TO OUR FRIENDS & SUPPORTERS

Each 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,

Craig R. Barrett
NFF Board Chair

Mary Mitsos
NFF President

Sincerely,
Your 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.

**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.”
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.

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.
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

<table>
<thead>
<tr>
<th>Support and Revenue</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Foundations</td>
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<tr>
<td>Corporations</td>
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<td>Individuals</td>
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<td>In-Kind</td>
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<td>US Government Grants</td>
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<td>State and Local Government Grants</td>
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<td>Special Events</td>
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<td>Contracts and Reimbursable Grants</td>
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<td>Other Income</td>
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<td>Investment Gain (Loss)</td>
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<td><strong>Total Support and Revenue</strong></td>
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<table>
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<th>Expenses</th>
<th>Amount</th>
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<td>Program Services</td>
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<tr>
<td>Fundraising and Communications</td>
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<td>Administrative</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$13,946,995</strong></td>
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<table>
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<th>Programs</th>
<th>82%</th>
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<tbody>
<tr>
<td>Fundraising and Communications</td>
<td>11.3%</td>
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<tr>
<td>Administrative</td>
<td>6.7%</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>82%</strong></td>
</tr>
</tbody>
</table>

Year Ended September 30, 2017
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.

*N for completed projects

2017 Program Work

- NFF Project Sites
- NFF-facilitated Collaboratives
- Treasured Landscapes, Unforgettable Experiences Sites
- NFF Offices
## DONORS

### Individuals and Organizations

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donors</th>
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</thead>
<tbody>
<tr>
<td>$1,000,000+</td>
<td>Gordon &amp; Betty Moore</td>
</tr>
<tr>
<td>$100,000 - $499,999</td>
<td>Anonymous, Joan &amp; Bob Feitler, New Hampshire Bureau of Trails, Turnbull-Burnstein Family Charitable Fund</td>
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<tr>
<td>$50,000 - $99,999</td>
<td>City of Scottsdale, Craig R. &amp; Barbara M. Barrett, Gates Frontiers Fund, Sirius Fund</td>
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<tr>
<td>$25,000 - $49,999</td>
<td>Amber &amp; Matt Spiel, Berenice Gates Hopper Family Fund, City of Mesa, Coleman &amp; Susan Burke, Cyrus &amp; Joanne Spurlino, John &amp; Maureen Hendricks, Paul &amp; Sonia Jones</td>
</tr>
<tr>
<td>$10,000 - $24,999</td>
<td>Anonymous, Barbara J. Hartley Fund, a donor-advised fund of The Denver Foundation, Barry Fingerhut, Bart Eberwein</td>
</tr>
</tbody>
</table>
DONORS

Corporations and Foundations

$1,000,000+
REI

The Vail Corporation

$500,000 - $999,999

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
Land’s End
Grant Foundation
Pacific Gas & Electric Foundation
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
Claire L.D. Jeffery Charitable Trust
Copper Mountain, Inc.
The Fritz and Adelaide Kauffmann Foundation, Inc.
Hoffman Construction
Minute Key
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
Schlaflty - 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

Aesthetech
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 Shirleen S. Hemingway Foundation
Jackson Hole Resort Lodging
Kitchen Magic
Mars Foundation
MCG Pure Chemicals
America, Inc.
Mitchell Gold + Bob Williams
Moccasin Lake Foundation
Monarch Mountain
OPI Products, Inc.
Patagonia
Pergo
Phaxio
Puraprstay 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
EcoTrek 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 & Herr
BNY Mellon Wealth Management
The Care of Trees
Commerce Trust Company
Cooper Spur Mountain Resort
Deer Isle Press, LLC
The Charles Delmar Foundation
Douro Group
DYNASTY Financial Partners, LLC
Feedures
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
Kodiak
Metolius River Lodges
Microsoft Matching Gifts Program
Modern Design Sofas
National Ski Areas Association

$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
Goldman Sachs Gives JUCY
Leon & George
McNeill Media
Michael C. Brown, Jr.
Momentum Solar
Movers Specialty Service
NEMO Equipment
Pawling Mountain Club
Pine Outfitters
Planning Center
Rocco Turpin
Rocky Mountain Recreation
Sea Dog Brewpub North Conway, LLC
TCC Group, Inc.
TM Howard Enterprise
Vast Adventure
WATERAX
We Love Trees, LLC
Window Fix, Inc.
Zipmart
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Jeff Paro (NJ)
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Regional Forester, Eastern Region, U.S. Forest Service (WI)
Doug Crandall
Director of Legislative Affairs, U.S. Forest Service (DC)
Scott Fossel (WY)
Russell Fraker
Attorney, Beverage & Diamond, P.C. (MD)
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Chairman, Gregory & Hoenemeyer, Inc. (CT)
Spencer Haber
Chairman & CEO, H/2 Capital Partners (CT)
Craig Mackey
Principal, Mackey Partners, LLC (CO)
David E. McIntyre
Vice President, Retired, Westvaco Corporation (SC)
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Beth Pendleton
Regional Forester, Alaska Region, U.S. Forest Service (AK)
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Principle, LRP Consultants, LLC (WI)
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Deputy Chief, National Forest System, U.S. Forest Service (DC)

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