



2021

ANNUAL REPORT





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A MESSAGE FROM THE EXECUTIVE DIRECTOR: WE ARE ALL CONNECTED

Another year of turbulence and of struggle for so many. I found myself deeply worried for the health and happiness of people in our community and, of course, everywhere. It was heartening to see so many people and organizations working so very hard to make life better for us collectively. One thing became even clearer to me: we are all connected, and not only to each other — all our community challenges and successes are connected too.

We have always planted trees for their critical function in our local ecosystems, but this year, we were all reminded how important trees and nature are to the well-being of humans too. In neighbourhoods or in parks, trees and nature soothe us, calm us, heal us. As we struggle with the impacts of climate change, we realize again how our well-being, our economic systems, and even our safety are dependent on a stable, healthy environment.

Canadians consistently rank the environment as a top value and concern. ReForest London can help

you make a direct, lasting, and personal impact on the environment and on your community, either individually or as a community-focused business. There's great community need and opportunity, and there is a place for everyone to make a difference. Taking action connects us and heals us. I invite you to make a difference, for yourself and for others.



Dean Sheppard, Executive Director

Dean Sheppard



WHO WE ARE

ReForest London is a charity on a mission to enhance environmental and human health in the Forest City by inspiring, educating, and empowering Londoners to plant and care for trees and to be part of a sustainability-focused future for our community. We're a small but mighty non-profit organization with a vision to see our community thriving in a healthy urban forest.

Like a forest that flourishes when it is comprised of many kinds of trees, we value and gain strength from diversity. We live our CORE values as we green up the Forest City: Collaboration, Optimism, Respect, and Empowerment. We work with supportive community partners and dedicated volunteers who share our vision of a greener London. We are also the creators of the new Westminster Ponds Centre for Environment & Sustainability — a hub promoting health, well-being, sustainability, and environmental excellence across our community.

ReForest London has many programs to help get trees planted on all types of land in every corner of the city. We invite you to join us in making our city more livable, leafy, and green. Get in touch!

Cover photos: Left: A child holds the trunk of a newly-planted tree at the Trees4Tots event. Right: Two participants get digging at Whisperwood Park in October.

OUR GOALS

EMPOWERMENT

Empower community groups, businesses, and individuals to plant and care for trees to help build a healthier London.

ECOSYSTEM HEALTH

Improve London's environmental health by 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 of being good environmental stewards.



ReForest London

PO Box 25144 London, ON N6C 6A9 519-936-9548 info@reforestlondon.ca

reforestlondon.ca

2021 BY THE NUMBERS



2,157 Trees planted

1,277 Shrubs planted

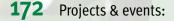
3,728 Trees given away

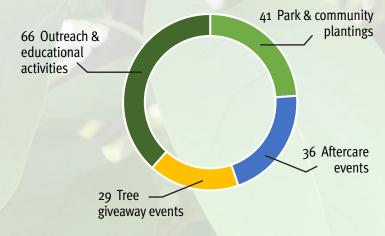
1,260 Eco-workshop participants

1,849 Volunteers



2 New & improved websites launched: www.reforestlondon.ca www.milliontrees.ca





490,574

Trees planted by Londoners in the Million Tree Challenge by the end of 2021

MILLION TREE CHALLENGE

One of the few silver linings of the COVID-19 pandemic has been the renewed appreciation people have for the environment. So, despite 2021 being another challenging year, we have inched closer to the half-million mark in London's Million Tree Challenge (MTC) with 490,574 trees registered by Londoners in this community-wide initiative.

Few cities have had a planting challenge embraced by as many businesses, schools, community groups, and other institutions as we have here in the Forest City. This year, embracing passion and commitment, supporters stepped up to help green up our city with more than 30 businesses and organizations donating to get trees in the ground. We are excited to continue to collaborate with the London community and complete this challenge together!

In addition, this year, we developed and launched a fresh new website for the MTC, featuring stories about some of our incredible partners. Visit milliontrees.ca to take a look and learn how you can get involved in the challenge today!



Above, volunteers from Finch Auto Group were ready to plant! Below, Mayor Ed Holder (left) attended a planting event with a team from Harvey's (centre) and Donald Craig from Tree Canada (right).





Members of the Ontario Association of Cemetery & Funeral Professionals planted a sugar maple tree to kick off their conference (above). Below, a group from GreenTech Painting poses with a tree.



MTC Sponsors & Activators

The City of London, co-founders of the MTC, and Canada Life, Lead Sponsor of ReForest London, both continued their strong support of this important project. Silver sponsors Old Oak Properties, as well as Bronze sponsors Convertus, maintained their steady support, alongside many new sponsors including Harvey's London, Finch Auto Group, GreenTech Painting, Rotary Club of London, Ontario Association of Cemetery & Funeral Professionals, BMO, and RBC Dominion Securities.

The second annual National Forest Week business planting took place in September. It was a great success: 11 MTC Partners sponsored the planting of over 340 native trees at Arthur Ford Park. Many thanks to STIHL Ltd. Canada, KPMG, John Zubick

Ltd., Enbridge, Dillon
Consulting, The Achievement
Centre, TLC Landscaping,
Wizards of Video, Booch
Organic Kombucha, Rotary
London-Lambeth, and Arthur
Lierman Landscape
Architecture for their support.



NATURALIZATIONS & OTHER PLANTINGS

Each and every new native tree that gets planted in London parks brings tons of benefits to people and the local environment alike, including cleaning our air and water, raising property values, and creating habitat for many species. This is why we do what we do!

At every planting event we host, we strive to reconnect Londoners with nature and motivate them to actively protect our environment, one tree at a time.

Despite pandemic constraints, we were thrilled to be able to bring Londoners together safely to plant over 3,000 trees and shrubs throughout the city.

Thanks to the incredible support of our volunteers and sponsors, the trees we planted together this year will have a positive impact throughout London for years to come.

Fast facts: 41 planting events, 3,434 trees and shrubs planted, 1,594 volunteers, 41 volunteer groups, and lots of cleaner air for Londoners to breathe!



Our planting events provided an opportunity for people to come together across our city to connect through a common vision of a greener London!



"Good for our earth, good for our community, and good for the soul. The perfect family activity."

- Christina G., planting volunteer

"It felt amazing to be making a direct impact, while building a sense of community and meeting such warm-hearted individuals at the event — and also hearing all the birds in the background."

- Ria B., planting volunteer

"It was a fun day to get out into nature, learn about planting trees, and feel like I was making a difference to the community and planet!"

- Jordan B., planting volunteer



The Many Benefits of Trees:

- Cleaner air and water
- Safer, more walkable streets
- Higher property values
- More cooling shade
- Lower heating and cooling costs
- Source of food
- Increased privacy
- Helps slow climate change
- And more!

We want to thank everyone who came out to our planting events this year for your time and hard work, including these volunteers from Sunningdale Stormwater Pond (left) and Hyde Park Rotary Link (right).



AFTERCARE

The Aftercare program is a core part of our work—it helps ensure the longevity and well-being of the trees we planted in previous years so that they can continue to thrive and provide their many environmental benefits for years to come.

At aftercare events, ReForest London staff and volunteers return to past planting sites together to remove weeds and invasive species, add mulch, and check on tree collars. In 2021, these events provided a much-needed opportunity for people to come together, get their hands dirty, and work toward a common goal, while maintaining a safe distance from one another.

★ Fast facts: 36 aftercare events, 687 volunteers, 13 volunteer groups, and many healthier young trees!

"It was harder work than I expected, but looking back on the area once we finished was extremely satisfying! Where you only saw weeds and overgrowth, you could now see trees! It's a great feeling to be able to contribute a little sweat and energy and make an impact in our community!"

- Margaret C., aftercare volunteer



Aftercare is hard but rewarding work! Thank you to all of the amazing volunteers who came out and dedicated their time to caring for trees across our city this year.



NEIGHBOURHOOD TREE GIVEAWAYS

40% of land in London is controlled by individual residential land owners, so it's crucial to get them involved in creating a healthy urban forest in our city. Our Neighbourhood Tree Giveaways restore tree and canopy cover in London by offering free native trees to residents to plant on their property.

This year, through curbside tree pickups at the Westminster Ponds Centre, Londoners could easily pre-order and pick up their trees. People loved getting to select their tree species ahead of time! We also held 5 giveaways throughout the community, meeting Londoners where they are. We plan to continue with this combination of curbside and community giveaways in the future so that more Londoners can find a new addition to their yard with ease!

★ Fast facts: 29 giveaways, 1,826 households received trees, and 3,728 trees found their way to new homes!

"The option to get a free beautiful native tree is beyond exciting. Not everyone has the money to purchase a tree, but they still want to have the privilege of what a tree gives us. Now as my children grow they are watching these lovely trees grow with them. What a joy this is for our family! Thank you from the bottom of our hearts!"

- Melanie M., tree recipient



Hundreds of Londoners came out again this year to pick up free trees for their yards! Our online ordering system continued to be a success — so much so that we are further developing the system for 2022. Stay tuned!



SEED HUB

If you want to plant trees, first you have to grow them! Our Seed Hub is a volunteer-driven program that focuses on ethical seed collection and public education about all things seed. These activities enhance local ecological restoration efforts by creating a steady supply of native tree and shrub seeds that will be used in seedling growing and direct planting projects by ReForest London and our partners.

We had many volunteers from all walks of life who were excited to learn all the aspects of seeds. Workshop topics and activities included spring and fall seed forecasting, seed collecting from local parks and green spaces, and seedling plantings with schools and youth groups to teach the basics of growing trees from seed. We also hosted a 3-part seed webinar series about the foundations and ethics of seed collecting, seed stratification and winter sowing, and seed forecasting.

Our volunteers' eagerness to learn new skills was inspiring! Thank you to everyone who dedicated their time to this project.



Seed collection and planting activities are fun for the whole family! The cold weather didn't stop our amazing groups of volunteers.





CELEBRATION FOREST

Since 2011, the Celebration Forest has been an ongoing naturalization project where hundreds of trees are planted every year. Tree Gifts can be purchased to be planted in the Celebration Forest as a celebration of life's achievements or in memory of a loved one. These trees are a meaningful and unique gift that make a positive and lasting impact on the environment. The Forest is a living, breathing monument to all its Honorees.

This year, over 700 people attended the Celebration Forest planting event where over 300 trees were planted in memory or celebration of the special people and moments in Londoners' lives.

Sincere thanks to event sponsors Hillen Nursery, Nicholson Sheffield Architects, Horizon Leadership, Affordable Funeral Options, and TRY Recycling. Thank you also to all of our dedicated volunteers who came out to help plant the trees!

"This was a wonderful way to pay tribute to our dad, a nature-lover and someone who always loved to take a walk in the forest. With COVID restrictions last year, and the inability to have a service, this was our time to be together and remember. A very enjoyable experience and a lasting tribute!"



Like in 2020, this year, we hosted smaller planting events over several days in September for people to plant trees for their honourees — a physical reminder of their loved ones or life milestones.





Above, David Neads, volunteer photographer extraordinaire, lays in the tall grass at a planting event to get the perfect shot. Below, a family poses next to a tree they are about to plant together at Arthur Ford Park.



VOLUNTEERS

Our dedicated and passionate volunteers are vital to everything that we do at ReForest London.

Thank you to each and every person who has devoted time and effort to helping make London a greener and more flourishing community, despite the challenging times we have all faced in the past two years.

Our volunteers come from many different backgrounds and offer diverse skillsets and knowledge, which strengthens our capacity to make sustainable change happen in London.

There are many ways to volunteer with us and make a lasting impact, including by planting or caring for trees, or becoming a Tree Planting Leader, Tree Specialist, Community Liaison, Photographer, or joining the Board or a Committee. There is space for everyone, and lots of community need. Volunteers are our driving force, and together we will grow a healthier community!

★ Fast facts: 50 unique volunteer groups, 743 first-time volunteers, and 5,306 hours of volunteered time in 2021!

VOLUNTEER GROUPS & TREE GIVEAWAY HOSTS

Thank you to the many organizations, businesses, and other community groups who volunteered their time with us, whether that was by participating in a planting or aftercare event, or hosting a community tree giveaway. What a wonderful way to come together as a team and actively improve London's environmental health!

Al Mahdi Islamic Community Centre

Calvary United Church

Canada Life

Canadian Freshwater Alliance

Childreach - Wild Child Program

Church of Jesus Christ of Latter-Day

Saints

City of London - Environmental

Services

Congregation Or Shalom

Convertus

Dillon Consulting Ltd

Enbridge

Finch Auto Group

First-St. Andrews United Church

Generocksity London

Greening Sacred Spaces London

GreenTech Painting

Harris Home Hardware

Harvey's London

Joe Kool's London

King's University College Campus Ministry - Christ the King University

Parish

KPMG

LHSC - Prevention And Early Intervention Program For Psychoses

London Clean & Green

London Environmental Network

London Girl Guides

London Muslim Mosque

London Scouts - 20th Troop

Mount Zion United Church

Northwest London Resource Centre

Old Navy

Old South Community Organization

Parkwood Institute

Rogers Communications

Rotary - London-Lambeth

Rotary Club of London

Rotary Satellite Club of London

Sir Wilfrid Laurier Secondary School

St. James Westminster Church

Temple Israel of London

Thames Valley District School Board - Environmental Leaders' Project

The Achievement Centre

The Church of St. Jude

TLC Landscaping

THANK YOU FOR TAKING ACTION AND MAKING LONDON GREENER!

Trinity United Church Community Centre

Trudell Medical International

TRY Recycling Inc.

Water Rangers

West London Lions Club

Western Fair Market

Western University - Bachelor of Medical Sciences Association

Western University - Delta Upsilon Fraternity

Western University - Health Studies Students' Association

Western University - Ivey Business School

Western University - Orientation Serves

Western University - Master of Environment and Sustainability Students

Wortley Road Public School

YMCA of Greater Toronto

"Convertus is thrilled to partner with ReForest London, as we share a common core value of creating a healthier, cleaner environment within the communities we live and operate in. Collectively, each small action builds toward a large impact, so every tree planted from our giveaway today will make a difference!"

 Annie Ironmonger, Director of Business Development, Convertus



WESTMINSTER PONDS CENTRE

2021 was a year of major strides towards the development of the historic grounds at the Westminster Ponds Centre (WPC), London's first Environment & Sustainability Centre. Both in building renovations and programmatic development, the WPC continued to make progress in its development as an environmental action and learning hub for Southwestern Ontario.

Volunteer Training Centre

The Volunteer Training Centre (VTC) is the new fully-renovated meeting space within the Bruce Pavilion. Situated in the heart of nature, the VTC presents a unique and welcoming venue for workshops, meetings, retreats, and volunteer trainings for local organizations and groups. With high-level amenities for in-person and hybrid experiences, the 2021 renovations have allowed community groups to enjoy renting for their organizational needs, since the Fall 2021 soft launch. The space was also used for educational opportunities through the Signal Boost Initiative including permaculture workshops, professional development for teachers, volunteer training, and more.



With an adaptable set up, the Volunteer Training Centre is perfect for hybrid meetings, retreats, breakout rooms, and more!

"What a fun, informative, and engaging workshop! Definitely one of the best professional development sessions I have ever attended! Great facilitation, great opportunity to network with other teachers, and many great cross-curricular lessons to bring back to my classroom!"

 Amanda T., Grade 6 Teacher, participant in The Nature Classroom: Teacher Professional Development Workshop



Above, a child sits next to a newly-planted tree at the 2021 Trees4Tots event. Below, Brendon Samuels of Bird Friendly London joins two young participants in creating pinecone birdfeeders on their PD Day.



Partnerships

Partnerships remained the lifeblood of the WPC in 2021, as community and collaboration were our primary focus as we navigated the pandemic together and continued to deliver meaningful educational and recreational programming to the London community.

The WPC continued to work with the Fanshawe College Bachelor of Interior Design program's Sustainable Design course, in which students created building plans and design proposals using the WPC as a case study. The students' vision for what the WPC can become is awe-inspiring!

Two cohorts of grade 10 students in the Thames Valley District School Board Environmental Leaders' Project spent the winter and fall semesters at the Westminster Ponds Centre in the Huron Pavilion. This was a great escape from regular high school life to approach learning through an environmental lens by being fully immersed in nature and networking with local environmental organizations, all while earning four high school credits for the semester.

Partnerships Continued

The Signal Boost Initiative is a WPC program funded by the Ontario Trillium Foundation (OTF), designed to improve the quality and quantity of environmental education opportunities for Londoners for free or low cost. Through this grant, the WPC was able to work with many partners connected to the London Environmental Network (LEN) and larger community to deliver programming for Londoners of all ages and interests. For example, we delivered weekly hikes through Kilally Meadows with the Friends of Kilally Meadows to teach about plant species and share in community building; LOLA Bees once again housed beehives onsite and even invited community members for an urban beekeeping experience, where participants jumped into suits and met the bees; Bird Friendly London led volunteers in applying bird dots to windows at the WPC to make it more bird-friendly; and Forest Gene Conservation Association offered Londoners the opportunity, through the WPC, to become certified seed collectors free of charge.

Thank you to all of the groups that helped deliver programming out of the WPC in 2021: Atlohsa, Bird Friendly London, Childreach, City of London, Climate Action London, EnviroWestern, Forest Gene Conservation Association, Friends of Kilally Meadows, LOLA Bees, London Electric Vehicle Association, London Environmental Network, London Hospital Coed Slopitch League, London Middlesex Master Gardeners, Mission Monarch, Nature Conservancy of Canada, Nature London, Pollinator Pathways Project, Roots Without Borders, Thames Talbot Land Trust, Thames Valley District School Board, Three Acres Permaculture, Upper Thames Conservation Authority, Urban Roots London, and Wild Craft Permaculture.



Participants enjoy an urban beekeeping experience at the Westminster Ponds Centre, learning from Ellie Cook of LOLA Bees. Photo courtesy of Carrie Freele.

FINANCIAL REPORT

While the year was another one of uncertainty and change, ReForest London delivered strongly on its mission while carefully managing its finances. Both revenue and expenses were up in 2021, in line with increased program activities. Significant HST rebates helped contribute to a higher-than-average operating surplus.

Deferred Capital Contributions are funds already spent on capital projects and which will be amortized (recognized) over the life of the assets. Both Deferred Capital Contributions and Property, Premises, and Equipment were largely unchanged as modest new capital expenditures were offset by depreciation.

Building our Restricted Reserves is an increasingly important part of ReForest London's long-term financial plan. Some significant strides were made in this area this year.

ReForest London has an active Finance and Audit Committee overseeing and guiding our operations and reporting. PricewaterhouseCoopers LLC, our independent external auditor, once again issued an unmodified (clean) audit opinion on our 2021 financial statements. A complete copy of the audit report and statements can be found on our website.

- Dillon O'Henly, Board Treasurer

Financial Statement Excerpts

| | 2021 | 2020 |
|-----------------------------------|-----------|-----------|
| Total Revenue | 1,058,343 | 945,585 |
| Total Expenses | 969,339 | 918,068 |
| Operating Surplus | 87,004 | 27,517 |
| Restricted Reserves | 136,058 | 100,599 |
| Deferred Revenue | 608,275 | 446,231 |
| Deferred Capital Contributions | 949,836 | 989,010 |
| Accumulated Surplus | 106,783 | 55,238 |
| Property, Premises, Equipment | 1,007,879 | 1,017,158 |

FINANCIAL AND IN-KIND SUPPORT

We are grateful for the support of many donors, from individual supporters to major sponsors of our programs and work this year. Each donation helps us plant more trees, educate more Londoners about their importance, and engage our community in caring for our urban forest and building a heathier, greener London, together.



LEAD SPONSOR - CANADA LIFE

John Zubick Ltd.

Canada Life has been the Lead Sponsor of ReForest London since 2009. In addition to their financial support for more than a decade, this corporate leader and their employees have planted thousands of trees on their own property and in parks across the city, demonstrating their commitment to a greener, healthier London.

Sugar Maple (\$1,000 - \$4,999) Joseph Rea Environmental Fund 102.3 JackFM **RBC Dominion Securities** The Bill and Jean Somerville **KPMG Rotary Club of London** Foundation London Hydro Inc. **Rotary Club of London Foundation Burton and Hilary Moon** London Inc. Magazine rTraction Canada Inc. The Canadian CED Network The Make it Happen Project St. Joseph's Health Care - Food & Nutrition Services The Congregation of the Sisters of St. Joseph in Canada Morgan Walker-Crosbie St. Williams Nursery & Ecology **Enbridge** Ontario Ministry of Heritage, Centre Sport, Tourism and Culture **GreenTech Painting** Industries STIHL Limited Canada Old South Community Organization Harris Home Hardware **Water Rangers** Western University - Centre for Environment & Sustainability Hillen Nursery Ontario Association of Cemetery & Funeral Professionals **Hutton House**

Rasmussen Family Fund

Special Thanks

Architects Tillmann Ruth Robinson

Climate Action London

London Environmental Network

Nature London

Pollinator Pathways Project

Thames Talbot Land Trust

Western University - Not-for-Profit Management Program

Westminster Working Group

LOOKING AHEAD

We have big plans for 2022.

We will reach the halfway mark in London's Million Tree Challenge and surpass 500,000 trees planted, and that deserves a community celebration! At the halfway mark, we look forward to celebrating with everyone who has helped make the Million Tree Challenge a success so far.

Our capital projects — renovating and developing the Westminster Ponds Centre — were mostly on hold during 2021, but will fire up again in 2022. We are making constant solid progress on rehabilitating the four buildings that have been entrusted to us, and putting them into new community use.

We continue to lay the groundwork for a possible Community Tree Nursery at our site. Growing our own native trees will provide valuable experience for volunteers, and will increase the local supply of native species, which has become increasingly tight.

In September of 2022, we plan to host a grand opening of our marvelous Volunteer Training Centre (VTC). The VTC is available for rental, and has top-end AV, perfect for hybrid meetings, as well as a covered patio which can be used as an outdoor breakout space.

And of course, we will continue working together with Londoners to plant and care for more trees across the city. Together, we can make our community even leafier and more vibrant for generations to come!



REFOREST LONDON BOARD OF DIRECTORS: JUNE 2021 - MAY 2022

Thank you to our dedicated and passionate Board of Directors for continuing to guide all of the work that we do at ReForest London. Your commitment helps keep the 'Forest' in the Forest City!

Janet Black, Director Governance Committee Member Managing Director, Core Executive Consultants

Mike Bloxam, Corporate Secretary Trees Committee Chair Owner, SunTap Technologies

Anne Bunker, Director Finance & Audit Committee Member Commercial Account Manager, RBC Royal Bank of Canada

Tom Cull, Director Trees Committee Member University Instructor

Virginia Daugharty, Director WPC Committee Member Alumni Relations & Development team, Western University

Brandon de Vries, Treasurer Finance & Audit Committee Member Financial Crime & Forensics Dept., Deloitte LLP **Paul Hendrikx,** Board Chair Governance Committee Chair Associate Lawyer

Heather Jack, Director Finance & Audit Committee Member Manager, Assurance and Accounting, BDO Canada

Kirsten Krose, Director Trees Committee Member President, SWON Public Affairs

Matthew Lynch, Director WPC Committee Co-chair Associate Director, Centre for Building Sustainable Value, Ivey Business School

Kimberley Milani, Director WPC Committee Co-chair Associate Director, Ian O. Ihnatowycz Institute for Leadership, Ivey Business School **Dillon O'Henly,** Treasurer Finance & Audit Committee Chair CPA, CA, Senior Manager, MacNeill Edmundson Professional Corporation

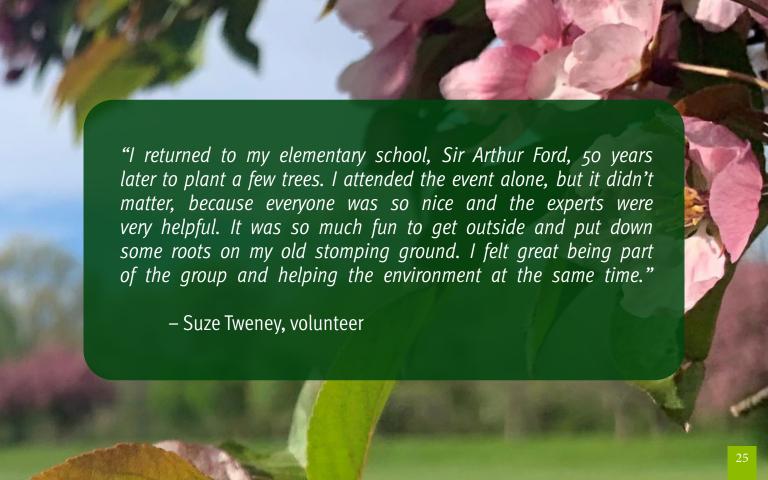
Kate Rapson, Director Marketing & Outreach Committee Member Marketing and Communications

Trae Robinson, Director WPC Committee Member Health Promotion and Research

Colleen Sharen, Director Governance Committee Member Associate Professor, Management & Organizational Studies, Brescia University College

Kristen Vauthier, Director Marketing & Outreach Committee Chair Marketing and Communications Coordinator "Our team looks forward to planting trees together every year. It is such a wonderful way to bring our families together for some fresh air and hard work that leaves us all with the sense of accomplishment of having made an impact on this beautiful city of ours. Tree planting events are important to us as they help us connect with each other and with our community while securing a greener London for the future."

- Katie denBok, Partner, Audit, KPMG LLP



Ontario Trillium Foundation



















TD Friends of the Environment Foundation









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FSC Certified Stock