European Mountain-ash	<i>Sorbus aucuparia</i>
OTHERS	
Chinese Elm	<i>Ulmus parvifolius</i>
English Oak	<i>Quercus robur</i>
English Walnut	<i>Juglans regia</i>
Hornbeam	<i>Cornus alba</i>
Japanese Maple	<i>Acer palmatum</i>
Laurel Willow	<i>Salix pendula</i>
Lambert Poplar	<i>Populus nigra</i>
London Plane Tree	<i>Platanus xandersonii</i>
Orange-elm	<i>Ulmus pumilus</i>
Redbud	<i>Cercis canadensis</i>
Striped Maple	<i>Acer pennsylvanicum</i>
Sweetgum	<i>Liquidambar styraciflua</i>
Washington Hawthorn	<i>Crataegus phaenopyrum</i>

LEGEND

- ▲ Rare in Ontario, but not officially a Species at Risk.
- ▲ Not recommended for landscaping projects because plants in our area are being seriously affected by pests or disease.
- ▲ Widely mislabeled and confused with a non-native, invasive species. Only buy from nurseries specializing in native plants.
- ▲ Non-native species.

Use with Caution

These species do not occur naturally in the London area.

Some of them are native to Ontario, but not to the London area. Others are non-native species that are not likely to become problem weeds in our local natural areas.

These trees may be used in landscaping, but should not be used for naturalization projects.

Common Name	Scientific Name
BUCKEYES AND HORSECHESTNUTS	
Horsechestnut	<i>Aesculus hippocastanum</i>
Ohio Buckeye	<i>Aesculus glabra</i>
CATALPAS	
Southern Catalpa	<i>Catalpa bignonioides</i>
Northern Catalpa	<i>Catalpa speciosa</i>
CHERRIES, PLUMS, APPLES & PEARS	
Birdcherry	<i>Prunus spinosa</i>
Cherry Plum	<i>Prunus cerasifera</i>
Common Apple	<i>Malus domestica</i>
Common Pear	<i>Pyrus communis</i>
Domestic Cherry	<i>Prunus domestica</i>
Hawthorn Cherry	<i>Prunus virginiana</i>
Sour Cherry	<i>Prunus cerasus</i>
CONIFERS / EVERGREENS	
Austrian Pine	<i>Pinus nigra</i>
Balsam Fir	<i>Abies balsamea</i>
Black Spruce	<i>Picea mariana</i>
European Larch	<i>Larix laricina</i>
Jack Pine	<i>Picea banksiana</i>
Norway Spruce	<i>Picea abies</i>
Red Pine	<i>Picea resinosa</i>
White Spruce	<i>Picea canadensis</i>
MOUNTAIN-ASH	
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Orange-elm	<i>Ulmus pumilus</i>
Redbud	<i>Cercis canadensis</i>
Striped Maple	<i>Acer pennsylvanicum</i>
Sweetgum	<i>Liquidambar styraciflua</i>
Washington Hawthorn	<i>Crataegus phaenopyrum</i>

Avoid

These are non-native species that have or may become invasive problem weeds in southwestern Ontario.

They grow fast and reproduce readily. When they escape into the wild they out-compete native species and disrupt local ecosystems.

These trees should not be planted under any circumstances and should be removed when possible to prevent further invasion.

Common Name	Scientific Name
CONIFERS / EVERGREENS	
Banks Pine	<i>Pinus strobus</i>
MAPLES	
Amur Maple	<i>Acer ginnale</i>
Common King Maple	<i>Acer platanoides</i>
Common Maple	<i>Acer glabrum</i>
European Maple	<i>Acer pseudoplatanus</i>
PLUMS AND CHERRIES	
Perfum Cherry	<i>Prunus mahaleb</i>
Sweet Cherry	<i>Prunus avium</i>
WILLOWS	
Clack Willow	<i>Salix xfragilis</i>
White Willow	<i>Salix alba</i>
OTHERS	
Aquatic Elm	<i>Ulmus laevis</i>
Black Locust	<i>Robinia pseudoacacia</i>
Calley or Bradford Pear	<i>Pyrus calleryana</i>
English Hawthorn	<i>Crataegus monogyna</i>
European Buckthorn	<i>Rhamnus cathartica</i>
European Mountain-ash	<i>Sorbus aucuparia</i>
European Weeping Birch	<i>Betula pendula</i>
Glossy Buckthorn	<i>Rhamnus fraxinifolia</i>
Russian Elm	<i>Ulmus pumilus</i>
Siberian Elm	<i>Ulmus pumilus</i>
Tree-of-Heaven	<i>Ailanthus altissima</i>
White Elm	<i>Ulmus albus</i>
White Poplar	<i>Populus alba</i>

Warning!
Some of these species look very similar to native species so check their scientific names carefully and buy from a knowledgeable nursery.

At Risk

The following species are listed under the Endangered Species Act.

If you are hoping to plant one of these species, it is important that you ensure the plant has been grown in an ethical manner from non-wild sources, that you plant it somewhere it is likely to survive and that you don't use it for naturalization projects except under licence from the Ministry of Natural Resources.

It is illegal to possess, transport, collect, buy or sell any part of a living or dead member of a listed species if it originates from wild sources in Ontario.

Common Name	Scientific Name
CONIFERS / EVERGREENS	
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Russian Elm	<i>Ulmus pumilus</i>
Siberian Elm	<i>Ulmus pumilus</i>
Tree-of-Heaven	<i>Ailanthus altissima</i>
White Elm	<i>Ulmus albus</i>
White Poplar	<i>Populus alba</i>

Trees Not Listed
There are dozens of trees available in nurseries that are not listed in this brochure. Often these trees are acceptable as specimen plantings in a groomed landscape, but only green listed species should be used in or near natural areas.

Plan for Success
Different trees have different sun, moisture and soil requirements—always check their requirements to ensure growing success.

The Sherwood Fox Arboretum
and ReForest London

The Sherwood Fox Arboretum
and ReForest London

Upcoming Event Flyers

Plant Trees – FALL 2019 Schedule

Volunteer - Tree Plantings

Saturday, September 7,
12 pm - 3 pm
Fairmont Trail, 290 Hale St.

Saturday, October 5,
10 am - 1 pm
Pincombe Pond, 3150 Wonderland Rd.

Saturday, October 19,
10 am - 1 pm
Southcrest Ravine, 188 Baseline Rd.

No registration required for planting events but let us know if you're bringing a group of ten or more.

volunteer@reforestlondon.ca
519-936-9548



Sunday, October 20,
1 pm - 4 pm
Talbot Wetlands, 3475 Settlement Trail

Saturday, October 26,
10 am - 1 pm, Multicultural Planting
Vauxhall Park, 75 Aluania St.

Sunday,
1 pm -
Paul H.

Get FREE Trees – FALL 2019 Schedule

Tree Depots

Friday, September 6, 12 - 4 pm
Fanshawe South Campus, 1060 Wellington Rd.

Sunday, September 8, 12 - 2 pm
Longworth Retirement Home, 600 Longworth Rd.

Saturday, September 14, 10 am - 12 pm
Riverside United Church, 695 Riverside Drive

Sunday, September 15, 2 - 4 pm
Renewi, 2940 Dingman Drive

Sunday, September 22, 2:30 - 4 pm
Emancipation Day, Wellington Building (behind Parkwood) 894 Western Counties Rd.

Wednesday, September 25, 9 am - 2 pm
Exeter Road Operations Centre, 707 Exeter Rd.



Wednesday, September 25, 9 am - 2 pm
Oxford Enviro Depot, 1450 Oxford St. W.

Wednesday, September 25, 4 - 8 pm
Carling Heights Optimist Community Centre, 656 Elizabeth St.

Wednesday, September 25, 5 - 7 pm
ReForest London, 944 Western Counties Rd.

Monday, October 28, 4 - 6 pm
ReForest London, 944 Western Counties Rd.

For more information please call
519-936-9548 Ext. 225 or visit
reforestlondon.ca



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Westminster Ponds Centre Vision Document

WESTMINSTER PONDS CENTRE

Future Home of London's
FIRST and ONLY
Environment & Sustainability
Centre



WESTMINSTER PONDS CENTRE IS A CATALYST FOR ENVIRONMENTAL CHANGE

Sustainable communities create better quality of life for residents and future generations. Greater sustainability means healthier people, a more resilient environment, and a stronger economy. Led by ReForest London, Westminster Ponds Centre (WPC) will inspire and lead environmental change in our community.

WHAT IS WPC?

The Westminster Ponds Centre will be a hub promoting environmental excellence, sustainability, health and wellbeing across our region by co-creating resources, services and impactful programming.

Key initiatives:



Directly supporting and amplifying existing successful sustainability initiatives



Catalyzing new collaborative services and supports to achieve greater levels of impact

Direct programming:



Hands-on workshops & activities



Sustainability education and skills development



Climate change action at the local and regional level



Nature-based programming for children, mental health and wellbeing

Environmental sustainability is the foundation of a truly thriving community, especially in the face of human-driven environmental degradation and climate change.

As a gateway to environmental learning and innovation, WPC will be an invaluable new resource and a primary driver of our community sustainability journey.



ReForest London
planting the future today

Grow Your Business Brochure

Imagine a new landscape aesthetic.

Industrial, commercial and institutional properties need not be vast expanses of turf grass, pruned shrubs and annual flowers, with landscaping fees escalating over time. A forest, once established, needs little maintenance and produces tangible monetary, environmental and community benefits. Join London's Million Tree Challenge and transform a portion of your property into an economically and environmentally beneficial green space.

Hundreds of hectares of land in London have few or no trees at all. 26% of this space is found on commercial, industrial or institutional land. While not all land is suitable for trees, many opportunities abound!

Please ask us how we can help your company be part of the Forest City legacy



Sheila Creighton
Partnerships and Marketing Manager
sheila@reforestlondon.ca
519-936-9548 ext. 228
reforestlondon.ca

FSC logo here

GROW YOUR BUSINESS WITH TREES



Two compelling reasons to promote and plant trees

1 YOUR pocketbook – Save money and make money: Properly located and managed, trees can reduce the demand for energy and maintenance of your built assets.

- 30% reduction of summer cooling costs
- 15% reduction of winter heating costs
- 33% easier to attract knowledge-workers to your business
- 15% increase in property value
- Increased lifespan of parking lot asphalt

Trees n
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2 YOUR community – Your employees, your neighbours and your city all benefit from trees: Trees have immediate positive impact on the look and feel of your business and neighbourhood, and can favourably influence the perception of your business by Londoners, your employees and your clients.

- Improve air quality at the local level
- Contribute to the attractiveness of your neighbourhood
- Clear demonstration to employees that your business is community-minded and environmentally conscious
- Reduction of workplace stress for your employees
- Gain recognition for supporting your community
- 7 decibel reduction in noise levels per 100 feet of forest

Join London's Million Tree Challenge

London's Million Tree Challenge seeks to inspire Londoners to plant one million trees over ten years and reap the economic, environmental and quality of life benefits that trees offer.

We seek community-minded Partners to promote tree planting and care within their organizations and to pledge to plant trees. Each Partner can develop programs that best fit their organization's culture and interests. Here are a few ways to be part of the legacy:

- Team-building or employee tree planting days
- Hosting a native tree sale for employees or community members
- Fundraising to support the Million Tree Challenge
- Giving away tree seedlings in celebration of a company event or milestone
- Giving the gift of a tree for employee recognition, client appreciation, or Christmas gifts.



Become a Million Tree Challenge Partner and be part of a healthier Forest City.

See our growing list of dedicated Partners at milliontrees.ca

London Life Leads the Way



London Life employees planted 450 trees and shrubs in a fun, team-building event.

In 2012, London Life, a corporate Partner in the Million Tree Challenge, led the way in growing a healthier London by exemplifying the integral role of industrial, commercial and institutional property owners.

- 450 trees and shrubs were planted in a new naturalization area at their industrial site on Sovereign Road
- 80 London Life employees and family members got involved
- 3 hour event provided a fun and rewarding volunteer experience
- Commitment to ongoing planting at the property

The result highlights London Life as a business leader, and transforms a typical industrial site into a beautiful and impressive facility.

"We have a brand to protect, future generations to consider, and a solid business case to join London's Million Tree Challenge."

—Gerry Macartney, CEO, London Chamber of Commerce

Earmark Realtor Flyer

Social Impact Real Estate
earmarking real estate commission
for community good



Thinking of making a move?
Love trees and want to support
ReForest London?



ReForest London
planting the future today

find out how you can make it happen at



earmark.ca/trees

Marla Marnoch
Sales Representative

STREETCITY
REALTY Inc. Brokerage

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Plant **Planting a seedling**

Seedlings are small trees, usually less than 15 cm tall. They come in small pots or as plugs wrapped in plastic or burlap. It is very important that you plant these trees right away, as the plugs can dry out very quickly. Dig a small hole, twice as wide as the pot or plug. Plant the seedling only as deep as the level of the soil – neither too deep nor too shallow. Roots should not be exposed. You may want to protect seedlings with a tomato cage to keep pets, children, and lawn equipment from crushing them.



Planting a sapling

Saplings are a bit larger, usually sold in 4 litre (1 gallon) pots. Remove any sod and then dig a hole twice as wide as the container, and about the same depth. You can check to ensure your hole is the correct depth by placing the tree in the hole and lining up the soil level in the container with the ground level. Carefully remove the pot; avoid pulling on the trunk. Once removed from the container, check the roots. If the roots are tightly compressed or "potbound", use your fingers to carefully tease the fine roots away from the tight mass and then spread the roots prior to planting. Seat the plant in the hole and back-fill the original soil. Mix in some compost if you wish. Fill hole only to the soil level of the original container. Compress soil gently using your hands.

Planting larger trees

Trees can also come in wire baskets and burlap. These should be planted as above, but you do not need to remove the wire basket. It helps keep the root ball intact as you plant the tree. Once the tree is settled into the hole, cut back as much of the burlap as you can, and fold back the wire loops so they don't stick out of the ground. Fill in the hole, packing and watering as you backfill to allow the soil to settle.

Care **Mulch**

Surround your tree with a thick "donut" of mulch. The mulch should not touch the tree, as it can rot the bark and kill the tree. Use at least 10 cm of mulch. Mulch keeps moisture in and discourages weeds. Add new mulch each season as needed.



Water

The most important gift you can give to a new tree is water. Use a hose adjusted to trickle water slowly, or drill holes into the bottom of a 15 litre (5 gallon) bucket to water the tree slowly. Place the hose or the bucket on the ground near the base of the tree. Fill the bucket and allow it to drain or let the hose trickle for 30 minutes. Trees need to be watered each week throughout the late spring, summer, and early fall unless there has been a significant rainfall. As the tree grows larger, set the water along the dripline – the area under the edge of the outer branches – this is where the tree will soak up the most water.

Protect

New trees need our protection. Keep weed trimmers and lawnmowers at least a metre away from the base of the tree (a circle of mulch is a good way to remind yourself to do this). Don't allow children to play on the branches until they are well-established and able to withstand weight. Do not trim a tree without researching tree trimming methods, and never cut the leader (also called "topping" or "pollarding") off the top of the tree.

How to Plant a Tree



Join London's Million Tree Challenge and help plant a leafy legacy! Promise to plant, register your new trees, and suggest places to plant trees. Learn more and get involved by visiting www.milliontrees.ca



For more information about tree planting and care, contact: ReForest London, PO Box 25144, London, ON N6C 6A9 www.reforestlondon.ca 519-936-9548 info@reforestlondon.ca



Why Plant a Tree?

Planting a tree in your yard brings many benefits to your family, your neighbourhood, and your community. Trees make an immediate difference for your home and community, and their value increases over time.



Increased privacy

Trees create a natural curtain of green between you and your neighbours, shielding both sights and sounds.



Lower heating and cooling costs

Deciduous trees planted on the south and west side of a home can decrease your cooling costs by up to 50%. Evergreen trees planted as wind breaks around homes can decrease your heating costs by as much as 30%.



More shade

Besides lowering cooling costs inside the house, shade from trees cools your yard too, making it more pleasant to eat, play, work, and relax outside.



Higher property values

A well-treed lot can increase your property value by as much as 20% and help to beautify your neighbourhood streetscape. Once you start digging, you'll find your neighbours will too!



Safer streets

Well-treed streets encourage pedestrian and bicycle traffic and improve sense of safety. Tree-lined streets slow traffic. Children are more likely to walk to school on well-treed streets.



Cleaner air and water

Trees store carbon dioxide and release oxygen back into the air. They remove dust and particulates, and absorb ozone, carbon monoxide, sulfur dioxide and other pollutants from our air. Trees clean water by filtering runoff and sediment from slopes next to streams, and recharging groundwater.




Better quality of life

Study after study shows that well-treed communities are safer and healthier. Trees create a sense of "place" and become community landmarks and living heritage. Trees also filter noise and soften harsh urban landscapes.

Why Plant a Tree

Emerald Ash Borer




 Canadian Food Inspection Agency
 Agence canadienne d'inspection des aliments


EMERALD ASH BORER

Signs of Infestation


Epicormic Shoots




S-Shaped Tunnels




Splits in Bark





D-Shaped Exit Hole

If you see signs of infestation on your ash trees or if you plan on moving firewood, contact the Canadian Food Inspection Agency at **1-866-463-6017**.



The Emerald Ash Borer Kills Ash Trees


The beetle is a highly destructive insect, native to Asia. It was first discovered in the Windsor, Ontario/ Detroit, Michigan area in 2002 and has since killed millions of ash trees in North America. This pest is a major economic and environmental threat to urban and forested areas.

Adult beetles emerge from trees in May. They feed, mate and lay eggs in crevices of the bark. Once the eggs hatch, the larvae feed under the bark, creating


tunnels, which cut off the flow of nutrients, causing the tree to die.

The greatest risk of spreading the emerald ash borer is through moving ash nursery stock and forest products, such as firewood and logs.

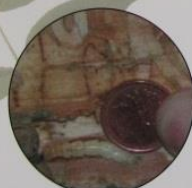
**Help protect Canada's trees and forests.
Don't Move Firewood**



Adult



Actual size
8.5 - 13.5 mm

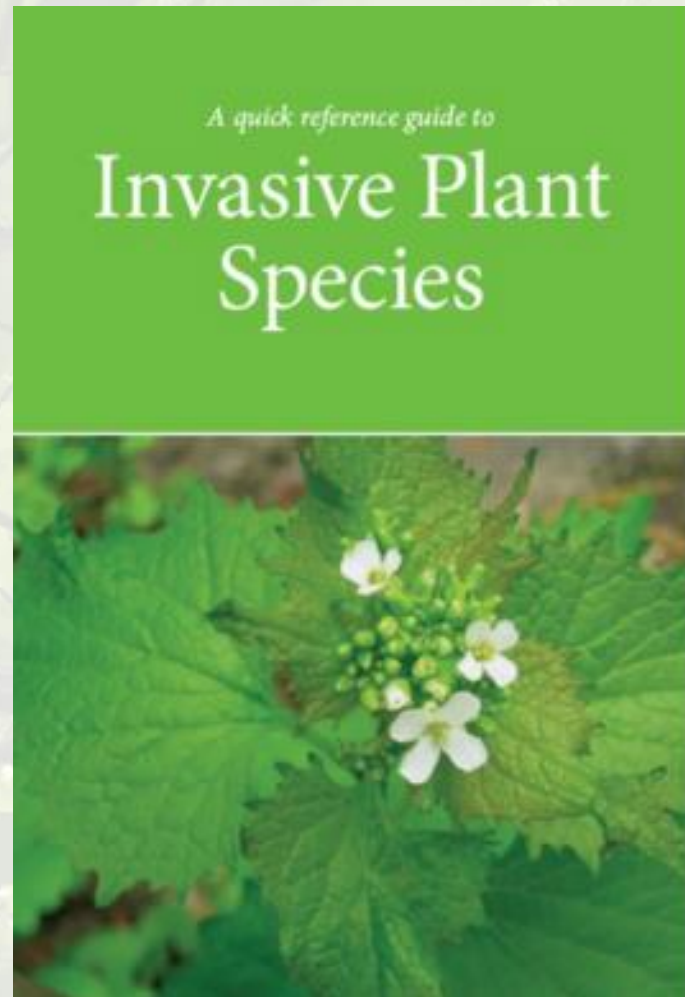
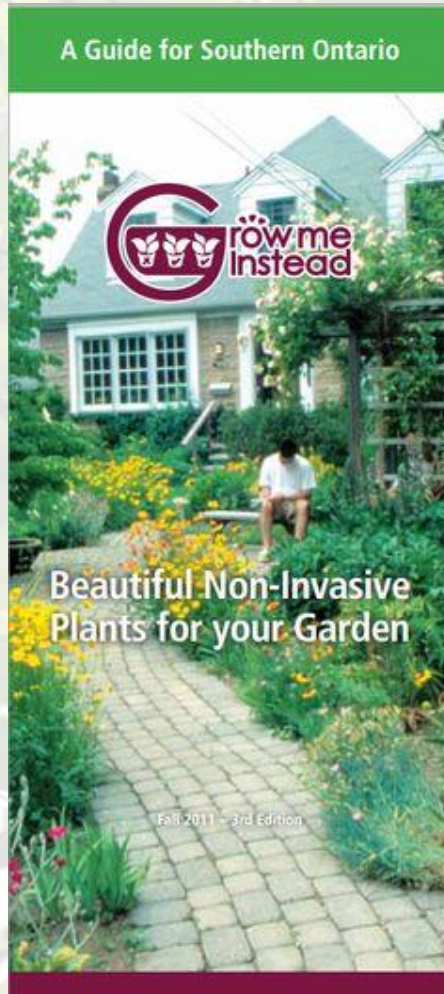


Larva

www.inspection.gc.ca/pests

CFIA P0687E-09

Invasive Species Booklets



Banners and Displays



- Million Tree Challenge
- Volunteer Opportunities
- Roll-up banners
- Peek-a-boo trees



FREE TREES

ACT
the Million Tree Challenge.

I dig trees

Top 10 Benefits of Planting More TREES

- Cleaner air and water
- Better health and less stress
- Lower heat costs
- Higher property values
- Safer, more walkable streets
- More shade and skin cancer protection
- Time outside

What is it?

London's Million Tree Challenge (MTC) is a community-wide initiative to plant one million trees to build a healthier, greener and more livable city. Launched in June of 2011, the MTC is building a priceless legacy for Londoners.

Why London?

Known as The Forest City, London needs greater tree cover to maintain and enhance the environmental and human health of the city. London can be, and should be, among the best-treed communities in Canada. London's current tree cover falls well below the standards necessary for a healthy community and robust green infrastructure.

Who started it?

London's Million Tree Challenge is an initiative of ReForest London and the City of London. In the founding Partners, MTC plans trees and to promote tree planting and care within their organizations. Each Partner can develop programs that fit their organization's culture and interests.

How can I take part?

There are many ways to get involved in the Million Tree Challenge. You can plant a tree in your own yard, on a street, or in a park. You can also donate a tree to a community group or organization. For more information, visit www.milliontreechallenge.ca.



Thank you to our generous Seedling Sponsors



CORNERSTONE
519-432-6044



WILD CRAFT
519-857-7615

Free native tree seedlings

Free native tree seedlings

DISPLAY ONLY
PLEASE DO NOT TAKE



Seedling Giveaways

- Hundreds of seedlings
- Species info bookmarks
- Tree identification books
- Remind people to register their trees on milliontrees.ca
- People always want to know how tall the tree will get!



Other Display Items

- Newsletter Sign up sheet
- Volunteer Application Form
- Tree registration form
- Donation Box
- Raffle (t-shirt)
- Resource Books
- Promotional Items
- Staff business cards

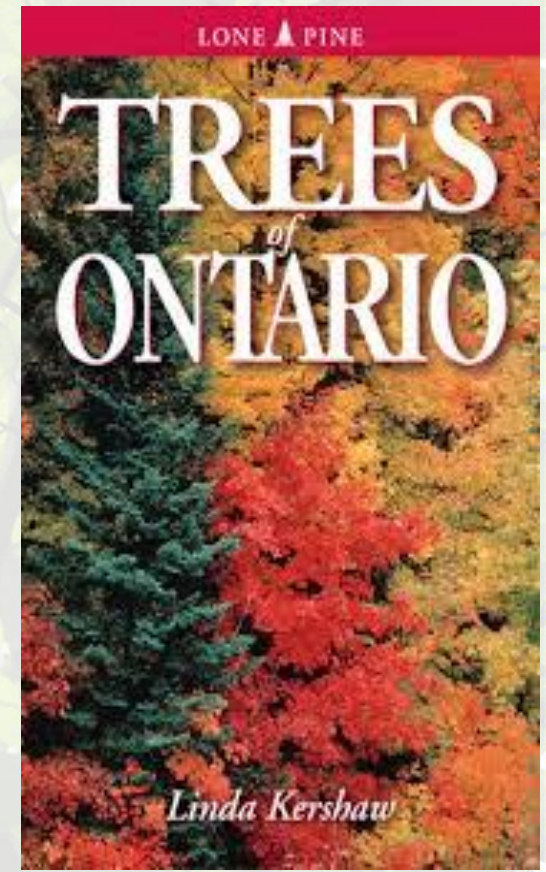
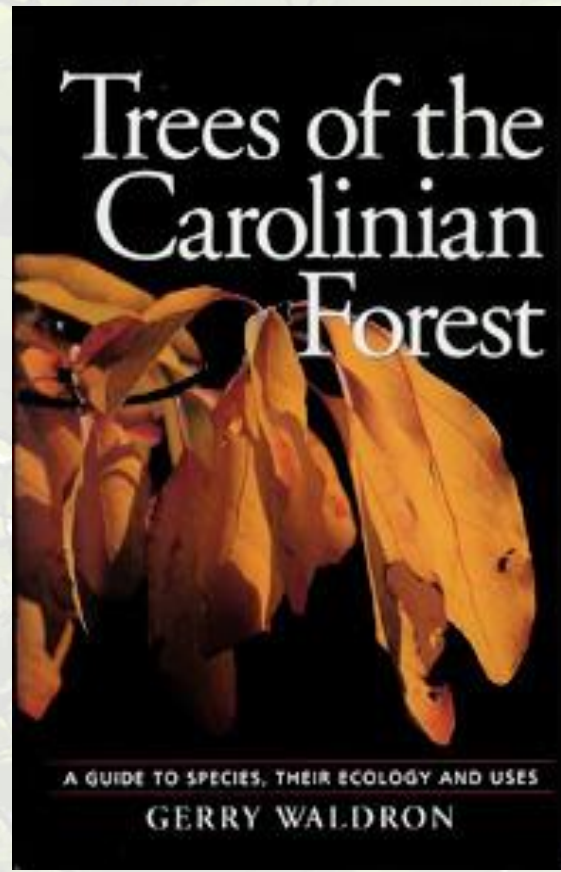
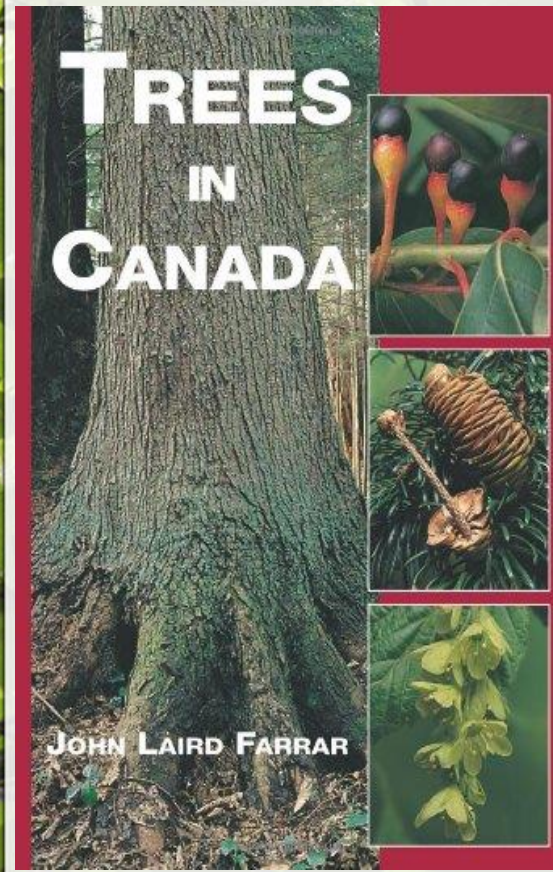


Promotional Items



- T-Shirts
- Ball caps
- Jewelry and ornaments
- Pens
- Bumper stickers
- Maple candies
- Magnets
- Notepads

Resource Books



Volunteer Resources

- **Clicker**
 - Always use it!
 - How to deal with multi-day events
- **White Binder**
 - There should be ONE Event Tracking Form completed for each event
 - Remember to **sign in** at the beginning of every shift
 - Write the number of conversations had
- **Blue Binder**
 - Our Suppliers
 - Useful contact Information (staff, the City)
 - More tree info

Engaging with the Public

- You are the face that people will think of when they think of ReForest London
- You are showing them that they will meet interesting people and have fun volunteering with us
- You don't need to have all the answers, just be willing to help find them



Expected of You

- Courtesy
- Willingness to work with someone to find the answer to their question
- The knowledge to speak in an informed way about our projects
- Positivity about our organization, our programs and goals



NOT Expected of You



- You are not expected to know everything
- You are not expected to talk to every single person who walks by
- You are not expected to put up with someone speaking to you in a way that you deem unacceptable

Zero Tolerance for Violence Policy

- Report incidents immediately to ReForest London staff and appropriate authorities
- Fill out Incident Reporting Form
- Please let us know of anything else we may need to be aware of

Event Guide

- Emails sent when opportunities arise
- Spots are first-come first-serve on Signup.com
- Details emailed ~1 week before event
- Staff usually set up and take down
- Staff are on-call at all times
- Cancelling: please give 24 hours notice (on Signup.com or by email)
- **If you sign up, we rely on you being there!**

When You Arrive

- Locate the Event Tracking Sheet
 - Sign in
- Locate the clicker
 - Click it once for each individual interacted with
 - Do so discreetly after each conversation



Image: Walmart.ca

During an Event

- Ask people:
 - Have they heard of ReForest London?
 - Are they familiar with the Million Tree Challenge?
- Practice your elevator pitch of who we are
- Bring up key talking points
 - Ex. MTC registrations, promoting events, Tree Gifts

When You Leave

- First or middle shifts:
 - Wait until the next volunteers arrive to leave
 - If they are late or do not show, call April
- Last shift:
 - Record total # conversations on the Event Tracking Sheet
 - Take down booth
 - Help April pack up

Frequently Asked Questions

1. “What are you guys all about?”
2. “What’s the difference between ReForest London and the Million Tree Challenge?”
3. “I have a maple tree in my yard that died. Do you know what I did wrong? What tree would do better?”



Frequently Asked Questions (cont.)

1. “Why won’t the City let me cut down a tree in my yard?”
2. “How do I get trees planted in my schoolyard?”
3. “Do you work outside of London?”
4. “Do I get volunteer hours?”



Recognition & Perks

At outreach events:

- free admission
- free food

Level 6:

Customized award for 75 Events

Level 5:

Top Volunteer Award after 45+ events

Level 4:

Volunteer Spotlight with nomination

Level 3:

MEC Gift Card after 30 events

Level 2:

Tree Gift after 15 events

Level 1:

I Dig Trees t-shirt after 3 trainings or events

Next Steps

- Sign up for volunteer opportunities
- Take more training





Community Liaisons

Sat Mar 8, 2014 – Thu May 21, 2020

This Calendar is meant for volunteers who have gone through our Community Liaison training session or have experience acting in this role for our organization previously.

[Share this Invite](#)

Find Spots By Date

May 21, 2020



☒ Hide Past Spots ☐ Hide Full Spots

▼ Thu May 21, 2020

0 of 2 Filled

SPOT

TIME

FILLED

PARTICIPANTS

➤ Volunteer Fair

10:00am – 1:00pm 0 of 2

💬 (0)

[SIGN UP](#)



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planting the future today

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Donate to ReForest London

Help support our programs and keep the forest in "The Forest City"!

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Volunteer Resources

Thanks for signing up to volunteer with ReForest London!

When you become a volunteer for ReForest London, we want you to feel prepared and confident about your experience. Please feel free to review these resources to help prepare you for the volunteer experience, as well as to learn more information about our various roles.

You are essential to making our programs a success. Our volunteers help us to make London greener and healthier through their dedication and hard work.

Check out the links below to view our volunteer resources!



Orientation Resources

- [ReForest London Orientation Powerpoint \(PDF\)](#)

Community Liaison Resources

- [Community Liaison Training Powerpoint \(PDF\)](#)
- [Seedling Species List](#)

Our Sponsors



Canada 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.

Our Sponsors

Forest (\$10,000 or more)



TD Friends of the
Environment
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An agency of the Government of Ontario.



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Our Sponsors

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Nature London

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Our Sponsors

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- Fairstone
- Form & Build Supply
- Golder
- Harris Home Hardware
- IKEA
- Linda Lustins
- London Endowment for Heritage – a fund within the London Community Foundation
- London Inc. Magazine
- London Interfaith Community
- The Nicholson Family
- Dr. Carlo Pavan
- The Richardson Family
- Scotiabank
- STIHL Limited Canada
- The Tea Haus
- Union Gas
- Western Fair District
- Western University
- White Oaks Mall

Any Questions?

thank you!