

# ANNUAL REPORT

2017







# TO OUR FRIENDS & SUPPORTERS

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**E**ach year, we get this opportunity to reflect on our work and thank you all for making it possible. Like our National Forests and Grasslands themselves, the NFF means different things to different people.

For some, our on-the-ground restoration activities are the most meaningful work we do. For others, our approach to collaborative conservation and our efforts to engage communities in their forests are at the core of our success. Yet others appreciate the insider tips and relevant information we provide about enjoying our National Forests. Whatever brings you to the NFF, know that we deeply appreciate and value your continued support.

Each year, we are able to do more for our forests than the year before thanks largely to your continued support. This past year, 2017, was no different. We added the Mt. Hood and the Nantahala and Pisgah National Forests to our growing *Treasured Landscapes, Unforgettable Experiences* conservation program; we reached new communities in new ways; we deepened and strengthened our partnership with the U.S. Forest Service; and we grew our staff with new positions in California and Arizona.

Through these efforts, our conservation successes continue to accrue. We planted nearly one million trees; we restored nearly 2,000 miles of trails; we worked with 115 different organizations to accomplish our work; and we reached millions with our effective and creative communication programs. Thank you for your role in these successes.

With your continued support, we can do even more in 2018. We are launching an ambitious plan to plant 50 million trees across our forests in the next five years. We are adding new *Treasured Landscape* sites where we can achieve real results with continued investments. We are growing our staff to help us achieve even more work, and we remain committed to being an open, accountable and highly effective organization.

Please enjoy this Annual Report for our 2017 fiscal year and know that each of you played a role in our accomplishments. We are grateful to each of you for helping us improve America's incredible National Forests and Grasslands.

Sincerely,



Mary Mitsos  
NFF President



Craig R. Barrett  
NFF Board Chair

**Y**our National Forests and Grasslands represent the best of America. Truly democratic and unifying, our forests welcome everyone from inner-city youth experiencing a National Forest for the first time to rural, multi-generational families who make their living from our forests. From the thrill of motorized recreation to the enduring stillness of Wilderness, National Forests provide us with incredible opportunities and life-sustaining resources. The National Forest Foundation strives to mirror these incredible lands by being open, transparent and highly productive to ensure that these beautiful lands will be here for centuries to come.



### **Tree Planting**

The simple act of planting a tree connects the past, present and future. Roots dig deep into the earth, unlocking nutrients stored for decades, small branches reach upward to find sunlight and as the years pass, mature trees offer cooling shade, habitat and food. Since 2007, the NFF's tree-planting program has planted more than nine million seedlings, trees and shrubs that clean our air, filter our water and make our forests beautiful and healthy. In 2017 alone, our partners helped us plant nearly one million seedlings across the country. As the success of our program continues to grow, we see an opportunity to capitalize on these simple acts and create something that can connect us all: a 50 million tree-planting campaign. Learn more about our accomplishments and our campaign at our website.

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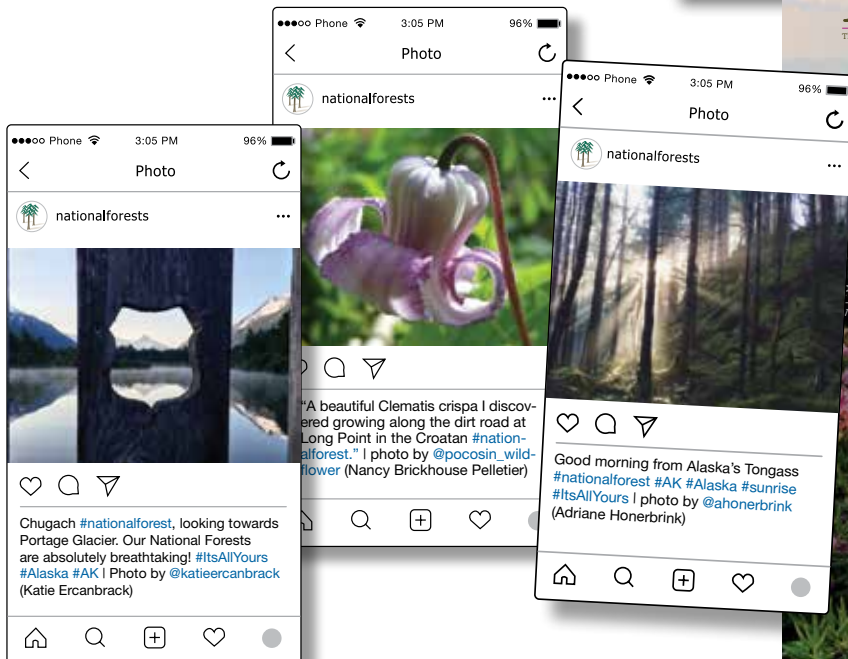
### ***Treasured Landscapes, Unforgettable Experiences***

In 2009, we envisioned a conservation program we called *Treasured Landscapes, Unforgettable Experiences*. Our goal was to improve not just a particular stream or trail on a National Forest, but an entire landscape. Through collaboration with local groups and the Forest Service, we work to develop a sustained, multi-year effort at select National Forests and Grasslands where we can make a significant difference. Nine years later, we are still advancing this vision across the country. In 2017, we launched two new sites: our campaign on Oregon's Mt. Hood National Forest which is engaging Oregonians in stewarding the places they play while protecting critical water resources and our equally innovative "Investing the Great Outdoors of North Carolina" campaign with its focus on improving recreational opportunities and watershed health on the Nantahala and Pisgah National Forests. Learn more about all of our *Treasured Landscapes* sites on our website.



## Communications

At the NFF, we believe that people will support the things they love. But we understand that people only love what they know, and too many Americans don't know their National Forests. That's why we create engaging and robust communications that show Americans how connected they are to their National Forests and Grasslands. From our fun and educational *Your National Forests* magazine to our lively (and beautiful!) Instagram posts, we are highlighting the history, the challenges and the possibilities offered by our forests. More importantly, we are connecting with Americans daily, and we invite you to follow the NFF on social media or sign up for our newsletter.



“ Each year, we are able to do more for our forests than the year before thanks largely to your continued support. ”



# NFF PROGRAMS

## Strategic Projects

When our mission and interests align with those of our partners, we advance priority conservation actions through strategic investments. Each of these projects expands our impact and provides opportunities for our supporters to restore their backyard forests.

*In FY 2017, the NFF invested in 19 strategic projects that restored areas on 13 units of the National Forest System.*



## Treasured Landscapes, Unforgettable Experiences

The NFF's *Treasured Landscapes, Unforgettable Experiences* conservation program is our nationwide restoration initiative focused on iconic National Forest and Grassland sites. In FY 2017, we expanded our scope of work at several of our sites, while adding new sites in North Carolina and Oregon.

*Through the Treasured Landscapes program, the NFF distributed 51 subawards to 42 nonprofit organizations or contractors in FY 2017. These projects resulted in high-quality restoration work on 16 National Forests, while supporting local economies and connecting local communities to their backyard forests.*

“ Through collaboration with local groups, we work to develop a sustained, multi-year effort where we can make a significant difference.”





## Community Capacity and Land Stewardship Program

Initiated in 2011, the Community Capacity and Land Stewardship Program (CCLS) builds the capacity of local collaborative efforts to achieve watershed restoration objectives in Oregon, Washington and Southeast Alaska.

*In FY 2017, the NFF worked with Regions 6 and 10 of the U.S. Forest Service to distribute 15 grants through the CCLS program. These grants improved the capacity of local organizations to work with the agency and each other on collaborative restoration projects on nine National Forest units.*

## Matching Awards Program

The NFF's largest grant program, the Matching Awards Program (MAP), funds on-the-ground restoration and conservation projects that enhance forest health and outdoor experiences on our National Forests and Grasslands. Leverage for each project is significant: through matching funds, in-kind services, and volunteer contributions, each federal dollar invested results in an average of nearly \$5 in conservation value.

*In FY 2017, the NFF issued 46 MAP grants for work in 53 units within the National Forest System.*





# NFF PROGRAMS



## Conservation Connect

The NFF's Conservation Connect program helps community groups, interested citizens, businesses, local government officials and the U.S. Forest Service come together to improve National Forest management. Whether facilitating collaborative groups, providing a suite of resources and tools, or hosting peer-learning sessions, the Conservation Connect program and staff reach thousands of people annually.

*In FY 2017, the NFF held 23 peer-learning sessions with 2,075 total participants. The NFF also provided facilitation and technical assistance to 18 collaborative conservation initiatives.*

“Our collaborative efforts provide a forum for public discourse that finds common ground.”



## Tree Planting

Supported by individuals, small businesses and large corporations, our tree-planting program generates significant and important results for our National Forests through targeted reforestation efforts. All of our tree-planting projects plant native seedlings on National Forests damaged by wildfire, insects, disease, storms or where ecosystem diversity and forest health have been negatively affected.

*In FY 2017, the NFF planted 946,000 trees on 12 different National Forests.*





### Ski Conservation and Forest Stewardship Fund Programs

These innovative programs give visitors at partner ski areas, hotels and other National Forest-based recreation businesses a chance to give back to their local forests. Guests make voluntary contributions, which the NFF then matches and invests in projects that improve recreation opportunities, watershed health and wildlife habitat on the National Forest where the business is located.

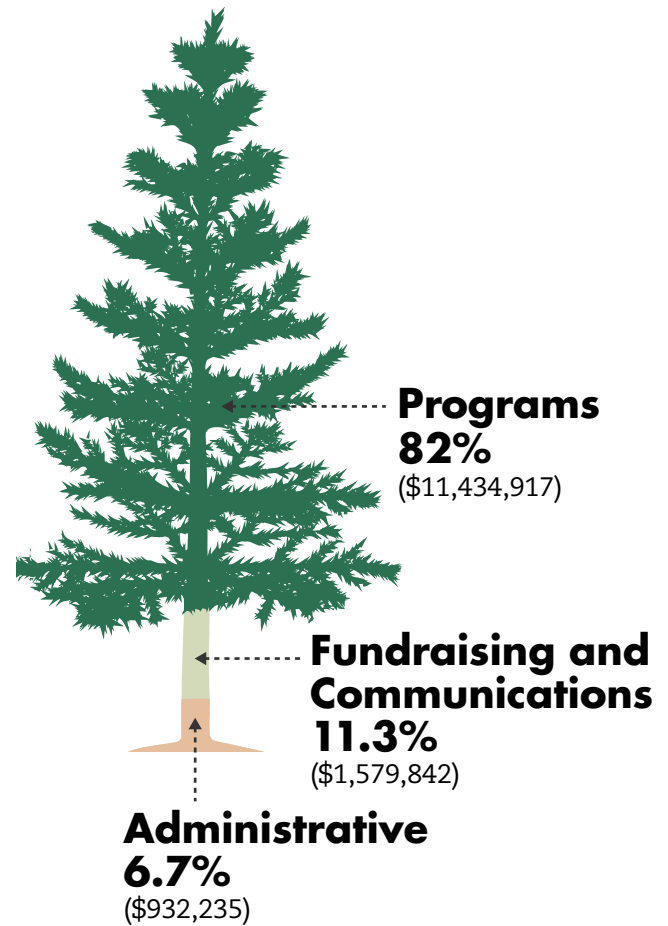
*In FY 2017, the NFF issued 19 grants to 17 local conservation organizations through these programs. These grants provided support for restoration work on seven National Forest units.*



# STATEMENT OF ACTIVITIES

Year Ended September 30, 2017

<b>Support and Revenue</b>	
Foundations .....	\$2,123,999
Corporations .....	\$3,382,255
Individuals .....	\$2,396,516
In-Kind.....	\$304,397
US Government Grants.....	\$2,823,558
State and Local Government Grants .....	\$889,813
Special Events.....	\$283,962
Contracts and Reimbursable Grants .....	\$1,885,717
Other Income.....	\$70,754
Investment Gain (Loss) .....	\$471,611
<b>Total Support and Revenue.....</b>	<b>\$14,632,582</b>
<b>Expenses</b>	
Program Services.....	\$11,434,917
Fundraising and Communications .....	\$1,579,842
Administrative.....	\$932,235
<b>Total Expenses.....</b>	<b>\$13,946,99</b>





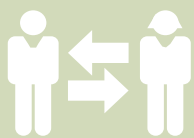
# CONSERVATION RESULTS SINCE 2001



**174,008**  
volunteers

65,176 youth engaged or employed  
2,204,732 volunteer hours  
974 equivalent hours in full-time jobs  
\$53,222,230 estimated value of  
volunteer time

**17,017**  
miles of trailwork



**15,699**  
participants in  
peer-learning sessions

233 peer-learning sessions  
13 capacity-building workshops  
1,066 participants at capacity-building workshops



**210,527**  
acres of wildlife habitat  
restored or maintained



**9,417,805**  
trees and shrubs planted

1,548,377 acres of fuel reduction  
completed or planned  
108,164 acres of noxious weeds treated  
2,224 projects completed

**5,828**

miles of stream surveyed or restored



**\$197,901,672**

total value of conservation  
investments\*

Total NFF funds invested\* \$56,238,510  
Total partner-raised funds leveraged\* \$141,618,162

**Collectively, the NFF issued 146 grants or contracts in FY 2017.** Not including tree planting, **we invested \$6,423,891** in federal and private funds, which were leveraged with \$9,271,318 in partner-raised funds for a **total conservation value of \$15,695,209.**

\*for completed projects





# DONORS

## Individuals and Organizations

### \$1,000,000+

Gordon & Betty Moore

### \$100,000 - \$499,999

Anonymous  
Joan & Bob Feitler  
New Hampshire Bureau  
of Trails  
Turnbull-Burnstein Family  
Charitable Fund

### \$50,000 - \$99,999

City of Scottsdale  
Craig R. & Barbara M. Barrett  
Gates Frontiers Fund  
Sirius Fund

### \$25,000 - \$49,999

Amber & Matt Spiel  
Berenice Gates Hopper  
Family Fund  
City of Mesa  
Coleman & Susan Burke  
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John & Maureen Hendricks  
Paul & Sonia Jones

### \$10,000 - \$ 24,999

Anonymous  
Barbara J. Hartley Fund,  
a donor-advised fund of  
The Denver Foundation  
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Bart Eberwein

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### \$5,000 - \$9,999

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James & Maggie Hunt  
Mark & Susan Stutzman  
Patricia Hayling Price  
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Recovery Board  
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William & Claudia Possiel

### \$2,500 - \$4,999

Avery Stirratt  
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Middle Market Credit  
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Paul & Leslee Chinelli  
Peter Clauson  
Rouse Family Foundation  
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Thomas Langston  
Timothy P. &  
Susan Schieffelin

### \$1,000 - \$2,499

Aileen Fell  
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Carol Wu & Terry Zink  
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Advised Fund  
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Defenders of Wildlife  
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Emily Minnich  
Erik & Cate Wright  
Frank Murray  
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Hal Shaw  
Harold Aaron Ludtke  
Heidi Allen  
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Jerry Mickelson  
John Cushman  
John Henry Moulton  
John McNulty  
John P. & Patricia Case  
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Ken Gart  
Kenneth Irvine  
Kip Allardt  
Lisa Bailey &  
Kevin Cassidy  
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Corps  
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Martha Heinze  
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Monique &  
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Renata Fachinni  
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Robert Gootee  
Robert Runkle  
Sabine Moeller &  
Peter Lusk  
Sarah Risdal Blake  
Tom Brokaw  
Wildfire Learning  
William Gates

### \$500 - \$999

Allison Kimball  
Anonymous  
Arizona Forward  
Aron Fay  
Benjamin A. Schilling

Bradley Draifinger  
BreeLayne Carter  
Brenda Ann Bell  
Carolyn Crystal  
Charles Gormly  
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Granite Backcountry Alliance  
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Kolette Brown  
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Larry Kent Coble  
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Michael Haverkamp  
Morgan Gregory  
Myles Standish  
Narendra Malani  
Nischal Nagpal  
Phil Conte  
Pristine Summer  
Promise Habitat Services, LLC  
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Robert Power  
Ronald L. Oles  
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Scott Sherpe  
SonicRim  
Stan Rottell  
Steven Keith Malunat  
T. Anthony &  
Linda L. Brooks  
Thomas Archie  
Thomas Fitzgerald  
Tracy Perkins  
Trinda N. Weaver  
Trinh Hoang Phuong Mai  
Wayne N. Elmer





# DONORS

## Corporations and Foundations

### \$1,000,000+

REI

### \$500,000 - \$999,999

The Vail Corporation

### \$100,000 - \$499,999

The Coca-Cola Company  
Cornelia Cogswell Rossi  
Foundation, Inc.  
The Crown Family  
Gates Family Foundation  
Gaylord & Dorothy  
Donnelley Foundation  
Google, Inc.  
Grand Victoria Foundation  
Polaris Industries, Inc.  
Salt River Project  
Southern California Edison

### \$50,000 - \$99,999

CenturyLink  
Charles M. and Mary D.  
Grant Foundation  
Lands' End  
The Charles Engelhard  
Foundation  
Pacific Gas & Electric  
Corporation  
Pernod Ricard USA  
The Smart Family  
Foundation of New York  
Snowbird Resort, LLC  
Southwest Airlines and  
Southwest Airlines  
Foundation, an advised  
fund of Silicon Valley  
Community Foundation

### \$25,000 - \$49,999

Alaska Airlines  
Blooms Today  
Boeing  
Clara L.D. Jeffery  
Charitable Trust  
Copper Mountain, Inc.  
The Fritz and Adelaide  
Kauffmann Foundation, Inc.  
Hoffman Construction  
MinuteKey  
Revision Skincare  
Ski Apache  
Sorenson Legacy Foundation  
South Coast Air Quality  
Management District

### \$10,000 - \$24,999

Better Planet Paper  
Bonneville Environmental  
Foundation  
C3 Presents  
California Foundation  
for Stronger Communities  
The Cricket Foundation

Cross Charitable Foundation  
Filson  
Gipson Family Foundation  
Hecla Charitable Foundation  
Horizons Foundation  
Imperial International  
Kuat Innovations LLC  
The Dale Kutnick &  
Laura Gordon Kutnick  
Foundation, Inc.  
Lake Quinault Lodge  
Major League Baseball  
Charities, Inc.  
Outdoor Sportsman Group  
Pink Jeep Tours  
Santa Fe Natural Tobacco  
Company  
Schlafly - The Saint Louis  
Brewery™  
Science Care  
The Seeley Foundation  
Southern California Gas  
Company  
Sunriver Resort, LP  
Triple Creek Ranch  
Twitter  
Uuni  
Waterfront Properties

### \$5,000 - \$9,999

Aesthete  
The Allyn Foundation, Inc.  
Arapahoe Basin Ski Area  
Armrod Charitable  
Foundation  
AZEK Building Products  
Belwether Advisors LLC -  
David Bell  
Betteridge Jewelers  
Brookstone Homes, LLC  
Collins Cockrel & Cole  
Dr. Scholl Foundation  
e-Cycle LLC  
Fields Pond Foundation  
Four Seasons Tree Care  
Grand Trunk  
The Richard K. and Shirley S.  
Hemingway Foundation  
Jackson Hole Resort Lodging  
Kitchen Magic  
Mars Foundation  
MGC Pure Chemicals  
America, Inc.  
Mitchell Gold + Bob Williams  
Moccasin Lake Foundation  
Monarch Mountain  
OPI Products, Inc.  
Patagonia  
Pergo  
Phaxio  
Purgatory Resort  
Skamania Lodge  
Stryker Sustainability  
Solutions  
Swire Coca-Cola, USA  
White Wave Foods

### \$2,500 - \$4,999

Alaskan Brewing Company  
Alo Yoga  
Art For Trees, Burning Man  
The Bailey Foundation  
Bowery Capital  
Ecolab  
EcoTek Outdoors  
Evergreen Enterprises  
Greenwich Country Club  
Kenwood Wine  
Kurt Forrest Foundation  
McKinstry  
Meyers Nave  
National Shooting Sports  
Foundation, Inc.  
Northeast Mountaineering  
Phipps Reporting, Inc.  
Plant Memorial Tree  
Sandler O'Neill + Partners  
Tala  
Ten Mile River Preserve Inc.  
Timberline Lodge

### \$1,000 - \$2,499

A Living Tribute  
Adams Foundation  
Amy's Ice Creams, Inc.  
Angry Crab Shack Corporation  
Anonymous  
Apple, Inc. Matching Gifts  
Program  
Aqua Illinois  
Arizona Community  
Foundation  
Atlanta Business Products, Inc.  
Belvidere & Hern  
BNY Mellon Wealth  
Management  
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Commerce Trust Company  
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The Charles Delmar  
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Dynasty Financial Partners,  
LLC  
Features  
Finley Distribution Co., LLC  
Genuine Concepts  
Green Earth Goodies  
Supplies  
Harris Tea  
Harvest Partners Financial  
Isle Surf and SUP  
Jackson Foundation  
Jonas Brothers Studios, Inc.  
Kitchen Cabinet Depot  
Kodiiac  
Metolius River Lodges  
Microsoft Matching Gifts  
Program  
Modern Design Sofas  
National Ski Areas Association

NEXT List  
OutdoorsmanLab  
Point6, LLC  
Public Media Partnerships  
Rio Grande  
Sacred Wave Gong  
Immersion  
Simms Fishing Products  
SproutVideo  
Starmark, A Trustmark  
Company  
Sugar Bowl  
TreeNewal, LLC  
Tri-City Subaru  
Village and Wild  
Wall Street Greetings, LLC  
Walmart  
Waterville Valley Resort  
Wild Tribute  
Winter Park Resort

### \$500 - \$999

60Tree Co.  
Blink  
BlueTree Network  
Breather  
Brome Modern Eatery  
Canvas Giclee Printing  
Canyon Distributing  
CM Resort, LLC  
Crowe Studios  
Eastern Propane Gas, Inc.  
Ermilio Clothiers  
Fireside Industries, Inc.  
FluidStance-A Company  
of Motion, LLC  
Fred Nackard Wholesale  
Beverage  
Gojo Karate Center  
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Planning Center  
Rocco Turpin  
Rocky Mountain Recreation  
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Conway, LLC  
TCC Group, Inc.  
TM Howard Enterprise  
Vast Adventure  
WATERAX  
We Love Trees, LLC  
Window Fix, Inc.  
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& Sustainability, Vail Resorts Management  
Company (CO)

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U. S. Forest Service (DC)

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Emily Struss  
Event Planner & Coordinator

Mark Shelley  
Director, Eastern Region

Deborah Snyder  
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Wes Swaffar  
Director, Ecosystem Services

Dayle Wallien  
Director, Conservation Partnerships

Staff, Board of Directors and National  
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as of March, 2018.









[nationalforests.org](http://nationalforests.org)  
Building 27, Suite 3  
Fort Missoula Road  
Missoula, MT 59804

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