



NATIONAL
FOREST
FOUNDATION

Our Forests, Our Water

The NFF's Our Forests, Our Water program perpetuates America's great legacy of public lands through conservation of our most precious resource: water.

A Precious Resource

American businesses have long benefitted from cold, clean and reliable sources of water to support their operations. In recent years, these supplies have been challenged by myriad factors including climate change and increased demand at the tap. As these pressures mount, there is increased attention to the roles of businesses in water stewardship.

Environmentally responsible corporate water management is not only an ethical responsibility for companies, but also an increasingly important part of ensuring business viability, reducing risk and being responsive to business constituents. Many American businesses have taken proactive steps to reduce their internal water use, and some corporate leaders are looking beyond their internal footprint to improve the health of upstream watersheds.

Looking Upstream

A comprehensive water sustainability strategy requires us all – corporations, NGOs and government – to account for our impact and consider our collective responsibility for water stewardship. Because water impacts extend well beyond corporate headquarters, corporations should strive to reduce on-site water use and account for water impacts throughout their operations. As internal water goals are determined the next logical step in a water stewardship strategy is to look upstream toward the forested watersheds that supply our water.





Our Headwaters

As the nation's single largest source of fresh water, our National Forests provide water to more than 123 million people. Thousands of communities – including cities such as Denver, Atlanta and Los Angeles – depend on our National Forests for a reliable supply of high-quality water. Our forested watersheds reduce storm runoff, stabilize streambanks, shade surface water, cycle nutrients and filter pollutants – all important functions that contribute to high quality water downstream.

The large volume of water from our National Forests is immensely valuable because it supports so many uses. Countless American businesses rely on this water for all aspects of their operations, from agriculture to manufacturing.

As the only non-governmental organization dedicated to enhancing our National Forest System lands, the National Forest Foundation is positioned to improve the forested headwaters that supply our nation's water supply. We bring a broad understanding of the threats facing National Forest watersheds, and we know the most effective way to reduce those threats and meet the myriad challenges facing these critically important watersheds.

National Forests provide water for
123 million people.

Working Together

The NFF understands the importance of working with our corporate partners to find watershed improvement projects that closely align with their sustainability strategy. We work closely with our supporters to understand their motivations and evaluate how watershed improvement projects measurably contribute to an overarching water sustainability strategy. The NFF provides opportunities to measurably improve:

- Water supply
- Water quality
- Aquatic habitat/biodiversity

The NFF works closely with the U.S. Forest Service and our network of local community partners to identify watershed improvement projects in high value watersheds across the country. Understanding the water footprint and interests of our corporate partners, we ensure that these projects align with their water stewardship strategy.

Coca-Cola

A leader in corporate water stewardship, Coca-Cola understands that improving the health of upstream watersheds is critical. Through our work together, Coca-Cola and the NFF have replenished more than 1 billion liters of water in high value watersheds.

Partner Support

The NFF understands the importance of communicating the impact of watershed investments. Working closely with our partners, we craft meaningful communications campaigns that communicate the importance of our work together and provide on-demand partner support to service our partnerships.

To learn more about the Our Forests, Our Water program, contact Wes Swaffar at wswaffar@nationalforests.org or (406) 830-3356.

