



# 2009 ANNUAL REPORT

planting the future today



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## OUR ORGANIZATION

ReForest London is a non-profit charitable organization that engages individuals, groups and businesses in planting and caring for trees in neighbourhoods and natural areas throughout the City of London.

## OUR GOALS

### Empowerment

Empower community groups, businesses, and individuals to plant and care for trees.

### Ecosystem Health

Improve London's environmental health through planting trees and shrubs in natural areas, parks, yards and along streets.

### Education

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





# Since 2005, we have planted over 17,000 native trees and shrubs in over 130 projects.

In 2009, ReForest London built new partnerships, launched a new contest to celebrate trees, and continued planting trees and strengthening communities throughout London. We planted over 5,000 trees and shrubs throughout London, bringing our 4 year total to over 17,000 native trees and shrubs planted in over 130 projects.

This year we launched London's first ever Amazing Tree Quest. This contest sought to identify London's most amazing trees through the online nominations by Londoners. With 10 categories for adults and children, the project drew funny, touching, and meaningful stories about Londoners' love for their urban forest. The Celebrate the Trees event, where the Amazing Tree Quest prizes were awarded, brought together many people to celebrate London's trees.

We completed our Neighbourhood Re-Leaf: Glen Cairn project this year. We planted over 1,000 trees in this neighbourhood in 2008 and 2009 in yards, parks, and schoolyards, and the City planted another 100 boulevard trees. It was a successful pilot project, and we hope to continue planting neighbourhood by neighbourhood.

## BY THE NUMBERS

**5,091**

Native trees and shrubs planted in the City of London.

**28**

Projects completed in 11 parks or natural areas, 10 schools, downtown, and community locations.

**4,197**

Recruited volunteers to plant trees and assist the organization.

**\$179,000**

Funds and donations raised during 2009.

**350%**

Increase in our internet traffic during the Amazing Tree Quest.

**36**

Media stories featuring our projects, planting and caring for trees, as well as the Amazing Tree Quest.

## OUR SUPPORT

ReForest London continues to be fortunate to receive thousands of hours of volunteer labour from Londoners who want to improve their city and their environment. We receive thousands of dollars of in-kind support as well from many London companies and organizations. Of these, we would especially like to recognize rtraction and Zoo Media Group for their significant donations of time and resources to ReForest London in 2009.

This year, London Life chose to become our Lead Sponsor with a major donation and a program to engage their employees in tree planting, care and information. Significant funding was also provided by Environment Canada, Evergreen, the Graham Family, London Downtown Business Association, Ontario Automotive Recyclers Association, and the Urban League of London.

## IN THE FUTURE

We continue to hone our programs to optimize their impact and alignment with our mandate, and we continue to evolve and innovate. In 2010, we will plant trees in yards, along streets, in parks and in natural areas, and to care for the projects we have completed. We look forward to leading the Amazing Tree Quest again.



# Imagine. . . how our city would look if every citizen and business planted just one tree each.

Dear Friends of ReForest London,

On behalf of our dedicated Board of Directors and our staff, we are delighted to present our third Annual Report since our incorporation and charitable status in 2007.

In this report you will find an extensive overview of all the good work done in 2009 accomplishing the mission and purpose of ReForest London.

Since our beginnings in 2005 we have planted 17,000 native trees and shrubs – our name clearly reflects our mandate. This year we have continued to enjoy the support of many past sponsors, and gained new supporters as well. London Life employees planted 800 trees as they launched their role as Lead Sponsor of ReForest London. Their sponsorship supported all our programs this year, and we are pleased that they have renewed their Lead Sponsorship for 2010.

Our success is based on the dedication of our Executive Director, Julie Ryan, engaged staff Bill DeYoung and Gabriele Sanio, and innovative board members who have demonstrated initiative and secured partners to further meet the mission and objectives to plant trees, educate, steward and leverage partnerships. A great example of a new initiative was the Amazing Tree Quest, a resounding success demonstrating Londoner's love of trees in pictures and stories.

I thank our many partners, community groups, neighbourhood

associations and schools that have provided us with planting sites, grants and donated time to accomplish this work – we are grateful for the continued engagement and of over 4500 volunteers with the passion to leave a lasting legacy of trees for London.

We are growing ReForest London as the go-to urban organization partnering with the community, neighbourhoods, business, City of London, Scoutrees and Upper Thames River Conservation Authority to enhance our tree cover to a higher standard.

Please enjoy reading this report on the activities improving environmental and societal health of London by our collective tree planting initiatives. Consider how you can help by planting a tree yourself, joining us, contributing to our projects in whatever way you can. Imagine how our city would look if every citizen and business committed to plant just one tree each where trees are needed. With help from people and agencies like you, we can improve London's urban forest.

Yours sincerely,



David Crockett, Chair





**We planted 2,500  
trees and shrubs  
in 11 parks.**



This year, ReForest London began a two-year project funded primarily by Environment Canada to plant over 4,000 native trees and shrubs in 10 parks throughout the city. We partnered with London Life, Westminster Ponds Community Association, the London Knights, North East London Community Engagement, Friends of the Coves, River Forks Community Association, Western Serves, Broughdale Community Association, and many other community groups to plant over 2,500 trees and shrubs at 11 parks throughout the city.

Planting trees in parks brings many benefits – extending a woodland increases London's woodland cover, provides new habitat, and increases ecosystem diversity. For human neighbours, a new naturalized area provides a place to watch and enjoy a transformation from a monoculture of grass to an area rich in diversity and life.

Led by Technical Director Bill DeYoung, our Park Naturalization projects provide the most opportunity for volunteer participation. Families, individuals, employee groups, and community groups join together for 3 hours to create or extend woodlands that will grow for generations. Many thanks to the City of London, CLC Tree Services, and Norms Tree Service for their in-kind donations of time and materials to these projects.



*Students from University of Western Ontario helped plant trees at River Forks Park.*



## CREATING OUTDOOR CLASSROOMS

### *NORM'S TREE SERVICE*

Norm's Tree Service, a local family-owned business, has been helping ReForest London since the organization began. Norm provides wood chips and carefully trimmed logs for school yard projects. These logs provide seating for the children as they sit in their "outdoor classroom." Over the years, the support of Norm's Tree Service represents hundreds of hours of effort contributed to projects all around the city.

Norm is particularly proud to support school projects where children are able to be engaged in planting. "I think it's great – they have fun and it's a good education. These kids will have a better understanding of how trees are a part of their lives."

Norm believes that his involvement with ReForest London has been beneficial from a business and social perspective. Working with ReForest London has provided an excellent opportunity to meet new people in the community.

"I think it's great what ReForest London is doing. I hope that they keep growing in the future," he says. The support of people like Norm and Norm's Tree Service will help make this possible.

## We're improving the Medway Valley

The Medway Valley Heritage Forest ESA is a London jewel, and since 2007, ReForest London has been working to improve its ecosystem health. Enthusiastic volunteers helped us plant 500 trees and shrubs in two projects at Attawandaron Trail and Fox Hollow Ravine with the support of the Urban League of London and Evergreen. We continue to make progress toward our goal to plant 10,000 trees along this important London waterway.

**In 10 schools we  
planted 55 large  
shade trees with  
3,000 students.**

### HEALTHY SCHOOL YARDS, HEALTHY KIDS

Trees and kids go together like peanut butter and jelly. Planting trees in schoolyards brings new learning spaces, new places to play, much-needed shade, wildlife habitat, and even cooling benefits to the school buildings.

This year, ReForest London planted 55 large shade trees in 10 London schools. We created outdoor classrooms, clustering plants in a horseshoe pattern of native trees and shrubs, adding seating of stones (provided at deep discount by Blu-Con) or logs (prepared and delivered for free by Norm's Tree Service). Through the creative talents of landscape architect and project leader Gabriele Sanio, and with the help of over 3,000 students, we created new play and learning spaces.

Kids need trees. They need them to protect them from harmful UV rays and the heat of the late spring and early fall. They need them for creative, fun places to play. They need them to help study the natural world, to observe the changes in the seasons and the life cycle. Go to any school yard, especially when it is hot, and you'll find kids playing or talking in the shade of the school's trees.

Through these schoolyard projects, we hope to strengthen the learning environment by providing trees to study and places for outdoor learning experiences. We have worked in cooperation with the Thames Valley District School Board, London District Catholic School Board and the Conseil scolaire de district du Centre-Sud-Ouest.

*There is an abundance of evidence that creating natural spaces in school yards leads to more active and more creative play, reduces aggression, and encourages even those children who are less active to participate in a more cooperative way.*



*A class of enthusiastic volunteers move a mountain of mulch for their new outdoor classroom at CC Carrothers School.*





# GREENING THE CORE

## A GIFT TO GROW

### SONOMETRICS

Sonometrics Corporation is a London company dedicated to the advancement of medical and biological research by applying innovative products to challenging questions. The corporation has supported ReForest London since its inception in 2005. In 2008, Sonometrics made a \$25,000 pledge to ReForest London to be honoured over five years.

Sonometrics president Wayne Smith and his wife Ruth Renaud have been strong supporters of environmental projects since moving to London in the late 1980s.

“It has been exciting for us to be able to assist in the formation and perpetuation of ReForest London” says Smith. “ReForest London’s environmental ideology is one that we admire and want to help promote.”

ReForest London is using the Sonometrics gift to grow its endowment at London Community Foundation, and to plant trees in neighbourhoods and natural areas throughout London.



**Twenty-nine trees** found new homes in London’s downtown core this year thanks to the Greening the Core project. We planted these trees in grassed areas along York, King, Colborne, and Waterloo. These trees have a greater chance of success because they are planted in open ground, not confined to planters or sidewalk pits.

Planting trees downtown is not an easy task, as we’ve learned this year. A planned project at Rideout has been delayed as we negotiate property lines, and a project at York and Wellington was moved to the spring of 2010. We look forward to a successful project in partnership with the City of London to plant trees in new planters at York and Wellington and at Wellington and King.

The London Downtown Business Association demonstrated their commitment to a greener downtown through a major gift toward this program.





**We planted 1,000  
trees in 2 parks,  
4 schools and  
100 backyards.**

We concluded a two-year project in the Glen Cairn neighbourhood this year, planting over 1,000 trees in this southeast London neighbourhood. The project was fuelled by the energy of the Glen Cairn Community Resource Centre and funded by the Ontario Trillium Foundation and TD Friends of the Environment Foundation.

Through this program, ReForest London planted trees at two Glen Cairn parks, four Glen Cairn schools, and over 100 Glen Cairn/Pond Mills backyards. In addition, the City of London planted 100 trees along boulevards in the Glen Cairn neighbourhood.



*A completed outdoor classroom at Princess Elizabeth School is ready for learning and fun.*



## IN-KIND SUPPORT

### RTraction

RTraction, a local web design and development company with a city-wide reputation for supporting community programs and the nonprofit sector, has been involved with ReForest London for over 5 years. In 2009, the RTraction team donated their services to completely redesign ReForest London's website, and develop an interactive online entry process for the Amazing Tree Quest.

These changes led to a 350% increase in website traffic during the Amazing Tree Quest, and higher levels of traffic have continued.

"ReForest London is an important part of our city's cultural identity and we deeply respect the environmental impact they make," says David Billson, President and Co-founder. "The Amazing Tree Quest is a fantastic interactive tool that allows Londoners to engage with some of our community's greatest assets - our trees. Allowing community collaboration in an online way was a relatively new concept to local area non-profits last year and we were truly happy to bring this type of functionality to ReForest London."

RTraction is optimistic about the continuing success of ReForest London in the future. "The passion of the staff and volunteers at ReForest London make it successful. Attend any ReForest London function and you will catch their enthusiasm for their community and pass it along."

ReForest London created seven new partnerships this year as part of our Community Initiative Green Funds. In this program, we plant trees with community groups, matching the material costs of the project with the community group. This year we completed projects with three neighbourhood associations, three churches, and two environmental groups. We planted nearly 200 trees in the project, nearly all of them larger 50-65mm caliper trees.



## TREE EDUCATION AND CARE

This year we revised and reprinted our very popular native tree and shrub brochures and continued to distribute them to individuals and nurseries to promote native plants. Our website continues to be a resource for those looking for information on tree planting and care, and we frequently attend events to display our information and are invited to speak about trees at schools and community meetings.

Through a partnership with the City of London, we distributed tree watering kits to Londoners who have received a tree on the city boulevards. These kits include a 20 litre bucket drilled with small holes. Caregivers fill the bucket with water once a week throughout the summer and set it next to the tree, allowing it to drain slowly, giving the tree a long, slow drink. Sprint Delivery Service delivered the kits for free so we could convert the delivery costs into trees in the ground!



# LONDON'S AMAZING TREE QUEST

The Amazing Tree Quest launched in the spring of 2009 with a goal of finding London's amazing trees. With a totally re-vamped website donated by rtraction, ReForest London collected photos and stories of London's most beloved trees.

Believed to be the first online tree contest of its kind, the Amazing Tree Quest allowed Londoners to nominate their favourite trees in 10 categories. To nominate a tree, contestants uploaded photos of their tree and wrote a story about it. Anyone could vote for their favourite trees.

Clintar was a lead event sponsor for the Amazing Tree Quest, contributing financial support, prizes, and time toward the contest.

A panel of judges that included tree experts, London community and business leaders, and MPP Chris Bentley and MP Irene Mathyssen, had the difficult task of selecting the winning trees.

Celebrate the Trees, a sold-out gala luncheon at Museum London, honoured the winning trees. The event included a poem commissioned by poet Penn Kemp, tree-themed art from the museum's collection, live music, and local vegetarian food.





# 2009 PROJECT SUMMARY

## PARK NATURALIZATION

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
Westminster Park Community Association	Past Presidents Park	Park naturalization project at base of mature silver maple trees.	264	4 L Pots	138	75
Community Volunteers	Berkshire Park	Park naturalization project to add to existing project.	152	4 L Pots	67	45
London Knights	Fido Pottersburg Park (South of Gore Road and Hamilton Road)	Park naturalization project with London Knights players. We will return for future planting.	874	4 L Pots	592	75
Friends of the Coves	Briscoe Woods Park (Briscoe Street)	Park naturalization in meadow at south end of Coves.	108	4 L Pots	72	90
Western Serves / River Forks Community Organization	River Forks Park East Park (at the end of Becher Street, next to the King Street foot bridge)	Park naturalization in two areas: "Lawyer's Hill" near King Street foot bridge, and at the base of the hill.	1005	4 L Pots	136	85
			<b>2403</b>		<b>1005</b>	<b>370</b>

## 10,000 TREES FOR THE MEDWAY

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
Community Volunteers	Attawandaron Trail	Naturalization on either side of the new paved pathway.	159	4 L Pots	67	45
Community Volunteers	Fox Hollow Ravine	Naturalization at top and bottom of hill near Aldersbrook entrance.	173	4 L Pots	147	70
			<b>332</b>		<b>214</b>	<b>115</b>

## CORPORATE SPONSORED PROJECTS

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
London Life	Ann Street Park	New naturalization area created with volunteers from London Life.	220	4 L Pots	150	95
			<b>220</b>		<b>150</b>	<b>95</b>

## NEIGHBOURHOOD RE:LEAF - GLEN CAIRN

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
Glen Cairn Community Resource Centre	Commissioners Road	Large trees sold at a discounted rate to Glen Cairn residents.	159	2m	0	145
Glen Cairn PS	53 Frontenac Road	Circular outdoor classroom with trees, shrubs and seating area.	5	50-65mm	18	650
Princess Elizabeth PS	247 Thompson Road	Circular outdoor classroom with trees, shrubs and seating area.	5	50-65mm	16	474
St. Sebastian CS	225 Cairn Street	Circular outdoor classroom with trees, shrubs and seating area.	5	50-65mm	24	240
CC Carruthers PS	360 Chippendale Crescent	Circular outdoor classroom with trees, shrubs and seating area.	5	50-65mm	18	350
			<b>179</b>		<b>76</b>	<b>1859</b>



# 2009 PROJECT SUMMARY

## COMMUNITY INITIATIVES GREEN FUNDS

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
North East London Engagement (NELCE)	Ed Blake Park (Barker Street)	Caliper sized trees planted as part of a new park revitalization plan.	26	50mm	0	60
Friends of the Coves	Greenway Park	Woodland and meadow naturalization at the Coves.	100	50mm and bare root	140	200
Holy Trinity Anglican Church	245 King Edward Ave (Glen Cairn Neighbourhood)	Small reading nook created and trees planted to prevent erosion.	4	50-60mm	12	12
Arthur Ford Nature Park	Arthur Ford Nature Park 617 Viscount Road	Trees and shrubs planted in park behind Arthur Ford School.	5	50mm	7	3
St. James Westminster Anglican Church	115 Askin Street	Trees planted around the church for shade and to replace Ash trees.	7	2m and 50mm	0	28
Broughdale Community Association	King's College and Broughdale Park	Planting at King's College and demonstration project at Broughdale Park.	12	50mm	7	4
Chalmers Presbyterian Church	342 Commissioners	Trees and shrubs planted to create outdoor service/recreation area.	10	50-60mm	18	15
Byron Hills Condominium Association	643 Griffith Street	Trees planted throughout condominium complex.	9	50mm	0	2
			<b>173</b>		<b>184</b>	<b>294</b>

## GREENING OUR SCHOOLYARDS

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
St. Anthony CS	1380 Ernest Avenue	Reading Circle with trees, shrubs and seating logs.	4	50mm	13	280
Holy Family CS, Girl Guides	Holy Family Catholic School, 329 Hudson	Circular outdoor classroom with trees, shrubs and seating area.	9	50-65mm	18	240
Holy Rosary CS	268 Herkimer Street	Circular outdoor classroom with trees, shrubs and seating area.	5	50-65mm	11	225
Orchard Park PS	50 Wychwood Park	Outdoor classroom with trees, shrubs and stone. Part of school's anniversary celebration.	7	50-65mm	21	215
St. Catherine of Sienna CS	2140 Quarrier Road	Outdoor classroom with trees and shrubs for younger students.	5	50-65mm	15	240
Victoria PS	75 Askin Street	Outdoor classroom with trees, shrubs and seating area.	5	50-65mm	11	230
			<b>35</b>		<b>89</b>	<b>1430</b>

## GREENING THE CORE

Partner	Location	Description	# Trees	Tree Size*	# Shrubs	Volunteers
London Downtown Business Association	London core at York, King, Colborne, and Waterloo.	Trees planted in softscape locations along York, King, Colborne, and Waterloo.	29		2	4
			<b>29</b>		<b>2</b>	<b>4</b>

### GRAND TOTALS

3,371

1,720

4,197

\*Tree Size Notes: A 50-65mm tree is a large tree that stands at least 3 metres high and has a 50-65mm trunk size at 10cm off the ground. It is the size tree that the City of London plants along the boulevard. A 4 liter potted tree is about 1 metre high and is ideal for planting by volunteers.



## INCREASE AWARENESS

### ZOO MEDIA GROUP

In 2009, Zoo Media Group became the Marketing Sponsor for ReForest London. Drawing inspiration from nature for their wildly creative designs, Zoo Media Group has contributed to marketing plans and design for most of ReForest London's printed material.

"ZOO's ultimate goal for the partnership is to increase awareness and participation in this very worthwhile initiative." says Sandra Dugas, owner.

"Working with ReForest London over the past year has been a very rewarding and satisfying experience for ZOO Media Group," says Dugas. "ZOO Media Group has always been concerned and committed to helping environmental causes. That's why donating our marketing and graphic design services to ReForest London seemed like such a natural fit."

**Fiscal 2009** was a financially successful year for ReForest London. Despite the economic hardships felt by individuals and companies alike in the London area due to a recessionary period, ReForest London achieved its commitment to planting projects. This was also the first year that the organization appealed to London's corporate world and received wonderful support.

Further, our Endowment, established in 2008 and held in our name at London Community Foundation, had a value of just over \$200,000 at year end.

ReForest London managed its fixed costs during the period such that there was a small surplus in Unrestricted Funds at the end of the year. We also received funds from donors for which planned projects will take place in the future. These revenues have been deferred and will be recognized at the time the related expenses will be incurred. Such projects are fully budgeted and once commenced, the Board will maintain oversight of the finances of each project.

Looking to 2010, ReForest London plans to create new fundraising campaigns to increase awareness of the organization, its mission, and the funds to carry out its projects. I look forward to the even greener city ReForest London is dedicated to bringing about!

- Stephanie Lentz, Treasurer

### Financial Statement Excerpts

	2009	2008
Cash	98,014	47,400
Total Assets	136,411	122,408
Deferred Revenue	100,358	98,616
Unrestricted Fund	23,568	21,579
Total Revenue	212,262	196,736
Total Expenses	210,273	221,347
<b>Excess</b> (deficiency) of revenues over expenses	<b>1,989</b>	<b>24,611</b>



# London Life staff planted 870 trees throughout London.



*Volunteers at London Life's Trees Please! event at Ann Street Park to help plant hundreds of trees.*

## HOW MANY TREES DOES IT TAKE TO MAKE A FOREST?

In London, the staff at London Life planted enough trees to make more than a forest. In 2009, London Life staff planted 870 trees: 500 seedlings in yards throughout London and 370 trees and shrubs at Ann Street Park.

As Lead Sponsor of ReForest London, London Life wanted to go beyond their \$30,000 corporate donation. So in addition to their cash gift, London Life launched "Trees Please!" a 10-day celebration of trees to engage staff in tree planting throughout London.

Staff enthusiasm was ignited by an extraordinary display in their workplace lobby on Earth Day. Staff arrived at work to discover that forests had appeared overnight, complete with the soothing sounds of birdsong and classical music. Clintar Landscaping, landscaping contractor for London Life, had brought in trees as tall as 12 feet high, along with more than two dozen shrubs and flowers, which they would later donate to ReForest London.

The celebration included activities such as tree-themed lunch menus at the cafeteria, raffles, sharing of stories, fundraising and maps to track employee efforts to plant and care for London trees. Inspired by these fun and educational activities, staff donated \$900 to ReForest London. In exchange, they each received a seedling and the opportunity to participate in a massive tree-planting event in May at Ann Street Park, a neglected green space on the banks of the Thames River.

"ReForest London's initiative to plant and care for trees in and around our city is extremely valuable," said Travers-Smith. "They have the knowledge to see what is needed to ensure that this community's environmental health remains strong. My husband and I were happy to add our physical labour one day out of the year to help work toward this goal."

London Life's Marlene Travers-Smith and her husband were two of the dedicated volunteers at the company's sponsored planting day.

After planting over 350 trees in just three hours, volunteers enjoyed a celebration barbeque at the London Life recreational grounds, where a group of youngsters gave the term "tree hugger" a literal interpretation. When asked how many kids it would take to hug a venerable old tree in the parking lot, a dozen children linked hands to encircle the knobby cottonwood. The gesture was a perfect symbol of the enthusiasm with which staff at London Life embraced the Trees please! initiative.

"We're very proud of the efforts of our staff who supported ReForest London and the important work it does here in the community", said Nick Pszeniczny, Executive Vice-President, Individual Distribution, Great-West Life, London Life and Canada Life. "It's a vision our companies share, and a major reason why we support ReForest London through our shared national corporate citizenship program."



# FINANCIAL AND IN-KIND SUPPORT

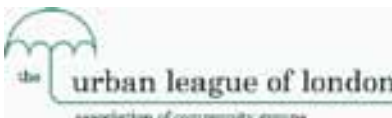
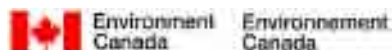
## 2009 Lead Sponsor



STRONGER COMMUNITIES TOGETHER™

ReForest London is fortunate to receive the support from many foundations, government grants, corporations, businesses, and individuals.

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



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

Clintar Groundskeeping

Norm's Tree Service

Shell Environment Fund

Sonometrics Corporation

Wizards of Video

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

Botree Digital Services

Bradwill Ecological Consulting

London Knights

Ron Koudys

Springbank Garden Centre

Sprint Delivery Service

St. James Westminster Foundation



**The best time to plant a tree is 20 years ago.  
The second best time is today. – *Chinese proverb***

### Sapling (\$20 - 999)

2cg Inc.	Garlics	Millennium Medical Communications
A & M Garden Centre	Gellerno Marble and Tile	Mitchell Schurmans
Allied Construction	Global Spectrum - John Labatt Centre	Multi-Media Solutions, St. Joseph's Hospital
Amaral Home Improvements	The Grand Theatre	Myra Tuer
Arbortech Tree Care	Granite Computer Solutions	Nichola's Garden Art
Arne Madsen	Green Side Up	North Pole Trim and Supplies
Baseline Nursery	Guildwood Lighting and Fireside	Nothers
Best Buy London South	Heeman's Greenhouse	Orion 4 Inc
Bloomers at the Market	Heritage Custom Cabinets	Orr Insurance
Bob Donaldson Masonary	Home Depot	Paul Knill
Burling and Griffith Flooring Limited	Hoop's Electric	PriceWaterhouse Coopers LLP
Capital Colour Graphics	Huron Flooring Ltd	Provincial Glass and Mirror
Carolyn Young	Hyde Park Paint and Paper	Response Generators
Catherine Hickey	Hyman Roofing	Roes Stair Company
Cindy Graeme	Irene Mathysen, MP	Temple Israel
Classic Granite and Marble Ltd	Jason Pereira, Telus Business Solutions	Tree and Garden Service
CLC Tree Service	Jem Dor Woodcraft Ltd	Trees and Forest Advisory Committee of the City of London
Club 29	Joe Kool's	Try Recycling
Continuing Studies at Western	John's Drafting Service	Unauthorized Performance
Costco North	Kamarah Tree Farm	United Way Centraide
County Heritage Forest Products Limited	Keith Schueneman	University of Western Ontario Print Svs.
Covent Garden Market	Kel-Mar Bobcat Service	Upper Canada Landscape and Renovations
David Crockett	Leo Van Mierlo	Upper Thames River Conservation Authority
D.C. Smith Construction	London Audio Ltd	UWO Graphic Services
Dean Sheppard	London Bath Centre	Vanderwerf Landscape
DiCola Drywall Ltd	London Decorating Centre	Walsh Landscape
Dwayne Scott	London Major Appliance Service	Young & Co. Fine Jewellery
Environmental Services - City of London	Maid-Easy	
Fanshawe College Bookstore	Mary Ann Hodge	
Featherfields	Mayor's Sustainable Energy Council	
Forest City Custom Countertops	Micro Environments	



# BOARD, STAFF AND COMMITTEES

Sharing the workload of managing ReForest London is a dedicated group of volunteers who serve as Directors and committee members. We extend our gratitude to these individuals. In 2009 we thanked Stephen Turner, a founding board member, for his years of service, and welcomed Stephanie Lentz as our new Treasurer.

## BOARD

David Crockett, Chair  
*Vice President, Integrated Planning, London Health Sciences / St. Joseph's Health Care*

Dean Sheppard, Vice-Chair  
*Environmental Consultant, Axent Consulting*

Stephanie Lentz, Treasurer  
*Chartered Accountant, Deloitte & Touche*

Cindy Graeme, Secretary  
*Program Manager, London Community Foundation*

Kate Graham  
*Municipal Policy Specialist, City of London*

Ian Greasley, Director  
*Owner, Bloomers at the Market*

Paul Knill, Director  
*Partner, Siskinds Law*

Ron Koudys, Director  
*Landscape architect, Ron Koudys Landscape Architect Inc. Professor, Fanshawe College*

Raffi Mazmanian, Director  
*Director of Finance, Spencer Steel*

Kate Rhodes, Director  
*Vice President and Producer, Wizards of Video*

Mitchell Schurmans, Director  
*Vice President, Oak Trust*

Stephen Turner, Director  
*Paramedic, Thames Emergency Medical Services*

Carolyn Young, Director  
*Communications Manager, Western Retail Services The University of Western Ontario*

## STAFF

Julie Ryan, *Executive Director*

Bill DeYoung, *Technical Director*

Gabriele Sanio, *Project Leader*

## COMMITTEES

### Marketing Committee

Carolyn Young

Mike Bloxam

Sandra Dugan

Veronica Stoiber

Bill Wittur

### Grassroots Fundraising Committee

Mitchell Schurmans

Ian Greasley

Chris McInnis

Paul Knill

Kristene Schofield

### Corporate Fundraising Committee

Cindy Graeme

Kate Rhodes

Dean Sheppard

### Governance and Nominating Committee

Paul Knill

Cindy Graeme

Kate Graham

### Technical Review Team

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Bonnie Bergsma

Dianna Clarke

Ceri Harris

Vanessa Kinsley

Ivan Listar

Andrew Macpherson

Julie Michaud

Sandra Murillo

Rick Postma

Gabrielle Sanio

Dan Westerhof

### Amazing Tree Quest Committee

Carolyn Young

Joni Baechler

Jo-Anne Hogan-Bakai

Anna Hopkins

Vanessa Kinsley

Michael Kovacs

Bruno Labate

Ivan Listar

Susan McElroy

Lisa Chevette

Bill Wittur



# Planting the future today.

Many exciting challenges await us in 2010. The City of London will release the results of the UFORE project. UFORE, an acronym for "Urban Forest Effects" will give us information about the size, health, and diversity of our urban forest. With the results of this study, we can develop longer term goals and strategies to reach them.

We are pleased to welcome Katie Van Den Berg to the ReForest London team in 2010. Katie will help to develop our grassroots outreach and fund raising initiatives, including a new commemorative tree program.

Our primary focus will continue to be planting trees throughout the city, making new connections with community groups, businesses, and individuals, and teaching Londoners about the importance of trees, and how to plant and care for them.

We are thrilled to announce that London Life will continue as the Lead Sponsor of ReForest London for 2010, and we look forward to continuing our partnerships with all our supporters and volunteers.

## GET INVOLVED

WE INVITE YOU TO GET INVOLVED WITH REFOREST LONDON

### PLAN A PROJECT

1

ReForest London can help your community group plant trees in your neighbourhood or schoolyard. We match funds raised by your group, and help you choose what trees and shrubs to plant as well as the best place to plant.

### VOLUNTEER

2

Each spring and fall, we need hundreds of volunteers to help us plant thousands of native trees and shrubs in the City of London. We welcome volunteers of all ages to join us at tree planting events. Visit our website for tree planting dates, times and locations.

### DONATE

3

Give to ReForest London online or by mail to help keep the forest in the Forest City.

#### ONLINE

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

#### MAIL

PO Box 25144, Station BRC  
London, ON N6C 6A9





STRONGER COMMUNITIES TOGETHER™



EVERGREEN

*Imagine your city with nature*



**ReForest London**  
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