



# 2013

ANNUAL  
REPORT



**ReForest London**  
planting the future today



# WHO WE ARE

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

Since 2005, ReForest London has planted 36,928 native trees and shrubs in 238 projects throughout London and has run over 287 outreach, education and other tree-related events. We rely on strong community and governmental partnerships and the help of nearly 30,000 volunteers to support our work to keep the “forest” in the Forest City. ReForest London is a Founding Partner of London’s Million Tree Challenge.



# 2013 BY THE NUMBERS

- 3,879** Trees planted
- 2,218** Shrubs planted
- 1,338** Trees sold through tree sales
- 9,444** Trees & seedlings given away
- 3,265** Trees donated to ReForest London
- 4,455** Volunteers
- 39** Projects:
  - 9** Schoolyards
  - 21** Naturalization plantings
  - 9** Tree Sales
- 18** Aftercare events
- 173,910** Trees planted by Londoners through the Million Tree Challenge to date

# MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

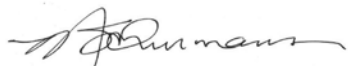
Our Board of Directors and staff are delighted to share some of our 2013 highlights and stories with our most important partner – our community. ReForest London's work to improve environmental and human health in the Forest City through the benefits of trees is only possible through the support and passion of our community.

Our second full year of London's Million Tree Challenge has shown that Londoners are indeed passionate about our Forest City and its urban trees. Over 150 businesses and organizations have committed themselves to be Million Tree Challenge Partners and to action in support of the Challenge. Over 170,000 trees have been planted across the city as of December 2013, putting London well on its way to one million new trees and a legacy truly befitting our great Forest City.

Thanks and congratulations go out to the many community groups, schools, faith groups, businesses, neighbourhood associations, individuals, volunteers and other Partners who share our vision for a greener, healthier community and have given their time, talent or treasure to the good cause.

Of special note, we held our first annual Toast to Trees celebration – a chance for hundreds of people to come together and celebrate their accomplishments during the year. It was a fun event and great to see our many Million Tree Challenge supporters all in one room! Look for this event again in 2014.

Please consider how you can play a role in 2014 – either by planting a tree at home, at work or by donating to have a tree planted on your behalf. Your passion feeds ours, and together we will continue making London greener and healthier.



Mitchell Schurmans, Chair



Dean Sheppard, Executive Director

# MILLION TREE CHALLENGE

Together we're making London greener, and 2013 was an amazing year for growing awareness and support of London's Million Tree Challenge.

Progress was made toward the goal of planting one million trees with 173,910 trees registered to date.

Sponsorship of the Million Tree Challenge grew in 2013 with 9 Partners donating money, led by our first \$50,000 Platinum Sponsor, Scotiabank. There were also 31 project sponsors who made a commitment to a healthier London.

2013 saw the development of important Million Tree Challenge support material, including a comprehensive Partner Kit, a great new Million Tree Challenge video, and a London-made animation which sums up the Million Tree Challenge in 60 seconds.

There was a 100% increase of Million Tree Challenge Partners - from 75 to 150. Media Partnerships were developed with CTV, The Londoner, 102.3 BOBfm, The London Free Press and Rogers TV London, with the Million Tree Challenge receiving a lot of great publicity.







ReForest London gave away over 9,000 seedlings at various events, including: The Home & Garden Show, Western Fair, and National Tree Day.

MTC Partners supported National Tree Day in a big way, with 22 Partners giving away seedlings and trees at 44 different locations across London.

The Citywide Tree Sale was increased to ten days and the eight participating garden centres and nurseries sold 512 trees during the sale.

The first annual Partner celebration, A Toast to Trees, was held at Museum London with a turnout of over 150 people who enjoyed an informative program, delicious food & drink, fun activities, and the unveiling of the Kids Talk Trees video. This event thanked Partners and celebrated the successes of London's Million Tree Challenge.

2013 was an exciting year of growth and development moving London further along the path of planting one million more trees and a healthier community for all.





# NATURALIZATIONS

Our volunteers were out in force this year planting over 5,600 native trees and shrubs in parks, industrial areas, and institutional lands. In parks all over the city, we created new woodlands, expanded existing woodlands, and added to past planting projects. These projects clean our air and water, create passive recreational space, and increase London's woodland cover.

Industrial landowners London Life, TRY Recycling, and Bucher Hydraulics opened their lands for planting, creating spaces for employee breaks, improving their properties, and creating a more sustainable future. We continued to plant the Celebration Forest behind Parkwood Hospital, and another institutional landowner, Mary Immaculate Parish, planted trees next to the church.

These projects are the most ecologically impactful, creating new woodlands, improving local ecosystems, and creating new wildlife habitats.

We are grateful to all the sponsors who supported these projects in 2013: Environment Canada, City of London, Evergreen, TD Friends of the Environment Foundation, London Life, McCormick Canada, Foresters, Interfaith Organizations, Siskinds, Union Gas, StarTech.com, Bucher Hydraulics, TRY Recycling, and Scotiabank.



## 2013 Naturalization Projects

Industrial, Park, and Institutional

Ann Street Park

Bucher Hydraulics

Celebration Forest

Chelsea Green

Coronation Park

Helen Mott Shaw Park

Jesse Davidson Park

London Life

Mary Immaculate

McCormick Park

Meadowgate Park

Murray Marr East

Ralph Hamlyn Park

Southwest Optimist Park

Thames Park

Thompson Road Park

TRY Recycling

Whetherfield Park





# COMMUNITY ENGAGEMENT

ReForest London spent 2013 connecting with London's communities, neighbourhoods, and citizens. Our dedicated team of volunteers spent well over a thousand hours at over 50 community events in every corner of the city, speaking to their friends and neighbours.

Million Tree Challenge Partners welcomed us at their events such as the Western Eco-Fair, the Fanshawe College Seedling Giveaway, and the London and St. Thomas Association of REALTORS AGM. We also attended exciting events such as Forest City Road Races, Western Fair, the London Pride Parade, and the London Spring Home and Garden Show.

We launched our Lunch and Learn program that offers speakers to community groups and Million Tree Challenge Partners. Topics include Native Trees, Emerald Ash Borer, and the Benefits of Trees.

Through the efforts of our volunteers, we reached over 20,000 people at our booths and gave away 9,400 seedlings.





# NEIGHBOURHOOD TREE CAPTAIN

This year, with the support of the Ontario Trillium Foundation, we launched an exciting new program to promote tree planting in residential areas, thus channelling the passion people have for their neighbourhoods. We know that 40% of “plantable” space in London is on private property – in our own backyards. We train and support Neighbourhood Tree Captains to champion tree planting in their own neighbourhoods.

With training and help from ReForest London, our 50 Captains have led tree sales and giveaways, gone door to door offering advice and access to trees, and assessed public boulevards for possible tree planting locations.

Trees in neighbourhoods reduce our heating and cooling costs, make our streets safer and more walkable, and increase property values. They provide the perfect green canopy of privacy, while encouraging us to spend more time playing, gardening and relaxing outdoors. We are eager to watch this program and its benefits continue to grow.



# TREE SALES

Our community tree sales made it easier for Londoners to learn about and access native trees. Community groups and institutions hosted tree sales at nine events, and over 1,300 native trees were sold.

Tree sale hosts included: London Health Sciences Centre, Hamilton Road Community Association, Argyle Community Association, London Bridge Childcare, Old South Community Organization, Friends of Meadowlily Woods, Western University, and the City of London.

Tree sales are a great way for groups to promote London's Million Tree Challenge and get trees into their neighbourhoods.

Our thanks to London Community Foundation and the Ontario Trillium Foundation for supporting these sales.



# TREECYCLE

In 2013 we launched TreeCycle, a program that invites citizens to pot self-seeded trees from their yards and donate them twice a year. Donors receive a charitable receipt for the value of their trees. This first year, 174 trees were donated, 169 of which were native.

TreeCycle trees were used in naturalization projects, and were also distributed to residents by our Neighbourhood Tree Captains. Having free trees can make the difference between someone being able to plant one or not. TreeCycle gives Londoners a different way to get involved in the Million Tree Challenge, right from their own yards.

The spirit of donating trees was so strong that we had spontaneous donations of 3,091 trees outside of the TreeCycle events. We also had several volunteers grow trees to donate, so that's an option to help get trees in the ground.

We're all lucky to live in a city where people care so much about trees. It's a win-win for the trees and Londoners.





# SCHOOLYARD GREENING

Planting trees in schools creates new learning spaces, brings shade and protection from harmful UV rays, cools indoor and outdoor spaces, and gives students a natural environment to play and recharge for learning. In 2013, we planted 432 trees and shrubs in nine schoolyard projects with the help of over 2,000 students.

Students enthusiastically participate in all our schoolyard greening projects, from helping to plan where the trees will be planted, to planting and caring for the trees. Outdoor classrooms are part of many of our schoolyard projects, and teachers and students alike love these creative learning and playing environments. A set of K-12 tree-related lesson plans keeps students connected to trees long after the project.

We are grateful for the support of the CN EcoConnexions From the Ground UP, Walter J. Blackburn Foundation, Tree Canada, TD Friends of the Environment Foundation, and Boomerang Credit Union.



## 2013 Schoolyard Greening Projects

St. Paul Catholic School  
St. Robert Catholic School  
Matthews Hall  
Holy Family Catholic School  
Jean Vanier Public School  
W. Sherwood Fox Public School  
St. Pius X High School  
West Oaks Public School

*"What a gift ReForest London is to schools.  
We could not have made this happen without  
you. Great direction from Gabriele and Amber.  
The garden at St. Paul will be appreciated for  
generations. Thank you so very much."*

- Colleen Hansen  
St. Paul Catholic School  
Parent



# GIFT OF A TREE

## CELEBRATION FOREST

Over 350 people gathered to plant trees in memory and in celebration at 2013's Celebration Forest Tree Planting Ceremony in May. The Celebration Forest, located on rolling land behind Parkwood Hospital, grew its leafy legacy to Londoners as a result, with more than 225 new trees planted.

The tree planting ceremony honoured the memory of 134 people and five pets, and celebrated 102 individuals, businesses, and organizations.

People plant trees in the Celebration Forest to remember loved ones, say thank you to colleagues and clients, or to celebrate milestones such as births, weddings, anniversaries and retirements. Trees are the perfect gift for any occasion.

As part of the ceremony, all honourees were acknowledged aloud and in print, and special recognition was given to our 2013 Tree Hero, Joni Baechler for all her work on behalf of tree and environmental issues in the City of London.







*"The Celebration Forest is a unique and meaningful way of being able to celebrate a loved one's life. It provides a lasting memento that can be enjoyed for generations to come."*

- Linda J. Visser, Celebration Forest donor and ReForest London Board member

## TREE GIFT VOUCHERS

Tree Gift Vouchers are an easy way to give trees as gifts and help make London greener at the same time.

Tree Gift Vouchers allow businesses to give the gift of a tree with a voucher redeemable at a number of local tree nurseries and garden centres. Businesses have found it to be a terrific way to give meaningful client gifts.



*"The Tree Gift Voucher program allows me to give my real estate clients a tree as a closing gift. They get to choose their tree and I am only charged if they redeem the voucher. It is a low-cost gesture that they can enjoy for years and adds to their enjoyment of their new home."*

- Brian Byrne, Tree Gift Voucher donor and real estate agent

# FINANCIAL REPORT

ReForest London sustained a strong financial position throughout Fiscal 2013 as summarized here. Much of our financial success flows from the strong community support we enjoy and our proven ability to effect change in our neighbourhoods. This in turn draws significant support from foundations and corporations to our mission as well.

We planned and carried out more planting projects and delivered more programs across the city than any other year. All funds which were earmarked for specific projects at the end of 2012 were used in accomplishing those projects in 2013. Our fiscal prudence allowed us to adapt well to such a busy year, ending 2013 with a very small deficit (less than 1% of revenue).

Our management controls and financial results are examined through external audit conducted by PricewaterhouseCoopers.

Thank you to everyone for your positive impact on the mission and success of our organization through your financial and volunteer support.

- Stephanie Lentz, Treasurer

## Financial Statement Excerpts

	2013	2012
Cash	\$128,969	\$ 133,339
Total Assets	\$179,766	\$176,672
Deferred Revenue	\$73,750	\$60,000
Unrestricted Funds	\$60,770	\$24,547
Restricted Funds	\$31,500	\$71,163
Total Revenue	\$483,626	\$474,558
Total Expenses	\$487,066	\$427,268
Surplus	\$(3,440)	\$47,290
Restricted Use	\$42,200	\$32,700

# 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 the importance of trees, and engage the community in planting and caring for trees.

## LEAD SPONSOR - London Life

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

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

City of London

CN EcoConnexions - From the Ground UP

CTV

Environment Canada

London Community Foundation

London Life

Ontario Trillium Foundation

Scotiabank

TD Friends of the Environment Foundation

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

Evergreen

rtraction

Walter J. Blackburn Foundation

web.i.sodes

Wizards of Video

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

Blue-Con Construction

Boomerang Credit Union

David and Marcia Crockett

Foresters

Form & Build Supply Inc.

Friends of the Civic Gardens

Stephen Hemphill

Horizon Leadership Institute Inc.

Lanktree Tree Services

Lerners LLP

The Londoner

London Community News

The London Free Press

McCormick Canada

Mountain Equipment Co-op

Nicholson Sheffield Architects Inc.

Norm's Tree Service

Old Castle Renovations

sagecomm

Siskinds Law

StarTech.com

Union Gas



*"My involvement with ReForest London started by attending one tree planting, and then I 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, volunteer since 2010

*"Through volunteering with ReForest London, I have developed new friendships, networked with like-minded people and gained valuable experience."*

- Christine Strupat, volunteer since 2013

*"I continue to volunteer with ReForest London because it is a very tangible gift of time. Whenever I am travelling around the city, I am reminded of the various tree plantings that have taken place, and it feels good to know that those plantings are still doing well. I look forward to the time when I can walk under the canopy of those trees and know that I had a hand in their existence."*

- Mary Ann Hodge, volunteer since 2006



# VOLUNTEERS

We love our volunteers! Londoners came out in force – 4,455 of them – to contribute 8,895 hours to make London greener and healthier. ReForest London works with individuals and volunteer groups from schools, businesses, and community organizations throughout London.

A popular and easy commitment for individuals and families alike is planting and caring for trees. Some people also take further training to become Tree Gurus to help lead tree planting projects.

We increased our outreach in 2013 with the help of nearly 100 volunteers who spent 300 hours at our community event booths. These 'tree ambassadors' shared educational materials, gave out seedlings, encouraged participation in London's Million Tree Challenge, and listened to Londoners' concerns about our urban forest. We also had volunteers deliver presentations as part of our new Lunch and Learn program.

# 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.

## BOARD OF DIRECTORS

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

**David Crockett**, Past Chair  
VP Facilities Management, London Health Sciences/St. Joseph's Health Care

**Katie denBok**, Director  
Senior Manager Audit, KPMG LLP

**Janet Frood**, Governance Chair  
President, Horizon Leadership Institute Inc.

**Patty Graham**, Director  
Intern Architect, Nicholson Sheffield Architects Inc.

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

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

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

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

**Peter John Markvoort**, Marketing Chair

**John Nolan**, Fundraising Chair  
City of London

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

**Linda Visser**, Director  
Lawyer, Siskinds LLP

## 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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Fondation Trillium  
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COMMUNITY  
FOUNDATION



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Environment  
Foundation



EcoCONEXIONS

From the Ground Up