This annual report highlights the National Forest Foundation’s (NFF) accomplishments and milestones in Fiscal Year (FY) 2015, which we share with gratitude for your support and optimism for the future of the phenomenal 193-million-acre National Forest System.

Just six years ago, then Board Chair John Hendricks made a generous pledge and challenged the NFF to plant a million trees. As a result, the Trees for US program was launched, and at the end of 2015, six million trees have been planted. With an increasing number of acres being affected by fire and disease, the need for reforestation is accelerating. We have seen a significant increase in the American public’s desire to make a difference through the simple act of planting a tree.

An equally important element of our Treasured Landscapes, Unforgettable Experiences campaign has been our focus on building awareness of not only the wonders of our National Forests and Grasslands, but of their importance to mankind. With an improved and more user-friendly Web site, a dedicated approach to social media, and the publication of our magazine, Your National Forests, we are reaching more and more people and expanding our audience to strengthen understanding about the importance of public lands to communities, their economies and quality of life for all.

To encourage direct involvement in the future of National Forests, our local and national conservation programs have reached thousands, serving community-based organizations and Forest Service employees and making connections that enhance collaborative stewardship on National Forest System lands and waters. This past year the NFF continued our work in communities from Southern California to North Carolina, where we brought diverse interests together to seek innovative solutions to complex natural resources challenges.

Combining local, site-based conservation efforts with targeted education, outreach and public engagement, the NFF surpassed our $125 million campaign goal, leveraging both public and private contributions to increase our impact through the Treasured Landscapes, Unforgettable Experiences conservation campaign. Of all the accomplishments culminating in FY 2015, this success helped us fuse innovation with the need to scale up support for the uniquely American legacy of public lands.

And finally, another significant milestone was reached, which will help the NFF continue driving innovation and public engagement for the long-term. As a result of another Board challenge, long-time Board member Coleman Burke established our first endowment with a challenge that stimulated other contributions resulting in a permanent and growing endowment of $3 million!

Each of these accomplishments is a testament to the dedication of our staff, our Board of Directors, our Leadership Council, community-based organizations and our capable partners at the Forest Service. Our entire team has been inspired and motivated by these accomplishments, which are made possible by the commitment of our supporters. Thank you for your confidence and support.

Sincerely,

William J. Possiel
NFF President

Craig R. Barrett
NFF Board Chair
Treasured Landscapes, Unforgettable Experiences Campaign

When we first imagined the Treasured Landscapes, Unforgettable Experiences conservation campaign, we knew we wanted to create lasting improvements on our National Forests and Grasslands. We also knew we wanted to connect communities to their backyard National Forests in real and meaningful ways. Our hard work and dedication is paying off, and we’re proud to highlight some of our recent accomplishments.

Our commitment to collaboration helped pave the way for a much needed management plan addressing recreational use and ecosystem protection on the Ocala National Forest’s popular Silver Glen Springs. The plan includes input from responsible government agencies, recreation and private business interests, wildlife and conservation groups and interested citizens. We also helped create a partnership between local Boy Scout Troops and the Ocala National Forest, improving forest health and connecting youth with this special place.

We expanded our work on the Angeles National Forest to encompass the San Gabriel Mountains National Monument by announcing our $3 million San Gabriel Mountains National Monument Fund, a milestone we achieved last year. Our efforts are bringing together a group of partners to support watershed improvement work, to expand recreational opportunities and to better connect with the diverse communities that surround the Monument.

Just an hour from Chicago, but a world away from the skyscrapers on Michigan Avenue, our efforts to bring a herd of bison to Midewin National Tallgrass Prairie bore fruit. In October, we celebrated as 27 bison thundered into their new prairie habitat. Chicagoans and others have taken notice, and visitation to Midewin has increased since the bison arrived. Just as importantly, Forest Service scientists are also studying just how the bison are improving the tallgrass prairie health for the other fascinating creatures that inhabit this unique landscape.

In Arizona, businesses, cities, breweries and individuals are enthusiastically embracing the Northern Arizona Forest Fund. This program targets watershed restoration throughout the five Northern Arizona National Forests that provide Flagstaff, Phoenix, Sedona, Scottsdale and other Arizona cities with water. In close coordination with the Forest Service, we have detailed specific projects, which will benefit the Forests’ ability to provide this desert state’s most precious resource – clean water. With 2015’s projects completed and 2016’s getting started, we are excited about the difference this program is making for Arizonans across the state.
Keeping Colorado’s Fourteeners as Wild as They Are Tall
Colorado’s “Fourteeners” are some of the most popular hiking destinations in the state. But that popularity comes at a cost to the very alpine landscapes that draw hikers to the high country. The Kit Carson Massif is one of these popular peaks, rising to 14,165 feet. The massif looms high above the Willow Lakes Basin, which invites hikers and anglers to explore its cool lakes and alpine scenery. Despite its elevation, a network of social trails negatively impacted the fragile alpine habitat until 2015, when the Rocky Mountain Field Institute received an NFF Matching Awards Program grant. A cadre of college students enrolled in its Earth Corps program and a group of Southwest Conservation Corps participants rehabilitated user-created trails and re-routed an existing trail to reduce impacts to the fragile alpine ecosystem.

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 2015, the NFF invested in 11 strategic projects that restored areas on three National Forest units and Midewin National Tallgrass Prairie. Additionally, we invested in a project summarizing opportunities for utilizing biomass on numerous National Forests in California.

Matching Awards Program
The NFF’s largest grant program, the Matching Awards Program, 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 2015, the NFF issued 51 MAP grants for work in 68 units within the National Forest System.

The NFF provides opportunities for our supporters to restore their backyard forests.

Cumulative results since 2001:

- 52,369 Youth Employed or Engaged
- 20 Mentoring Relationships Established
- 97,064 Acres of Noxious Weeds Treated
Through a strategic grant from the NFF, youth crews with the Minnesota Conservation Corps helped maintain and improve the Big Aspen ATV Trail on the Superior National Forest. This popular trail serves ATV enthusiasts, mountain bikers and equestrians in the summer and cross-country skiers in the winter. The youth received conservation education and developed work skills during their time in the woods. They also cleared and brushed nearly three miles of trail, re-installed a faulty culvert and installed water control structures on the trail. With non-NFF support, they also restored campsites and campgrounds in the area, adding to the overall value of the work and ensuring that visitors have a high-quality experience.
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 California, Oregon, Washington and Southeast Alaska.

In FY 2015, the NFF worked with Regions 5, 6 and 10 of the U.S. Forest Service to distribute 13 grants to 13 groups 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.

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 Forests. 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 2015, the NFF held 24 peer learning sessions with 2,297 total participants and three capacity-building workshops with 151 participants. The NFF also actively facilitated 12 ongoing collaborative efforts.

Cumulative results since 2001:

1,878,528 Volunteer Hours

13,770 Miles of Trail Work

Enough to travel from Seattle to Miami almost four times.

11,066 Participants in Peer Learning Sessions

181 Peer Learning Sessions Held

“The NFF brings all types of people together to craft solutions.”
Collectively, the NFF issued 130 grants or contracts in FY 2015. Not including tree planting, we invested $7,627,555 in federal and private funds, which were leveraged with $10,030,422 in partner-raised funds for a total project value of $17,657,977.

Cumulative results since 2001:

**Total NFF funds invested***

$44,086,389

**Total partner-raised funds invested***

$120,934,724

**Total value of conservation investments***

$163,021,113

*Sfor completed projects

**Ski Conservation and Forest Stewardship Fund Programs**

Our innovative Ski Conservation and Forest Stewardship Funds give visitors at partner ski areas, lodges and hotels 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 in the National Forest where the resort is located.

In FY 2015, the NFF issued 27 grants to 22 local conservation organizations and the town of Breckenridge, Colorado through these programs. These grants provided support for restoration work on eight National Forest units.

**Conservation Campaign**

The NFF’s Treasured Landscapes, Unforgettable Experiences conservation campaign is our nationwide restoration campaign focusing on iconic National Forest and Grassland sites. Launched in 2009, the campaign grew to 14 sites by 2012. We are proud to have completed our restoration priorities at four sites, and we are currently adding new sites to the ten where we’re still working.

The NFF distributed 28 grants or contracts to 14 organizations and 13 distinct contractors in FY 2015. These projects resulted in high-quality restoration work on nine National Forests, while supporting local economies and connecting local communities to their backyard forests.
Through a significant grant from the NFF, Trout Unlimited completed a major restoration project on the Little Truckee River, an important waterway in the NFF’s Tahoe National Forest Treasured Landscapes, Unforgettable Experiences site. Trout Unlimited placed 112 large trees and 279 boulders in the Little Truckee, creating important habitat for trout in this beloved fishing stream. But they didn’t stop there. More than 283 volunteers removed non-native weeds, installed spawning gravels and decommissioned motorized routes in sensitive meadow areas. Trout Unlimited also planted more than 300 willow trees and hydro-seeded routes used by the heavy machinery that placed the trees and boulders. This impressive project is a testament to how the NFF works with partners to create significant restoration progress and connect everyday people to their National Forests. We’re proud to note that the project recently won a national Forest Service award for Aquatic Recreational Accomplishments!
Supported by individuals, small businesses and large corporations, our Trees for US 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 2015, we planted an incredible 1,001,021 million trees on 15 different National Forests.
NFF Grant Program & Treasured Landscapes, Unforgettable Experiences Projects 2001-2015
### National Forest Foundation
#### Statements of Financial Position

<table>
<thead>
<tr>
<th>September 30,</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 3,542,068</td>
<td>$ 2,878,871</td>
</tr>
<tr>
<td>Receivables</td>
<td>5,477,002</td>
<td>3,714,721</td>
</tr>
<tr>
<td>Investments</td>
<td>8,149,072</td>
<td>5,911,225</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>82,587</td>
<td>124,128</td>
</tr>
<tr>
<td>Property and equipment, Net</td>
<td>25,611</td>
<td>36,622</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$17,276,340</td>
<td>$12,665,567</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$ 2,066,170</td>
<td>$ 1,720,265</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>2,368,706</td>
<td>2,242,168</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>4,434,876</td>
<td>3,962,433</td>
</tr>
</tbody>
</table>

| **Net Assets**            | 830,740       | 970,585       |
| Unrestricted              |               |               |
| Temporarily restricted    | 9,537,599     | 7,459,424     |
| Permanently restricted    | 2,473,125     | 273,125       |
| **Total Liabilities and Net Assets** | $12,841,464 | $8,703,134   |
|                           | $17,276,340   | $12,665,567   |
## National Forest Foundation Statement of Activities

**Year Ended September 30, 2015**

<table>
<thead>
<tr>
<th>Source of Revenue</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contributions:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporations</td>
<td>$300,595</td>
<td>$3,408,894</td>
<td>$0</td>
<td>$3,709,489</td>
</tr>
<tr>
<td>Foundations</td>
<td>351,594</td>
<td>$1,615,874</td>
<td>0</td>
<td>1,967,468</td>
</tr>
<tr>
<td>Individuals</td>
<td>1,610,608</td>
<td>206,201</td>
<td>2,200,000</td>
<td>4,016,809</td>
</tr>
<tr>
<td>In-kind</td>
<td>305,664</td>
<td></td>
<td>0</td>
<td>305,664</td>
</tr>
<tr>
<td>U.S. government grants</td>
<td>3,636,753</td>
<td>0</td>
<td>0</td>
<td>3,636,753</td>
</tr>
<tr>
<td>State and local grants</td>
<td>1,103,468</td>
<td>285,000</td>
<td>0</td>
<td>1,388,468</td>
</tr>
<tr>
<td>Ski Conservation Fund</td>
<td>67,190</td>
<td>562,818</td>
<td>0</td>
<td>630,008</td>
</tr>
<tr>
<td>Special events</td>
<td>278,035</td>
<td></td>
<td>0</td>
<td>278,035</td>
</tr>
<tr>
<td>Membership</td>
<td>94,530</td>
<td></td>
<td>0</td>
<td>94,530</td>
</tr>
<tr>
<td>Contract revenue</td>
<td>938,989</td>
<td></td>
<td>0</td>
<td>938,989</td>
</tr>
<tr>
<td>Forest Stewardship Fund</td>
<td>16,716</td>
<td>94,723</td>
<td>0</td>
<td>111,439</td>
</tr>
<tr>
<td>Other income</td>
<td>63,539</td>
<td></td>
<td>0</td>
<td>63,539</td>
</tr>
<tr>
<td>Investment (loss) income</td>
<td>(130,129)</td>
<td>0</td>
<td>0</td>
<td>(130,129)</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>4,095,335</td>
<td>(4,095,335)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Support and revenue</strong></td>
<td><strong>12,732,887</strong></td>
<td><strong>2,078,175</strong></td>
<td><strong>2,200,000</strong></td>
<td><strong>17,011,062</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Source of Expenses</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program services:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants and awards</td>
<td>6,719,839</td>
<td></td>
<td>0</td>
<td>6,719,839</td>
</tr>
<tr>
<td>Conservation</td>
<td>4,009,098</td>
<td></td>
<td>0</td>
<td>4,009,098</td>
</tr>
<tr>
<td>Membership</td>
<td>45,998</td>
<td></td>
<td>0</td>
<td>45,998</td>
</tr>
<tr>
<td><strong>Total program expenses</strong></td>
<td><strong>10,774,935</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>10,774,935</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source of Expenses</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supporting services:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General and administrative</td>
<td>885,159</td>
<td></td>
<td>0</td>
<td>885,159</td>
</tr>
<tr>
<td>Marketing, development &amp; communications</td>
<td>1,212,638</td>
<td></td>
<td>0</td>
<td>1,212,638</td>
</tr>
<tr>
<td><strong>Total supporting services</strong></td>
<td><strong>2,097,797</strong></td>
<td><strong>0</strong></td>
<td><strong>0</strong></td>
<td><strong>2,097,797</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Expenses</th>
<th><strong>12,872,732</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td><strong>(139,845)</strong></td>
</tr>
<tr>
<td><strong>Net Assets, beginning of year</strong></td>
<td><strong>970,585</strong></td>
</tr>
<tr>
<td><strong>Net Assets, end of year</strong></td>
<td><strong>$830,740</strong></td>
</tr>
</tbody>
</table>
Corporations and Foundations

$500,000 - $999,999
Boxed Water Is Better, LLC
Salt River Project
The Coca-Cola Foundation
Caudalie USA

$100,000 - $499,999
Lands’ End
MillerCoors
OneMain Financial
Recreational Equipment, Inc.
Resource Legacy Fund
Sarah K. de Coizart Article TENTH
Perpetual Charitable Trust
Ski Apache
Smart Family Foundation - Bob and Joan Feitler
Smart Family Foundation - Mary Smart
South Coast Air Quality Management District
Southern California Edison
The Coca-Cola Company
The Crown Family
The Wallace Genetic Foundation
The Fritz & Adelaide Kauffmann Foundation, Inc.
Sunriver Resort, LP
The Bailey Foundation - Ralph E. Bailey
Timberline Lodge
Tortuga Foundation
U.S. Endowment for Forest and Communities
Walbridge Fund
Walker Family Fund
Willits Foundation

$50,000 - $99,999
Anheuser-Busch Companies, Inc.
Anonymous
Batchelor Foundation
Blount International, Inc.
Clara L. D. Jeffery Charitable Trust
Google, Inc.
Grand Victoria Foundation
Harlan & Lois Anderson Family Foundation
John & Maureen Hendricks Charitable Foundation
Portland General Electric Company
Vail Resorts, Inc.

$25,000 - $49,999
Alcoa Foundation
Barbara J. Hartley Fund, a donor-advised fund of The Denver Foundation
Blooms Today
Boeing
Breckenridge Grand Vacations
California Foundation for Stronger Communities
Liz Claiborne Art Ortenberg Foundation
Colorado Springs Utilities
Copper Mountain, Inc.
Empire Southwest Features! brand
Foundation for the Carolinas
Freeport-McMoRan Corporation
Freeport-McMoRan Foundation
George S. & Dolores Dore Eccles Foundation
Hoffman Construction
McNary Fisheries Irrevocable Trust Fund
Paul & Sonia Jones
Rocky Mountain Elk Foundation
Sunriver Resort, LP
The Fritz & Adelaide Kauffmann Foundation, Inc.
The Wallace Genetic Foundation
Weyerhaeuser Family Foundation
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Weyerhaeuser Family Foundation
Weyerhaeuse...
The NFF has completed 1,961 restoration projects since 2001.
Individuals and Organizations

$1,000,000+
Coleman & Susan Burke
Gordon & Betty Moore

$500,000 - $999,999
City of Phoenix

$100,000 - $499,999
Craig R. & Barbara M. Barrett
Los Angeles Department of Water and Power
Salmon Recovery Funding Board

$50,000 - $99,999
Colorado Parks and Wildlife
Colorado Water Conservation Board
Max C. Chapman, Jr.
Wilderness Institute

$25,000 - $49,999
Appalachian Mountain Club
City of Aurora - Water Resources Division
City of Marquette
City of Portland
Fred Stanback
Hunting Heritage Super Fund
Oregon State Weed Board
Outward Bound California
State of Oregon
The Wilderness Society

$10,000 - $24,999
Arizona Wilderness Coalition
Bart Eberwein
Benjamin C. Hammett
California Department of Fish and Wildlife
California Department of Parks and Recreation - OHVMVR
Caroline Choi
Caroline H. Bergh Family Trust
Colorado Mountain Club
Colorado State Forest Service
Cyrus & Joanne Spurlino
Friends of the Inyo
John Edward Crock Estate
Mike O’Brien Memorial Trail Fund
Oregon Watershed Enhancement Board
Pacific Crest Trail Association
Paul & Leslee Chinelli
Randall & Catherine Weisenburger
Richard Himmelstein
Robert Cole
Roje S. Gootee
Ventana Wilderness Alliance
Walama Restoration Project
Washington State Recreation & Conservation Office
White River Partnership
Wildlife Conservation Society

$5,000 - $9,999
Archuleta County
Barry Fingerhut
Belwether Advisors, LLC - David Bell
Bruce Robertson
California Department of Fish and Game
George Matelich
Great Burn Study Group
James Yardley
Jason Thomas Mraz
Kip Allardt
Lee Fromson
Linda & Bill Potter
Mountain Bike Missoula
Northwest Forest Worker Center
Oregon Parks and Recreation Department
Ruffed Grouse Society
The NFF has restored or maintained 169,332 acres of wildlife habitat since 2001.
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“Over 149,500 people have volunteered their services to the NFF since 2001.”

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