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Founding  
Partners



**Establishing the Million Tree Challenge:  
One Tree For Every Londoner**

# Our Mandate



**ReForest London**  
planting the future today



ReForest London is dedicated to working with the community to plant one million trees in ten years to enhance environmental and human health in the Forest City.

# Million Tree Challenge



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- One Million Trees in London over 10 years
- First Goal: One Tree for Every Londoner during first 3 years
- Achieving Environmental, Economic, and Social benefits of trees
- Founding Partners: ReForest London and the City of London
- Over 30 partners at launch in June
- Million Tree Challenge leverages trees – ReForest London won't plant one million trees – Londoners will!

[www.milliontrees.ca](http://www.milliontrees.ca)

# London's Need



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- The Forest City has just 7.8% woodland cover; Environment Canada recommends 30% woodland cover.
- London has 24% tree cover. Many cities have adopted goals of 40% tree cover
- Emerald Ash Borer will kill 10% of London's trees

# What do trees do for us?



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## Environmental Giants

- Trees both *AVOID* and *MITIGATE* air pollution
- Trees filter, absorb and store many pollutants.
- Trees cool our cities.
- Trees clean our air and store carbon for decades.
- Trees are natural storm water management systems.
- Trees provide habitat to many insects and animals.

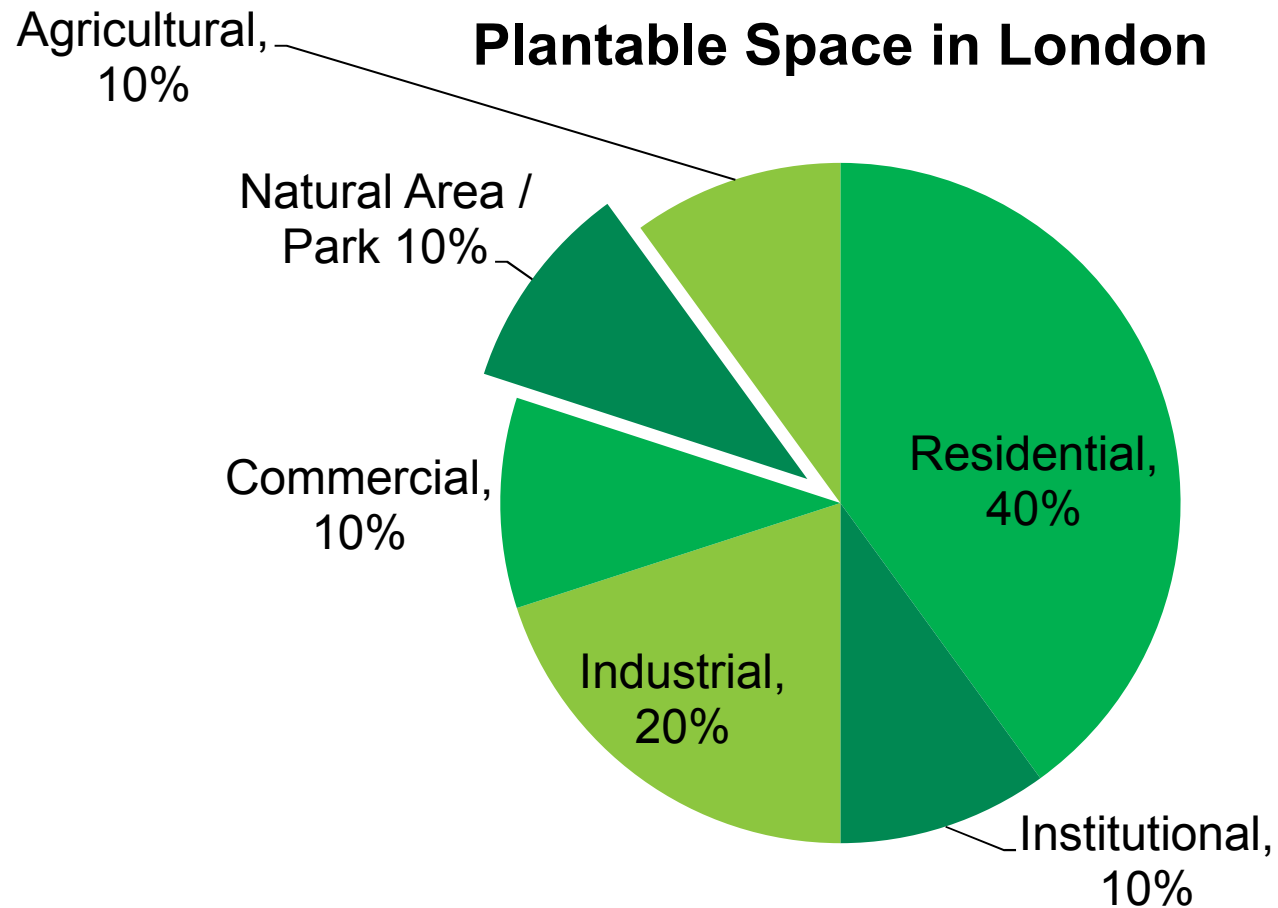
## A Community Investment

- Over its lifetime, a tree provides \$160,000 in ecological goods and services.
- Trees planted near buildings save Londoners \$1.7 million in heating and cooling costs.
- Trees can increase property values by as much as 20%.
- Green infrastructure saves in storm water management costs.

# Where do we need more trees?



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Source: City of London  
UFORE Report, 2010



# Our funding request



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- \$100,000 in 2012 to launch programs to plant trees in new areas
- Return in 2013 and 2014 with update and additional request
- Over \$200,000 raised since June from foundation / corporate sources
- Over \$100,000 in requests pending
- Budget is 7:1 leveraging

# Leveraged funding will be used to:



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- Inspire Londoners to planting trees through events, tree give-aways
- Bring affordable trees to Londoners at their homes and workplaces through community/workplace tree sales
- Develop tree gift program for businesses, especially realtors and home builders
- Educate people about appropriate tree species and planting
- Recruit new partners
- Support partners to ensure their success



The Million Tree Challenge will transform the way London looks and the way Londoners feel about their city.

The trees we plant will make our air and water cleaner, and will return far more in measurable ecological services than we invest.

We are the Forest City.

