

# 2012 Partnership Funding



## **Million Tree Challenge**

### **Progress Report**

by

**ReForest London**

for

**City of London**

**Planning and Environment  
Committee**

**January 22, 2013**

# Trees Are Multifunction Technology

- Nicer Neighbourhoods
- + Air Quality
- + Cooling and Shade
- + Quality of Life
- + Storm Water Mitigation
- + Asphalt Life Extender
- + Energy Savings
- + Biodiversity
- + Human Health benefits

**\$\$ and Health for All**

# A New Outward Focus



## Transforming

### From

- a tree planting organization

### To

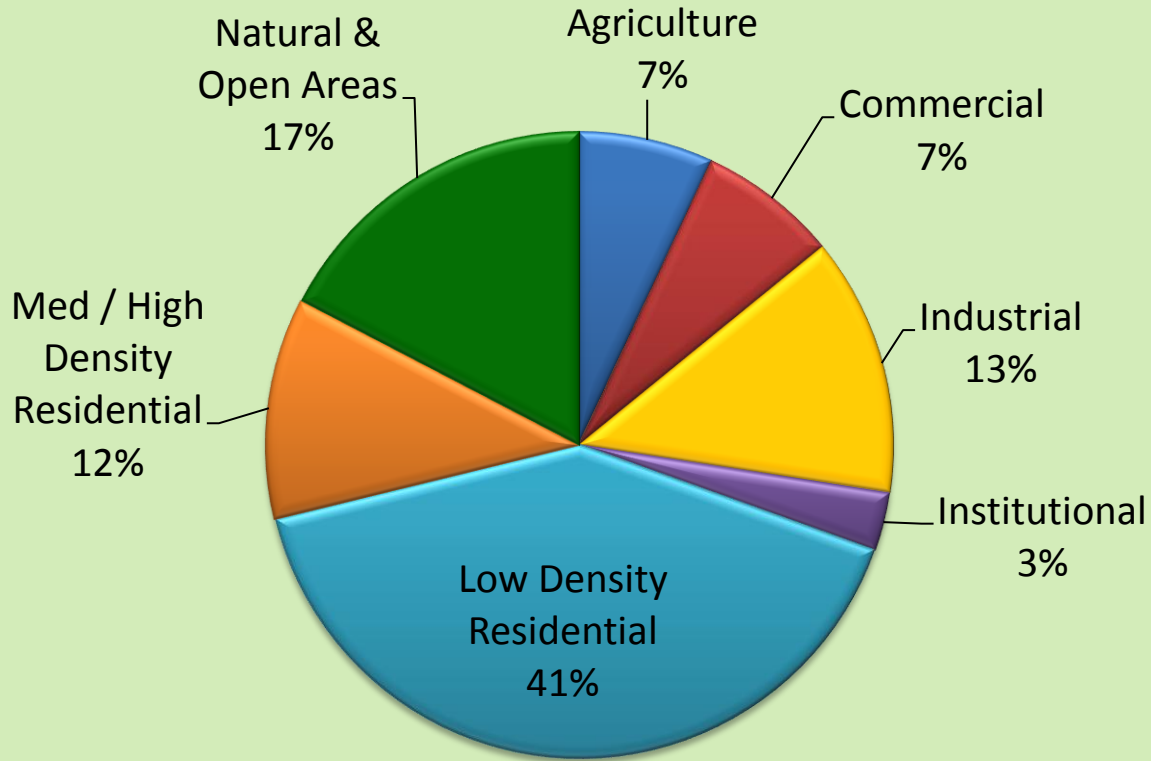
- an activating and leveraging organization

## Goal

Get all sectors and demographics of London to plant trees and ensure our health (human, environmental, economic, social)

# Impacting all Corners of the City

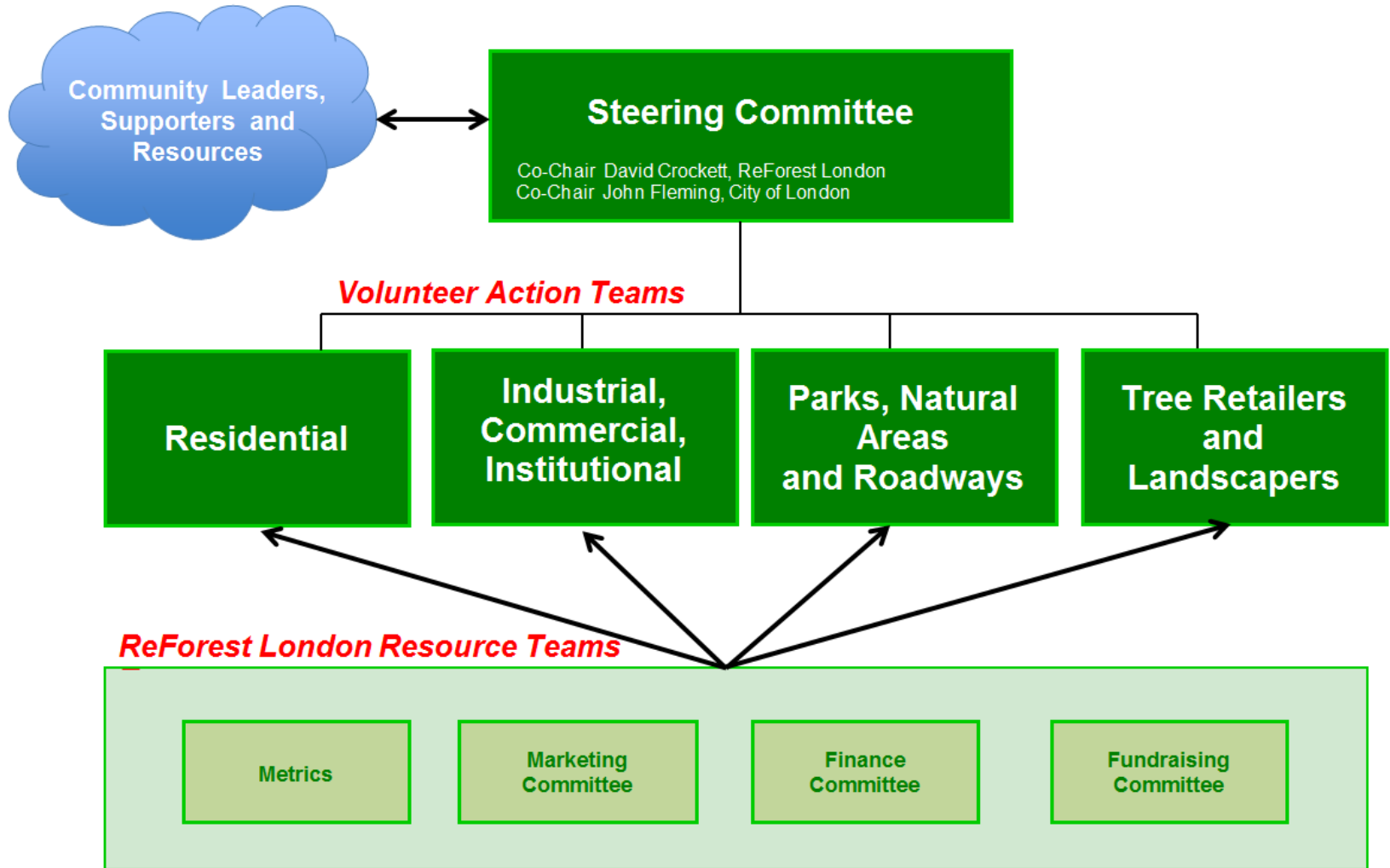
- RFL used to stick to only public land
- Now all land use types are targetted for more trees
- MTC is reaching lands that nobody else is



**Land Use Types**

\* within the Urban Growth Boundary

# Action and Community Based Model



- Leveraging and activating new audiences

# Partnership Model



It's all about  
PARTNERS

## MTC Partners in the forefront

- Engages
- Motivates
- Activates
- Celebrates

## Results

- Greater accomplishments
- Wider community involvement
- Leveraging of limited resources

# Trees Registered so far



Goal for first full year was 75,000

# Great successes in Participation

**76** Partners

corporations, businesses, community groups, and institutions

**1,213** Tree Planters

registered their trees on

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

**5757** Seedlings

given away at 100 community events

**5331** Volunteers

all dedicated to more trees in London

**9084** Volunteer hours

= 5.4 fulltime workers



## Great Value on expenditures

ReForest London is a great activator of support, in-kind support and leveraging

**\$6.20**

**Leveraging achieved**

**for every \$1**

# Other Highlights



STRONGER COMMUNITIES TOGETHER™



- **Banner Industrial project**

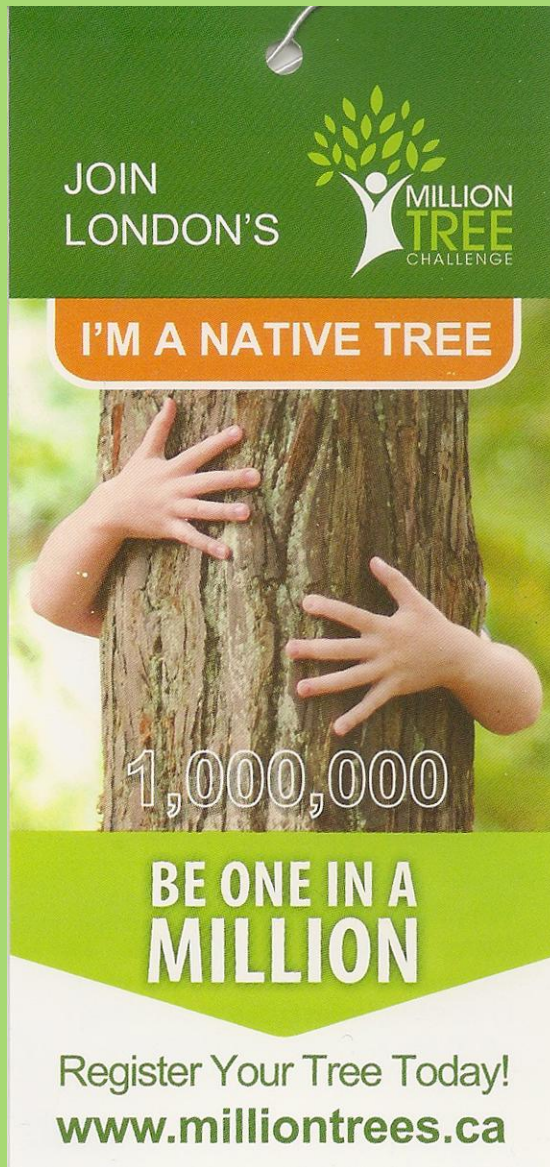
London Life provided

- Land
- Trees
- Employees

- **Unprecedented Outreach**

- Direct messaging to ~ 4000 people
- Exposure to 10's of thousands
- 200 volunteer hours over 10 days
- New audience for Million Tree Challenge messaging

# Broad and Deep Exposure



## 20,000 Tree Tags

Distributed through

- Garden Centres
- Walmart
- Tree Sales
- Seedlings

# Leveraging KEY Partners



STRONGER COMMUNITIES TOGETHER™

NICHOLSON SHEFFIELD ARCHITECTS INC.





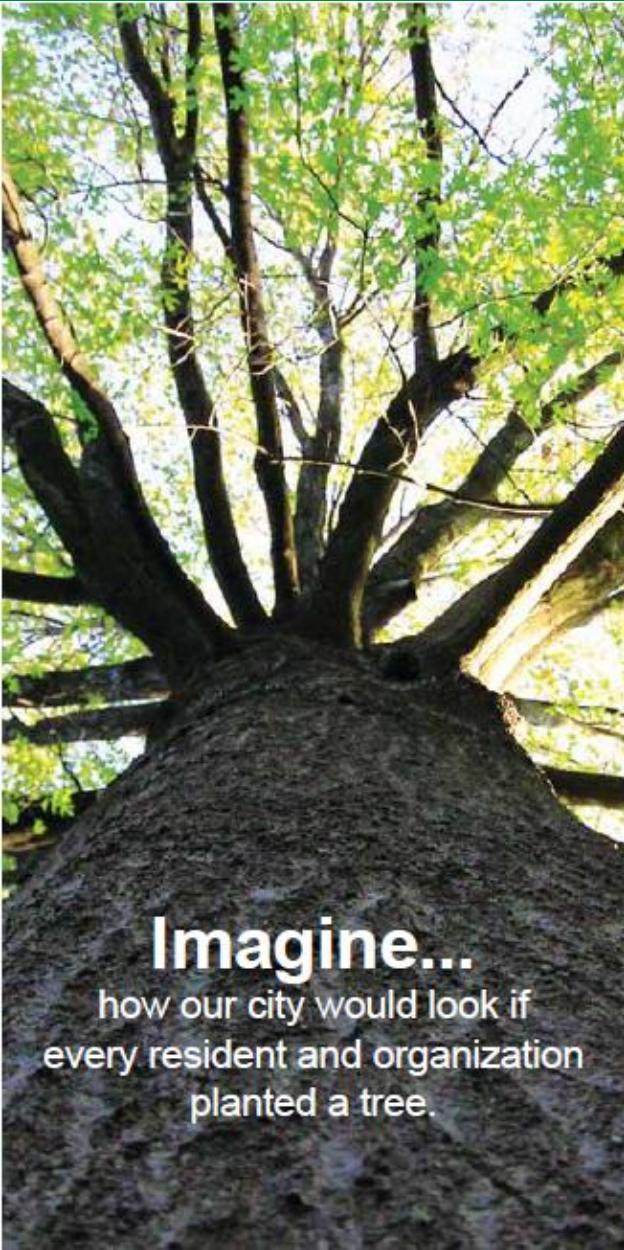
# Tree Planting Location pins

milliontrees.ca





# Going Forward

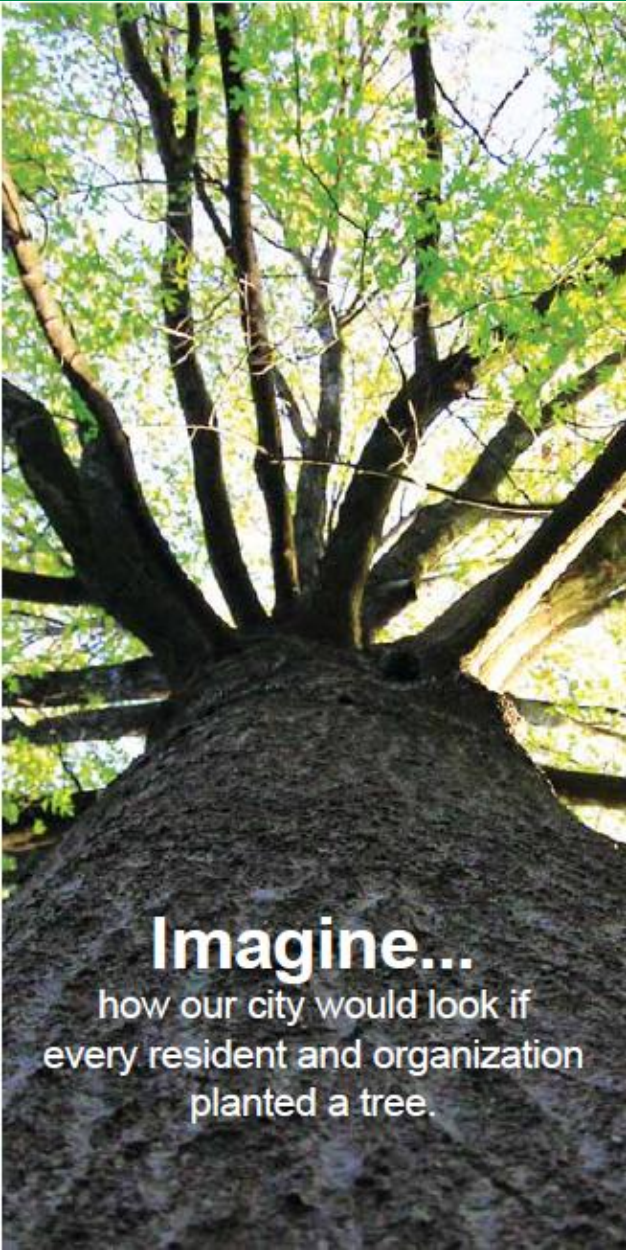


**Imagine...**

how our city would look if every resident and organization planted a tree.

- Engaging more private sector to plant on their private property
  - Gives community-wide benefits
  - Activates more resources to the project
- City wide volunteer ‘Street Captain’ program to target residential
- Build on National Forest Week to be celebration of Million Tree Challenge but also of Forest City
  - Community report and public event

# Making London even better



**Imagine...**

how our city would look if  
every resident and organization  
planted a tree.

Trees provide many benefits

we will

Capture the opportunity and  
the rewards

for each and every Londoner