



2023 Impact Report



ReForest London
planting the future today

A Message from the Chair of the Board of Directors

The Board of Directors extends its deepest gratitude to its outgoing Executive Director, Dean Sheppard, for his years of exceptional service and dedication.

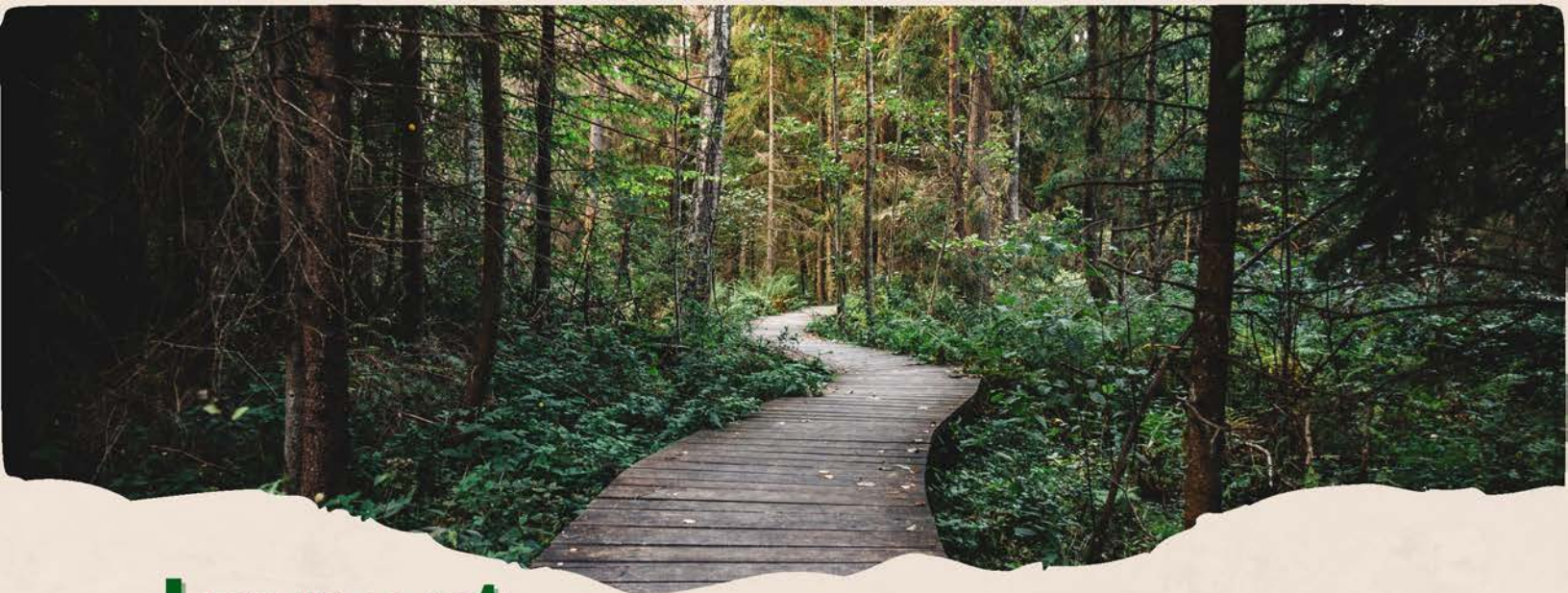
As a founding member of ReForest London in 2005, Dean's vision and commitment have been instrumental in shaping the organization. Appointed as Executive Director in 2012, Dean led ReForest London for 12 years, with a strategic focus that has propelled it to become the City's premiere environmental charity.

Under Dean's leadership, ReForest London achieved significant milestones, including the acquisition and staged restoration of the Westminster Ponds Centre, transforming it into the region's first environment and sustainability centre. Dean also spearheaded the Million Tree Challenge alongside the City of London, resulting in the planting of over 500,000 trees, a testament to his dedication to urban reforestation. Furthermore, his contributions were pivotal in the development of the London Environmental Network, fostering a collaborative approach to environmental stewardship in our community.

The Board of Directors thanks Dean Sheppard for his unwavering commitment and the substantial impact of his work, which has laid a strong foundation for the continued growth and success of ReForest London.

Paul Hendrikx
Chair, Board of Directors





Impact Highlights

- 3730** trees planted
- 2221** shrubs planted
- 5333** trees given away
- 4560** individuals engaged
- 604** hours of educational programming delivered





Park Naturalizations

The Park Naturalizations program continues to be instrumental in preserving and expanding our urban forest. In 2023, our dedicated team achieved remarkable progress by planting an impressive 5,848 woodland plants across 23 locations in the city.

These figures highlight our collective commitment to enhancing the ecological integrity and resilience of our local parks. The impact of planting thousands of trees and shrubs extends far beyond mere aesthetics. It significantly contributes to the health of our local ecosystem, creating a more vibrant and sustainable environment.

By strengthening the urban forest, we fortify our community's ability to withstand environmental challenges that may arise in the future.

Preserving and growing the urban forest is not just a task for one organization but requires a collective effort. In 2023, we engaged 1,090 volunteers, whose involvement has been crucial to our success.

Lily Vuong

Lily Vuong, BSc

Manager, Naturalization Projects





Neighbourhood ReLeaf

In 2023, ReForest London significantly expanded its efforts, hosting 27 tree giveaway events—an increase from previous years. As a result, a remarkable 5,333 new trees were distributed to 1,615 households across the city, marking a substantial 125% increase in trees distributed and a 50% increase in households reached compared to last year.

Our team also continues to provide essential guidance on tree care, empowering Londoners in their tree stewardship.

Tree giveaway events serve as catalysts for community engagement, empowering individuals to actively contribute to a greener and healthier environment.

By encouraging Londoners to host, plant, and care for trees, Neighbourhood ReLeaf fosters collaboration and shared responsibility for the urban forest. .

Maddy Sansom

Maddy Sansom, MFC

Manager, Community Projects





Mini Forests

In 2023, ReForest London planted London's first two Mini Forests at Mount Pleasant Cemetery and the Sisters of the Precious Blood Monastery, marking a significant milestone in Canadian urban reforestation.

Mini Forests, or Miyawaki Forests, are densely planted areas using native species to recreate natural ecosystems. Developed by Japanese botanist Dr. Akira Miyawaki, these forests grow up to ten times faster than traditional methods, becoming self-sustaining within a few years and are essential for providing habitats for diverse flora and fauna, effectively sequestering carbon dioxide to mitigate climate change,

lowering temperatures in urban areas, filtering pollutants to improve air and water quality, and engaging community members in environmental stewardship.

These pioneering Mini Forests set a precedent for future urban reforestation projects across Ontario and Canada, reinforcing ReForest London's commitment to a greener, healthier, and more resilient city.

Lily Vuong

Lily Vuong, BSc

Manager, Naturalization Projects





Business Tree Planting

Business Tree Planting Days are a great opportunity to network with other local businesses, engage employees in a meaningful team-building activity, and actively contribute to a more sustainable future for all.

2023 saw us partnering with a number of businesses that call London home; some of whom had never worked with us before!

We are beyond thrilled with the level of interest in our Business Tree Planting Days, and we look forward to many more successful events in the future.



Rodger J Moran

Rodger Moran

Director of Advancement





Trees for Teachers

Schoolyards always benefit from having more trees, and we recognize that shaping the values and understanding of the next generation is crucial for advancing environmental initiatives.

Our Trees for Teachers program not only adds shade trees to school grounds but also empowers teachers to guide students in selecting the right tree species and planting locations.

In 2023, we offered professional development workshops that attracted 42 educators from across the city, providing a total of 204 hours of programming.

These workshops equip teachers with the knowledge and tools to seamlessly integrate environmental education into their teaching. They also inspire students to actively participate in environmental conservation.

This year, 47 schools and 2,067 students took part in the program, fostering a culture of environmental awareness and responsibility within the community.

Jessica Vanhoucke

Jessica Vanhoucke

Environmental Programs Coordinator





Westminster Ponds Centre

2023 saw some remarkable changes come to the Westminster Ponds Centre (WPC).

Thanks to the support of our generous funders, we were able to complete a number of key renovation projects, allowing us to improve accessibility to the Bruce Pavilion.

These upgrades included the installation of an accessible parking space and ramp, a critical step in eliminating physical barriers to those wishing to participate in the extensive environmental programming at the WPC.

In addition to the ramp and accessible parking space, we replaced the out-of-date washroom facilities with 3 brand new universal washrooms and 1 barrier free washroom, created new office space for our tenants, the London Environmental Network and Thames Talbot Land Trust, and built a second, publicly-rentable Community Board Room.

It was a year of growth on many levels, and we are thrilled to be opening our doors to even greater collaboration with the community.

Shaquille Sealy
Shaquille Sealy, MSc
Operations Manager





Volunteers

Volunteers form the backbone of ReForest London. Their contributions span every facet of our organization, including tree planting, community outreach, tree giveaways, and active participation in the Board of Directors and our working committees.

In 2023, 1,206 dedicated volunteers contributed an outstanding 5,133 hours of service, significantly impacting our local environment and community. Their efforts in planting and nurturing trees have transformed empty spaces into lush green areas, providing healthier habitats for wildlife and enhancing the overall well-being of the community.

Additionally, volunteers have been crucial in spreading awareness about the importance of environmental stewardship. Through outreach programs, educational workshops, and public events, they engaged with community members, schools, and businesses, motivating them to take action and make eco-friendly choices.

Mariana Perez Luna

Mariana Perez Luna
Engagement Coordinator





Financial Report

	2023	2022
Total Revenue	\$1,093,008	\$1,217,840
Total Expenses	\$1,065,149	\$1,194,643
Operating Surplus	\$27,859	\$23,197
Property, Premises & Equipment	\$1,301,359	\$1,191,717
Deferred Revenue	\$612,930	\$457,099
Accumulated (operating) Surplus	\$90,307	\$94,257
Restricted Reserves	\$203,590	\$171,781

2023 was a transitional year for ReForest London as some of our multi-year grant agreements came to a close, resulting in a reduction in both revenues and expenses.

While we continue to work hard to grow our corporate partnerships and earned revenue, ReForest London remains reliant on raising new grant money annually.

We continue to fundraise for and invest in the Westminster Ponds Centre, which is reflected in the increased value of our property, premises, and equipment. Substantial work was completed on the space in 2023.

Building our Restricted Operating and Capital Reserves is an increasingly important part of ReForest London's long-term financial plan. We made significant strides in this area in 2023, drawing on our operating surplus to meet our desired contribution level.

ReForest London has an active Finance Committee overseeing and guiding our budgeting, operations, and reporting. Davis Martindale LLP, our independent external auditor, issued an unmodified or "clean" audit opinion on the 2023 financial statements. A complete copy of those statements can be found on our website.

Dillon O'Henly
Board Treasurer



Our Top Funders

We are incredibly fortunate to be supported by a multitude of businesses and organizations who share our passion for trees and the well-being of our urban environment. Each name on this list represents those who believe in the power of trees and community, and are actively contributing to the health of London's urban forest.

We extend our heartfelt gratitude to everyone who has embraced our vision and mission. We are truly blessed to have such a passionate community that recognizes the importance of a greener and more vibrant city for all.



TD Friends of the Environment Foundation





ReForest London
planting the future today



Join our mission of transforming London into a sustainable, green city, and together we'll make a profound impact in protecting and preserving the natural world for future generations.



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