

2024-2025 Impact Report

 **Forests Canada**[™]

**Together,
We Can Help
Our Forests
Thrive.**



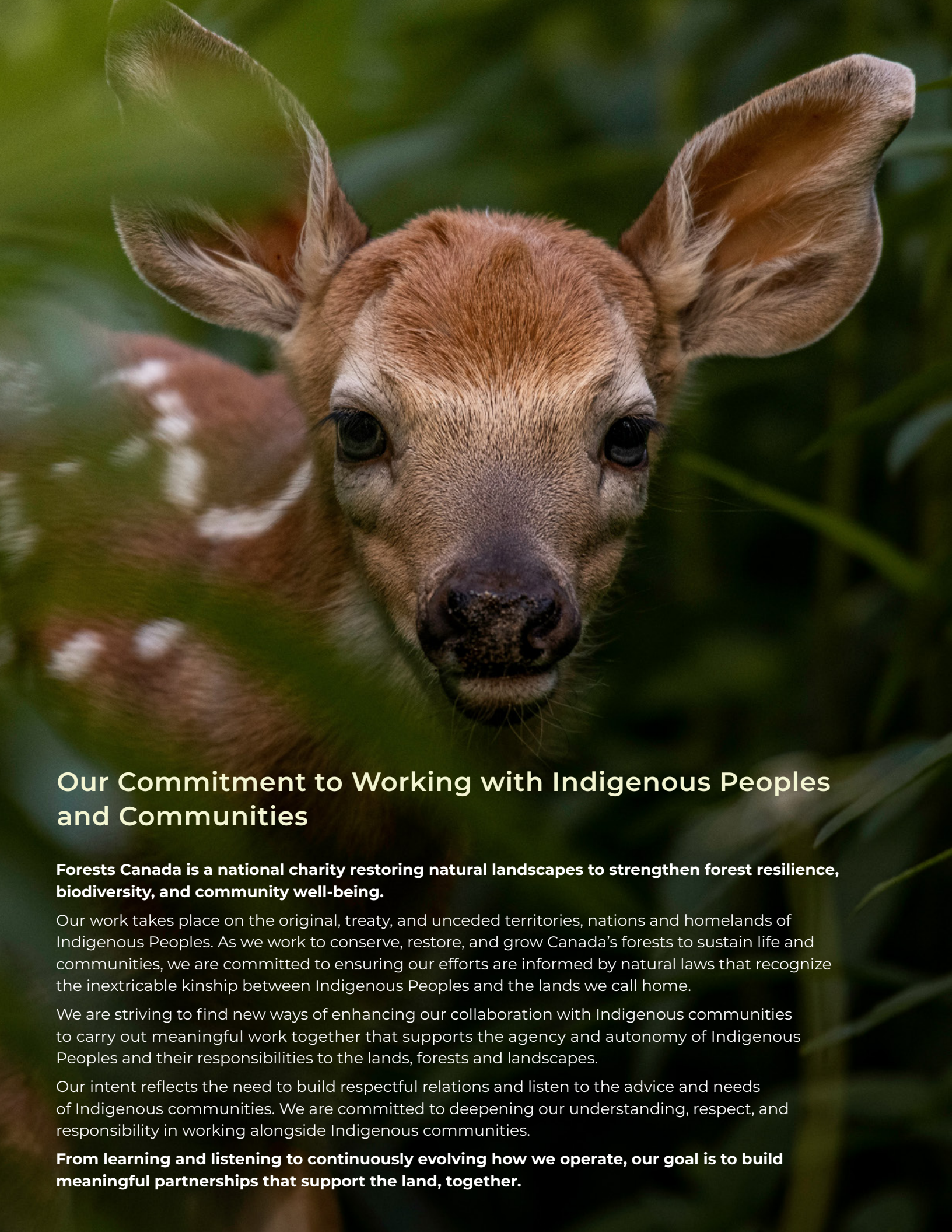


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Our Commitment to Working with Indigenous Peoples and Communities

Forests Canada is a national charity restoring natural landscapes to strengthen forest resilience, biodiversity, and community well-being.

Our work takes place on the original, treaty, and unceded territories, nations and homelands of Indigenous Peoples. As we work to conserve, restore, and grow Canada’s forests to sustain life and communities, we are committed to ensuring our efforts are informed by natural laws that recognize the inextricable kinship between Indigenous Peoples and the lands we call home.

We are striving to find new ways of enhancing our collaboration with Indigenous communities to carry out meaningful work together that supports the agency and autonomy of Indigenous Peoples and their responsibilities to the lands, forests and landscapes.

Our intent reflects the need to build respectful relations and listen to the advice and needs of Indigenous communities. We are committed to deepening our understanding, respect, and responsibility in working alongside Indigenous communities.

From learning and listening to continuously evolving how we operate, our goal is to build meaningful partnerships that support the land, together.

A Message from the Chair and CEO



Christine Leduc
Chair, Forests Canada

For more than 75 years, we’ve been working to improve forest health, support essential ecosystem services, and foster meaningful connections between people and nature.

We’re not just planting trees – we’re growing hope, building ecosystems, and advocating for healthy, resilient forests.

Our vision of diverse, resilient, thriving forests today and for future generations can only be achieved through collaboration. With the help of our partners, Forests Canada has completed more than 10,400 restoration projects with thousands of landowners, managed a seed bank of more than 200 million viable seeds, and **supported the planting of more than 50 million trees.**

While these numbers are impressive, the true measure of our success lies in the comprehensive forest recovery system we have built – one that considers every stage from seed collection to seedling production, planting, and long-term survival.



Jess Kaknevicius
CEO, Forests Canada

At the heart of our approach is the belief that people protect what they feel connected to. That’s why we invest in education and engagement, reaching nearly 4,000 students and teachers through experiential learning and skills development that inspire a lifelong connection to Canada’s forests.

We are thankful to our community and proud of everything we have achieved as an organization – but **we know our work has only just begun.** Faced with increasing wildfires, biodiversity loss, and extreme weather events, it’s more important than ever to continue with the movement we started – supporting healthy economies, inspiring others to act, educating our youth, and restoring our natural world at a time it needs us most.

Thank you for joining us on this journey and helping us **grow something truly beautiful.**

Vision

Diverse, resilient, thriving forests today and for future generations.

Mission

Together, we conserve, restore, and grow Canada’s forests to sustain life and communities.

Values

Stewardship. Working together to implement nature-based, knowledge-driven solutions to mitigate the effects of climate change for the health and wellbeing of people and planet.

Credibility. Leading with transparency and bringing high-quality practices into our work.

Diversity and Inclusivity. Building teams and programs that reflect shared knowledge and values.

Community. Bringing together people and partners who believe resilient, healthy forests are part of vibrant, healthy communities

Impact. Delivering meaningful work that contributes today and to future generations.



Forests Canada and City of Toronto staff planting a diversity of native trees and shrubs in Morningside Park in Toronto, Ontario on May 15, 2025, as part of the 10-year Tree Seed Diversity Program.

October 1, 2024 – September 30, 2025

3.6M trees planted

591 landowners across 620 projects

6 provinces — British Columbia to Nova Scotia

44 tree species in the ground

1,800 hectares of new forest created

14M seeds collected to support future forests

Biodiversity and Connectivity

The collective impact of the millions of trees we help plant each year reaches far beyond any single forest.

Habitat. Each new planting improves and expands conditions for species at risk, including Red-Headed Woodpeckers, Cerulean Warblers, and Acadian Flycatchers, while adding protective buffers to existing woodlands.

Connectivity. Native plantings bridge fragmented landscapes, enabling biodiversity to move and thrive.

Knowledge. Guided by quality data and best practices, ongoing knowledge-sharing with planting partners and landowners translates directly into improved forest health and stronger survivability of planted sites.

Long-term Care. Our commitment continues for five years after planting, supporting the critical early stages of growth to ensure long-term health and lasting impact.





This 2024 Forests Canada supported reforestation project planted 45,000 trees in areas of Nova Scotia that were impacted by Hurricane Fiona in 2022.

Forest Resilience

Canada's forest landscapes are experiencing unprecedented impacts from recent wildfires and extreme weather events – creating urgent and complex challenges for post-fire recovery, regeneration, and long-term forest resilience.

Yet even in the face of these extraordinary challenges, there is real hope. Our work continues to evolve as science advances and new best practices emerge.

Through robust data collection and monitoring, we analyze outcomes, assess impact, and apply evidence-based learning to inform future decisions so that our restoration efforts remain effective, adaptive, and grounded in knowledge.

3

years of sharply rising demand for restoration knowledge and investment

1.5M+

trees planted this year in direct response to wildfire, extreme weather and other climate impacts



LEARNING TOGETHER

Inside Canada's Wildfire Crisis: What We're Learning

Forests Canada worked with experts across Canada to host four webinars focused on forest resilience, specifically around post-fire recovery and the future of wildfires. Collective knowledge sharing is at the core of how we move forward.

7,000+

people attended or viewed these webinars in 2025

Reforestation After Fire

The McMillan wildfire of 2019 devastated local communities and the boreal forest ecosystem around Slave Lake, Alberta. In 2024, Forests Canada partnered with Shakti by TELUS to support the recovery of 125 hectares of burned boreal forest by planting 250,000 trees.

The area is home to many vulnerable and threatened species, including the Grizzly Bear, Trumpeter Swan, Woodland Caribou, and Canada Warbler. Having trees on the land immediately benefits these and many other mammals, birds, amphibians, and plants throughout the regeneration cycle.

250,000

trees planted across 125 hectares, 2024





75+

years building and strengthening the interconnected systems and network Canada's forests depend on

Forests Canada's Annual Planting Partner Meeting, June 2025.

Knowledge Sharing. Capacity Building. Community Resilience.

Forests Canada's history goes back more than 75 years, to the original founding of the Ontario Forestry Association. Our history tells the story of an organization whose staff, volunteers, planting partners, and supporters – through years of continual learning and sharing of information – have built a powerful force for the health of forests throughout Canada.

8+

in-person and virtual events uniting our planting, nursery and seed networks to share knowledge and best practices

Building Resilience through Shared Pathways

Forests Canada is actively engaging in meaningful projects and events in collaborative partnership with Indigenous communities. These efforts aim to support community-led cultural revitalization and land stewardship projects as well as foster relationships grounded in understanding, learning, and mutual support with partnering communities.

Shared Pathways. This Forests Canada program provides dedicated support for Indigenous communities and organizations to create spaces for sharing stories, restoring connections to land through ecological restoration, and highlighting the importance of working in a collaborative relationship.

Rooted in Relationship. These efforts are rooted in teachings, ceremony, and the relationships being built through shared responsibility and healing. They are living examples of how inclusive community care and stewardship can take shape when led by those whose voices must be at the centre of the work.



The Healing Place Harvest gathering, 2025.



Restoration planting project in Truro, Nova Scotia, 2024.

Fostering Forest Recovery Knowledge and Capacity

A division of **Forests Canada**, the **Reforest Canada Collective** (RCC) is where Canada’s forest recovery system connects, collaborate, and share knowledge.

Capacity. The RCC brings together those working across Canada’s forest recovery system, including seed and stock specialists, tree planting organizations, community leaders, forest managers, Indigenous Knowledge Holders, and funding partners.

Collaboration. Drawing inspiration from the interconnectedness of natural forest ecosystems, the RCC is a community where diverse knowledge systems, lived experience, and open dialogue converge.

Urgency. This integrated approach fosters coordinated, adaptive, optimistic, and resourceful responses to the increasing urgency and complexity of forest restoration across Canada.



Narrow Hills Provincial Park, Saskatchewan, 2025.
Photo: Kestrel Silviculture Ltd.

GATHERING THE DATA

In July 2025, the RCC surveyed tree planting practitioners across the country to better understand the current state of the industry and identify barriers to expansion. The findings were published in a report titled ***A Look at Current Operational Tree Planting Capacity in Canada.***

50%+

of tree planting companies are confident and ready to scale up

77%

of respondents could mobilize a new contract in 8 weeks or less



PRICING PRESSURE

Service pricing was named the primary competitive challenge in an already competitive tree planting industry.



OPERATIONAL BARRIERS

Long-term agreements and financial stability are needed to scale up effectively—seedling access, labour shortages, and high costs remain key barriers.

Shaping the Future of Forest Education

Each year, Forests Canada connects with thousands of educators, students, volunteers, and community groups through our suite of educational resources, interactive programs, and virtual and in-person events.

As a national charity, we are dedicated to fostering environmental literacy in the next generation, empowering youth to understand natural ecosystems, and equipping them with the skills and knowledge required to pursue an environmental education pathway or career.



Teams participating in 2025 Ontario Envirothon Provincial Championships.



Students participating in the 2025 Simcoe Dufferin regional Ontario Envirothon workshop.

“Our students in Grades 3 to 6 had an incredible learning experience. They explored how to identify trees, learned about valuable forest resources, discovered different tree regions, and understood the vital role of native trees.”

Forestry in the Classroom participant, 2025

1,615+

students, youth and educators reached through 40 Forestry in the Classroom sessions in 24 communities



Forestry in the Classroom presentation to elementary school students.

3,739+

people reached through our education programs and events this year

460

students competed in the 2025 Ontario Envirothon

85

students advanced to the 2025 Ontario Envirothon Championships

81%

would recommend participating in the Ontario Envirothon



“

Together, we have successfully planted 2.4 million trees, a remarkable achievement that showcases the power of collaboration.

Dan Cooper

Rideau Valley Conservation Authority



“

Putting the tree in the ground is actually only the mid-point of a long and involved process. Every step is full of its own challenges and every step is critical for success. Forests Canada has been able to do all this and more.

Gary Nielsen

Retired forestry professional

Celebrating a Major Milestone

Forests Canada's 50-million-tree milestone was only possible because of the dedication of our staff and more than 100 partners from coast to coast to coast — seed collectors, nurseries, field advisors, forestry and planting specialists, and conservation and community organizations.

Every tree we've planted represents an act of intention, rooted in the belief that what we do today matters tomorrow. With wildfires intensifying, biodiversity declining, and extreme weather on the rise, the work ahead is more urgent than ever.

100+

partners from coast to coast to coast

10,400+

planting project sites across Canada

50M+

trees planted since 2004



Thank you to all our supporters. Together, we are helping Canada’s forests thrive.



- Backcountry Hut Company
Brinkman Reforestation Ltd.
CAA
Canadian Institute of Forestry
Canadian Interagency Forests Fire Centre
Canadian Tree Nursery Association
Conservation Ontario
County of Simcoe
Dallan Forestry LP
DATA Communications Management Corp.
Dexterra
Diversified Communications Canada
Dryden Fibre Canada ULC
Ducks Unlimited Canada
Durham College
Environmental Careers Org.
Environmental 360
Ferguson Forest Centre
Flavelle Family Foundation
Fleming College
Forest Environments Universal
Forest Gene Conservation Association
Forest Products Association of Canada
Forsite
Fourth Wave Wines
Good Bread Co
Habitat Nature
Haliburton Forest & Wild Life Reserve Ltd
Honda Canada Foundation
I.G. Wealth Management
Integrated Automotive Experience
Integrity Reforestation
Invasive Species Centre
J.P. Bickell Foundation
Jackman Foundation
- Kawartha Land Trust
Lavern Heideman & Sons Ltd
Liberation Tours
Libro Credit Union
Limberlost Forest & Wildlife Reserve
Limoges Self Storage
MakeWay Foundation
Meridian Credit Union
Midmark Corporation
Ministry of Detail Events
Mitsui
Nawiinginiima Forest Management Corporation
Nelson Arthur Hyland Foundation
Normerica
NVK Nurseries
Ontario Woodlot Association
Pineneedle Farms
Planning Intelligence
PRT Inc.
Pur Projet
Shakti by Telus
Sobra
Somerville Nurseries Inc.
Sustainable Forestry Initiative
T.H. Industrial Solutions Inc.
Technica Mining
The Peterborough K.M. Hunter Charitable Foundation
Thompson Emergency Freight Troop
Unplug Hour Wellness
Westcot Elementary School
Weyerhaeuser Canada
Wildlife Habitat Canada

Financial Overview

More forests. More impact. More value for every dollar raised.

\$13.95M

TOTAL REVENUE

87%

SPENT DIRECTLY ON PROGRAMS

Statement of Financial Position

ASSETS	Sept-2025
Cash & Investments	\$4,955,991
Accounts Receivable	\$ 760,523
Inventory & Prepaid Expenses	\$ 462,721
Fixed Assets	\$ 60,318
TOTAL	\$6,239,553

LIABILITIES	Sept-2025
Trade Payables & Program Commitments	\$2,431,685
Deferred Program Revenue	\$1,101,059
TOTAL	\$3,532,744

Statement of Operations

REVENUES	Sept-2025
Government	\$10,771,113
Individuals & Corporate	\$ 1,621,760
Not-for-profit Organizations	\$ 1,187,394
Investment & Other	\$ 374,712
TOTAL	\$13,954,979

EXPENSES	Sept-2025
Programs	\$12,103,550
Communications, Database & Professional Fees	\$ 813,196
General & Administration	\$ 781,262
Fundraising & Other	\$ 119,172
TOTAL	\$13,817,180
Excess Revenue Over Expenses	\$ 137,799

Staff

Aidan O'Brien	GIS Analyst
Allison Hands	Education Manager
Amber Brant	Partnerships Manager
Amy Howitt	Program Coordinator
Brittany Haines	Program Coordinator
Brooke McClelland	Sr. Coordinator, Fundraising Operations and Donor Services
Elizabeth Jarrett	Chief Operating Officer
Emily Hart	Community Engagement Manager
Hilary Wright	Restoration Coordinator
Jessica Kaknevicus	Chief Executive Officer
Joana Carreira	Sr. Coordinator, Marketing & Communications
Kim Sellers	Director, Fundraising Operations and Grants
Kirsten Kekewich	Corporate Partnerships Manager
Madeleine Bray	Sr. Coordinator, Education
Mark McDermid	Seed and Stock Specialist
Matthew Brown	Communications Manager
Meghan Clout	Sr. Coordinator, Communications & Web Support
Meghann Wright	Events Coordinator
Nick Courtney	Restoration Programs Manager
Sandra Iacobelli	Director, Marketing & Communications
Sarah Barker	Project Manager, Reforest Canada Collective
Sarah Ogborn	Accounting Manager
Sylvia Nelson	Office Manager
Teri Hoang	Operations Manager
Tewodros Alemayehu	GIS/Database Technician
Tracy Culleton	Chief Development Officer
Val Deziel	Director, Restoration Ecology & Research

Field Advisors and Consultants

Brent Attwell	Field Advisor
Daniel Beausoleil	Field Advisor
Dean Assinewe	Indigenous Advisor
Leah Glatz	Field Advisor
Martin Streit	Forestry Specialist
Peter Gagnon	Field Advisor
Peter Kuitenbrouwer	Editor, Our Forest
Sarah Wylie	Legacy Accounting
Season Snyder	Grasslands Coordinator - Consultant
Susan Cummings	Legacy Accounting
Thomas Haney	Bilingual Communications Support
Don Huff	ECO Strategy

Board of Directors

Christine Leduc	Chair
Will Martin	Vice Chair
Carol Walker Hart	Secretary
Michael Klasner	Treasurer
Alison Dempsey	Director
Dan Marinigh	Director
David Love	Director
Dirk Brinkman	Director
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Dr. Paula Murphy Ives	Director
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Bonny Skene	Past Director
Peter Johnson	Past Director



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