

# Trees Ontario

ANNUAL REPORT 2011-2012





# Table of Contents

|                                                  |    |
|--------------------------------------------------|----|
| Message from the President and the CEO .....     | 4  |
| About Us.....                                    | 7  |
| Re-building a Tree Planting Infrastructure ..... | 7  |
| Trees Ontario Tree Planting Programs .....       | 8  |
| Operational Updates 2011-2012 .....              | 9  |
| Educational Programs .....                       | 10 |
| In the Community .....                           | 11 |
| Green Leader Profiles .....                      | 13 |
| Tree Planting Delivery Partners.....             | 14 |
| Forest Restoration Through Partnerships.....     | 17 |
| Individual Support .....                         | 18 |
| Statement of Operations .....                    | 20 |
| Statement of Financial Position.....             | 21 |
| Board of Trustees 2011-2012 .....                | 22 |

# A Message from the President and the CEO

This year was pivotal in Trees Ontario's growth with major steps taken to fulfill our organizational mandate. Through the successful launch of several new programs and our continued support for the capacity development of our planting partners, we have maintained our position as a leader in the forest restoration sector in Canada.

The 2.9 million trees planted during the 2011 planting season contributed to a total of close to 13 million trees planted since 2004. Through the support of landowners, planting partners, the Ontario government, community groups and corporate partners such as CAA, Ontario Power Generation, Hydro One, HSBC, Energuy Canada Ltd., Air Miles and Sporting Life, these trees will restore habitat for forest biodiversity, generate oxygen, absorb carcinogenic pollutants from the air and contribute to a healthy population and sustainable economy for generations to come.

In April 2011, we had the pleasure of celebrating the planting of the 8-millionth tree under the government of Ontario's 50 Million Tree Program. Ontario's commitment under the program is to plant 50 million trees in southern Ontario by 2025, representing one of the largest pledges in North America to the United Nations Billion Tree Campaign. Trees planted under the program are helping to clean the air and mitigate climate change, while providing much needed habitat in the most ecologically imperilled region in Canada. The government's continued support for tree planting initiatives has allowed for the establishment of many new forests across the province.

We have extended our reach to include northern Ontario through Trees Ontario's Forest Restoration Program. Together with our northern partners, we continue to seek support in order to achieve our goal of contributing to the long-term environmental health and economic rejuvenation of the north.

We have also expanded our reach to engage partners across Canada. As such, 2011 witnessed the launch of our new *Forest Recovery Canada* (FRC) program. Trees Ontario has carried out successful national tree planting projects in the past. The official launch of the FRC program will enhance these efforts and will lead to a more extensive network of partners dedicated to reconnecting Canada's fragmented forests.

Too often our environment takes a back seat at times of budget constraints. With our fragmented forests under the continued threat of climate change, we must focus our attention on the natural environment including forests, wetlands and grasslands. In recognition of the interconnectedness of our society, economy and the environment, Trees Ontario launched a white paper entitled *A Healthy Dose of Green* in February 2012.

This paper is a reminder that a relatively modest investment in forest restoration activities can reap great rewards by reducing long-term health care costs while contributing to the collective health, well-being and productivity of current and future generations. Over the next year, Trees Ontario will work closely with a multi-disciplinary network of experts to refine and implement a framework of actions to enhance the health of our environment, our population and our economy.

To increase forest cover levels and to ensure that our environment has the resiliency to adapt to an ever-changing climate, we must achieve the recommended target of 30 per cent forest cover through the planting at least one billion trees across southern Ontario alone. Such large-scale efforts require a strong network of professionals who possess the wide range of skills and technical knowledge needed for successful tree planting and stewardship.

A sector analysis carried out by Trees Ontario this past year has brought to light a looming crisis in the afforestation sector. It has been revealed that 20 per cent of local program leaders at the most active planting delivery organizations will retire within the next five years. A further quarter of the remaining personnel are in need of additional training to achieve best management practices. Furthermore, there is no program in place to ensure that decades' worth of on-the-ground knowledge is transferred to new practitioners. Without adequate succession planning, these pending retirements will have an impact on future planting initiatives, and ultimately the health and integrity of local ecosystems and communities.

Trees Ontario will continue to be a leader in increasing the capacity of successful and strategic forest restoration whether through the adaptation of new reforestation techniques, developing mentoring programs, ensuring the monitoring of all trees planted or increasing public awareness of the importance of our natural environment to our society, economy and health. We recognize that all facets of forest restoration must be considered to achieve success.

We look forward to planting tomorrow's forests with you.

Robert H. Keen, RPF  
Trees Ontario CEO

Steve Hounsell  
President, Board of Trustees



Robert H. Keen, RPF  
Trees Ontario CEO



Steve Hounsell  
President, Board of Trustees



# About Us

Trees Ontario is the largest not-for-profit tree planting partnership in North America. Our overall goal is to restore Ontario's tree planting capacity, enhancing forest cover and improving the health of our ecosystems and Ontarians through forest restoration activities.

Trees Ontario was founded in 1994 shortly after severe province-wide cuts in planting programs resulted in tree planting rates dropping from 20-30 million trees per year in the 1980's to as low as 2 million in the 1990's.

Since its inception, Trees Ontario has been working with its tree planting partners 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.

Trees Ontario has developed a proven track record of successful planting initiatives through extensive collaborations with a variety of provincial and national partners, including Conservation Authorities, Ontario Stewardship Councils, forestry consultants, First Nation communities, municipal governments and community volunteer groups.

We understand that successful tree planting is a complex undertaking and, as such, we focus our efforts on a myriad of factors, including tree seed forecasting and collection; project planning; site and soil assessment; nursery stock production and planting; tending and assessment operations; as well as technical education and public awareness.

Increased forest cover through tree planting efforts will contribute to the reconnection of Canada's fragmented forests. Large, contiguous forests are essential for species migration, climate change adaptation, ecosystem health as well as employment and economic prosperity.

# Re-building a Tree Planting Infrastructure

Trees Ontario's vision is to enhance the health and integrity of the environment through tree planting and sustainable management of our forests. 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
- Hosting volunteer tree planting events in communities across Ontario

## 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
- Monitoring planting efforts to ensure species survival
- Enhancing the capacity and competency of local partners

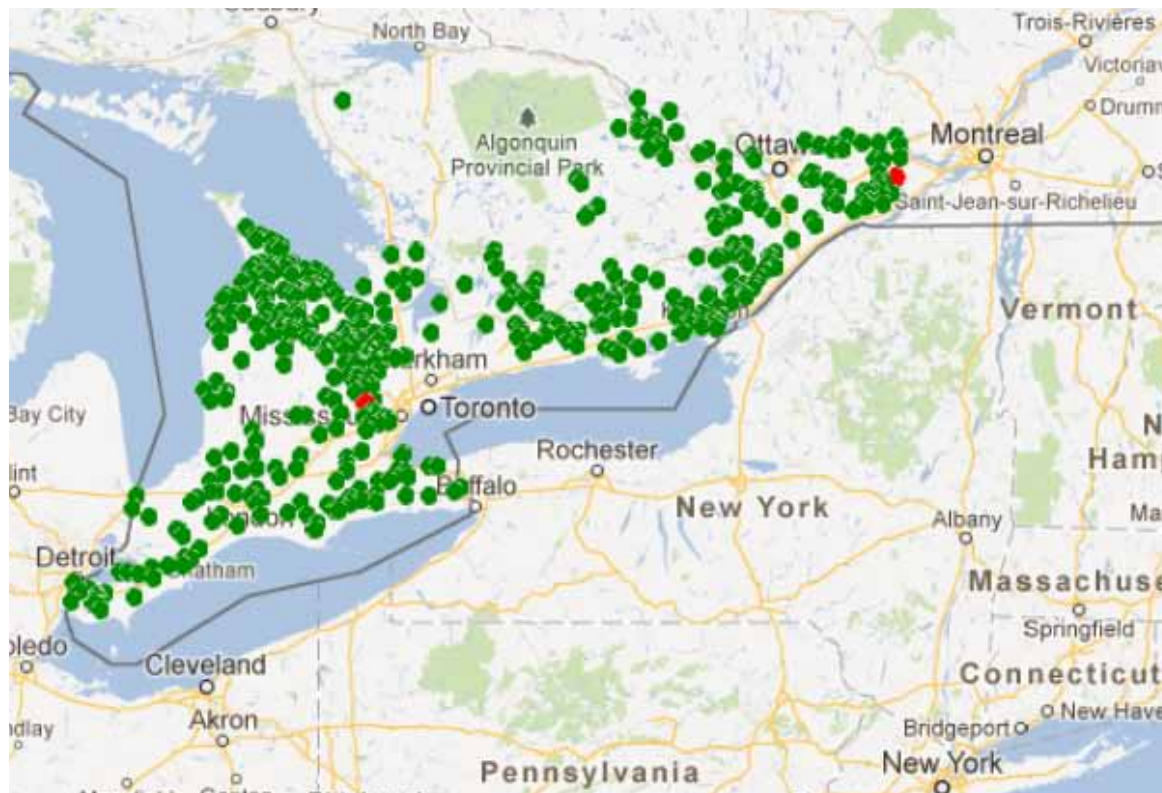
Trees Ontario, in collaboration with its partners, is leading efforts to close this widening knowledge gap with a new province-wide program. The Program for Local Afforestation Network Training (PLANT) is an innovative mentorship-based training model that targets students in post-secondary forestry related programs. This program will ensure the replacement of forestry experts through the transfer of their wealth of knowledge and skills, thereby preventing the collapse of planting efforts in Ontario.

This past year has been full of significant accomplishments for Trees Ontario and we recognize that they are the result of the excellent support of our landowners, planting partners, nurseries, government, corporate sponsors and individual donors.

# Trees Ontario Tree Planting Programs

| Tree Planting Program                                                                     | Program Description                                                                                                                                                                                                                                                                                                                                                                                                     | Number of Trees Planted in 2011-2012 |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| 50 Million Tree Program                                                                   | As part of the government of Ontario'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 mitigate the effects of climate change. The program significantly reduces landowner costs of large-scale tree planting and, in turn, increase the number of trees planted.                   | 2,531,260                            |
| Sponsor funded subsidy programs (e.g. Forest Restoration Program, Forest Recovery Canada) | Trees Ontario administers several sponsor-funded programs that provide 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. | 105,466                              |
| Special Projects                                                                          | Trees Ontario directly manages tree planting programs on a case by case basis for organizations interested in restoring their own lands or to compensate for development work done elsewhere. Trees Ontario works with planting partners (nurseries, Planting Delivery Agents, consultants) to complete the required restoration effort.                                                                                | 229,666                              |
|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Total = 2,866,392</b>             |

# Operational Updates 2011-2012



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Total number of trees planted in 2011

**2,866,400**

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Total number of participating landowners

**506**

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Total amount of hectares re-greened

**1,627**

*The green dots on the map represent locations of properties on which trees were planted by Trees Ontario and partners during the 2011 planting season.*

Refer to our online map for more details: [http://www.treesontario.ca/programs/planting\\_maps.php](http://www.treesontario.ca/programs/planting_maps.php)



# Educational Programs

## Landowner Workshops

In winter 2012, Trees Ontario hosted 12 tree planting workshops for landowners across the province with close to 400 attendees. Media advisories, advertising efforts, news releases and community events postings supported the promotions, resulting in considerable coverage in print, radio and television broadcasts.

## Technical Workshops

To expand our partnership network and to enhance the expertise of current planting delivery agents, training workshops were organized for more than 100 forestry professionals:

- Hardwood Afforestation Course—Fall 2011
- Conifer Treatment Options on Clay Sites—Fall 2011

106 One-on-One Site Visit Mentoring Sessions—Year-round

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

- 3 Seed Forecasting Workshops—Spring 2011
- 3 Certified Seed Collector Workshops—Summer 2011
- 1 Intermediate Growing Native Trees from Seed Workshops—Fall 2011
- 1 Seed Collection Mentoring Workshop—Fall 2011

As a leader in Canada's forest restoration sector, Trees Ontario is well versed in the complexities of strategic environmental restoration efforts and is committed to increasing the capacity of participating planting partners through education and technical training.



# Trees Ontario in the Community

- Trees Ontario continues to engage the public in its planting programs by offering subsidies that significantly reduce landowner costs of large-scale tree planting.
- In May 2011, Trees Ontario partnered with CAA South Central Ontario to host the annual *Community Planting Weekend* with free events held across the province. Hundreds of local community volunteers attended and enjoyed planting nearly 3,500 trees.
- At the Ontario Forestry Association's Annual General Meeting & Conference, held February 10, 2012, Trees Ontario launched its white paper *A Healthy Dose of Green*. The report was the keystone for a year-long campaign that highlights the links between healthy forests, healthy people and a healthy economy. The report outlines recommendations and next steps in connecting health and the environment.
- Trees Ontario attended, displayed and presented at more than 70 events in over 50 Ontario communities in the past year. Major events included the **Royal Agricultural Winter Fair**, **Green Living Show**, and the **Canadian Outdoor Farm Show**, with a total of more than 400,000 attendees. Other events included woodlot conferences, workshops, partner events and community fairs.



AUGUST 31, 2012

ROBERT,

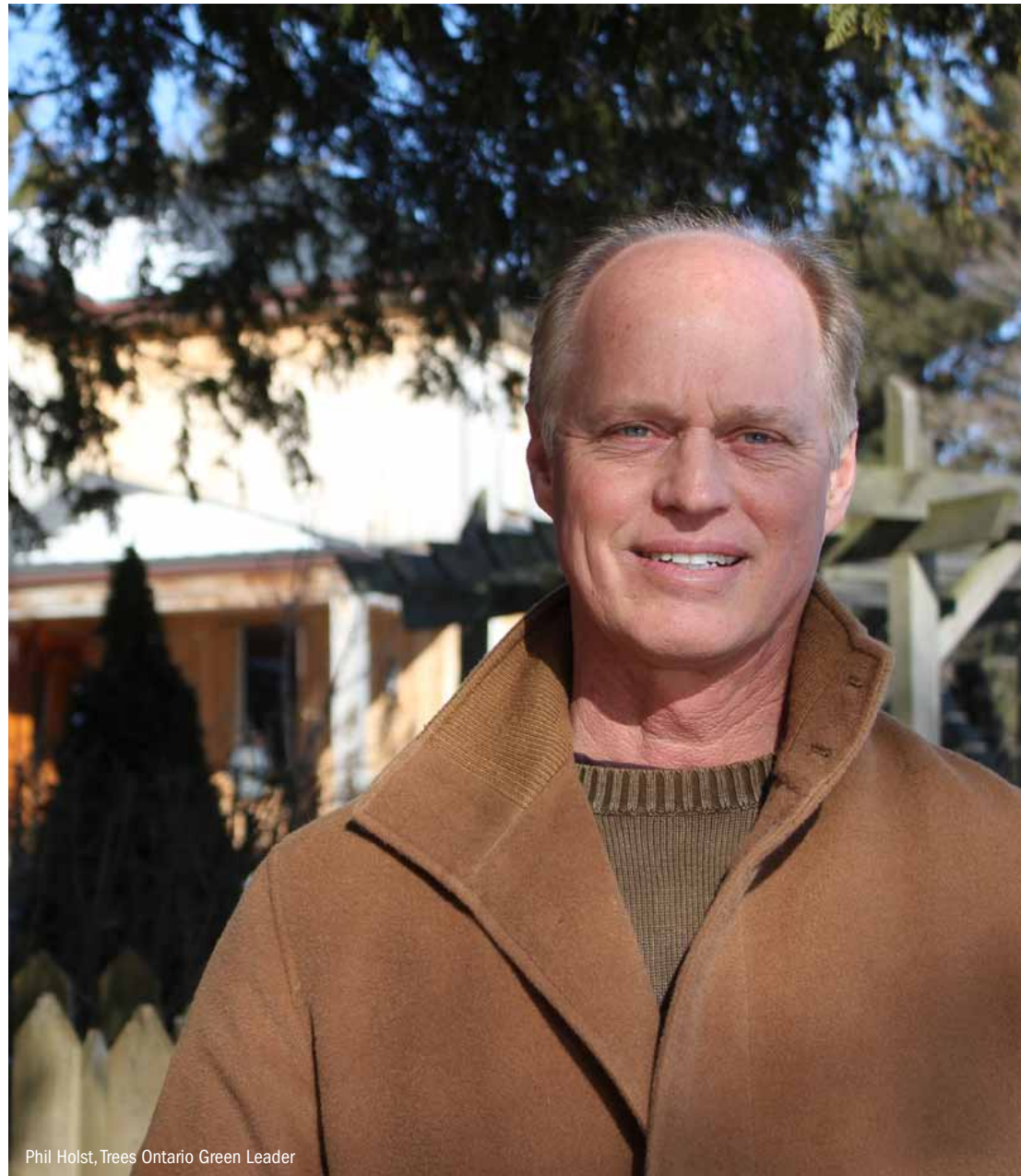
I HOPE THAT YOU ARE DOING WELL AND ENJOYING YOUR SUMMER.

I WANTED TO THANK YOU, AND TREES ONTARIO FOR YOUR GENEROUS HELP WITH MY TREE PLANTING. THIS SPRING, 13 ACRES OF OUR FARM NEAR THE TOWN OF DURHAM WAS PLANTED WITH APPROX. 11,000 TREES.

THE CREW FROM SAUGEEN CONSERVATION WERE GREAT TO WORK WITH. AS WAS JIM PENNER FROM SVCA.

I ENCOURAGED TWO OTHER NEIGHBOURS TO PLANT. SO ONE DID  $2\frac{1}{2}$  ACRES, AND THE OTHER 6. I WILL CONTINUE TO HELP ORGANIZE MORE PLANTING FOR NEXT YEAR.

YOUR PROGRAM MAKES IT POSSIBLE TO REVERT LARGER ACERAGE BACK TO ORIGINAL COVER. AND THE FINANCIAL HELP IS NOTHING SHORT OF FANTASTIC. THANKS AGAIN, AND I LOOK FORWARD TO SEEING YOU AGAIN. SINCERELY Phil.



Phil Holst, Trees Ontario Green Leader

# Green Leader Profiles

“As an involved and invested landowner, I’ve recommended this program to a lot of other landowners in the area. If farmers have land sitting idle, let’s do something to make it really useful—let’s plan for the next 40–50 years. Partnering with a few other conservation organizations, it’s really worth it for the landowner to make the most of these subsidies. Everyone benefits.”

Phil Holst, Green Leader

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 agency partners, Trees Ontario Green Leaders are recognized for their leadership in tree planting initiatives and environmental stewardship of the land.

This year, six landowners were recognized as Green Leaders. We would like to congratulate and thank all of our Green Leaders to date for their efforts and commitment to re-greening their local communities.

| Green Leader    | Property Location | Date of Recognition |
|-----------------|-------------------|---------------------|
| Cara Burleigh   | Orangeville, ON   | April, 2011         |
| Jessie Marshall | Dunrobin, ON      | May, 2011           |
| Susan Loube     | Cedar Valley, ON  | August, 2011        |
| Theo Van Asten  | Cedar Springs, ON | October, 2011       |
| John Haak       | Clinton, ON       | January, 2012       |
| Phil Holst      | Woodstock, ON     | March, 2012         |

“There’s a variety of habitats. There’s ducks, turkeys, deer, birds. I have really diversified here and I think that’s made a huge difference. We see a different variety of bird species now compared to what we saw before. Whether it’s 2.5 acres or a half acre, it is all important. I think trees are an important component of the landscape.”

John Haak, 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 work directly with landowners to determine program eligibility, allocate funding and coordinate tree planting activities on the property.

**We would like to acknowledge and thank our 2011–2012 tree planting agency partners.**

Ausable Bayfield Conservation Authority  
Bancroft Area Stewardship Council  
Baker Forestry Services  
Bartram Woodlands  
Brinkman & Associates Reforestation Ltd.  
Carbon Sink  
Cataraqui Region Conservation Authority  
Conservation Halton  
County of Simcoe  
Credit Valley Conservation Authority  
Drentex  
Elgin Stewardship  
Essex Region Conservation Authority

Ethic Tree Creations  
Ferguson Forest Centre  
Forest Stewardship Committee of Renfrew County  
Ganaraska Region Conservation Authority  
Grand River Conservation Authority  
Grey Sauble Conservation Authority  
Haldimand Stewardship Council  
Hamilton-Wentworth Stewardship Council  
Hastings Stewardship Council  
Herman Ebbers Forestry Services  
Kayanase  
Kettle Creek Conservation Authority  
Lake Simcoe Region Conservation Authority

Land Care Niagara  
Lands & Forests Consulting  
Leeds-Grenville Stewardship Council  
Long Point Region Conservation Authority  
Lower Thames Valley Conservation Authority  
Middlesex Stewardship Council  
Muskoka Heritage Foundation  
Northumberland Stewardship Council  
Nottawasaga Valley Conservation Authority  
Oxford Stewardship Council  
Pineneedle Farms  
Raisin Region Conservation Authority  
Regional Municipality of York

Rideau Valley Conservation Authority  
Saugeen Conservation Authority  
Somerville Seedlings  
South Nation Conservation Authority  
St. Clair Region Conservation Authority  
St. Williams Nursery & Ecology Centre  
Sustainable Resources  
Teneo Contracting  
Toronto and Region Conservation Authority  
Upper Thames River Conservation Authority  
Williams & Associates



Planting their first tree at the Community Tree Planting Weekend in Orillia, ON



Steve Hounsell, Chair and President of Trees Ontario, at the launch of Trees Ontario's health paper

# Forest Restoration 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 educational and technical programs and supported the planting of 3 million trees in 2011-2012.

## Our Sponsors

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## Supporters

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Energuy Canada Ltd.

C.H. Robinson

Honeywell Limited

Movieposter.com

Sansin Corporation

Labatt Brewing Company of Canada

Mount Pleasant Group of Cemeteries

Active Green + Ross

LoyaltyOne Inc.

Sporting Life Inc.

TD Friends of the Environment Foundation

Libro Financial

Sierra Utilities

The Home Depot Canada Foundation

A.D. Latonnell Conservation Symposium

The Lowe Martin Group

Assoc. of Power Producers in Ontario

Four Seasons Hotel

Trevelyan Limited

Traffic Marketing and Design

United Way

Hickory Homes

# Individual Support

Giving to Trees Ontario contributes to restoring the tree planting infrastructure, which includes:

- Tree seed forecasting and collection
- Training and mentorship of 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.

Mr. Donald Macdonald

Ms. Patience Sutton

Ms. Karen Somerville

Ms. Joanne Brown

Mr. Michael De Pencier

Ms. Lindsay Archibald

Mrs. Justeen Pugliese

Mr. William Pugliese

Mr. Chad Oldfield

Ms. Judy Lintern

Mr. Kenneth Armson

Ms. Elizabeth Fedorkow

Ms. Anna Mancuso

Ms. Cheryl Nason

Ms. Sara Lithwick

Ms. Maya Buccheri

Ms. Martha Gould

Mr. Stephen Strikwerda

Mr. Bruce Petschke

Mr. John M F Rilett

Ms. Martha Lucier

Mr. Don Pearson

Mr. Donald Spalding

Mr. and Mrs. Gerald & Guida Nason

Ms. Lorna Jean Audet

Ms. Stacey Della Valle

Mr. J. Paul Brisbois

Ms. Denise Morneau

Ms. Rose Suppa

Mr. Frank Hemmert

Ms. Judith Barker

Ms. Natalie Wood

Ms. Miriam Basham

Ms. Francine Poissant

Ms. Ann Truyens

Ms. Kathleen Woods

Mr. Perry Smith

Mr. Kyle DenOuden

Mr. Simon Nuk

Ms. Rose Suppa

Ms. Amy Collins

Miss Jessica Huether

Ms. Dana Strong

Ms. Bonnie Sitter

Mrs. Beverley Davison

Mr. Fred Kahn

Ms. Sarah Harris

Ms. Zlata Savic

Ms. Mita Williams

Mr. Robert Nash

Mr. John Reid

Mr. Kai Hildebrandt

Ms. Lisa A Kordyjaka

Mrs. Wilma Parks

Ms. Elizabeth Andrechuk

Mr. Michael Curry

Mr. Muhammad Hassan

Mr. Rob Knowles

Mr. Ronald MacFeeters

Ms. Penna Herridge

Ms. Eva Bednar

Ms. Sally Grout

Ms. Victoria Ollers

Ms. Carol Evans Henley



CAA staff at the Community Planting Event hosted by the Regional Municipality of York and Trees Ontario

# Statement of Operations

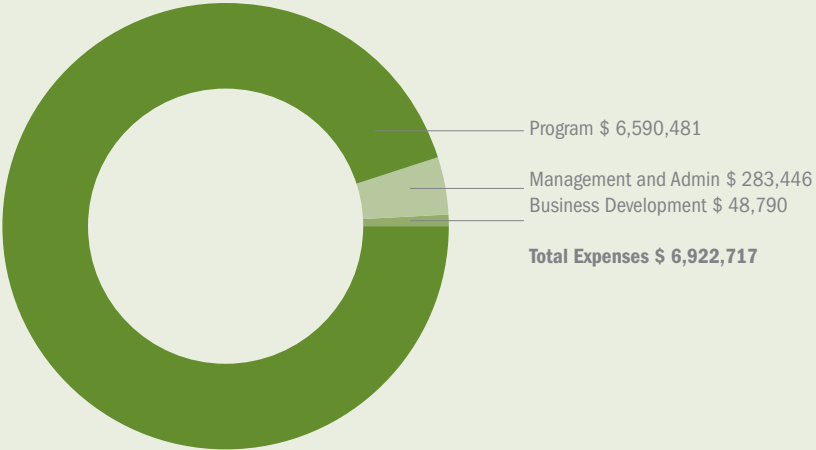
Fiscal year ending March 2012

## Income

|                                        |                     |
|----------------------------------------|---------------------|
| Government fund                        | \$ 6,087,703        |
| Individual and Corporate contributions | \$ 700,055          |
| Other Charities                        | \$ 119,710          |
| Investment and other income            | \$ 73,782           |
|                                        | <b>\$ 6,981,250</b> |

## Expenditures

|                                        |                     |
|----------------------------------------|---------------------|
| Program                                | \$ 6,062,176        |
| Human resources                        | \$ 373,801          |
| Communications and program development | \$ 302,222          |
| Office and General                     | \$ 126,896          |
| Professional and Consulting Fees       | \$ 57,622           |
|                                        | <b>\$ 6,922,717</b> |
| <b>Current Year Net Income</b>         | <b>\$ 58,533</b>    |



# Statement of Financial Position

March 31, 2012

## Assets

|                                             |                     |
|---------------------------------------------|---------------------|
| Total Cash and Investments                  | \$ 2,123,087        |
| Accounts receivable and prepaid commitments | \$ 322,086          |
| Inventory                                   | \$ 139,561          |
| Fixed Assets                                | \$ 54,606           |
|                                             | <b>\$ 2,639,340</b> |

## Liabilities

|                                       |                     |
|---------------------------------------|---------------------|
| Trade payable and program commitments | \$ 1,233,884        |
| Deferred Program Revenue              | \$ 727,115          |
|                                       | <b>\$ 1,960,999</b> |

|               |                   |
|---------------|-------------------|
| <b>Equity</b> | <b>\$ 678,341</b> |
|---------------|-------------------|



# Board of Trustees 2011–2012

Steve Hounsell (President)

David Archibald

Joanne Brown

Michael Curry

Donald Macdonald

Hugh Mackenzie

Don Pearson

John Cary (Chair Emeritus)

## Trees Ontario Staff

Robert H. Keen, RPF, CEO

Al Corlett, RPF, Program Manager

Shelley McKay, Marketing and Communications Manager

Brooke McClelland, Business Development Officer

Azadeh Chobak, Partnership Development Officer

Monica Fuda, Events Coordinator

Ruth Hall, Administrative Coordinator

Brian Swaile, Seed and Stock Coordinator

Mike Walsh, PLANT Mentoring Program Coordinator

Susan Cumming, Consulting Accountant

Tim Gray, Field Advisor

Greg W. Greer, Field Advisor

Donald Gummer, Field Advisor

Wade Knight, Field Advisor

Glenn McLeod, Field Advisor

Ron Thayer, Field Advisor

Steve Bowers, Field Advisor

# Help Us Save Our Environment. **ONE TREE AT A TIME.**

**Trees Ontario's goal is to support the increase of forest restoration activities in ecologically significant areas.** 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.

With a billion more trees needed to enhance the health of our environment, our personal health and our economic prosperity, we all must be part of the solution to reach that goal and save our environment. One tree at a time.

Donate online at [www.treesontario.ca](http://www.treesontario.ca) or call **1.877.646.1193**

Charitable Registration Number: 898572862 RR0001



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