



2014

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

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

2014 BY THE NUMBERS

- 3,963** Trees planted
- 2,659** Shrubs planted
- 1,122** Trees distributed through tree sales
- 9,175** Trees & seedlings given away
- 2,062** Trees donated to ReForest London
- 3,500** Volunteers
- 43** Projects:
 - 6** Schoolyards
 - 27** Naturalization & community plantings
 - 10** Tree Sales
- 18** Park naturalization aftercare events
- 44** Outreach & educational events
- 237,266** Trees planted by Londoners through the Million Tree Challenge to date

MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

Our story is your story. We are delighted to share some 2014 highlights with our most important partner – our community. ReForest London's work to improve environmental and human health in the Forest City through the power and beauty of trees is only possible through the support and passion of our community.

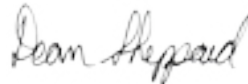
After our third full year, London's Million Tree Challenge continues to spread and gain momentum. The call to action to plant and care for trees is being taken up by more and more businesses, organizations and individuals. Collectively 237,000 trees have been planted – well on the way to one million. These trees will improve our quality of life for generations.

Thanks and congratulations to the many community groups, schools, faith groups, businesses, neighbourhood associations, individuals, volunteers and official Million Tree Challenge Partners who share our vision for a greener, healthier community and have taken action toward this goal.

Consider how you can make a difference in 2015. All Londoners can play a role – at home, at work or by donating to have a tree planted on your behalf. Your passion feeds ours, and together we will continue making London greener and healthier.



Mitchell Schurmans, Chair



Dean Sheppard, Executive Director



MILLION TREE CHALLENGE

During 2014, London's Million Tree Challenge continued to engage Londoners in the vision of a green legacy for the Forest City. Thirty new businesses, groups, organizations and media joined the challenge as Partners to do their part to support and promote this community-wide initiative for a total of 180 Partners by year-end.

Million Tree Challenge sponsorship was strong in 2014 with Scotiabank in their second year of a \$50,000 Platinum level sponsorship, committing to a further Platinum sponsorship for 2015 and 2016. There were also nine Supporting Sponsors each contributing \$1,000.

1000 seedlings were given away at the Forest City Road Races who designed their finishers medal with a tree, as a nod to the Million Tree Challenge. For the first time, Partners sponsored \$2,500 worth of seedlings given away at the Western Fair. National Tree Day 2014, enjoyed success again with 16 Partners giving away 1853 seedlings/saplings at 32 public locations and five private locations (internal giveaways).



Above: ReForest London Board members at A Toast to Trees.
Below: Million Tree Challenge co-founding Partner, the City of London, gave away saplings on National Tree Day.



Resulting in a greater awareness of the Million Tree Challenge, Media Partners took many actions this year. CTV and Rogers TV London offered television exposure. JackFM gave tree sales and planting events radio publicity. *Magazine Latino!* communicated the Challenge to the Latino community, *The London Free Press* provided our annual Partner thank you ad, and *SCENE Magazine* donated in-kind banner ads.

Partners contributed a wide variety of actions to the Million Tree Challenge. A few examples include: Labatt committed to a four-year tree planting plan; KPMG, McKenzie Lake Lawyers and TD funded and planted a park naturalization project; John Zubick Ltd. held an electronics recycling fundraiser; The Tea Haus raised \$500 from their clients to donate on Earth Day; Wizards of Video donated time and talent to produce a Million Tree Challenge video; and ScotiaMcLeod, Horizon Leadership Institute Inc, Arthur Lierman Landscape Architecture and Siskinds were event sponsors for A Toast to Trees.

It was a year of collaboration, engagement organizing, increased diversity, development and growth helping to move London closer to the green legacy this project envisions. The tree counter kept increasing with a total of 237,266 trees registered by Londoners for a healthier Forest City.



Above: Londoners donated 227 trees to the Challenge at Treecycle, spring and fall, 2014,
Below: MTC Partner Eastforest Homes did a seedling giveaway, May 2014.



NATURALIZATIONS

Our amazing volunteers planted a record 6,505 native trees and shrubs in parks, industrial areas, and institutional lands in 2014. 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 recreational space, and increase London's woodland and canopy cover.

One of our most exciting projects was a partnership with the Veterans' Memorial Parkway Community Project that saw over 1,600 native trees and shrubs planted in two sites along the Veterans' Memorial Parkway.

We also completed a series of plantings on industrial properties, thanks to partners such as London Life, Longo Kitchens, Rapid Binding and Laminating, TRY Recycling and Labatt who opened their lands for planting, creating spaces for employee breaks, improving their properties, and creating a more sustainable future.



Above: Industrial land planting at Rapid Binding & Laminating and Longo Custom Kitchens, September, 2014.

Below: Gibbons Park naturalization with Ivey students, October, 2014.



Naturalization projects are the most ecologically impactful plantings. They create new woodlands, improve ecosystems, and create wildlife habitats.

In 2015, we are looking forward to expanding our efforts in parks and industrial areas, and to begin going back to some of our original 2005 sites so we can show our impact 10 years on!

We are grateful to all the sponsors who supported these projects in 2014: Canon, Ellen Singleton, Citi Cards, Citizenship and Immigration Canada, City of London, Environment Canada, Evergreen, Foresters, Great Lakes Guardian Fund, Harris Home Hardware, Interfaith Organizations, KPMG, Labatt, London Life, London and St. Thomas Association of REALTORS, Longo Custom Kitchens, MCC 483, McKenzie Lake, Ministry of Natural Resources Land Stewardship and Habitat Restoration Program, Ontario Trillium Foundation, Rapid Binding & Laminating, RBC Blue Water Project, TD Bank, TD Friends of the Environment Foundation, Textbook Forest, Tree Canada, TRY Recycling.

2014 Naturalizations & Other Plantings

Industrial, Park, & Institutional

Ambleside Park

Celebration Forest

Coronation Park

Evergreen Park

Falls View Park

Frederick Park

Gibbons Park

Labatt Breweries

London Life – Sovereign Road

Longo Custom Kitchens &
Rapid Binding

McCormick Park

Meadowgate Park

Reservoir Park

River Road SWM

Rosecliffe Park

South Branch Park

Springbank Flats

TRY Recycling

VMP @ Oxford/Veterans'
Memorial Park

White Oaks Optimist Park



COMMUNITY ENGAGEMENT

ReForest London spent a busy 2014 connecting with community groups and outreach at public events to share information about native tree planting and to promote London's Million Tree Challenge. A commitment to greater diversity and engagement organizing was incorporated into our outreach efforts.

Educational talks were presented around the city, on topics such as the Economic Value of Trees, Native Trees and the Emerald Ash Borer. These talks promote the importance of trees, and help Londoners understand what trees can do for them.

ReForest London participated in events such as Western's EnviroWeek, Trails Open, Our Street, LSTAR AGM and Trade Show, London Spring Home and Garden Show, Seedy Saturday, the Western Fair and many more! In total, ReForest London volunteers gave away over 9,100 seedlings to Londoners, and encouraged them all to register their trees online to count toward London's Million Tree Challenge.



Above: Environmental Symposium, TVDSB Education Centre, October 2014.
Below: Gathering on the Green, June 2014.



NEIGHBOURHOOD TREE CAPTAIN

Launched in 2013, the Neighbourhood Tree Captain Program continued to grow in 2014. One of the strengths of the Neighbourhood Tree Captain program is the community connections created and the increased collective impact that these deep relationships can bring.

Neighbourhood Tree Captains were at events all over the city giving out over 200 baby trees as well as tree care information. In addition, four successful tree sales were hosted by Neighbourhood Tree Captains during 2014, selling over 500 trees.

A new activity in 2014, the Green Wagon Program, saw Tree Captains take wagon loads of native trees to their neighbours' doors and offer to plant them right then and there. In the first year, 85 seedlings/saplings found new homes through this initiative. Captains also gave out ten tree watering kits. Wagons were also great at community events to raise awareness of this grassroots program.



Above: A Tree Captain gives a tree to a neighbour, May 2014.
Below: A resident happily waters his new Neighbourhood Tree Captain planted tree, June 2014.



TREE SALES & GIVEAWAYS

Trees in residential yards offer shade and privacy, increase property values, cut heating and cooling costs, and even reduce crime. ReForest London offers free tree seedlings and low-cost saplings to make it easier and more affordable for Londoners to plant trees in their yards.

London's neighbourhoods vary in tree cover. Too often, neighbourhoods with lower incomes also have lower tree cover. We make a special effort through our giveaways and sales to offer trees in low income neighbourhoods so that all Londoners can enjoy the many benefits trees bring to our health and quality of life.

This year, we gave away over 9,100 seedlings at 20 events across the city. We held ten tree sales, four of them in low income neighbourhoods with lower prices on trees. These baby trees will one day become the neighbourhoods' sentinels of future generations. We thank the Ontario Trillium Foundation, London Community Foundation, and the City of London for supporting these programs.



Above: Saunders Secondary School Tree Sale, May 2014.
Below: Western Fair 2500+ seedling giveaway, September 2014.



GIFT OF A TREE

On a beautiful sunny day in May, around 400 people came out to the annual ceremony to plant 229 trees in memory and in celebration at Celebration Forest located behind Parkwood Hospital. The ceremony and planting honoured the memory of 148 people and one pet and celebrated 80 individuals, businesses and organizations.

All honourees were acknowledged during the ceremony and their names appear on the dedication signage and online. Two Tree Heroes, David Crockett and John Fleming, were awarded a plaque and a tree for their dedication to the environment. John Fleming works for the City of London as Managing Director of Planning and City Planner and is a great urban forest advocate. David Crockett is a past ReForest London Board Member and the man behind the idea of London's Million Tree Challenge.

Tree Gifts make excellent presents to those who have lost a loved one, who are celebrating a milestone or for recognition and business gifts.



Above: David Crockett, left, Dean Sheppard, centre, and Councillor Matt Brown accepting the Tree Hero award on behalf of John Fleming.



SCHOOL COMMUNITY TREE CHALLENGE

In April 2014, ReForest London, the Upper Thames River Conservation Authority (UTRCA), and the Middlesex London Health Unit, in collaboration with the Thames Valley District School Board and the London District Catholic School Board collectively launched the School Community Tree Challenge. This new program empowers students, teachers, and parents to develop and implement a variety of tree planting initiatives in schoolyards and surrounding neighbourhoods, including parks, residential yards, and other areas.

Five Secondary and fifteen Elementary schools were selected as Challenger Schools. With the support of ReForest London and the UTRCA, 47 tree projects have been implemented and planned for the 2014/2015 school year, involving over 4000 volunteers. More than 5000 trees will be planted, grown, sold or given away through this year, making for a huge impact in our first year of the program.



Above: Launch of the School Community Tree Challenge, Earth Day, April 2014 at Catholic Central High School.
Below: Schoolyard planting at Northbrae Public School, June 2014.



We are very grateful for the generous funding provided by the Ontario Trillium Foundation and TD Bank. Additional funding for ReForest London's school projects is generously provided by the Arcangelo Rea Foundation.

Challenger Schools

Elementary Schools

Centennial Central
Chippewa
Clara Brenton
Eagle Heights
Marie Curie
Emily Carr
Knollwood Park
Lord Roberts

Northridge
Orchard Park
Rick Hansen
Sir John A. MacDonald
St. Marguerite d'Youville
Victoria
White Oaks

Secondary Schools

Catholic Central
HB Beal
Mother Teresa
Regina Mundi
U-Turn/Cornerstone

In 2014, we also planted Schoolyard Greening Projects at

Catholic Central High School
Northbrae Public School
Northridge Public School
Stoney Creek Public School
Sir GE Cartier Public School
W.Sherwood Fox Public School

We gratefully acknowledge the support of the Walter J. Blackburn Foundation, the Arcangelo Rea Foundation, and the many school staff and families in London who helped to fundraise for and install these healthy schoolyard features.



Above: Cartier Public School students enjoy digging a tree hole, October 2014.
Below: CCH students create their outdoor classroom, May 2014.



VOLUNTEERS

Our volunteers are unbe-leaf-able! This past year, over 3,500 volunteers contributed more than 5,000 hours to our programs, helping make London a greener and healthier community.

Bringing the forest back to the Forest City is a goal that all our volunteers pursue with passion. Every spring and fall, hundreds of volunteers assist with plantings, outreach, tree sales and seedling giveaways.

The majority of ReForest London volunteers start through our planting opportunities, but soon get more involved in our specialized roles. In 2014, there was an increase in volunteers committing to being Tree Gurus, Community Liaisons, Committee Members and Neighbourhood Tree Captains.

There are many ways you can volunteer with ReForest London to spread the message of the importance of trees. Other benefits of volunteering include meeting like-minded individuals and learning valuable, often transferable skills.



Above: Aftercare volunteers from the London Community Chaplaincy at Thompson Road Park, August 2014.
Below: A Toast to Trees Event Committee, October 2014.





Above: Happy, muddy volunteers, Veterans Memorial Parkway naturalization, 2014.
Below: McCormick Park naturalization with Canon, 2014.



“I’ve lived in London for over half my life and what better way to give back to the Forest City, than to plant trees?”
-Frank Walsh, Neighbourhood Tree Captain

“The people who choose to help build up London’s forest canopy cut across all of London’s socio-economic patterns and strata, and the desire to leave a canopy legacy for future generations brings people together – an array of skills and talents are needed and put to practical use – creating friendships, appreciation for one another and the camaraderie that is so closely associated with ‘getting one’s hands dirty’ in a good cause, in the company of good people!”
-Geoff Faul, MTC Action Team, MTC Steering Committee

“Volunteering with ReForest London has reignited my dream of working with indigenous people to conserve habitat for threatened species across the world.”
-Elise Budden, Rotary Exchange Volunteer from Australia

“ReForest London is an amazing organization that is doing big things to help improve the overall health of the community. The ambitious goal of planting a million trees in ten years would be an impossible goal without the coordination and involvement of many people. I want to do anything I can to help make that happen. I know the ecological, economic and social benefits that planting native trees can have on an urban area, and it makes me wish more cities had such an ambitious goal.”
-Jenn McPhee, Tree Guru, Community Liaison, Report Writer

FINANCIAL REPORT

ReForest London experienced another financially successful year in 2014. Revenues and expenses marginally increased and we ended the year with a minimal deficit.

This year, we made a strategic decision to diversify our revenue sources. This included approaching new granting bodies for funding as well as seeking corporate participation and sponsorship.

The internal controls we have designed to safeguard our assets remain strong and effective. Our financial results and controls are audited by PricewaterhouseCoopers LLP.

Thank you to the individuals, organizations and community groups within London who provide financial and volunteer support to maintain our thriving organization.

-Stephanie Lentz, CPA, CA
Treasurer
Senior Manager, Assurance & Advisory, Deloitte

Financial Statement Excerpts

	2014	2013
Cash	\$114,119	\$ 128,969
Total Assets	\$187,304	\$179,766
Deferred Revenue	\$77,187	\$73,750
Unrestricted Funds	\$50,098	\$60,770
Restricted Funds	\$40,800	\$31,500
Total Revenue	\$496,452	\$483,626
Total Expenses	\$497,824	\$487,066
Surplus	\$(1,372)	\$(3,440)
Restricted Use	\$51,500	\$42,200

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 our community in planting and caring for trees.

LEAD SPONSOR - London Life

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

Forest (\$10,000 or more)

Arcangelo Rea Family Foundation
City of London
CTV
Environment Canada
Government of Ontario
London Community Foundation
London Life
Ontario Trillium Foundation
Scotiabank
TD
TD Friends of the Environment Foundation
Tree Canada

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

Helen McCrea Peacock Foundation
Labatt Breweries
London and St. Thomas Association of REALTORS
RBC Foundation
rtraction
Sustainability Network
Walter J. Blackburn Foundation

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

Blue-Con Construction
Citi Cards Canada
David and Marcia Crockett
Form & Build Supply Inc.
Friends of the Civic Gardens

Golder Associates Ltd
Stephen Hemphill
Horizon Leadership Institute Inc.
Edna Hunter
JACKFM 102.3
KPMG
London Convention Centre
Lanktree Tree Services
The Londoner
The London Free Press
McKenzie Lake Lawyers
Mountain Equipment Co-op
Norm's Tree Service
Kathy Parker
SCENE Magazine
Urban League of London
Wizards of Video

LOOKING AHEAD

2015 will be an exciting year for ReForest London as we celebrate our 10th anniversary. As partnerships, support and interest in making London a greener, healthier city continues to grow. ReForest London will meet this growth with effective strategies, laser focus, increased inclusivity, sustained energy and a passion for the environment.

Engagement organizing strategies, developed through the Sustainability Network's 18-month Good To Great program that ReForest London is grateful to be part of, will be implemented. A commitment to greater diversity is an important strategic direction. Planting trees where the need is greatest, such as lower income areas, will continue to be a strong focus in 2015 planting and outreach efforts.

Be part of making London a better place through the benefits of trees. Everyone can play a part. There will be lot of levels for participation and we'll find a way to make it fit your budget, time and interests. Call or email us today to find out how you can help!



Above: In 2014, ReForest London was invited to co-host the third annual London Environmental Forum with MTC Partners Labatt and the City of London. This solidified Labatt's multi-year commitment to the Million Tree Challenge, and we know this is the start of a great partnership.

Below: Children at W. Sherwood Fox Public School take a break after planting their outdoor classroom.



REFOREST LONDON BOARD & COMMITTEES

Thank you to our dedicated and hard-working Board of Directors, Committees and thousands of volunteers for making London greener and healthier and being committed to keeping the Forest in the Forest City.

BOARD OF DIRECTORS

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

Katie denBok, CPA, CA, Director
Senior Manager Audit, KPMG LLP

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

Janet Froot, Director
President, Horizon Leadership Institute Inc.

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

Stephanie Lentz, CPA, CA, Treasurer
Senior Manager, Assurance & Advisory, Deloitte

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

Peter John Markvoort, Director
Real Estate Professional, Century 21

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

Frank Pyka, Million Tree Challenge Co-Chair
Executive Director, Donor Funds Management,
Western University

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

Linda Visser, Secretary
Partner, Siskinds Law

REFOREST LONDON GOALS

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

ECOSYSTEM HEALTH
Improve London's environmental health through planting trees and shrubs in natural areas, parks, industrial land, commercial properties, yards and along streets.

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



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Fondation Trillium
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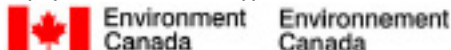
STRONGER COMMUNITIES TOGETHER™



LONDON
COMMUNITY
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Arcangelo Rea Family
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