



ANNUAL

2016

# TO OUR SUPPORTERS

These are the "People's Lands," and they create a sense of pride in the diversity of American landscapes.

It is always a privilege to report to you on the National Forest Foundation's (NFF) robust activities over the past year to engage the American public in caring for the rich resources of the 193-million-acre National Forest System. Through our work to advance community-based conservation, we see growing recognition that public lands represent more than the simple monetization of natural resources that can be extracted for economic benefit. These are the "People's Lands," and they create a sense of pride in the diversity of American landscapes that provide clean water, sequester carbon, and make high quality outdoor activities accessible to recreationists no matter their economic positon. Public lands provide an array of economic and intrinsic values.

As we reflect on advances we made this year, it is clear that people don't just want to talk about making a difference; they are actively engaging in volunteer activities and helping to resolve complex issues that are at the core of the U.S. Forest Service's multiple-use mandate. Our collaborative efforts provide a forum for public discourse that finds common ground and addresses issues that affect communities and their residents. It is critical work.

In 2016, for the first time in history, over 50 percent of the U.S. Forest Service's annual appropriated budget was spent to address wildfires, compared to 16 percent in 1995. It is projected that by 2025, the portion of the agency's budget devoted to wildfires could exceed 67 percent. Responding to forest fires diverts resources from proactive stewardship activities to reactive efforts, and it is demoralizing for the public servants charged with managing the full range of public land values. We recognize that change is the only constant, and as our precious public lands face new threats,

like increased fires, we stand ready to help a growing network of organizations and individuals meet those threats.

It is the importance, both economic and intrinsic, of the 154 National Forests and 20 National Grasslands that motivate the NFF Board, staff, and our public and private partners to step up to meet these challenges with creatives solutions. We are redoubling our efforts to expand our site-based *Treasured Landscapes* restoration activities, and we are dedicating additional resources to addressing cross-cutting issues that deliver results locally, while informing a national dialogue as we strive to maintain the irreplaceable services our National Forests and Grasslands provide. This bottom up, top down approach is at the center of our strategic plan and a foundation of how we accomplish our work.

This annual report highlights many activities undertaken this past year and acknowledges the foundations, corporations, individuals, and non-federal partners who made this work possible. We are grateful to all who participate in, and support, our work.

#### Sincerely,



William J. Possiel NFF President



Craig R. Barrett NFF Board Chair

he National Forest
Foundation focuses
on core values that
guide our work.

We unite communities and individuals in collaboratively solving the challenges facing our National Forests. We **restore** these amazing public lands so that they can provide clean water, abundant wildlife habitat, exceptional recreational opportunities and resources for the future. We **engage** communities in stewarding our forests and in understanding their value. We work to **sustain** the ability of local groups to continue to improve our National Forests. We accomplish this work through a variety of programs and initiatives. We invite you to see some highlights of our past year's work here.



### Treasured Landscapes, Unforgettable Experiences

Our Treasured Landscapes, Unforgettable Experiences program continues to grow and expand. In FY 2016, we added a new site in Colorado that is bringing together a host of stewardship groups to improve sustainable access to the state's 14,000-foot peaks. We expanded our efforts at Midewin National Tallgrass Prairie through generous matching grants from two Chicago-area foundations and the Forest Service. In the Lake Tahoe region, we redoubled our efforts and launched an innovative program of work to significantly improve forest health and reduce wildfire risk. Finally, we planned a suite of exciting projects on Portland, Oregon's backvard forest, the Mount Hood, to protect and improve watersheds and enhance recreational access.



### Tree Planting

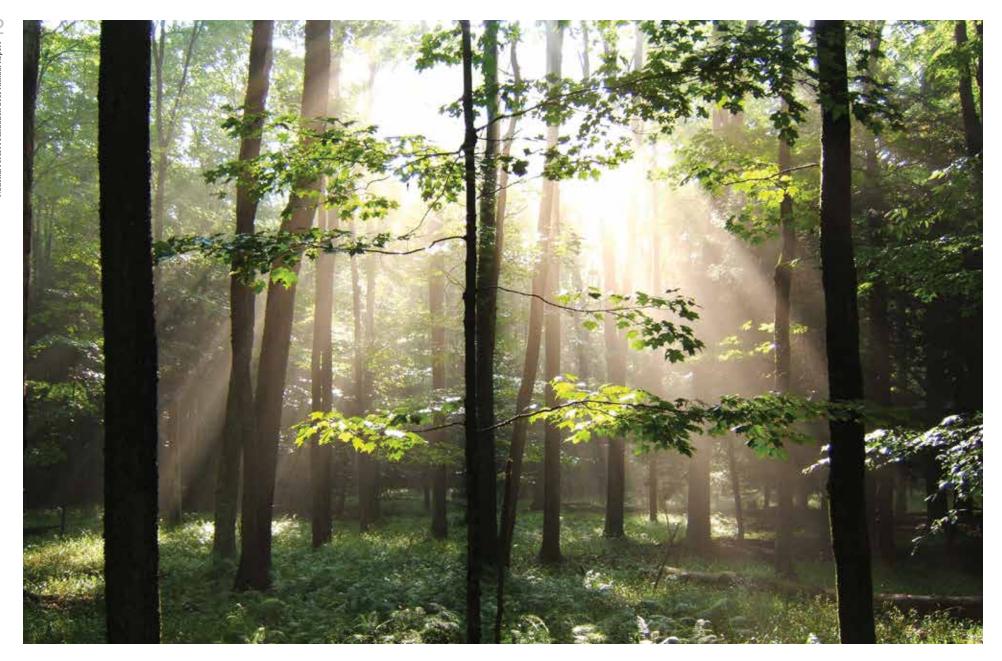
In 2007, the NFF first envisioned our tree-planting programs. Since that time, we've planted more than eight million trees on forests damaged by wildfire, insect outbreaks, severe storms and other causes. In each of these projects, we ensure that we're not simply planting trees but also improving critical wildlife habitat, protecting important water sources and improving our forests' ability to withstand a changing climate. Thank you to all of the companies, large and small, and countless individuals who have made this success possible.



### Our Forests, Our Water

Our National Forests provide clean, affordable drinking water for more than 3,400 communities across the country, serving tens of millions of Americans. Agriculture, manufacturing and tourism industries also rely on the water that comes from our National Forests as do fish and wildlife. With our partners and the Forest Service, we ramped up our efforts in FY 2016 to ensure that our forests continue to provide our water by investing in watershed projects in New Mexico, California, Alaska and Colorado. This work is making a real difference for human and natural communities.

A bottom up, top down approach is at the center of our strategic plan and a foundation of how we accomplish our work.



# NFF PROGRAMS

### Treasured Landscapes, Unforgettable Experiences

The NFF's Treasured Landscapes, Unforgettable Experiences conservation program is our nationwide restoration initiative focused on iconic National Forests and Grasslands. In FY 2016, we expanded our scope of work at several sites, while adding new sites in Colorado and Oregon.

The NFF distributed 37 awards to 34 nonprofit organizations or contractors in FY 2016. These projects resulted in high-quality restoration work on nine National Forests, while supporting local economies and connecting local communities to their backyard forests.

### 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.

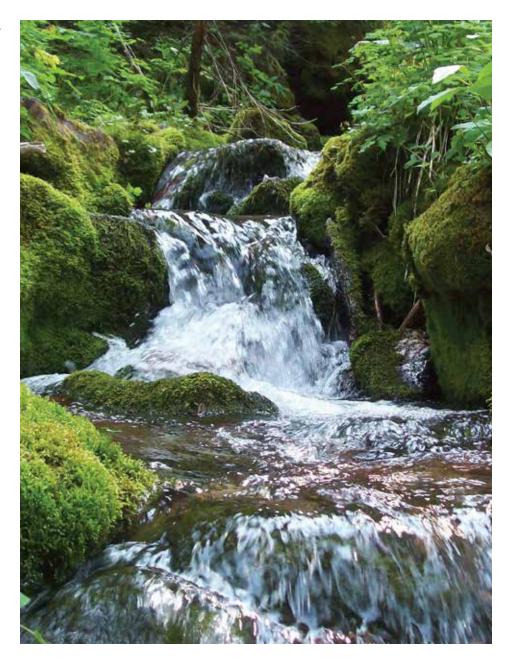
In FY 2016, the NFF invested in 16 strategic projects that restored areas on 12 units of the National Forest System.

We expanded our scope of work at several sites and added new sites in Colorado and Oregon.



# Strategic Projects case study: Using mitigation funding to improve our National Forests

e all know that our National Forests provide clean water, wildlife habitat and incredible recreational opportunities. Less well known is the fact that our forests also host energy infrastructure, ski resorts and even major highways. When these projects impact wildlife habitat or ecosystems, project developers may be required to mitigate the negative affects through various means. The NFF receives and invests this mitigation funding in projects that improve forest health when the opportunities arise. In FY 2016, we applied these funds to several projects on the White River National Forest, mitigating impacts of a highway expansion, oil and gas development, ski resort expansion and loss of wetlands.





# 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 2016, the NFF worked with Regions 5 (California), 6 (Oregon and Washington), and 10 (Alaska) of the Forest Service to distribute 22 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 21 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 2016, the NFF issued 50 MAP grants for work in 65 units within the National Forest System.

# Matching Awards Program case study: Veterans in Wilderness

hile it may seem self-evident to those of us who get to spend a lot of time outdoors, recent studies are proving just how beneficial nature can be to our mental and physical health. Through a Matching Awards Program grant, the Arizona Wilderness Coalition was able to bring veterans and their families into Arizona's Kaibab National Forest for several days of volunteerism, restoration and communion with nature. Now in its second year, the Veterans in Wilderness program has offered vets and their families the opportunity to improve recreational access and restore fragile desert ecosystems. According to Army veteran Bill Losh, "[The] trip was a good chance to push reality and stress aside and enjoy one of this country's treasures, meet other veterans and make some new friends." The NFF is proud to support programs like this that address important forest health and recreational improvements while facilitating the healing effects that spending time outdoors with family and friends can provide.





### 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 (usually \$1 added to their room rate), which the NFF then matches and invests in projects that improve recreation opportunities, watershed health and wildlife habitat on National Forests.

In FY 2016, the NFF issued 19 grants to 16 local conservation organizations through these programs. These grants provided support for restoration work on seven National Forest units.

#### Trees for US

Supported by individuals, small businesses and large corporations, our *Trees for US* program generates significant 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 2016, the NFF planted 1.7 million trees on 18 National Forests.



#### **Conservation Connect**

The NFF's Conservation Connect program helps community groups, interested citizens, businesses, local government officials and the 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, our Conservation Connect program and staff reach thousands of people annually.

In FY 2016, the NFF held 29 peer learning sessions with 2,558 total participants and two capacity building workshops with 516 participants. The NFF also provided facilitation and technical assistance to 17 collaborative conservation initiatives.

# Conservation Connect case study: Collaboration Restoration Workshop

n April 2016, the NFF hosted the Collaborative Restoration Workshop: Working Toward Resilient Landscapes and Communities, the first ever national workshop focused on collaborative restoration on and around National Forests and Grasslands. Approximately 320 practitioners came together at the History Colorado Museum in Denver, including representatives from 33 states, at least 110 organizations and all nine regions of the Forest Service. Participants spent three days diving deeply into the best and worst of collaboration and sharing lessons learned. When the workshop ended, participants returned to their respective communities inspired to put what they learned into practice.



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

### **Cumulative results since 2001:**



of volunteer time: \$47,743,515

58,829 youth engaged or employed



participants in peer learning sessions

210 Peer Learning Sessions Held

Capacity-Building Workshops

1.066 **Participants** at Capacity-Building Workshops



....\$132,288,644 Partner-raised funds invested

\$49,917,768 NFF funds invested

\$182,206,411 Total value of conservation investments (for completed projects)

Collectively, the NFF issued 178 grants or contracts in FY 2016. Not including tree planting, we invested \$5,607,920 in federal and private funds, which were leveraged with \$11,643,505 in partner-raised funds for a total value of \$17,251,425.

## 2,134 projects completed since 2001

acres of noxious weeds treated

miles of trailwork

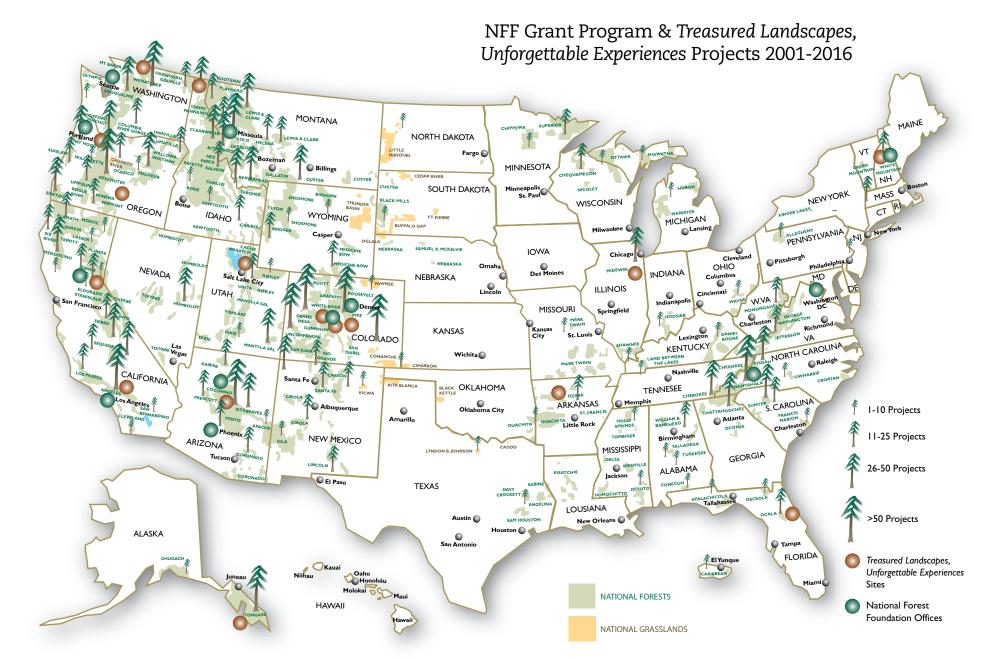
acres of wildlife habitat restored or maintained

miles of stream surveyed or restored

trees and shrubs planted

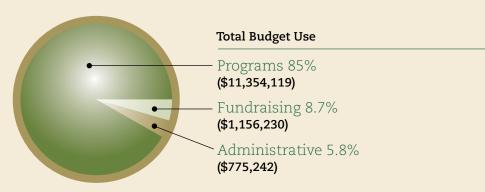
acres of

fuel reduction completed or planned



### National Forest Foundation Statements of Financial Position

| September 30,<br>Assets                   | 2016         | 2015         |
|---|--------------|--------------|
| Cash and cash equivalents                 | \$ 4,407,510 | \$ 3,542,068 |
| Receivables                               | 4,423,281    | 5,477,002    |
| Investments                               | 8,870,081    | 8,149,072    |
| Prepaid expenses and other assets         | 55,168       | 82,587       |
| Property and equipment, Net               | 24,218       | 25,611       |
| Total Assets                              | \$17,780,258 | \$17,276,340 |
| Liabilities and Net Assets<br>Liabilities |              |              |
| Accounts payable and accrued expenses     | \$ 1,525,187 | \$ 2,066,170 |
| Deferred revenue                          | 2,906,984    | 2,368,706    |
| Total Liabilities                         | 4,432,171    | 4,434,876    |
| Net Assets                                |              |              |
| Unrestricted                              | 4,326,249    | 830,740      |
| Temporarily restricted                    | 9,021,838    | 9,537,599    |
| Permanently restricted                    | -            | 2,473,125    |
| Total Liabilities and Net Assets          | 13,348,087   | \$12,841,464 |
|   | \$17,780,258 | \$17,276,340 |



### National Forest Foundation Statement of Activities

| Year Ended September 30, 2016        | Unrestricted | Temporarily<br>Restricted | Permanently<br>Restricted | Total        |
|--------------------------------------|--------------|---------------------------|---------------------------|--------------|
| Support and revenue                  |              |                           |                           |              |
| Contributions:                       |              |                           |                           |              |
| Corporations                         | \$ 274,301   | \$1,725,408               | \$ 0                      | \$ 1,999,709 |
| Foundations                          | 647,3424     | \$796,656                 | 0                         | 1,443,998    |
| Individuals                          | 1,890,568    | 238,098                   | 0                         | 2,128,666    |
| In-kind                              | 323,947      | 0                         | 0                         | 323,947      |
| U.S. government grants               | 3,264,355    | 0                         | 0                         | 3,264,3553   |
| State and local grants               | 163,017      | 1,241,750                 | 0                         | 1,404,767    |
| Ski Conservation Fund                | 0            | 589,104                   | 0                         | 589,104      |
| Special events                       | 287,027      | 0                         | 0                         | 287,027      |
| Membership                           | 84,238       | 0                         | 0                         | 84,238       |
| Contract and reimbursable            |              |                           |                           |              |
| grant revenue                        | 1,796,438    | 0                         | 0                         | 1,796,438    |
| Forest Stewardship Fund              | 0            | 114,088                   | 0                         | 114,088      |
| Other income                         | 96,784       | 0                         | 0                         | 96,784       |
| Investment gain (loss)               | 259,093      | 0                         | 0                         | 259,093      |
| Net assets released from restriction | 5,220,865    | (5,220,865)               | 0                         | 0            |
| Total Support and revenue            | 14,307,975   | (515,761)                 | 0                         | 13,792,214   |
| Expenses                             |              |                           |                           |              |
| Program services:                    |              |                           |                           |              |
| Grants and awards                    | 5,732,540    | 0                         | 0                         | 5,732,540    |
| Conservation                         | 5,573,473    | 0                         | 0                         | 5,573,473    |
| Membership                           | 48,106       | 0                         | 0                         | 48,106       |
| Total program services               | 11,354,1195  | 0                         | 0                         | 10,774,935   |
| Supporting services:                 |              |                           |                           |              |
| General and administrative           | 775,242      | 0                         | 0                         | 775,242      |
| Marketing, development               |              |                           |                           |              |
| and communications                   | 1,156,230    | 0                         | 0                         | 1,156,230    |
| Total supporting services            | 1,931,472    | 0                         | 0                         | 1,931,472    |
| Total Expenses                       | 13,285,591   | 0                         | 0                         | 13,285,591   |
| Transfer from                        |              |                           |                           |              |
| permanently restricted net assest    | 2,473,125    | 0                         | (2,473,125)               | 0            |
| Change in Net Assets                 | 3,495,509    | (515,761)                 | (2,473,125)               | 506,623      |
| Net Assets, beginning of year        | 830,740      | 9,537,599                 | 2,473,125                 | 12,841,464   |
| Net Assets, end of year              | \$ 4,326,249 | \$ 9,021,838              | \$ 0                      | \$13,348,087 |
|                                      |              |                           |                           |              |



# DONORS

# Corporations and Foundations

\$500,000 - \$999,999 Salt River Project

\$100,000 - \$499,999
Exelon Foundation
Google, Inc.
Polaris Industries, Inc.
Smart Family Foundation
- Bob and Joan Feitler
Smart Family Foundation
- Mary Smart
Southern California Edison
The Coca-Cola Company
U-Haul International &
The Conservation Fund

Vail Resorts, Inc.

\$50,000 - \$99,999
Blount International, Inc.
Bonneville Environmental
Foundation
Deer Creek Fund of the
Helen K. and Arthur E.
Johnson Foundation
Gates Family Foundation
Lands' End
Nina Mason Pulliam
Charitable Trust
REI
Resources Legacy Fund
Ski Apache
Snowbird Corporation
Southwest Airlines
Telenations, Inc. (Treecycler)

\$25,000 - \$49,999

Blooms Today Clara L.D. Jefferv Charitable Trust Community Foundation of Western Nevada Copper Mountain, Inc. Eagle Park Reservoir Company Gateway Canyons Resort and Spa Gaylord and Dorothy Donnelley Foundation George S. and Dolores Dore Eccles Foundation Grand Victoria Foundation Hoffman Construction Rasmuson Foundation Revision Skincare Sean and Alexandra Parker and Nerida LLC Sunriver Resort, LP Virginia Cretella Mars Foundation Walton Family Foundation Weverhaeuser Family Foundation WWW Foundation

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

Abbyy Alaska Airlines Anonymous Beagle Foundation Betteridge Jewelers Breckenridge Grand Vacations Caroline's Kids Foundation Cinnabar Foundation Columbia Sportswear Co. Cross Charitable Foundation Dean Witter Foundation Grand Circle Foundation Hecla Charitable Foundation Kuat Innovations LLC Lake Quinault Lodge Lloyd K. Johnson Foundation Natura

Outdoor Sportsman Group Pink Jeep Tours Pioneer Title Agency Plow & Hearth Roundup Riders of the Rockies Heritage & Trails Foundation Sidney E. Frank Foundation Skamania Lodge The Fritz and Adelaide Kauffmann Foundation, Inc. The Harold James Family Trust The Kendeda Fund The Richard K. and Shirley S. Hemingway Foundation The Sam and Peggy Grossman Family Foundation Tioga Sequoia Brewing Company Turner Foundation Uuni Virginia Adams Foundation Waste Management Phoenix Open Waterfront Properties Wilburforce Foundation

\$5.000 - \$9.999 Anschutz Family Foundation Arizona Community Foundation of Cochise County Arizona Community Foundation of Sedona Arizona Community Foundation of Yavapai County Art For Trees, Burning Man 2016 Beattie Foundation

**Bowery Capital** Brookstone Homes, LLC Buddha Teas Cadeau Foundation Cendana Capital Management, LLC

Cherokee Preservation Foundation

Clif Bar

Clinton Family Fund Collins Cockrel & Cole

Feetures! brand FivePine Lodge Green Living Magazine High Meadows Fund HSG Code Blue Jackson Hole Resort Lodging Kalispel Tribe Charitable Fund LEAW Family Foundation Lewis N. Clark Industries Mead Foundation Metolius River Lodges Modern Design Sofas Monarch Mountain Patterson Family Foundation Peach Foundation OIAGEN Rocky Mountain Power Foundation Snoqualmie Tribe Telluride Foundation The Allyn Foundation. Inc. The Bailey Foundation The Dale Kutnick & Laura Gordon Kutnick Foundation, Inc. The Human Solution The Marker San Francisco The Martine and Dan Drackett Family Foundation, Inc. The Thomas Henry Wilson Family Fund Timberline Lodge Triple Creek Ranch Xcel Energy Foundation

Cotswold Foundation

El Pomar Foundation

Edison Electric Institute

\$2,500 - \$4,999 A Living Tribute Angry Crab Shack Corporation Arapahoe Basin Ski Area

Bohemian Foundation Breather

Carpenter Foundation Cooper Spur Mountain Resort Cornelia Cogswell Rossi Foundation, Inc. Dynasty Financial Partners, LLC Greenwich Country Club Harry Chapin Foundation Lindsay Volkswagen of Dulles Maki Foundation Marjorie Merriweather Post Foundation McKinstry Miraval Resorts Pacific Power Foundation Public Media Partnerships Sandler O'Neill + Partners Starmark. A Trustmark Company Ten Mile River Preserve Inc. Walker Area Community Foundation Walker Family Fund

\$1,000 - \$2,499 Agúa Illinois Ballantine Family Foundation Bank of America BNY Mellon Wealth Management Brisan Canyon Distributing Casa Film Bar Cater Rendezvous at History Colorado Center Dorian Studio Eagle Rock Brewery Empire Electric Association, Inc. Ermilio Clothiers Evergreen Packaging Finley Distribution Co., LLC Green Earth Goodies/Supplies Isle Surf and SUP Jonas Brothers Studios, Inc. K.C. Company, Inc. Mars Foundation New Belgium Brewing Orange County Community Foundation

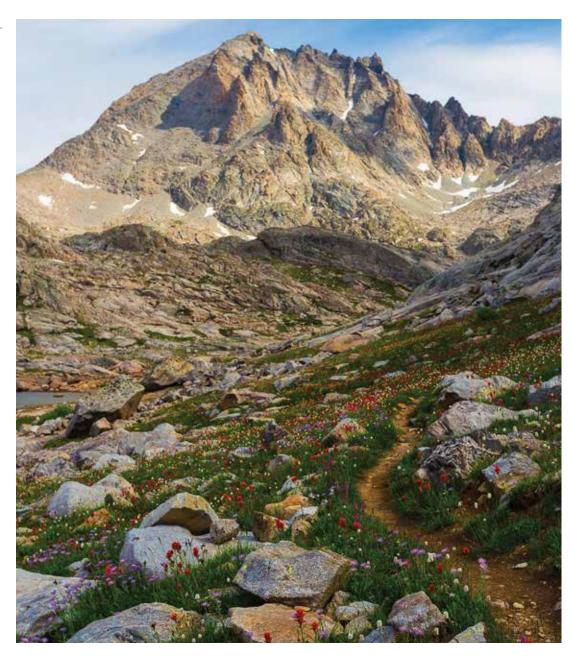
Pend Oreille Shores Resort

Phipps Reporting, Inc. Plant Memorial Tree PriceWaterHouseCoopers Rocky Mountain Recreation Scoop Technologies Sea Island Resort Simms Fishing Products Snowpine Lodge Sony Pictures Home Entertainment SproutVideo Star Ridge New Media LLC (Distinctly Montana) Sugar Bowl The Curtis & Edith Munson Foundation Waterville Valley Resort

\$500 - \$999

Advent Software Fund Applied Medical Babson College - FME Canvas Giclee Printing Design By Humans Kitchen Cabinet Depot Mailchimp Meadows Farms Movers Specialty Service Roth Staffing Scout Books Skyline Bear Valley Resorts Ultimate Team Products United Health Group Village and Wild





### **Individuals and Organizations**

\$1,000,000+ Gordon & Betty Moore

\$500,000 - \$999,999
California Tahoe Conservancy
Los Angeles County Public Works
Los Angeles Department of
Water and Power

\$100,000 - \$499,999 Colorado Department of Transportation

\$50,000 - \$99,999

Anonymous
Arizona Department of
Environmental Quality
Bensen Family Fund a donor advised fund of
the Napa Valley Community
Foundation
Colorado Parks and Wildlife
Colorado State Trails Program
Max C. Chapman, Jr.

\$25,000 - \$49,999 City of Glendale

City of Glendale
City of Mesa
Cyrus & Joanne Spurlino
Metro: Nature in
Neighborhoods
New Hampshire Bureau of Trails
New Mexico Youth Conservation
Corps Commission
Oregon State Weed Board
Paul & Sonia Jones
SEEDS
The Wilderness Society
Tuolumne County Resource
Conservation District
Wild South
Wilderness Volunteers

\$10,000 -\$ 24,999 Barry Fingerhut Belwether Advisors LLC -David Bell Benjamin C. Hammett Berenice Gates Hopper Family Fund Blue River Community Development Corporation Chad Weiss Charles L. Pack Charitable Trust City of Peoria City of Scottsdale Colorado Mountain Club Craig R. & Barbara M. Barrett Friends of Blackwater Friends of Pathways Friends of the Invo Idaho Parks and Recreation Department James & Maggie Hunt John Edward Crock Estate John Meisenbach Outward Bound California Randall & Catherine Weisenburger Roje S. Gootee Salmon River Restoration Council Sirius Fund Ventana Wilderness Alliance Vermont Department of Environmental Conservation

\$5,000 - \$9,999

Appalachian Trail Conservancy Bart Eberwein Beverly Sass Blair Crump Caroline Choi City of Sedona Public Works Department David Bonderman

David Erwin David Grav Don & Mary Ann Flournoy Ecological Restoration Institute Feather River RCD Great Burn Study Group Idaho Forest Group Jacqueline Michel John W. Uhlein Karuk Tribe Lee Fromson Northwest Youth Corps Pagosa Area Water & Sanitation Rick Frazier Robert Cole Robert Feitler Sierra Foothills Audubon Society The Nature Conservancy United Plant Savers Whitman College William & Claudia Possiel

Madison County

Mazamas

Colorado

Mark & Marti Marache

Patricia Hayling Price

Paul & Leslee Chinelli

University of Washington

Volunteers for Outdoor

Timothy P. & Susan Schieffelin

\$2,500 - \$4,999 Andie MacDowell Avery Stirratt Benjamin Slome Colorado Water Conservation Board David Bezanson Friends of Northern Arizona Forests Hal Shaw James Yardlev Jeff Paro John Henry Moulton Kip Allardt Klamath Siskiyou Wild

Walama Restoration Project Wallowa Resources, Inc.

\$1,000 - \$2,499 Al Avaz

Arizona Trail Association Arizona Wilderness Coalition Arthur Vale Bill Davaris

Brian & Laura Doehle Bruce & Ann Blume Bryant W. Seaman, III Charlie Glass

Claudia Marks Larkin Coconino County Elizabeth Cairns

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W. Grant Jr. & Kim Gregory

\$500 - \$999 Alexander Buffone

Andrew Ladden Arizona Hydrological Society

- Phoenix Chapter Bernice Virginia Comella Bob Marshall Wilderness

Foundation Brad Hart

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David Crystal, II David Hellier

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Debra L Cagan Dori King

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Patrick Nackard

Paul Hansen Randy James Peterson Richard Ahearn Robert Power Robert Runkle Robert Stepanian Robin Tawney & William Nichols Ross Wittenberg Sabine Moeller & Peter Lusk San Juan Conservancy District Sarah Knight Steven & Barbara Buffone Sue Bassett Susan Fraker Thomas Archie Trina Horine





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Randy Peterson

Principal, LRP Consultants, LLC (WI)

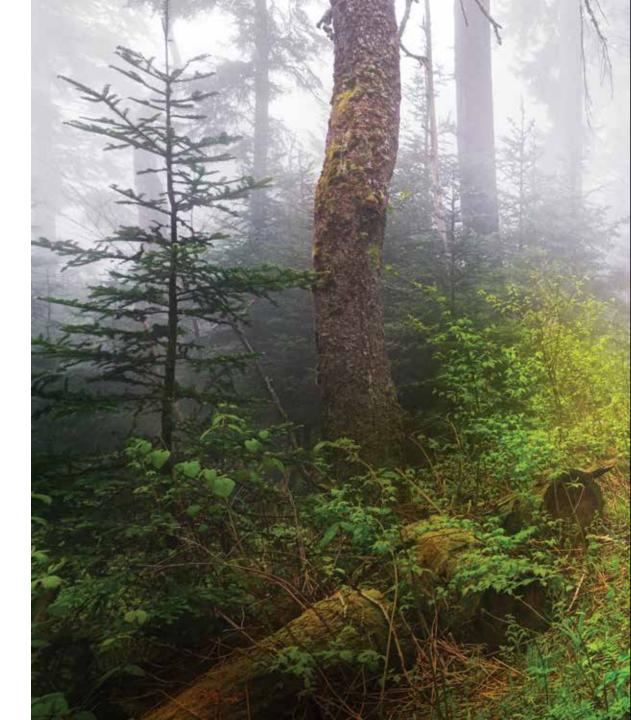
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