

TREES ONTARIO ANNUAL REPORT 2010-2011



Trees are the lungs of the earth—inhaling toxic pollutants in our air and exhaling fresh oxygen.

There is an urgent ecological crisis in Ontario with forest cover as low as 5% in some regions. Experts have determined that **a minimum 30% forest cover** is required to maintain a healthy, sustainable environment.

To enhance the health of our environment and our personal health, **we need to plant a billion more trees in southern Ontario.**

With a billion more trees needed, we should all be part of the solution to reach that goal. Trees Ontario's goal is to support the planting of **10 million trees a year by 2015.**

Help us save our environment. **One tree at a time.**



Help Us Save Our Environment. One Tree At A Time.

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Vision

To enhance the health and integrity of the environment through tree planting and sustainable management of Ontario's forests.

Mission

To increase the forested landscape of Ontario's private lands—through the support and promotion of tree planting programs and by working with partners, government, associations and sponsors.



A Message from the CEO

The United Nations declared 2010 as the International Year of Biodiversity to shed light on the vital role that biodiversity plays in sustaining life on earth. Biodiversity, which encompasses all living things including plants, animals and the ecosystems they inhabit, is seriously threatened by a growing global population, urban development and significant loss of forest cover.

A crucial step in conserving biodiversity is protecting our forests and trees. By protecting and increasing the amount of forested land, we can ensure that our ecosystems become resilient enough to mitigate the effects of climate change.

Forest ecosystems play a crucial role in offsetting the carbon in our atmosphere and reducing greenhouse gas concentrations. We rely heavily on trees to purify our air and provide us with the fresh oxygen we need to sustain life on this planet. We depend on trees to clean our fresh water resources by filtering our rain water and protecting against soil erosion. We count on trees to moisten our air, to give us shelter from the wind and to protect us from the sun.

A mounting volume of research over the past 30 years indicates that the health of our forests has a direct impact on our own personal health. The health of our environment can and will affect us all.

Billions of dollars are spent annually on health care services to treat illness symptoms rather than addressing the root cause of many commonly occurring diseases. Strong evidence suggests that the health and integrity of our forests affect our own health and well-being. It is crucial that we invest in rebalancing our ecosystems and increasing forest cover levels.

To enhance the health of our environment and our personal health, Trees Ontario is re-building the infrastructure and capacity to increase forest cover levels and to ensure that our environment has the resiliency to adapt to an ever-changing climate.

We continue to witness a growing interest and awareness across all sectors regarding the importance of maintaining and enhancing our natural environment. If we, as a population, intend to enhance the health of our environment now and for future generations, we must continue to build the infrastructure required to implement the on-the-ground activities. We no longer have the luxury of being passive bystanders.

We must take a proactive approach to adaptive management, assisted migration and enhanced monitoring to properly assess our efforts and successes.

We are thrilled to announce that this year we supported the planting of more than 2 million trees and reached a significant milestone—10 million trees planted since 2004 with more than 65 partners and 2,000 landowners. We continue focusing our efforts to restore and sustain forest cover by increasing the capacity and competency of local community-based tree planting organizations. Our goal is to increase this capacity to support the planting of 10 million trees a year by 2015.

We are extremely pleased with our accomplishments this past year and recognize that they are as a result of the excellent support of landowners, planting partners, nurseries, government, corporate sponsors and individual donors.

We all have a responsibility to protect and conserve global biodiversity which is essential for healthy and resilient ecosystems. Without a healthy ecosystem we can't sustain a healthy planet and we will surely compromise the health of our children and future generations. In order to enhance the health of our environment and our personal health, we must all be part of the solution.

Help us save our environment. One tree at a time.

Robert H. Keen, RPF
Trees Ontario CEO

About Us

Trees Ontario is the largest not-for-profit tree planting partnership in North America. Our overall goal is to restore the province's tree planting capacity on predominately rural landscapes by providing financial incentives to landowners and support to its tree planting partners.

Trees Ontario is leading efforts to re-green the province through a tree planting network consisting of Conservation Authorities, Ontario Stewardship Councils, forestry consultants, First Nation communities, municipal governments and community volunteer groups.

Over the years, Trees Ontario has focused efforts to enhance the capacity and competency of its local partners and has witnessed a continuous increase in tree planting levels.

This year, we reached a milestone—10 million trees planted since 2004 with approximately 2,000 landowners.

Trees Ontario's goal is to support the planting of **10 million trees a year by 2015.**



A young pine tree sapling with a white ribbon tied around its base, resting on a bed of dark mulch.

Re-building a Tree Planting Infrastructure

In the early 1990's, severe province-wide cuts in tree planting programs resulted in a decline in tree planting levels.

Trees Ontario is leading efforts to re-build the infrastructure and capacity required to increase tree planting levels through the coordination and delivery of high quality professional tree planting services to landowners and its tree planting partners.

Landowner Incentives:

- Reducing landowner planting costs through tree planting subsidies
- Promoting tree planting benefits to landowners and stakeholders
- Coordinating educational workshops for landowners

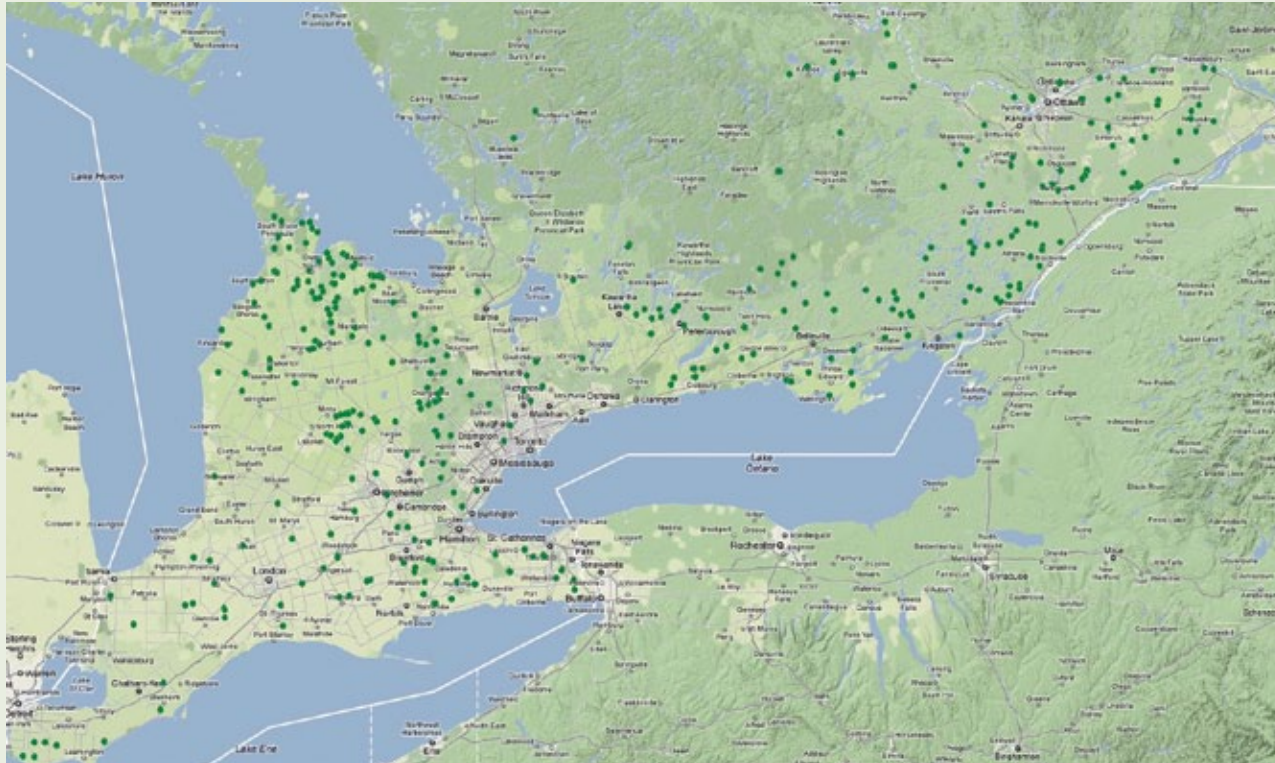
Partner Capacity Development:

- Promoting scientifically-based tree planting and forestry practices
- Facilitating technical skills, training and mentorship programs for planting partners
- Coordinating seed and stock production with partner nurseries

Trees Ontario Tree Planting Programs

Tree Planting Program	Program Description	Number of Trees Planted in 2010-2011
50 Million Tree Program	As part of the Ontario government's 50 Million Tree Program, the Ministry of Natural Resources (MNR) has partnered with Trees Ontario to plant trees on rural lands across southern Ontario. The program is designed to significantly reduce landowner's costs of large-scale tree planting and thereby increase the number of trees planted.	2,047,482 trees
Trees Ontario Forest Restoration Program	Trees Ontario's Forest Restoration Program provides planting agencies with subsidies to help reduce the landowner's planting costs. In turn, the planting agency provides landowners with all services required to plant the trees, including site inspection, preparation of site plan, ordering stock, site preparation, overseeing the tree planting, tending and follow-up survival assessments.	147,085 trees
Special Projects	Trees Ontario supports select special projects, which are dealt with on a case-by-case basis. Planting agency partners are asked to submit a project proposal, which is then reviewed by a technical advisory committee.	33,585 trees
Total = 2,228,152 trees		

Operational Updates 2010-2011



The green icons on the map represent locations of properties on which trees were planted by Trees Ontario and partners during the 2010 planting season.

Total number of trees planted in 2010:	2,228,152
Total number of participating landowners:	350
Total amount of acres re-greened:	38,505



Educational Programs

Technical Workshops

To expand Trees Ontario's partnership network and to enhance the expertise of current planting delivery agents, 4 technical workshops were organized and delivered to more than 100 forestry professionals:

- 2 Site Plan Development Courses—Fall 2010
- 2 Tree Plant Primer Workshops—Spring 2011

To respond to an urgent need to replenish supplies of tree seed across Ontario, Trees Ontario and partners delivered a series of public workshops for our planting delivery agents as well as members of the local communities:

- 4 Seed Forecasting Workshops—Spring 2010
- 2 Certified Seed Collector Workshops—Summer 2011
- 2 Growing Native Trees from Seed Workshops—Summer 2010
- 3 Seed Collection Mentoring Workshops—Fall 2010

Landowner workshops

This past year, Trees Ontario hosted 12 free tree planting workshops for landowners across the province with over 700 attendees.

Trees Ontario in the Community

In April 2010, Trees Ontario partnered with the Department of Foreign Affairs and International Trade, the Muskoka Heritage Foundation, Westwind Forest Stewardship Inc., and a group of community and student volunteers to ensure a green legacy for the 2010 G8 Summit. A total of 6,000 trees were planted on behalf of delegates who attended the G8 Leaders' Summit in Huntsville in June 2010.



In May 2010, Trees Ontario partnered with Zehrs to host the annual Community Planting Weekend with free events held across the province. Hundreds of local community volunteers attended and planted close to 3,000 trees.



Trees Ontario attended, displayed and presented at more than 100 events in over 65 Ontario communities in the past year. Major events included the Royal Agricultural Winter Fair, Green Living Show and the Canadian International Farm Show, with a total of more than 400,000 attendees. Other events included woodlot conferences, workshops, partner events and community fairs.

Green Leaders

Trees Ontario *Green Leaders* are landowners who are engaged with the environment and have contributed to our re-greening efforts by participating in the 50 Million Tree Program. Nominated by one of our planting delivery partners, Green Leaders are recognized for their leadership in tree planting initiatives and environmental stewardship of the land.



This year, four more landowners were added to our list of Green Leaders. We would like to congratulate and thank our latest Green Leaders for their efforts and commitment to re-greening their local communities.

Landowner	Property Location	Date Of Recognition
Dianne Lawrence	London	June 14, 2010
Gordon and Anne McArthur	Peterborough	July 21, 2010
Aaron Hughes	Burys Gree	October 12, 2010
Steve Hart	Amherst Island	March 14, 2011

"You really need to contact Trees Ontario and check out the programs available. You don't have to do it alone. There is a lot of support and are many incentives to help you achieve your tree planting goals faster than you could ever have dreamed possible."

—Aaron Hughes, Green Leader

"It is rare that you can spend your time, energy and money on something that you can enjoy and benefit from now but that will also benefit your children in the future. As I like to say, every time an oak tree grows, their inheritance grows."

—Steve Hart, Green Leader

Tree Planting Delivery Partners

Trees Ontario works with local tree planting agencies and nurseries across the province to deliver its tree planting programs. These include Conservation Authorities, Ontario Stewardship Councils, forestry consultants, nurseries and First Nation communities. Planting agencies then work directly with landowners to determine site eligibility, allocate funding and coordinate tree planting activities on the property.

We would like to thank and acknowledge our 2010-2011 tree planting partners:

Ausable Bayfield Conservation Authority	Hastings Stewardship Council	Pineneedle Farms
Bancroft Area Stewardship Council	Herman Ebbers Forestry Services	Raisin Region Conservation Authority
Brinkman & Associates Reforestation Ltd.	Kayanase	REGEN Forestry
Cataraqui Region Conservation Authority	Kettle Creek Conservation Authority	Regional Municipality of York
Conservation Halton	Land Care Niagara	Rideau Valley Conservation Authority
Credit Valley Conservation	Lands & Forests Consulting	Saugeen Conservation
Essex Region Conservation Authority	Leeds-Grenville Stewardship Council	Somerville Seedlings
Ethic Tree Creations	Long Point Region Conservation Authority	South Nation Conservation Authority
Forest Stewardship Committee of Renfrew County	Lower Thames Valley Conservvation Authority	St. Clair Region Conservation
Ferguson Forest Centre	Middlesex Stewardship Council	St. Williams Nursery & Ecology Centre
Grand River Conservation Authority	Muskoka Heritage Foundation	Sustainable Resources
Grenville Land Stewardship Council	Nature Conservancy of Canada	Toronto and Region Conservation Authority
Grey Sauble Conservation Authority	Northumberland Stewardship Council	Upper Thames River Conservation Authority
GWG Resources Services	Nottawasaga Valley Conservation Authority	Williams & Associates, Forestry & Environmental Consultants Ltd.
Haldimand Stewardship Council	Oxford Stewardship Council	

Re-greening through Partnerships

To further enhance and execute forest restoration activities, Trees Ontario requires the ongoing financial support of individuals, government, corporations and small businesses.

Trees Ontario would like to recognize and thank its financial contributors including government, foundation, corporate and small business donors and partners. Your contributions assisted our tree planting, educational and technical programs and supported the planting of more than 2 million trees in 2010-11.

\$100,000 & up



\$30,000-\$99,999



\$1,000-\$29,999

A.D. Latornell Conservation Symposium

Active Green + Ross

Department of Foreign Affairs and
International Trade (DFAIT)

Affinity NFP

Mount Pleasant Group

C.H. Robinson

The Home Depot Canada Foundation

Ipsos Reid

The Toronto Star

Individual Support



Giving to Trees Ontario contributes to restoring the tree planting infrastructure including:

- Tree seed forecasting and collection
- Training and mentoring new technical staff
- Public awareness campaigns
- Providing tree planting subsidies and services to landowners

We gratefully thank and acknowledge the following individuals for their generous contributions to support our re-greening efforts across the province.

Above \$1,000

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Joanne Brown
Michael De Pencier
Gina Iusi
Donald Macdonald

\$500-\$1,000

.....

Kenneth Armson
Michael Brooks
Elizabeth Fedorkow
Gordon McArthur
Anna Roberts
Ann Truysen
Tania Aiello

\$100-\$499

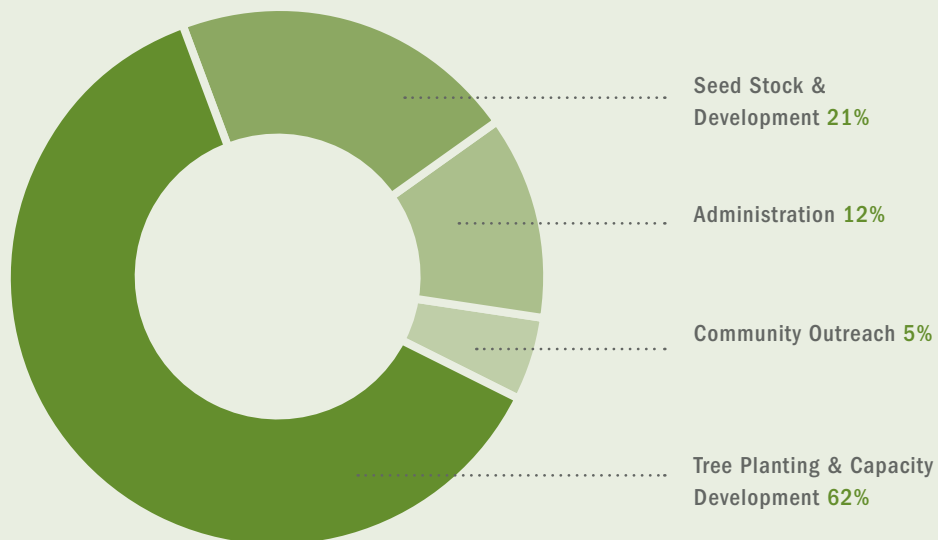
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Melodie Arcand
Lorna Jean Audet
Ian Ballard
Judith Barker
Laurie Bylok
Janet Churchill
Jill Cotter
Walter Davison
Kyle DenOuden
Joanne Dobrindt
Mike Dobroski
Paul Duckett
Daniel Ford
Christine Grant
Mary Gunn

Cheryl Harris
Kai Hildebrandt
Carolynne Hughes
Charlene Ihrig
Carolyn Johnson
Jen Keystone
Martin and Joanne Kuhn
Scott Laderoute
Jim Laird
January Lane
Alan Large
Martha Lucier
Kirsten MacKenzie
Chandrika Mathur
Jihee Min
Chad Oldfield
Victoria Ollers
Don Pearson

Rob Rymerson
Luigi Salerno
Joel Saunders
Jeffrey Saunders
JP Savage
Darlene Serebro
Neil Sinclair
Perry Smith
Gary Sorenson
Kent Stahn
Lynn Summers
Joan Sweeney
Dorothy Tomory
Tanya Toscano
Mark Verlinden
Rada Vukovic
Judith Wells
Dianne Wilson-Sweet

Trees Ontario's Program Expenditures



Tree Planting and Capacity Development

- Tree planting
- Technical training
- Infrastructure development

Seed and Stock Development

- Tree seed forecasting and collection
- Stock development coordination
- Technical workshops

Community Outreach

- Community tree planting events
- Public awareness campaigns

Board of Trustees

2010–2011

Steve Hounsell, Chair*
John Cary, Chair Emeritus
Anne Koven, Treasurer
Donald Macdonald
Joanne Brown
Don Pearson
Michael Curry*
Hugh Mackenzie*

**As of June 2011*

Trees Ontario Staff

Robert H. Keen, RPF, CEO
Al Corlett, RPF, Program Manager
Brooke McClelland,
Business Development Officer
Azadeh Chobak, Communications Officer
Debbie Silva, Communications and
Events Coordinator
Ruth Hall, Administrative Coordinator
Brian Swaile, Seed and
Stock Coordinator

Susan Cumming, Consulting Accountant
Ron Thayer, Field Advisor
Greg W. Greer, Field Advisor
Donald Gummer, Field Advisor
Tim Gray, Field Advisor
Glenn McLeod, Field Advisor
Wade Knight, Field Advisor





*Help Us Save Our Environment. **One Tree At A Time.***

Trees Ontario's goal is to support the planting of 10 million trees a year by 2015.

To further enhance and execute our forest restoration activities, Trees Ontario requires the ongoing financial support of individuals, government, corporations and small businesses. This support will contribute to restoring the entire tree planting infrastructure including tree seed forecasting and collection, technical training and mentorship opportunities for new forestry staff, community outreach as well as landowner tree planting subsidies.

To enhance the health of our environment and in turn our personal health, we need to plant a billion more trees in southern Ontario.

With **a billion more trees** needed, we should all be part of the solution to reach that goal. **One tree at a time.**

Donate online at www.treesontario.ca or call 1.877.646.1193

Charitable Registration Number: 898572862 RR0001





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