

2018 2019 ANNUAL REPORT



144 Front St. West, Suite 700
Toronto, ON M5J 2L7

forestsontario.ca

416.646.1193
info@forestsontario.ca

TABLE OF CONTENTS

4	A Message from the President & CEO	24	Our Impact
6	Who We Are	28	Partnerships
8	Tree Planting & Maintenance	30	Statement of Operations
12	Tree Planting Delivery Partners	32	Statement of Financial Position
14	Community Engagement	33	Board of Directors and Staff
18	Education & Awareness		



Minister Catherine McKenna—
Federal funding announcement

33 million
trees

Forests Ontario has facilitated the
planting of more than 33 million
trees through our various programs.

A MESSAGE FROM THE PRESIDENT & CEO

This has been a year of change and growth for Forests Ontario. Our team faced adversity; we emerged stronger and more resilient.

Over the past 11 years, as administrators of the Government of Ontario's 50 Million Tree Program (50 MTP), we planted more than 29 million trees across the province with the help of our partners. In April of 2019, the Government of Ontario announced that, for budget reasons, it would no longer fund the 50 MTP. The sudden cancellation put the 7.5 million seedlings growing at our partner nurseries at risk. In fact, the province's cutback threatened the entire supply chain infrastructure that we developed to support afforestation in Ontario.

Despite this huge setback, we maintained our commitment to tree planting. The public rose up in support, and hundreds of news stories were written about us. A petition in support of the 50 MTP acquired nearly 100,000 names. We emphasized the importance of increasing forest cover on television, radio, in print and online. In this time of flooding and extreme weather, healthy forests are a key component of any plan to combat climate change.

We took another blow when the provincial government abruptly cut funding for the Ontario Envirothon, the team-based competition we co-ordinate for high school students with a passion for the environment. Our Education Department regrouped, offering the provincial competition online.

In June, the Government of Canada announced a contribution of up to \$15 million over four years to support the 50 MTP. We were extremely grateful for this support, but we also knew we needed to do more. We initiated a robust fundraising campaign to raise support from corporate sponsors and private donations.

We welcomed new sponsors, like Canopy Growth, to add to our amazing group of sponsors that includes Honda Canada, Howland Green, and Rogers Communications. All of the above help us with our vital reforestation, stewardship, forest education and awareness work.

Forests Ontario demonstrated its problem-solving, can-do spirit after the Government of Ontario closed the Ontario Tree Seed Plant in 2018. To continue to plant forests, we must have a steady supply of native seeds, sorted by location. Today, we maintain our own tree seed database and seed bank with hundreds of millions of viable seeds.

Our Community Tree Plant (CTP) events are now in their 11th year. More than 500 volunteers planted close to 5,000 trees during these planting events in Ajax, East Gwillimbury, Penetanguishene and Windsor, Ontario. We also planted trees across Canada through our national tree-planting division, Forest Recovery Canada (FRC). With the help of partners and sponsors, FRC has led employee engagement tree planting events across Canada.

Our awareness programs promoted the social, economic and ecological importance of forests. Through the It Takes a Forest initiative, we provided information to, and influenced, an ever-growing audience on the importance of forests (socially, economically and ecologically), Ontario's role as a leader in sustainable forestry, and the benefits of wood products. We achieved this through a series of strategies and platforms including participation in key events, the installment of new billboards, and through print, digital and social media. Our awareness efforts also extended across other programs. This spring, we published stories in newspapers across Ontario about the importance of tree cover to mitigate flooding. In collaboration with EcoHealth Ontario, we have told stories of how time spent in greenspace lowers stress and boosts immunity.

We have developed an education strategy set to roll out in the next year. We aim to create strong connections to link youth, students and their families to the environment and the forest sector. These are important steps towards a sustainable future.

Our 2019 annual conference, Natural Connections, brought together a rich tapestry of people working to enhance the health of our forests: First Nations leaders, engineers and architects who build with wood, researchers, municipal officials, wetlands habitat conservationists, maple syrup producers and women at the forefront of the ever-evolving forestry profession.

We are enhancing our communication with members and supporters. We revitalized our quarterly magazine, Our Forest, which celebrated its 60th year in 2019. We have ramped up our blog, Trees Company, and our e-newsletter, Tree Line, to offer timely and pertinent information on important topics like the future of our forests.

Forests Ontario owes its growth and success to our most valuable asset: our people. Our directors, staff and leadership, our members, our planting partners and sponsors – together we form a team whose dedication can strengthen the voice of Ontario's forests. Our network is among our greatest strengths. Our supporters demonstrated their belief in us, flooding us with emails of support and donations of money, to help us persevere this year

The support we have garnered has filled us with renewed purpose. The work we did to overcome adversity has bolstered our resilience. Forests Ontario has the wind at its back and we are ready to face the future. We are strong and united in our commitment to tree planting, forest education and healthy forest landscapes.



Rob Keen
CEO



Steve Hounsell
President

A handwritten signature in black ink that reads "Rob Keen".

Rob Keen
RPF, CEO, Forests Ontario

A handwritten signature in black ink that reads "Steve Hounsell".

Steve Hounsell
President, Board of Trustees, Forests Ontario

WHO WE ARE



When Samuel de Champlain explored Ontario in the early 1600s, followed by missionaries, traders, and soldiers, they fought their way through dense forests that covered most of the province. The first settlers cut many of the tall White Pines and shipped them overseas, where they became masts for ships of the Royal Navy. Farmers cleared vast areas to raise livestock and grow crops.

By the early 20th century, many of the trees in southern Ontario had been cut down. Early forest researchers sounded the alarm as erosion, flooding and desertification spread. The province built a network of nurseries and, for nearly a century, governments orchestrated large-scale tree planting operations.

Forests Ontario has continued this vital restoration work.

Forests Ontario is a not-for-profit organization focused on forest restoration, stewardship, education and awareness. Trees give us wood products, sustain wildlife, sequester carbon, retain river banks, soak up water and emit oxygen. Our job is to help Ontarians value, cherish, and expand their forests.

Born from a merger between Trees Ontario and the Ontario Forestry Association, Forests Ontario has planted more than 33 million trees. We believe this is just the beginning. We are the only non-profit charity in Canada that oversees all aspects of forest restoration from beginning to end, or *from seed to survival*. Most of all, we are committed to our mission – being the voice of Ontario's forests – because we know that healthy forests are vital to a stable and sustainable future.

VISION

Ontario's forested landscapes sustain healthy people and a healthy economy.

MISSION

To be the voice of Ontario's forests by supporting forest restoration, stewardship, education and awareness.

TREE PLANTING & MAINTENANCE

Our forest restoration efforts have supported the planting of nearly three million trees per year. In order to enhance ecosystem resilience and adaptation in the face of new and mounting environmental challenges, Forests Ontario works to increase forest cover through large-scale planting and effective forest management, seeking the maximum ecological, hydrological and social benefits from all restoration activities.

FOREST EDUCATION

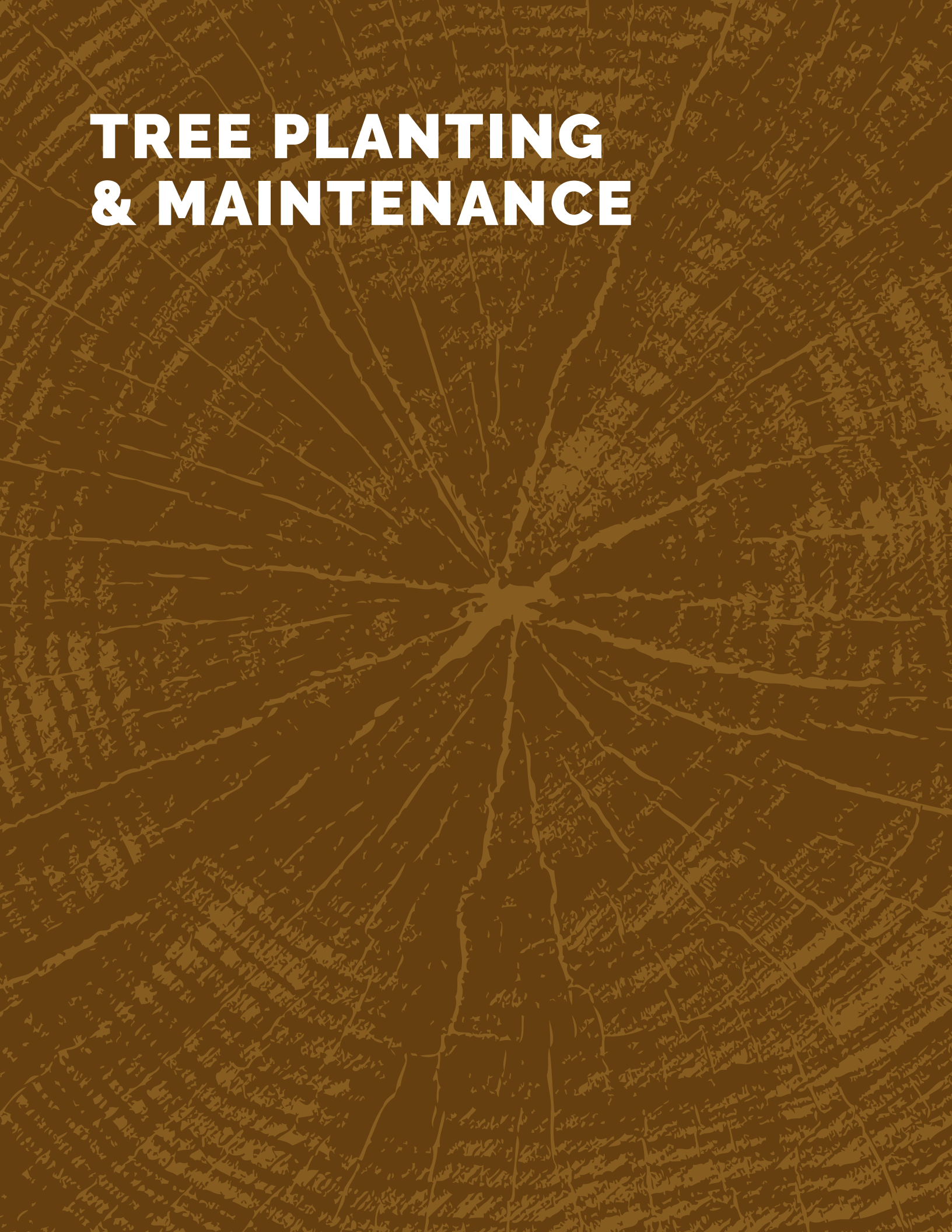
Through a variety of delivery methods, Forests Ontario's education programs empower youth to understand natural ecosystems and develop the skills and knowledge required to become future environmental stewards.

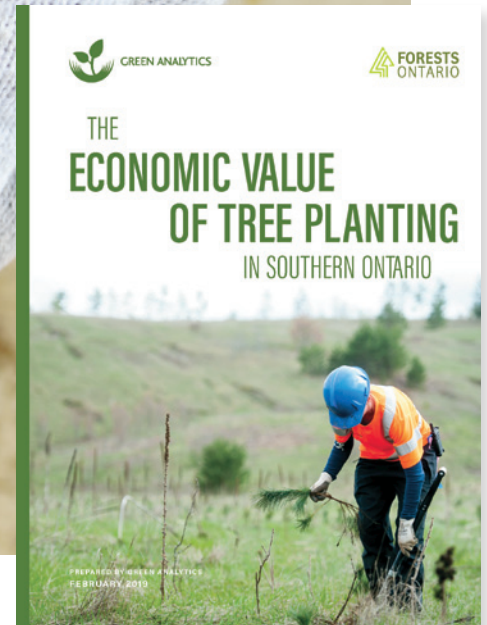
At their core, our education products aim to connect students to nature and support them in developing a passion for the outdoors. Programs like the Ontario Envirothon and Forestry Connects continue to inspire the next generation of forest stewards.

COMMUNITY ENGAGEMENT

Forests Ontario's awareness efforts are focused on telling the story of forest management in Ontario and its role in fostering healthy and prosperous communities. We promote and celebrate our forests and the work of forestry professionals through social media, presentations, publications, events, and the It Takes a Forest initiative.

TREE PLANTING & MAINTENANCE





In the summer of 2019, Swiss researchers writing in the journal *Science* suggested that the earth has space to plant a trillion new trees. These trees could store about 205 gigatonnes of carbon. The scientists concluded that, "Ecosystem restoration is the most effective solution at our disposal to mitigate climate change." This study confirmed what Forests Ontario has known for years: since forests are one of the most efficient ways to absorb carbon, consistent planting of native tree species is vital to cooling the planet.

Forests also offer new opportunities for wood products, from cross-laminated timber to car parts, cosmetics and more. Capitalizing on these opportunities requires large-scale tree planting, and that's exactly what Forests Ontario will continue doing.

THE 50 MILLION TREE PROGRAM

Forests Ontario has planted more than 29 million trees with over 5,000 landowners through the 50 Million Tree Program (50 MTP). The 50 MTP offers financial and technical assistance to increase forest cover in Ontario. The program helps communities mitigate flooding, increase property values, purify air, and sequester carbon.

Since its beginnings in 2008, the program has created about 16,500 hectares of new forests. With new federal funding, corporate and individual donations, we continue working toward our reforestation targets.

THE ECONOMIC VALUE OF TREE PLANTING IN SOUTHERN ONTARIO

A report from Green Analytics, commissioned by Forests Ontario before our 2019 planting season, found that the 15,000 hectares of forests we planted from 2008 to 2018 provide \$83-million in annual ecosystem services. The study, called *The Economic Value of Tree Planting in Southern Ontario*, found that the 24 million tree seedlings planted in that 10-year period can sequester 21,000 tons of carbon each year. In addition, the forests provide a recreation value of \$23 million per year, an aesthetic value of \$11 million, and a pollination value of \$26 million.

The report found that, in season, the 50 Million Tree Program creates more than 300 jobs. These workers spend money on goods and services, which multiplies the impact of this spending. Each dollar spent on the program has a ripple effect that injects \$3 back into the economy.



FOREST RECOVERY CANADA

Forest Recovery Canada (FRC) is Forests Ontario's national tree planting division. FRC delivers large-scale tree plantings across Canada with an emphasis on increasing forest connectivity. Through FRC, businesses such as Rogers Communications, Honda Canada and others are helping to get trees in the ground. With point-of-sale campaigns and employee engagement plantings, such as Rogers' Give Together volunteer days, we are proud to lead the community in the goal of strengthening our ecosystems.

SEED COLLECTION AND FORECASTING

In September of 2018, as our fiscal year began, the Ontario Tree Seed Plant closed. The plant had reliably forecast, gathered, processed and stored tree seeds in Ontario for close to a century. Tracking seeds is complex: our vast province counts 38 tree seed zones. Forests Ontario requires a steady supply of viable native tree seeds, tracked by location, to continue our work. When the seed plant closed, we stepped into the breach.

Forests Ontario secured seed storage with one of our nursery partners. We built a tree seed database to track chain-of-custody from source, to processing, to storage, to nursery. Today, Forests Ontario employs seed and cone collectors, maintains two cone holding yards, processes the cones and seeds at facilities in Ontario and Quebec, and maintains a seed bank that contains about 205 million viable seeds.

GRASSLANDS ONTARIO

Grasslands Ontario is a Forests Ontario initiative that aims to create, maintain, and enhance the quantity and quality of grassland habitat over the next 20 years. In addition to helping preserve and protect species at risk, as well as other bird species and small mammals, grasslands improve the health of pollinators, strengthen biodiversity, improve soil health, and sequester carbon to help mitigate the effects of climate change.

The Grasslands Ontario website, created this year, provides an introduction to grasslands stewardship and highlights key case studies.





205 million viable seeds

Forests Ontario has approximately 205 million viable seeds in inventory, or 1950 kg (close to two tonnes). Ninety-nine per cent are conifer seeds. We aim to gather 300 to 400 hl of cones per year.

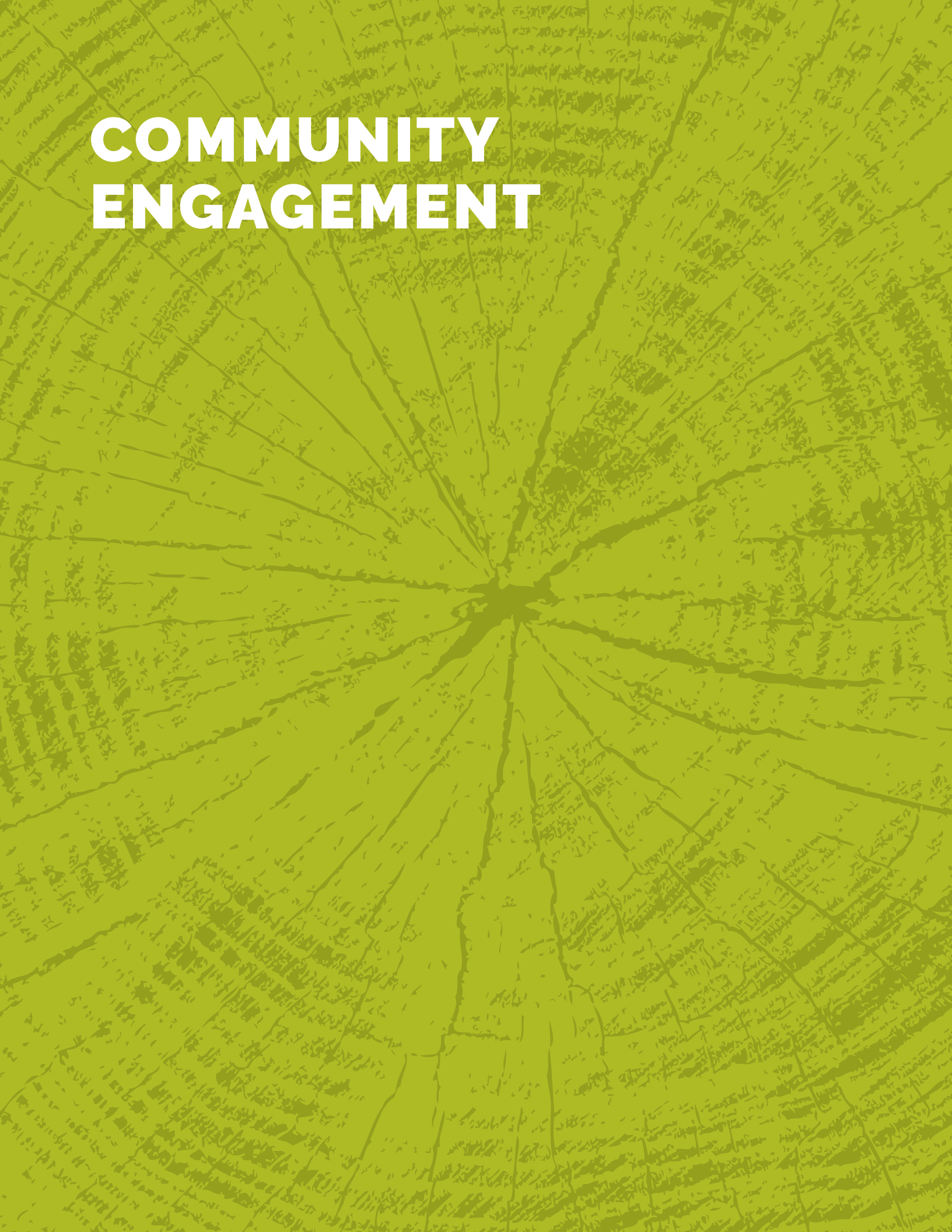
TREE PLANTING DELIVERY PARTNERS



We are the only Canadian non-profit that tracks projects from seed to survival assessment.



COMMUNITY ENGAGEMENT

The background of the slide is a close-up photograph of a tree trunk. The bark is dark brown and deeply textured with vertical ridges and grooves. A prominent feature is a cross-section of the tree's growth rings, which are visible as concentric, light-colored lines radiating from a central point on the right side of the image. The overall color palette is warm, with various shades of brown and tan.

ECOHEALTH ONTARIO

Forests Ontario is the backbone organization for EcoHealth Ontario (EHO) — a collaborative of professionals in the fields of medicine, public health, education, planning, parks and the environment. The collaborative promotes the connections between environmental and human health and works to improve health and wellbeing outcomes for Ontarians through the provision of better ecosystem quality, increased greenspace and enhanced access to nature.

Over the past year, the collaborative created a *Theory of Change* that explains how EHO uses collective action to achieve its vision. EHO creates tools and resources for professionals and decision-makers to facilitate collaboration towards more climate resilient communities, increased awareness of greenspace values, and greater access to well-distributed, high-quality greenspace.

In the summer of 2019, EHO launched a new website featuring research, infographics and videos, as well as communication and policy tools that agencies and groups can use to promote greenspace in their own communities.

COMMUNITY TREE PLANT

This was the 11th year for Community Tree Plant (CTP), Forests Ontario's signature community engagement program. With the help of our partners, we organize tree planting events across Canada and invite the public to better their communities by planting trees.

We had four events in southern Ontario during the spring of 2019 in Windsor, East Gwillimbury, Penetanguishene and Ajax. These events saw 550 members of the public participate to plant more than 5,000 trees.

We held seven Rogers Communications employee engagement events in the summer of 2019, attracting hundreds of volunteers.

5,000 trees planted

550 members of the public came out to plant more than 5,000 trees at our Community Tree Plant events.





HERITAGE TREE

Launched in 2009, the Heritage Tree program collects and tells the stories of Ontario's unique trees. The program draws attention to the social, cultural, historical and ecological value of trees.

This year we recognized Heritage Trees in six different locations, two of which were supported by TD Bank Group.

ANNUAL CONFERENCE

Forests Ontario's annual conference is held at the Nottawasaga Inn in Alliston, Ontario.

The 2019 conference, titled *Natural Connections*, was attended by 425 guests, including 80 Forestry students from Fleming College, breaking our previous attendance records.

Our keynote speaker was Dr. Dan Longboat, Associate Professor at the Chanie Wenjack School for Indigenous Studies.

IT TAKES A FOREST

It Takes a Forest (ITAF) is a public awareness initiative that shares fact-based information about our forests and the values they provide, sustainable forestry practices in Ontario and the benefits of wood.

In addition to the completion of our five-part video series featuring prominent professionals from a range of disciplines (a woodworker, a climate change scientist, a physician, an educator/tree marker, and an architect) we developed dynamic infographics that highlight the renewable nature of wood products, created educational materials for use in schools, summer camps, and outdoor education centres, and expanded our network of roadside billboards.

In addition, we strengthened our relationships with individuals and organizations in the fields of architecture, engineering and construction, and worked collaboratively to highlight the environmental, social and economic benefits of sustainable forest management and wood-based products. Highlights of the efforts included the organization of a sawmill and forestry operations tour in northern Ontario, participation in a panel discussion at the Daniels Faculty of Architecture, Landscape, and Design (University of Toronto), and the joint development of a technical session with the Toronto Society of Architects.





520 trees and wreaths

We sold a total of 520 trees and wreaths from our stand, with proceeds going to support our programs.

Tree sales at the Toronto Christmas Market

TORONTO CHRISTMAS MARKET

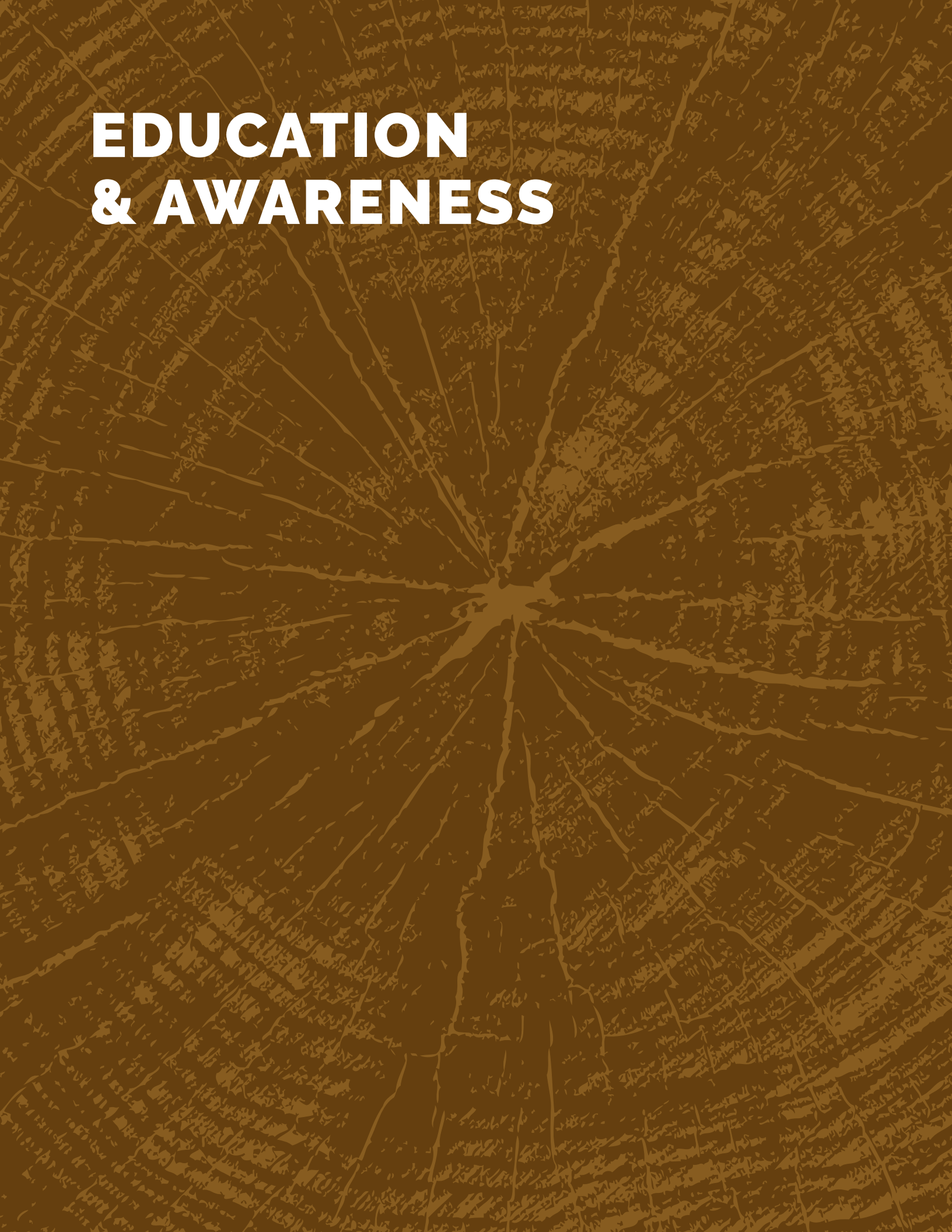
The Toronto Christmas Market is a cherished tradition for Forests Ontario.

In 2018, we donated a 50-foot, White Spruce tree to be used as the centerpiece of the 'Christmas Village,' located in the heart of Toronto's Distillery Historic District.

The tree was raised on November 2nd, 2018 – an event we leveraged to spread the message that real, locally-sourced trees are more environmentally friendly than their imitation counterparts.

We sold a total of 520 trees and wreaths from our stand, with the proceeds going to support our tree planting programs.

EDUCATION & AWARENESS





Forestry in the Classroom

2,250 students

This year, Forests Ontario successfully matched 65 classrooms and community groups with presenters, reaching more than 2,250 students from Port Stanley to Huntsville to Sioux Lookout.

At Forests Ontario, we firmly believe that fostering environmental stewards today is integral in ensuring healthy landscapes tomorrow. As a result, connecting students to forests is one of our primary organizational objectives.

A wide offering of programs, out-of-the-box thinking, and powerful partnerships allow us to reach more than 10,000 students and educators annually with interactive in-class and outdoor forest education and stewardship experiences.

We are proud of the pivotal role we have played in inspiring countless youth to support healthy ecosystems, and we look forward to continuing our education work in future.

FORESTRY IN THE CLASSROOM

Every year, Forests Ontario connects students with forestry and environmental professionals through the Forestry in the Classroom program. By facilitating classroom visits by local forestry and natural resource practitioners, this program offers students a unique glimpse into life in the forestry and environmental sectors. Visiting professionals include scientists, professional foresters, arborists, and environmental technicians.

This year, Forests Ontario successfully matched 65 classrooms and community groups with volunteer presenters, reaching more than 2,250 students from Port Stanley to Huntsville to Sioux Lookout.



Exploring the forest in Renfrew County
with Forestry Connects



TEACHERS' WORKSHOP

There are many barriers to effectively incorporating forestry and environmental education into school curriculums. To tackle this issue, Forests Ontario, Project Learning Tree Canada, and the Canadian Institute of Forestry facilitated a collaborative Forestry Education in the Classroom workshop.

Thirty attendees – representing school boards, conservation authorities, universities, environmental non-government organizations, and the forestry/ environmental sector – participated in the workshop, where they discussed the barriers and opportunities around forest education.

Forests Ontario will be incorporating the lessons learned from this workshop into our education program planning, so as to continue delivering the best education products possible.

FORESTRY CONNECTS

Forestry Connects teaches teens about Ontario's world-class forest management and the many exciting careers available within forestry and its related fields. Since 2010, Forestry Connects has engaged more than 500 high school students from across the province, taking them on field trips into forestry-dependent communities for an experience that Forests Ontario hopes will inspire the next generation of forest sector professionals.

This year's event was the fourth Forestry Connects to run in Renfrew County. Fifty students and teachers from eastern Ontario explored local forestry operations and participated in the program, which included workshops covering topics from orienteering to forest management.

TREE BEE

Forests Ontario's longest running education program, Tree Bee, has been engaging communities, families, and classrooms in tree identification since 1956. Through online tools and face-to-face competitions, Tree Bee continues to teach students how to recognize Ontario's tree species.

This year, we had Tree Bee competitions in York Region and Scarborough:

- For the fourth year in a row, Forests Ontario partnered with York Region for a Tree Bee competition. This year's event consisted of eight schools, and was attended by nearly 90 students and family members. York Region donated a \$250 award to the winning school's Eco-Club.
- The Scarborough Tree Bee competition, supported by OPG Pickering, was attended by ten schools and over 100 individuals.

Representatives from Forests Ontario, Toronto and Region Conservation Authority, Parks Canada, and the Toronto District Catholic School Board were present.

ONTARIO ENVIROTHON

Forests Ontario is proud to be the lead agency for the Ontario Envirothon – a unique environmentally-themed academic competition that immerses students in hands-on learning. The program offers budding environmental leaders a chance to explore career paths in the natural sciences and receive mentorship. This year, under the theme of *Agroecology*, more than 650 high school students from across the province faced-off in regional competitions for the chance to compete in the Ontario Envirothon Championship.

131 regional teams

This year, 81 schools, 131 teams and 655 students faced-off in regional competitions for a chance to compete in the Ontario Envirothon Championship.

Ottawa Envirothon



The 2019 Envirothon combined long-cherished legacy with modernized delivery, allowing teams to compete in the provincial championship online. The University of Waterloo's Faculty of Environment partnered with us to host the online competition, which offered increased accessibility and cut down on the financial and environmental costs associated with cross-province travel.

Another unique feature of the 2019 Ontario Envirothon was the *Spirit Competition*, which engaged teams leading up to the provincial competition in social media challenges to earn badges. The team with the most badges, University of Toronto Schools, was awarded a spot at the provincial Envirothon.

University of Toronto Schools reigned victorious at the provincial Envirothon for the sixth year in a row, and advanced to the North American Championships in Raleigh, North Carolina. There, they were the highest ranking Canadian team, placing 18th out of 53 teams. Second and third place at the provincial championships went to Westmount Secondary School from the Grand River region and London Central Secondary School from the southwestern region, respectively. Charitable foundation, Maple Leaves Forever, recognized the academic achievements of these teams by awarding cash prizes of \$2,500 for first place, \$1,250 for second place, and \$750 for third place.

"I consistently use the formal presentation skills I learned; I'm comfortable speaking in front of large audiences thanks to my Envirothon experiences. Nowadays, the 'judges' aren't giving me scores, but they still ask tough questions that require intelligent responses. In my opinion, in order to be successful in the environmental sector, you need to be able to speak well. That's why I feel that the presentation component of Envirothon is one of the most important."

– Envirothon Alumni, Rob Monico





1.3 million social media views

The Ontario Envirothon boasts 265 social media posts that reached a total of 1,319,956 views.

Forestry Connects participant

“It did more than just help me with my education, it helped me to choose the direction I wanted to go in with my studies. Envirothon was where I learned that I could actually pursue a career in forestry.”

– Envirothon Alumni, Pam Jackson

OUR IMPACT





3,723,245

Facebook & Twitter impressions

The use of multiple platforms allows us to engage with a large and diverse audience. This year, we reached 31,885 total followers, 3,723,245 Facebook and Twitter impressions, 1,187 mentions in news with a reach of 457, 870,116, and 268,500 website hits.

2018-19 at a Glance

OCTOBER 2018

OCTOBER 2

Forests for Kids Tree Plant in Huntsville

Our first ever Forests for Kids event was attended by Grade 7 and Grade 8 kids from Pine Glen School

Story covered by two local papers (reach of 5,002 people) and YourTV Muskoka

Local dignitaries were in attendance, including Louise Montague, Chair of Westwind Forest Stewardship; Steve Munro, Operations Manager of Westwind Forest Stewardship; Gord Cumming, Chief Forester of AFA; and Gerald Kroes, General Manager of Rayonier Advanced Material's Huntsville Sawmill

NOVEMBER 2018

NOVEMBER 2

Distillery Market Big Tree Move In

The raising of the 50-foot tree donated annually by Forests Ontario and Ontario Wood

The tree move in was covered by seven sources and reached 285,440 people

NOVEMBER 9

It Takes a Forest Erects New Billboard in Kenora

Greg Rickford (MPP Kenora-Rainy River, Minister of Energy, Northern Development and Mines, and Minister of Indigenous Affairs) and Dave Canfield (Mayor of Kenora) joined Erik Holmstrom (Ontario Timberlands Manager of Weyerhaeuser Company Limited) and Rob Keen (CEO of Forests Ontario) for ITAF's 12th billboard in Kenora

Release had reached 2,158,428 people

DECEMBER 2018

Christmas Tree Sales at the Toronto Christmas Market

We sold 520 trees and wreaths

Reached 6,649,347 people through our coverage of National Christmas Tree Day and articles on the benefits of real trees

JANUARY 2019

JANUARY 22

Forests Ontario invited to participate in Ontario's Forest Strategy Session

Rob Keen attended the forest industry roundtable session in Kitchener

FEBRUARY 2019

FEBRUARY 8

Forests Ontario Annual Conference Natural Connections

Record number attendance of 425 – 80 of which were students

On the day of, our social coverage garnered nearly 50,000 impressions and the hashtag #FOCONF19 was trending on Twitter

Various coverage of presentations, topics, and awards reached 3,315,911 people

MARCH 2019

MARCH 12

Forest Recovery Canada chosen by Busch Systems as their first Canadian partner

MARCH 20

Forests Ontario releases The Economic Value of Tree Planting in Southern Ontario report at Queen's Park

CEO, Rob Keen, and County of Renfrew Councilor, Peter Emon, spoke at the launch at Queen's Park, addressing an audience of government staff, organizations, and supporters

A release covering the event and the report was picked up by 20 outlets and reached 20,940 people

Our social coverage of the event garnered 32,200 impressions, as well as engagements from many notable organizations and individuals

APRIL 2019

APRIL 15

Restoration Packaging Tree Planting Video Shoot

Kerry McLaven, Director of Operations, attended the first tree planting under the Restoration Packaging *Buy This Cup, Plant this Plant* campaign in BC

APRIL 25

50 Million Tree Program Cancellation News Breaks

127 media sources ran a total of 222 stories on the subject

86,082,481 people were reached

Forestry Education in the Classroom Workshop

Forests Ontario, PLT Canada, and CIF facilitated a workshop to discuss the barriers and opportunities related to forest education.

30 participants from schools and school boards, conservation authorities, post secondary institutions, non-profit organizations and the forestry sector

MAY 2019

TD FEF Community Tree Plant Wrap-up

554 volunteers (over 100 of which were youth)

5,185 trees planted over 6.15 acres

Traditional media coverage reached 162,300 people
social coverage reached 55,505 people

MAY 9

Rob Keen interviewed live on CBC Up North Radio, discussing the 50 Million Tree Program

MAY 15

North Toronto Collegiate Institute announced they had raised \$11,500 for FO as their 2018-2019 charity of choice

MAY 28

Renfrew Forestry Connects

50 high school students from the Renfrew area participated

Worked with Ontario Wood, Shaw Woods Outdoor Education Centre, Lavern Heideman & Sons Limited, County of Renfrew, Canadian Institute of Forestry, Algonquin Forest Authority, and Shaw Lumber

Since 2010, Forestry Connects has engaged more than 500 high school students

MAY 31

The 2019 Ontario Envirothon kicks off

First ever 'virtual' Ontario Envirothon competition, hosted online by the University of Waterloo's Faculty of Environment

University of Toronto Schools won for 6th year in a row, and were presented with \$2,500 from Maple Leaves Forever

JUNE 2019

JUNE 3

Rob Keen presents to the House of Commons Standing Committee on Environment and Sustainable Development

Our CEO was invited to be a part of a panel for disaster mitigation and insurance, where he spoke to the role of forests in mitigating extreme weather events

JUNE 5

Minister McKenna announces federal funding for the 50 Million Tree Program on World Environment Day

Rob Keen and Augusta Lipscombe attended the announcement in Dominion Arboretum in Ottawa, Ontario

210 sources ran 240 stories on the subject and 90,984,115 people were reached

JUNE 14

Rogers Gives Back tree plants across Canada

700 Rogers employees planted more than 1,600 native trees, shrubs and wildflowers at six sites across Canada — in Ontario, New Brunswick, and Quebec

Received 23,000 impressions via social media

JUNE 15

It Takes a Forest Pancake Breakfast

It Takes a Forest hosts Forest Life Expo's Pancake Breakfast for fourth year in a row, with help from Renfrew Mason Lodge No. 122 members

Featured 20 L of maple syrup from Ray Bonenberg's Mapleside Sugarbush

JUNE 26

It Takes a Forest erects Dryden Billboard

Central Canada SFI Implementation Committee (CCSIC), Domtar Inc., Resolute Forest Products, and Dryden Forest Management Company Ltd. joined Scott Jackson, Director of Indigenous and Stakeholder Relations from Forests Ontario in Dryden to celebrate the unveiling of the 14th billboard

Media coverage reached 8,257,791 people

JULY 2019

Rob Keen Presents at KCLA

FO's CEO gives a forestry presentation at Kawagama Lake Cottagers Association's AGM

AUGUST 2019

Grasslands Ontario website goes live

Newest division of Forests Ontario launches web presence

AUGUST 15

Timmins Mill & Bush Tour

Southern Ontario architects, engineers, and union leaders participated in a tour of forestry and mill operations in Timmins, as part of the ITAF awareness initiative led by Forests Ontario, EACOM Timber Corporation and Rayonier Advanced Materials

Professionals from Moses Structural Engineers, EllisDon, Simpson Strong-Tie, Moriyama & Teshima Architects, Carpenters Local 27, studioCANOO Architecture Inc., and Moote Architect took part in the tour

Media coverage reached 219,842 people

AUGUST 16

Canopy Growth announces support

Rob Keen was presented with a cheque for \$100,000 at Ferguson Tree Nursery in Kemptonville

47 sources picked up the story and 11,022,862 people were reached

AUGUST 24

EcoSikh Ceremonial Tree Plant

FO worked with EcoSikh Canada to plant their first ceremonial tree as part of their fight against climate change

Media coverage reached 1,309,203 people

SEPTEMBER 2019

SEPTEMBER 3

One Honda. One Tree

Rob Keen traveled to Squamish, BC, to plant trees with the contest winner

SEPTEMBER 9-13

Level 1 Tree Marker Course

SEPTEMBER 21

Forests Ontario at the UN Climate Action Summit

15-year-old Grierson twins, of Trees CO2, present at Nature 4 Climate's Nature Based Solutions Big Ideas Talks during the Forest Restoration Hub

PARTNERSHIPS

The background of the page is a close-up photograph of a tree trunk. A large, dark, radial crack runs from the center towards the bottom, with many smaller, lighter-colored cracks branching out in all directions, creating a complex, web-like pattern. The wood grain is visible, and the overall tone is a mix of light and dark browns.

OUR PARTNERS



TD Friends of the
Environment
Foundation



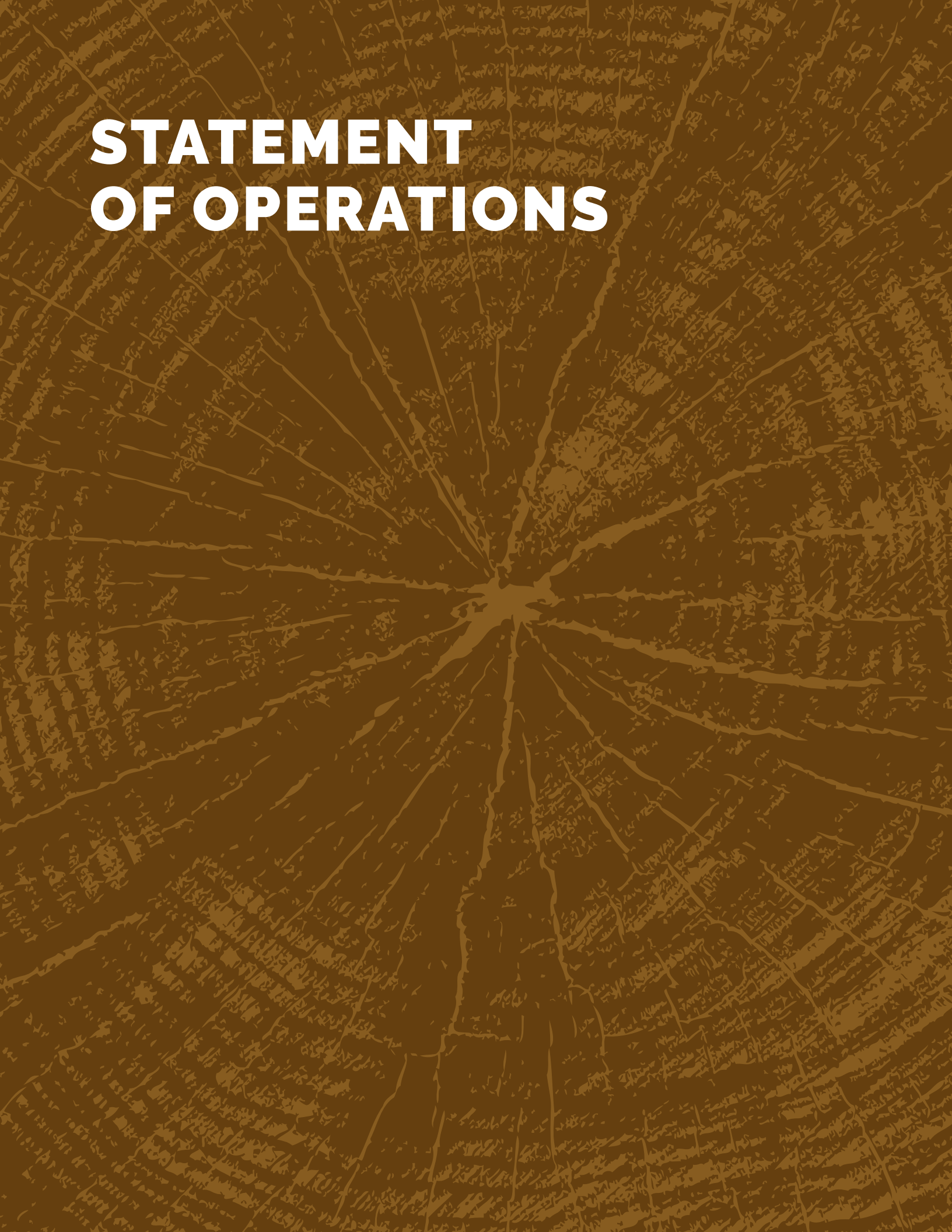
OUR SUPPORTERS

AET Group
Algonquin Forestry Authority
Association of Power Producers of Ontario
Auditing Association of Canada
Bancroft Area Forest Industry Association
bclMC/QuadReal Property Group LP
Beau's All Natural Brewing Company
Bevel Wood
Biodiversity Education & Awareness Network
Biomimicry Frontiers
Bloom Contracting Inc.
Brock University
CanadaHelps
Canadian Institute of Forestry
CBRE Limited
Centre for Conscious Awareness–Canada
Chestnut Park Real Estate Limited
Cision Canada
City of Toronto
Community Care Access Centre
Conservation Ontario
Contrast Heating & Air Conditioning Ltd
County of Simcoe
Credit Valley Conservation
CropLife Canada
Devonshire Designs Inc.
Dimples
Domtar
Dundee Recycling Ltd
Durham College
EACOM

Earthbound Trees & Shrubs
Electrical Safety Authority
Eleven Environmental Inc.
Enterprise Holdings Inc.
Ferguson Forest Centre
Fiesta Parcel Service Plus
Fleming College
Forest Products Association of Canada
Forests Gene Conservation Association
FPInnovations
Genumark Promotional Products Canada
Grain Farmers of Ontario
Grand River Conservation Authority
Haliburton Forest & Wildlife Reserve Ltd
Heideman Forest Services
High School Sports Zone
Interface FLOR Canada
JS Jones & Son Funeral Home
Kitchener Waterloo Community Foundation
LCBO
Libro Credit Union
Lions Oval Public School
LRI Engineering Inc.
Mackenzie Technology Solutions Incorporated
Maple Leaves Forever
Mazinaw-Lanark Forest Inc.
McRae Mills Ltd
Mobile Giving Foundation of Canada
Mrs. Gowanlock, Mrs. Redding & Mrs. Bielby's Kindergarten Class of 2017

Muskoka Grown
Natural Resources Canada
Ontario Forest Industries Association
Ontario Power Generation
Ottawa Valley Forest Inc.
Raw Materials Company Inc.
The Regional Municipality of York
Resolute Forest Products
The Rotary Club
Royal LePage Signature Realty
Saunacore
Service Canada
Smith + Andersen
Somerville Seedlings
St. John Paul II Catholic Secondary School
St. Michale's College
Sustainable Forestry Initiative
T.H. Industrial Solutions Inc.
The Mills Team
The Westin Ottawa
Thompson Emergency Freight Systems
Topper's Franchising Company Inc.
Toronto Christmas Market
Toronto Public Library
Tree Chic
Urban Woodworking Co.
Westwind Forest Stewardship Inc.
Weyerhaeuser Canada
Young's Memorials
Your Family Memories Preserved Inc.
Yvon Champoux Inc.

STATEMENT OF OPERATIONS



STATEMENT OF OPERATIONS

FISCAL YEAR ENDING SEPTEMBER 2019

Revenue

Government funding	\$ 5,136,409
Individual & corporate contributions	\$ 623,871
Not for profits & charities	\$ 394,674
Investment & other income	\$ 137,061
	\$ 6,292,015

69%

Program

10%

Individual and
corporate contributions

2%

Investment and
other income

82%

Government
funding

6%

Not for profits
& charities

13%

Human
resources

10%

Communications
and program
development

2%

Professional and
consulting fees

6%

Office and
general

Expenditures

Program	\$ 4,226,324
Human resources	\$ 802,936
Communications & program development	\$ 642,694
Office & general	\$ 351,657
Professional & consulting fees	\$ 99,637
	\$ 6,123,248
Excess of revenue over expenditures	\$ 168,767



STATEMENT OF FINANCIAL POSITION

SEPTEMBER 2019

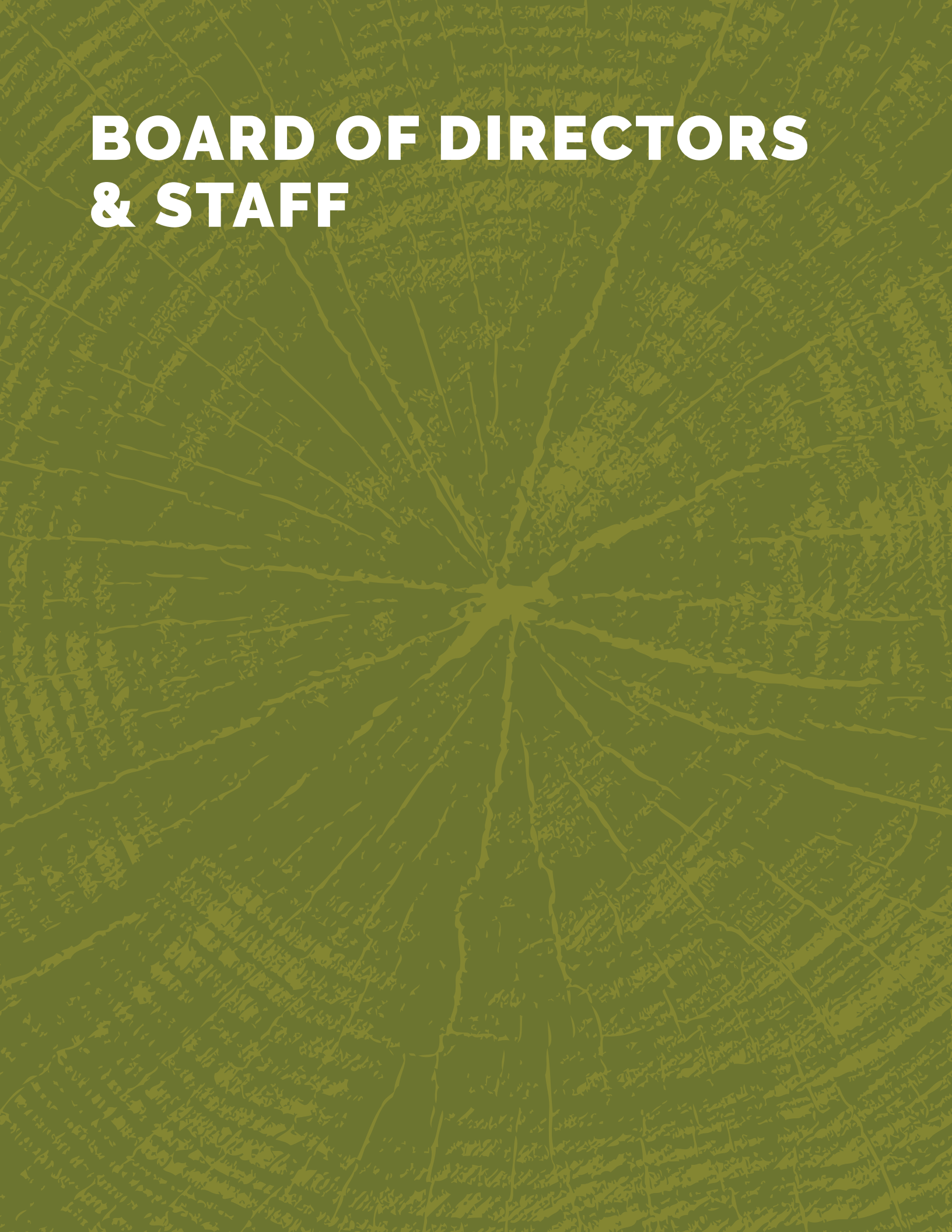
Assets

Total cash & investments	\$ 5,648,061
Accounts receivable	\$ 573,480
Inventory & prepaid expenses	\$ 500,180
Fixed assets	\$ 67,570
Total assets	\$ 6,789,291

Liabilites

Trade payables & program commitments	\$ 1,352,756
Deferred program revenue	\$ 4,008,886
	\$ 5,361,642

BOARD OF DIRECTORS & STAFF



BOARD

Steve Hounsell, President
Tracy Smith, Vice President
Peter Johnson, Vice President
Riet Verheggen, Secretary
Michael Klasner, Treasurer
Ian Buchanan
Gail Beggs
Malcolm Cockwell
Kim Gavine
Robert Hyland
Christine Leduc
David Sisam
Bonny Skene

STAFF

Rob Keen, RPF, CEO
Kerry McLaven, Director of Operations
Elizabeth Celanowicz, Operations Manager
Stephanie Chamberlin, Forestry Program Manager
Suzanne Perry, Restoration Coordinator
Nicole Baldwin, Restoration Programs Coordinator
Scott Jackson, Director of Indigenous and Stakeholder Relations
Azra Fazal, Manager of Stakeholder Relations
Chantal Cory, Director, Marketing and Business Development
Andrea Curley, Manager of Business Development
Kim Sellers, Accounts Manager
Kenya Hewitt, Digital Project Coordinator
Jeannette Holder, Communications Manager
M.J. Kettleborough, Communications Manager
Augusta Lipscombe, Communications & Stakeholder Relations Officer
Stephanie Prince, Stewardship Coordinator
Ravi Singh, Outreach Coordinator
Alanna Evans, Events Coordinator
Allison Hands, Education Manager
Diana Corona Castro, Education Outreach Coordinator
Ruth Hall, Office Administrator
Susan Cummings, Legacy Financial Accounting
Hannah Freedburg, Intern





144 Front St. West, Suite 700
Toronto, ON M5J 2L7
forestsontario.ca

416.646.1193
info@forestsontario.ca