



IMPACT



ReForest London
planting the future today

REPORT



A Message From the Executive Director

2024 was a year of reflection, renewal, and recommitment at ReForest London.

After nearly twenty years of growing deep roots in this community, we took time to pause and ask ourselves the hard but necessary questions: Who are we now? What role do we play in a changing city, in a changing world? And how can we do our work even better; more impactfully, more equitably, and more sustainably?

We didn't ask those questions in isolation. We listened. Throughout the year, we learned from our staff, our partners, and, most importantly, the community we serve. We asked where London is heading and what role trees, and the people who care for them, must play in shaping a healthy, resilient future. We looked closely at what we've built and began shaping a bold vision for what comes next.

That vision is rooted in possibility. It sees us not only continuing to plant and protect trees here at home, but also sharing what we've learned to support greener, stronger communities across Southwestern Ontario, throughout the province, and beyond.

But vision alone isn't enough. Turning possibility into progress takes daily effort; quiet, consistent work grounded in purpose and guided by values. Progress doesn't happen by accident; it is intentional. At ReForest London, we believe in that kind of purpose-driven action. We value self-reliance and personal responsibility, but we also know that lasting impact is only possible when we work together. The effort may begin with individuals - staff, volunteers, neighbours - but it becomes something far greater when rooted in community.

Every tree we plant, every partnership we build, and every person we engage is part of something bigger. Together, we are shaping a future where nature and community grow side by side, and where everyone has a role to play.

Thank you for being part of that future.

Rodger J Moran

Rodger Moran,
Executive Director



Who We Are

We are ReForest London, Southwestern Ontario's largest environmental charity, dedicated to preserving and expanding the urban forests of the region. Our vision is to see our region flourish through the impactful protection and enhancement of the natural world.

As a bridge connecting individuals, organizations, and businesses, we actively collaborate with diverse stakeholders from across Ontario. By inspiring, educating, and empowering our community, we cultivate a collective commitment to environmental responsibility and sustainable practices.

At ReForest London, we prioritize the long-term impact of our work. Through our tree planting initiatives, we aim to create a lasting legacy of positive change in our region. With the support of dedicated volunteers and generous donors and funders, we harness the power of collective action to restore ecosystems, improve air quality, mitigate climate change, and enhance the overall well-being of our community.

As a registered charity, we operate with transparency and accountability, ensuring that every donation and contribution is maximized for the greatest environmental benefit. By engaging citizens in hands-on tree planting and care, we foster a sense of ownership and pride in our urban forest, empowering individuals to be proactive stewards of our natural resources.

Join us in our mission to transform Southwestern Ontario into a sustainable, green region for all people. Together, we can make a profound difference in protecting and preserving the natural world for future generations. Reach out to us today to explore how you can actively participate in creating a greener and more environmentally conscious community.



3003 trees
planted

1187 shrubs
planted

3619 trees
given away

IMPACT HIGHLIGHTS

3424 hours of educational
programing delivered

3061 individuals
engaged

1450 volunteers
involved

Park Naturalizations Program

ReForest London's Park Naturalizations program remains an integral part of our mission to grow a greener, healthier city.

In 2024, our dedicated staff and volunteers planted 2,812 trees and 1,187 shrubs at 22 sites across London. These figures reflect our commitment to strengthening the ecological integrity and resilience of our green spaces. The impact of planting thousands of native trees and shrubs reaches far beyond beautifying public areas; it supports the health of local ecosystems and fosters a more vibrant, sustainable environment.

This year, in collaboration with the London Environmental Network, we had the unique opportunity to support the creation of two mini forests at the Westminster Ponds Centre, resulting in the planting of 784 native trees. We were also invited to lend our expertise at Fanshawe College, where more than 6,000 trees were planted using the same method. Mini forests are designed to replicate natural forest ecosystems. The close spacing fosters a healthy competition for sunlight and nutrients, accelerating biodiversity restoration and overall ecosystem development.

Our efforts to enhance and expand the urban forest wouldn't be possible without the energy and dedication of our community. This year, 1,290 volunteers joined us at tree planting events; proof that our mission truly takes root with your support. Whether lending a hand at a planting event or donating to our cause, you play a vital role in shaping our programs. Together, we are not only planting trees, we are cultivating a deeper connection to nature and inspiring the next generation of environmental stewards.

We welcome you to get involved with a community of passionate and knowledgeable champions who are committed to a more sustainable future. Together, we can take part in something that lasts beyond our lifetime and ensures a healthier future for generations to come.

Devon Way
Interim Parks Coordinator





Neighbourhood ReLeaf

In 2024, ReForest London proudly hosted 20 tree giveaway events, distributing 3,619 trees to 1,251 households across London, reaching eight unique electoral wards. Through this year's program, we engaged with 2,698 community members, each one helping to shape the future of our city's urban forest.

At every event, our team offered personalized guidance on tree selection and care, empowering Londoners to become stewards of their local environment. These giveaways are more than opportunities to plant trees. They are powerful catalysts for community engagement, fostering connection and encouraging residents to contribute to a greener, healthier city. By inspiring individuals to host, plant, and care for trees, the Neighbourhood ReLeaf program promotes collaboration and shared responsibility for our urban forest.

As we refine the Neighbourhood ReLeaf program, we are excited to share that our new Community Tree Nursery is being developed to support future tree distribution efforts.

The nursery, grown in partnership with the community, will ensure a steady and sustainable supply of trees for years to come.

We invite Londoners and local businesses to be a part of our next chapter and support the development of the Community Tree Nursery as we grow toward the much-anticipated return of Neighbourhood ReLeaf.

The impact of Neighbourhood ReLeaf reaches beyond the trees themselves. It is about nurturing a shared sense of environmental responsibility across our city. Each interaction helps build a stronger, more connected London. These moments of shared learning turn the act of planting a tree into a meaningful expression of local identity and environmental hope.

Billie Moritz
Environmental Programs
Coordinator





Schools Program

Trees provide fantastic experiential and interdisciplinary learning opportunities. Through our Schoolyard Planting Program, we have increased access to the benefits of trees for students and school communities. Made possible through strong community and municipal support, this program provides highly subsidized trees and educational programming to schools across London, transforming schoolyards into greener, healthier places where students can learn and play.

This year, we reached new heights with a record number of trees planted in schoolyards. Our hands-on program teaches youth about the value of trees and how to care for them. Working in teams, students apply science, math, problem-solving, and critical thinking as they plant their trees. There is instant joy and ownership in the experience, and students are encouraged to care for and protect their tree, so they can return to their school decades down the road, and see the tree they once planted, providing for the next generation.

The program also aligns with broader efforts to increase canopy coverage across London, complementing ReForest London's park planting and naturalization work. We carefully select planting sites in schoolyards, balancing the need for sports and recreation space with opportunities for usable shade and strategic ecological impact.

This year, we planted 191 large trees across 24 schools, engaging over 1,000 students. Our Seeds to Forest program, which introduces students to seed education and seedling growth, distributed over 2,800 acorns to 1,300 students across 34 schools. The seedlings grown were sent home with families or returned to ReForest London programming.

We extend immense gratitude to the educators and school staff who contribute their time and energy to these programs!

Rachael Jensen
Environmental Education
Coordinator





Westminster Ponds Centre

In 2024, the Westminster Ponds Centre made significant strides in its capital development, creating a vibrant and sustainable space that fosters both environmental stewardship and community engagement. Key improvements to our facilities and infrastructure have enhanced the Centre's capacity to serve as a hub for education, recreation, work, and conservation.

Our marquee development this year is the groundbreaking of the Community Tree Nursery, designed to enable scaled local tree growing within the London community to further support community-engaged ecological restoration efforts. Our ongoing efforts to enhance and restore the natural world in our region have been complemented by thoughtful upgrades to visitor services, workspaces, and educational spaces, ensuring the Centre remains a welcoming and accessible destination for all.

Equally important, our community engagement initiatives have flourished. We have strengthened partnerships with local organizations, schools, and volunteers to deliver programs that connect people to nature, promote sustainability, and encourage active participation in conservation efforts. Through workshops, events, and hands-on projects, we have empowered community members to take an active role in the care of our region's precious natural resources.

Together, these efforts reflect our commitment to creating a thriving, inclusive space that nurtures both environmental and community well-being for generations to come.

Shaquille Sealy
Co-Executive Director
Operations & Projects





Planting the future today!

Volunteers

Volunteers are the heart of our organization, playing an essential role in bringing our mission to life. Many have been with us since the early days of our programming and continue to be invaluable contributors each season. They bring a wide range of knowledge, skills, and lived experience that strengthens both ReForest London and our broader community.

As we evolve and refine our programs, volunteer input has been instrumental in helping us adapt strategically, shaping how we present ourselves to sponsors, donors, partners, and the public. Serving as the face of ReForest London at many events, our volunteers are not only ambassadors but also trusted partners in our work.

In 2024, 1,450 unique volunteers participated in 152 events, including tree plantings, community projects, outreach initiatives, and workshops. Together, they contributed 3,546.5 hours of service. Their dedication helped naturalize green spaces across the city, engage community members in meaningful ways, and supported the planting of 3,003 trees.

Beyond the numbers, our volunteer community reflects the spirit of environmental stewardship and collective action. From students planting their first tree to retirees offering decades of expertise, our volunteers span generations and backgrounds. They bring curiosity, compassion, and a deep-rooted desire to protect and restore the natural world. It is through their shared efforts that we are able to expand our reach, build stronger relationships with the community, and cultivate a legacy of care for our urban forest.

We are deeply grateful for this incredible group of individuals. To every volunteer: thank you for your unwavering support. Your work truly makes a difference.

Mariana Perez Luna
Engagement Coordinator





What's Next

As we look to the future, ReForest London is entering a transformative chapter - one rooted in growth, resilience, and bold climate action. Our work has always been guided by a commitment to building a greener, healthier city, and the year ahead will see that commitment come to life in powerful new ways.

From the launch of the Community Tree Nursery and Regional Seed Hub to critical infrastructure upgrades and the creation of a dedicated space for climate programming, we are laying the foundation for long-term impact. These projects are not just investments in trees or buildings. They are investments in people, ecosystems, and the future of our city.

Here's a glimpse into what's coming next as we expand our vision and deepen our roots in the community.

The Perth Pavilion for Community Forestry

The Perth Pavilion for Community Forestry is more than just a building. It will be the home of our climate action efforts. This renovated space will serve as the hub for all of our programs: the Community Tree Nursery, the Seed Hub, the Seed, Tool & Thing Libraries, and the Educational Workshops.

The Perth Pavilion is the beating heart of this entire project. It's where our community will find hope, where we will grow resilience, and where people will be empowered to tackle the climate challenges that threaten our most vulnerable. This space will be the foundation for everything we do, creating a legacy of climate action for generations to come.

What's Next

The Community Tree Nursery and Regional Seed Hub

The Community Tree Nursery and Regional Seed Hub will serve as a critical resource for the community, providing native tree and seed species that are essential for maintaining and restoring local ecosystems. Operated by ReForest London, this space will be dedicated to growing thousands of native trees from locally sourced seeds, nurturing them with care until they are ready to take root across our city.

These young trees will one day cool our streets, clean our air, and support local wildlife. The nursery will be more than a growing space – it will be a hub for education, community action, and climate resilience. This is where future forests will be born.

Site-Wide Electrical Upgrade

In 2025, ReForest London will be undertaking a critical infrastructure upgrade at the Westminster Ponds Centre; by replacing aging electrical systems that dated back to the site's days as a veterans' rehabilitation centre.

This project will modernize the electrical supply to the site, providing the consistent and dependable power needed to support our vision of the Westminster Ponds Centre as a regional hub for environmental sustainability, innovation, and community engagement.

The upgrade will ensure not only the success of ReForest London's programs, including our new Community Tree Nursery, but also support the operations of our many tenants: the London Environmental Network, Thames Talbot Land Trust, Urban Roots London, Thames Valley District School Board, Childreach, and the Nature Conservancy of Canada.

Financial Report

2024 was another year of transition for ReForest London, as the changing landscape has resulted in some multi-year grant agreements ending. We have seen a huge increase in support from our corporate partners, which will be increasingly important for the organization moving forward. Despite some of the challenges, we continue to deliver the level of programming the community has come to expect and have utilized some of our accumulated surplus to do so in 2024.

Our investment in the refurbishment of the Westminster Ponds Centre continues to be a priority, which is reflected in the increased value of our property, premises, and equipment. Substantial work was again completed during 2024, and we will continue those efforts in future years.

Building our Operating and Capital Reserves continues to be an important part of ReForest London's long-term financial plan. Additional strides were made in this area in 2024, which have put us in a position to handle some large infrastructure expenditures coming over the next couple of years.

ReForest London has an active Finance Committee overseeing and guiding our budgeting, operations, and compliance reporting. Davis Martindale LLP, our independent external auditor, issued an unmodified or "clean" audit opinion on the 2024 financial statements. A complete copy of those statements can be found on our website.

Dillon O'Henly, Board Treasurer

	2024	2023
Total Revenue	\$1,070,375	\$1,093,008
Total Expenses	\$1,093,590	\$1,065,149
Operating Surplus	\$(23,215)	\$27,859
Property, Premises & Equipment	\$1,473,315	\$1,301,359
Deferred Revenue	\$365,616	\$612,930
Accumulated (operating) Surplus	\$42,843	\$90,307
Restricted Reserves	\$227,839	\$203,590

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Contact Us

You can play a role in transforming London into a sustainable, green city. Together, we will make a profound impact in protecting and preserving the natural world for future generations and creating a healthier community at the same time.



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