

2025

Impact Report



Impact Highlights

These numbers reflect the scale of our impact. Together with volunteers and partners, we plant trees, grow future canopy in our nursery, and share trees with the community, expanding access to green spaces across the region.

2,456

Trees Planted

762

Shrubs Planted

2,696

Trees Given Away

15,835

Trees Grown

2,389

Volunteers Involved



Botanical Stamps



Throughout this annual impact report, you'll see botanical stamps celebrating native species grown in our community tree nursery this year.

They reflect both our roots and our reach. These species are foundational to our programs and a testament to what our community can grow together.



A Message from our Executive Directors

Twenty years ago, we planted our roots in this community with a belief that people and nature can thrive together. As we reflect on 2025, we see a year shaped by both gratitude and renewal. It was a moment to honour the foundation built over two decades and to look ahead to who we must become in a growing city, an evolving region, and a changing world. At the centre of this reflection was a single guiding question: how can we deepen our impact with the communities we serve.

Our vision is rooted in possibility and collective action. We continue to plant and protect trees, but we also nurture something larger. We cultivate a shared sense of ownership for the urban forests that sustain our region. This year, our community tree nursery became a powerful expression of that shared responsibility. From local seed collection to nurturing young trees to planting them across Southwestern Ontario, the nursery has created a full circle, community driven tree economy that invites people of all ages to participate in the forests of tomorrow.

The progress we have made has been rapid, but never accidental. It reflects the steady, purpose driven efforts of our staff, volunteers, partners, and donors. At ReForest London, we encourage personal responsibility to the natural world, while recognizing that lasting change is only possible when we act together. When rooted in community, our impact grows stronger and reaches farther.

Every tree grown, planted, and cared for, every partnership strengthened, and every person engaged contributes to something greater than any one of us. Together, we are shaping the present and building a legacy for future generations. We are creating a region where community and nature grow in unison.

Everyone has a role to play in this future. Thank you for being part of it.



Rodger Moran

*Executive Director,
Advancement & Partnerships*



Shaquille Sealy

*Executive Director,
Operations & Capital Projects*





Kentucky Coffeetree

61 seedlings grown in 2025

Kentucky coffeetree is a distinctive North American native known for its bold form, large compound leaves, and dramatic seed pods. It is highly tolerant of heat, drought, salt, and urban conditions, making it a strong choice for streets and parks. Its open canopy lets light reach the ground, supporting understory growth, while its flowers and pods add seasonal interest and some wildlife value.

Who We Are

ReForest London is dedicated to protecting, growing, and celebrating the urban forests that sustain our region. Our vision is a flourishing Southwestern Ontario where healthy ecosystems and thriving communities exist in balance. As a charity focused on the urban forests of our region, we work at the intersection of people and nature, strengthening the delicate relationship between the two.

With a mission rooted in collaboration, we bring together neighbours, businesses, community partners, and institutions across Ontario for meaningful opportunities to grow, plant, and restore ecosystems together, always prioritizing long-term ecological impact. Through our tree planting programs and our community tree nursery, we've created a space where people of all ages can participate in a full-circle, community-rooted, tree journey, from seed collection to flourishing forest.

Every tree grown and planted is a promise to the future. With the dedication of volunteers and the support of generous donors and committed funders, we are restoring natural habitats, mitigating climate change, and enhancing the health and well-being of the communities we serve.

As a registered charity, accountability and transparency guide every decision we make. We ensure that every contribution is used to maximize environmental and community benefit. Through our unique combination of education, hands-on tree growing, planting, and care, we foster a sense of ownership and pride in our shared urban forests and empower people to become active stewards of the natural world.

We invite you to be part of this growing movement. Together, we can shape a greener, more resilient Southwestern Ontario for all beings for generations to come.

GROWING TOGETHER

Celebrating 20 years of ReForest London

This year marks an important milestone: 20 years of ReForest London. What began as a small tree-planting initiative has grown into a leading organization advancing urban forestry, environmental education, and sustainability across the region.

Thanks to the dedication of our volunteers, donors, and partners, we have planted hundreds of thousands of trees, strengthened our urban forest, and cultivated a greener, healthier city. A key achievement is the Westminster Ponds Centre, now developing into a vibrant sustainability hub for Southwestern Ontario, bringing people together to learn, connect, and take action.

Through our education programs and the launch of the Community Tree Nursery, we continue to inspire stewardship and give community members the opportunity to experience the wonder of growing trees firsthand. Our impact continues to expand beyond London, supporting a greener region for all.

To everyone who has supported this journey,
thank you.

As we look ahead with confidence and optimism, we invite you to continue growing with us. Together, we can shape the next 20 years and build an even greener future for Southwestern Ontario.



Shaquille Sealy
*Executive Director,
Operations and Capital Projects*



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Planting trees & volunteering with Reforest London was rewarding in all possible ways; the communal spirit, teamwork & support from the experienced & welcoming staff made volunteering a fun & inspiring way to bring more trees & nature appreciation to London.

~ Park Planting Volunteer 2025

Park Naturalization Program

In 2025, ReForest London continued to grow a greener, more connected city through our Park Naturalizations program. Together, we planted 3,099 native trees and shrubs in 20 parks and greenspaces across the city, enhancing London's urban forest and ecological resilience. Our tree giveaways engaged community members across the city, offering guidance on tree care and inspiring residents to become stewards of the environments.

Meanwhile, our naturalization efforts brought native species to parks and natural areas, restoring biodiversity and strengthening local ecosystems. None of this would be possible without the dedication of our volunteers. This year, 1,488 individuals joined us at planting events, proving that our mission truly takes root with community support. Together, we are planting more than trees, we're cultivating connection, resilience and hope.

Billie Moritz

Planting Programs Coordinator



Sugar Maple

825 seedlings grown in 2025

Sugar Maple is a classic Canadian native known for its brilliant fall colour, strong wood, and iconic maple syrup. It provides dense shade and long-term canopy. Its flowers, seeds, and leaves support wildlife, making it a keystone species in healthy ecosystems.



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The staff were so warm, funny, and knowledgeable. I learned oodles in one day and now find myself foraging for seeds everywhere I go now. Thank you for letting me channel my inner squirrel!

~ Seed Collection Volunteer 2025

Community Tree Nursery

The first year of operations at our Community Tree Nursery (CTN) was a great success, with the engagement of 610 volunteers across 48 events. Our programming ranged from seed sowing and tree potting to seed forecasting and collection hikes. These events have enabled us to kickstart our nursery operations and provide hands-on environmental education to a variety of community groups.

We have worked with over 35 different species of native, Carolinian trees and shrubs this year alone through the growing of our starter stock, and the sowing of seeds. This year we cared for over 15,000 seedlings and saplings in the CTN, 1,260 of which went into our fall tree planting programs, and 1,807 of which were given away for free through ReLeaf programming. Through seed collection in 2025, we gathered 18 unique species and collected 99 lbs in total seed weight.

Rachael Jensen

Growing Programs Coordinator



Bur Oak

493 seedlings grown in 2025

Bur Oak is a hardy Canadian native known for its thick bark, deep roots, and long life. It handles drought, tough soils, and open landscapes with ease. Its large acorns feed wildlife, and its wide canopy offers shade and habitat.



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As someone who has booked a lot of meeting spaces, the fact that we could go outside into the calm and quiet was a huge bonus but having the washrooms, kitchen and water close by, not to mention the natural light in the room was also wonderful.

– WPC Booking Rental 2025

Westminster Ponds Centre

In 2025, the Westminster Ponds Centre continued to serve as a hub for environmental education and community connection. Throughout the year, the Centre welcomed a wide range of groups who rented the space for meetings, workshops, and nature-based programming, fostering meaningful engagement with the environment.

In addition to rentals, the Centre hosted a variety of environmental events that inspired participants of all ages to learn about local ecosystems, conservation, and sustainable practices. Together, these activities strengthened community ties and deepened appreciation for the natural spaces that make London unique.

Michelle Jones

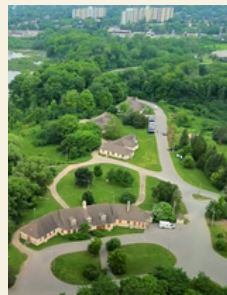
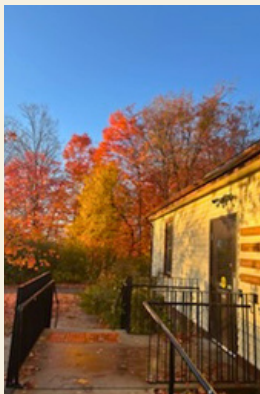
Manager of Programs



Sycamore

521 seedlings grown in 2025

Sycamore is a sturdy native tree known for its patchwork bark and wide canopy. It thrives in moist areas yet adapts well to city life, offering wildlife food and generous shade wherever it grows.



Celebration Forest

A LIVING LEGACY

In September 2025, ReForest London hosted our final Celebration Forest Tree Planting Ceremony, marking the completion of an extraordinary 15-year naturalization project. And what a finale it was! More than 500 community members came together to plant nearly 120 native trees at the six-hectare Celebration Forest site, located near ReForest London's office and the Westminster Ponds Environmentally Significant Area.

Established in 2011 in partnership with the London Health Sciences Centre and St. Joseph's Health Care London, the Celebration Forest program offered individuals across London and surrounding communities the opportunity to donate "Tree Gifts" in honour or in memory of loved ones. Each year, gift recipients were invited to plant their trees during a special ceremony, creating a meaningful and lasting tribute.

Fifteen years later, the Celebration Forest has grown from a modest forest patch into a thriving, living legacy of remembrance and renewal. We're incredibly proud of what this program has achieved - not only in helping to green our city, but in bringing our community together. We're also deeply grateful to the thousands of community members who have helped expand, care for, and protect this forest along the way.

Although Celebration Forest is complete, ReForest London continues to offer meaningful ways for our community to honour their loved ones with trees. Explore our new Trees in Tribute initiative to learn more. (www.reforestlondon.ca/trees-in-tribute)

Julia Hammer

Fundraising Coordinator

White Cedar

*875 seedlings
grown in 2025*

White cedar is a resilient Canadian native, prized for its year round greenery and dense wildlife habitat. It provides shelter for birds and other species and thrives in a range of forest conditions. White cedar was recognized as the Celebration Forest 2025 Tree of the Year for its ecological and community value.





THANK YOU TO OUR 2025 TALL PINE AND SUGAR MAPLE CELEBRATION FOREST SPONSORS



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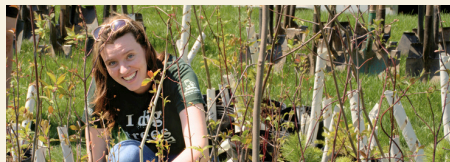
Volunteering with ReForest London, both as an Administrative Assistant and as part of the WPC Committee, has been a wonderful and enriching experience. I felt useful and proud to contribute to something that benefits both the environment and our community.

— Lorena Gutiérrez Bernal, Volunteer

Volunteer Engagement

Volunteers continue to be at the heart of everything we do. Our dedicated planting volunteers once again showed up with their trademark enthusiasm, helping us bring new trees and energy into communities across the city. This year also marked a major milestone with the launch of the Community Tree Nursery over 40 dedicated volunteers joined us to water thousands of seedlings, tend young trees, and support everyday nursery care. Their commitment helped transform the space into a thriving hub of growth and learning.

Our Core Volunteers are the reason we can deliver high-quality planting events, host community booths, and run tree giveaway programs throughout the year. Their dedication shines through in every season, and the time they invest in specialized training allows them to go above and beyond, stepping confidently into leadership roles, supporting new volunteers, and ensuring our events run safely, smoothly, and with a welcoming spirit. Their commitment, skill, and reliability form the backbone of our work, helping us connect with communities and grow our impact across the city.



Rose Pfeifer

Manager of Advancement



Redbud

490 seedlings grown in 2025

Redbud is a small native tree celebrated for its rosy spring blossoms and graceful, heart-shaped leaves. It flourishes at forest edges and along sunny streetscapes alike, offering early-season nectar for pollinators and adding a burst of color to any landscape.



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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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