



Executive summary

Each year, ReForest London grows a little taller and a little stronger as we work with Londoners to improve the environmental health of the Forest City.

During 2008 we continued our efforts in London's neighbourhoods, schoolyards, parks and natural areas, planting native trees and encouraging the protection and care of our urban forest.

We began two new programs this year. In our *Neighbourhood Re-Leaf: Glen Cairn* program, we are demonstrating the transformative nature of trees in a neighbourhood by planting 1,000 trees in Glen Cairn over two planting seasons. In our *Greening our Schoolyards* program, we focussed our efforts on schools in lower income neighbourhoods, offering trees at no cost to ensure all Londoners benefit from trees. We also began a new tree care program in partnership with the City of London.



By the Numbers

- Completed 25 projects in neighbourhoods, parks, schoolyards, and natural areas.
- Planted more than 2,100 trees and 1,100 shrubs.
- Recruited over 3,000 volunteers helped us plant and care for trees.
- Continued teaching people about trees through our school projects, tree and shrub selection brochures, booth displays, and our website.
- Added more information on our website, which now receives an average of 1,000 unique visitors a month.
- Raised more than \$300,000.
- Were featured in over three dozen media stories for our work throughout London planting and caring for trees.

Our Support

ReForest London's success lies primarily in the hands of the thousands of volunteers who plant trees with us each year in numerous projects throughout the city. We are also fortunate to have the in-kind support of many organizations and businesses, the largest being the City of London and Norm's Tree Service.

Primary funding for ReForest London in 2008 was provided by the estate of Beryl Ivey, the Ontario Trillium Foundation, Trojan Technologies, London Civic Employees Credit Union, Evergreen, Walter J. Blackburn Foundation, Sonometrics Corporation, Helen McCrea Peacock Foundation, and London Community Foundation. Mrs. Ivey's bequest gave us the opportunity to establish an endowment fund to support our work for generations to come.

In the Future

The year 2009 promises to be an exciting one with the planting of trees downtown in our *Greening the Core* project, and continued tree planting throughout the city. We look forward to moving into our first offices at Westminster Ponds.



Growing toward our goals

ReForest London works to achieve three 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.

Each of these goals are reflected in our programs and activities. The following pages detail our successes in our programs.

- Community Initiatives Green Funds
- 10,000 Trees for the Medway
- Greening our Schoolyards
- Greening the Core
- Park Naturalizations
- Neighbourhood Re-Leaf
- Educational Programs

Our Mandate

To improve London's environmental health by planting trees in the community – along streets, in backyards, in parks, and in natural areas.



Message from the Chair

Dear Friends of ReForest London,

On behalf of our dedicated Board of Directors and our staff, we are delighted to release our second 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 2008 accomplishing the mission and purpose of ReForest London.

Since our beginnings in 2005 we have planted 14,000 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. We secured a corporate Lead Sponsorship for 2009 from London Life, and a generous bequeath in memory of Beryl Ivey. These initiatives will lay the foundation to sustain our reforesting work.

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.

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 your continued engagement and passion to leave a legacy of trees for London.

We welcomed new board members and retained board member talent to sustain and grow ReForest London as the go-to urban organization partnering with the community, neighbourhoods, business, City of London and Upper Thames River Conservation Authority to enhance our tree cover to a higher standard. We have established a priority framework and board selection process for 2009 to advance that work.

Please enjoy reading this report on the 30 projects successes helping 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.

Yours sincerely,

David Crockett, Chair





Ivey 10,000 Trees for the Medway

The ongoing 10,000 Trees for the Medway project continues to be our most ecologically impactful project. This program, launched in 2007 with a pledge and volunteer support of the 2007 MBA graduating class from the Ivey School of Business, seeks to plant 10,000 native trees and shrubs along the Medway Creek.

After two years of planting, we're nearly halfway to our goal. We have planted 4,400 trees and shrubs in six locations along the Creek, with the help of 800 volunteers. The Richard Ivey School of Business students continue to be involved as volunteers.

This year, we planted over 1,800 trees and shrubs in two projects. We continued our work at Elsie Perrin Williams Estate, and started a new naturalization project at Gainsborough Meadows Park. As with most of our naturalization projects, we protected our investment in these new plantings by removing invasive buckthorn from the area surrounding the naturalization, and will monitor and continue to remove the plant.

The Elsie Perrin Williams Estate project was great example of the diversity or our community partners. Volunteers and donors to the project included a friends and family of the late Dick Markvoort, parishioners of New St. James Presbyterian Church, which was celebrating their 175th anniversary, a UWO dance team, and members of the community fulfilling court-ordered community service hours.





Neighbourhood Re-Leaf: Glen Cairn



Youth from the Glen Cairn Community Resource Centre planted trees in Glen Cairn yards.



Two volunteers take a break from planting at the Thompson Road Park tree planting event.

Launched this year, *Neighbourhood Re-Leaf* is a focussed program to "reforest" all aspects of a selected neighbourhood. Throughout the fall of 2008 and spring 2009, 1,000 trees will be planted in backyards, city boulevards, schools, businesses, places of worship, parks and other public areas in Glen Cairn.

The Glen Cairn Planning District was chosen based on socioeconomic indicators, recreational space characteristics, tree cover and linkages on the landscape.

Our primary partner in this project is the Glen Cairn Community Resource Centre. Additional partners include the Glen Cairn neighbourhood association, schools, neighbourhood service providers, neighbourhood businesses, places of worship, and the City of London.

In the fall, we planted over 550 trees and shrubs. First, youth from the Glen Cairn Community Resource Centre planted trees in yards throughout Glen Cairn. Three teams of 3-4 youth worked with an adult leader planting trees, then the youth instructed residents on caring for their new trees.

Next, 445 trees were planted at Thompson Road Park with the help of 55 community volunteers. We increased the buffer next to the Thames River to 30 metres. An additional 80 trees and shrubs were planted at Naomi Almeida Park. In the spring of 2009, we will plant trees at 4 Glen Cairn schools and hold a backyard tree sale.

"Neighbourhood Re-Leaf brings our community together to collectively make it a better place and connect people to their homes and neighbourhoods."

Barb Shuste-Lawrence,
 Executive Director of the
 Glen Cairn Community
 Resource Centre

Greening the Core

ReForest London began *Greening the Core* with a year of extensive planning. Planting trees downtown is an extremely time-intensive endeavour. After consultation with the City of London, three projects were identified: Ridout Street at the Courthouse, York Street between Clarence and Wellington, and softscape locations throughout the downtown. Detailed concept drawings followed, along with consultation with community partners. Additionally, we have worked with the 21 member Utilities Coordinating Committee, all of whom must approve the placement of the trees.

An early winter prevented the installation of our first project in 2007: 34 trees planted in softscape locations throughout the downtown. Softscape locations are areas that are turf, not asphalt or concrete, making them ideal locations for trees. These trees will be installed in the spring.

The Ridout Street project, also slated for the spring, will create a planting bed of 6 trees, native perennials, and benches for seating. The York Street project, slated for fall 2009 or spring 2010, will be a line of trees in the median dividing the street.



The Greening the Core project will employ structural soil, a planting method that reduces compaction, as shown in this Old East Village project this year.

WEST ELEVATION 1:100

Six trees will be planted next to the provincial courthouse on Ridout Street.

Educational projects

One of ReForest London's three goals is education. Knowledge brings power – people who know what to plant, how and where to plant, and how to care for trees, are more likely to plant and care for trees in their own yards and neighbourhoods.

We reached over 2,500 students with our tree education message in 2008. At each school, we involve all the students in tree planting activities. Every class in the school plants trees with us for 20-30 minutes. Each period of active tree planting begins with a brief lesson on the importance of trees, how they help the environment, and the care they will need.

This year ReForest London launched a new tree care program with the City of London. We delivered 500 tree watering kits to Londoners who received a new tree on the city boulevard in front of their homes.

Each tree watering kit contains a 20 liter (5 gallon) bucket, a new brochure describing how to care for new trees and the benefits of trees, and a fridge magnet reminding people to water their trees. The recycled buckets, originally used for holding juice, are drilled with small holes at the bottom. Residents can fill the buckets, set them next to the trees, and allow the buckets to seep water slowly to the trees. This provides enough water for the tree each week.

Additionally, ReForest London continues to provide information to the community through our website, which received 1,000 unique visitors each month. Our native tree and shrub selection brochures continue to be popular, and we have reprinted them and distributed through nurseries, events, and shows. We are often asked to address groups of people interested in trees as well.



2008 Project Summary

Partner	Location	Description	# Trees	# Shrubs	Volunteers
Cambri Condo Corporation - 545 Gainsborough	545 Gainsborough	Trees along Gainsborough Road, on City boulevard.	6	6	2
Friends of the Coves	Silver Creek Ravine	Naturalization at Silver Creek (west of Euston Park) accessed via a mowed path at the intersection of Beachwood Ave. and Ravenswood Dr. (just north of Beachwood/ Baseline Rd W).	36	30	
_ife*Spin	Behind building at 866 Dundas Street	Create public park space on Dundas with volunteers.	20	0	35
MCC #165 – 1500 Richmond Street	1500 Richmond Street	Trees planted throughout condo complex.	5	0	1
MCC 138 – 39 Highview	89 Highview Ave E	Trees planted in new naturalization area at condo complex.	10	36	18
MCC 566 – Colonel Talbot Road	4067 Colonel Talbot Road	Trees within condo complex (interior project) and along Colonel Talbot Blvd (by City of London).	5	0	2
MCC 89 – Pine Valley Gate	13 - 93 Pine Valley Gate	Trees planted in the common areas of the condo corporation.	8	0	2
New St. James Presbyterian Church	Church grounds and EPW project	Two projects: small memorial garden to mark 175th church anniversary; \$1,500 contribution to EPW project to plant 175 trees.	0	3	15
Old East Village BIA	Dundas	New trees planted in structural soil along Dundas Street.	7	0	0
Old East Village Community Association	Neighbourhood	Planted boulevard trees and yard trees throughout Old East with volunteers.	25	0	7
DId South Community Organization	Carfrae Crescent	Demonstration project of small native trees; Placemakers across from project; Multiple street trees.	27	4	30
Vilkins Condo Association	Wilkins Street	Trees planted in condo complex and along Wilkins.	11	0	8
			160	79	120

10.000	Trees	for the	Medway
10,000	11000	or the	Meaway

Partner	Location	Description	# Trees	# Shrubs	Volunteers
Community volunteers	Gainsbourough Park	Created a new naturalization area in Gainsborough Park along Medway Creek.	780	410	135
Community volunteers, New St. James Presbyterian Church	Elsie Perrin Williams Estate, behind main house along Medway Creek	Continued naturalization project at Elsie Perrin Williams Estate along the Medway Creek.	385	250	75
			1165	660	210

Greening Our Schoolyards							
Partner	Location	Description	# Trees	# Shrubs	Volunteers		
Ashley Oaks Public School	121 Ashley Crescent	Created an outdoor classroom and shade trees near play structure.	8	24	480		
Ealing Public School	840 Hamilton Road	Planted shade trees throughout playground; also creating a sitting area for students and parents at school entry.	5	15	245		
Marie Curie School	40 Hunt Club Drive	Created an outdoor classroom for older children's play area.	5	15	240		
Sir George Ross Secondary School	365 Belfield Street	Students designed project and planted trees surrounding athletic field.	36	0	45		
St. Anne's Catholic School	School grounds	Created an outdoor classroom.	5	15	250		
St. Catherine of Sienna Catholic School	School grounds	Outdoor classroom/shade trees on playground.	6	18	490		
St. George Catholic School	375 Lynden Crescent	Created an outdoor classroom/shade trees on playground.	5	15	320		
St. George Public School	School grounds	Planted trees near playground with shrubs and vines along fence.	7	3	260		
St. Michael's Catholic School	926 Maitland	Created a naturalized reading garden and another sitting area.	3	10	225		
			80	115	2555		

Neighbour	hood Re	-Leaf: (Glen	Cairn

Partner	Location	Description	# Trees	# Shrubs	Volunteers
Glen Cairn Community Resource Centre	Yards throughout Glen Cairn	Youth from Youth Changing Communities plant trees in resident's yards throughout Glen Cairn.	31		15
Glen Cairn Community Resource Centre	Naomi Almeida Park	Planted native trees and shrubs in at Naiomi Almeida Park.	48	32	22
Glen Cairn Community Resource Centre	Thompson Road Park	Increased the buffer along the Thames River at Thompson Road Park.	267	178	55
			346	210	92

Corporate Sponsored Projects

Partner	Location	Description	# Trees	# Shrubs	Volunteers
Brian Finch, Ray Cullen, Dale Downe, MacMaster GM dealers	Veterans Memorial Parkway at Page Street	Created a new green space of trees and shrubs along the east and west sides of the Veterans Memorial Parkway at Page Street. Also enhanced a wetland.	355	110	60
			355	110	60

Total 2106 1174 3037



During calendar 2008, amidst a turbulent and increasingly uneasy time in Southwestern Ontario's economy, ReForest London has accomplished some impressive financial results in their first year of "not-for-profit" inception. As a Board Member and Treasurer of this fine organization I am proud to say that these results echo the strengths and passion of the organization and the fulfilled social need ReForest London plays in our community.

By combining and leveraging strategic partners such as London Life with strong philanthropic supporters such the Ivey Family, scaffolded by community organizations like London Community Foundation (LCF) we were able to generate over \$300 thousand of support, over 60% of which came from direct public/donor support. Impressively this funding comes at less than 8 cents per dollar raised. Lending further support is the establishment of an endowment by the Ivey Family, stewarded by LCF for \$220 thousand.

I exuberantly look forward to 2009 when such emergent community initiatives such as "The Amazing Tree Quest" and showcase type projects as "Greening the Core" begin to re-engage the London community and bring higher profile and donor support to the organization.

Raffi N. Mazmanian, Board Treasurer

Statement of Funding

Funding Sources	
Direct Public Grants	48,400
Direct Public Support	229,767
Other Support	22,185
Total Funding	300,353
Operating Expenses	
Project Expenses	210,393
Administrative Expenses	24,174
Total Expenses	234,567
Funding Surplus	65,786

Statement of Asset and Fund Balances

Assets	
Cash	47,400
Receivables	37,753
Other Assets	48,804
Total Assets	133,877
Liabilities and Funds	
Current Liabilities	19,013
Unrestricted Funds	33,512
Committed Funds	81,352
Total Liabilities and Funds	133,877

Planting the Future

ReForest London Endowment

As the first member of the ReForest London Founders Club, Beryl Ivey demonstrated her love for the environment and the Forest City, through the creation of the ReForest London Endowment Fund.

Housed within London Community Foundation, the fund will allow ReForest London to continue engaging individuals, groups and businesses in planting and caring for trees in neighbourhoods and natural areas throughout London.

Funds will be held in perpetuity, with the income used to sustain tree planting in London for generations to come.

Recognition for the endowment funds includes a permanent place on our website and annual report, listing in the London Community Foundation annual report, and a tree planted in honour of your gift at a ReForest London event.

Founders Club

The ReForest London Founders Club was created to recognize our supporters who share our commitment to the city of London's environmental health.

Any combined gift of at least \$15,000 between 2009 and 2012 will receive recognition as a member of the ReForest London Founders' Club, and receive perpetual recognition as supporter of ReForest London. This acknowledgment will include a public recognition plaque and permanent recognition on our website and annual report.





Environnement Canada











ReForest London Leadership

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Environmental Consultant, Axent Consulting

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Julie Ryan, Executive Director

Bill DeYoung, Technical Director

Gabriele Sanio, Project Leader

ReForest London Sponsors

We are grateful of the support of the foundations, corporations, organizations, and individuals who have donated to ReForest London this year, through cash or in-kind support.

Forest (\$10,000 or more)

The Estate of Beryl Ivey

THE ONTARIO TRILLIUM FOUNDATION



LA FONDATION TRILLIUM DE L'ONTARIO Tall Oak (\$5,000-9,999)









Walter J Blackburn Foundation





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Helen McCrea Peacock Foundation London Community Foundation MacMaster Chevrolet Cadillac Pacific and Western Bank of Canada Norm's Tree Service

Ray Cullen Chevrolet Springbank Garden Centre TD Call Centre employees Try Recycling University of Western Bookstore Wizards of Video



Chinese proverb

Sapling (\$20-999)

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Gainsborough South Community Organization

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KPMG

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Sun Life Financial

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Get Involved

We invite you to get involved with ReForest London.

- Plan a Project 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 and where to plant.
- Volunteer Each spring and fall, we need hundreds of volunteers to help us plant thousands of trees.
- **3. Donate** Give to ReForest London using the form attached or online at www.reforestlondon.ca.

Thank you for your support



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

519.936.9836

www.reforestlondon.ca info@reforestlondon.com

ReForest London is a non-profit, charitable organization. (#	Credit Card Number ☐ Visa or ☐ M/C Expiry Date:	Please make cheques payable to: ReForest London	Other amount: \$	☐ Forest \$10,000+ Pay for the naturalization of one hectare of a city park	☐ Tall Oak \$1,000 20 backyard trees, 2 boulevard-sized trees or 300 seedlings	Sapling \$100 2 backyard trees or 30 seedlings	Seedling \$25 3 seedlings	Level Amount What it can buy	Yes! I want to help plant the future today. I can donate:
ReForest London is a non-profit, charitable organization. (# 845793991RR0001) All gifts of \$25 or more will receive a charitable receipt.	Donations can be sent to: ReForest London, PO Box 25144, Station BRC, London, ON N6C 6A9 You can also donate online from our website www.reforestlondon.ca	Yes, I would like to be added to your monthly eNewsletter list.	This gift is in _ honour of / _ in memory of	Email	Igs Postal Code Phone	City		Address	Name



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The Estate of Beryl Ivey











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